

# Socialising the Genome

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GENOME  
CAMPUS**  
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# We explored....

**How** to start a conversation  
about genomics with people who  
know nothing about genomics

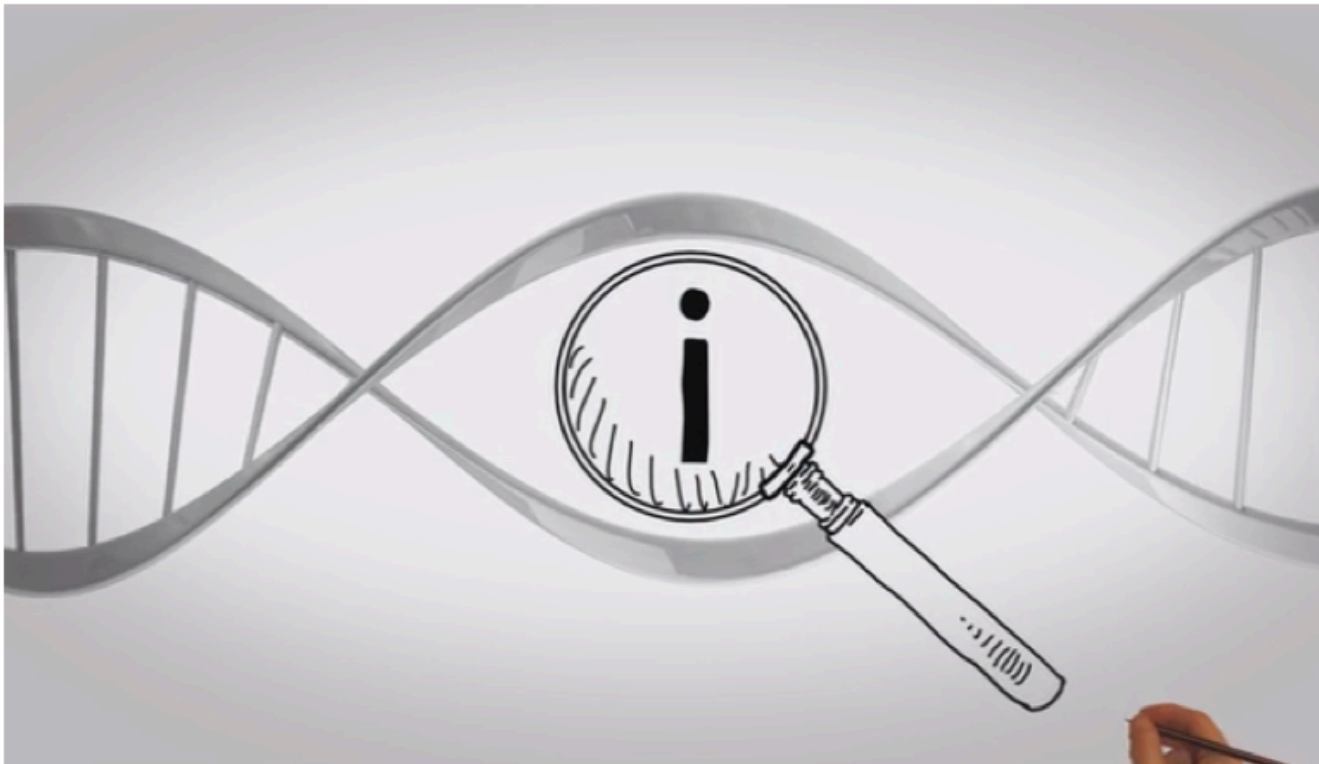
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Gnome



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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.



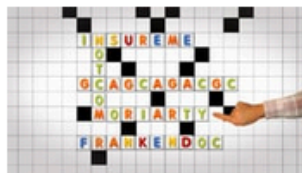
Thanks for all your help, please feel free to watch again and share the videos.

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#reasonstobecheerful



#DNAZING



#genedeckshuffle



#mygnome



#glitch



#searchme



# How to?

Get simple messages out on a large scale?

Know what messages work?

