

Socialising the Genome

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**WELLCOME
GENOME
CAMPUS**
LIFE-CHANGING SCIENCE

Acknowledgements

Research Group

- Anna Middleton
- Julian Borra
- Vivienne Parry
- Kat Nevin-Ridley
- Amy Sanders
- Julian Rayner

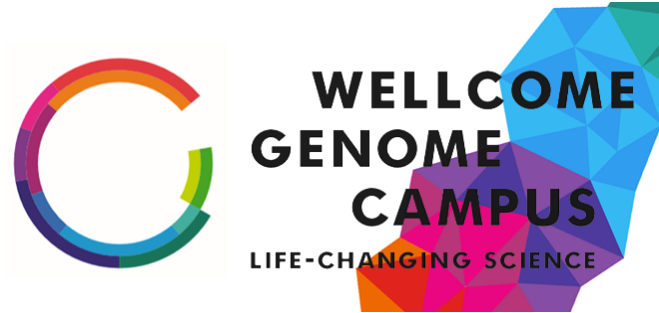
Fabrika team

- Steven Hess
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Research Now

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Funding – 3 way
partnership (120k)



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www.GeneTube.org

We explored....

How to start a conversation
about genomics with people who
know nothing about genomics

www.GeneTube.org

We explored...

How to get simple messages out on a large scale?

Do the messages work?

www.GeneTube.org

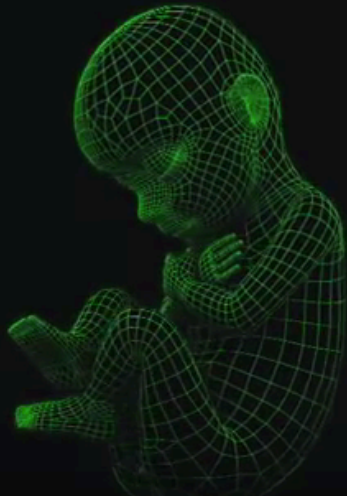
Your challenge...

- To create an animation that explains what a mutation is
- Without using any scientific terms
- Using natural language
- In a way that keeps people's attention
- In about 1 minute

Glitch



www.GeneTube.org



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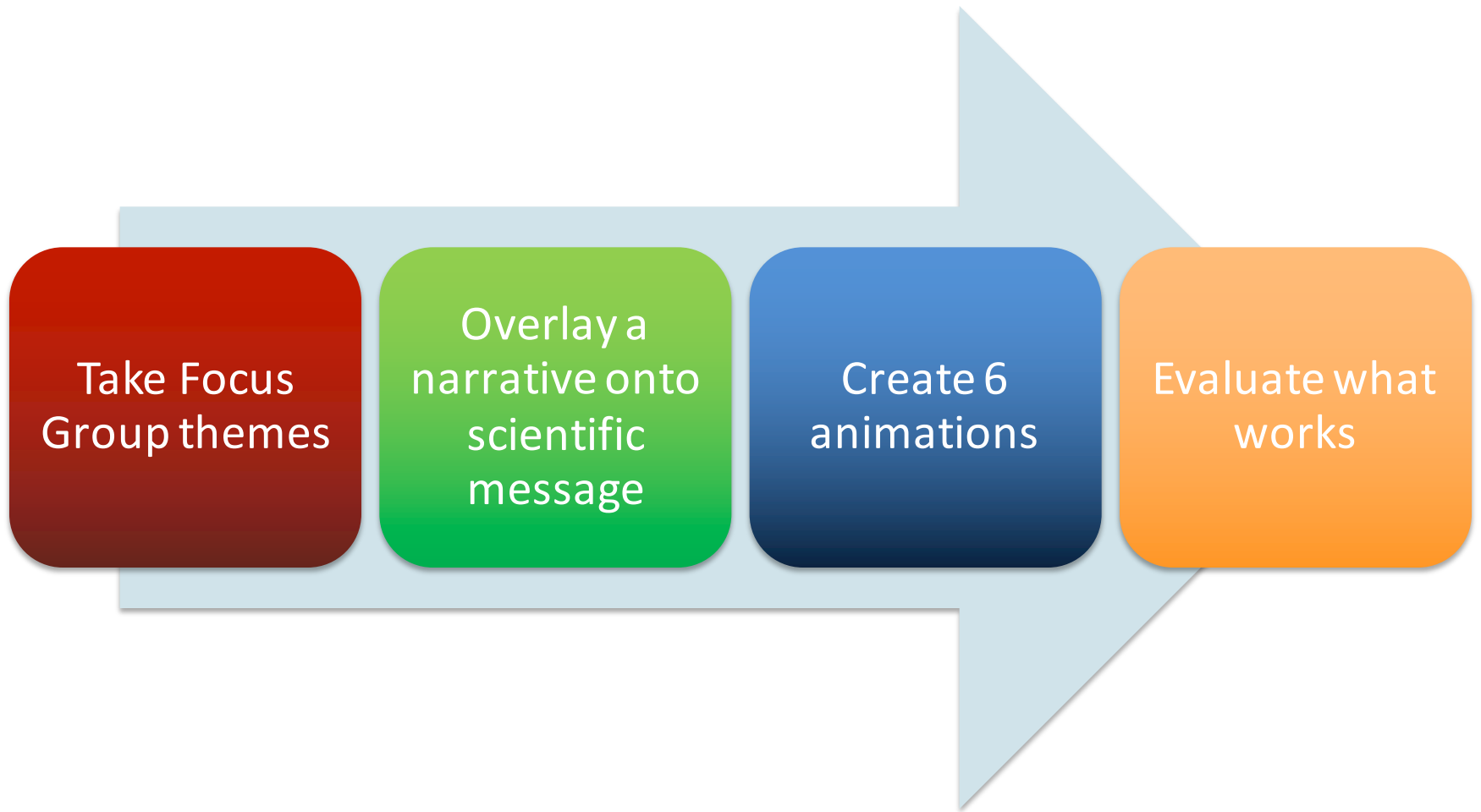


