

A close-up photograph of a computer keyboard. The keys are white with black lettering. A prominent feature is a large, bright green key, likely a function key, which is partially obscured by text boxes. Other visible keys include 'tab', 'S', 'Z', 'X', 'alt', 'option', and 'command'. The background is a light, neutral color.

**How to maximise the impact of your
research article by writing for blogs
and the media**

a.tattersall@shef.ac.uk

@Andy Tattersall

Search again:

blog

Search

REF impact found 679 Case Studies for: *blog*

Currently displayed text from case study:

Summary of the impact ▾

Refresh

849 for video

229 for Facebook

232 for Twitter

270 for 'social media'

Includes research on and using these technologies

Critical evaluation of evidence in medicine and epidemiology: impacts on higher education, the NHS and public understanding of science

Submitting Institutions

University College London,
Birkbeck College

Unit of Assessment

Biological Sciences

Research Subject Area(s)

Physical Sciences: Other Physical Sciences

Biological Sciences: Biochemistry and Cell Biology

Medical and Health Sciences: Neurosciences

Summary Impact Type

Health

3) What constitutes evidence? Impact on public awareness

Colquhoun's [blog](#) also encourages the public to critically assess evidence that is presented to them. This is an important skill in a media culture, where scientific findings are inflated and oversimplified for the sake of a headline. For instance, in 2008, the Telegraph told us that a "Sausage a day can increase bowel cancer risk". This headline was based on a 2007 report from the World Cancer Research Fund and, although the epidemiological research within the report was performed well, the conclusions were arguably too strong given the evidence. By explaining the concepts of causality, randomisation and statistical significance, Colquhoun's [blog](#) posts on the subject over five years have done more than simply point out where the media have gone wrong: they arm readers with the tools they need to evaluate this type of evidence themselves **[E.i-iii]**.

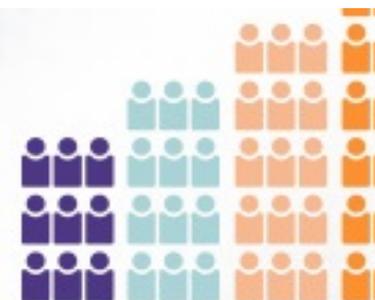
Colquhoun has written 367 [blog](#) posts which have generated 6,941 comments (all figures in this paragraph to end July 2013). He almost always replies to comments, maintaining an interactive relationship with the public, both on his [blog](#) and in newspapers. The most read post is "Acupuncture is a theatrical placebo: the end of a myth" (ref B.iii above), with over 21,000 page loads so far. The [blog](#) has had **3.3 million hits to date** (605,000 in the last year), and there have been hits from almost every country in the world. The [blog](#) was featured on the Times 100 best [blogs](#) list in 2009 **[F.i]**. The number of page loads per day rarely falls below 1,000, but straight after a new post it rises to 3-7,000 hits per day. Colquhoun's appearances in the media (see H below) vastly increase interest in his [blog](#). The record number of hits on one day was 24,305, which occurred on 21 April 2013, the day that The Observer published an article naming Colquhoun as a Rational Hero **[F.ii]**.

As a result of the [blog](#)'s popularity, Colquhoun has been invited to make many media appearances and write newspaper articles **[G]**, which, in turn, encourage a wider [blog](#) readership. He also has over 8,000 followers on Twitter (@david_colquhoun). This medium provides a rather different, and highly interactive, audience for public engagement compared with the [blog](#).

Blog about what you know



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■



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About

Research Book

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Resources

Past Events

LSE

Social media is a ticking time bomb for universities with an outdated web presence.

Tweet 420



Share / Save ▾



*There are pressing questions academic institutions will need to address over the next couple of years regarding their expanding participation in social media streams. **Andy Tattersall** argues that with such blurred boundaries of ownership, access and support, what is needed is wide-scale demystification to help academics dovetail a few choice tools to bring how they work into a modern setting. Social Media, Altmetrics and Web 2.0 all afford academia a wealth of possibilities if they take it, but there is a risk that the important messages will get*

lost as we produce even more social data than we can imagine.

What to blog about?

- Any creative outputs - presentations, papers, videos, podcasts.
- Updates from you, your colleagues, your team, department, faculty.
- Professional ideas, essays, thoughts.
- Hot topics - get involved in the discussion

The benefits of blogging

THE CONVERSATION

Academic rigour, journalistic flair

Search analysis, research, academics...

Arts + Culture Business + Economy Education Environment + Energy Health + Medicine Politics + Society **Science + Technology** Brexit

When it comes to information overload, we're like frogs in boiling water

logged in via Facebook

Gruesome metaphor, and scientifically inaccurate, too. Check "Snopes" for the full story.

