

TURNING AN ACADEMIC PAPER INTO A BLOGPOST

This workbook consists of two parts: we hope you will complete Part 1 (pages 2-4) before you attend the webinar on Thursday, June 25th. If you've opened this during the webinar, head to Part 2 (page 5) to follow along.

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PART 1: BEFORE THE WEBINAR

1. Sketch your audience

Open a new document, grab a blank page, or use this space to reflect on your ideal audience. Although it's difficult to guarantee your audience in online writing (especially compared to conference papers, where you know your audience will be other presenters and attendees), you can still write to an *imagined* audience (Marwick & boyd, 2011).

“We may understand that the Twitter or Facebook audience is potentially limitless, but we often act as if it were bounded. Our understanding of the social media audience is limited. While anyone can potentially read or view a digital artifact, we need a more specific conception of audience than ‘anyone’ to choose the language, cultural referents, style, and so on that comprise online identity presentation. In the absence of certain knowledge about audience, participants take cues from the social media environment to imagine the community (boyd, 2007: 131). This, the imagined audience, might be entirely different from the actual readers of a profile, blog post, or tweet.” (p. 115)

That is, when planning something like a blog post, you should name and describe who you *wish* would read this blog post, or who you expect will read it, based on where/when you post it. You can draw your audience, create a mindmap, write a short paragraph describing them, or do whatever else gets you in a reflective, thoughtful mood. So take the word “sketch” as literally or figuratively as you choose!

Answer or address some of or all these questions:

1. Who is your audience? Give them a name or keyword.
2. What do they care about? Be general and specific to your topic.
3. What do they know already about your topic? Include misconceptions or misunderstandings
4. What do you want them to learn? Describe the knowledge gap you need to fill.
5. What kind of evidence will they trust? Do they need general examples, specific data, personal stories, etc.?
6. What do they think about you?

For example, you can see two different versions of the activity here:

Literal Sketch:



Textual "Sketch"

- Hockey fans who follow NHL social media on Twitter
- Care about keeping up with hockey personalities and fun promos
- Maybe care about Hockey is For Everyone, definitely know about it
- Maybe think I'm an evil Social Justice Warrior (maybe like that I'm an evil SJW)
- Have to be careful not to come across as criticizing male friendship, and make it clear that it's about *marketing* bromances and how it creates a "no homo, though" homophobia.

2. Genre Analysis

[Click this Wakelet link](#) to see a list of blog posts written by academics that we've collected over the last few weeks. You'll notice that not all the blogs are identical in terms of their scope, language, and formatting. There are many ways to write academic blog posts, and different writers will prioritize different elements, depending on where they post them and what their goal is.

However, there are still some commonalities, so we'd appreciate it if you would take a few minutes first to skim through the list to see which blog posts appeal to you, then read one or two of the blog posts more closely to get a sense of the following:

1. Which of these blog posts appealed to you? Why?
2. What is the relationship between the blog post and the original research? How different is it?
3. What do you notice about the language and sentence complexity the author uses?
4. Is there anything that makes the blog post difficult to understand or read?

3. Prepare for Mentimeter Questions

Throughout the webinar, we'll be using Mentimeter to interact with our audience. Check out [mentimeter.com](https://www.mentimeter.com) to familiarize yourself with the platform. You will be able to respond to Mentimeter questions without installing anything or creating an account, on your smartphone or computer.

These are the questions we'll be asking:

1. What reasons have people given you for not writing a blog post based on a paper or your research?
2. Of the blog posts you read in Activity 2 (or any others you've read), what made a blog post interesting, informative, or fun to read? What commonalities did you notice?
3. Scroll through the [nytimes.com](https://www.nytimes.com) homepage: what makes you want to click on something?

PART 2: DURING THE WEBINAR

1. Rhetorical Situation Activity

Fill in the missing information with a short sentence or phrase.

Author	That's you!
Text	Blog post
(Ideal) Audience	
Purpose	
Setting	

2. Outline Activity

Fill out this outline during the independent working time. If you have any questions as you work through this, please ask your question in the chat and one of our facilitators will respond!

