



Public Policy
Group

Blogging:

LSE PPG's Experience

Chris Gilson and Sierra Williams

PPG's blogs

- British Politics and Policy at LSE (2010)
 - **Impact of Social Sciences (2011)**
 - EUROPP – European Politics and Policy (2012)
 - LSE Review of Books (2012)
 - **USApp – American Politics and Policy (2013)**
 - Democratic Audit of the UK (2013)
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Blog coverage and strategy

- Editorial role is a bridge for academics
 - Reactive
 - Current events – issues and politics
 - Elections
 - Bringing out existing research
 - Journal articles
 - LSE and other research
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Reach and engagement

- Heavy use of social media – Twitter, FB, Pinterest
 - Importance of community building – easy for more specific topic – Impact/Review of Books
 - Mailing lists
 - Soundcloud, iTunes for Podcasts
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Challenges

- Competition
 - Relevance
 - Measuring success and impact of academic blogging
 - Funding in the long term
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THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



Impact of Social Sciences
Maximizing the impact of academic research



About

Research Book

Open Access Futures

Academic Podcasting

Twitter Guide

Resources

Popular Posts

Registered Reports: a new publishing initiative aimed at countering publication bias. The usefulness of citation counts depends heavily on the context of an individual's publishing community.

Sep
25
2013

From Tweet to Blog Post to Peer-Reviewed Article: How to be a Scholar Now

Blog Admin

Tweet 817 Share / Save



Digital media is changing how scholars interact, collaborate, write and publish. Here, **Jessie Daniels** describes how to be a scholar now, when peer-reviewed articles can begin as Tweets and blog posts. In this new environment, scholars are able to create knowledge in ways that are more open, more fluid, and more easily read by wider audiences.

Digital media is changing how I do my work as a scholar. How I work today bears little resemblance to the way I was trained as a scholar, but has everything to do with being fluid with both scholarship and digital technologies. To illustrate what I mean by this, I describe the process behind a recent article of mine that started with a Tweet at an academic conference, then became a blog post, then a series of blog posts, and was eventually an article in a peer-reviewed journal.

My article, [Race and racism in Internet Studies: A review and critique](#) (*New Media & Society* 15 (5): 695-719), was just published in the August, special issue of *New Media & Society* on The Rise of Internet Studies, edited by Charles Ess and William Dutton. The germ of an idea for the paper began at the [American Sociology Association Annual Meeting](#) in 2010. I attended sessions about online discourse and, given my interest in racism in online discourse, I kept expecting some one to bring up this issue.



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Book Launch and Panel Discussion – Listen to the Podcast



