

**The Multifaceted Influence of Storytelling, Family Traditions, and Shared Experiences in  
Generational Value Transmission**

Sreoshi S. Chowdhury

Department of Behavioral and Brain Sciences, The University of Texas at Dallas

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How do storytelling, family traditions, and shared experiences collectively impact the transmission of values from one generation to the next? The act of storytelling is quite important when it comes to sharing cultural traditions and values with the next generation. Often we hear stories from our grandparents or parents about their personal experiences which help us create our own perspective on the topic. Their stories help shape the values we hold and the regard we give to our culture (Drake, 2002). Children of immigrants explain the struggles and hardships of the generations before them when talking about how far they've been able to come due to previous generations overcoming those adversities. Investigating the pivotal role of storytelling, family traditions, and shared experiences in strengthening the transfer of beliefs and values from one generation to the next becomes essential in comprehending the profound influence this process carries.

A paper by Zwack et al., (2016) discusses that stories need to make people identify with the storyteller, feel the emotions that are being conveyed, and be repeatable so that the story can be passed down from one person to the next. This aspect is extremely important because the person listening must be able to recall the story easily and if it occurs at a memorable moment then this becomes even more significant. An article in the L.A. Times mentions the persuasive nature of storytelling that allows audience members to capture parts of the narrative and create their own opinions about the topic (Falk, 2021). Most times, individuals in the audience who aren't given the explicit "moral of the story" are less inclined to simply reject the idea (Zwack et al., 2016).

It can also be argued that storytelling allows the audience to look at old traditions and question whether they still serve a value or if there are much better and improved methods that can help refresh these traditions (Drake, 2002). With the advancement of technology, our reliance on digital tools has increased vastly which also directly impacts the role of storytelling in comparison to the old generation (Joubert et al., 2019). Social media platforms have provided individuals with a platform to express their opinions, shaped by their cultural backgrounds, and these storytellers must integrate their personal identity into their evolving narratives.

Scientific literature reinforces the significance of storytelling, echoing the message in the blog post. For instance, the article mentions how the author recognized the importance of storytelling when learning about how Native American Inuit populations use stories to influence their children's behavior (Falk, 2021). The article also highlights a study by the University of Pennsylvania, which involved 65 participants and examined whether stories and factual information are processed differently. The results showed that indeed stories were processed differently since participants who were presented with factual information were unable to present an argument as requested by the researcher (Falk, 2021). This ties back to the idea that stories allow individuals to reason and change perspectives to deepen their understanding of a given topic (Zwack et al., 2016).

Storytelling serves a dual purpose – not only does it facilitate the passing down of family traditions and cultural values, but it also establishes a deeper connection among people, creating an avenue for embracing new information and fostering openness. As explained by Suzuki et al., (2018) storytelling is often highlighted in public communication and in creating a segue from scientific research to everyday conversations. The research emphasizes how narratives play a vital role in effectively conveying complex scientific ideas to the common man, thus making

them much more accessible to the public (Joubert et al., 2019). Storytelling works as an extremely versatile tool that encourages conversation and allows a collaborative structure for individuals to highlight their ideas.

Given the congruence between the scientific literature and the insights presented in the blog post, it becomes evident that storytelling, traditions, and shared experiences play a substantial and vital role in the transference of valuable information. These values not only shape our identities but also influence the development and modification of policies and societal norms. Recognizing the influential nature of this tool, we must utilize it to our advantage. However, it's essential to acknowledge that not all stories are equally effective or informative. Therefore, as scientists, it is our responsibility to design objective methodologies for studying this subject in-depth. When assessing participants, we must establish methods that accurately capture data, ensuring that our insights into the impact of storytelling are reliable and valid. This way, we can better understand the intricate dynamics of how stories shape our beliefs and influence our society.

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