

# Story telling of Science

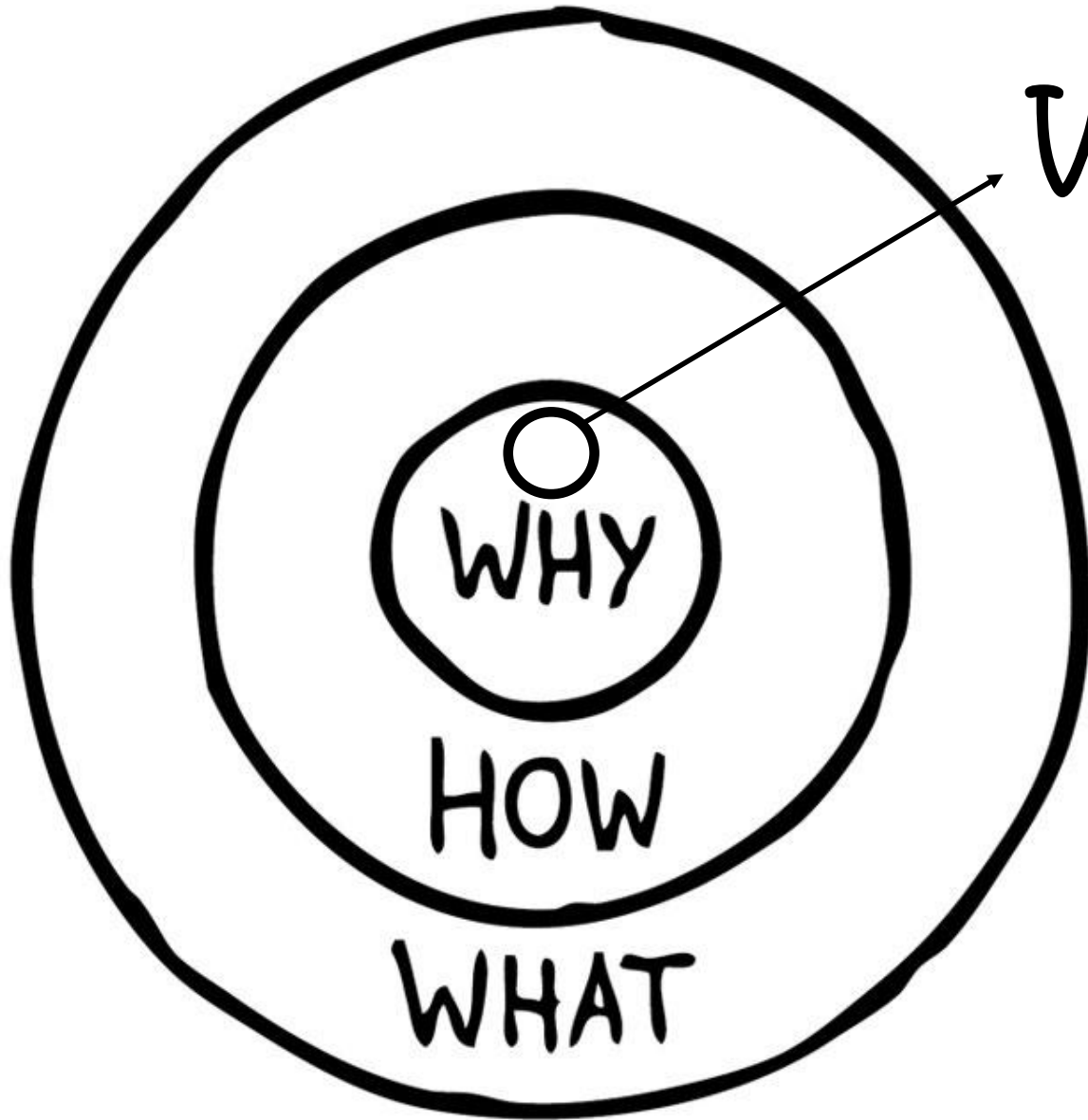
From Research to Story



*“...the change in net irradiance at the tropopause after allowing for stratospheric temperatures to readjust to radiative equilibrium...”*

The sun shines down on Earth, warming our oceans, burning our skin, heating the asphalt. The numbers suggest more and more heat is getting absorbed by the earth and its inhabitants, and less is being reflected out into space. This is making the earth hotter

*“There is high mortality in patients with mediastinal tumors during invasive procedures. Patients with mediastinal tumors often suffer from sudden cardiopulmonary collapse during performing invasive procedures, which is commonly unresponsive to conventional cardiopulmonary resuscitation (CPR). Before performing procedures on patients with mediastinal tumors, clinical symptoms and signs could be a tool for assess the risk for sudden cardiopulmonary collapse. Besides, tumor subtype could be a predictor for cancer survival rate. Researchers found that compression to large airway noted on Computer Tomography (CT) scan could be a strong risk factor for sudden CPR”*



WHO



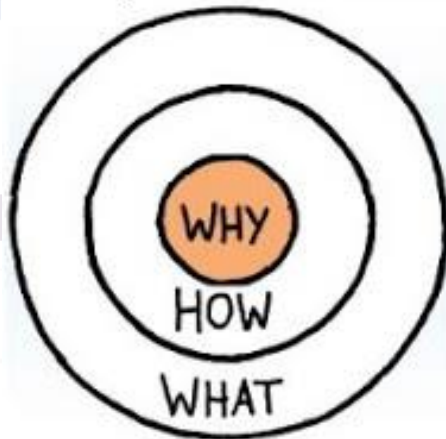


# Start with the Golden

By Dave Chaffey

• Online value proposition

Act, Think & Communicate from the **INSIDE** OUT!



**WHY - Your Purpose**

Your motivation? What do you believe?

**HOW - Your Process**

Specific actions taken to realize your Why

**WHAT - Your Result**

What do you do? The result of Why. Proof



Objectives



Methodology



Discussion/Conclusion

## Simon Sinek explains how to truly differentiate a brand when most fail

Leadership expert Simon Sinek is perhaps best known for giving one of the most popular TED talks of all time, which you can view at the end of this post. Its focus is on how leaders can inspire cooperation, trust and change in a business based on his research into how the most successful organisations think, act and communicate.

I think that marketers will find most value in his *Golden Circle* model which helps give focus to how a business can stand out from similar competitors by communicating its differences. I was prompted to check it out after a recent workshop when discussing the importance of developing [strong online value propositions](#) as part of a digital marketing strategy. One of the attendees working in B2B healthcare explained how they had used it with their agency



WHAT

HOW

WHY

## Rule #1

Know your audiences

## Rule #2

Connect to the bigger theme

## Rule #3

Solve the right problem

## Rule #4

Extend/advance the narrative

## Rule #5

Organize & manipulate the boxes

# 5

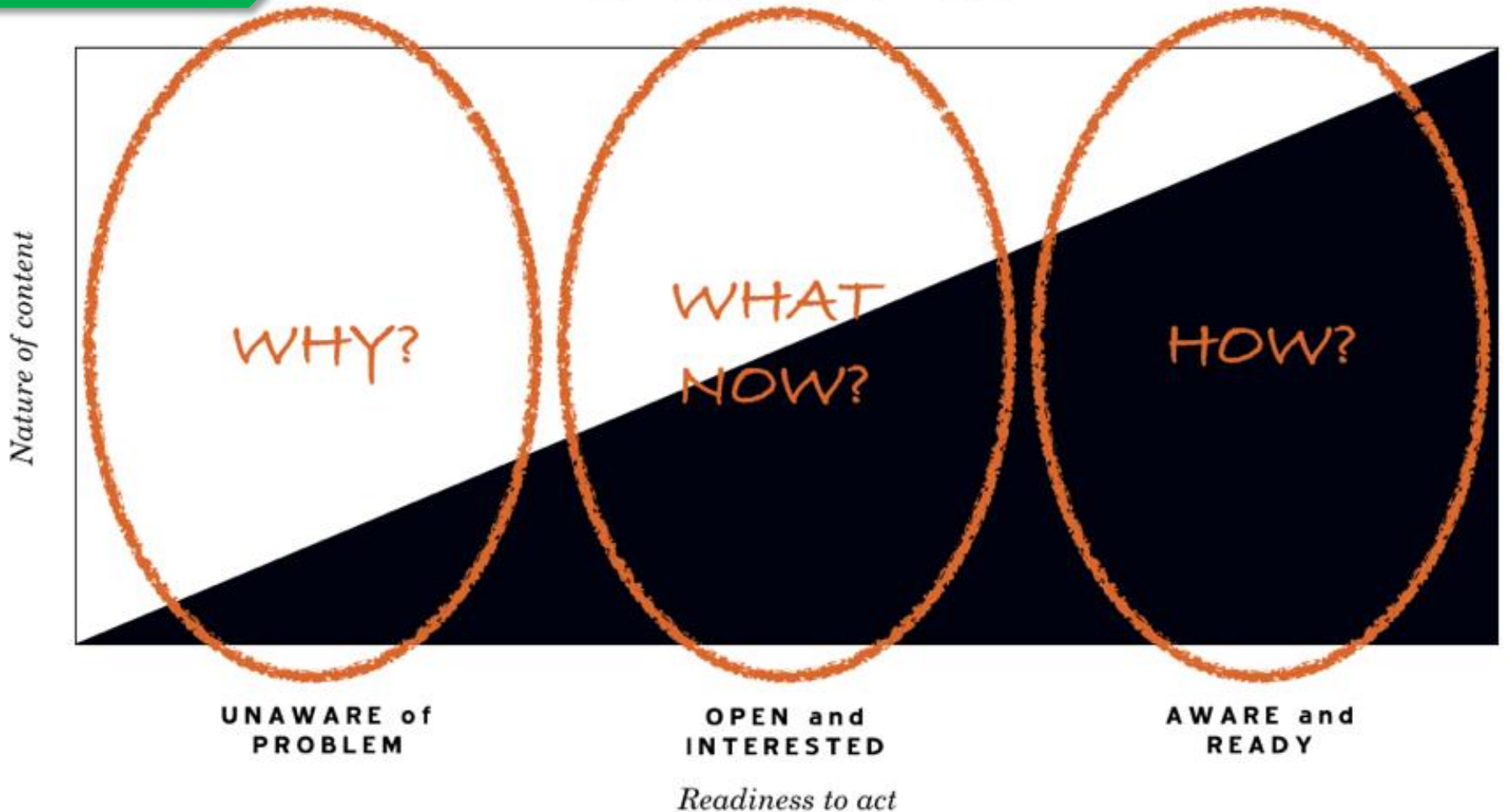
basic rules of writing  
Scientific  
Plain Language Summary

*"Depending on how familiar your audience is with the problem your idea solves, they need that information in different proportions"*

**Rule #1**  
Know your audiences

*Adapted from: LeFever, Lee, The Art of Explanation. Hoboken, NJ: John Wiley & Sons, 2013.*

□ **WHY**      ■ **HOW**





# If You Want to Explain Your Science to the Public, Here's Some Advice

Tap into the ample resources that can get you started

By Esther Ngumbi on January 26, 2018



Credit: Gerd Altmann Pixabay

Recently, Narendra Modi, the prime minister of India, [urged scientists](#) to share their problem-solving innovations with the public in more accessible ways, including by using vernacular languages. This kind of openness and accessibility is important and needed. While most scientists publish their work in academic journals, [only 10 people, on average](#), read a given article in its entirety; so clearly, the general public is not being reached that way.

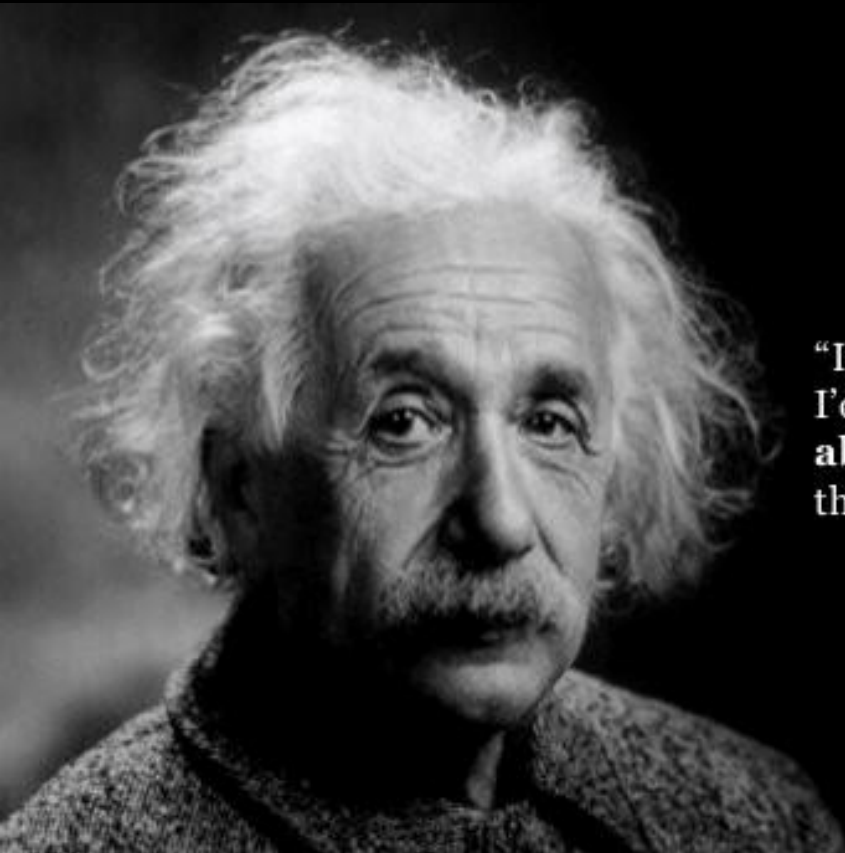
Translating complicated concepts that are jargon-heavy into terms and ideas the public can understand is not always easy. But, increasingly, scientists, university and research institutions, government institutions and others are trying to find ways to do it. Professional societies like the [American Association for the Advancement of Science](#) and [Entomological Society of America](#) offer a wide array of tools and [programs](#) like science communication courses and [science policy fellowships](#) to help scientists with dissemination. The National Academy of Sciences even recently released a report, "[Communicating Science Effectively: A Research Agenda](#)," to help scientists effectively communicate their research. An example of an international effort is the [Imagine Project](#) initiative, through which scientists take their research out of the laboratory and [share](#) it with rural and indigenous communities in Africa and Latin

Rule #2  
Connect to the bigger theme

While there are other ways to [disseminate academic research](#) to the public, including writing research and policy briefs, sharing it on university and research institutions websites and blogs, my experience of this has been through [op-ed writing](#). This is my advice to scientists who also want to use op-eds to reach the average person:

The first step is to connect the research you are doing or pursuing to a bigger theme. Is it the environment? Climate change? Public health? As an example, my research on beneficial soil microbes ties into several major themes including climate change, food security and soil health.

