

the science of explaining science to non-scientists

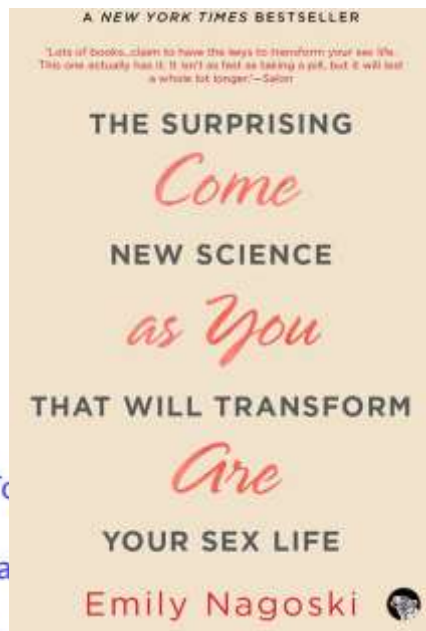
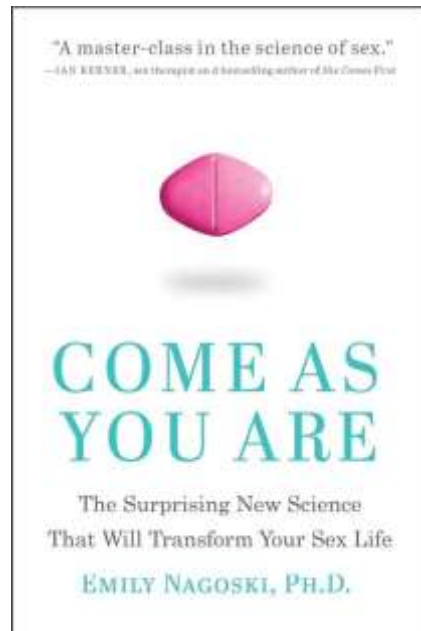
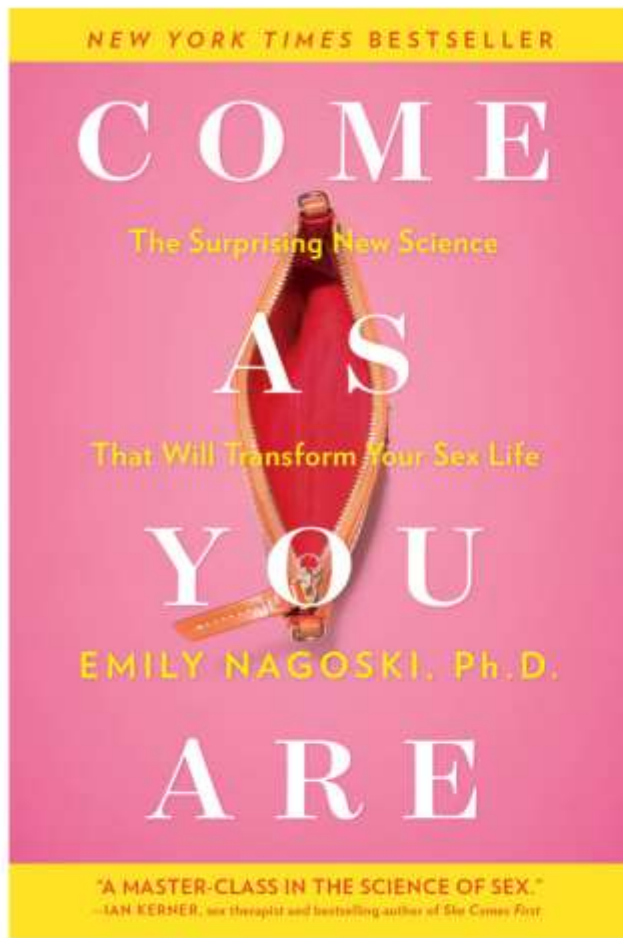
mythbusting, storytelling, and metaphor

who am I?

