# THNK:

## "a science based check list for effective science communication

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Director General
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Minister of health
Prime minister
NORGE
STATSMINISTERENS
KONTOR
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Risk

*‘Trust’*

Public health

*‘Informed choice’*

Media and communication

*‘Attention grabbing’*

Oh! So that's why journalism works!

## Summary: THNK

- **T**rust – yet not boring.
- **H**uman emotions – yet not '*emotional*'.
- **N**arratives – yet factual and informative.
- **K**reativity – yet not crazy.

The FAKE NEWS-people are awesome at this…

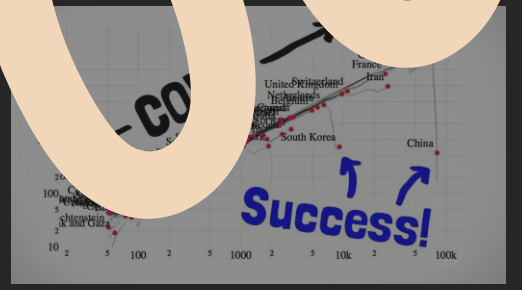
# **TRUST** «…acting in my best interests…»

# **TRUST** «…acting in my best interests…»

Who do you choose?

# World Health Organization

# YouTube



x100

What does a data scientist do?

L2Q JUNE 20
INVESTOPEDIA
KAPWING

Stories is how the brain remembers

# A birthday summary:

«Set the time and place»
Babette Buster

# RadioLab

Antibodies part 1 - CRISPR

RadioLab
Antibodies part 1 - CRISPR

NOVELTY
HABITUATION

# ‘Mental models’

Model for communicating knowledge

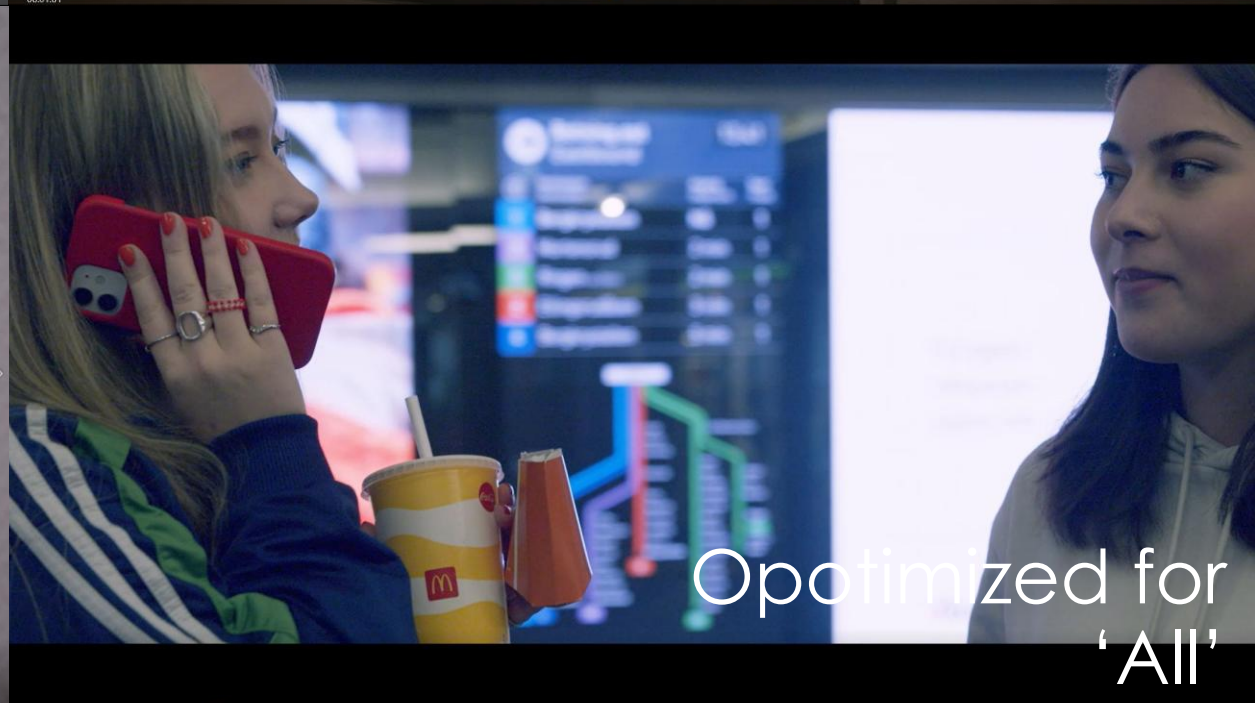
covcom

1. What do you want to say? — The sender
2. What does the receiver know? How do they take information in? — The receiver
3. Design the communication. — The message (THNK)
4. Did it work? — The effect