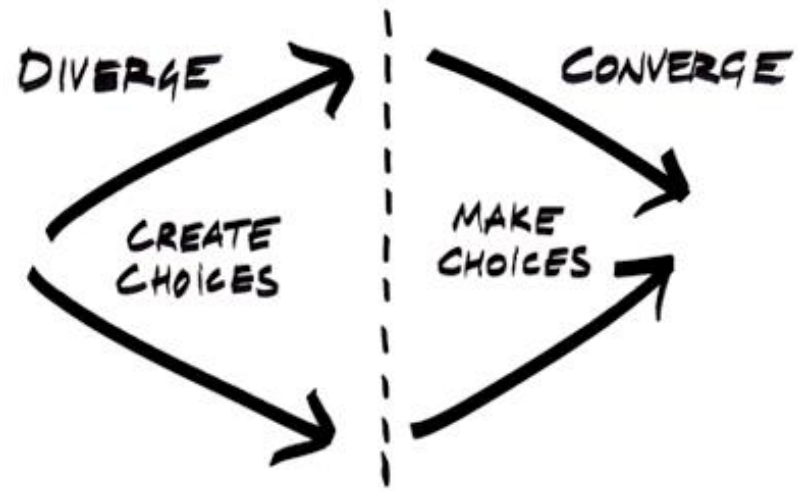
Secondly, it is important to find the story and storyline in your research. How do the results of your research creatively link and connect to the global challenges facing humanity? Once you have this lined up, it is time to write the piece.



## The Problem

“If I had an hour to solve a problem, I’d spend **55 minutes thinking about the problem** and 5 minutes thinking about solutions.”

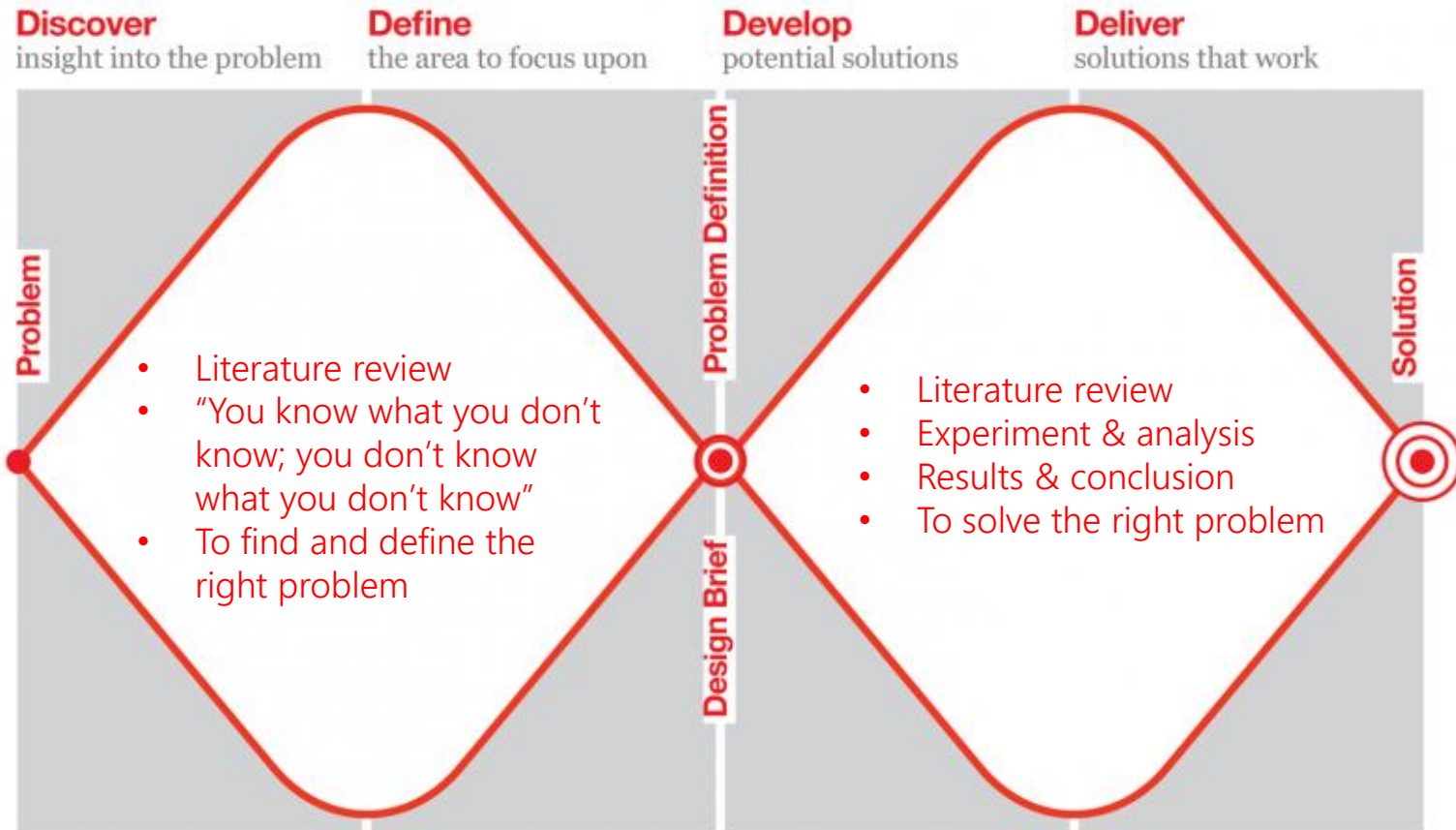
—Albert Einstein



# Double-diamond Model

## Rule #3

Solve the right problem



## Rule #4

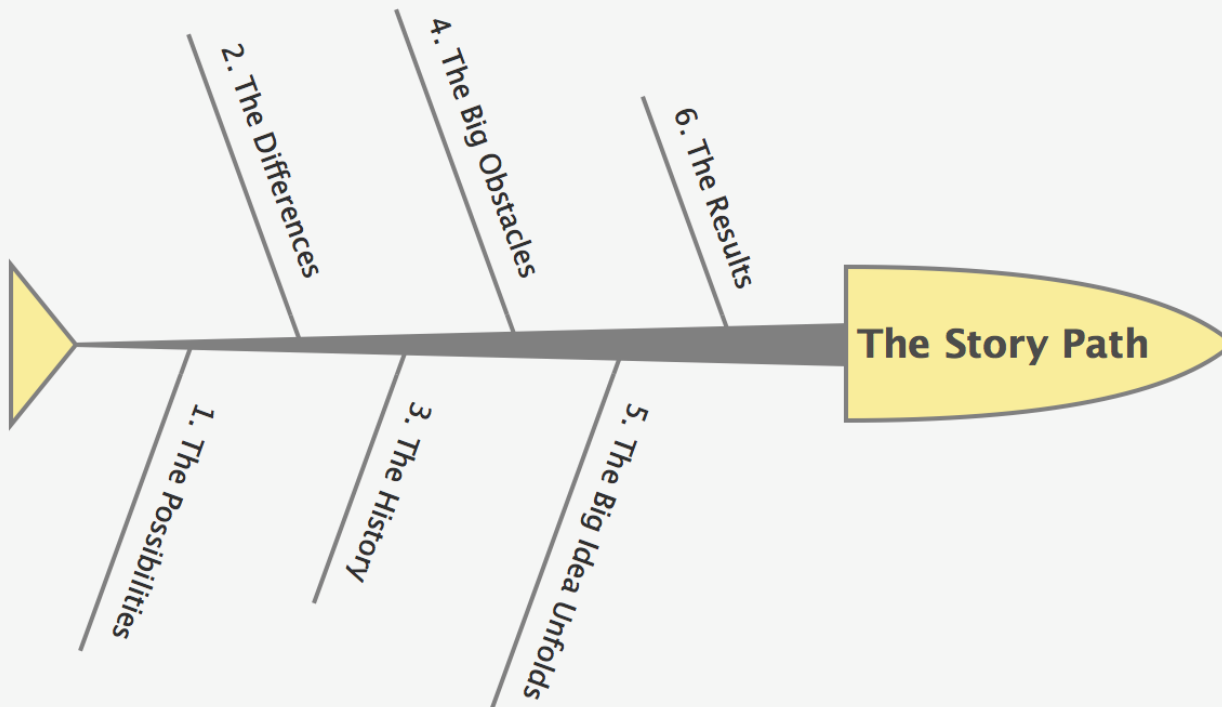
Extend/advance the narrative

# Extend

To give more detail to color the narrative and to help audience to believe what you are doing

# Advance

To go into the future in keeping the narrative flowing



- Work in pairs
- Person A tells a story, and Person B calls out “**extend**” for more details, or call out “**advance**” for the story to continue

Big Why

Why

**Problem**

What

**Solution**

How

Rule #5

Organize & manipulate the boxes

Your Thinking BOX





Big  
Why

(1)  
**Ideal**



(2)  
**Reality**



*The So what!*



Why

(3)  
**Problem**



(4)  
**Solution**



What

How

The Story board  
Method





# Big Why

# Why

# What

# How

(1)  
**Ideal**

(2)  
**Reality**

(3)  
**Problem**

(4)  
**Solution**

(5)  
**Next Step**

imaginative

curious

observant

reverse thinking

critical thinking



Your Learning Box

General Objective



Specific Objective



**Research Statement:** Effectiveness of planned teaching on the knowledge of staff nurses working in psychiatric unit regarding physical restraints for psychiatric patient in selected hospital of Vietnam

**General objective:** To assess the knowledge of staff nurses working in psychiatric unit regarding physical restraint

**Specific objectives:**

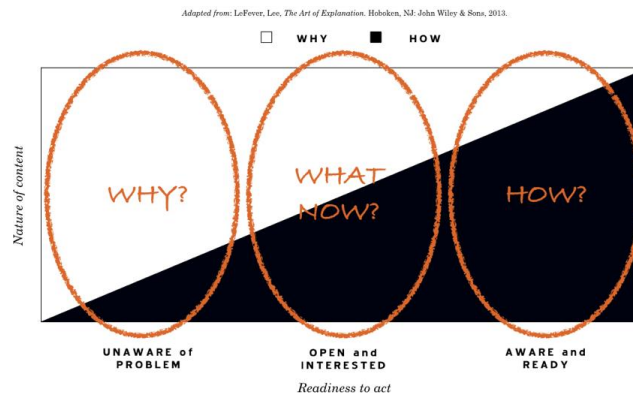
- To assess the knowledge regarding physical restraints among nurses working in psychiatric unit
- To evaluate the effect of planned teaching on physical restraints among nurses
- To associate the knowledge with selected demographic variables

