



# Hur får man siffror at räknas?

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Risk communication

*'Trust'*

Health communication

*'Informed choice'*



covcom

Media communication

*'Attention grabbing'*

Ah! Det er derfor  
journalistikk fungerer!

## Oppsummering: TENK

- Trust – yet not boring.
- Emotions – yet not *'emotional'*.
- Narratives – yet factual and informative.
- Kreativitet – yet not crazy.

# World Health Organization



# YouTube



**T** ENK





«...acting in my best interests...»





«...acting in my best interests...»





Autoritet:  
*Ekspert*



Autoritet:  
*Erfaring*

TENK



“People will forget what you said,  
people will forget what you did,  
but people will never forget how  
you made them feel.”

*Maya Angelou*











TENK



A dense, chaotic pile of small, light-colored wooden blocks, each featuring a black letter or number. The blocks are scattered across the entire frame, creating a textured background. The text "fakta ≠ formidling" is overlaid in the center in a white, sans-serif font.

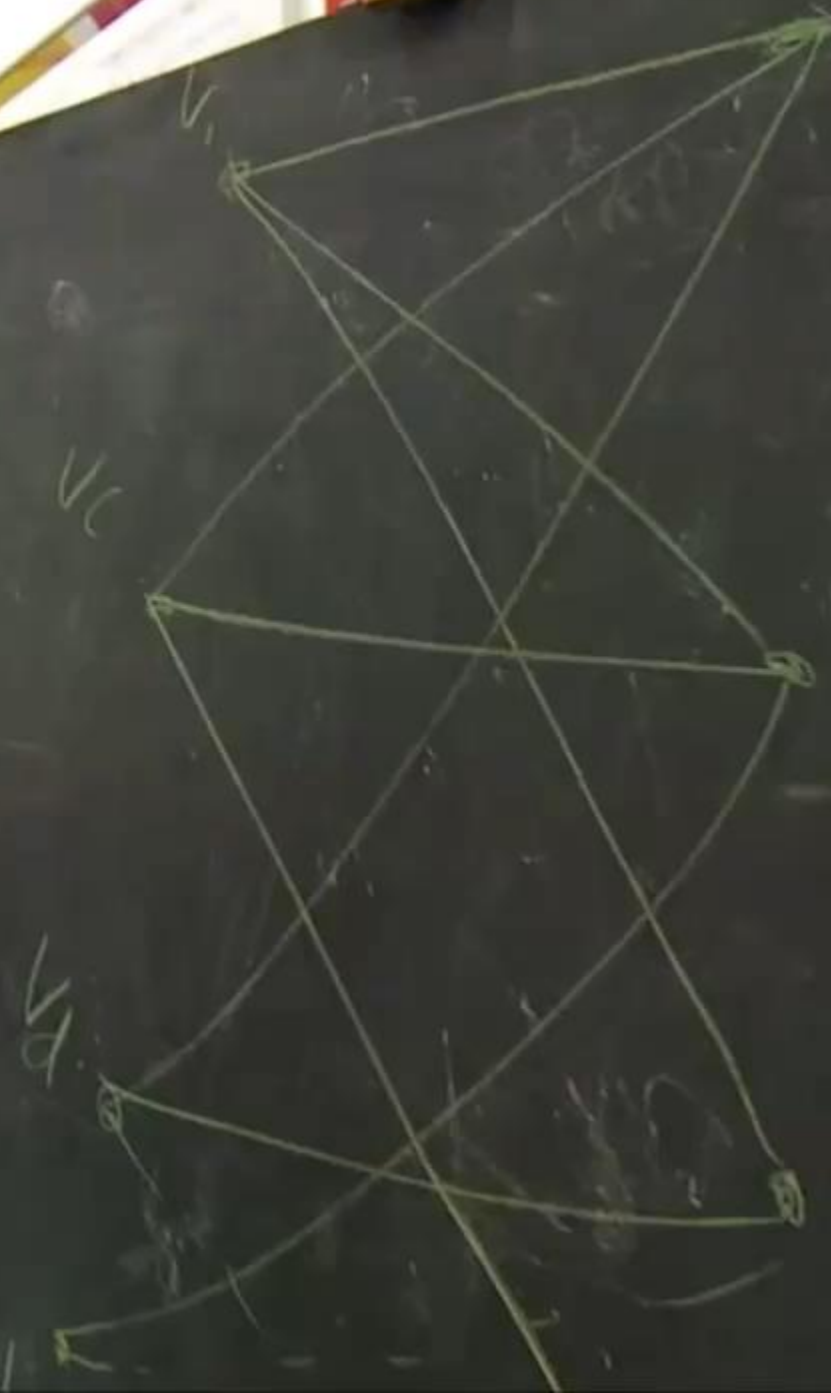
fakta ≠ formidling



A large, dense pile of small, light-colored wooden blocks, each featuring a black letter or number. The blocks are scattered and overlapping, creating a textured background. The text "ET PREMIERPROSJEKT" is overlaid in the center in a white, sans-serif font.

ET PREMIERPROSJEKT







*«Stories is how the brain remembers»*



A photograph of four young adults (three men and one woman) laughing heartily together outdoors. The man on the far left is wearing a black tank top and sunglasses, looking upwards. The woman next to him is wearing a denim vest over a light blue shirt and sunglasses, leaning her head against his shoulder. The man in the center is wearing a black t-shirt with a camouflage pattern and a grey jacket, looking towards the right. The man on the far right is wearing a light blue button-down shirt and glasses, looking towards the center. They are all smiling and laughing. The background is a soft, hazy landscape with hills under a warm, golden light.

# «Set the time and place»

Babette Buster



TENK





# KAMPEN OM LIVET





# ANNERLEDES







Nytt publikum



**science education**

**science communication**



Nye eksempler

Nye bilder

Nye ...







*“Findings should be communicated for the benefit of the widest possible community.”*

International Statistics Institute professional ethics

*“Users should be at the centre of statistical production: their needs should be understood, their views sought and acted on, and their use of statistics supported.”*

UK code of practice for Statistics



The background of the image is a solid light orange color. Overlaid on this background is a dense, repeating pattern of white, three-dimensional-looking numbers. The numbers are in various sizes and orientations, creating a textured, almost abstract effect. Some numbers are clearly visible, like '0', '1', '2', '3', '4', '5', '6', '7', '8', and '9', while others are partially obscured or faded into the background.

“This can only be done through  
*active dialogue*”





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