Optimized for
‘Trust’

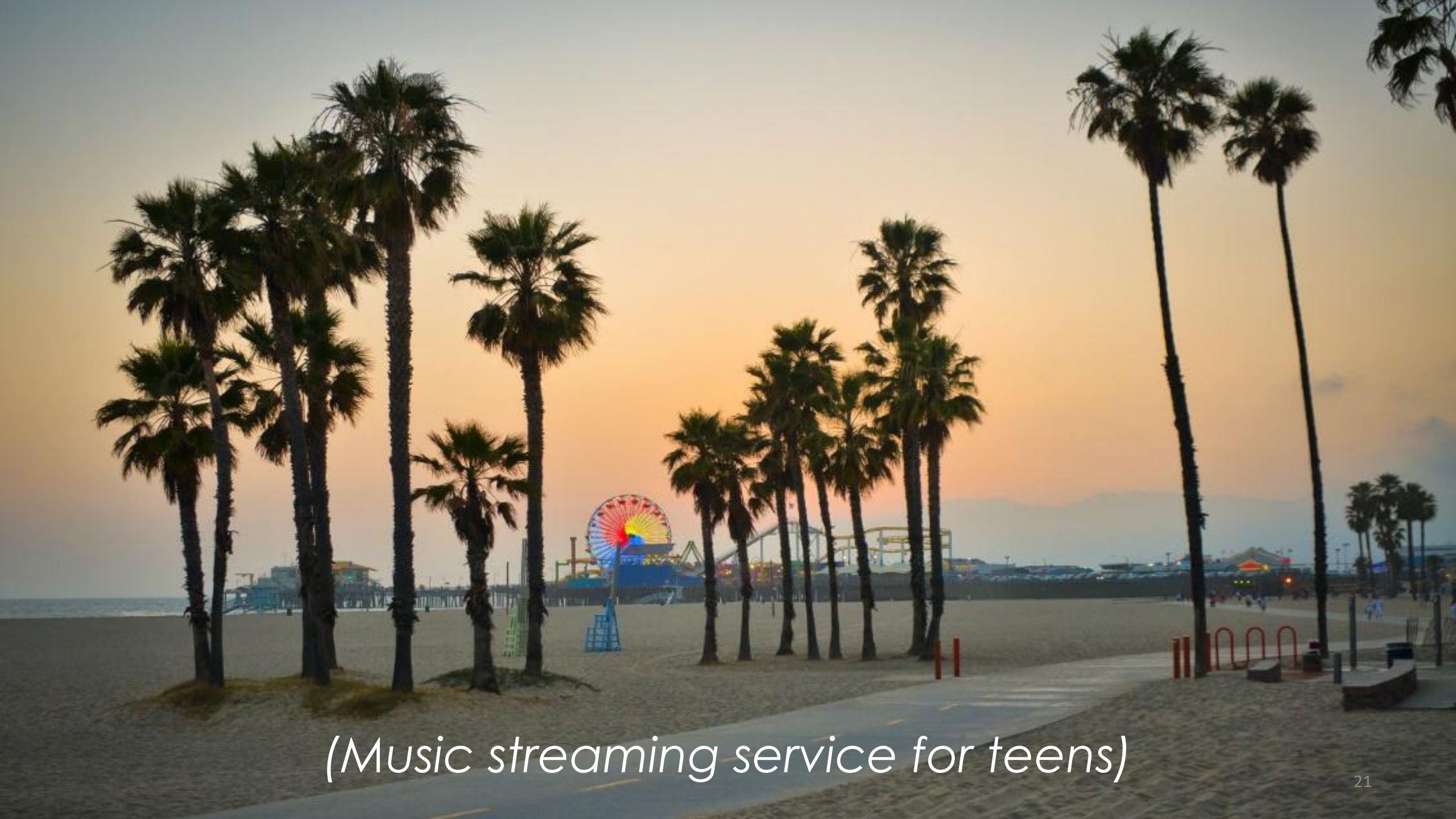
Optimized for
‘Learning’

