

THE SCIENCE OF STORYTELLING

MINORITY RULES: SCIENTISTS DISCOVER TIPPING POINT FOR THE SPREAD OF IDEAS

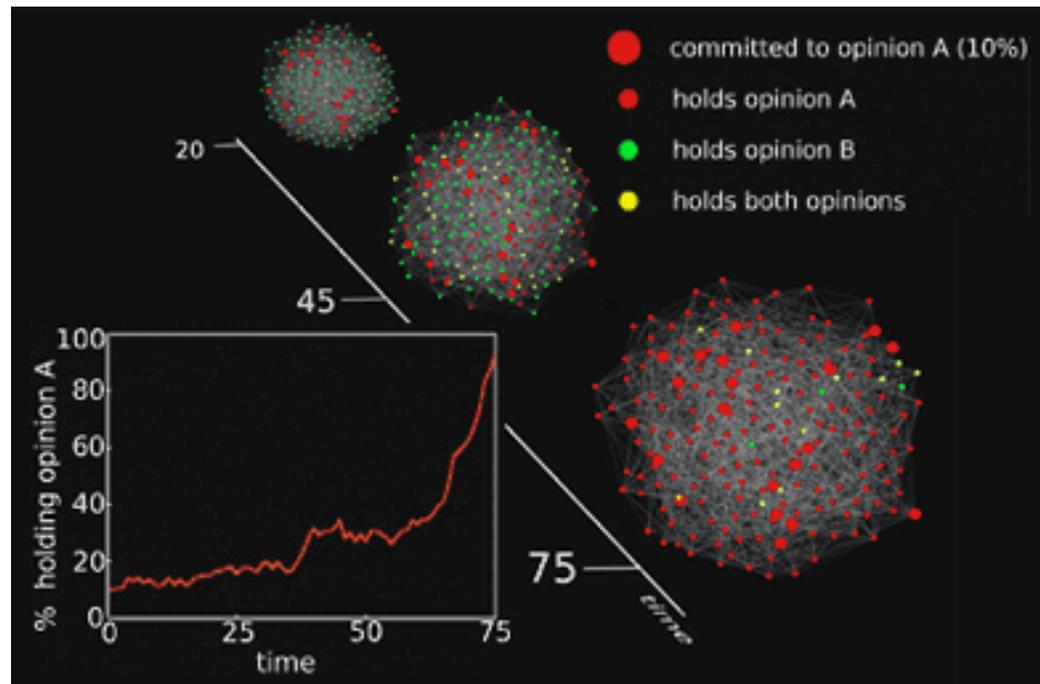
“The scientists, who are members of the Social Cognitive Networks Academic Research Center (SCNARC) at Rensselaer, used computational and analytical methods to discover the tipping point where a minority belief becomes the majority opinion. The finding has implications for the study and influence of societal interactions ranging from the spread of innovations to the movement of political ideals.”

RPI News, July 25, 2011

<https://news.rpi.edu/luwakkey/2902>

In this visualization, we see the tipping point where minority opinion (shown in red) quickly becomes majority opinion. Over time, the minority opinion grows. Once the minority opinion reached 10 percent of the population, the network quickly changes as the minority opinion takes over the original majority opinion (shown in green).

