**Template Bitescience Research Update**

*Dear researcher,*

*Thank you for making your work accessible and attractive to non-academic audiences! For your Bitescience Research Update, 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 say it at a party (hint: actually try talking about it at a party!). Check out bitescience.com for examples and inspiration.*

*Please fill out this template and then send it to* [*submit@bitescience.com*](mailto:submit@bitescience.com)*. We will get back to you with editing suggestions and approval for the final version.*

*As a final note, please don’t copy sections, sentences or lists from the original article, as this is considered plagiarism.*

*Simply fill in the blanks (dots) below and enjoy your Bitescience writing experience! If you have any questions, please do not hesitate to contact us.*

*On behalf of the Bitescience team,*

*Moniek Buijzen & Esther Rozendaal*

**Title**

Main question or conclusion; present tense; only capital for first word. Try to make it catchy and inviting, like a news headline. About 10 words.

…

**Introduction**

Present tense; includes (a) the background of the research (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—in Italics). About 50-60 words.

…

**Take aways**

2-3 most relevant conclusions, what readers should definitely remember from your study. What do we know now? How is this relevant in a general sense? Take aways should be short and concrete, formulated in present tense, and include at least one implication for a specific nonacademic audience.

- …

- …

- …

**Study information**

**Who?**

Number of participants, age category; mean age; age range; %(fe)male.

Example: 154 adults (mean age: 24, age range 18-54 years, 95% female)

…

**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). Avoid unjustified causality claims. Consider adding an explanation, a remarkable fact or a critical note.

- …

- …

- … (etc.)

**Background info**

Researchers

First and last name of the author(s) of the original article; example: Jonathan van ‘t Riet, Mariska Kleemans. Please also add author(s) of this Bitescience article.

…

This Bitescience Research Update was written by …

**About**

Example: Van ‘t Riet is affiliated with the Behavioural Science Institute at Radboud University (the Netherlands).

…

**Full reference original article** (e.g., APA)

…

**URL**

Enter doi-URL (or other link to article or conference if doi is not available).

…

**More about our researchers**Author bio and contact information. Please include a 50-word bio of (at least one of) the researchers All their future Bitescience Research Updates will link to this bio. Include mail address and links to social media profiles (LinkedIn, Twitter).   
Your can adjust it anytime by sending an updated version to submit@bitescience.com.

…

**Themes**

Choose 1-3 of the main Bitescience themes that your article relates to. This is an effective way for your audience(s) to find your work.

Highlight 1-3 of the following topics:

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SOCIAL MEDIA

HEALTH AND WELL-BEING

YOUTH COMMUNICATION

MEDIA TECHNOLOGY AND AI

JOURNALISM AND NEWS

LIFESTYLE AND ENTERTAINMENT

POLITICAL COMMUNICATION

CORPORATE COMMUNICATION

MEDIA POLICY

**Picture**

Please pick an attractive and fitting copyright-free visual (e.g., from a free stockphoto site such as Pexels.com, or Canva). Send a .png or .jpeg file of the chosen pic along with final version).

**Text and tags for social media**

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