

# RES 712: Exploratory and Qualitative Research Methods

Walsh College

## STORYTELLING WORKSHOP

The Next Chapter

**Beyond Findings  
and Reporting**





# WHAT IS INTEGRATION?



# AN ANALOGY





# A DIFFERENT MINDSET



## **PRIMARY RESEARCH**

We're the 'experts,'  
gathering information and  
conveying new knowledge



## **INSIGHTS INTEGRATION**

We're (often) facilitators,  
helping clients/academics  
extract and articulate a  
unified story from pieces  
of research they've lived  
and have a feel for.



# AN ANALOGY

CUSTOM  
RESEARCH

## Meal frequency and timing in health and disease

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Metabolic and cardiovascular diseases are strongly linked to meal frequency and timing. However, while in some studies periodic fasting has been shown to improve metabolic health, in others it has been shown to have no effect or even to worsen metabolic health. This discrepancy may be due to differences in the timing and frequency of meals, the duration of the study, the population studied, and the outcome measured. We here review the evidence on the effects of meal frequency and timing on metabolic and cardiovascular health, and discuss the potential mechanisms underlying these effects.

Obesity and associated diseases of metabolic origin, such as cardiovascular disease, type 2 diabetes, and non-alcoholic fatty liver disease, are among the leading causes of death and disability worldwide. Understanding the mechanisms underlying these diseases is crucial for the development of effective interventions. One of the most debated topics in the field of metabolism is the role of meal frequency and timing. While some studies have shown that increasing meal frequency can improve metabolic health, others have shown that it can have no effect or even to worsen metabolic health. This discrepancy may be due to differences in the timing and frequency of meals, the duration of the study, the population studied, and the outcome measured. We here review the evidence on the effects of meal frequency and timing on metabolic and cardiovascular health, and discuss the potential mechanisms underlying these effects.

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VS.

INSIGHTS INTEGRATION

The New York Times

## Fasting Diets Are Gaining Acceptance

By ANAHAD OCHOA *Illustration by David LaPlante*

Mark Mattson, a neuroscientist at the National Institute on Aging in Maryland, has not had breakfast in 35 years. Most days he practices a form of fasting — skipping lunch, taking a mid-afternoon run, and then eating all



"I'm not hungry at all in the morning, and this is other people's experience as well. It's just a matter of getting adapted to it."

In a culture in which it's customary to eat three large meals a day while snacking from morning to midnight, the idea of regularly skipping meals may sound extreme. But in recent years intermittent fasting has been gaining popular attention and scientific endorsement.

It has been promoted in best-selling books and endorsed by celebrities like the actors Hugh Jackman and Benedict Cumberbatch. The late-night talk show host Jimmy Kimmel claims that for the past two years he has followed an intermittent fasting program known as the 5:2 diet, which entails normal eating for five days and fasting for two — a practice Mr. Kimmel credits for his significant weight loss.

Fasting to improve health dates back thousands of years, with Hippocrates and Plato among its earliest proponents. Dr. Mattson argues that humans are well suited for it: For much of human history, sporadic access to food was likely the norm, especially for hunter-gatherers. As a result, we've evolved with livers and muscles that store quickly accessible





# TRANSFORM THE WAY THE ORGANIZATION/UNIVERSITY SOCIALIZES AND PRESERVES CONSUMER WISDOM

INFOGRAPHICAL STORIES


DYNAMIC REPORTING

JOURNEY  
MAPPING

VIDEO  
STORIES







Stories have been  
used to communicate since  
the dawn of humanity. Across  
time, distance, culture, they  
are used to teach the young  
and motivate the old.

Leveraging the tradition of  
storytelling will give purpose  
and dimension to your  
research and insights.



# CONTINUING IN THE TRADITION OF A LONG LINE OF GREAT STORYTELLERS...



'50s & '60s



'70s & '80s



'90s & '00s



'10s & on



# LONG TERM SUCCESS DOES NOT COME FROM REGURGITATING THE DATA – WE MUST PROACTIVELY PROVIDE INSIGHTS AND DIRECTION

## The Problem

Traditional reports are too long, detailed and boring for the general presentation audience. They currently serve the purpose of documenting findings not socializing learnings.