I do whatever it takes to leverage the science to teach women to live with confidence and joy inside their bodies. That means:

mythbusting ● metaphor ● stories

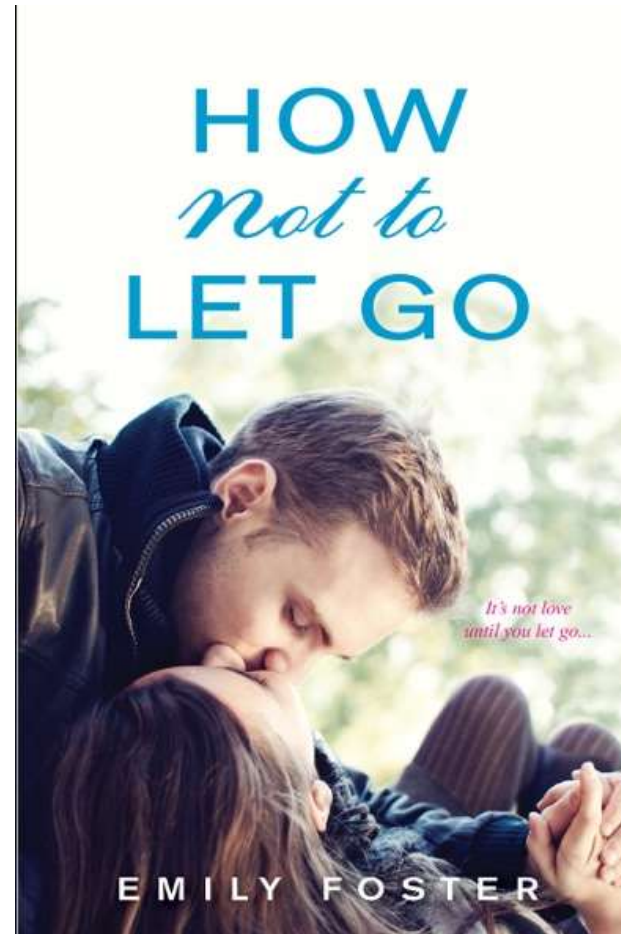
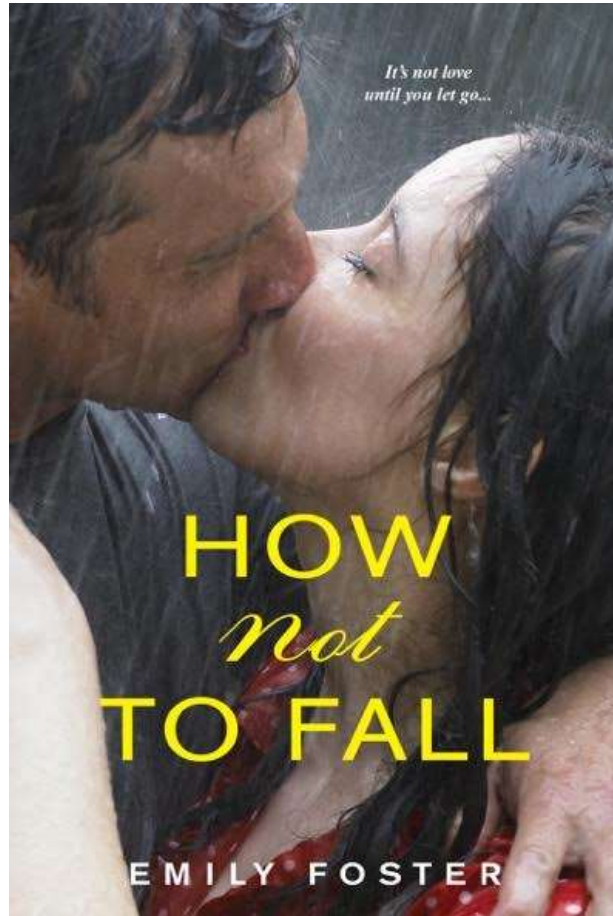
So I'm this.