Foundation for genetic research | A film by the Wellcome Trust

5,660

30 1

Process



www.GeneTube.org

Focus Groups (7-10 in each)



Parents (mixed cultures)



'Women's group' – women from the Hertford Women's Guild



'Men's group' – curry club



Young people - choir



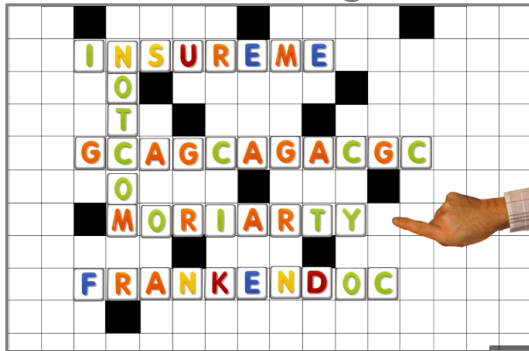
Council estate residents

Core Themes

- There is a lot of juggling and weighing up of information– ‘risk of disease’
- No idea what ‘genome’ means; is it to do with gnomes?
- Some want light-hearted approach – ‘spreading genes around!’
- Insurance and exploitation are a fear

The six films animations

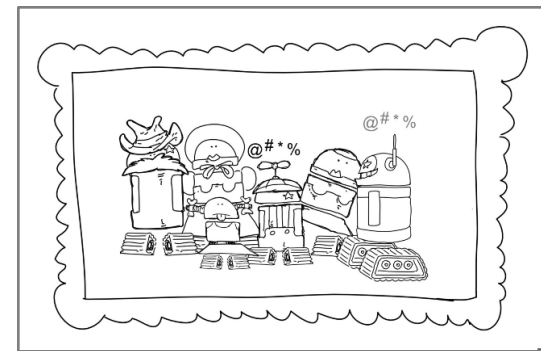
DNazing



Gene Deck Shuffle



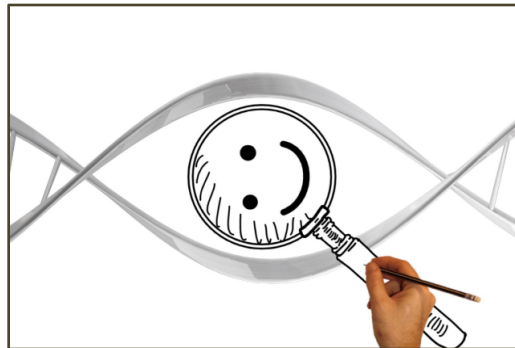
Glitch



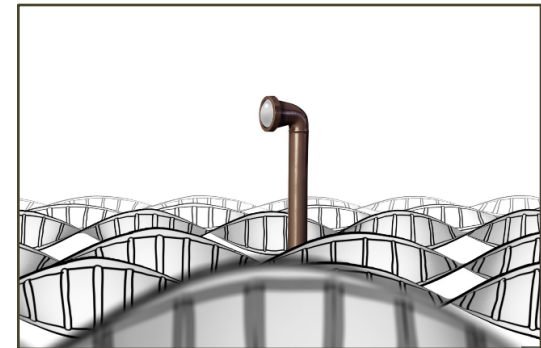
Gnome



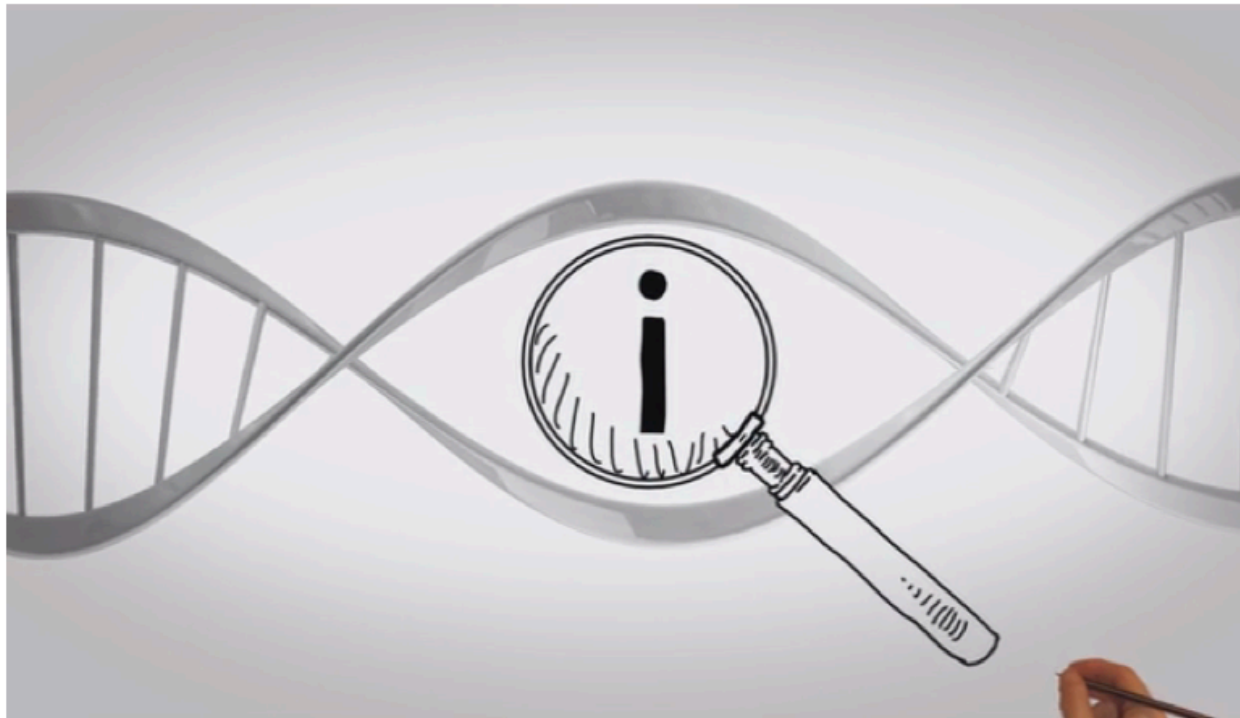
Reasons to be Cheerful



Search Me



Welcome to genetube – a space dedicated to shaping fresh, informative, surprising and shareable bite sized insights about DNA and genetics. Not for profit; just for humankind.



Thanks for all your help, please feel free to watch again and share the videos.