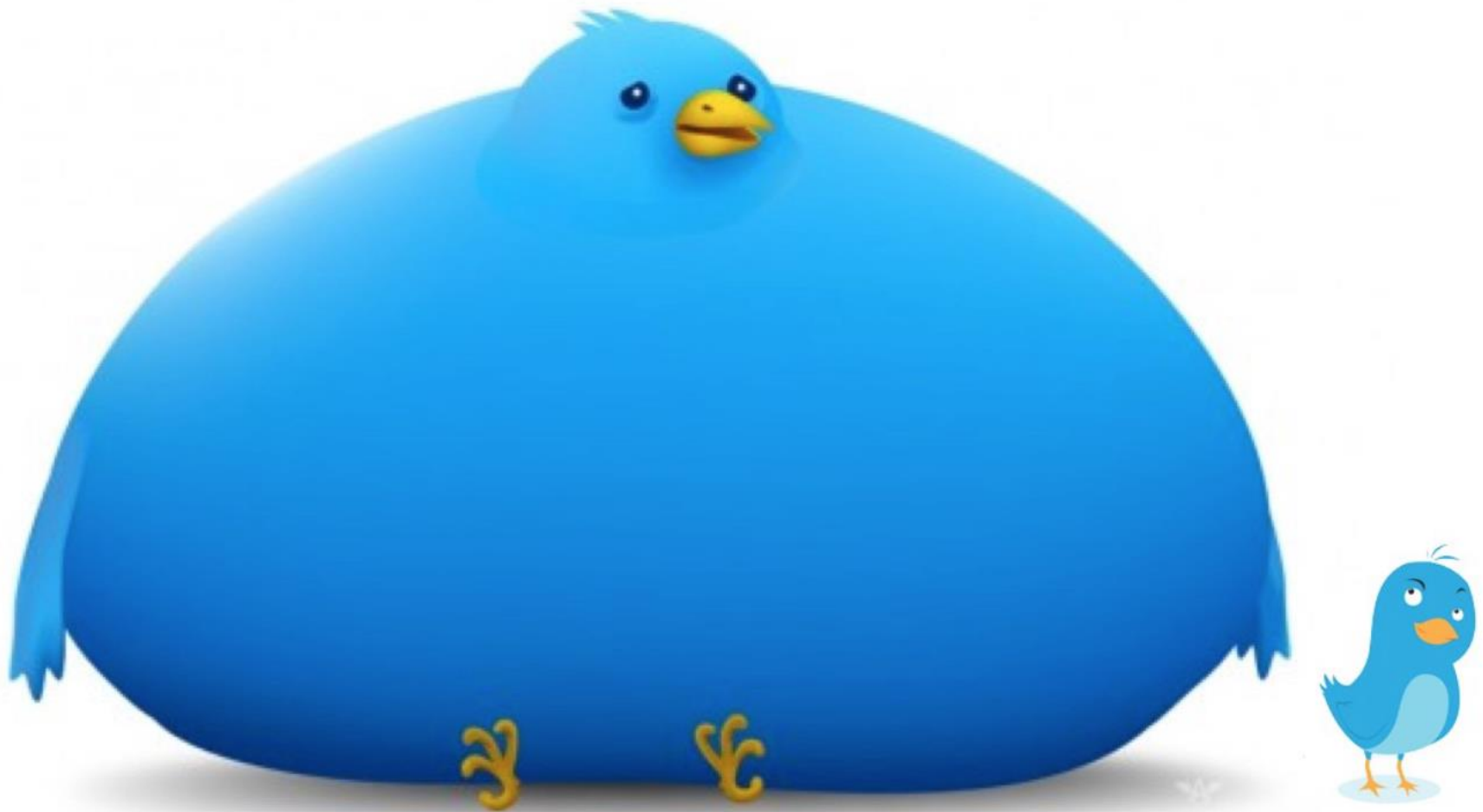
# Research Objective is about:

- [Why] Solving the **problem**
- [How] How to achieve the **goal**
- [What] What to be achieved as **objective**

# Research Objective provides:

- [Why] Directions to investigate variables *introduction*
- [How] Ways to measure the variables *methodology*
- [What] Relationship or difference between variables *discussion*





Big why versus small why



Big Why  
the bigger problem



Small Why  
problems that contributes to the bigger problem



What  
objectives to be accomplished in solving the individual problems



How  
goals of every steps taken within the research work

FREE  
for  
Researchers

# Stand out.

Make sure your research gets read and applied.

Start now



Wherever you publish or share your work, use Kudos to make this more effective:

**Open** up your research so new audiences can find and understand it.

**Track** the most effective networks for getting your work read, discussed and cited.


**Learn** where to focus your efforts to make best use of your time.

**Improve** the metrics by which you are evaluated.




# Plain Language Summary

**KUDOS**



**Karine Dupre**  
Current affiliation: Griffith University  
Subject speciality: Architecture & Planning  
Primary location: Australia

**Publications**

 The New Gold Coast Chinatown  
Published in: International Journal of Tourism Cities  
Publication date: May 2015

**What's it about?**

This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about...

[Read more >](#)

## Publisher's Comment



Usage of full-text articles trebled for those authors using the Kudos tools

<http://www.emeraldgroupublishing.com/about/news/story.htm?id=6247>

**Purpose**  
– The purpose of this paper is to study the relationship between culture-based tourism and cultural sustainability in the established tourism destination of Gold Coast, Australia. The paper contributes to the debate on local development and tourism through evaluating the development of the newly-born Gold Coast Chinatown.

**Design/methodology/approach**  
– Two types of analysis were developed for this study. The first one aims at assessing the general features of the case study site. It was done by the urban analysis of the precinct, the count of the shops associated with the identification of their function (e.g. retail, services, etc.), street visual survey, and the assessment of ethnic expression/representations. The second analysis aims at assessing place-attachment, development impacts and cultural attitude. It was done by questionnaire surveys.


**Findings**  
– The analysis evidences mainly two findings. First, tradition, authenticity or ethnicity are not perceived as key drivers, and tangible pre-requisites do not appear as a priority for a culture-based tourism development. Second, correlation studies show the longer the length of residence the higher is the attitude towards positive perceived economic impacts and positive cultural attitudes. It is the opposite of what is usually found in literature review. As such, it challenges the concept of cultural sustainability, and helps us to reconsider the weight of the evaluative factors of community attachment, development impact and cultural attitude in tourism development.

**Originality/value**  
– The recent creation of the Gold Coast Chinatown not only raises the question of the rationale of what is usually recognised as a community-based settlement, hence its cultural foundation and the legitimacy of transfer of cultural models, but also the processes at stake between cultural sustainability and tourism development. To the knowledge, no publication exists on this case study.


## Original Abstract

- Important structure and language for specialists
- But takes time to read even the abstract
- And not easy for non-specialists to understand


**What's it about?**

 From the authors  
This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about this development.

**Why is it important?**

 From the authors  
This work is timely because the Chinatown is still under development and has not reached yet its final phase. It not only documents the physical features at this stage but also evidences the surprisingly positive attitudes.

**Perspectives**

 **Karine Dupre** (Author)  
Unlike other cities, the City of Gold Coast is really entrepreneur-like and it is striking to find out that people from our survey are in majority supporting this direction. It means that place-making cannot be considered only from the 'traditional' perspective of 'normal' cities.

## Simple Summary

- Quicker for specialists to scan and filter
- Easier for non-specialists and speakers of other languages to understand
- Better for engagement with media and the public

## Ozone Depletion Explains Global Warming

Peter L. Ward

[Claim this publication](#)

Current Physical Chemistry, May 2017, Bentham Science Publishers  
DOI: 10.2174/1877946806999160629080145

### Why climate changes

#### What is it about?

The globe has warmed more than one degree Centigrade since 1970 and some of this warming appears to have been caused by humans, but greenhouse-warming theory has never been demonstrated by experiment to actually cause global warming. Manufactured chlorofluorocarbon gases (CFCs) and chlorine and bromine emitted during volcanic eruptions are observed to deplete the ozone layer. The ozone layer normally absorbs most ultraviolet-B solar radiation protecting life on Earth from this very "hot", sunburning, skin-cancer-causing radiation. When ozone is depleted, more ultraviolet-B radiation is observed to reach Earth, cooling the ozone layer and warming Earth. Ozone depletion theory provides a more direct, more detailed, and more precise explanation for global warming observed in the past 100 years and throughout Earth history than greenhouse-warming theory.

#### Why is it important?

On 12 December 2015, 195 countries agreed in Paris to reduce greenhouse-gas emissions in order to hold "the increase in the global average temperature to well below 2°C above pre-industrial levels" at a cost thought to exceed ten trillion dollars. This is likely to be a waste of money. It is extremely important that we understand clearly what has caused observed global warming.

#### Perspectives

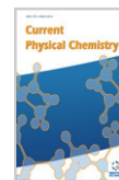


**Dr Peter Langdon Ward** (Author)  
Science Is Never Settled

In 2006, I discovered that the greatest volcanism recorded within Greenland ice was contemporaneous with the greatest warming as the world warmed out of the last ice age from 12,000 to 9,000 years ago. This did not make sense because major explosive volcanic eruptions throughout recorded history have typically caused 0.5 degrees Centigrade global cooling for 2 to 4 years. I have worked full-time since then trying to understand a wealth of data that show clearly that ozone depletion is far more important to climate change than greenhouse gases.

[Read Publication](#)

The following have contributed to this page: Dr Peter Langdon Ward



In partnership with:



#### Authors



**Dr Peter Langdon Ward**  
Science Is Never Settled

#### Resources

##### Related Content

#### Why Climate Changes

Extensive website containing videos of talks, all of my papers published or in process, and fully-referenced scientific presentation of observations, interpretations, and conclusions.

#### Video

##### TEDx: Volcanoes, a forge for climate change

A TEDx Wilmington talk about volcanoes and climate change given on 28 October 2015.

## Publication metrics

3. Measure

### Overview

Number of shares

21

Clicks on shares\*

1828

Views on Kudos

2691

Clicks on Read Publication button

475

Altmetric score\*\*

419

Web of Science Times Cited\*\*\*

0

### Cumulative Activity

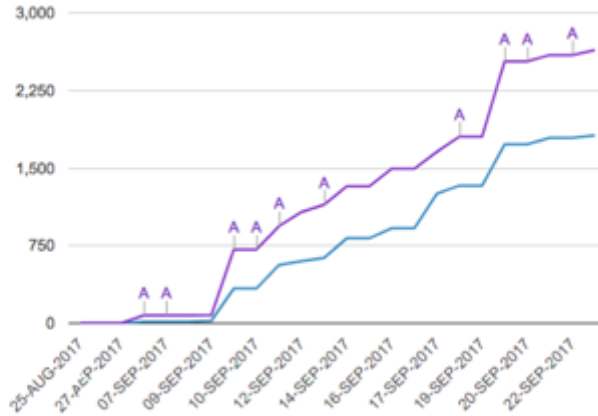
Show data for last: **30 days** 90 days 180 days All time

- Full text downloads
- Abstract views
- Share referrals
- Kudos views

A = Author activity e.g. sharing. Hover over for more details

P = Publisher activity. Hover over for more details

K = Kudos admin activity. Hover over for more details



### Altmetric

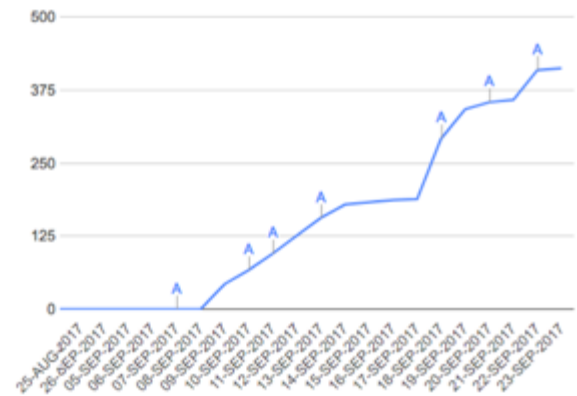
Show data for last: **30 days** 90 days 180 days All time

Altmetric score



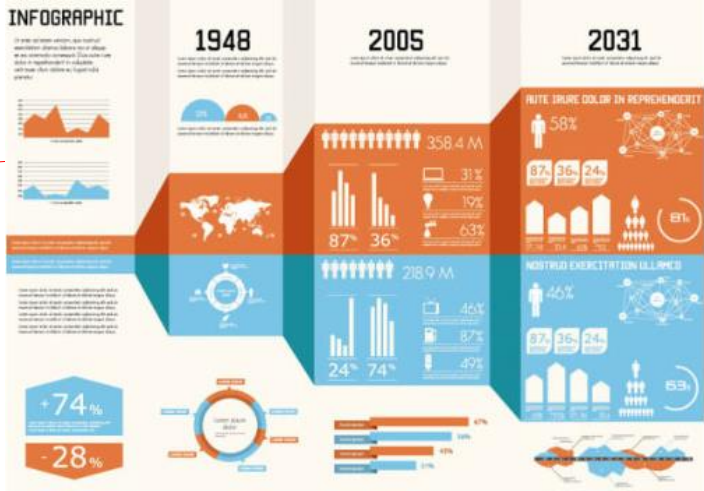
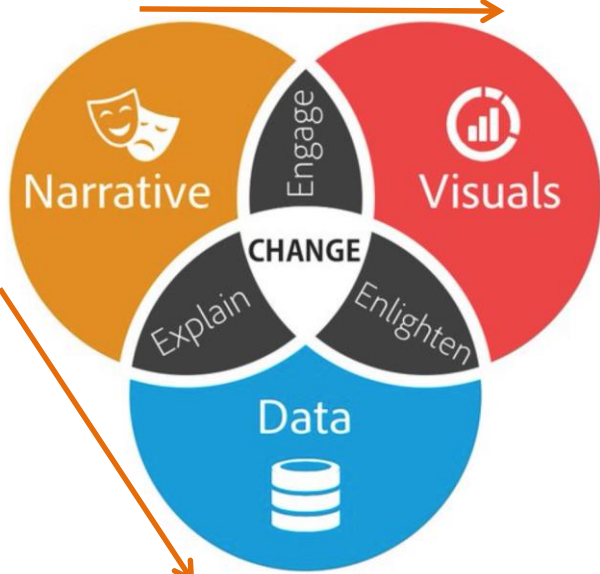
See more details