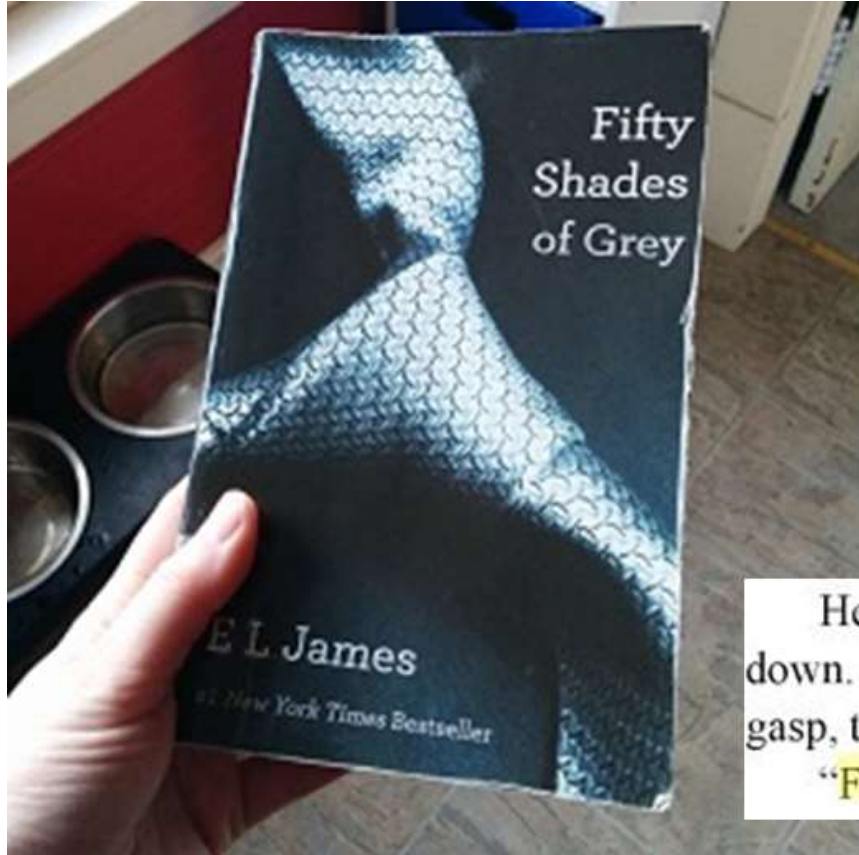
Book Riot's Best of April 2015 and Best of 2015 So Far and Best of 2015.



But I'm also this...



because of this.

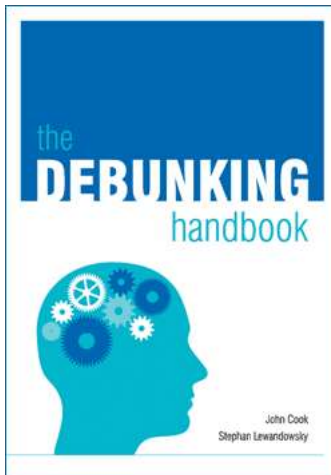


He caresses my behind gently, and it burns as he strokes me round and round and down. Suddenly, he inserts two fingers inside me, taking me completely by surprise. I gasp, this new assault breaking through the numbness around my brain.

“Feel this. See how much your body likes this, Anastasia. You’re soaking just for me.”

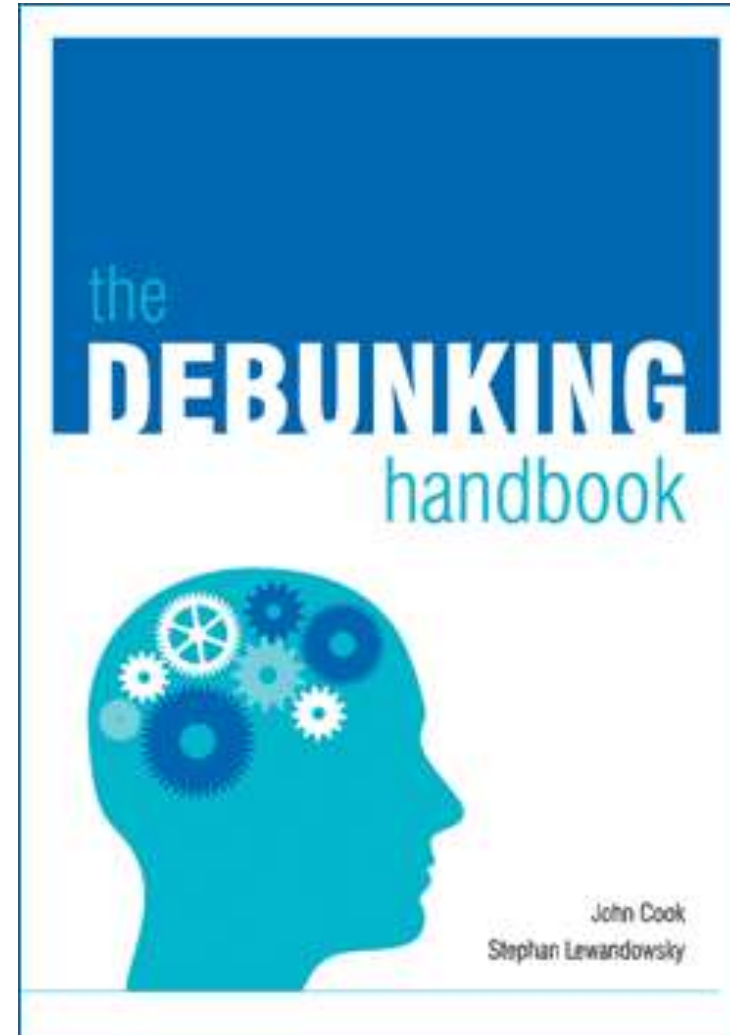
so, whatever it takes:

mythbusting ● metaphor ● stories



“DEBUNKING HANDBOOK”

free pdf at skepticalscience.com



<https://www.skepticalscience.com/Debunking-Handbook-now-freely-available-download.html>

metaphors help you...



“ghost” past cultural assumptions and sex negativity

Ex: “If your mouth watered when you bit into a wormy old apple, no one would say, ‘Well, your mouth watered, so you must have wanted and liked that wormy old apple.’ Same goes for sex.”

Stories > Data

why flibanserin got through the FDA

flibanserin and the FDA



a story is:

a relatable person ● struggling relatably
● toward a goal that matters

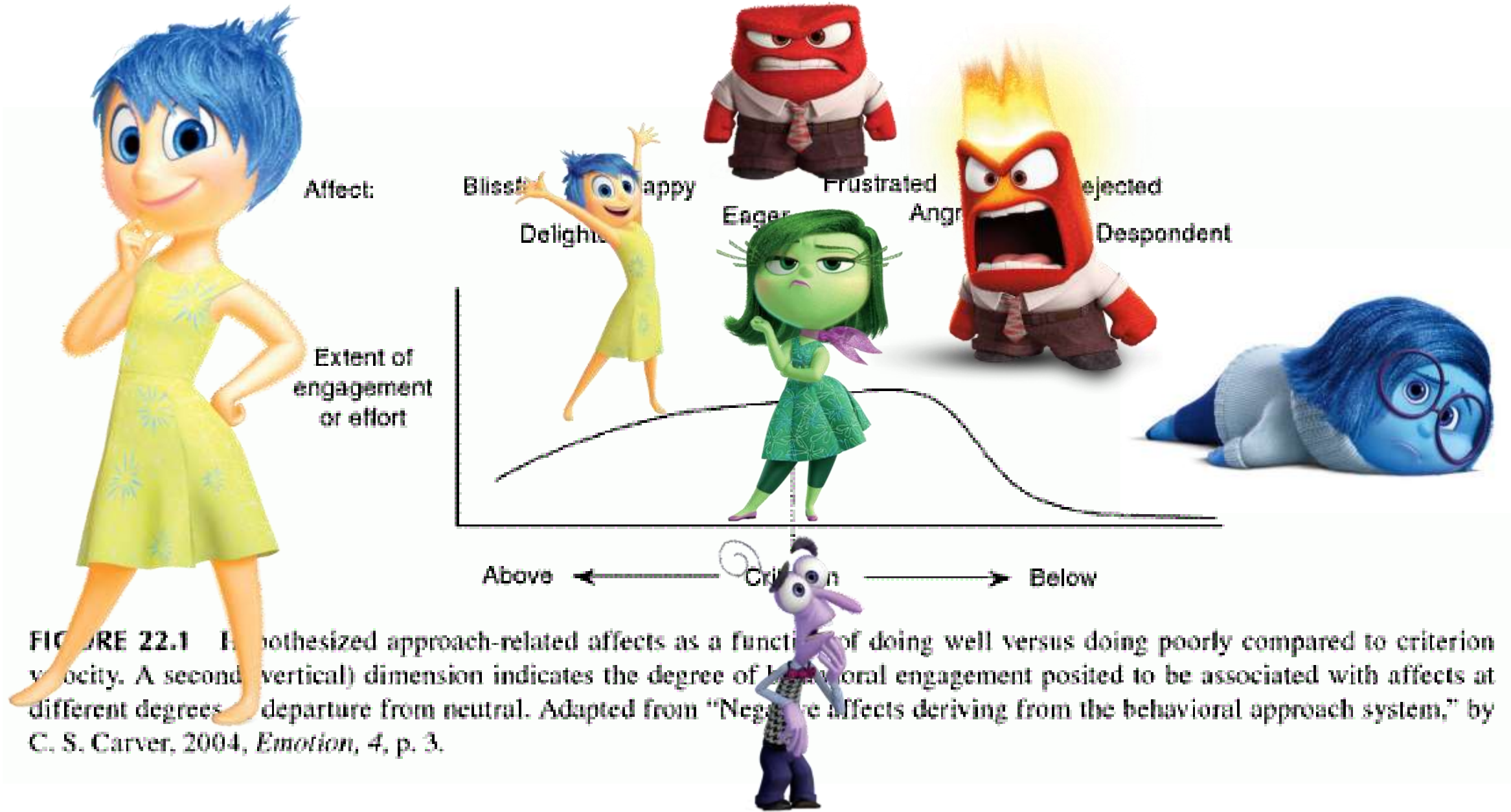
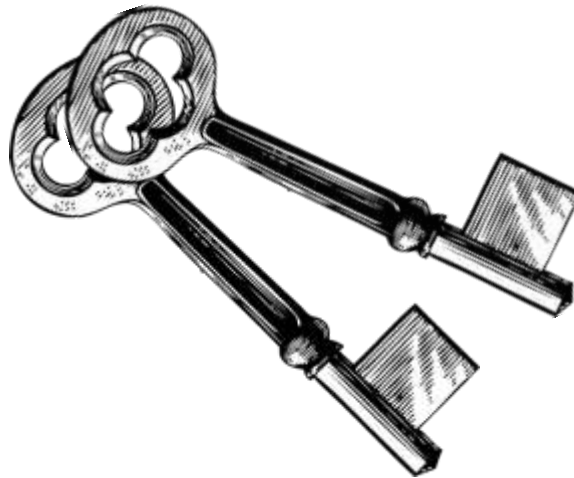