2 years ago • Report

Author



Andy Tattersall

Information Specialist, University of Sheffield



Andy Tattersall

Information Specialist, **University of Sheffield**

In reply to

This is just a metaphor despite having a link that says otherwise. Like I said in a previous response, I don't condone the boiling of frogs for a second, anyone who does that is an idiot - and certainly not to prove the theory of information overload. I like frogs, they live just outside my back door, thankfully for them they have never heard of the Internet ;-)
<https://archive.org/stream/studiesfrombiol00martgoog#page/n415/mode/2up>

logged in via Facebook

Stop spreading this frog and boiling water nonsense. It isn't true, but if it is repeated enough times SOME people will believe it. Ostriches don't put their heads into holes either. And, yes, you do use more than 10% of your brain!



from this article, and has disclosed no relevant affiliations beyond the academic appointment above.

Partners

<http://bit.ly/2pmCrIA>



Your Dashboard

Information Specialist, University of Sheffield

See institution a

In Progress

You're not working on any articles

Pitch an Article Idea

FAQs

- How do I start writing?
- I submitted a pitch. Now what?
- How do I handle interview requests from radio/TV?
- Other questions? Contact us.

Published (6)

NEWS July 17, 2018

In the era of Brexit and fake news, scientists need to embrace social media

2,736 Readers 2 Comments

ANALYSIS January 8, 2018

New research must be better reported, the future of society depends on it

7,174 Readers 24 Comments

ANALYSIS May 5, 2015

When it comes to information overload, we're like frogs in boiling water

15,617 Readers 7 Comments

ANALYSIS April 8, 2015

Internet of things devices meant to simplify our lives may end up ruling them instead

7,681 Readers 2 Comments

ANALYSIS January 15, 2015

How to avoid bogus health information on the web

5,600 Readers 12 Comments

ANALYSIS November 18, 2014

Peer review is fraught with problems, and we need a fix

Reach

Overview - All Articles

6

Articles

44,049

Readers

51

Comments received

18

Comments made

Post Publication Summary

0

Engagements

Add feedback

Readers

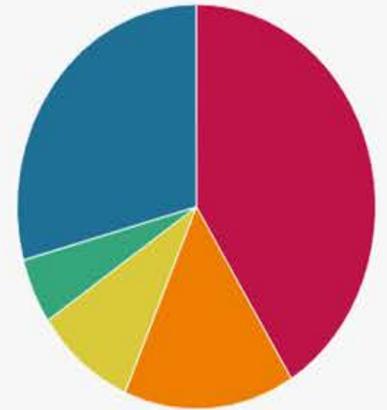
50k

40k

30k

20k

Country / Territory



- United States
- United Kingdom
- Australia
- France
- other

Publications



The Conversation

QUARTZ

Quartz

How to cope with information overload

THE CONVERSATION

Andy Tattersall, Special to CNN

Updated 1017 GMT (1717 HKT) May 13, 2015



Top stories



LL Cool J 'retires,' then announces new album



8 dead in Bangkok bank after chemical release

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Will your



Andy Tattersall

Information Specialist, University of Sheffield

Andy Tattersall is an Information Specialist at the University of Sheffield. Andy joined the University of Sheffield in 2001 after working as a journalist with a remit to provide support and guidance to staff and students in their use of technology and information resources.

Latest articles



Emerging Technologies

How can we avoid information overload?

To consider how being constantly connected through computers and mobile devices has encroached on our working lives, consider the experiment about the frog in a pan of boiling water. A fr...



Emerging Technologies

How can we stop the Internet of Things ruling our lives?

Technology's promise of wonderful things in the future stretches from science fiction to science fact: self-driving cars, virtual reality, smart devices such as Google



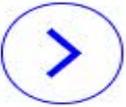
Innovation

How to improve peer review

Now that the internet has made it easier than ever to share an unsolicited opinion, traditional methods of academic review are beginning to show their age. We can now leave a public comme...

Make your own website

Squarespace's all-in-one platform is the simplest way to share your ideas online. squarespace.com