“The presentation should take 10 minutes. The conversation should last for hours.”

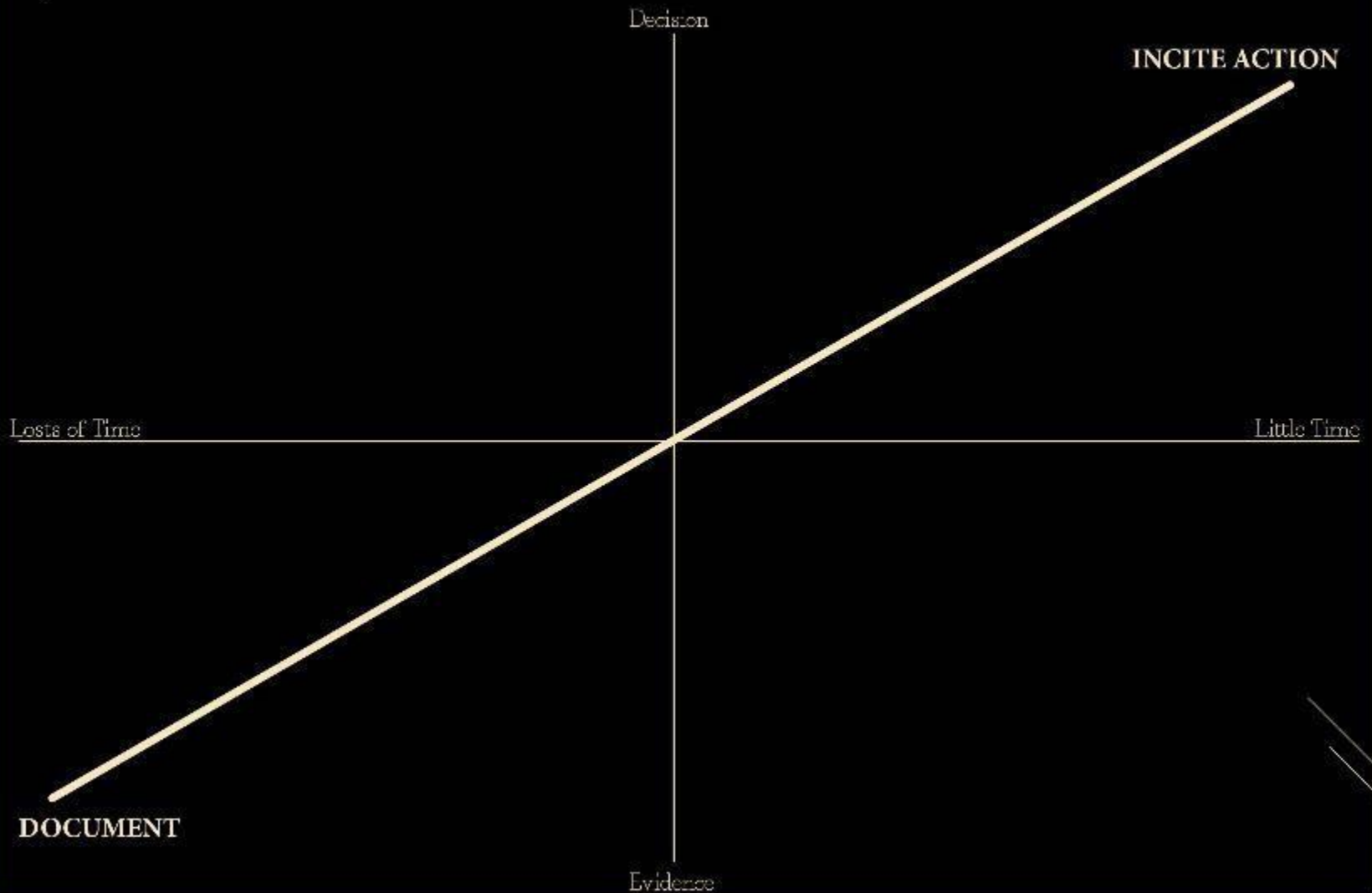
“If you don’t like change, you’ll like irrelevance a whole lot less.”