Image credit: SCNARC/Rensselaer Polytechnic Institute



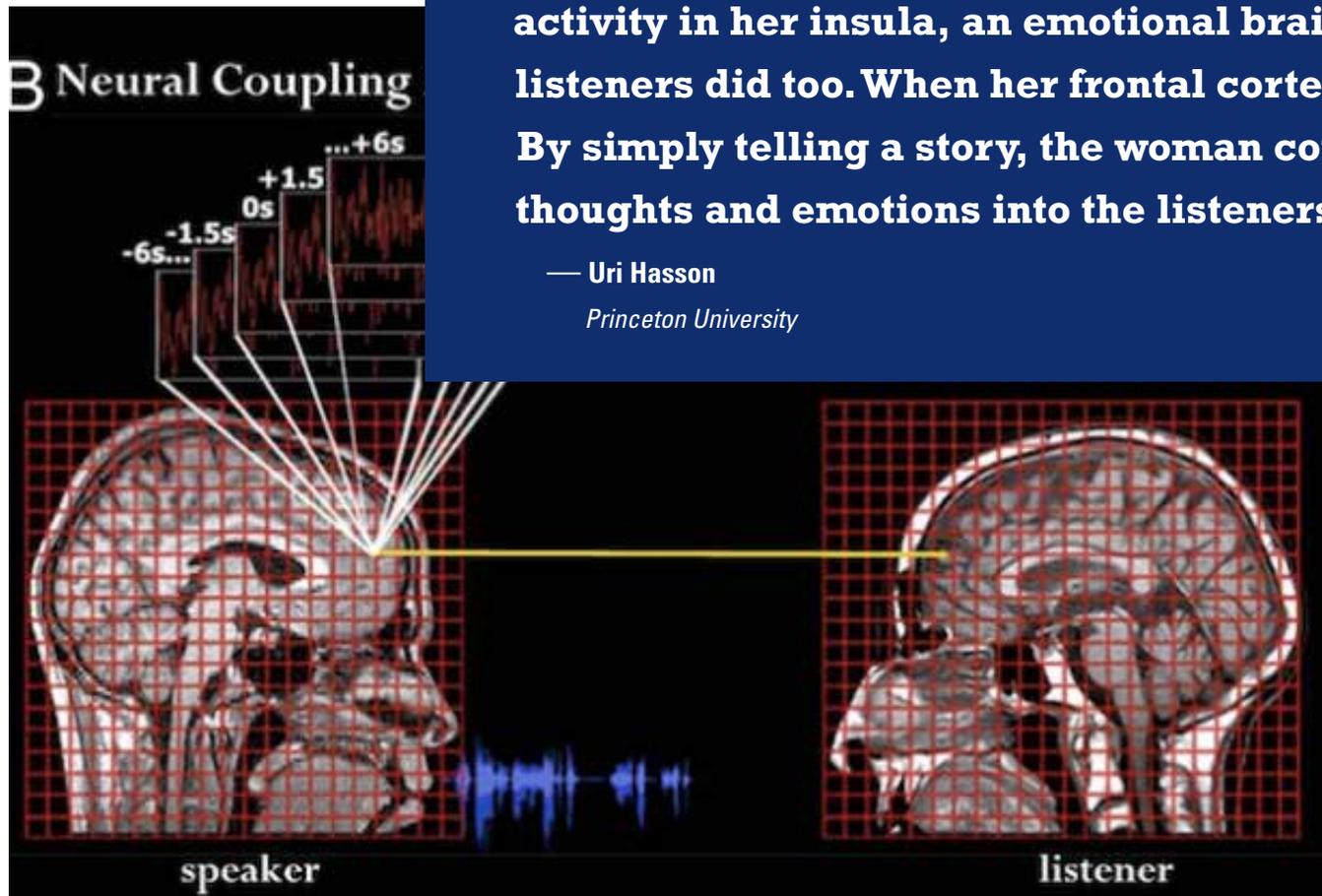
THE SCIENCE OF STORYTELLING:

TELLING A STORY IS THE MOST POWERFUL WAY TO ACTIVATE OUR BRAINS

“When the woman spoke English, the volunteers understood her story, and their brains synchronized. When she had activity in her insula, an emotional brain region, the listeners did too. When her frontal cortex lit up, so did theirs. By simply telling a story, the woman could plant ideas, thoughts and emotions into the listeners’ brains.”

— Uri Hasson

Princeton University



<http://lifehacker.com/5965703/the-science-of-storytelling-why-telling-a-story-is-the-most-powerful-way-to-activate-our-brains>