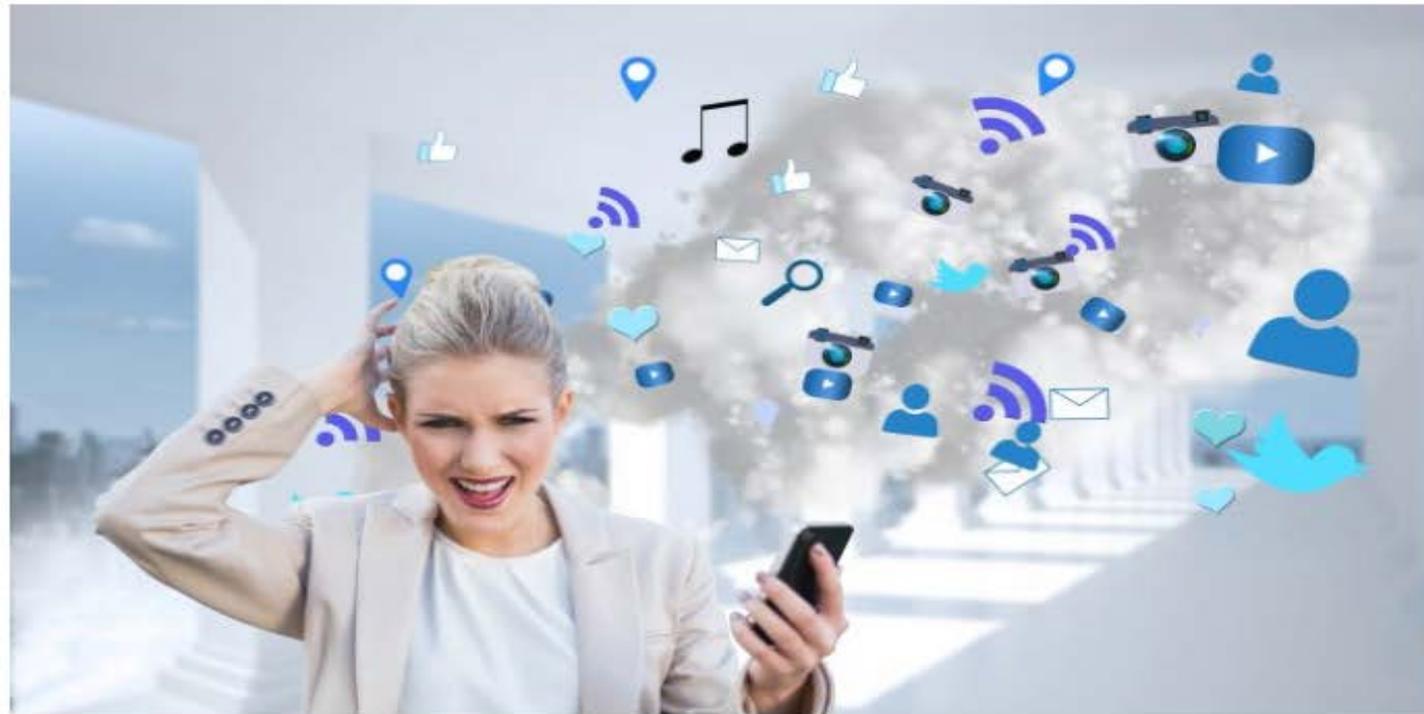


- > Tech
- > Tech News

Internet of Things Devices Meant to Simplify Our Lives May End Up Ruling Them Instead

By [Andy Tattersall](#), University of Sheffield

April 15, 2015 6:00 am Last Updated: November 8, 2015 8:14 pm



ebay

Complete

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**Uber Paid Hackers to
Up Massive Data**

November 22, 2015



18 November 2014, 6.11am GMT

Peer review is fraught with problems, and we need a fix

AUTHOR



Andy Tattersall

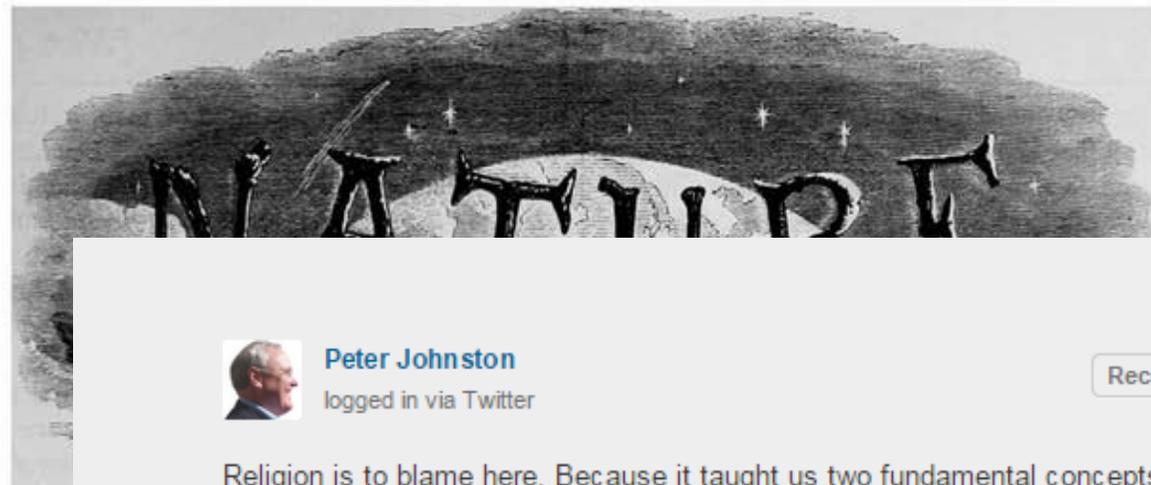
Information Specialist at
University of Sheffield

DISCLOSURE STATEMENT

Andy Tattersall does not work for, consult to, own shares in or receive funding from any company or organisation that would benefit from this article, and has no relevant affiliations.



