How to write accessible research texts
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So, what’s the topic?
How to write accessible research texts

How shall we approach this?
1. Let’s start here!
2. Then, let’s move to this
3. And let’s end with this

What is a research text?

Different genres

Scientific articles
Research applications
Press releases
Debate articles
Webb page material
...

Def “genre”: category of text based on some set of stylistic criteria. Genres are formed by conventions that change over time as new genres are invented and the use of old ones are discontinued. (Wikipedia)
Stylistic criteria for different research texts

- Research application
  - Follow the specifications of the funder
  - Scientific language ok

- Press releases
  - What’s new? (but no commercial ad)
  - Catchy heading
  - Short and simple language
  - Quotes
  - The most important stuff first - intro
  - Use images/photos/logotype

- Debate articles
  - Begin with your thesis
  - Formulate 3 arguments that supports it
  - Between argument 2 and 3, insert a counter-argument – and refute it
  - End with repeating your thesis

- Webb page material
  - Short and simple language
  - Contact info, links

Advice 1

- Imitate!

How to write accessible research texts

How to write accessible research texts

- Research application
  - The members of the evaluation board
    - What/how do you need to write to make them want to fund your application?
  - Journalists
    - What will they want to do something with your press release?
    - What’s new? Why is this important? Interesting?

- Press releases
  - The paper editor/The general public
    - What/how do you need to write to make the editor understand that this is important/timely?
  - Other researchers, students, journalists, the general public
    - What/how can you write so that all of these understand? Know where to go to get more info?

- Debate articles

- Webb page material

Advice 2

- Do a stakeholder analysis – and write your text accordingly

How to write accessible research texts

- The members of the evaluation board
  - What/how do you need to write to make them want to fund your application?
- Journalists
  - What will they want to do something with your press release?
  - What’s new? Why is this important? Interesting?
- The paper editor/The general public
  - What/how do you need to write to make the editor understand that this is important/timely?
- Other researchers, students, journalists, the general public
  - What/how can you write so that all of these understand? Know where to go to get more info?
How to write

- Process ≠ product
- Reflective text vs presentation text

Advice 3

- Make sure you know WHAT it is you want to say

The SCQ-model

<table>
<thead>
<tr>
<th>Situation</th>
<th>Complication</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method</td>
<td>Result</td>
<td>Benefit/impact</td>
</tr>
</tbody>
</table>

How do you write accessible research texts?

1. Imitate

2. Do a stakeholder analysis – and write your text accordingly

3. Make sure you know WHAT it is you want to say (use SCQ-model)

Questions?

Thank you!

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