

Art of Storytelling

your research discovery

Background

- Scholarly publications are naturally detail-heavy and jargon-filled, explicitly targeted to peers. Unfortunately, the engagement of a larger group of experts of different fields as well as non-specialist audiences are overlooked.
- Museums have long employed the art of curation to disseminate knowledge and educate the public on history. By adopting the frameworks of museums, research findings could be conveyed engagingly through storytelling. [Source](#)
- Reframing research outputs through curation is not just feasible in the form of written words like Plain Language Summaries, but also widely applicable to scripts of graphical abstracts and video abstracts. [Source](#)

The ies Storyboard translates research output into a compelling story through the adaptation of the “Big Why-Why-What” technique.

The **ies**
Storyboard



Big
Why

Why

What

How

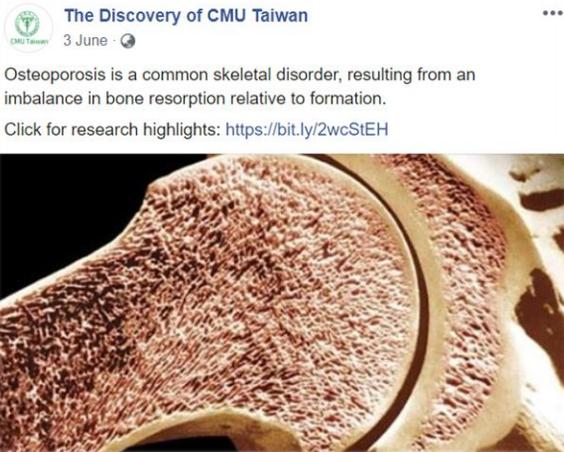
Case study of
Research Visibility
by ies Research Consulting

The storyboard enhances the impact of scholarly discoveries by connecting them to real-life issues. By manipulating different component combinations, the dissemination of findings in various formats could be used to cater to the platform or audience targeted.

The Applications of ies Storyboard

Social Media

“Big Why + Why” for Scholars of Different Discipline, News Media, Public



The Discovery of CMU Taiwan
3 June · 🌐

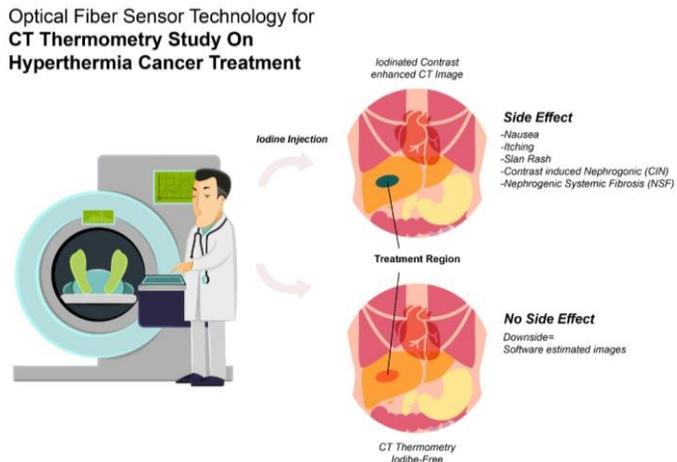
Osteoporosis is a common skeletal disorder, resulting from an imbalance in bone resorption relative to formation.

Click for research highlights: <https://bit.ly/2wcStEH>

Source : The Discovery of CMU Taiwan,
<https://www.facebook.com/researchcmu/>

Graphical / Video Abstract

“Why + What” for Scholars of Different Discipline, Corporate Personnel



Optical Fiber Sensor Technology for CT Thermometry Study On Hyperthermia Cancer Treatment

Iodinated Contrast enhanced CT Image

Iodine Injection

Treatment Region

Side Effect

- Nausea
- Itching
- Skin Rash
- Contrast induced Nephrologic (CIN)
- Nephrogenic Systemic Fibrosis (NSF)

CT Thermometry Iodine-Free

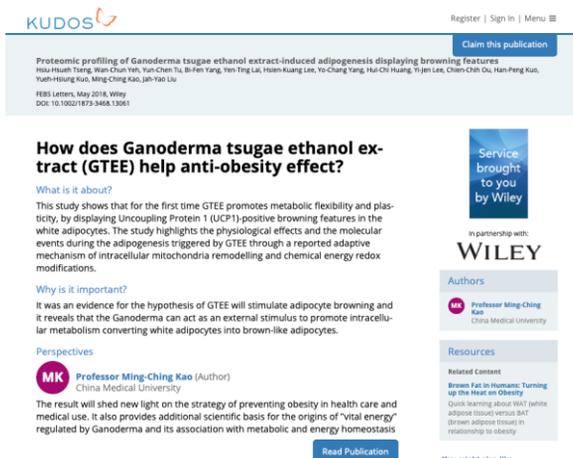
No Side Effect

Downside: Software estimated images

Source : Correlation Between CT Number Shift and Tissue Temperature Change, DOI : [10.1088/1742-6596/1248/1/012039](https://doi.org/10.1088/1742-6596/1248/1/012039)

