Socialising the Genome

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We explored....

How to start a conversation about genomics with people who know nothing about genomics
Gnome
Welcome to genetube – a space dedicated to shaping fresh, informative, surprising and shareable bite sized insights about DNA and genetics. Not for profit; just for humankind.

Thanks for all your help, please feel free to watch again and share the videos.

Share via Facebook
Share via Twitter

#reasonstobecherful #DNAZING #genedeckshuffle #mygnome #glitch #searchme
How to?

Get simple messages out on a large scale?

Know what messages work?
You are more beautiful than you think.
Advertising Industry

churchill

Coca-Cola

Nestle

Virgin Media

Business

Pitch to Rich Will Be Back in 2016

www.GeneTube.org
Our aims

To find metaphors that could be used to describe what happens in genomics

To understand natural conversation about genetics and then build on this

To understand what the terms mean to people

To use creative story telling as the focus rather than scientific facts/processes as the focus
Focus Groups (7-10 in each)

Parents (mixed cultures)

‘Women’s group’ – women from the Hertford Women’s Guild

‘Men’s group’ – curry club

Young people - choir

Council estate residents
Core Themes

• There is a lot of juggling and weighing up of information—‘risk of disease’
• No idea what ‘genome’ means; is it to do with gnomes?
• Some want light-hearted approach—‘spreading genes around!’
• Insurance and exploitation are a fear
Process

Take Focus
Group themes

Overlay a narrative onto scientific message

Create 6 animations

Evaluate what works

www.GeneTube.org
The six films that were researched

DNazing

Gene Deck Shuffle

Glitch

Gnome

Reasons to be Cheerful

Search Me

www.GeneTube.org
Glitch
Gene Deck Shuffle
Feedback

• 500 representative British public – data presented

• Web based survey being collated now
Put films in order of preference

<table>
<thead>
<tr>
<th>Film</th>
<th>First choice</th>
<th>Second choice</th>
<th>Third choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gnome</td>
<td>41</td>
<td>32</td>
<td>27</td>
</tr>
<tr>
<td>Gene Deck</td>
<td>40</td>
<td>26</td>
<td>34</td>
</tr>
<tr>
<td>Shuffle Glitch</td>
<td>37</td>
<td>37</td>
<td>26</td>
</tr>
<tr>
<td>DNazing</td>
<td>31</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Reasons to be</td>
<td>28</td>
<td>37</td>
<td>35</td>
</tr>
<tr>
<td>Cheerful</td>
<td>37</td>
<td>37</td>
<td>44</td>
</tr>
<tr>
<td>Search Me</td>
<td>22</td>
<td>33</td>
<td>44</td>
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</table>
The majority of respondents found the films interesting.
The majority of respondents found the films to be informative.
Sharability (e.g. via talking to someone about it, or via social media)

<table>
<thead>
<tr>
<th></th>
<th>DNazing</th>
<th>Gene Deck Shuffle</th>
<th>Glitch</th>
<th>Gnome</th>
<th>Reasons to be Cheerful</th>
<th>Search Me</th>
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<tbody>
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<td>Felt I definitely wanted to share it</td>
<td>8</td>
<td>10</td>
<td>8</td>
<td>7</td>
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<td>7</td>
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<tr>
<td>Felt I might want to share it</td>
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<td>27</td>
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<td>24</td>
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<td>Not sure</td>
<td>35</td>
<td>26</td>
<td>37</td>
<td>31</td>
<td>34</td>
<td>31</td>
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<tr>
<td>Didn't particularly feel I wanted to share it</td>
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<td>21</td>
<td>19</td>
<td>25</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>Definitely didn't feel I wanted to share it</td>
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<td>17</td>
<td>11</td>
<td>10</td>
<td>11</td>
<td>13</td>
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Summary

• Have found some new, evidence based ways of reaching the public with genomics

• Quirky works (‘gnome’, ‘glitch’, sex, etc)

• If genomics is going to be mainstreamed then the conversations around it need to be mainstreamed too
Acknowledgements

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