Audience: Who is your audience?	
Author: Why should they listen to you now?	
Purpose: What do you want to accomplish with the blog post?	
Setting: Where will you post it?	
Hook: How will you draw them in?	
Research: What is your specific message?	
Research: How do you show your audience they can trust your message?	
Significance: Why does this matter (now)? What can your audience do with the information?	

RESOURCES

Where to find (free) visuals

While we recommend using your own images if you have them, not everyone will have pictures or graphics from their research to use online. In that case, you can use stock photo libraries to find images of people and objects to use for free (with attribution).

Whatever you do, make sure your images are relevant to your blog post and you aren't just adding a picture for the sake of it.

Type	Title	Link
Assets	Humaaans	https://www.humaaans.com/
Diagrams	Creately	https://app.creately.com/
Editing App	Canva	https://www.canva.com/
Editing App	Invision Studio	https://www.invisionapp.com/studio
Icons	Noun Project	https://thenounproject.com/
Icons	Diagrammer	https://diagrammer.duarte.com/
Images	Creative Commons Search	https://ccsearch.creativecommons.org/
Images	Flickr Creative Commons	https://www.flickr.com/creativecommons/
Images	Creative Commons Canada	https://www.flickr.com/groups/cccanada/pool/
Images	Wikimedia Commons	https://commons.wikimedia.org/wiki/Main_Page
Images	Waterloo Photos	https://dmam.uwaterloo.ca/asset-bank/action/viewHome
Stock Photo	Pexels	https://www.pexels.com/
Stock Photo	Creative Commons Collections	https://ccsearch.creativecommons.org/collections
Stock Photo	CIRA Stock Images	https://cira.ca/stock-images/gallery
Stock Photo	Unsplash	https://unsplash.com/
Stock Photo	The Gender Spectrum Collection	https://broadlygenderphotos.vice.com/
Stock Photo	Jopwell Collection	https://jopwellcollection.jopwell.com/thejopwellcollection/
Stock Photo	CreateHer Stock	https://createherstock.com/free-stock-photos/
Stock Photo	WOCinTechChat	https://www.flickr.com/photos/wocintechchat/
Stock Photo	Picnoi	https://picnoi.com/
Stock Photo	Nappy	https://www.nappy.co/
Stock Photo	UK Black Tech	https://ukblacktech.com/stockphotos/?ref=producthunt

Where to post blogs

There are so many different places to post your own blogs, from university-affiliated sites to your own personal blog, but there are other platforms built for blogging that make it easy to type something in and post it!

Blogging Platforms:	
Medium	https://medium.com/
Wordpress	https://wordpress.com/
Tumblr	https://www.tumblr.com/
Blogger	https://www.blogger.com/

Information about Multi-Author Blogs	
"How to create and launch a successful multi-author academic blog"	https://study.sagepub.com/mollett2/student-resources/chapter-1/how-to-create-and-launch-a-successful-multi-author-academic
"Multi-author blogs: Getting the most out of a tricky (but powerful) format"	https://library.osu.edu/site/digitalscholarship/2015/12/03/multi-author-blogs/
"How to plan, create and launch a successful multi-author academic blog"	https://blogs.lse.ac.uk/impactofsocialsciences/2017/08/08/how-to-plan-create-and-launch-a-successful-multi-author-academic-blog/

Who to ask for help

There are quite a few blogs and online resources on the topic of writing blog posts and creating blogs. You can find some of them [here](#). Scroll to the bottom of the page to find the "Tips for Blogging" Section.

- ➔ If you are a German Studies scholar, please reach out to [James Skidmore](#)
- ➔ If you are a University of Waterloo graduate student, please make an appointment with the [Writing and Communication Centre](#).
- ➔ If you are a faculty member from the University of Waterloo, [Dr. Nadine Fladd](#) offers 50-minute consultations.
- ➔ If you are from a different university, consider getting in touch with your institution's writing centre!

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