

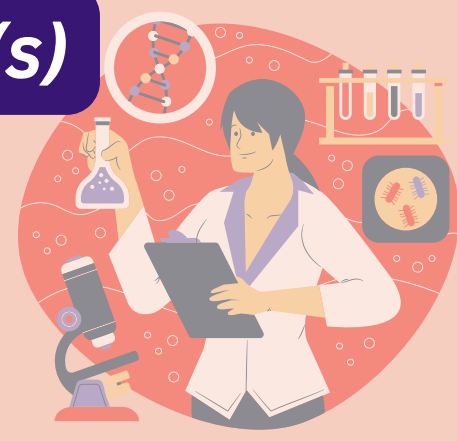


TURNING SCIENCE INTO A STORY

How to turn complex scientific articles full of jargon into easy accessible jargon-free blog posts?



Scientific article(s)



Collecting thoughts



1. Choose your topic and read general information
2. Collect thoughts about possible subtopics
3. Structure your ideas & thoughts



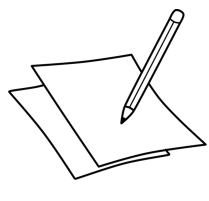
Create outline

1. Create a general outline based on the brainstorming and key messages
2. Detail the general outline to the level of detail you prefer

Key message

- ①
- ②
- ③

1. Decide on key message of the blog
2. Decide on 3 main points in the blog, supporting the key message
3. Create a storyline in around 100-200 words



Craft your story

Use **active and direct** language - in contrast to scientific writing

Introduction

- Has to be **appealing** to the reader. Some ideas:
- **Personal** story (anecdote): a place, book, movie, conversation etc. reminded you of the topic
 - **News item** related to the topic of the blog post

Main text

- Every paragraph:
- Exists of **1 main idea**
 - **Connects** well with the paragraph before and after (e.g. with a connecting sentence)
 - Has a clear **beginning** and **ending**

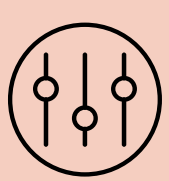
Ending

- Conclusion/summary
- Leave reader with an idea/room for thought /action



Spice up your story

- Use emotion
- Use humor
- Make it personal where-ever possible



Finetuning

1. Check the structure
2. Check the flow
3. Remove jargon as much as possible
4. Add foreshadowing
5. Ask feedback and process it

Accessible blogpost!

