

Covid Dreams

Visual Science Communications
Reimagined
Dr. Radhika Patnala

June 25th, 2021

**Innovative concepts to communicate science
during the COVID-19 pandemic**



Radhika Patnala 

Google Scholar



☒ Articles ☐ Case law

Articles about COVID-19

CDC

NEJM

JAMA

Lancet

Cell

BMJ

Nature

Science

Elsevier

Oxford

Wiley

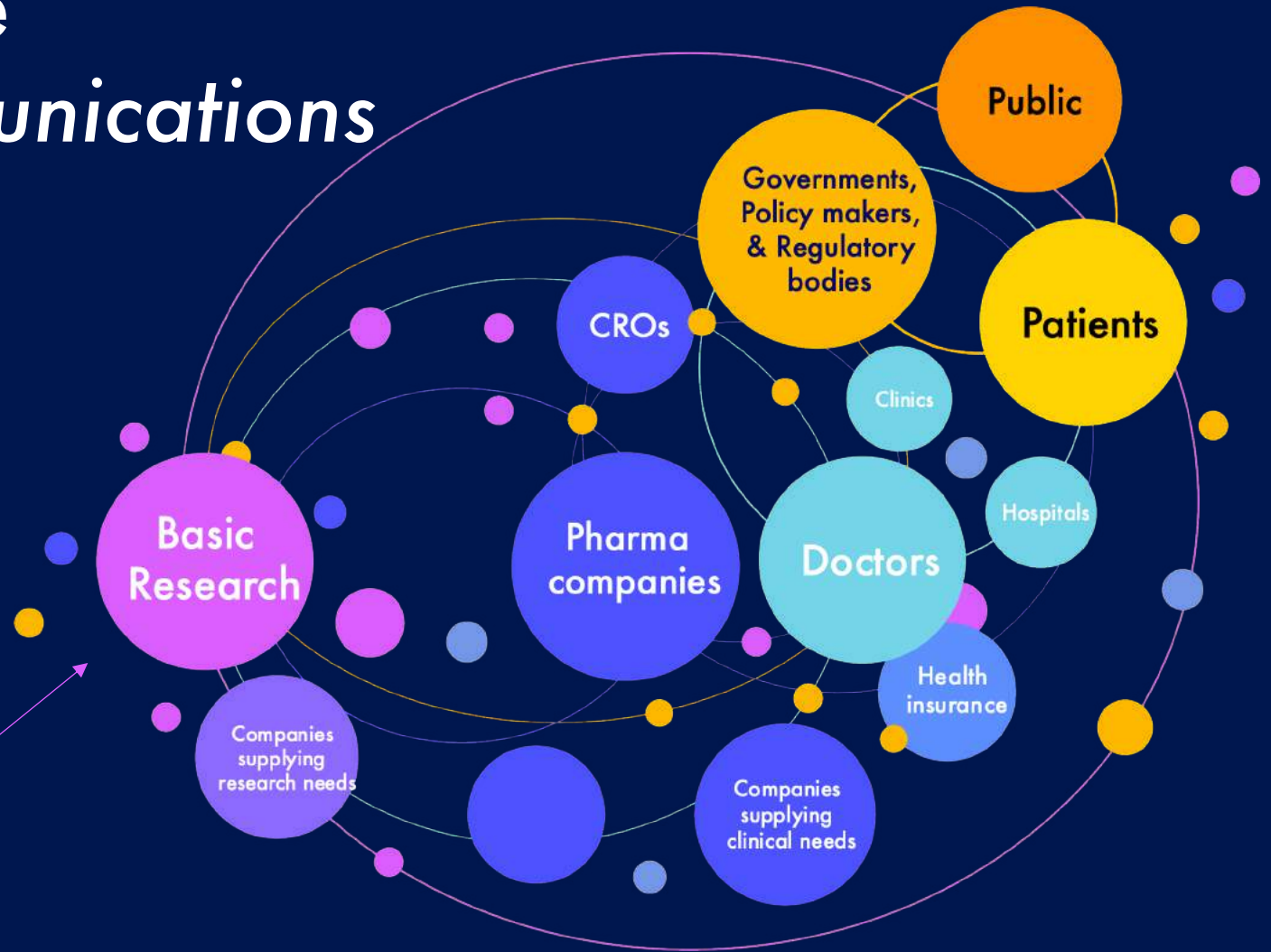
medRxiv

Stand on the shoulders of giants

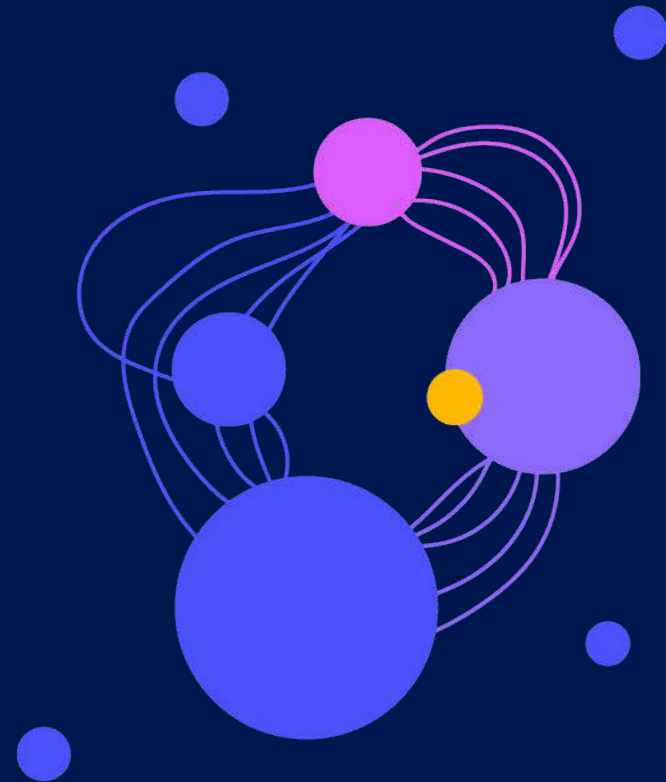
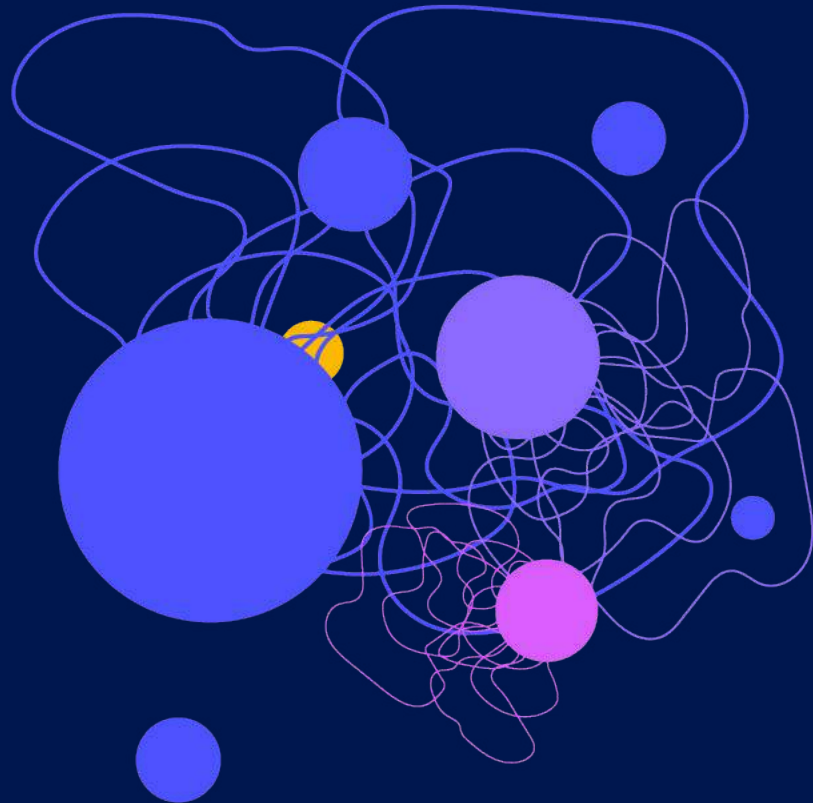
