

T³: Today's Teaching Tip

Storytelling, brain chemistry, and learning*

- Storytelling enables direct communication with the intellect of your audiences and creates an experience at a cerebral level.
- Studies show that stories can create experience, create empathy and encourage action.
- Functional Magnetic Resonance Imaging (MRI) shows that using certain language forms, as in storytelling, lights up neurological regions that incite action and movement.
- **Dopamine:** When hearing powerful and emotional stories, our brain often releases dopamine, which increases motivation, helps us remember the experience with greater accuracy.
- **Oxytocin:** Our brain produces oxytocin after listening to a character-driven story, thus creating an engaging experience and encouraging cooperation.
- **Serotonin:** Increased by laughter and humor, enhancing goal-oriented motivation and long-term memory.

* Based on <https://draxe.com/what-are-endorphins/>, <https://www.youtube.com/watch?v=Ni-hdQM3uA>, <https://bumbukucreatives.com/storytelling-affect-audiences-brain/>.