High-resolution image 5 for Fig. 10 Click here to access/download;Figure;RAMP-FdS-Sheet5.png

Keep the flow of the different parts of the explainer have a similar colourmap throughout.

COVID EXPLAINER VIDEO
SHEET 5
NOVEMBER 2020. JCR

1. Introduction to the topic. Jump straight into the question "Why models"?
2. Question of other character over "what is a model.
3. Definition given. Loop to back of character's head. Explaining the topic.
4. Back to the other character – of questions why use it.
5. Give example. with some characters mixing and moving around.
6. Give more diagrams over explanation to help confirm the idea
7. Then go to exploring and predicting the scenario.
8. Now what to do. Give some suggestions at what to do now.
9. Finish and now end the explainer.

Focus on one question "Why model"?

This is a quick/short explainer video.

Use cartoon characters. Have different ones; choose them to be suitable/ friendly etc..

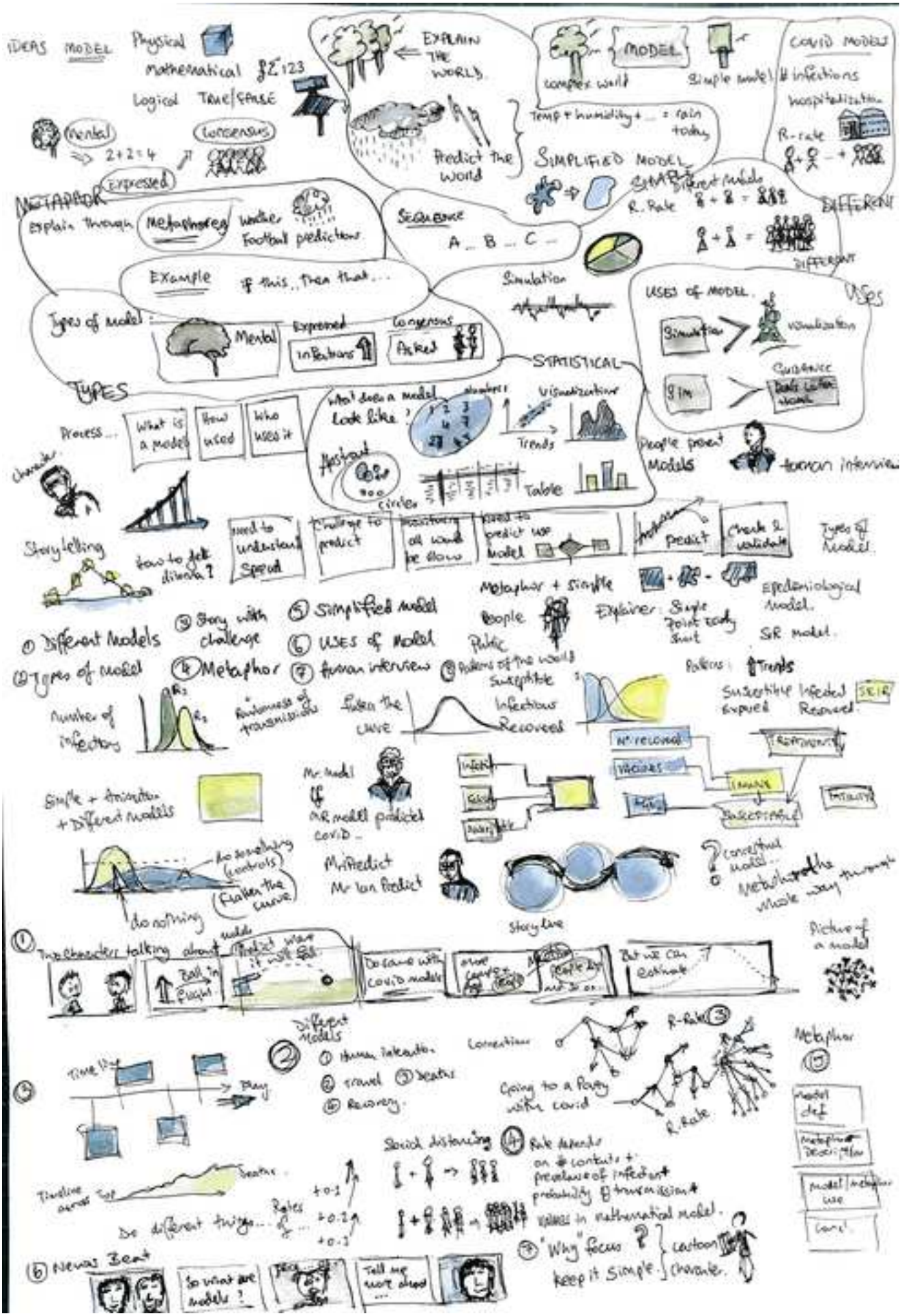
A/ ① introduction and simple questions and definition ②, ③