Plain Language Summary

“Big Why + Why + What” for Scholars of Different Discipline, Policy Makers



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Claim this publication

Proteomic profiling of *Ganoderma tsugae* ethanol extract-induced adipogenesis displaying browning features
Hsu-Hueih Tsang, Wan-Chun Yeh, Yun-Chen Tu, Bi-Fen Yang, Yen-Ting Lai, Hsien-Kuang Lee, Yu-Chang Yang, Hui-Chi Huang, Yi-Jen Lee, Chen-Chih Ooi, Han-Peng Kuo, Yu-Hsiung Kuo, Ming-Ching Kao, Jiah-Yao Liu
FEBS Letters, May 2018, Wiley
DOI: 10.1002/1873-3468.13061

How does *Ganoderma tsugae* ethanol extract (GTEE) help anti-obesity effect?

What is it about?

This study shows that for the first time GTEE promotes metabolic flexibility and plasticity, by displaying Uncoupling Protein 1 (UCP1)-positive browning features in the white adipocytes. The study highlights the physiological effects and the molecular events during the adipogenesis triggered by GTEE through a reported adaptive mechanism of intracellular mitochondria remodelling and chemical energy redox modifications.

Why is it important?

It was an evidence for the hypothesis of GTEE will stimulate adipocyte browning and it reveals that the *Ganoderma* can act as an external stimulus to promote intracellular metabolism converting white adipocytes into brown-like adipocytes.

Perspectives

MK Professor Ming-Ching Kao (Author)
China Medical University

The result will shed new light on the strategy of preventing obesity in health care and medical use. It also provides additional scientific basis for the origins of “vital energy” regulated by *Ganoderma* and its association with metabolic and energy homeostasis

Read Publication

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Authors

Professor Ming-Ching Kao
China Medical University

Resources

Related Content

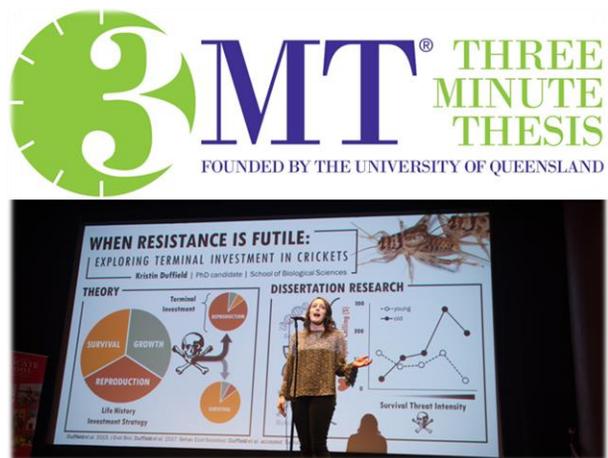
Brown Fat in Humans: Turning up the Heat on Obesity
Quick learning about WAT (white adipose tissue) versus BAT (brown adipose tissue) in relationship to obesity

You might also like...

Source : How Does *Ganoderma Tsugae* Ethanol Extract (GTEE) Help Anti-Obesity Effect,
<https://www.growkudos.com/publications/10.1002%25252F1873-3468.13061/reader>

Conference / Science Pitch

“Why + What + How” for Discipline-specific Scholars, Corporate Personnel, Funders



3MT® THREE MINUTE THESIS
FOUNDED BY THE UNIVERSITY OF QUEENSLAND

WHEN RESISTANCE IS FUTILE: EXPLORING TERMINAL INVESTMENT IN CRICKETS
Kristin Duffield | PhD candidate | School of Biological Sciences

THEORY

- Survival
- Growth
- Reproduction
- Terminal Investment
- Investment Strategy

DISSERTATION RESEARCH

Survival Threat Intensity

Source : The University of Queensland Australian, Three Minute Thesis, <https://threeminutethesis.uq.edu.au/>

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<http://ies.igroupnet.com>