**Visual Storytelling Rationale**

The use of visual storytelling supports the research process in three key ways: co-production, knowledge translation, and routes to impact.

Visual storytelling - using images to evoke emotional and strategic narratives - is an invaluable part of research co-production through ‘live scribing’. Live scribing - sometimes known as graphic facilitation - is the live illustration of ideas, processes, and stories by a ‘scribe’  in collaboration with research participants to facilitate group understanding. Using reflective mirroring, a live scribe deepens and democratises the relationship between researchers and service-users to improve the provision of services in a truly collaborative way (Bird, 2018; Blackstock et al., 2015). Qualitative evidence from healthcare research demonstrates that when live scribing is used in co-production, it improves patient ownership, idea generation and satisfaction with re-designed services, from adolescent diabetes clinics (Blacstock et al., 2015) and oncology services (Dal Mas et al., 2020), to local climate change effects on health (Staffer, 2014).

Visual storytelling is also a catalyst for knowledge translation beyond academia and forging routes to impact. Visual stories are more accessible and easily understood than traditional research papers due to the visual processing power of our brains. Visual stories are processed 60,000 times more quickly that text; our brain remembers 80% of what it sees compared to only 20% of what we read; and 65% of the population are visual learners (Scriberia, 2019). This is borne out by researchers that use animation or graphic summaries to promote their research: research articles with a visual abstract benefitted from 170% more views that those without (Ibrahim et al., 2017), and research articles with an animated abstract benefitted from 88% more views (Springer Nature, 2020). Therefore, traditional research reports and text-based outputs alone are poorly positioned to translate knowledge into usable outputs outside of academia. Using visual storytelling enables more stakeholders outside of academia to engage with research, understand its value and put its recommendations into action, increasing the potential for research impact.

**References**

Bird, K. (2018) *Generative Scribing: A Social Art of the 21st Century,* Cambridge, Massachusets, PI Press.

Blackstock, S. et al. (2015) ‘*Using co-production and graphic facilitation to improve patient experience in type 1 diabetes mellitus,’* Endocrine Abstracts (2015) 39 EP25.

Del Mas, F. et al. (2020) ‘*Adopting a knowledge translation approach in healthcare co-production. A case study’* [Management Decision](https://www.emerald.com/insight/publication/issn/0025-1747), Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MD-10-2019-1444>

Ibrahim, A. L. et al. (2017) *‘Visual Abstracts to Disseminate Research on Social Media’ Annals of Surgery:* [December 2017 - Volume 266 - Issue 6 - p e46-e48](https://journals.lww.com/annalsofsurgery/toc/2017/12000)

Springer Nature (2018) ‘*Maximise Your Visibility’* accessed at: <https://www.springernature.com/gp/researchers/article-promotion>

Staffer, L.J. (2014) ‘*Making Sense of Local Climate Change in Rural Tanzania Through Knowledge Co-Production’* [J. of Ethnobiology, 34(3)](https://bioone.org/journals/journal-of-ethnobiology/volume-34/issue-3):315-334 (2014).

Scriberia, 2019 - *How to Draw Anything*, London, Quercus.