- Blogged by 1
- Tweeted by 535
- On 7 Facebook pages
- Mentioned in 18 Google+ posts
- Reddited by 3
- 10 readers on Mendeley
- 1 readers on CiteULike



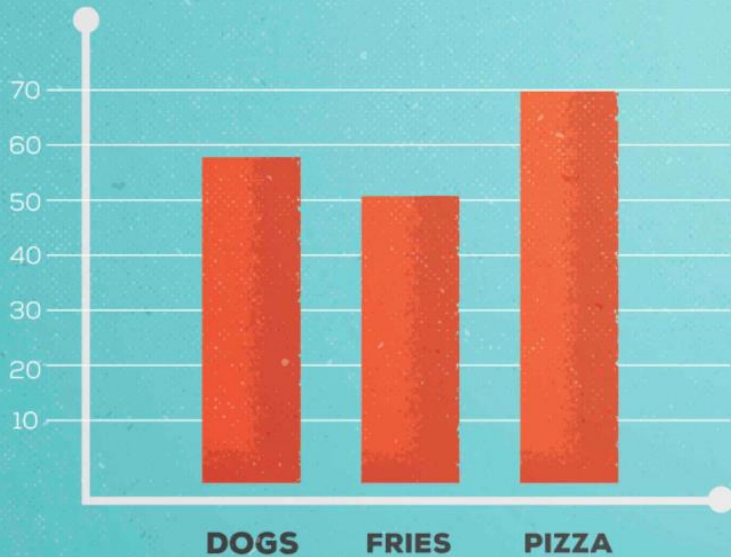
# Engage-Enlighten

# & Explain





# YOU COULD USE A BAR CHART



OR

# YOU COULD USE AN INFOGRAPHIC







ENVIRONMENT

# Years Of Chinese Air Pollution Data Captured In Swirling Charts

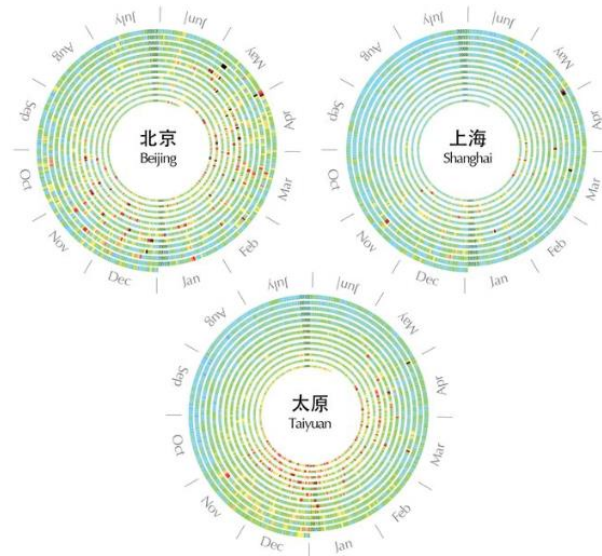
One of our 15 favorite recent data visualizations

By Katie Peek December 18, 2014

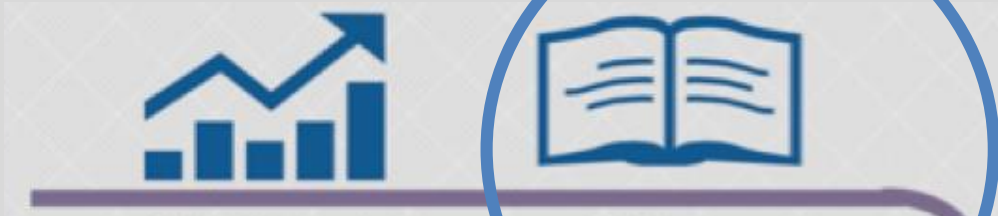
Xiaoji Chen set out to find patterns in the air pollution that plagues Chinese cities. Using data from the country's Ministry of Environmental Protection, she created spirals that reveal the annual cycles of winter air pollution and spring sandstorms. The year 2000 appears at the center and 2013 at the outer edge, with the more severe pollution in red. On the right is industrial Taiyuan in northeast China, which suffered from air pollution so extreme that in the early 2000s, the government intervened to make the city's factories more efficient. A marked improvement is visible in Taiyuan's spiral starting in the middle of the decade.

See all 15 of our favorite recent data visualizations here.

This article was originally published in the [November 2014 issue](#) of Popular Science, under the title, "Dawn of the Data Age."



SKY COLOR  
Courtesy Xiaoji Chen



Gather Data

Find Story

Why-What-How-Who



Wireframing



Plan &  
Objective

Text-to-Visual

Keep it  
Simple

3 Metaphor



Understandable

Share &  
Review

Disseminate



Adapted from: LeFever, Lee, *The Art of Explanation*. Hoboken, NJ: John Wiley & Sons, 2011.

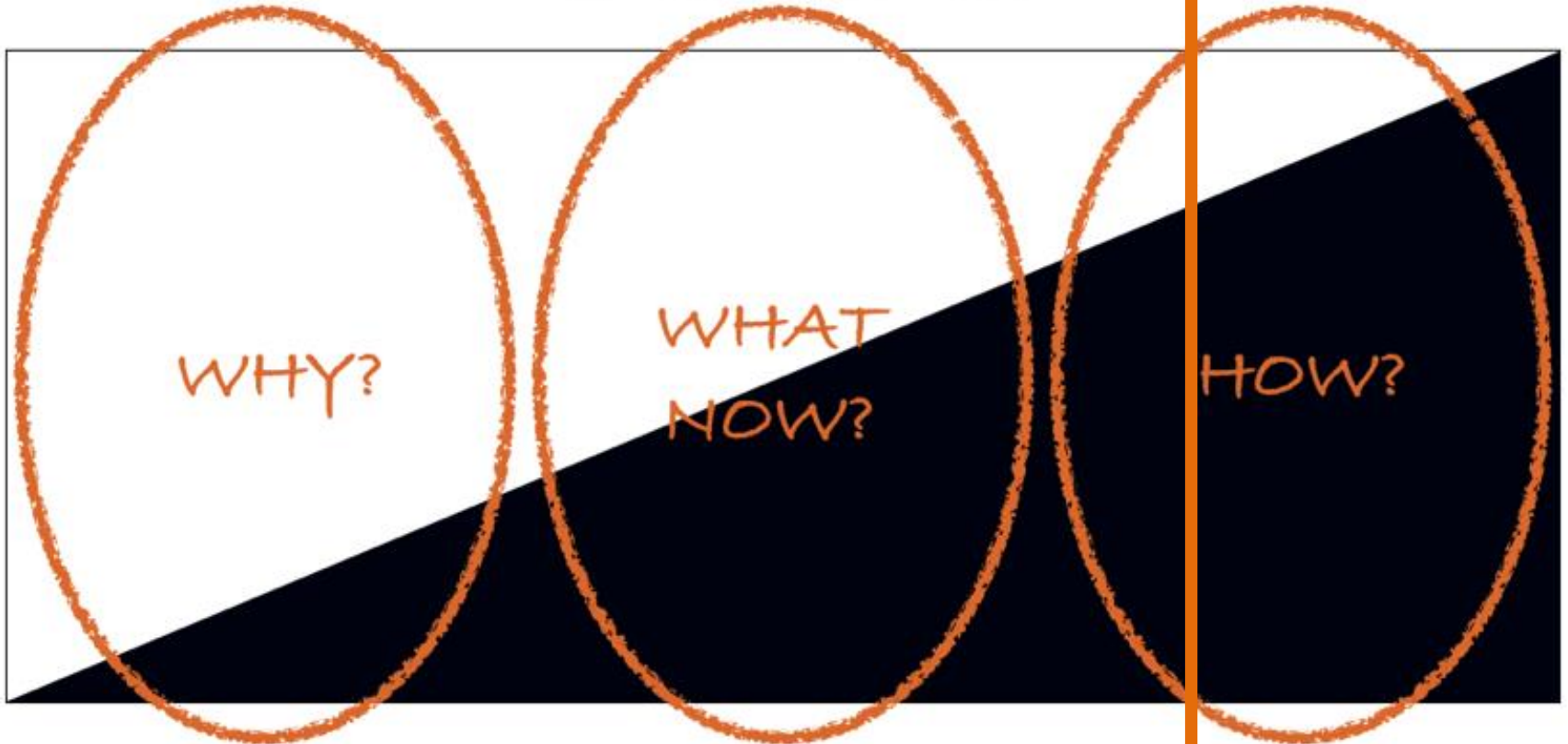


WHY



HOW

Nature of content



UNAWARE of  
PROBLEM

OPEN and  
INTERESTED

AWARE and  
READY

*Readiness to act*

Infographic

# 13 attention-grabbing title formulas and how to use them



by KAYLA MATTHEWS — 6 months ago in CONTRIBUTORS



324 articles

Whether you've been writing professionally for a long time or are an aspiring blogger or journalist, you probably know titles and headlines are some of the most important parts of a piece. Sure, they're short — but they give readers an idea of what to expect from the content and help them decide whether it's worth their time to read more.

Below, check out some of my tried-and-true title formulas and learn more about the most appropriate times to depend on them.

1. How to + [task or action] + [result]

Do you want to be a cryptocurrency millionaire?

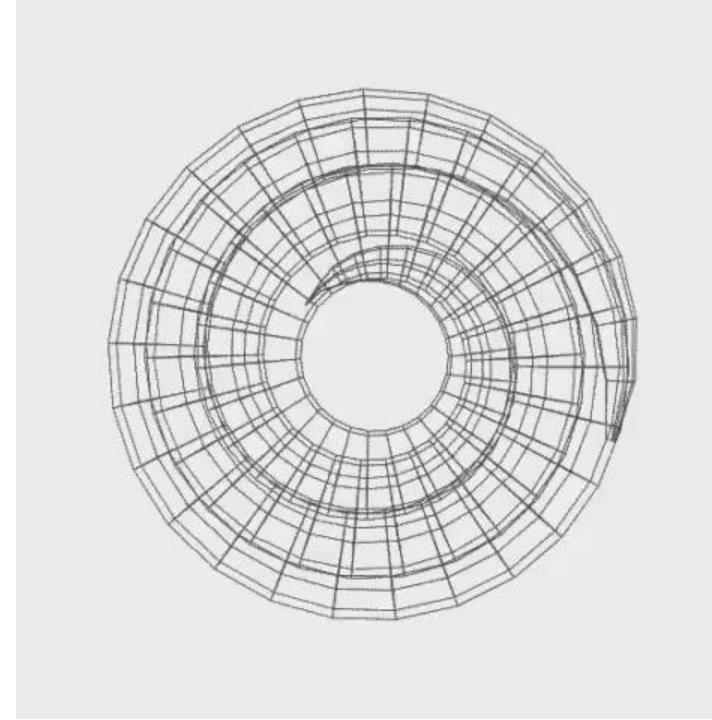
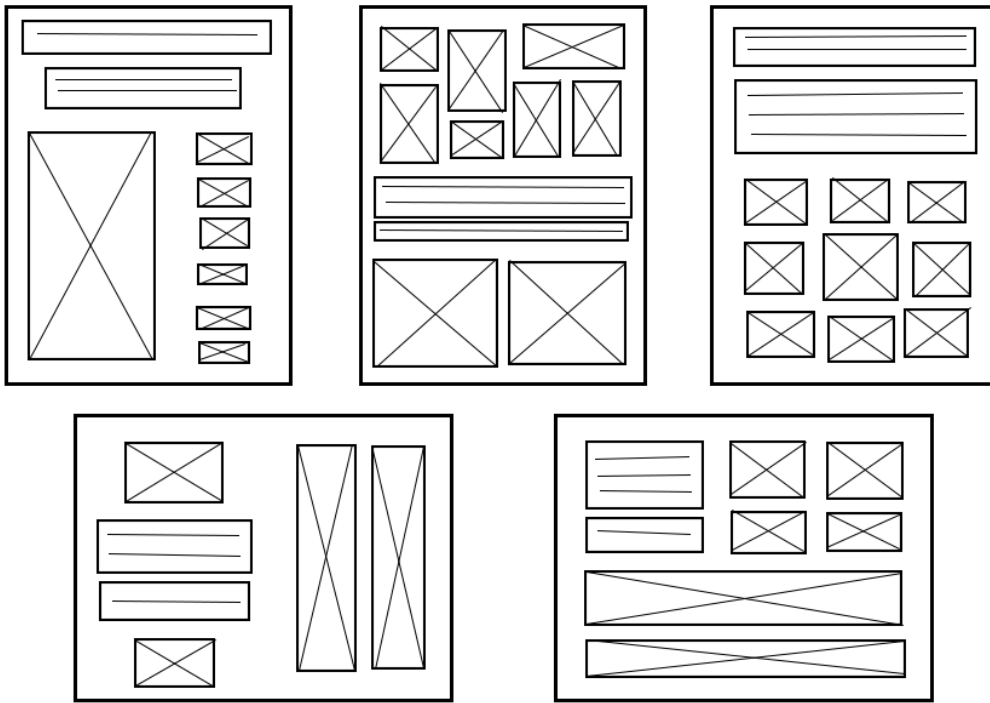
Don't get your hopes up.