# WHY STORYTELLING?

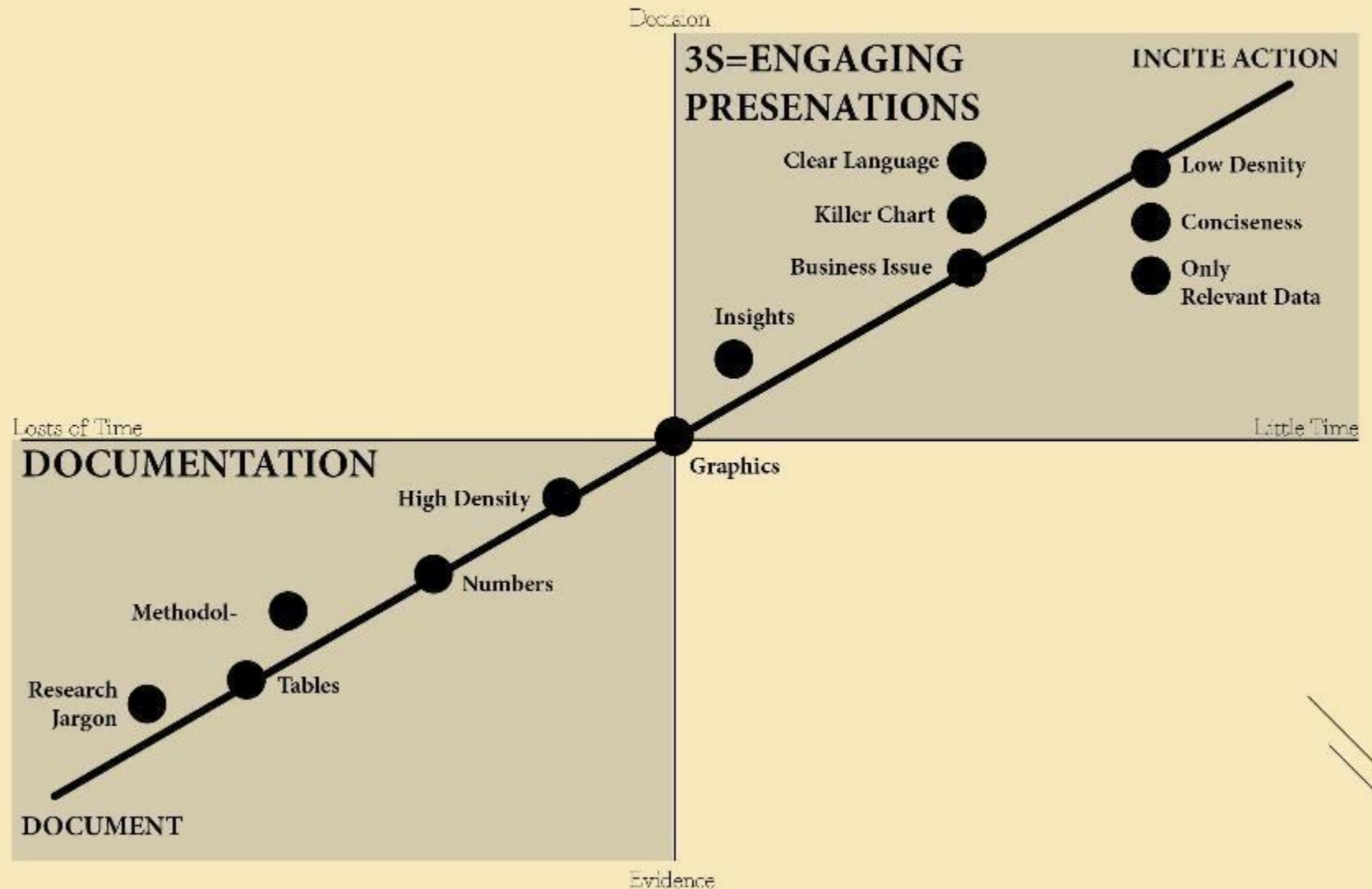


# ANATOMY OF COMMUNICATION





# ANATOMY OF COMMUNICATION







# STORYTELLING IS:

The crafting of a clear message,  
focused on the business  
problem/challenge, that helps  
our audience understand,  
remember, retell, and act on the  
knowledge.