Provides funding as a **Founding Partner** of
The Conversation UK.
sheffield.ac.uk/



Peter Johnston

logged in via Twitter

Recommend

Religion is to blame here. Because it taught us two fundamental concepts.

The first is that things are immutable. The second is right and wrong.

We thus have the idea of the product. Immutable. And either right or wrong.

We've applied this to academic publications. Products.

Right or wrong in their entirety. And supported (fully) or rejected (fully).

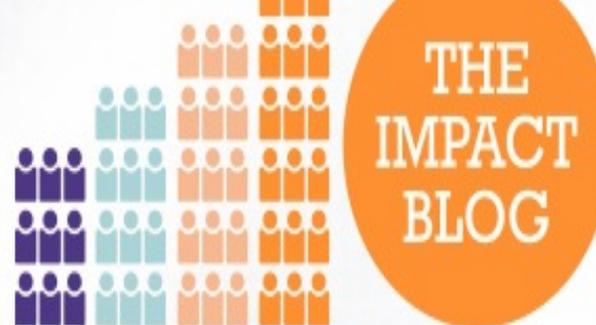
Where it begi

Dirty Har

has one"

share an

review are beginning to show their age.



Who, What, Where, When, Why: Using the 5 Ws to communicate your research



Tweet 275 Share / Save



*A lay summary can be a useful approach to breaking down barriers and making research accessible. A good summary focuses on the important aspects of the research, but distilling this information is not always easy. A helpful starting point for identifying the key elements of a research story can be the 5 Ws. **Andy Tattersall** finds this approach might not work for every piece of research, but it has the potential to allow researchers to explore key themes and retain control of what they say and how they say it.*



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The 5 Ws

Who - Who is involved in this research? The researchers, public, funder, publisher, other bodies.

What - What is your research about - what does it aim to achieve? What did you find out?

Where - Where did this research take place? In the lab, hospital?

When - When did this research take place?

Why - Why has this research been carried out?

How - Did you do this research - in simple terms

Exercise

Spend 10 minutes working in pairs to explain and write down the 5 Ws of your research.

Also include the 'How' if it is applicable to your work.

How to write a blogpost from your journal article - In 10 Steps - Professor Patrick Dunleavy - LSE

1. Get your research paper down to less than 1000 words
2. Cut out the methodology
3. Get rid of the literature review - hyperlink any really useful ones - this is about your work
4. Experiment with a narrative heading - tell the reader in simple terms what you found out
5. Try to include a trailer paragraph (no more than 3-4 lines)

How to write a blogpost from your journal article - In 10 Steps - Professor Patrick Dunleavy - LSE

6. Use your key findings for the main text of your blog - “Start off in a high impact way, ideally trying to begin with something motivating for readers—either a startling fact, a paradox resolved, a key summary statistic, or a great quote. For blog readers something topical linking to a recent development is often a good start.”
7. Include simple useful tables and charts - extract the most useful data to display (Blogs are colourful) - explain them
8. Formatting - Keep jargon and specialist language to an utter minimum. Keep paragraphs, sub-headings and sentences short
9. Finish your blogpost in a decisive and interesting fashion that leaves a lasting impression.
10. Make sure you link to your research and bio

Bloggging is not all about textual content

Friday, 10 July 2016

Research Hacks - How to Hack Your Research

I was lucky enough to be invited to give a talk for Jobs.ac.uk in the spring as part of a day event themed about the Digital Academic at The University of Warwick. The talk was captured and have now been published on YouTube. I have to say that I am not asleep in the last video :-)



Posted by Andy Tattersall at 15:44

M YouTube+ G+1 Recommend this on Google

Labels: academia, Andy Tattersall, Digital Tools, Social Media, video

Reactions: really like (0) like (0) unlike (0)



**"RESEARCHERS HAVE
FOUND"**

THE PROBLEM

- The media do not know enough about the reporting of research - open access, statistics, results, conclusions
- The media don't really care - and know what they are doing - they want to sell papers
- Churnalism
- Media teams do not share enough of the important information
- Academics are not in control of interviews with the media
- Altmetrics cannot pick up links that do not exist



WHO DID THIS RESEARCH?



WHO

Who are these experts?
Do they have a staff
profile,
contact details?



WHERE

Which department?
Is this a collaboration?
Who funded it?



WHAT

What have they really
found?
Can we see it?

WHY DO THE MEDIA NEED TO LINK TO OUR RESEARCH



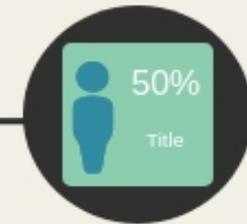
IMPACT

Coverage of research may lead to impact



REF

This impact can form part of impact case studies and contribute to the REF.