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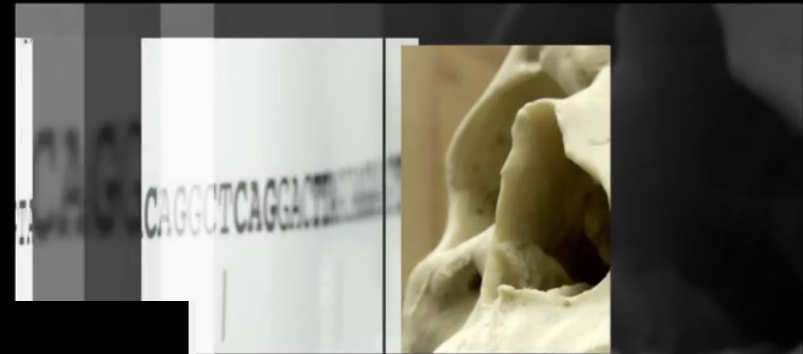


### Genome British Columbia Intro Video

1,063 views · 11 months ago

Genome British Columbia is a catalyst for the life sciences cluster on Canada's West Coast and manages a cumulative pan-genomics research project. It provides technology platforms. We work with academia and industry across forestry, fisheries, agriculture, mining and human health to generate social and economic benefits for British Columbia and Canada.

[Read more](#)



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Foundation for genetic research | A film by the Wellcome Trust

5,660

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# 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