# TELL A STORY ABOUT THE DATA

## RESEARCHER/ANALYST

George is 6' 3". He is the 4th tallest person in his town. He has light brown hair. His hair is lighter than some people's and darker than others. He is thin. His height to weight ratio is in the top 25th percentile. He is married. He has been married for ten years. His is the 57th longest marriage in town. He knows lots of people (838). He smiles a lot – on average three smiles every 2 minutes.

One day he stopped smiling. He ranked last in happiness. We then tested the hypothesis "what if he had never been born" and found a negative result. He starts smiling again. He ranks first in happiness.

# TELL A STORY ABOUT THE BUSINESS





# OUR STORIES NEED TO SPEAK TO THE BUSINESS/RESEARCH SUBJECT RATHER THAN THE DATA

## Stories About *Data* (current state)

The **research challenge**, and the business environment it is happening in

**Respondents/research participants**

**Issues raised** by conflicting or surprising findings

**Narrative of findings from the data**  
(Findings strung together in logical order)

SETTING

CHARACTERS

CONFLICT

PLOT/FLOW

## Stories About *Business* (future state)

The **business challenge**, including the business outcome being sought and **the environment that it is happening in**

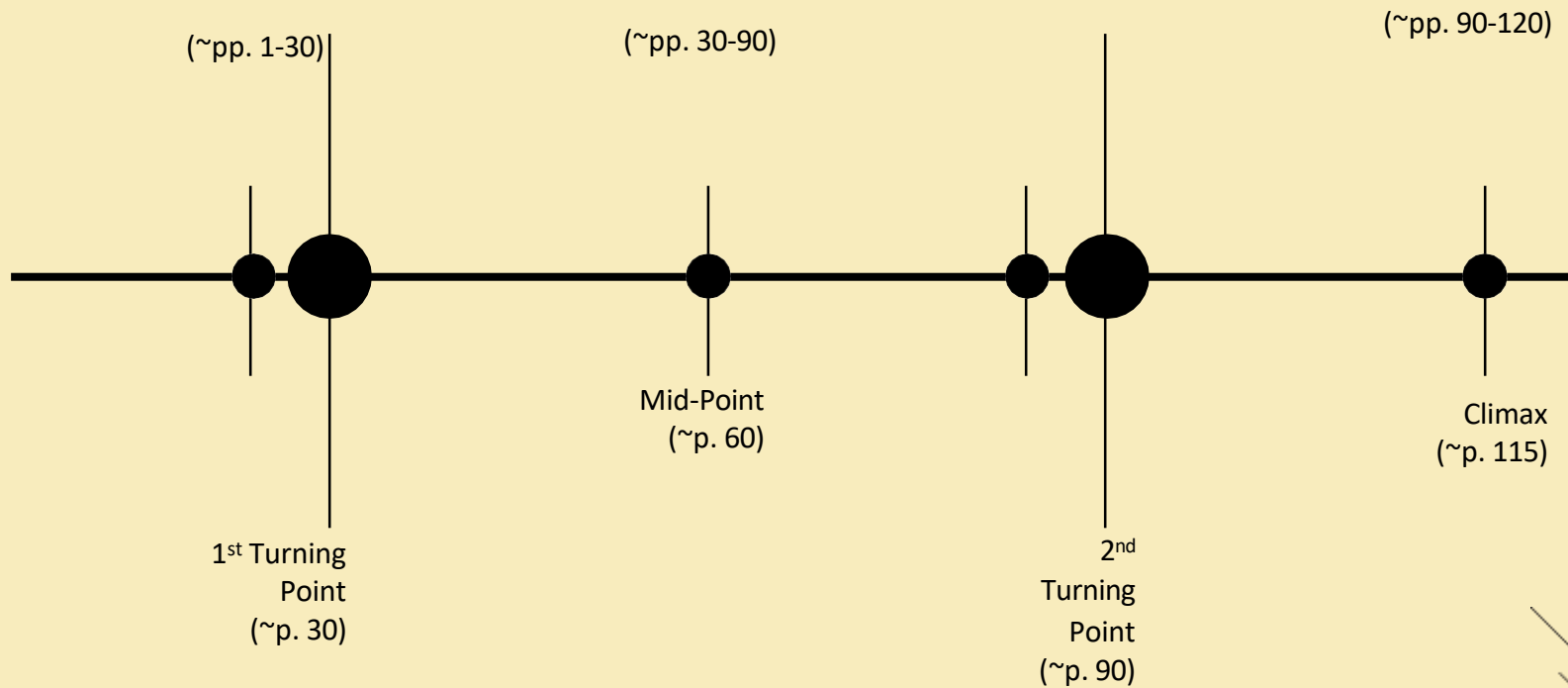
**Stakeholders:** The people or things affected by the situation

