WRITING AN ACADEMIC BLOG (SM4A)

Module
Communicating Research Through Social Media

Format
Exercise

Purpose
This exercise contributes to the module learning objectives by asking participants to apply what they have learned by writing an academic blog post that includes research and/or data.

Time Required
• Varies or assign as homework

Activity Description
In this assignment, participants apply what they have learned through the presentation, Academic Blogging (SM3L), by writing their own academic blogs. There is a handout/worksheet for participants that describes the assignment and the features they must be sure to include in their blog post.

Academic blogs, by definition, share data and/or research, so participants must include some data and/or research in their post. Participants who are not active researchers will likely need to refer back to exercise SC4A, Finding the Evidence, to identify what evidence they would like to include.

When you assign the activity, review the handout with all participants as a group and ensure everyone understands the assignment. Give participants an opportunity to ask questions, and clearly state when the assignment is due.

Participants will benefit from having completed sessions in the Writing for Policy Audiences module, particularly sessions WP2L and WP3E, to improve their skills in writing in a conversational style for a general audience. If you have completed sessions SM1L and SM2E on social media, and participants will be crafting social media messages for Twitter and Facebook to disseminate this blog post, be sure to remind them of how the assignments fit together.

Key Learning Concept(s)
• How to select appropriate content for an academic blog.
• Writing in a conversational style that is appropriate for a general audience.
Materials Needed

- None

Associated Exercises

- Writing an Academic Blog (SM4E)
- Finding the Evidence (SC4A)
- Conversational Writing (WP2L)
- Conversational Writing Exercises (WP3E)

Required Preparation

- None