Stand on the
shoulders of giants

Complexity of the healthcare *communications* ecosystem

From
discovery to
medicine



I spent 10 years here



Challenges facing science communicators

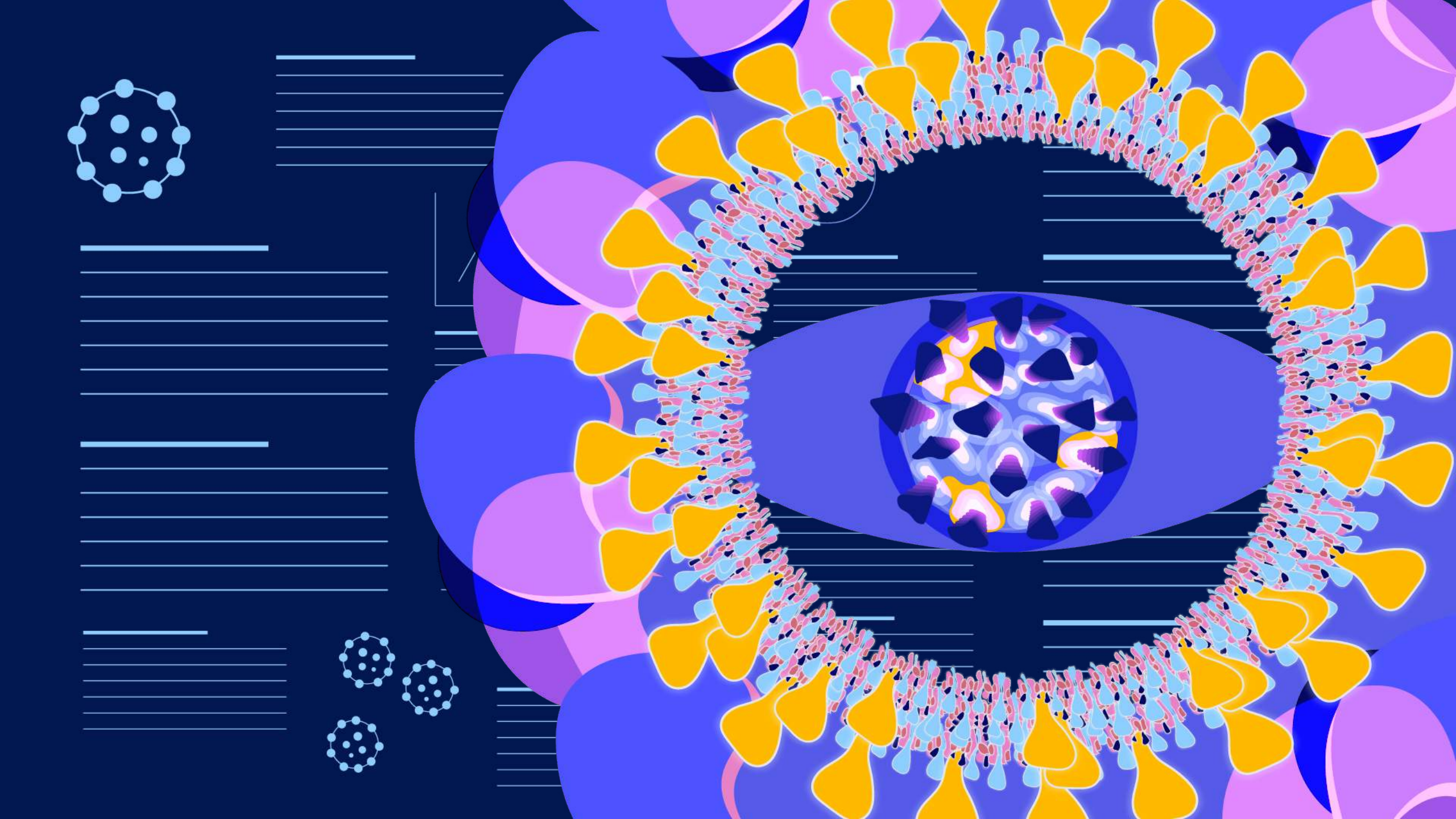
Bridging the gap in foundational knowledge across stakeholders

- giving an accurate snapshot of how things work
- making information understandable and clear
- lessen scope for misinterpretation

Bulk of science communications - information heavy, jargon heavy.