The **inability or risk in making confident decisions** due to an insufficient level of insight into the business challenge

**Narrative informed by the hypotheses and conclusions** specifically created to inform decisions/actions to deal with the conflict, linked together to create a coherent story about *the business*



# THIS NEEDS A HEADLINE



(above graph © Syd Field)



# ONCE UPON A TIME...

## SETTING

... in a village back in olden times lived ...

## CHARACTERS

... a young boy and girl ...

## CONFLICT

... who went to a forbidden place and were captured ...

NOW IT'S YOUR TURN TO FINISH THE STORY!!

Inner traits that  
cause or enhance  
the **CONFLICT**

*Dangerously Curious*

*Doesn't Follow Advice*

*Is Naïve & Trusting*

*Is Foolish*

Inner traits  
that help the  
**SOLUTION**

*Courageous*

*Resourceful*

*Imaginative*

*Clever*

## SOLUTION

*Has Helper*

*Is Rescued*

*Finds Magic*

*Finds Inner Traits*

## CONCLUSION

*Wiser*

*Transformed*

## END

*Passes Lesson  
on to Others*

*Offers Wisdom*

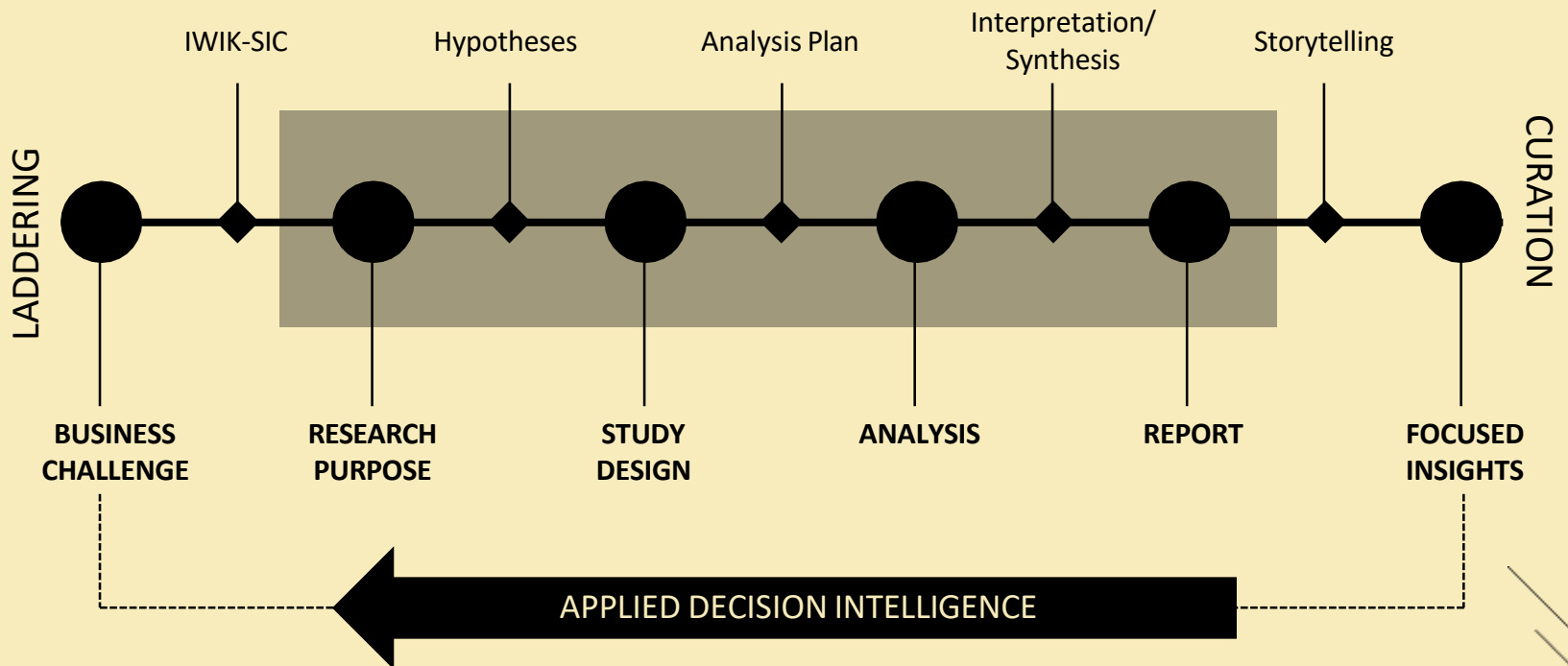




# THE PHILOSOPHY



# BUSINESS CHALLENGE—FOCUSED VALUE CHAIN





## BUSINESS PARTNERS WHO SHARE PHILOSOPHY

Wendy's



Coca-Cola



Reebok



STELLANTIS



Mars



# BREAKING IT DOWN INTO SMALLER STEPS HELPS EVERYONE STAY FOCUSED ON CREATING A COMPELLING DELIVERABLE

1

Start with  
the end in  
mind

2

Leverage the  
Power of  
Hypotheses  