FACTUAL ACCURACY

Interested parties - charities, funders, citizen scientists, patient groups, members of the public can read the research for themselves

OF A STORY THE LIFE CYCLE OF A STORY

Shared via a press release from research organisation, media team, journal

Picked up by a news agency - newspaper

Republished on syndication and partner sites

Picked up and re-blogged on science and special interest blogs

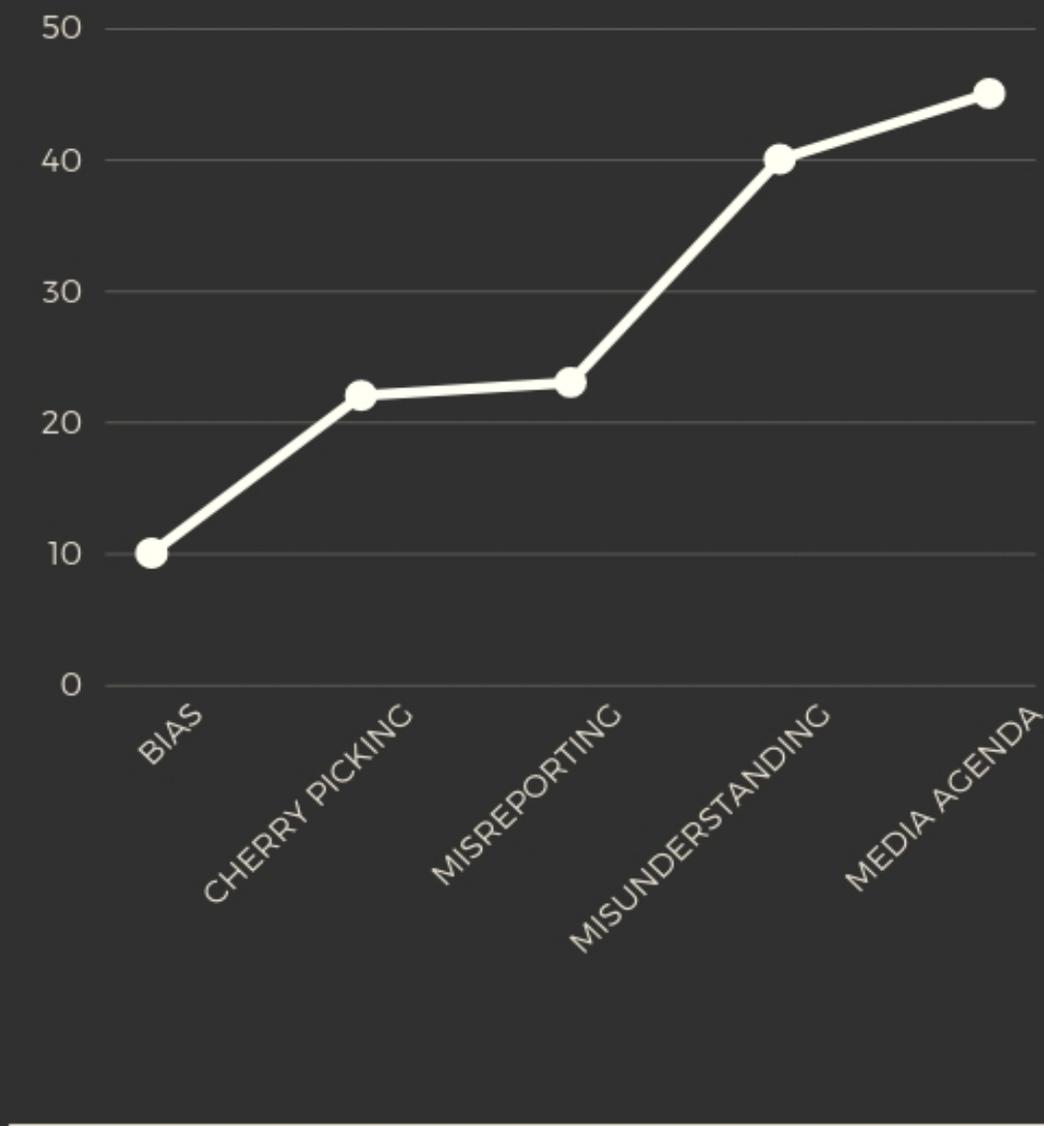
Shared across social media

If the first action is missing links and citations, the rest will too

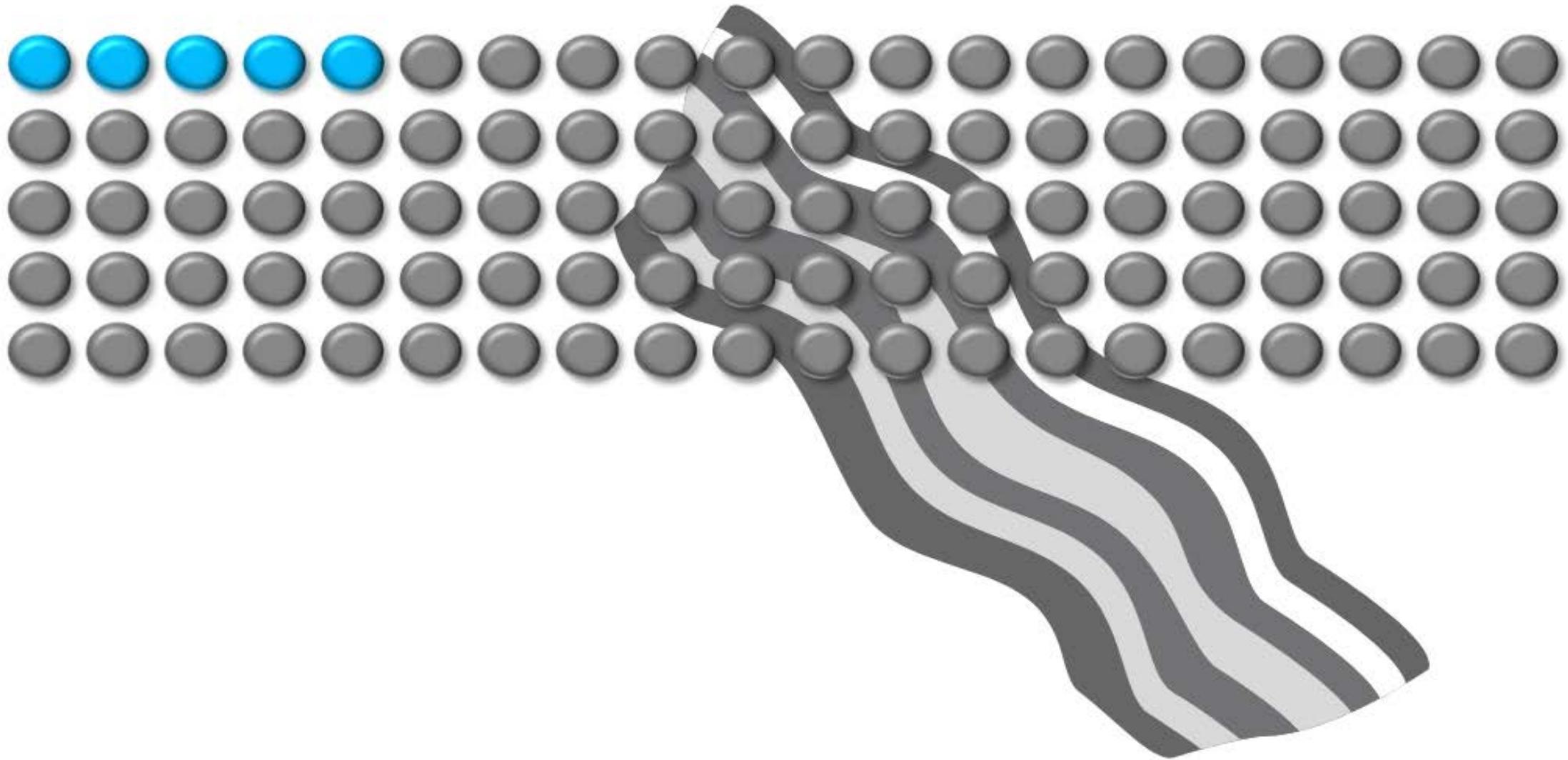


BREAKING!

