



**Academic Blogging at the
EADI ISS Conference 2021:
Sharing Ideas & Insights
in Real Time**

EADI ISS Conference 2021



International
Institute of
Social Studies

Erasmus

What happens at the conference doesn't have to stay at the conference...

We've noticed how many of the rich discussions at conferences stay trapped in the confines of conference halls. Yet they can be catalysts for change. It's time to get the great ideas we come up with during conferences out there!

ISS Blog Bliss (www.issblog.nl) and the EADI blog (developmentresearch.eu) are inviting conference participants to submit blog articles for co-publication on Bliss and the EADI blog.

In this booklet you'll read how to go about it.

So what's it all about?

A blog is a weblog, so essentially an online diary. But academic blogging is slightly different—while it is written more informally and subjectively, opinions or insights are linked to academic research and are informed and substantiated. And insights are linked to solving or addressing real-life societal problems, either by showing what's wrong or how it's being or could be solved.

So what's it all about?

Because a blog article is essentially a diary entry, the researcher is present in the text. No longer is the researcher anonymous or objective. Researchers are encouraged to push for change through blogging—by problematising specific phenomena, critically discussing political developments, or imagining solutions, for example. Scholar-activism and blogging can go hand in hand.

An academic blog article is a short piece of writing bearing an informed insight or opinion linked to academic research directly (research) or indirectly (experience/ expertise).

It's...

- / Short & snappy**
- / To the point (no waffling)**
- / Accessible (informally written)**
- / Colourful/rich (examples/anecdotes)**

It's not...

- / An extended research abstract**
- / A summary of findings/results**
- / An objective overview of a research problem**
- / An unsubstantiated opinion**

Key elements

01

A short, punchy, provocative title
to capture the reader's attention

02

A blurb with the main point of the article & its relevance
to draw the reader in

03

A snappy text with a clear and interesting argument
to grab & keep the reader's attention

04

A few sharp insights that are substantiated
to convince the reader

05

A smashing conclusion
to make the reader think

An example

01 Energy transitions: an Industrial Revolution 2.0?

02 *Energy transitions are all the rage as a way to reduce carbon emissions. But through them we take two steps back and one forward. This article shows that...*

03 Energy transitions are touted as 'the solution' to carbon emissions. But they signify an Industrial Revolution 2.0 that has devastating impacts. These include...

04 Here's why I say this: new research by x/ my research on x shows that... / a recent policy by the x has had negative effects, as visible in x and y contexts and with x and y implications.

05 We're dead in the water unless we take a critical look at the rhetoric of energy transitions and how it's consuming energy instead of helping conserve it.

To keep in mind

/ You're not writing only for people in your field

...so write in an accessible way with the idea of having your work read, pondered, and discussed beyond your field

/ You're not writing only for academics

Dry texts full of jargon don't work on blogs. Think of blogs as the cheerleaders of academia. So pep it up!

/ Every second counts in the digital environment

...so every word counts, too (readers must immediately know what it's about and why it's important/relevant)

/ Your informed insight should be clearly linked to a societal problem

...because that's ultimately the point of research—to contribute to a prospering and just society

Writing for Bliss and the EADI blog

/ **750 to 1,000** words
(2 pages max)

+ succinct **heading** with some keywords and your argument

+ short **blurb**/summary (2-3 sentences) explaining

1) the problem,

2) your take, and

3) the reasons (substantiate it) / by referring to reputable news sources

How to substantiate your argument:

/ by referring to your research
(individual/project)

/ by referring to your grounded work
(e.g. for an NGO)

/ by referring to academic literature

Writing for Bliss

Please email

- 1) your article,**
 - 2) your bio photo and**
 - 3) a short bio (2 sentences)**
- to bliss@iss.nl.

Blog articles undergo a review process. They are reviewed by the Bliss Editorial Board and edited by the blog editor before publication. Please note that we reserve the right to refuse to publish the blog.

What to write about

during the EADI ISS Conference 2021

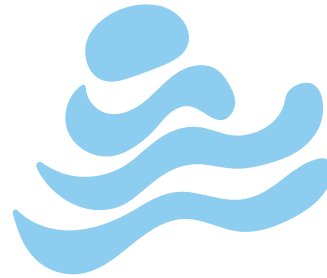
/ Interesting discussions about your research that further or challenge it

/ Keynote speeches or other presentations and what struck you about them (linked to a developmental problem or your research)

/ Informal conversations with colleagues

**We look forward to
receiving your
contributions!**

The text is centered and overlaid on several light blue, wavy, brush-stroke-like lines that sweep across the page from left to right, creating a sense of movement and energy.



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*Lize Swartz is Editor-in-Chief
of ISS Blog Bliss.