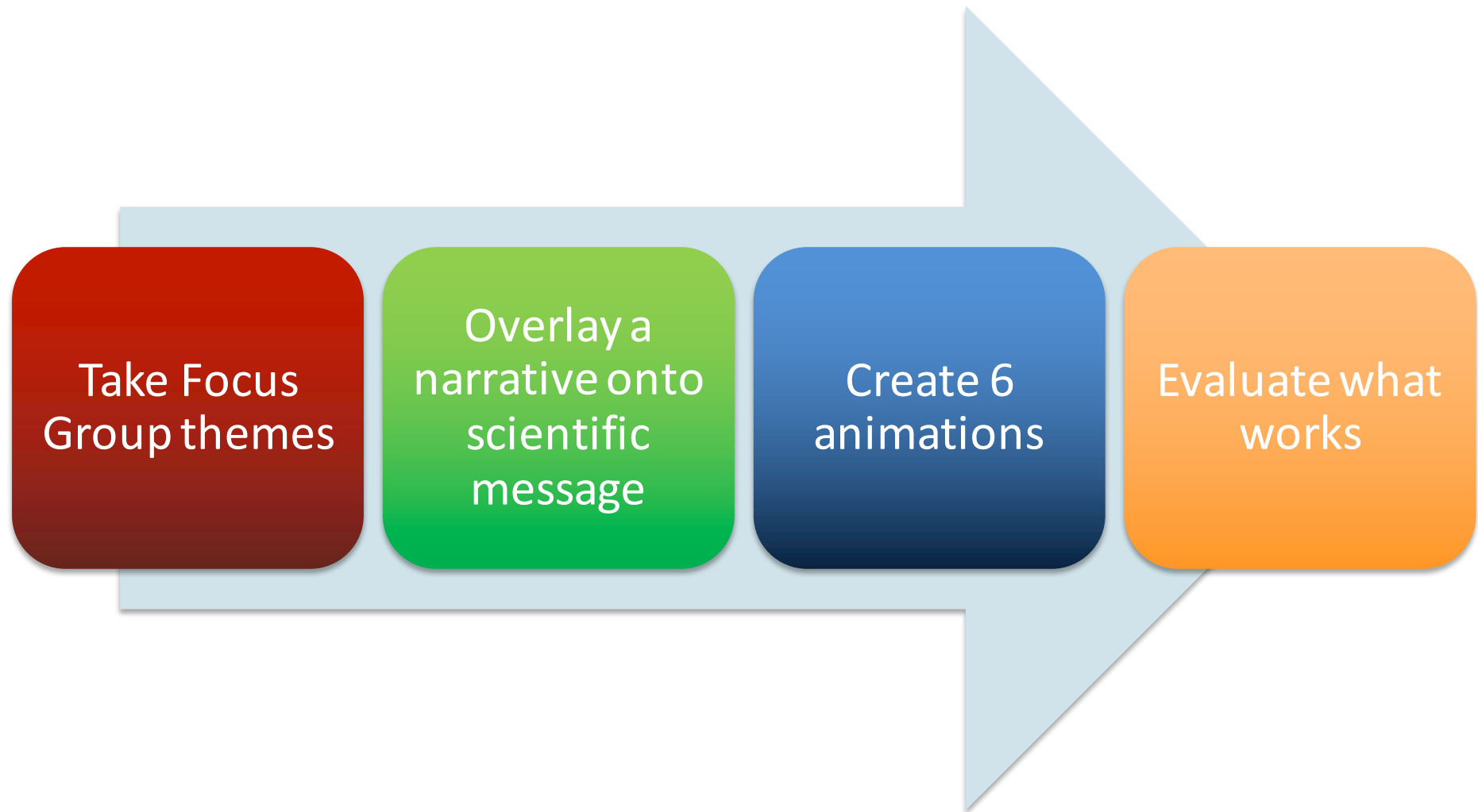


Council estate residents

# 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

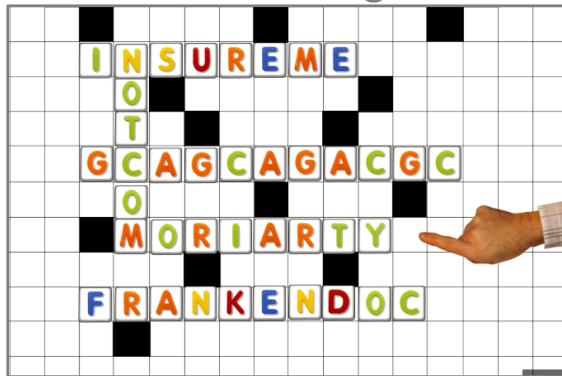


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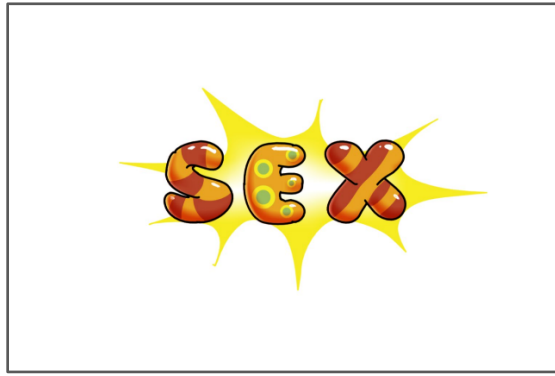


# The six films that were researched

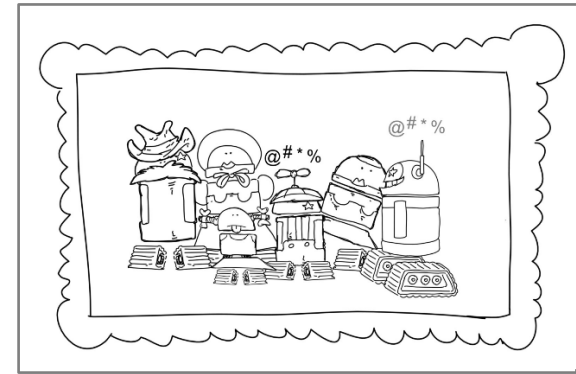
DNazing



Gene Deck Shuffle



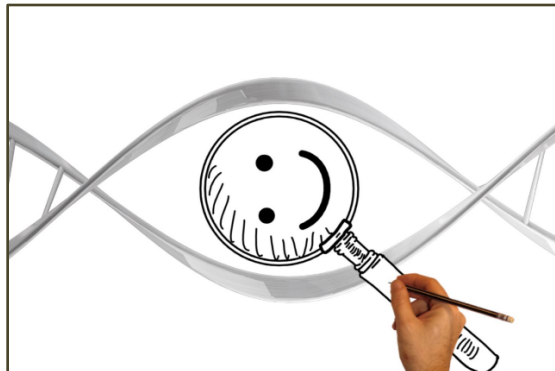
Glitch



Gnome



Reasons to be Cheerful



Search Me



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Glitch



[www.GeneTube.org](http://www.GeneTube.org)