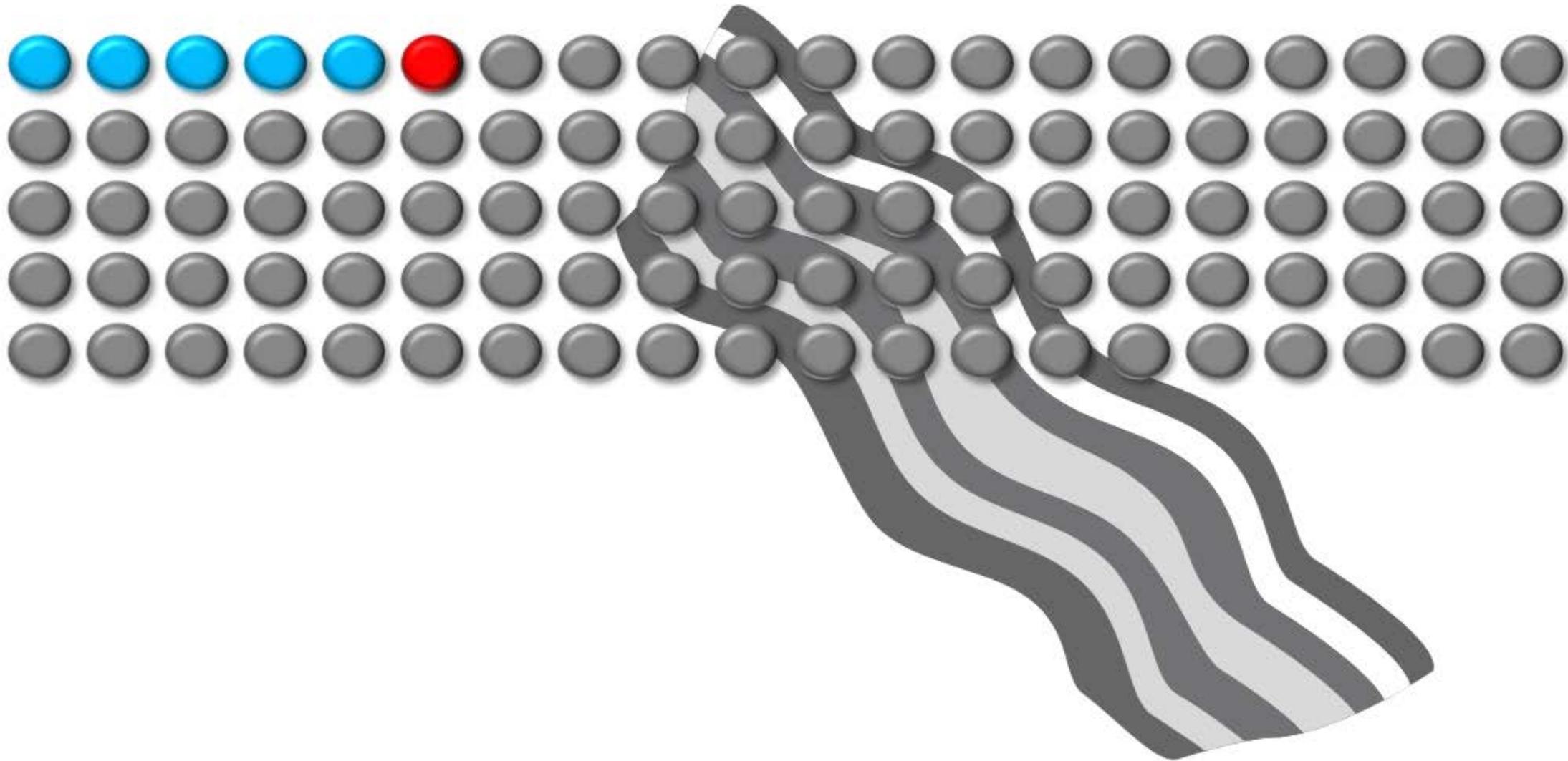
**“Bacon
increases
risk of
colorectal
cancer
by 18%”**



**About 5 out of 100 people
develop colorectal cancer**



If all 100 ate 3 extra rashers every day... The number would rise to six



New research must be better reported, the future of society depends on it

January 8, 2018 12:43pm GMT

Understanding how and why things happen can help people make sense of the world. [Perseus](#)

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121

182

Newspaper articles, TV appearances and radio slots are increasingly important ways for academics to communicate their research to wider audiences. Whether that be the latest health research findings or discoveries from the deepest, darkest parts of the universe.

Author



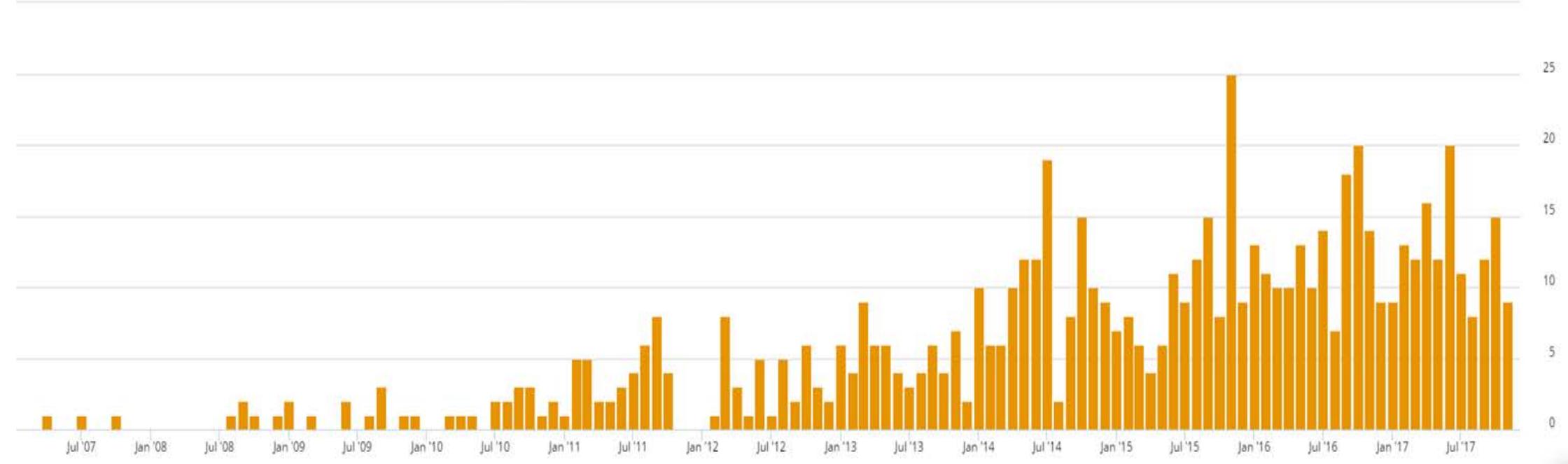
Andy Tattersall
Information Specialist, University of

