

USING STORYTELLING TO CHANGE NARRATIVES ABOUT DIVERSITY IN

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 @moefeliu



@CienciaPR @WonderCollab
@ibiology

We don't exist.

We are tokens.

We are underdogs.

MISCONCEPTIONS DO A
DISSERVICE
to underrepresented scientists
to the scientific enterprise

BACKGROUND TO BREAKTHROUGH



Esteban González Burchard, MD



Rebecca Calisi Rodríguez, M.S., Ph.D.



Manu Prakash, Ph.D.

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FLIPPING THE NARRATIVE

Succeeded *in spite* of their
backgrounds

Succeeded *because* of their
backgrounds

CHANGING
MISCONCEPTIONS
Scientists perceived as
competent...
but not friendly or warm.

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- And what we study in my lab are animals called Placozoans,

STORIES CAN SHIFT STEREOTYPES

Schinske et al. (2016) CBE—Life Sciences Education

Do these videos change
perceptions of the value of
diversity in science?
Of how one's ethnic and cultural
background can contribute to
success in science?

STORIES AND STORYTELLERS CAN SPARK CHANGE

THANK YOU!

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