B/ ④ Go onto why use it.. give reason ⑤ and ⑥ and more detail ⑦

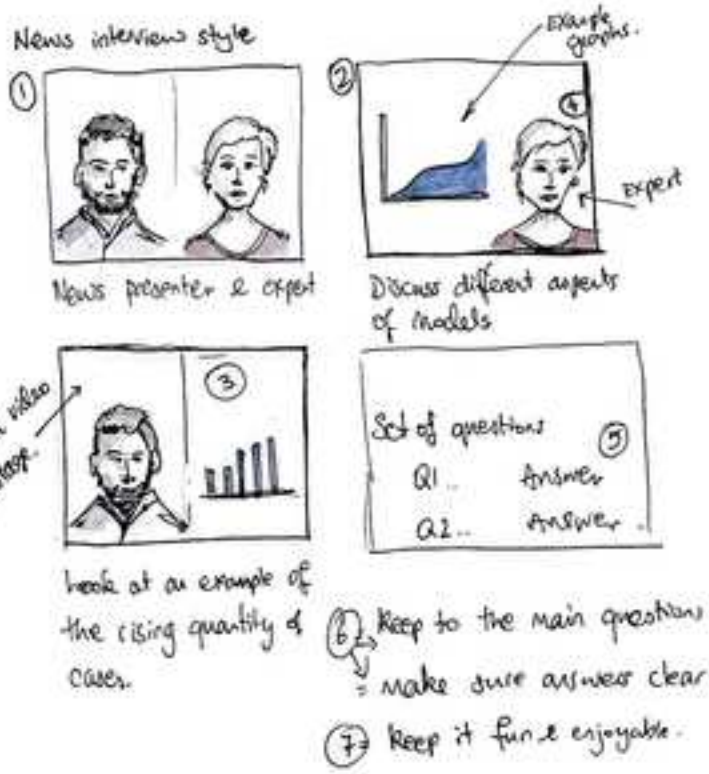
C/ Now give topic suggestions of what to do now. And what to look at.

Details

+ Need to create the characters & rig them
+ Need to define the narrative to make it clear. write the story
+ Look to create the other assets backgrounds, images etc.
+ Look at the colours & choose a suitable colourmap / pallette.
+ Look at the flow of the story and try out the video draft on people for their reaction.
+ improve and change as appropriate.


IDEAS MODEL
Physical
Mathematical
Logical TRUE/FALSE
Mental
Consensus
Expressed
EXPLAIN THE WORLD
Predict the world
MODEL
complex world
Simple model
Temp + humidity + ... = rain today
SIMPLIFIED MODEL
COVID MODELS
infections
hospitalization
R-rate
METAPHOR
explain through
Metaphores
Weather
Football predictions
SEQUENCE
A _ B _ C _
Example
if this.. then that...
Simulation
DIFFERENT
USES of MODEL
Simulation
visualization
Guidance
Types of model :
Mental
Expressed
Consensus
Asked
STATISTICAL
TYPES
Process...
What is a model
How used
Who uses it
What does a model look like ?
Trends
Table
Circles
People present Models
Human interview
Storytelling
How to get data ?
need to understand spread
Challenge to predict
Assumptions all would be known
Used to predict using model
Predict
Check & validate
Types of Models
Metaphor + Simple
People
Public
Explainer
Single point in time
Epidemiological Model.
SIR model.
1 Different Models
2 Types of model
3 Story with challenge
4 Metaphor
5 Simplified model
6 USES of Model
7 Human interview
8 Patterns of the world
Patterns
Trends
Number of infections
Awareness of transmission
Flatten the curve
Susceptible
Infected
Recovered
Susceptible Infected Recovered SIR
Simple + dynamic + Different models
Mr Model if SIR model predicted covid -
Mr Predict
Mr Ian Predict
do nothing
do something (controls)
Flatten the curve
Storyline
conceptual model...
Picture of a model
Theatre/cinema talking about models
Do same with covid models
But we can estimate
Different models
Human behaviour
Travel
Weather
Recovery
Correlations
Going to a Party with covid
R-Rate
Metaphor
Time Play
Play
Timeline across top
Weather
Do different things...
Rates of...
Social distancing
Role depends on # contacts + prevalence of infection + probability of transmission
Values in mathematical model.
"Why" focus
keep it simple.
cartoon character.
News Beat
So what are models ?
Tell me more about ...

High-resolution image 2 for Fig. 10 Click here to access/download;Figure;RAMP-FdS-Sheet2.png



COVID EXPLAINER VIDEO

SHEET 2

NOVEMBER 2020 JLR

① Introduction: introducing the people

② Straight into models: what they are
→ use an example

③ use diagrams and pictures to explain the parts. Graphics to help explain

④ Swap between presenters.

⑤ use what, Why, where, when and How as a structure for the questions

⑥ Keep the questions short & make sure the answers are short and clear.