Track your scholarly communications

Showing mentions over time for 6,898 research outputs in your search query. [WHAT'S IN THIS TAB?](#)



ZOOM 1 week 1 month 3 months 6 months 1 year All time





EXPLORE THE ALTMETRIC DATABASE

Search for research outputs...

FULL ALTMETRIC DA

+ ADVANCED SEARCH (1 FILTER ACTIVE)

Showing all research outputs from the full Altmetric database sorted by **blog posts** with keywords containing **ambulance**

< 1 2 3 4 5 ... 15 16 >

Sort by **Blog posts**



Effect of the Use of Ambulance-Based Thrombolysis on Time to Thrombolysis in...

Article in **JAMA: Journal of the American Medical Association**, April 2014

9 blog posts



'Stop' that ambulance! New physics at the LHC?

Article in **Journal of High Energy Physics**, December 2014

8 blog posts



Hospitalization-Associated Disability: "She Was Probably Able to Ambulate,..."

Article in **JAMA: Journal of the American Medical Association**, October 2011

6 blog posts



Arrival by ambulance explains variation in mortality by time of admission:...

Article in **BMJ Quality & Safety**, October 2016

4 blog posts



Intuitive Control of a Powered Prosthetic Leg During Ambulation: A Randomized...

Article in **JAMA: Journal of the American Medical Association**, June 2015

4 blog posts



A Theory of Ambulance Chasing

Article, March 2016

3 blog posts

Hospitalization-Associated Disability: "She Was Probably Able to Ambulate, but I'm Not Sure"



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

- Mentioned by
- 48 news outlets
 - 4 blogs
 - 90 tweeters
 - 4 Facebook pages
- MORE...

- SUMMARY
- News
- Blogs
- Twitter
- Facebook
- Web of Science
- Scopus

? So far, Altmetric has seen 6 posts from 4 blogs.

GeriPal Podcast Episode 1: Bed Alarms
 GeriPal - Geriatrics and Palliative Care Blog, 12 Oct 2016
 Welcome to GeriPal's inaugural podcast episode titled "Bed Alarms". This is the first in a series of podcasts on all things...

Hospital Units Tailored To Older Patients Can Help Prevent Decline
 Health, 09 Aug 2016
 Elderly hospital patients often arrive sick and leave worse off. But some hospitals are preventing these sharp declines by...

Hospital Units Tailored To Older Patients Can Help Prevent Decline
 Shots - Health News, 09 Aug 2016
 Hospital Units Tailored To Older Patients Can Help Prevent...

Urine Catheters in the Hospital: Bad Stuff
 GeriPal - Geriatrics and Palliative Care Blog, 12 Sep 2014
 When I was a resident, it was routine to place urine catheters (a catheter threaded up the urethra, into the bladder) in older...

The Hospital Disability Syndrome
 GeriPal - Geriatrics and Palliative Care Blog, 20 Nov 2011
 Ken Covinsky previously posted on GeriPal a while back about the dangers of hospitalization in older adults. Ken notes in...

The last place you want to be when you're sick . . .
 Stayin' Alive, 27 Oct 2011
 is in a hospital. Hospitals are very dangerous places for several reasons. The most obvious is that there are a lot of...

Essential tips for your blog

- Limit hyperlinks - Keep them on your blog, not somewhere else.
- Start strong - A good title to lure the reader.
- State the purpose of the piece from the first few lines for a news item.
- Use images to break up the text.
- Share via any social media links you have.
- Make your content Creative Commons so it can be reposted easily with attribution. (but check where it gets reposted)
- Enjoy writing, don't make it a chore.
- Ask colleagues/friends to peer review your work if you are lacking confidence.
- Link and integrate your blog to any formal web presences you have
- Moderate your comments
- Keep it regular

Own your identity

- Get your ORCiD and populate it - with photo
- Ensure your staff biography is up to date - with photo
- Complete your Google Scholar profile - with photo
- Ensure your posts have your contact details, acknowledge your funder, employer, link to your research
- Use the DOIs, PMIDS from your work to make it discoverable and trackable