*(Bottom Line &  
3-5 Key  
Learnings)*

3

Storytelling  
Session:  
Story  
Outline

4

Telling  
the Story



# 1. START WITH THE END IN MIND

Give yourself a story assignment

SETTING

The situational context

CONFLICT

The business objective and the barriers to achieving it

PLOT/FLOW

The conclusions that would help lead to resolution (“We wish we knew...”)



# WRITE CONCISELY

If you can eliminate words without changing the meaning, do it.

## SIX WORD STORIES

*Baby shoes for sale. Never worn.*



# USE THE ACTIVE VOICE AND PRESENT TENSE

“Good headlines are driven by good verbs.”

This is PASSIVE VOICE.  
Active voice would say:  
“Good verbs drive  
good headlines.”



## AVOID RESEARCH JARGON

Will there be text here? Images? Or is this a spot holder as you discuss examples? This slide design may change depending on the answer.



## AIM TO CREAT A FEELING

Will there be text here? Images? Or is this a spot holder as you discuss examples? This slide design may change depending on the answer.



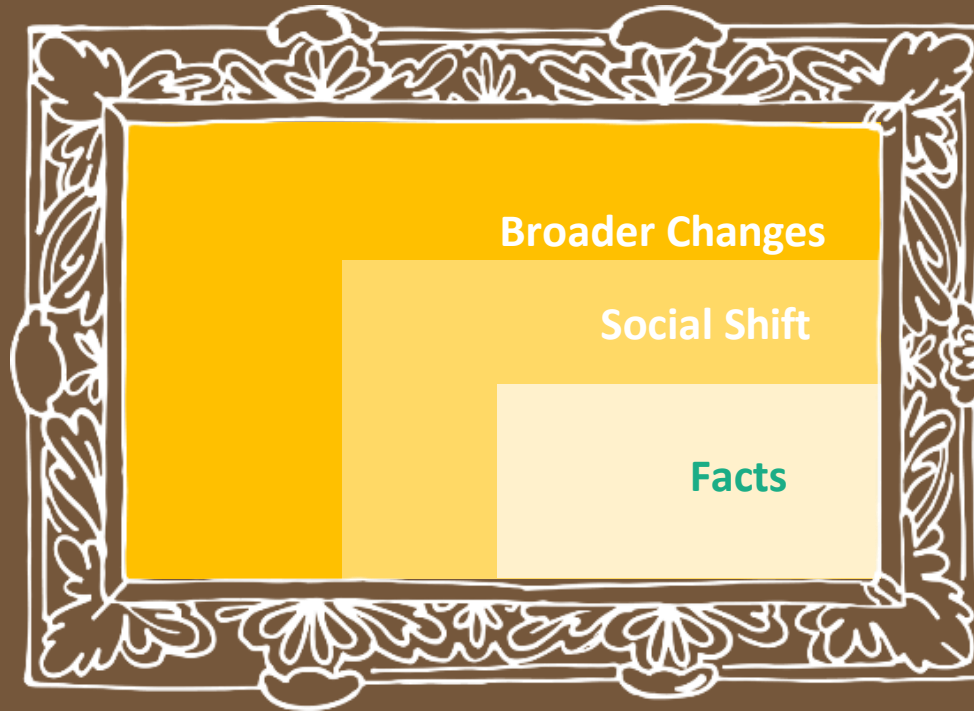
A close-up photograph of a person's face in profile, looking down at a topographic map. The map is held open, and a finger is pointing to a specific location. A semi-transparent dark grey rectangular box is overlaid on the left side of the map, containing the text 'ADDITIONAL TIPS'. The background is a soft-focus outdoor setting with trees and foliage.