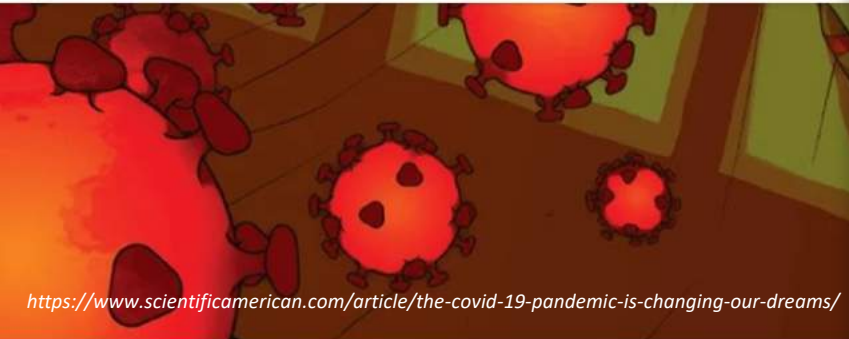
Making it interesting

The Inception



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SCIENTIFIC AMERICAN



<https://www.scientificamerican.com/article/the-covid-19-pandemic-is-changing-our-dreams/>

Credit: Gohi Montes

The COVID-19 Pandemic Is Changing Our Dreams

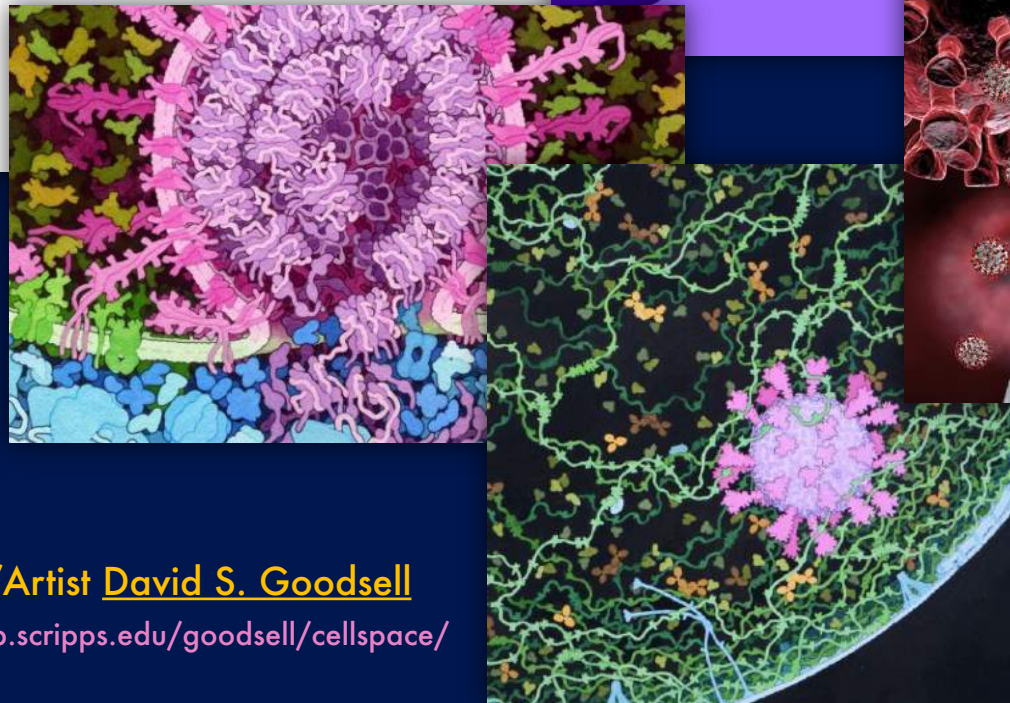
Anxiety about social distancing and infection is altering how much we dream and the nature of our dreams themselves

AUTHOR



Tore Nielsen is a professor of psychiatry at the Université de Montréal and director of the Dream and Nightmare Laboratory there.

Credit: Nick Higgins



Scientist/Artist [David S. Goodsell](https://ccsb.scripps.edu/goodsell/cellspace/)
<https://ccsb.scripps.edu/goodsell/cellspace/>

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COVID-19 Dreams? Here's What They Mean


BY [KATHY KATELLA](#) JULY 24, 2020

Those vivid, intense dreams may signal underlying anxiety.



i dream of covid

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Virginia • 6/6/20

Conveyer belt

I was in a long line with many other people, none of whom I knew.

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Ohio • 5/27/20

Party

I find myself on a beach, with many beachfront mansions nearby. My friends and I decide we all need to throw a party later that night and so we do.

[Read More](#)


NATIONAL GEOGRAPHIC

LOGIN Q R

SCIENCE | CORONAVIRUS COVERAGE

The pandemic is giving people vivid, unusual dreams. Here's why.

Researchers explain why withdrawal from our usual environments—due to social distancing—has left dreamers with a dearth of “inspiration.”

United Kingdom • 5/25/20

Adjacent

I dreamt I was on a bus. A woman next to me started stroking my face. I asked her to stop and she wouldn't.