VISIT HARD FORK

7. How to + [task or action] + [result],  
music tracks, places to travel, etc.]
2. The secret to [a relatable need or goal]
8. Shared way to [make someone's life progress]
3. [Number] + things you need to know to
9. [Action] + [result] + Q&A with  
[notable person]
4. [Number] common myths about
10. [Subject] [noun] by trying these  
[number] proven tips
5. Here's what happened when I
11. [Action] + [result] + [interesting or unusual  
situation]
6. [Noun] + [action] + [potential  
decision] good or bad?
13. [Number] things that are making your  
[problem or issue] worse

Source:

<https://thenextweb.com/contributors/2018/02/04/13-attention-grabbing-title-formulas-use/>

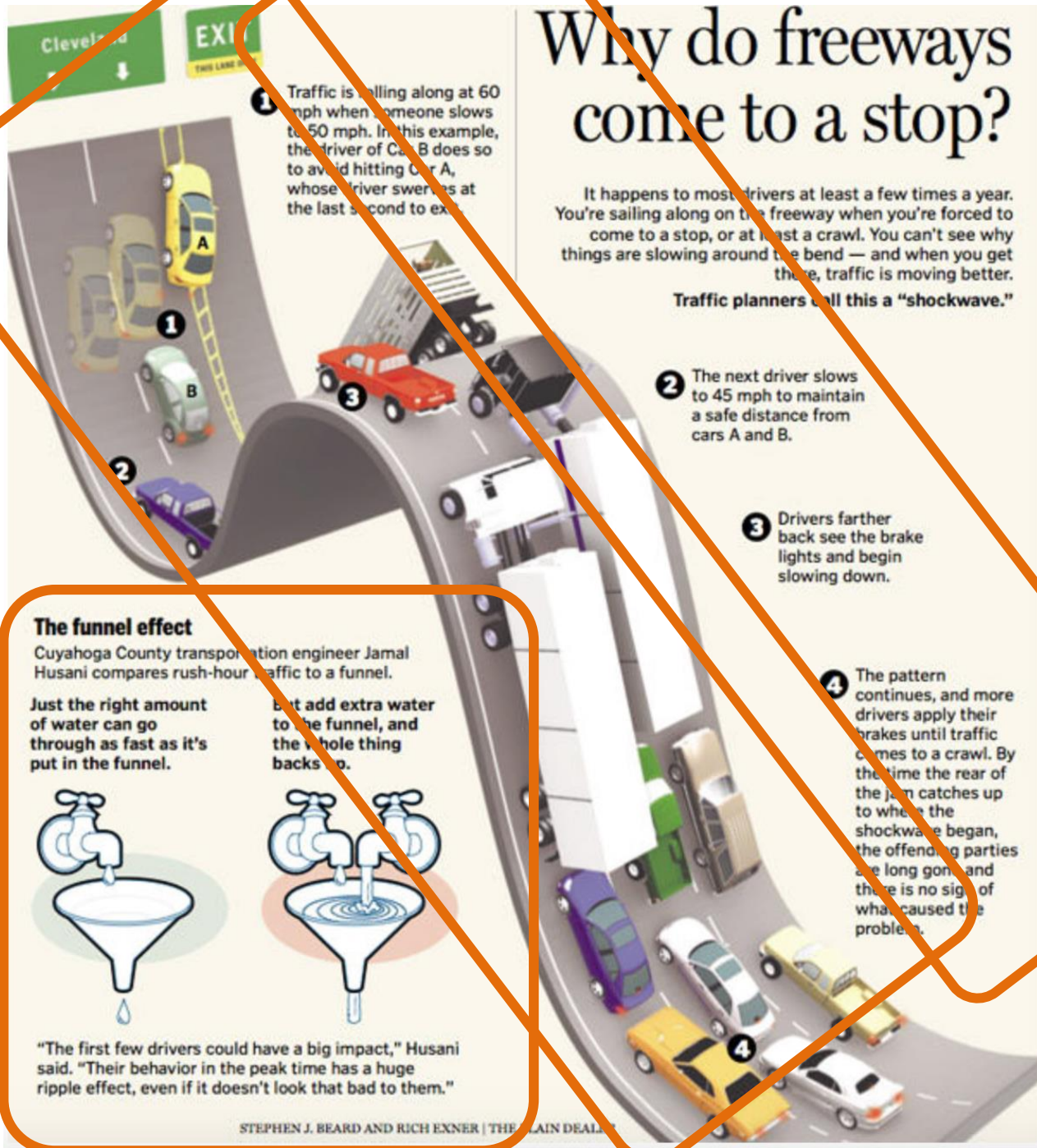


wireframing



Why

What



How

# Story Map: The Starting Point

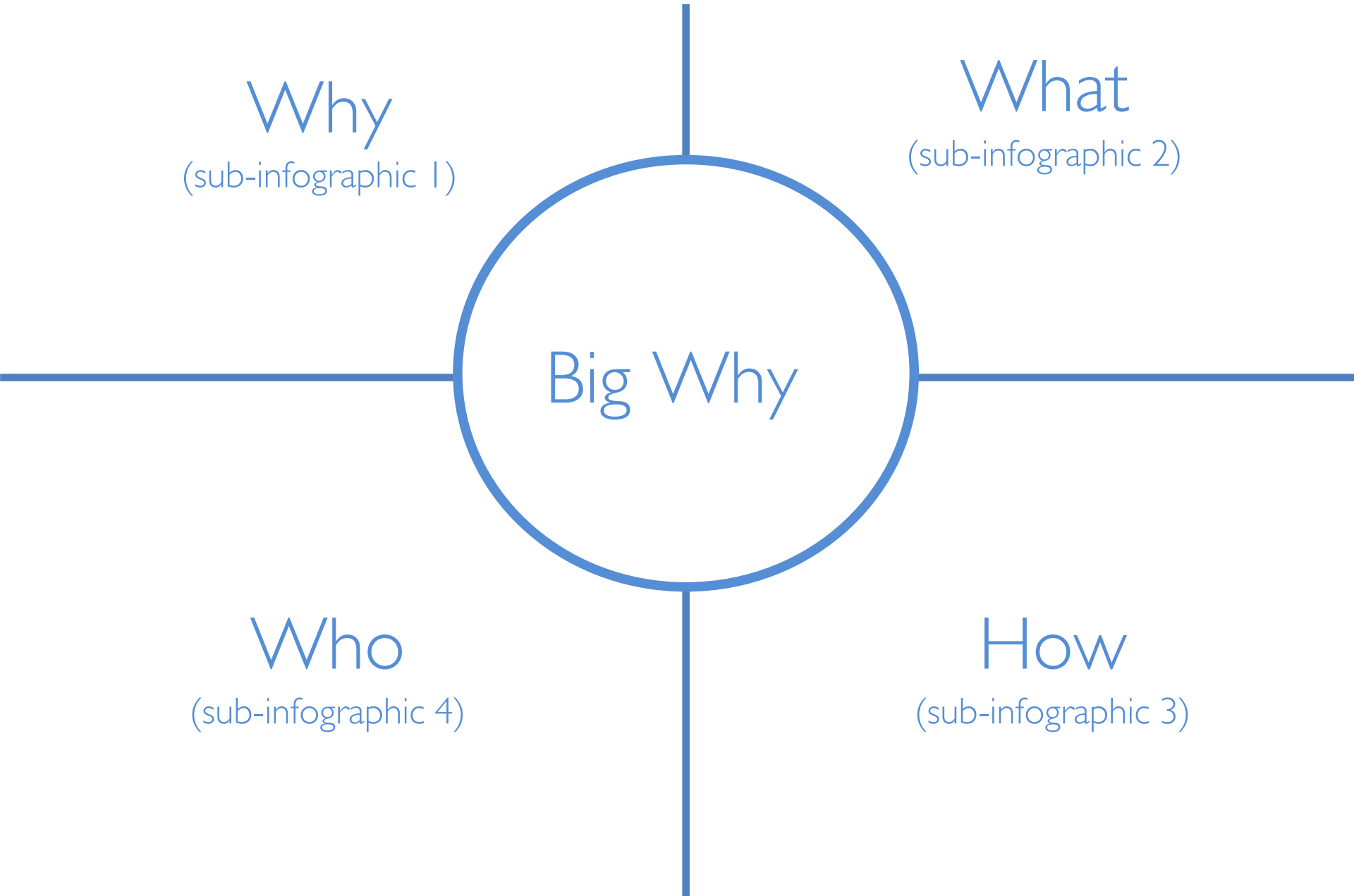
Why  
(sub-infographic 1)

What  
(sub-infographic 2)

Big Why

Who  
(sub-infographic 4)

How  
(sub-infographic 3)





WHY  
**TWITTER #HASHTAGS ARE WORTHLESS**

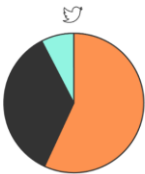


While hashtags used to be one of the most exciting parts of Twitter, bots and spammers now target popular hashtags in their tweets, likes and shares.

We looked at a sample of

**137,052**  
TWEETS

and over a **7 day** period.



- 56.9% of Twitter accounts were Questionable (High follower/following count and odd liking/sharing habits).
- 35.5% of Twitter accounts were Real (Organic following, sharing and liking habits).
- 7.6% of Twitter accounts were ZeroSpam (Retweet Farms)

## THE coffee GUIDE

**1** **espresso**

A strong black coffee made by forcing steam through dark-roast, aromatic coffee beans at high pressure in an espresso machine.

**2** **cappuccino**

This hugely popular coffee drink has become a staple. A true cappuccino is a combination of equal parts espresso, steamed milk and milk froth.

**3** **americano**

A single shot of espresso added to a cup of hot water. Many coffee houses have perfected it, however, and the result has become a creamy, rich based coffee.

**4** **caffe latte**

A popular drink in America probably due to its sweet, mellow flavor. One shot of espresso is mixed with 6 to 8 ounces of steamed milk, then topped with foam.

## TIMELINE

- 2010: LinkedIn
- 2011: Facebook
- 2012: YouTube
- 2013: Twitter
- 2014: Tumblr
- 2015: Instagram
- 2016: Pinterest

**BEGINNER SOCIAL MEDIA**

### Social Media Domination Strategy

Social media is one of the most powerful tools in your marketing arsenal.

**PREMIUM**

**OPTIMIZE ALL AREAS**

To find out what adjustments need to be made to your social media marketing strategy, you should constantly be testing. Build testing capabilities into every action you take on social networks. Track your links using URL shorteners and UTM codes.

**INTERMEDIATE SOCIAL STRATEGY**

### Where are some of the world's most popular food festivals?

- The Melbourne Food and Wine Festival pulls in an attendance of over 250,000.
- The Pahiya Festival in the Philippines drew in a record-breaking attendance of 3.2 million locals and tourists in 2015.
- SAVOUR in Singapore drew in 18,000 foodies in 2014.
- La Tomatina in Spain drew in 50,000 people in 2013.
- The Maine Lobster Festival draws in a crowd of 30,000.
- The San Francisco Street Food Festival draws a crowd of around 50,000 yearly.

## FACT vs. FICTION

### WILDLIFE: SHARKS

FICTION	FACT
The majority of sharks are all man-eaters, preying on humans.	The majority of shark species actually eat fish or invertebrates.
All sharks are big in size with lots of sharp teeth.	There are actually more than 400 species that come in a variety of shapes and sizes.
Sharks don't play a vital role in maintaining the balance of life.	Many species sit at the top of the food chain, keeping other marine animal populations in check.

## MASLOW'S HIERARCHY OF NEEDS

AND THE SOCIAL MEDIA THAT FULFILL THEM

- SELF-REALIZATION:** creativity, expressing, personal growth, sense of purpose, achievement
- ESTEEM:** self-esteem, confidence, achievement, respect for self and others
- BELONGING:** friendship, family, sexual intimacy
- SAFETY:** security of body, of employment, of resources, of family, of health, of property

### Coffee Consumption

Tonnes of coffee consumed by Top 5 countries

- USA: 971 Tonnes
- Germany: 425 Tonnes
- France: 202 Tonnes
- Italy: 211 Tonnes
- Brazil: 96 Tonnes



# MINIMALISM

*is an appreciation of space*

# Analogy

- Type of argument
- More complicated and lengthy
- Points out similarities between two things



# Simile

- Uses words 'like' or 'as'
- Ex. He is as hungry as a horse.

• Comparison of two things

- Figure of speech
- Type of analogy

- Directly states the comparison

Ex. Time is a thief.

# Metaphor



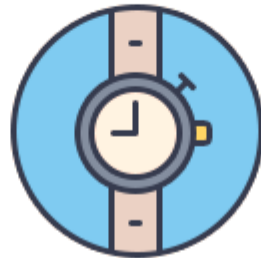






# CHOLESTEROL







# Analogy

- Type of argument
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# Simile

- Uses words 'like' or 'as'

Ex. He is as hungry as a horse.

