

**Good video: http://worldsciencefestival.com/videos/the_riddle_of_fiction

In the 1944 Heider-Simmel demonstration, members of a study were shown an animation where shapes moved around the screen. What was discovered was that only three people out of 120 saw shapes moving around. The rest all saw love stories and attributed agency and intent to the shapes. They saw a story. Writer Jonathan Gottschall gives the audience of [Why We Tell Stories](#) to view the same Heider-Simmel demonstration. What do you see?

NPR's Scott Simon on how to tell a story: http://www.youtube.com/watch?v=tiX_WNdJu6w

Robert Krulwich of NPR's Radiolab talks about science storytelling in his 2008 commencement address at Caltech: <http://www.radiolab.org/blogs/radiolab-blog/2008/jul/29/tell-me-a-story/>
transcript: <http://www.radiolab.org/blogs/radiolab-blog/2008/jul/29/tell-me-a-story/transcript/>

Jonathan Gottschall, author of *The Storytelling Animal: How Stories Make Us Human*, at the World Science festival, 2012: http://worldsciencefestival.com/videos/humans_are_storytellers

Why we tell stories: The science of narrative – 100 minutes

World Science Festival: <http://worldsciencefestival.com/videos/narrative>