## Gene Deck Shuffle

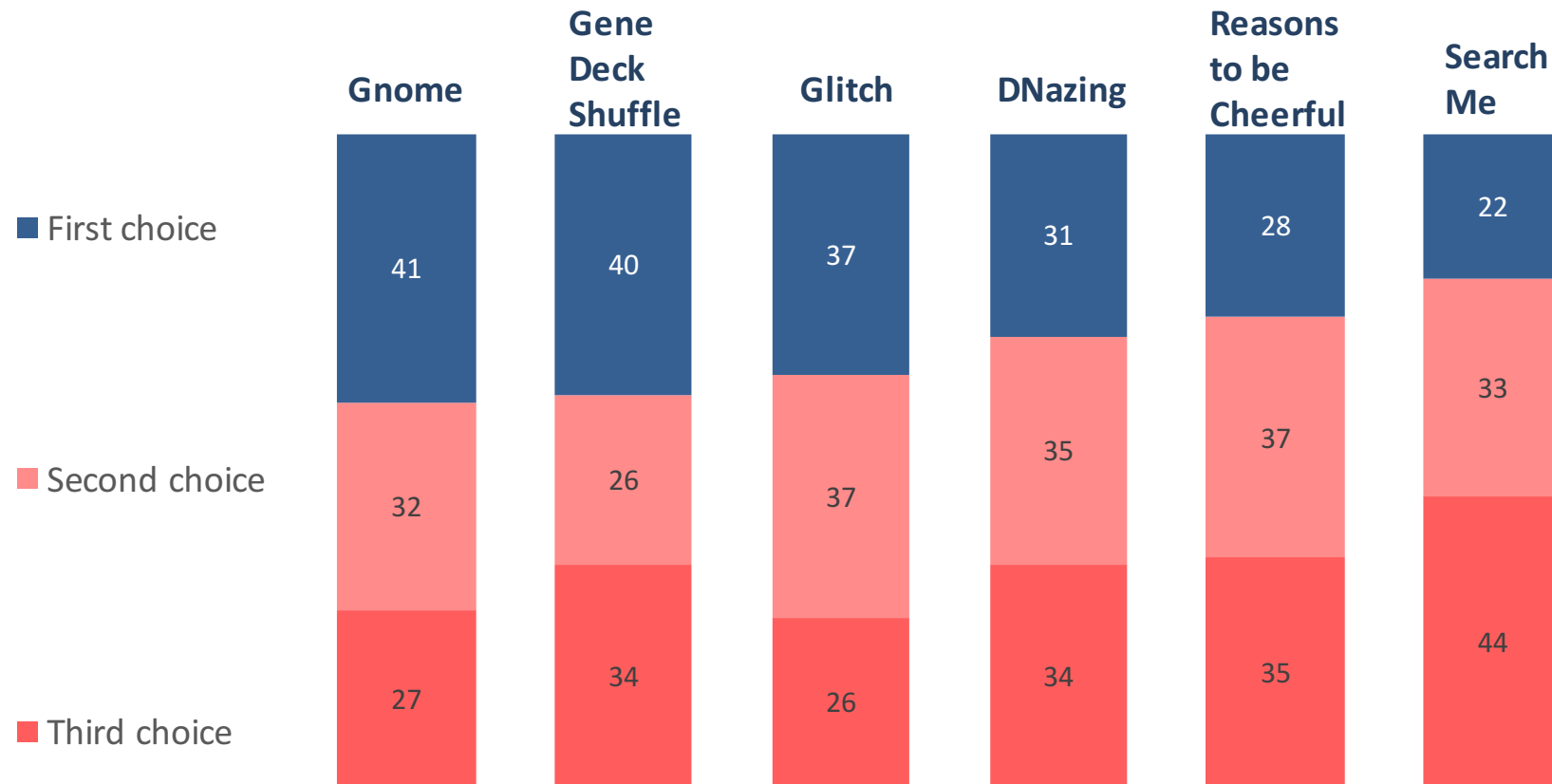


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