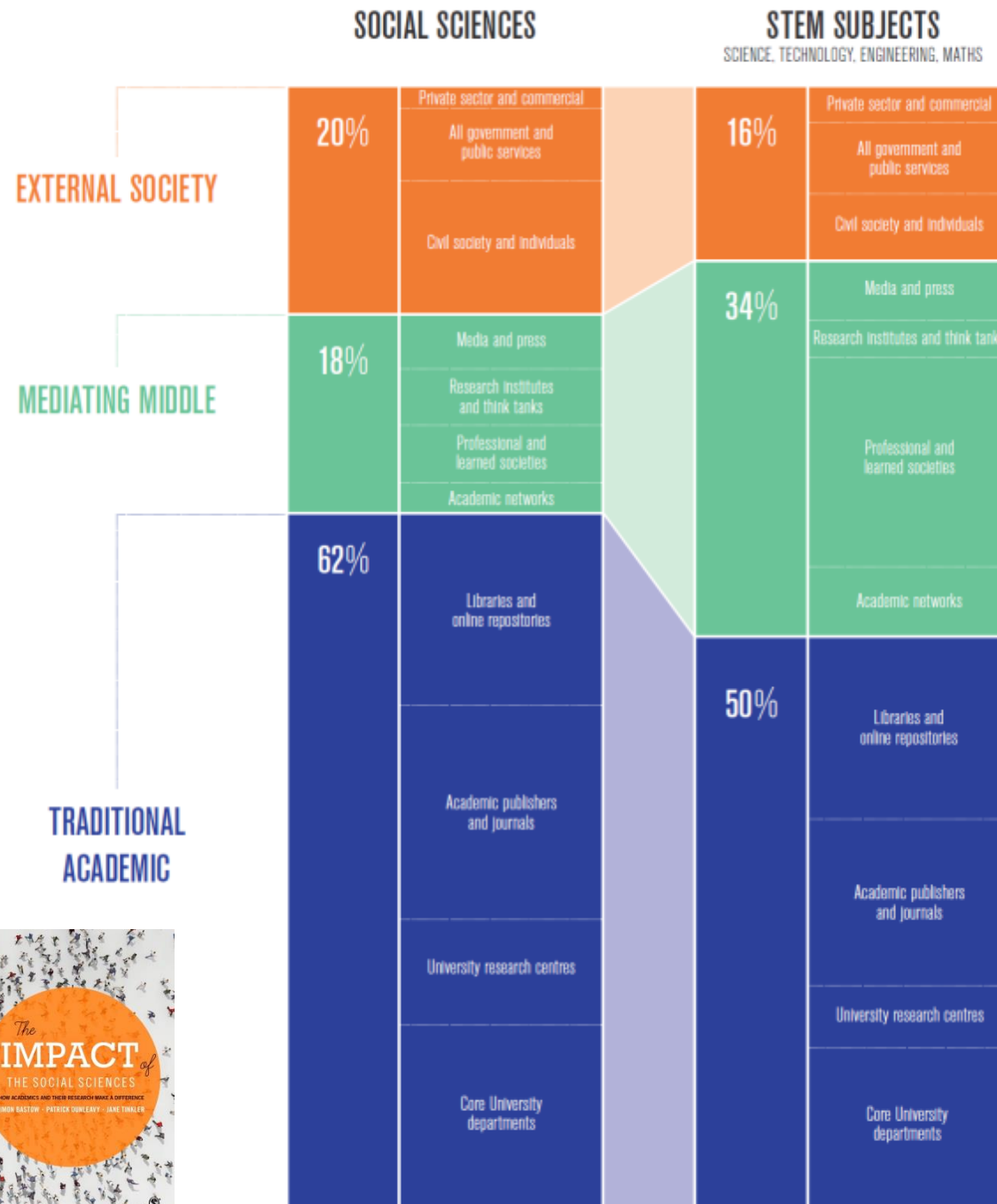
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Blog article vs journal article

| | Journal Article | Blog article |
|--------------|-------------------------|-----------------------|
| Length | 8,000 words | 800-1000 words |
| Timing | Yearly | Weekly |
| Multimedia | Black and white charts? | Colour, audio, video |
| Audience | Tens or hundreds | Potentially thousands |
| Availability | Paywall | Open Access |

A key problem for the social sciences is the relative lack of 'mediating middle' that builds long-term links and identifies impacts

Credit: *The Impact of Social Sciences: How Academics and their Research Make a Difference* by Simon Bastow, Patrick Dunleavy and Jane Tinkler (SAGE 2014)





Credit:
[OpenSource.Com](https://www.opensource.com)

**WE VIOLATED
THE REGULATIONS OF THE
FOOD ADMINISTRATION
BUT HAVE PLEDGED
FULL OBEDIENCE
IN THE FUTURE**



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Credit: [U.S. National Archives and Records Administration](#)
(public domain)

Academic blogging and wider public discourse

- Are we doing 'slow journalism'?
 - Length and accessibility – others are doing it differently
 - CiF, The Conversation
 - Huge potential place for evidence based academic blogging
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Future developments

- Increasing use of multi-media
 - Becoming something that academics 'just do'
 - Becoming something that universities 'just do'
 - Can we resist the trend to go 'Buzz Feed' – do we want to?
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