Radhika Patnala SCI

The Work

A series of 10 artworks representing different aspects of Covid19 science and human experience.

1 artwork every night – summing up my thoughts of the day

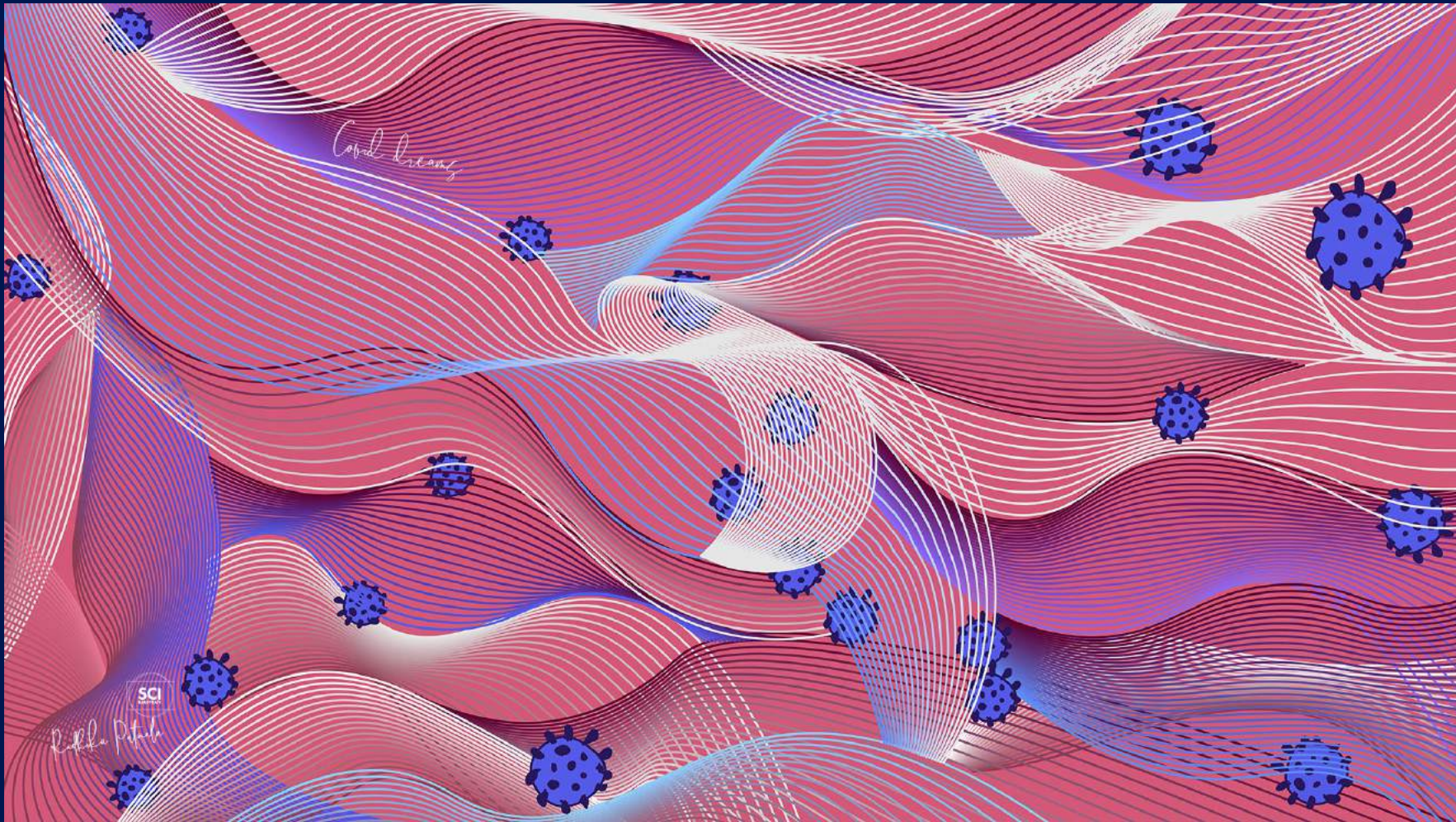
Conceptual abstract framework of “dream-like”

