

Making Data Stick:

New Ways of Presenting Research Results

Kin 304W

Week 12: July 24, 2012



Karim Khan, MD PhD

Editor in Chief, British Journal of Sports Medicine (BJSM)

Professor, Dept of Family Practice & School of Kinesiology

University of British Columbia

The BJSM aims to highlight clinically-relevant original research, editorials and commentary that will be of interest to the field of sport and exercise medicine.

The journal is aimed at physicians, physiotherapists, exercise scientists and those involved in public policy.

In 2009, Dr. Khan wrote an editorial titled provocatively, “Limiting our daily sitting/lying to just 23.5 hours: too ambitious?”

How does the public get engaged in discussion about this important public health topic?



Video lecture

23^{1/2} hours: What is the single best thing we can do for our health?

<http://www.myfavouritemedicine.com/>

2 Questions

1. Choose one word to describe your reaction to this video.
2. Do you think this video is an effective way to deliver the message? Why?

23^{1/2} hours

‘Stickiness’ Checklist*

2.7 million views in ~8 months

- ☐ Simple
- ☐ Unexpected
- ☐ Concrete
- ☐ Credible
- ☐ Emotion
- ☐ Stories

*From Chip and Dan Heath, “Made to Stick: Why Some Ideas Survive and Others Die.”
New York: Random House, 2007.