Share via Facebook

Share via Twitter



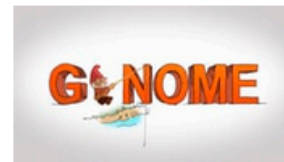
#reasonstobecheerful



#DNAZING



#genedeckshuffle



#mygenome



#glitch



#searchme

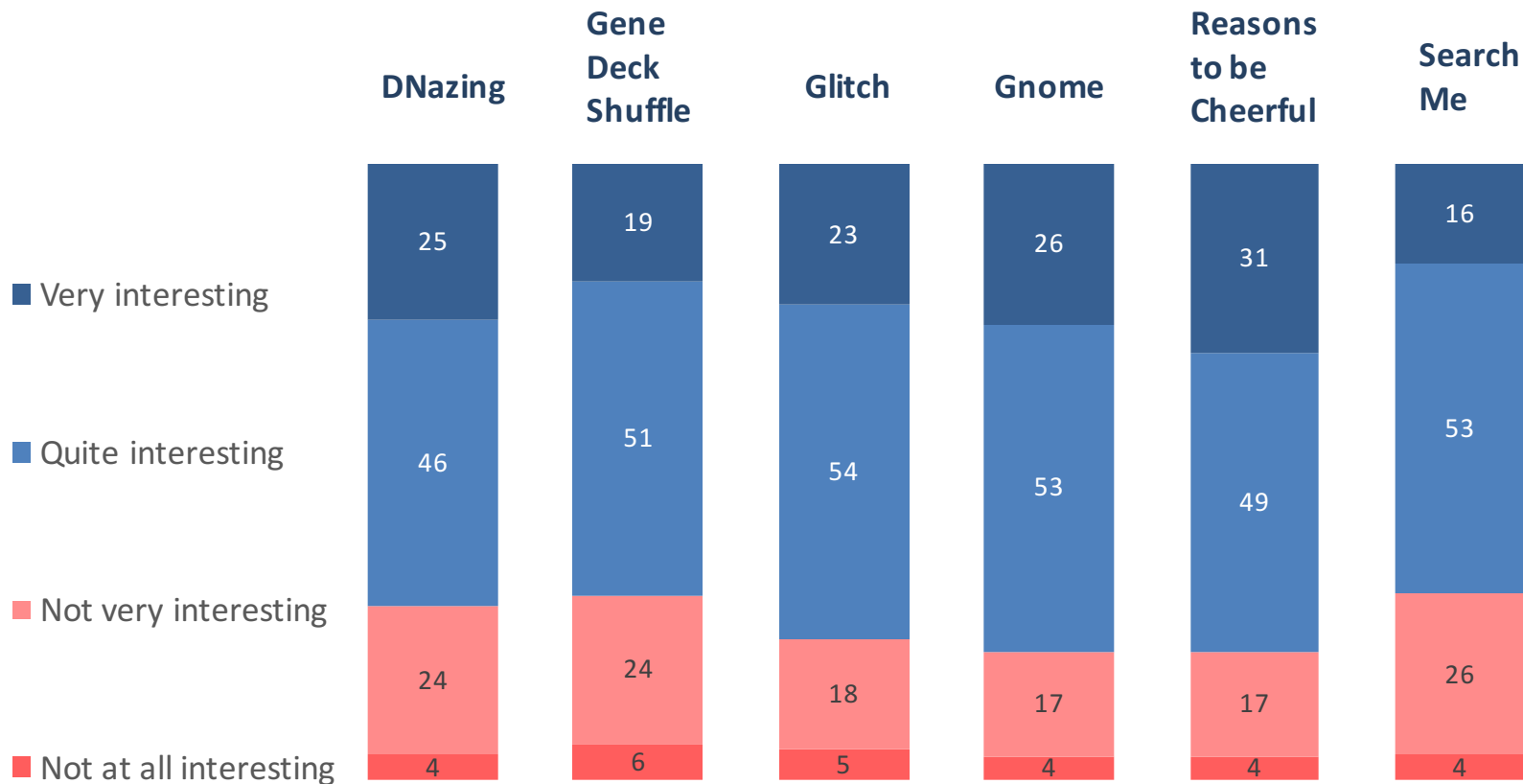