Use a consistent “up-lifting” visual language



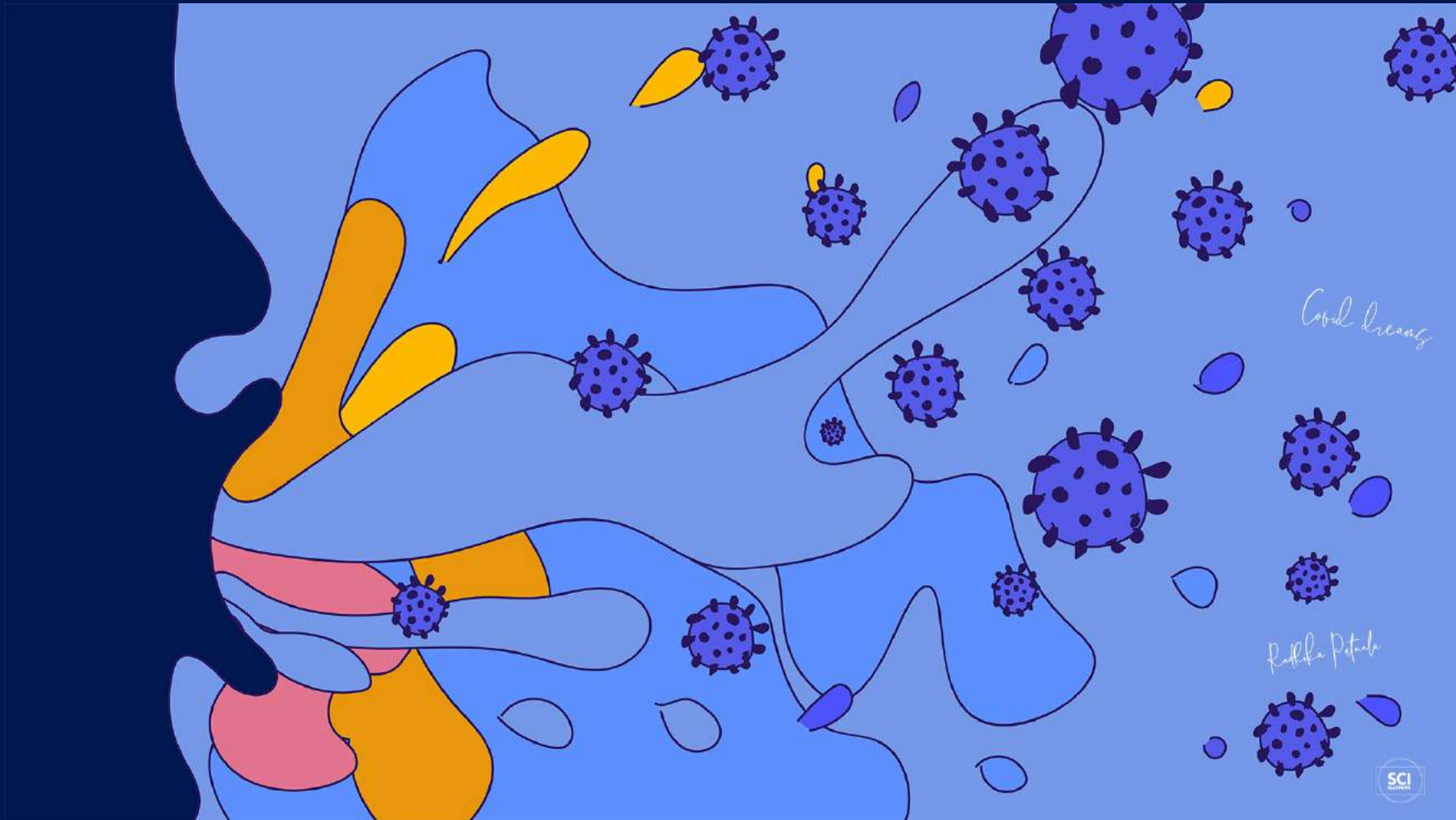
Day 01

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Day 02

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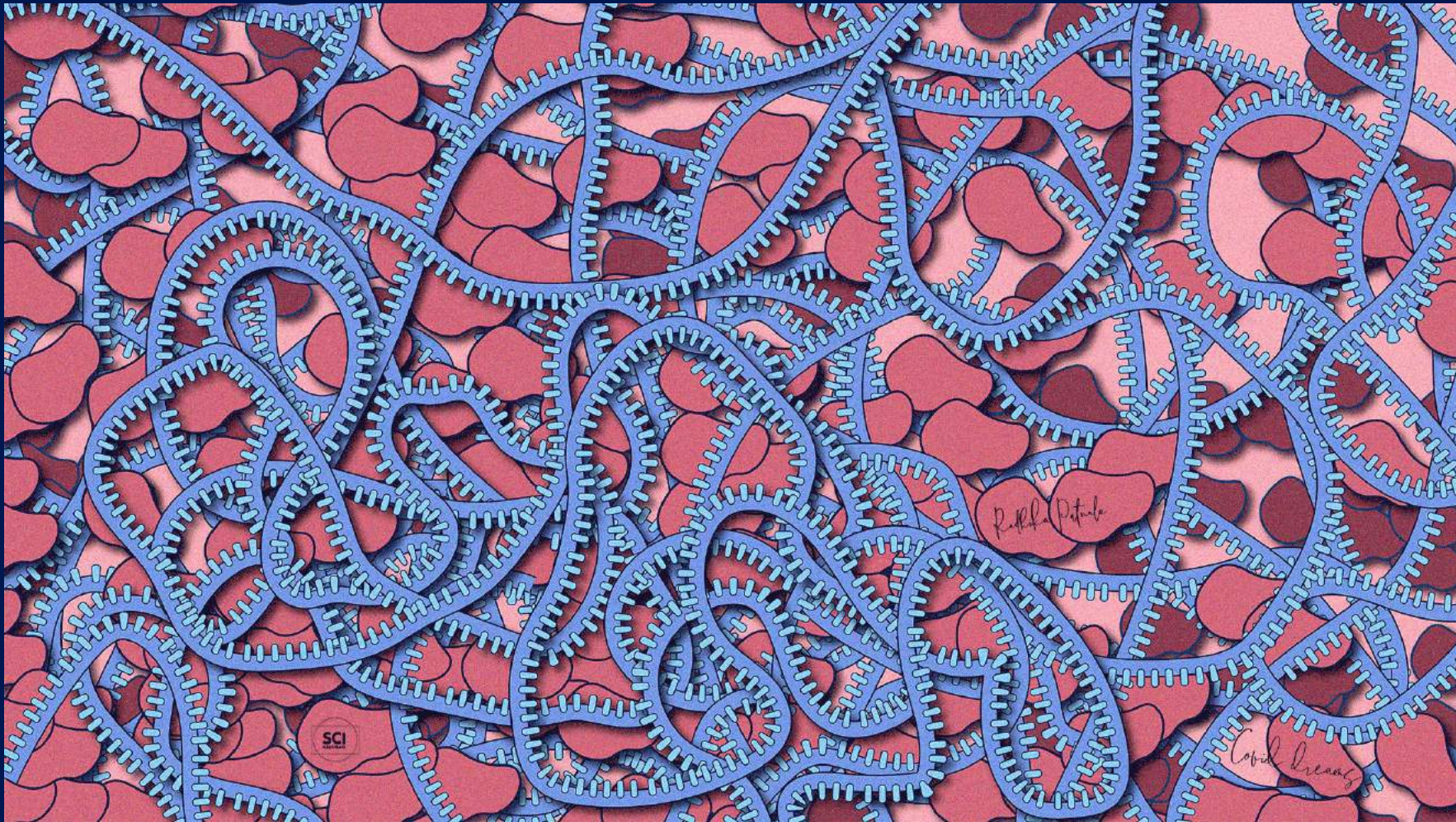
Day 03