# ADDITIONAL TIPS



# THINK BIG PICTURE

## THE BIG PICTURE





# CONNECT RELEVANT DOTS

Sometimes, data from different sources may seem to be telling different stories – but with some thought we can connect them to draw a meaningful conclusion.



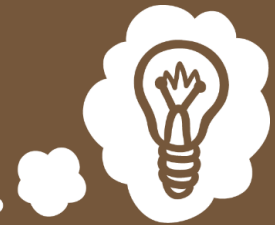
Consumers felt like the client's offerings were mediocre



However, the client's actual customers were more satisfied than other companies' customers



General familiarity with the client's offerings was low



The company should increase familiarity with its available options through better communication.



# ENSURE VALIDITY

Not all source information will align perfectly to help you tell your story

**Ask yourself:**



**Are the data comparable?**

**For example:**

**SOURCE A**

More than 50% of Americans are unmarried



**SOURCE B**

People are less motivated to cook when they're alone

**SOURCE X**

65% of all shoppers at convenience stores in 2013 bought a soft drink



**SOURCE Y**

In 2015, soft drinks represented 40% of beverage sales by volume at convenience stores



# USING PEER-REVIEWED SOURCES



science of consumer choice



☒ Articles ☒ include patents ☐ Case law

Articles

**Connecting cognition and consumer choice**

DM Bartels, EJ Johnson - Cognition, 2015 - Elsevier

[PDF] from researchgate.net

Case law

Standard cognitive science can improve people's lives through its interaction with consumer choice. ... Finally, despite cognitive science's history of moving beyond the lab, cognitive science's interest in consumer choice is still nascent. ...

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**The new science of pleasure: consumer choice behavior and the measurement of well-being**

D McFadden - Handbook of Choice Modelling, 2014 - books.google.com

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Let there be granted to the science of pleasure what is granted to the science of energy, to imagine an ideally perfect instrument, a psychophysical machine, continually registering the height of pleasure experienced by an individual, exactly according to the verdict of ...

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**Bricks or clicks? Consumer attitudes toward traditional stores and online stores**

JJ Kacen, JD Hess, WK Chiang - Global Economics and Management ..., 2013 - Elsevier

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... Sage, Thousand Oaks, CA (2005). Meyer and Johnson, 1995; R. Meyer, EJ Johnson; Empirical Generalizations in the Modeling of Consumer Choice. Marketing Science, 14 (3, Part 2 of 2) (1995), pp. G180-G189. Full Text via CrossRef. Nelson, 1970; P. Nelson; ...

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☒ include citations

**Intentionality, symbol, and situation in the interpretation of consumer choice**

GR Foxall - Marketing Theory, 2013 - mtq.sagepub.com

... That is, the components of the model must be intentionally construed and coherently related to form an appropriate explanation of consumer choice that transcends the limitations of extensional behavioural science. Searle's ...

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LET'S TELL THE STORY