

## Digital story-telling and video briefs as an approach to enhanced international collaboration and impact

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Universities generate knowledge through qualitative and quantitative methods. This is shared with society primarily via scholarly articles in academic journals. Performative approaches (modelling experience through aesthetic and feeling) are an important part of creative practice in the arts. These two spheres tend to maintain a respectful distance. This presentation will share insights from close to a decade of experience by a small team trying to work across boundaries in an effort to communicate science via creative writing in an online magazine and video briefs (short 5-6 minute documentaries on scientific research generally in the field). The goal was to “create for impact” and to develop an extensive network of international collaborators involved in content production and dissemination. This was not without significant challenges, but it did reveal much broader realms of possibility for effective research communication than originally envisaged.

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