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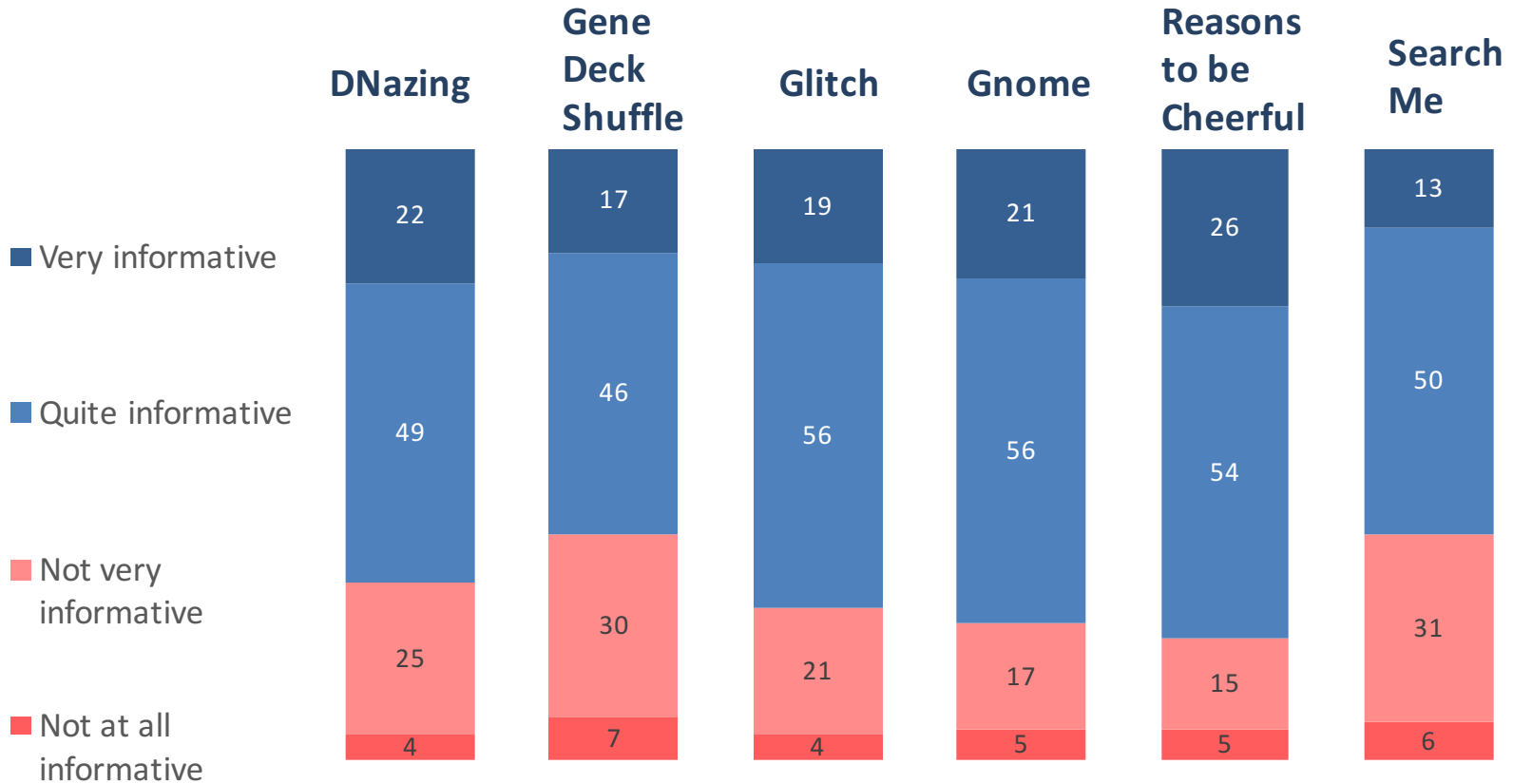
Feedback

- 500 representative British public – data presented
- Web based survey from 1,800 people (same results, but biased to higher education)