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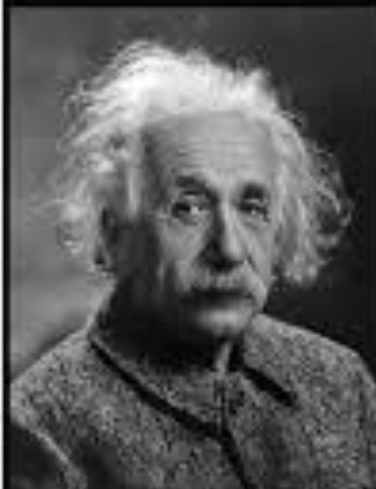
- Directly states the comparison

Ex. Time is a thief.

# Metaphor

# How to Paint Vibrant Pictures With Your Words





When a man sits with a pretty girl for an hour,  
it seems like a minute. But let him sit on a hot  
stove for a minute and it's longer than any  
hour. That's relativity.

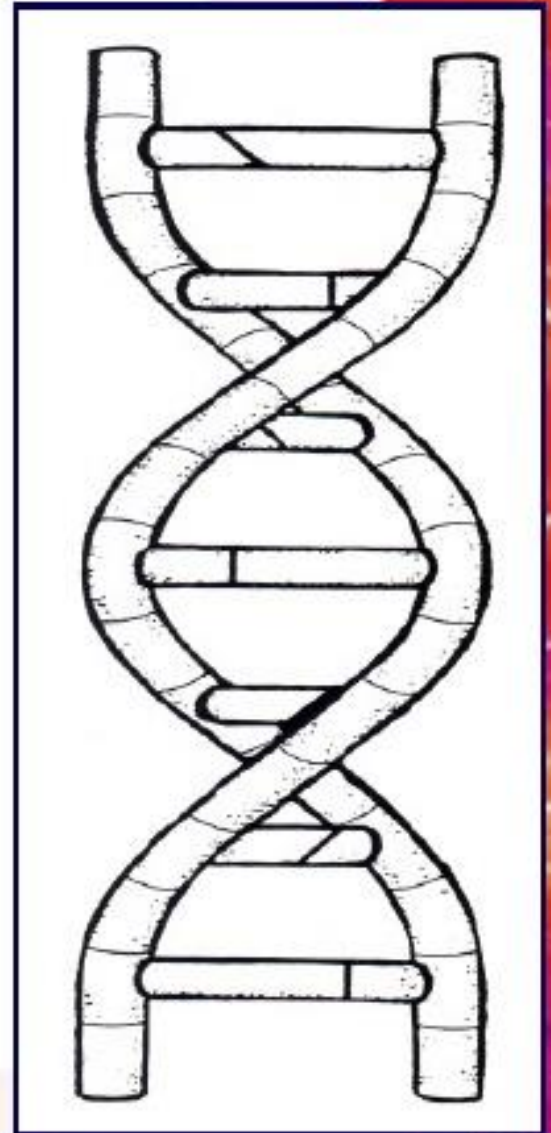
(Albert Einstein)

izquotes.com



# DNA Facts

- Each cell contains **9 feet of DNA**
- In an average meal, you **EAT approximately 55,000,000 cells**
- This is equal to approximately **93,205 miles of DNA**



## Bananas are radioactive

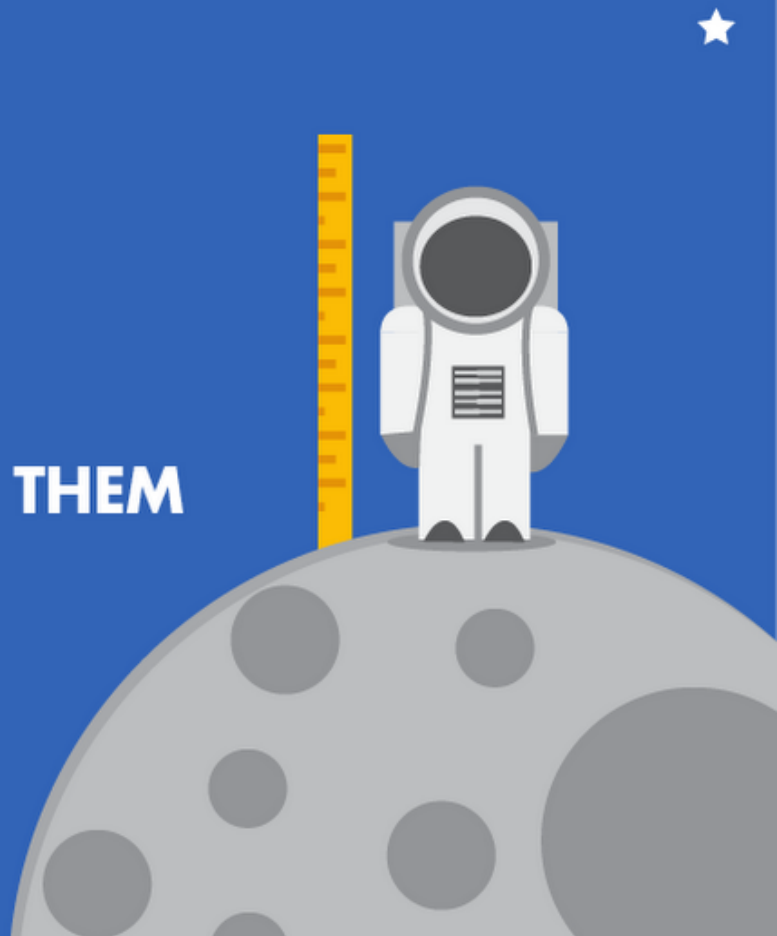
Bananas contain potassium, and since potassium decays, that makes them slightly radioactive. But it's nothing you need to worry about. You'd need to eat 10,000,000 bananas at once to die of radiation poisoning, Forbes reports

- Reader's Digest

**FUN FACT OF THE DAY:  
HUMANS GET A LITTLE TALLER  
IN SPACE BECAUSE THERE IS  
NO GRAVITY PULLING DOWN ON THEM**



Google  
Science  
Fair



# Analogy

- Type of argument
- More complicated and lengthy
- Points out similarities between two things

# Simile

- Uses words 'like' or 'as'
- Ex. He is as hungry as a horse.

• Comparison of two things

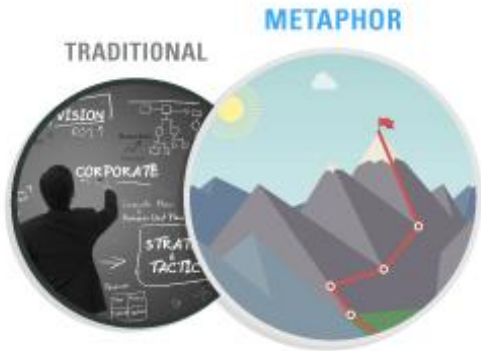
- Figure of speech
- Type of analogy

- Directly states the comparison

Ex. Time is a thief.

# Metaphor

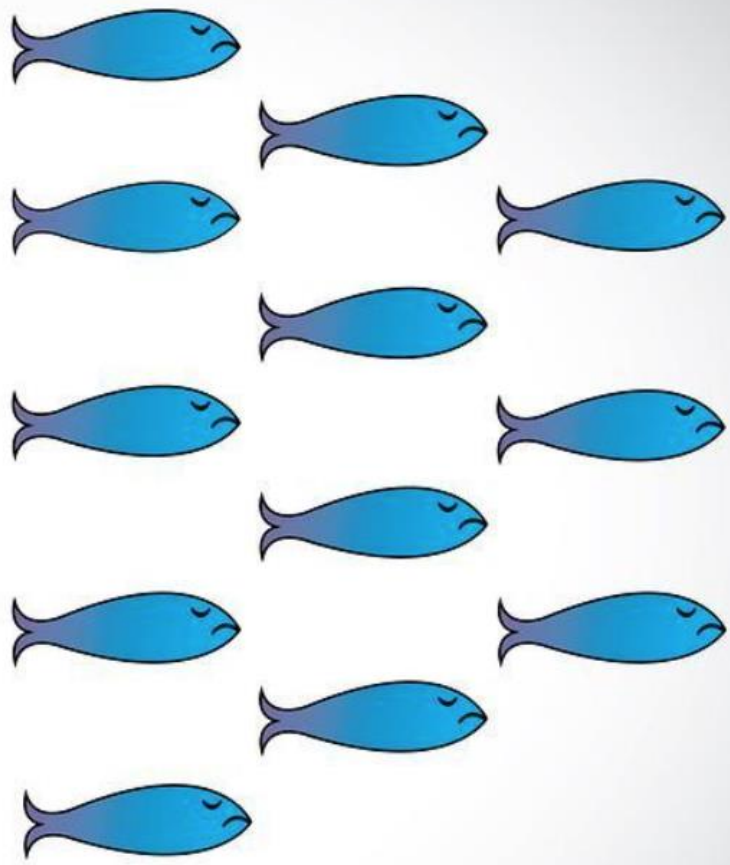




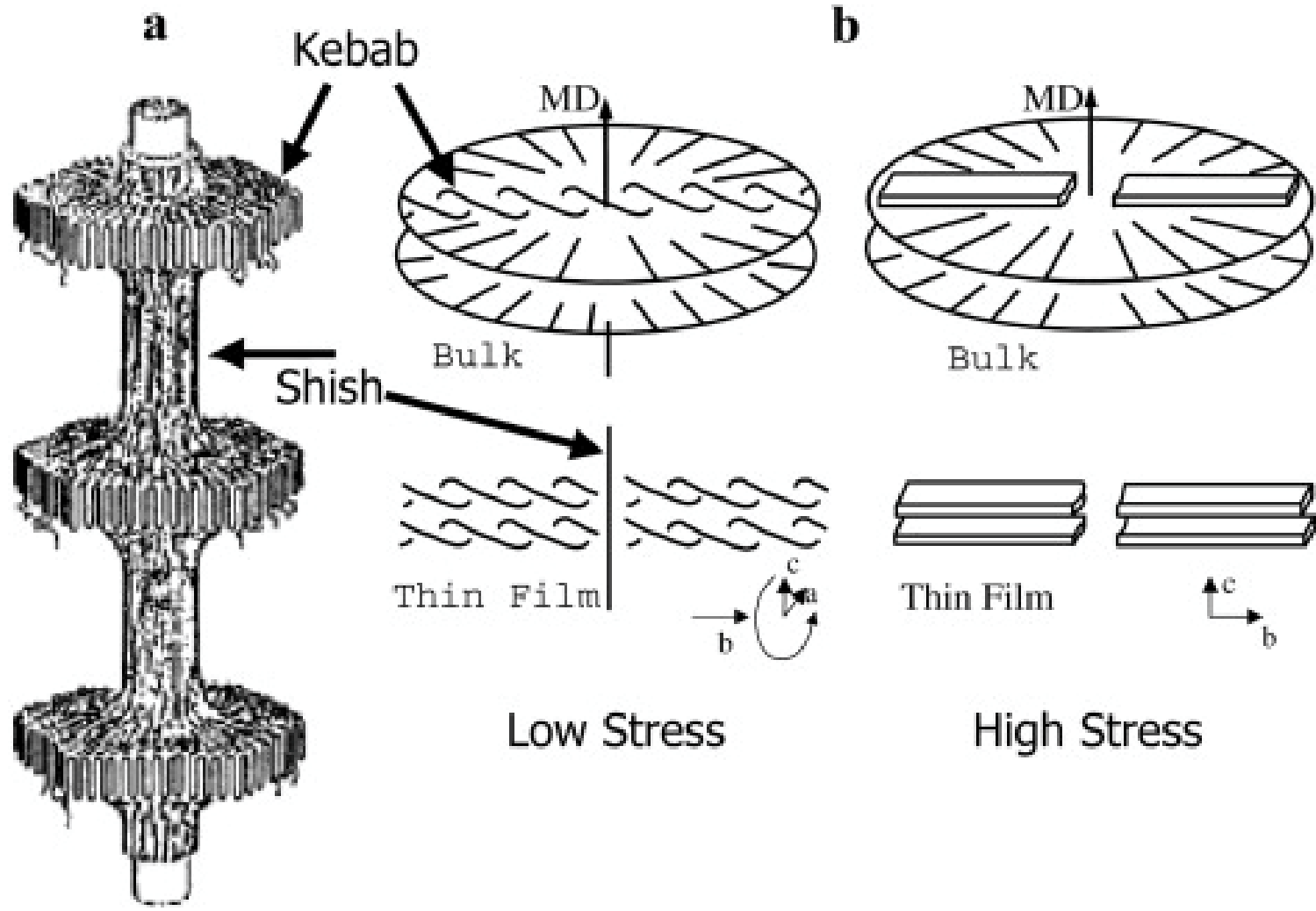
# Visual Metaphors





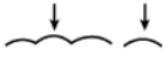
























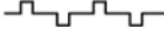








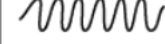

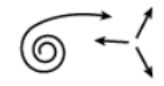




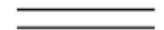


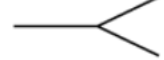
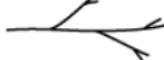








			
ACTIVE	PASSIVE	STRUCTURAL SOLID, STRONG	NONSTRUCTURAL FLUID, SOFT
			
STABLE	UNSTABLE	STABLE	UNSTABLE
			
POSITIVE BOLD, FORCEFUL	TENUOUS UNCERTAIN, WAVERING	THE VERTICAL, NOBLE, DRAMATIC, INSPIRATIONAL, ASPIRING	THE HORIZONTAL EARTHLY, CALM, MUNDANE, SATISFIED
			