FIGURE 22.1 Hypothesized approach-related affects as a function of doing well versus doing poorly compared to criterion velocity. A second (vertical) dimension indicates the degree of behavioral engagement posited to be associated with affects at different degrees of departure from neutral. Adapted from "Negative affects deriving from the behavioral approach system," by C. S. Carver, 2004, *Emotion*, 4, p. 3.

the moral of a story is...

the solution that descends on the protagonist
right in the middle of the story.



this is what people will remember and learn.



Part1 (ch 1, 2, 3)



Part2 (ch 4, 5)



Part3 (ch 6, 7)



Part4 (ch 8, 9)

1st Plot Point

MIDPOINT

2nd Plot Point

Part 1

Part 2

Part 3

Part 4

Set-up

Problems!
Information!

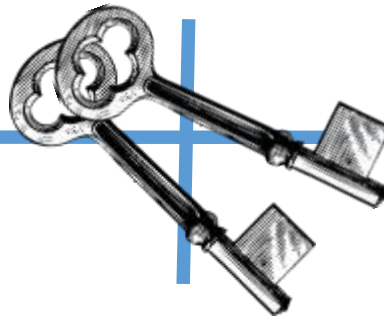
Solutions!
Inspiration!

“happily
ever after”

Launch the
story!

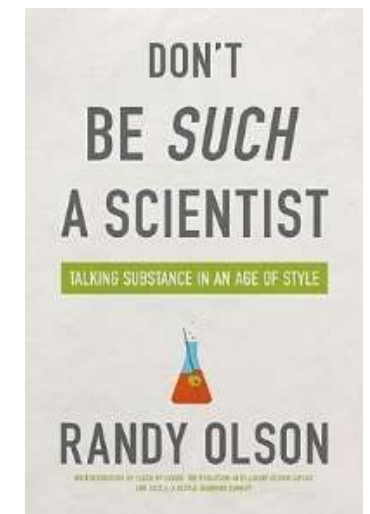
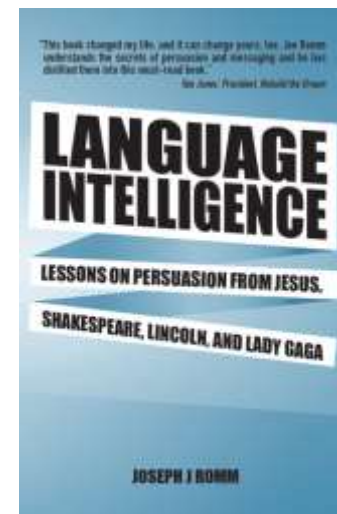
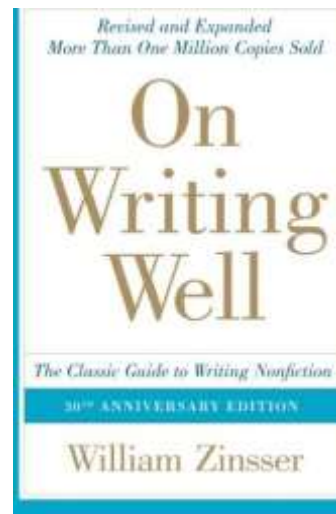
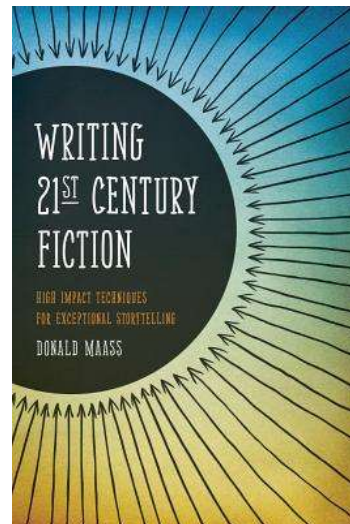
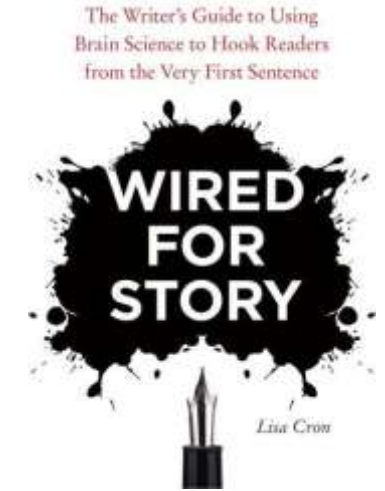
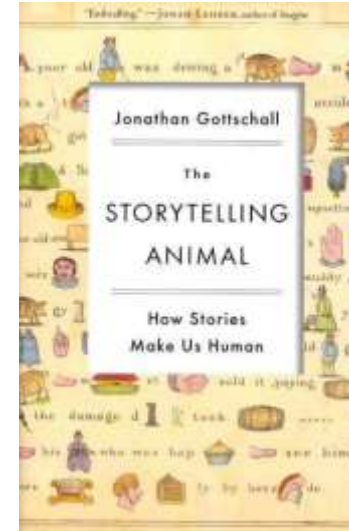
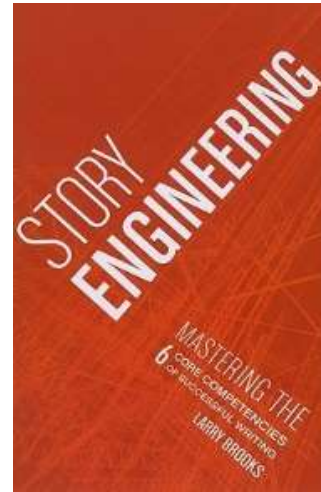
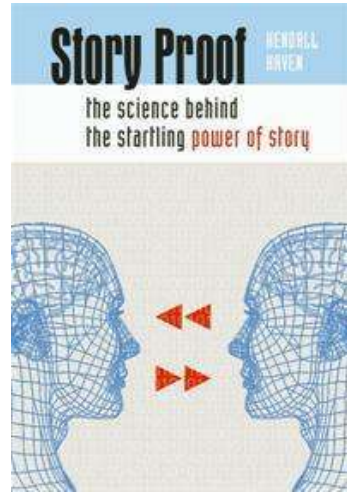
**EVERYTHING
CHANGES**

Solve
problems
they
couldn't
before!



storytelling

rhetoric/
metaphor



end

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