



Share Your Research

Dear Scientific Researcher,

Thank you for your interest in publishing your research through GotScience Magazine. For those of you who are more familiar with academic writing and less familiar with popular science writing, we have prepared the information below to help you write about your research in a way that can inform and enlighten the greater public.

1. Often, academic writing lacks a story. **Telling a story about real people** who are involved (such as you), people who are affected (your readers), and people who are motivated by the research all contribute to socially-beneficial science writing.
2. GotScience articles are written at approximately a US 11th grade reading level.
 - a. Define words that people outside the scientific community will not know. For example, an article about leopard scat may seem straightforward, but remember to tell your readers what *scat* means.
 - b. Don't overwhelm readers with too much data or too much information.
 - c. Have someone outside of the scientific community read your draft. This is one of the services our editorial team provides.
3. Describe ways that the public can get involved or help to make a difference, particularly if you are writing about a citizen science project.
4. Catch readers' attention with a concise, yet descriptive, title and captivating first sentence. This will be less of a broad statement than academic writing.
5. Maintain readers' interest with clear transitions from one topic to another.
6. When writing, as yourself these questions:
 - a. Title: What is the story about?
 - b. The hook: Why will someone want to read this story?
 - c. Exciting information, in brief: What do you want readers to take away?
 - d. More details: What information enriches this story?
 - e. The researchers and their affiliations, in brief: Who did this research and where do they work?
 - f. What happens next?
 - g. What can people, do to help? (e.g. avoid single-use plastic products, get reusable shopping bags, plant a bee-friendly flower garden, etc.)
 - h. Resources: Where did you get your information? Use APA reference format and primary sources.