

Writing for the Digit Blog: A guide for contributors

Aim and format

- The aim of the Digit Blog is to provide cutting edge insight into how digital technologies are changing work, from the Digit community.
- Digit Blogs can be on any topics and issues relevant to the full scope of Digit's research interests on digital technologies and work.
- Blogs will typically be approximately 800 words in length, written in an accessible way.
- Shorter contributions of around 400-500 words are also welcomed, particularly on timely topics that require very quick publication and commentary.

Audience, writing style and language

- We are looking for blogs on any aspect of digital futures at work, that will engage a wide audience, notably policy makers, practitioners and non-academics, as well as academics.
- Blogs are typically opinion pieces, but they do also allow you to use some research/theory underpinning a debate.
- A blog might be provoked by current affairs, debates, policies or research around digital futures at work. A blog might explore and examine reactions to a contemporary issue.

How to make a submission

- Please use the contact box on the Digit website, or email digit@sussex.ac.uk, to contact the blog editors with any initial ideas for a blog (please provide a short summary of 100 words of your idea).
- Please include a short, three to four line, biographical note, stating who you are, your academic position (if relevant) and research interests, with a link to your institutional profile.

Our editing process

- The Editors will discuss the blog idea with you and agree a timescale for you to draft it.
- After drafting, we will review the blog, and will give you the opportunity to make any corrections before publication.

Sources

- Links within the blog should be used rather than academic references, rather than having a full bibliography at the end.
- You can insert a hyperlink at the relevant point of your argument that you'd like to reference by selecting the word or phrase where you want to embed a link, right clicking with your mouse, and then selecting the link option. This gives you the option to insert a hyperlink.
- Alternatively, use comment boxes to include weblinks and the Blog Editor will insert these into your blog before publication.

Graphs and charts

- We encourage the use of charts and figures.
- Please send us any charts/figures in a separate file to your blog.
- Please ensure each chart is clearly labelled and the headings are understandable

Additional writing tips

These additional tips may be helpful in thinking about how to structure your blog, with thanks to the University of Sussex Business School Research Communications Team.

Title:

- Try to keep titles short – ideally between 10-20 words. Aim to summarise your blog in one key sentence. This will engage the reader by provoking their interest in a topic.

Opening sentences

- Try to grab the reader's attention straight away by putting your findings/key point/argument/ most powerful line at the start of the blog.
- You might want to start with a fact, quote or statistic that introduces your blog topic.
- Where possible try to avoid opening lines along the lines of "x topic is a matter of hot debate in media / policy / public / practitioner circles. Try to get to the unique, new and interesting point that you want to make right at the start of the blog.
- It is useful to put your research in the context of current debates or research literature, but try to be specific about what is said or believed and by whom and why it's right/wrong/needs to be challenged.
- Where possible, avoid saying "In this blog I will..." to signal what you will cover. It is better to make the main point straight away and get on with telling the story.

The main body of the blog

- After a short introduction, provide a bit of context. What is the status quo in this area? What do you bring to it which is new?
- Pad out your argument with detail, evidence, and set out the implications of your findings
- Suggest actions, and offer a conclusion
- Keep paragraphs short in length where possible, making a point as concisely as you can.
- Try to avoid overusing acronyms and academic terms. If you do use these terms, explain them, and/or embed a link to a paper or source which explains the idea in more detail.
- Write your article as a standalone piece. You can link to relevant papers/reports that develop the points you make, but do try and ensure that the blog is readable and understandable in its own right.

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