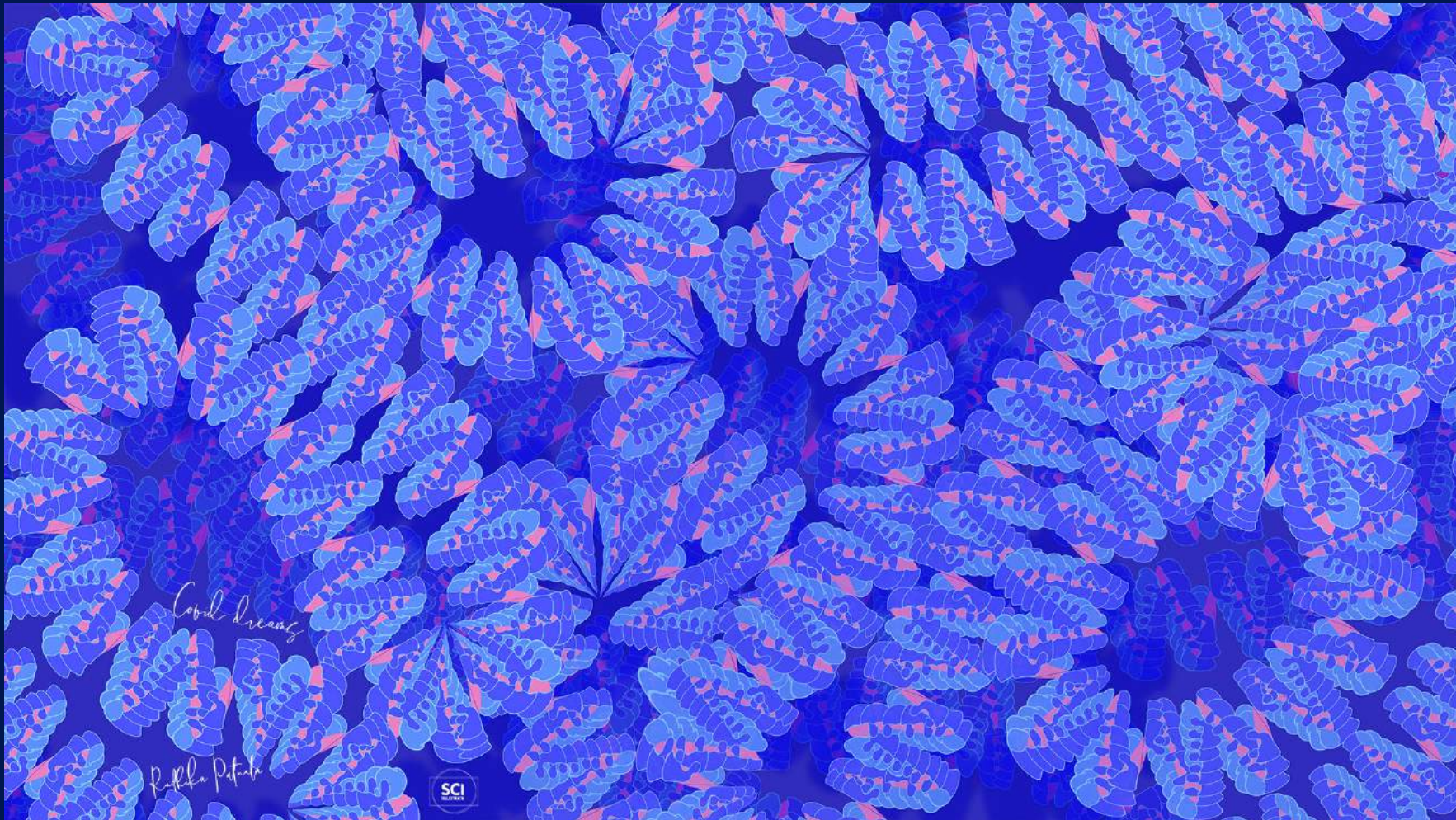
Radhika Pattnaik

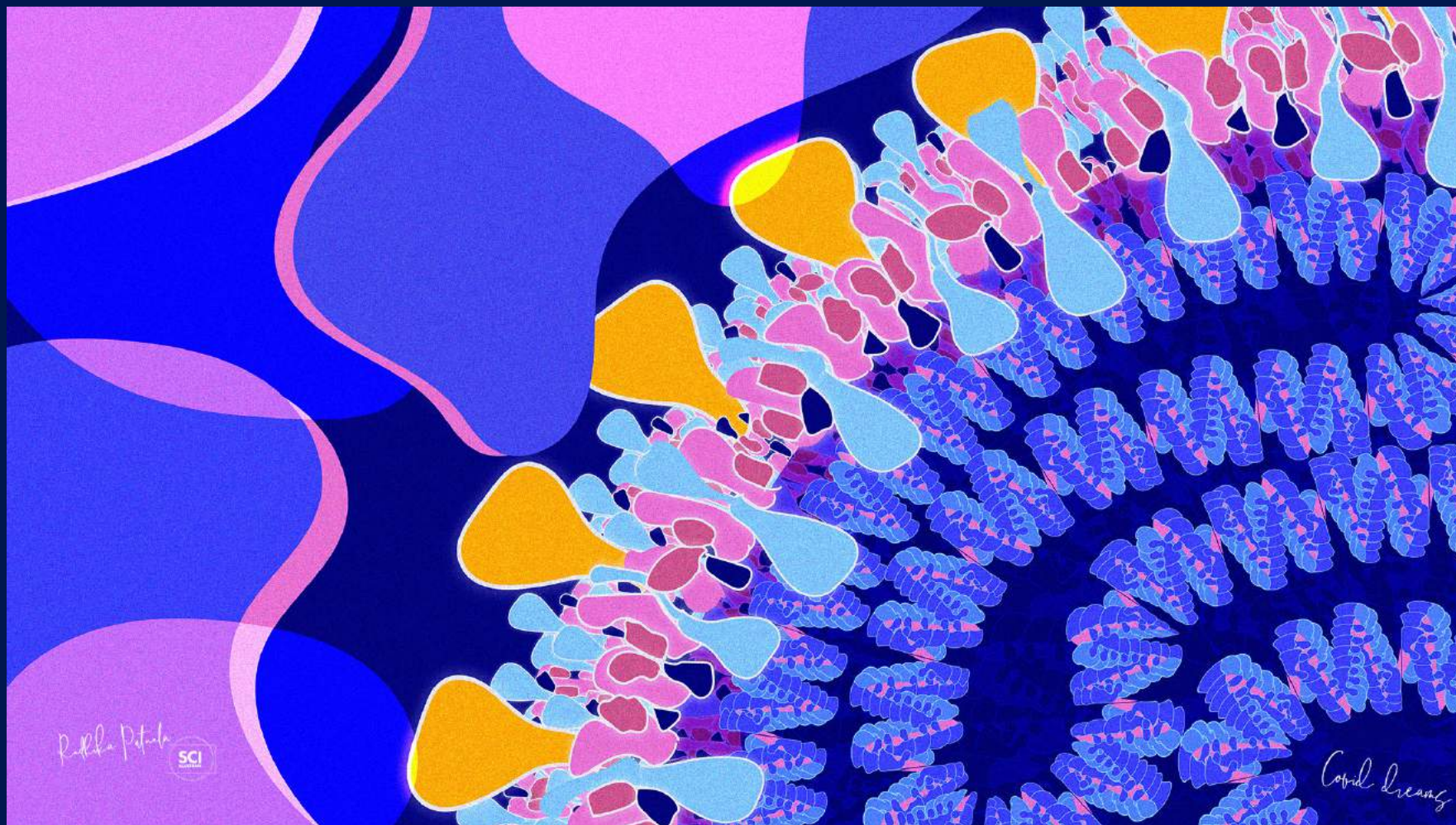