Optimized for
‘Catchy’

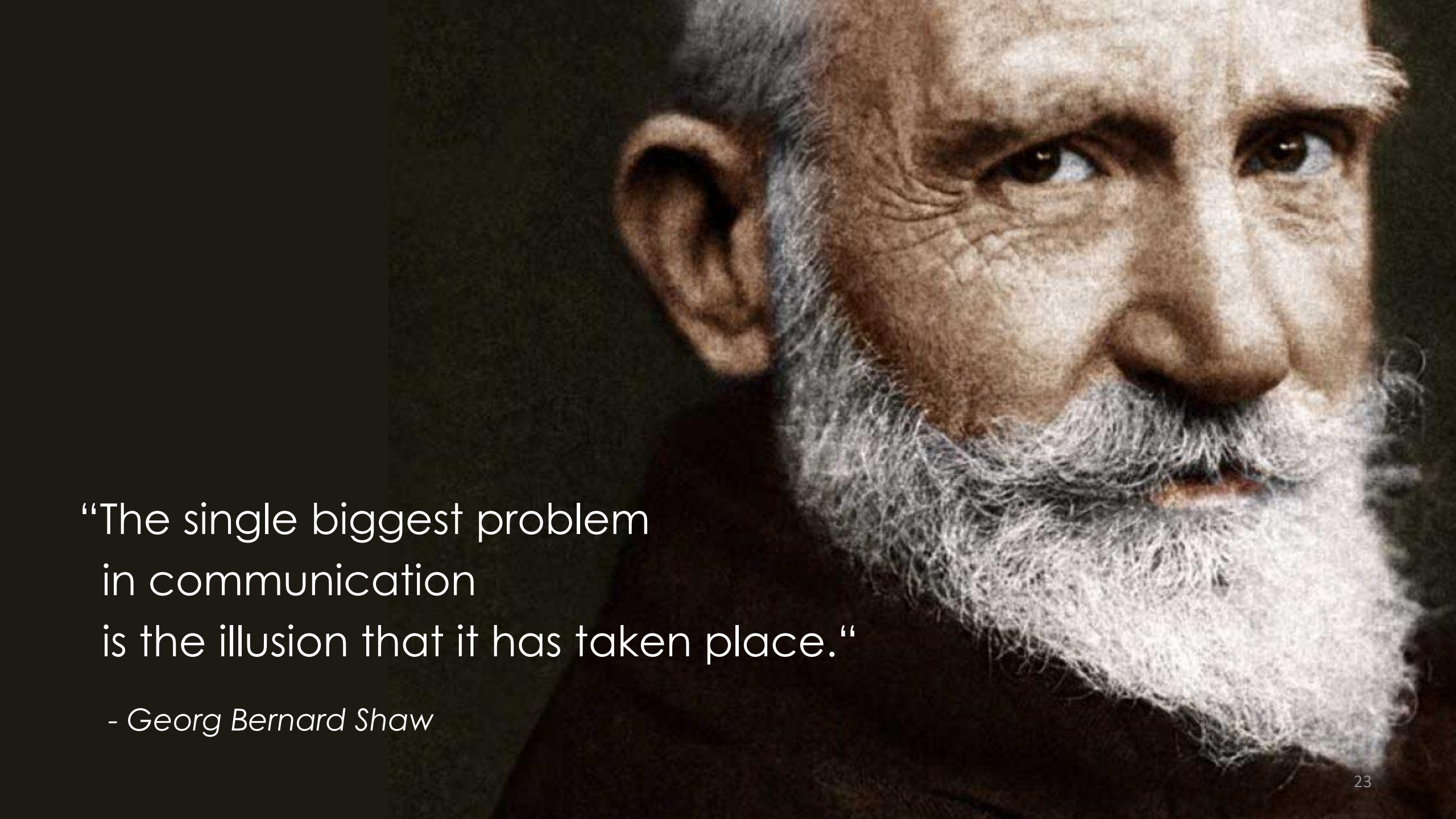

Opotimized for
‘All’

Trust
Learning
Catchy
All
RCT
(Rancomized Controlled Trial)

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.“
Maya Angelou



*(Music streaming service for teens)*


“The single biggest problem
in communication
is the illusion that it has taken place.“
- Georg Bernard Shaw

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# THNK

Trust

Human emotions

Narratives

Kreativity