**Bitescience Communication and Media template**

Try to write all text in layman’s language, simple and attractive, active voice, and avoid “academese” (e.g., jargon, nouns instead of verbs, technical details). Imagine how you would tell it to your hairdresser, trying to get the message across while keeping him or her engaged (tip: actually try telling it to your hairdresser!).

You can send the template to [submit@bitescience.com](mailto:submit@bitescience.com). We will contact you ASAP with editing suggestions.

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| --- |
| **Title**  *Main question or conclusion; about 10 words; present tense; all words starting with capital, try to make it catchy.* |
|  |
| **Introduction**  *About 50-60 words; present tense; includes a) the background of the research (reason why it was conducted), b) the question the study tries to answer, c) a teaser of the main result, and d) the source (journal, conference).* |
|  |
| **Background info** |
| **Researchers**  *First and last name; example: Jonathan van ‘t Riet* |
|  |
| **About the researchers**  *Example: Van ‘t Riet is affiliated with the Behavioural Science Institute at Radboud University (The Netherlands).* |
|  |
| **Full reference**  *APA style* |
|  |
| **URL**  *Enter doi-URL; or link to conference website if applicable.* |
|  |
| **Take aways**  *2-3 most relevant conclusions, that readers should definitely remember from your study. What do we know now and how is this relevant? Take aways should be short and concrete, formulated in present tense, and should include at least one implication for a specific nonacademic audience.* |
| * … * … * … |
| **Study information** |
| **Who?**  *Number of participants; age range; mean age; % (fe)males.* |
|  |
| **Where?**  *Country* |
|  |
| **How?**  *About 50 words, short description of methods.* *The how should be short and concrete and provide only the information that the reader needs to be able to understand roughly how the study was conducted. Keep it simple and avoid passive voice!* |
|  |
| **Facts & findings**  *Max 5 specific findings; past tense; report rounded numbers; avoid overlap with take aways. Try to make it concrete by reporting percentages, or making understandable comparisons (e.g., twice as much).* |
| * … * … * …   (etc.) |
| **Author bio**  *Please include a 50-word bio. All your future Bitescience Research Updates will link to this bio. You can adjust it anytime by sending an updated version to* [*submit@bitescience.com*](mailto:submit@bitescience.com)*.* |
|  |
| **Contact info (email address corresponding author)**  *If available, also include your social media account names (twitter, facebook, instagram), so that Bitescience can tag you!* |
|  |
| **Topics**  *Choose 1-3 of the main Bitescience topics that your article relates to. This is an effective way for your audience(s) to find your work.*  Choose 1-3 of the following topics:  ADVERTISING AND MARKETING  SOCIAL MEDIA  HEALTH AND WELL-BEING  YOUTH COMMUNICATION  MEDIA TECHNOLOGY AND AI  JOURNALISM AND NEWS  LIFESTYLE AND ENTERTAINMENT  POLITICAL COMMUNICATION  CORPORATE COMMUNICATION  MEDIA POLICY |
|  |
| **Tags**  *Please copy-paste relevant tags from the tags list below. Good tagging will boost the views of your article!* |
|  |

**TAGS LIST**

Target group:

-          Babies (0-2 years)

-          Preschoolers (3-5 years)

-          Children (6-12 years)

-          Adolescents (13-18 years)

-          Adults (>18 years)

-          Elderly (>65 years)

Medium/media technology:

-          Television

-          Radio

-          Print

-          App

-          Smartphone

-          Tablet

-          Videogame

-          Virtual reality

-          Augmented reality

-          Robot

Subtopics:

-          Mental wellbeing

-          Physical wellbeing

-          Happiness

-          Prosocial behavior

-          Eating behavior

-          Physical activity

-          Consumer behavior

-          Citizenship

-          Elections

-          Media literacy

-          Multitasking

-          Education

-          Privacy

-          Cybersecurity