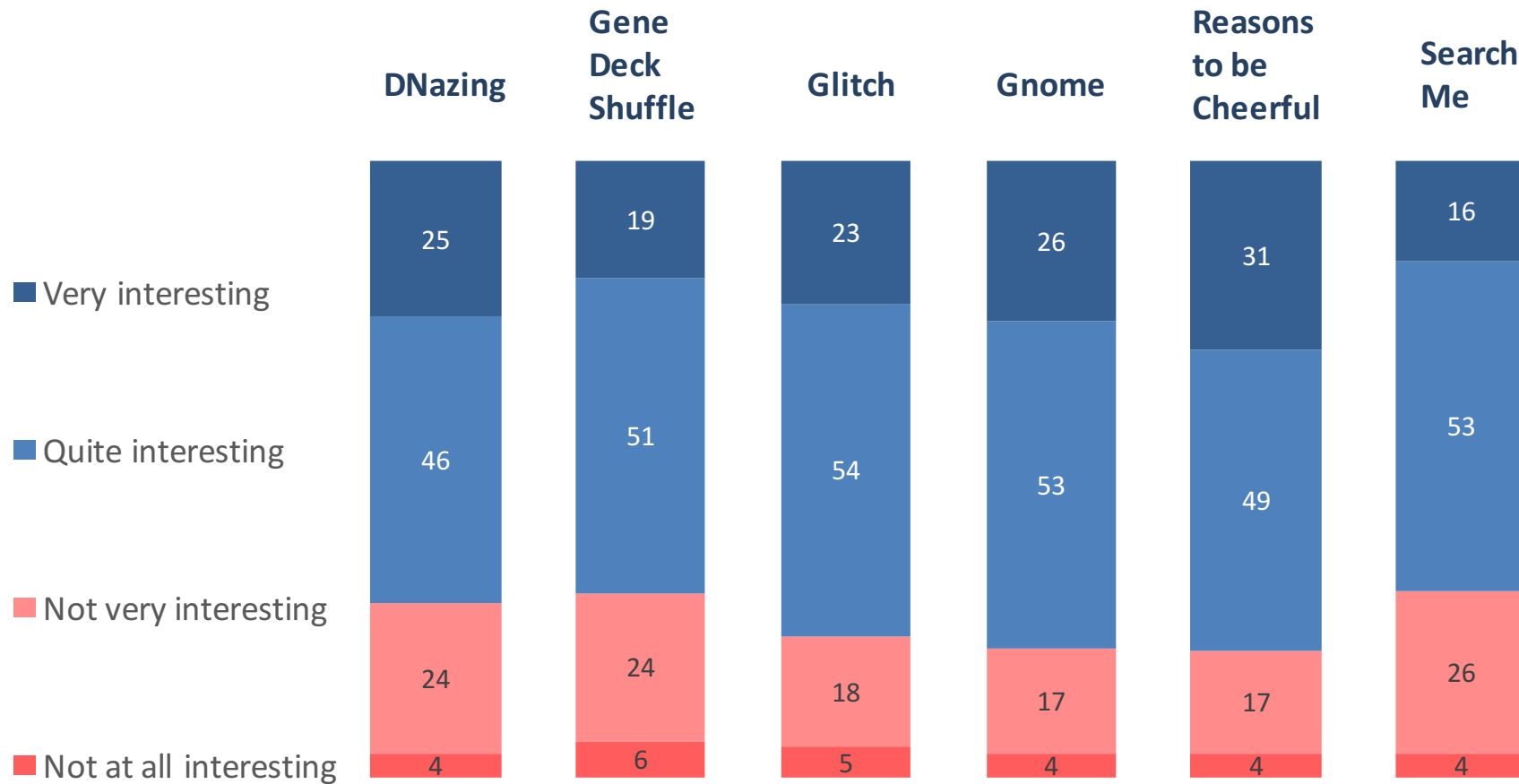
# Feedback

- 500 representative British public – data presented
- Web based survey being collated now