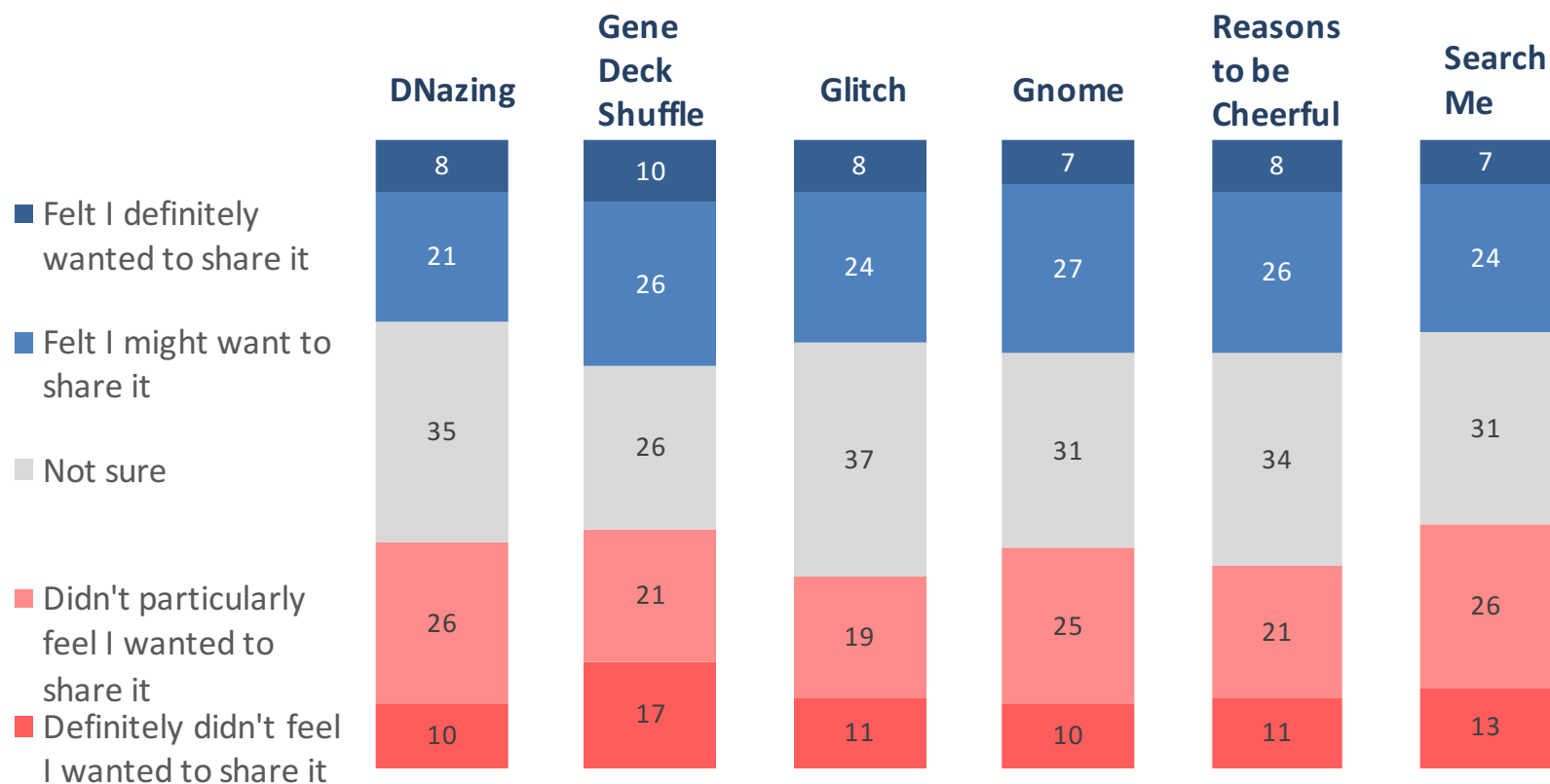
The majority of respondents found the films interesting



The majority of respondents found the films to be informative



Sharability (e.g. via talking to someone about it, or via social media)



Summary

- Have found some **new, evidence-based public engagement methods**, to build on
- Quirky works ('gnome', 'glitch', sex, etc)
- Next project – larger filmed materials, building on metaphors

Your DNA, Your SAY

[reset answers and start again](#)



- Welcome
- Online footprint
- Data access by others
- Access by medical doctors
- Access by non-profit researchers
- Access by for-profit researchers
- Perceived harms
- Expectations of information
- Trust
- Socio-demographic questions
- Submit your response

Welcome

www.YourDNAYourSay.org



Global Alliance
for Genomics & Health

