

MANUAL: How do I write a one-pager about my research?

Tips & tricks

- Do not make the article longer than necessary (max. 1.5 pages).
- Use accessible vocabulary and subtitles. You must explain specific jargon. Everyone must be able to understand.
- Focus on the research, not the researcher. Avoid phrases such as "my investigation shows ..."
- Do you still want to put your name in the article? Do this with a quote.
(Eg "While online consumers only see photos in the online shopping environment, offline consumers should resist the physical products," says Dr. Elke Huyghe.)
- Finish with your contact details. You will be contacted (by a potential journalist) if there are additional questions.

Structure

- Structure of the article: catchy title - introduction - intertitles - end - contact details.
- Put important thoughts in **bold** (but don't overdo it).

What is a good title?

- Informative title ("who does what" in title)
- Telegram style is allowed for a correct, shorter title.
- Interrogative titles work well or title + subtitle.
- Avoid word jokes, not everyone understands them ...

How does the introduction look like?

- 5 W's (who, what, where, when, why), if applicable.
- An introduction should tease, encourage further reading.
- Explain the core thought or consciously choose not to.

How does the center of my one-pager look like?

- The middle contains the statement / findings of your research, here you may use figures to substantiate the findings.
- Divide the text into paragraphs (one idea per paragraph).
- Get to the point.
- Use intertitles.

What does the end/conclusion look like?

- Write a concluding paragraph that summarizes the main idea / conclusion of the study.
- This is the place for calls to actions.
- Suggest two quotes from the article as a highlight.

Language tips

- Less is more: don't write sentences that are too long.
- Writing for the press has a different approach than academic writing. Write clear. People are annoyed by too much jargon.
- You don't necessarily have to get to 1.5 pages. Write the essence.
- If the sentence doesn't add value: don't write it.
- Avoid superfluous, short words (so, still, then also, even, namely, of course, again, anyway, now...). Often you can just leave it out.
- Do not use complicated grammatical constructions.
- Avoid auxiliary verbs (can, must, will, ...)
- Create active sentence constructions!
- Correct language use: do not make spelling mistakes, be consistent in your spelling and consult good sources when in doubt.
- Keep your target audience in mind.
- Be clear with time indications (eg "currently" is meaningless).
- Try to avoid exclamation marks.