⑦ cut to other graphics; maybe have a quick joke at the start to make it enjoyable

News style interview

Run through questions; answers interspersed with graphics. One presenter asks questions of the other.

Q what is a model

Q. what does it achieve?

Q. how is it used?

Q. Why are different models useful & used?

Go through ⑤

+ Interview style is familiar to the public – they get this style in the news

+ The questions follow a standard approach – the 5 W's.

+ People know what is happening next.

– It may be too long with the 5 Ws questions

– There may be interview fatigue with the public fed-up with this approach/and the style.

– Unclear what graphics would help may need to focus on the words of the expert more.

– May end up being long and not so interesting & difficult to capture people's imagination.

High-resolution image 3 for Fig. 10 Click here to access/download;Figure;RAMP-FdS-Sheet3.png

COVID EXPLAINER VIDEO

SHEET 3

NOVEMBER 2020 JR

1. Introduction to the topic. Focusing on one question "Why" use models?
2. Explanation of a model. A confused character.
3. Going back to the happy character have an explanation of its use with different people
4. Now turning to its use. Explanation of its use. Could have graphic
5. of getting data from people and putting into math model. Output numbers, visualize numbers.

Focus on one question: the why.

Make it short, use cartoon characters.

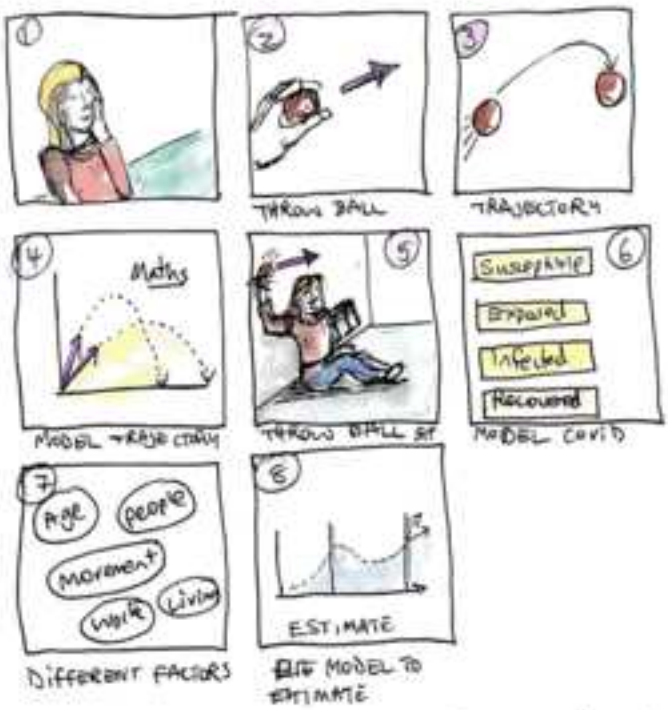
(A quick explainer sandwich)

1. Introduction
2. What is a model? Definition
3. Why use it?
4. How used?
5. END.

+ Cartoon style can be fun
+ clear and short story to keep peoples attention.
+ Definitions given to explain some of the wording
+ good for a wide variety of audiences.

- Non scientific approach may not be suitable for everyone
- would not go into detail and may be information that people know already
- Some people may not take the cartoon style seriously.
-

High-resolution image 4 for Fig. 10 Click here to access/download;Figure;RAMP-FdS-Sheet4.png



metaphor story with cartoon feel. Give example such as modeling where a ball would fall from a throw by standing up - then by sitting down. move to covid model

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Metaphor idea

Go through different metaphors. for example throwing a ball from standing up. and then sitting. Maths can ~~calculate~~ where the ball lands. But weather, wind direction, position of thrower all have effect on the ball.

⇒ use metaphor
⇒ give example by using metaphor
⇒ Turn to covid and explain (simple terms) the idea of models used by scientists in covid.
⇒ use simple graphics

COVID EXPLAINER VIDEO

SHEET 4

NOVEMBER 2020 JCR

1. Person standing up. Thinking about models
2. using metaphor of ball Throwing. Show a character throwing a ball.
3. Show where the ball lands.
4. Show the trajectory equation and explain that Maths will calculate the ideal ball and where it will land.
5. But there are many complexities. Eg. sitting down & throwing will be different to standing. Weather conditions. Type of ball, and so on
6. Introduce a simple model for COVID
7. Explain some of the complexities of COVID Modelling
8. Explain some of its uses and how it can help predict cases

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+ simple idea - gets the point over about complexities of covid modelling
+ works well as people manually understand how to throw a ball (throwing ball)
- some parts are simple, other parts are complex (eg the model of covid) so would need careful attention to the complex part of the story to not make it too complex.
- character needs to be loveable & trustworthy.
- people may not understand the metaphor or turn away when the maths part is explained so keep simple.