PRIMITIVE SIMPLE, BOLD	EFFUSIVE	FLAMBOYANT	REFINED
			
JAGGED, BRUTAL HARD, VIGOROUS MASCULINE, PICTURESQUE	CURVILINEAR, TENDER SOFT, PLEASANT FEMININE, BEAUTIFUL	ROUGH, RASPING GRATING	SMOOTH SWELLING, SLIDING
			
DECREASING CONTRACTING	INCREASING EXPANDING	DYNAMIC	STATIC FOCAL, FIXED

			
IN MOTION	MEANDERING, CASUAL RELAXED, INTERESTING HUMAN	ERRATIC, BUMBLING CHAOTIC, CONFUSED	LOGICAL PLANNED, ORDERLY
			
FLOWING, ROLLING	FORMAL, PRIESTLY IMPERIOUS, DOGMATIC	RISING, OPTIMISTIC SUCCESSFUL, HAPPY	FALLING, PESSIMISTIC DEFEATED, DEPRESSED
			
INDECISIVE, WEAK	PROGRESSIVE	DEGRESSIVE	RISE ATTAINMENT WITH EFFORT IMPROVEMENT
			
INDIRECT, PLODDING	CONCENTRATING, ASSEMBLING	DISPERSING, FLEEING	BROKEN INTERRUPTED, SEVERED
			
DIRECT, SURE FORCEFUL, WITH PURPOSE	OPPOSING	CONNECTING CROSSING	PARALLEL OPPOSING WITH HARMONY
			
EXCITED, NERVOUS JITTERY	OPPOSING WITH FRICTION	DIVERGING DIVIDING	GROWING DEVELOPING

# COLOR EMOTION GUIDE

**OPTIMISM** CLARITY  
WARMTH

**FRIENDLY** CHEERFUL  
CONFIDENCE

**EXCITEMENT** YOUTHFUL  
BOLD

**CREATIVE** IMAGINATIVE  
WISE

**TRUST** DEPENDABLE  
STRENGTH

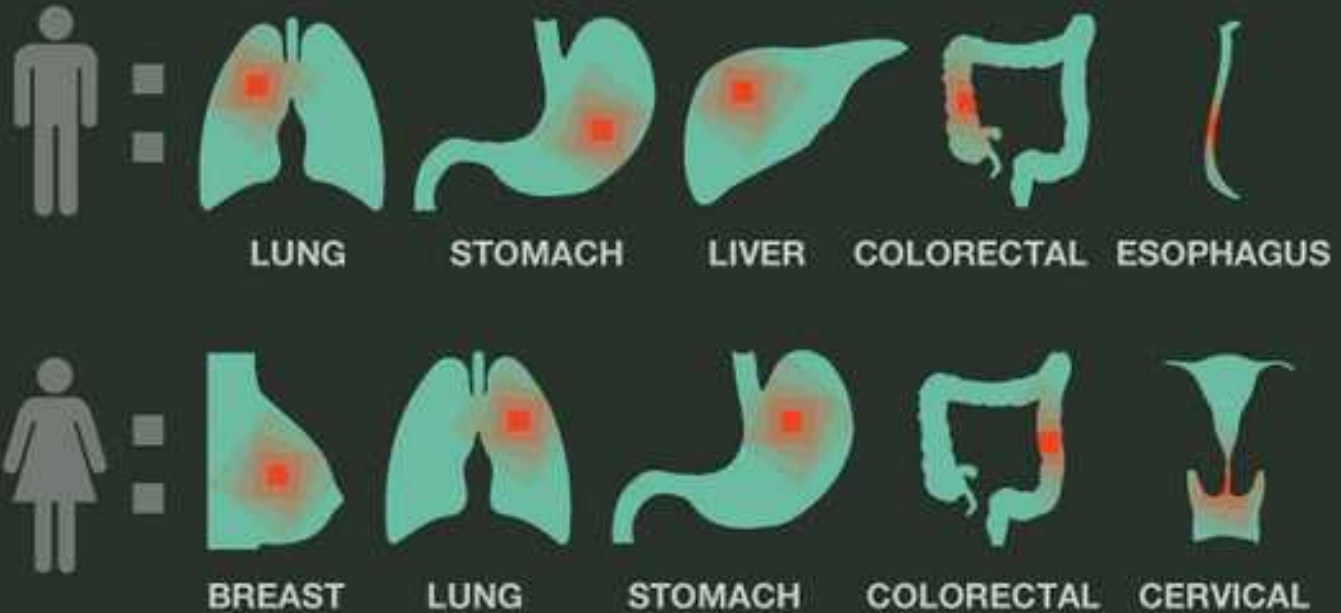
**PEACEFUL** GROWTH  
HEALTH

**BALANCE** NEUTRAL  
CALM



## 5 most common types of fatal cancer:

In order of frequency:

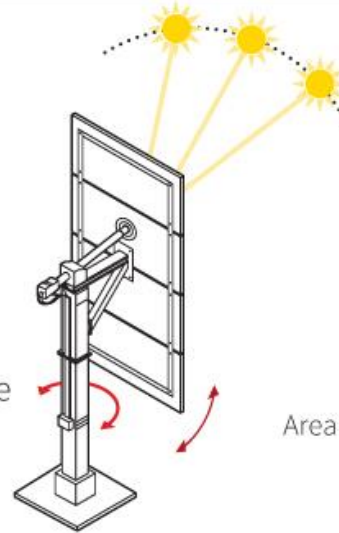


**FÜN**  
**FACTS**



# Norway sun mirrors

Sunshine lit up a remote, dark Norwegian valley for the first time in wintertime on Wednesday as three giant mirrors high on a mountainside realised a century-old dream.

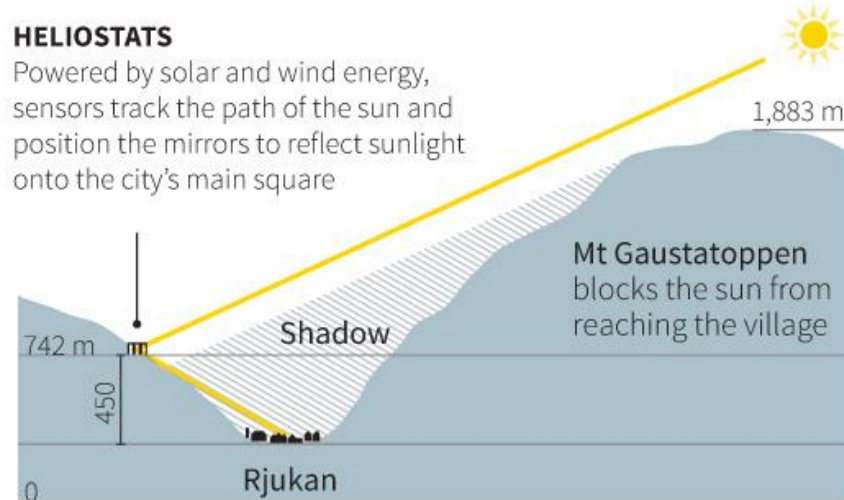


Cost	<b>\$849,300</b>
Each mirror's surface area	<b>17 sq m</b>
Area covered by reflected sunlight	<b>600 sq m</b>
Inhabitants in Rjukan	<b>3,500</b>
Idea first proposed	<b>Oct. 31, 1913</b>



## HELIOSTATS

Powered by solar and wind energy, sensors track the path of the sun and position the mirrors to reflect sunlight onto the city's main square



**FÜN  
FACTS**

## PERIOD OF DARKNESS

The town experiences no sunshine from September to March



Sources: Visit Rjukan; Reuters

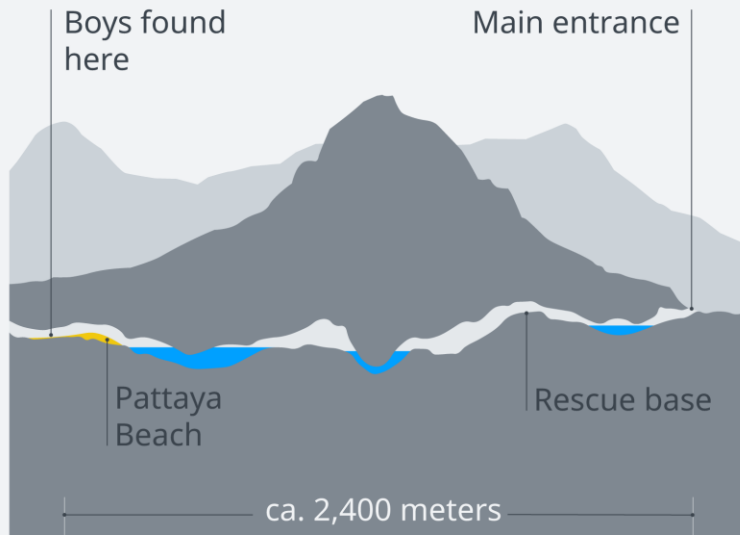
Photo: Norsk Telegrambyra AS

Illustration not to scale

K.Pong, 31/10/2013

REUTERS

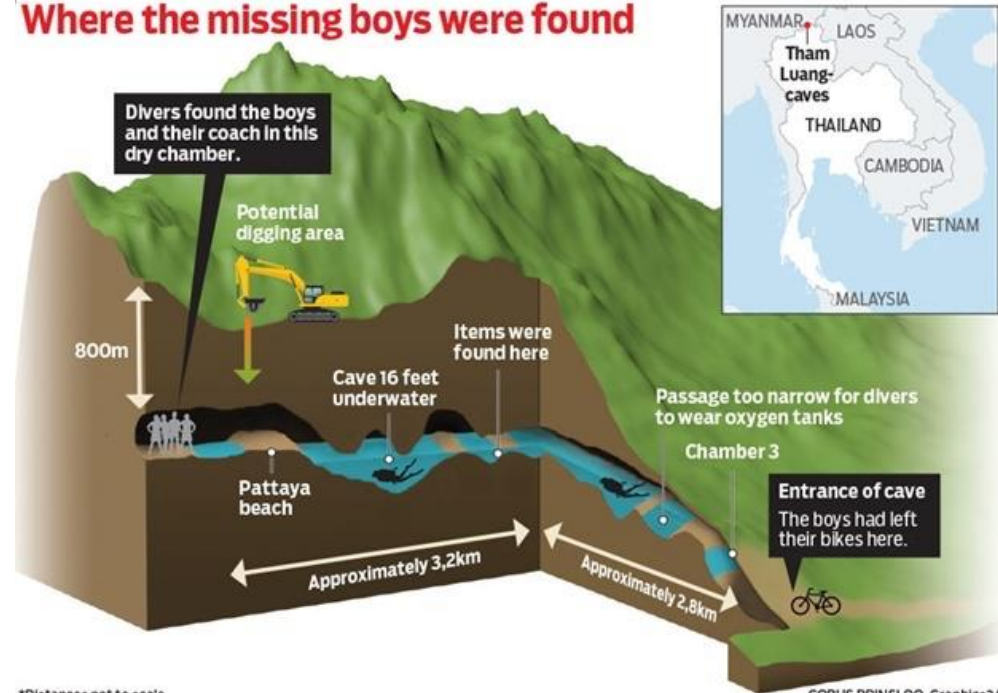
# Rescue operations at Tham Luang Cave



©DW

# FÜN FACTS

## Where the missing boys were found



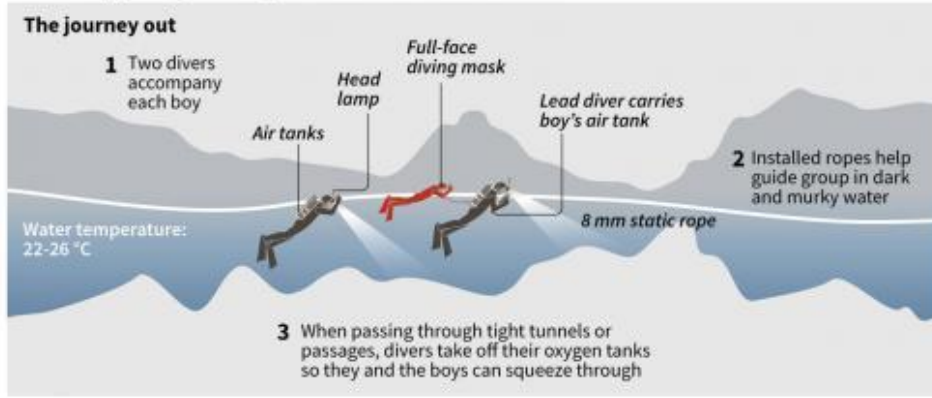
\*Distances not to scale

COBUS PRINSLOO, Graphics24



# Thai cave rescue

How the trapped boys are being rescued and who are the rescuers



**Rescuers**

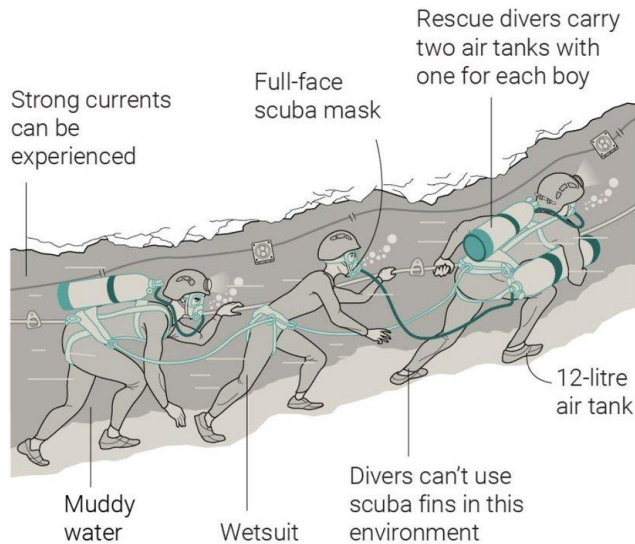
- About **90 divers** involved
- Including Thai Navy SEALs
- Around 50 international divers (from Britain, Denmark, Finland, Australia, US, China, among others). Many are volunteers

*A doctor and three Thai Navy SEALs have stayed with the boys inside the cave since they were found on July 2*

Source: AFP bureau/ Thai media



# FUN FACTS



Woei Fuh Wong  
woeifuhwong...

