STORYTELLING & STORY LISTENING

Dr Kathryn Janda, University College London (UK)

Behavior, Energy & Climate Change (BECC) conference 2021
Poster Session, November 10

Data are drawn from a 2017 special issue of *Energy Research and Social Science* and other research in this vein.

Dr Mithra Moezzi,
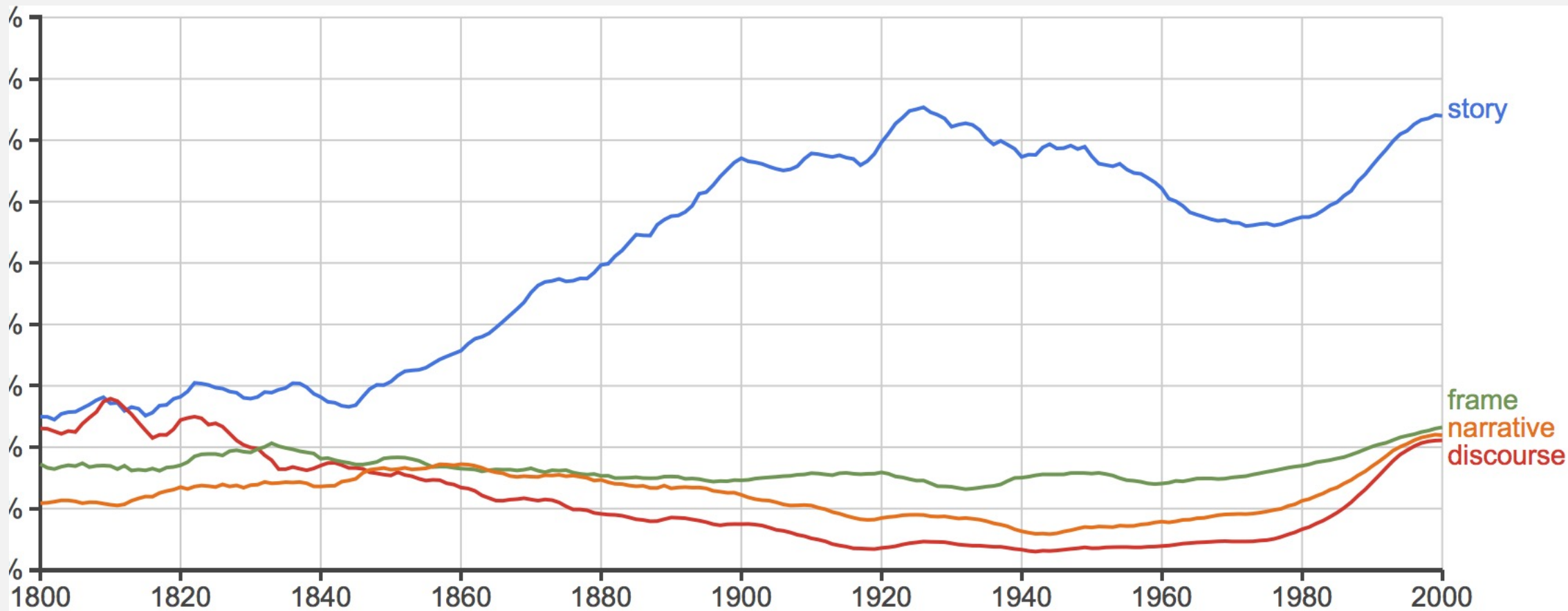Dr Kathryn Janda,
Dr Sea Rotmann

ENERGY
RESEARCH
&SOCIAL
SCIENCE

Editor in Chief: Benjamin K. Sovacool

WHY STUDY STORIES?

Source: google n-gram, corpus of the English language, 25 May 2018
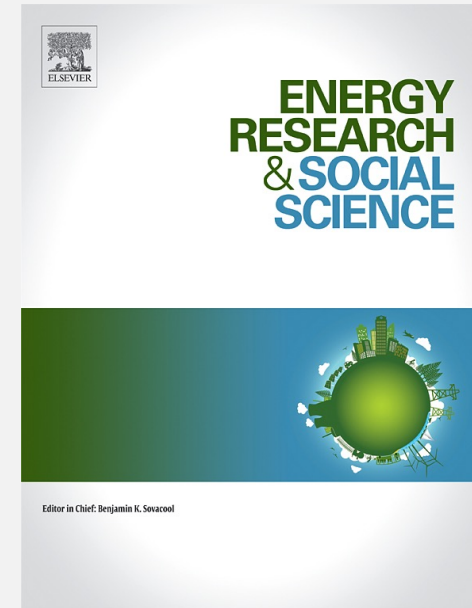
INSIGHTS DRAWN FROM…

- Using stories in research: 34 paper special issue in ERSS

• Moezzi, M., K. B. Janda, & S. Rotmann, eds. 2017. *Narratives and Storytelling in Energy and Climate Change Research*. Vol. 31, *Special Issue of Energy Research and Social Science*. Oxford, UK: Elsevier.
• Moezzi, M., K. B. Janda, & S. Rotmann. 2017. "Using stories, narratives and storytelling in energy & climate change research " *Energy Research & Social Science* 31 (September):1-10. http://www.sciencedirect.com/science/article/pii/S2214629617302050.

- Stories as a form of research inquiry

  - Tales from the field of energy demand & building research

    • Janda, K. B., & M. Topouzi. 2015. "Telling tales: using stories to remake energy policy." *Building Research & Information* 43 (4):516-533. DOI: 10.1080/09613218.2015.1020217.

Stories:
Who tells? Who listens?

US

Few, privileged, relatively uniform,

experts of various kinds (scientists, policymakers)

THEM

Many, diverse

Climate change engagement matrix

Story **TELLING**

"Us"   "Them"

Story **LISTENING**

"Us"

"Them"

Stories as Inquiry
(e.g., what researchers research)

Stories as Data
(e.g., qualitative research)

Stories as process
(e.g., climate change communication)

Stories as Data
(e.g., literature/ newspapers)

Most common

Climate change engagement matrix

Story TELLING

Story LISTENING

	"Us"	"Them"
"Us"	Underdeveloped: we forget our ruts	Under-researched, but improving with DEI
	Stories as Inquiry (e.g., what researchers research)	**Stories as Data** (e.g., qualitative research)
"Them"	**Stories as process** (e.g., climate change communication)	**Stories as Data** (e.g., literature/ newspapers, social media)
	Most commonly discussed by experts	Most common overall

Mithra Moezzi
mithra@ghoulemresearch.com

Katy Janda
k.janda@ucl.ac.uk

Sea Rotmann
drsea@orcon.net.nz