Day 04

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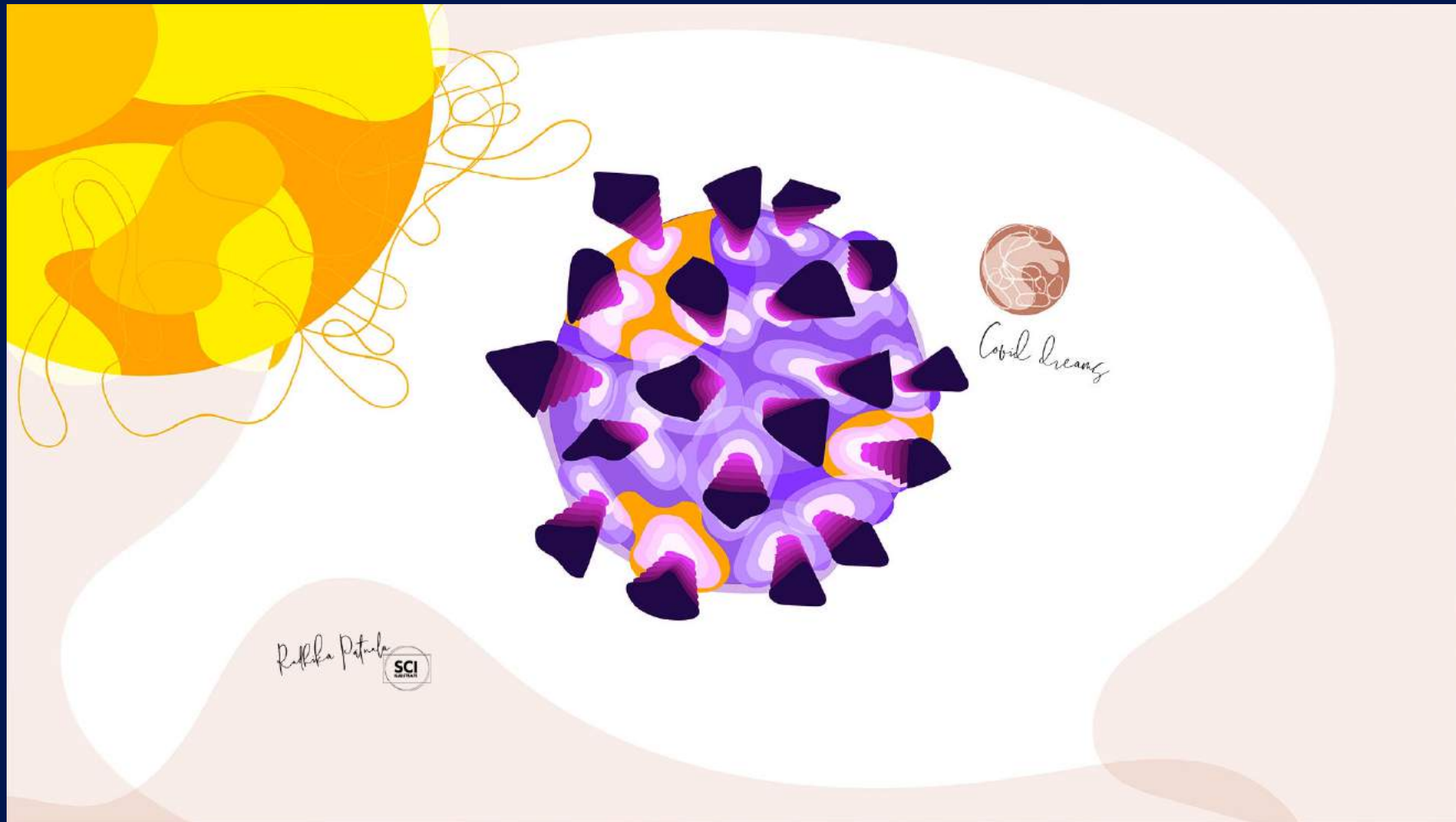