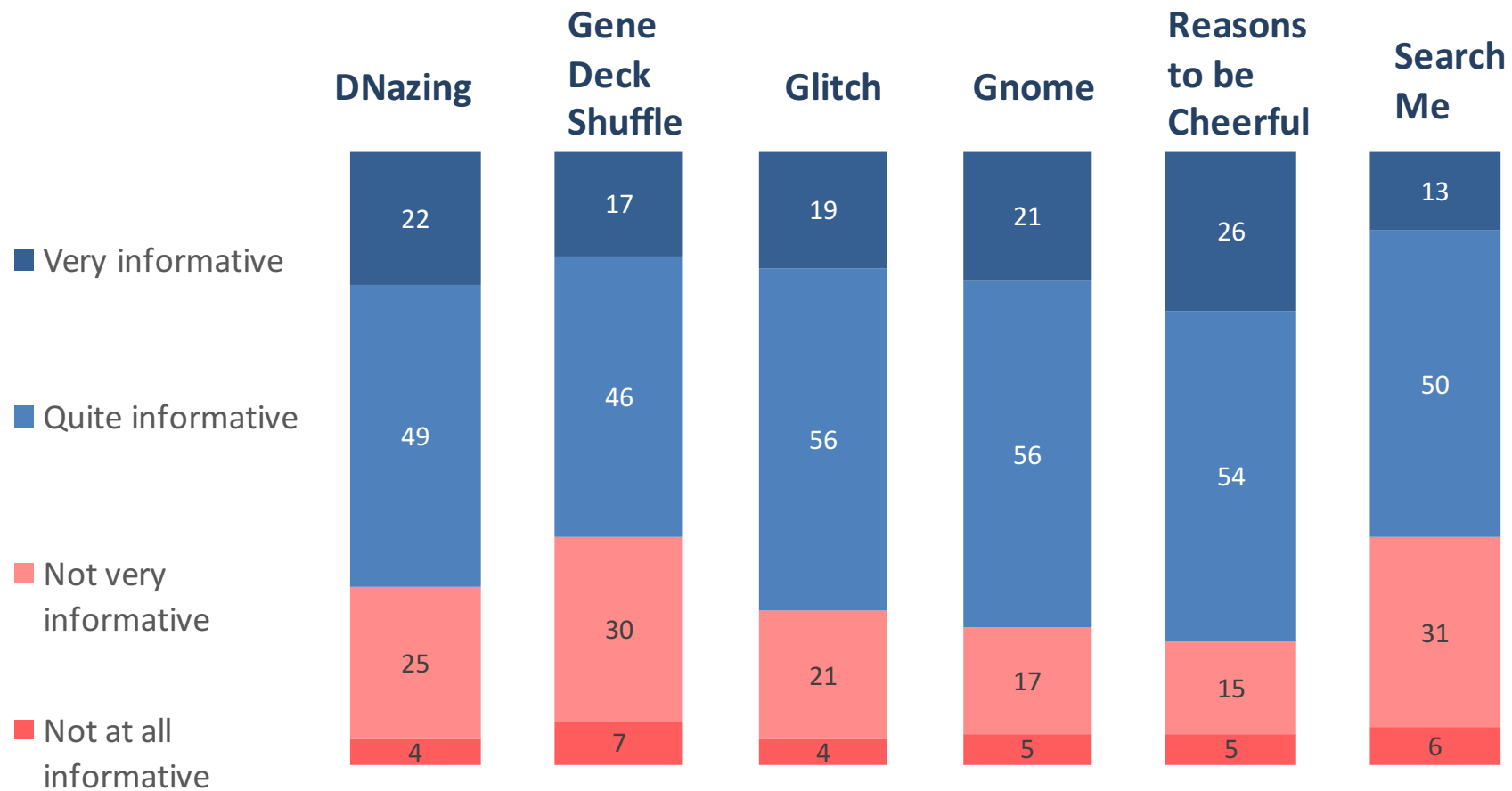
# Put films in order of preference



# The majority of respondents found the films interesting

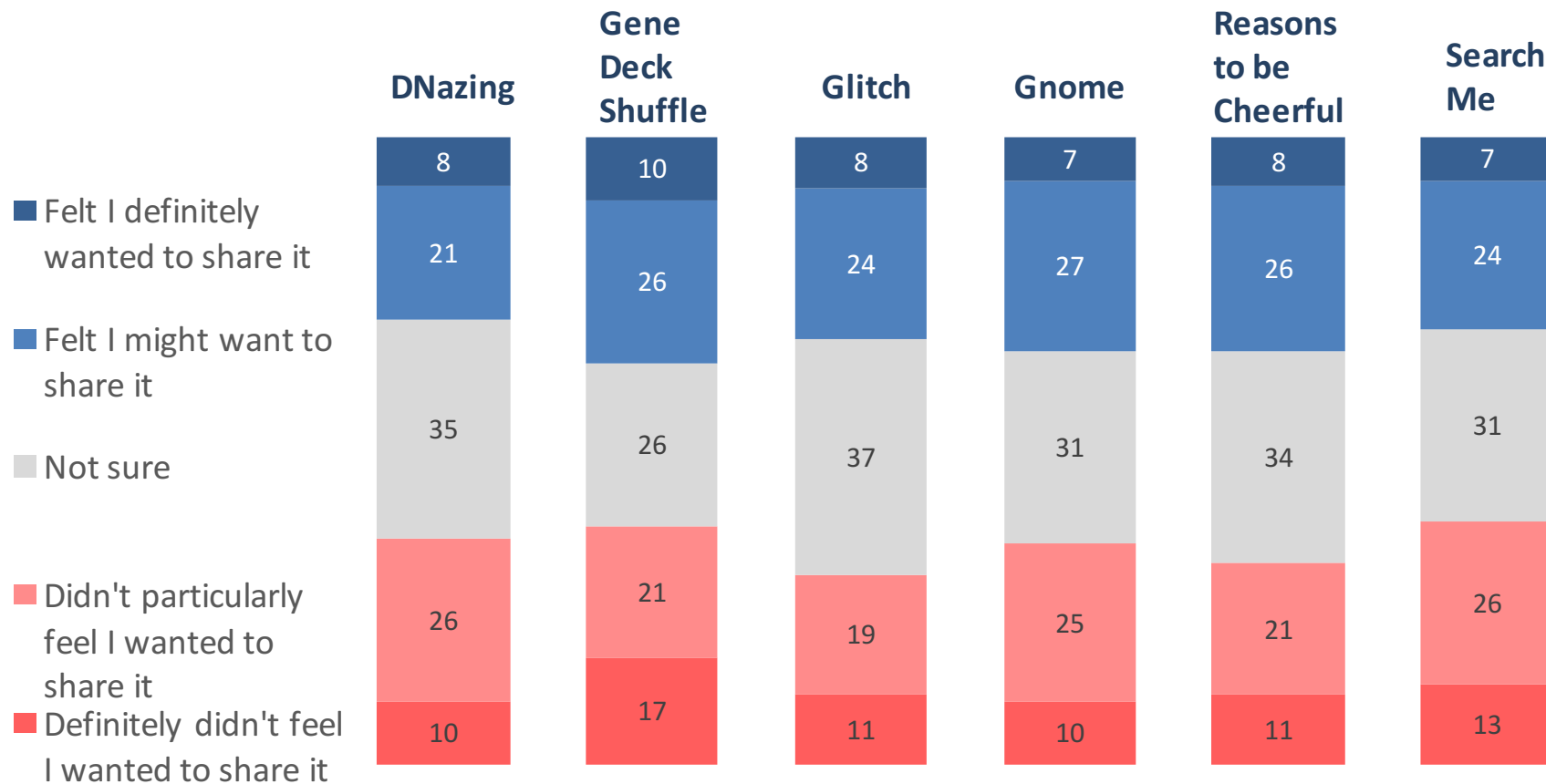


# The majority of respondents found the films to be informative





# Sharability (e.g. via talking to someone about it, or via social media)



# 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

## Steering Group

- Julian Borra
- Vivienne Parry
- Kat Nevin-Ridley
- Amy Sanders
- Julian Rayner

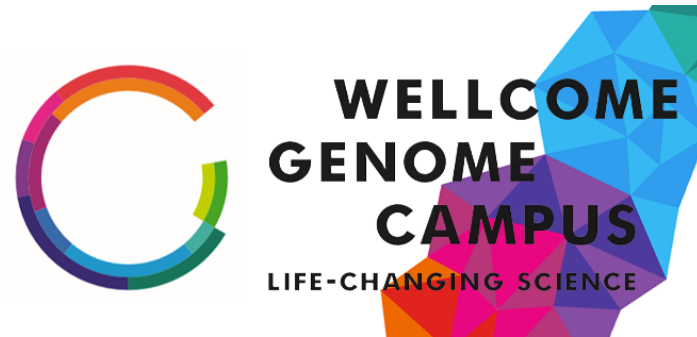
## Fabrika team

- Steven Hess
- Toni Biočić
- Igor Savic

## Research Now

- John Madell

## Funding



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