Create a design

All your designs

Shared with you

Create a team

Your brand

Find templates

Explore topics

+ Add new folder 0/2

Trash

Upgrade

Learn to design

Get design inspiration

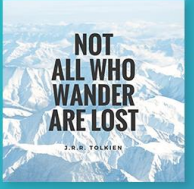
Canva  
Empowering the world to design

# Create a design

Use custom dimensions



Presentation



Social Media



Photo Collage



A4



Infographic



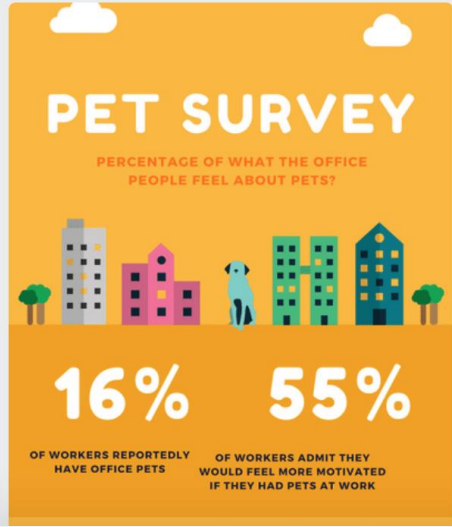
Social Graphic



More...



Social Media - Untitled Design



OF WORKERS REPORTEDLY HAVE OFFICE PETS 16% OF WORKERS ADMIT THEY WOULD FEEL MORE MOTIVATED IF THEY HAD PETS AT WORK 55%



Presentation - Untitled Design

Need help ?

Open "https://www.canva.com/design/DACBTx1d5p4/edit" in a new tab

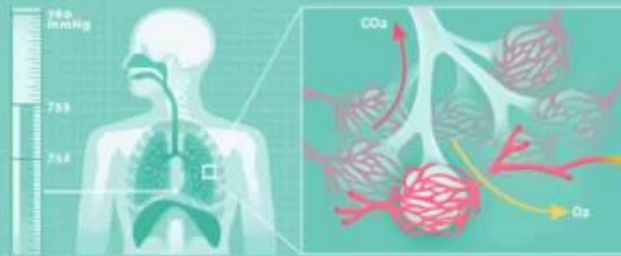
42 BUTTERFLIES OF NORTH AMERICA



## 3 DIFFERENT WAYS TO BREATHE

### HUMAN LUNGS

Mammals breathe by moving the diaphragm to lower the air pressure in the chest cavity and pull air into the lungs. The human chest cavity is always at a lower pressure than the outside environment (usually 13.3 mmHg at sea level).



### BIRD LUNGS

Birds have air sacs that store and pump air through the stationary lungs.

Unlike in mammals, air flows in only one direction through bird lungs. With the help of the air sacs, this allows birds to take in oxygen even during exhalation.

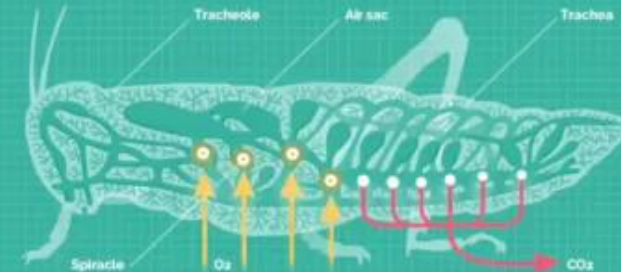
Birds can breathe at much higher altitudes than mammals because of their more efficient lung structure.



### GRASSHOPPER TRACHEA

Grasshoppers have no lungs and do not use their circulatory system to move oxygen. They transport air directly to tissues using tracheal tubes.

Grasshoppers use different breathing methods when they are resting, alert, hopping, or flying. The alert grasshopper shown here is pumping its abdomen to change the volume of its air sacs. This helps pump air through the trachea.



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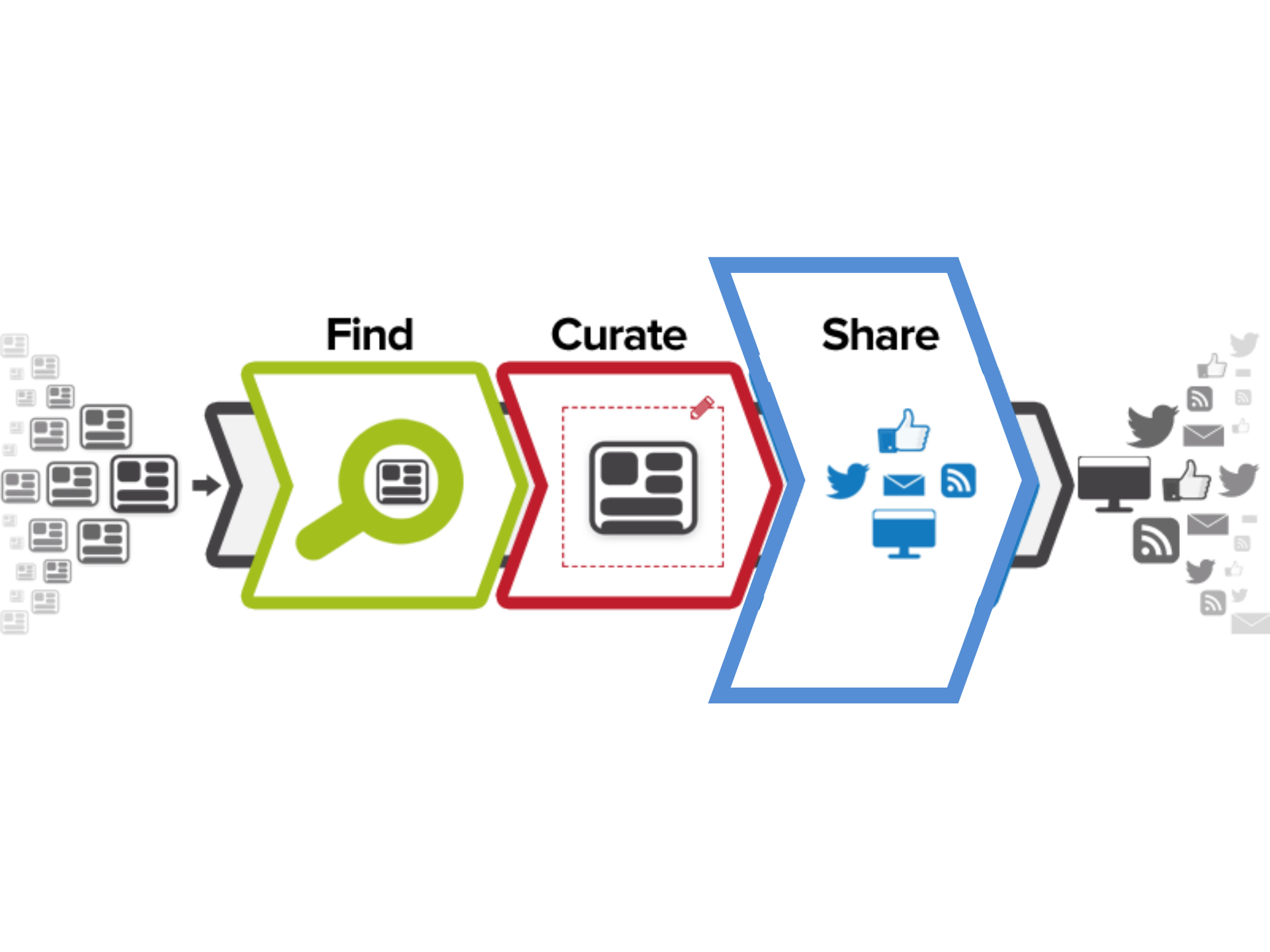






KEEP IT  
SIMPLE

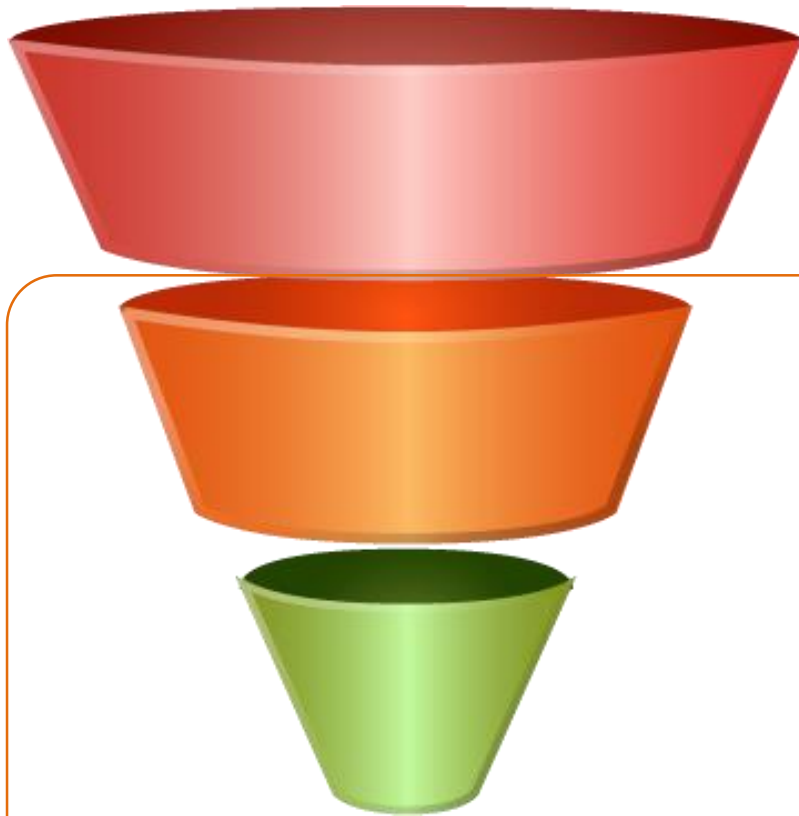




1. Create Ads campaign
2. Mine audience list for target data
3. Align Ads with the campaign objectives
4. Test one Ads element at a time
5. Experiment with different Ads placement
6. Target new people with Like campaigns
7. Refine targeting with conversion audiences

A close-up photograph of a computer keyboard. The central focus is a large, rectangular, blue key with the word "Optimization" printed in white, bold, sans-serif font. The key is slightly raised and has a textured surface. Surrounding it are other keys, including a "Backspace" key with a left-pointing arrow above it, a "Shift" key with an upward-pointing arrow and the word "Shift", and a key with the number "4" and a downward-pointing arrow. The lighting is soft, creating subtle shadows and highlights on the keys.

# The Objective of Optimization



Public

Professionals

- Multi-disciplinary Collaboration
- Commercialization
- Citations by different disciplines

Specific

Professionals

- Citations by specific discipline

# TALK NERDY

$$\left( \frac{\text{Science} - (\text{Jargon} + \text{Bullets})}{\text{Relevance}} \right) \times \text{Passion}$$

=

Understanding



# Smart meets social.

Join millions of lifelong learners with your smarter social media feed.

ENLIGHTEN YOUR FEED



### GET CURIOUS

Login to follow your Curiosity

Connect with Facebook

Connect with Google

Connect with Twitter

Connect with Email

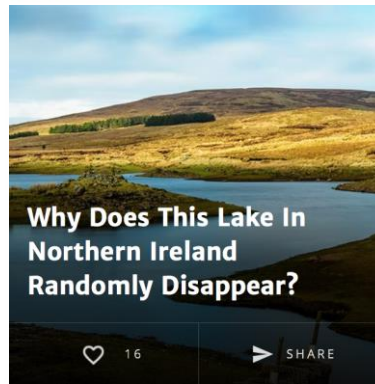
### ONE CURIOUS PICK



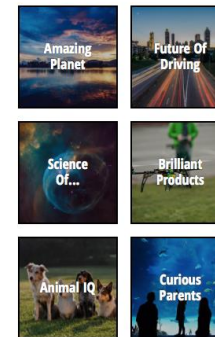
DOWNLOAD THE APP Up With Its Clues?



### TODAY



### DISCOVER



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