Day 07

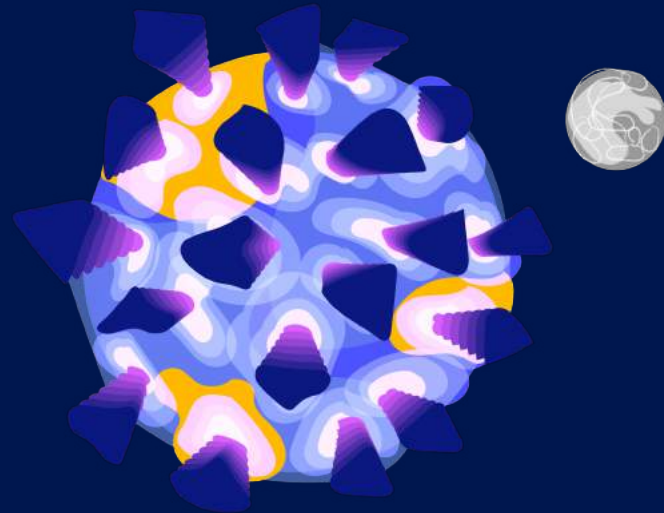
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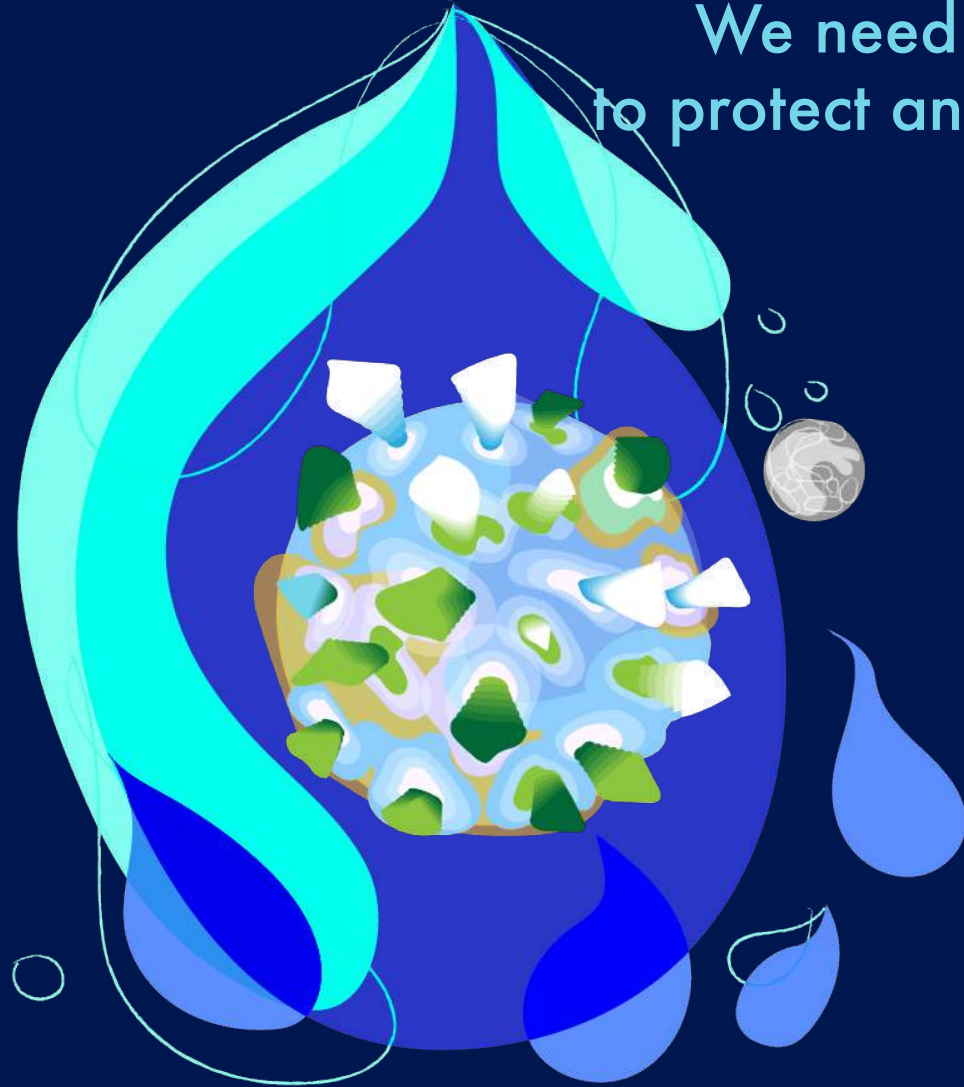




Covid Dreams



Like how vaccines protect our bodies
We need certain communications
to protect and heal our state of mind



The Reaction

1. Surprise
2. Amusement
3. Curiosity
4. Laughter
5. Entertained
6. The intent to look closer

www.sci-illustrate.com/covid-dreams

A different approach

Using implicit communication and the power of art to create user experiences that are universally relatable

Elicit curiosity and interest as a precursor to knowledge/information transfer.

What did I learn

- 1 Learning motivated by **curiosity**, not fear
- 2 If society is afraid of science, cannot access it, cannot understand it, or cannot feel like they trust it, we are letting down those very people we serve and exist for.
- 3 Communications needs to capture attention, elicit feelings to generate empathy and hold interest.
- 4 Entertainment, curiosity and novelty are powerful motivators for capturing and retaining attention.
Ref Netflix.



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