

INTRODUCTION

Intelligent policy requires access to high-quality research. Now more than ever, we need to keep this truth front and centre. In a world awash with fake news, alternative facts and the ascendancy of clickbait, local and global decision-makers need reason and evidence. You are a researcher. We ask you to show us how research evidence illuminates urgent development challenges. Whether you're blogging about your own work or that of others, tell us about its impact and its insights – big, small, unexpected, alarming, heartening – for development policy. A blog is short and to the point, but it gives you something no academic journal does: freedom from conventions of scholarship. Here, we don't just want the facts. We want to know: **What do they mean? Why should we care? Where can or should we take this information?** We suggest that you start from the policy challenge you want to focus on – and then tell us what the research you are looking at unearths about it.

QUICK RULES

This style guide is not here to tell you to use 'z' instead of 's' or where to put your commas. We do not ask you to adhere to this or that system of conjunction. But please do be consistent in your grammar, language and punctuation. As long as your writing is clear and consistent, we're happy. We want our blog to be indicative of different cultures and norms, but we want it to be accessible to readers everywhere. We value clarity and originality.

Once you and we have determined that your work is suitable for a blog, there are very few hard-and-fast style rules at GlobalDev:

- **Brevity** is one. We have an **800-word limit**.
- **Clarity** is another. Try to use active ('Gnats gnaw gnus') rather than passive ('Gnus are gnawed by gnats') voice when possible.
- Your blog article will shine if it makes **one or more very clear points**, expands on them, tells the reader why they matter, and provides a context. It should do all this in language that a bright college student understands – and the college student's mother, professor, neighborhood activist, banker, city council member... in fact, anyone who is interested in how the world works and how to change it.
- Remember you're writing for the Web, not a journal. **Keep your paragraphs short.**
- Readers are curious, but fickle. You want your **first sentence to be specific and provocative**, to draw them in before they click away from you.
- **Charts, graphics, photos, maps... bring them on** if they add punch to your words.
- Our blogs **do not include footnotes and citations**. If you refer to someone's work, please do so as part of your narrative, **embedding a hyperlink to the research paper or report** if appropriate (although ideally not more than one per paragraph).
- **Titles, sub-headings, and sidebars that stand out** – all of these matter and all suggestions are welcome.

ADDITIONAL INFORMATION

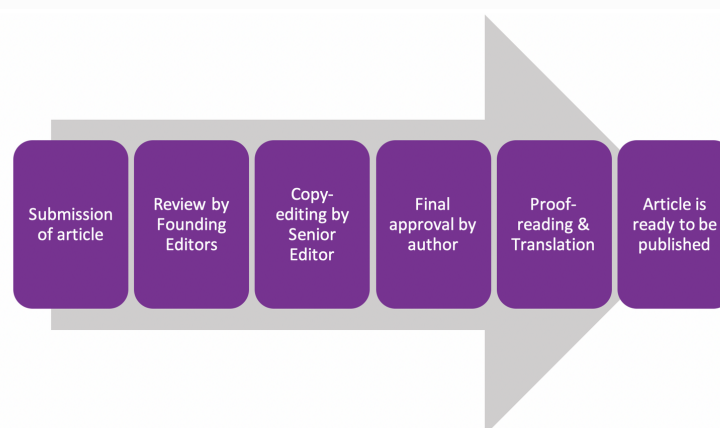
All of our blog articles begin with a 'standfirst' or 'teaser' paragraph written in the voice of the editors, setting up the topic, outlining the content to follow, and highlighting a key policy conclusion. If you'd like to have a go at drafting that, please do so – it's often a useful way to think through what is the key research-based insight into policy that your piece is offering. The blog itself should be **written in the first person**.

The article will add visibility to your work. **Please send us your contact information**, a **high-quality photo** of yourself and a **short bio** (not more than 70 words).

We encourage our authors to have active social media accounts to share our content with their networks. We are promoting a democratic space where we can have debates and discussions. In case you need support, please let us know and we will help you. If you think it might be helpful to talk with us before writing, or to work together on a draft or a specific paragraph, please let us know. We appreciate your trust and confidence. We will guide you along the whole publication process and will support you in case you have any question regarding when your article is going to be available on our platform.

EDITORIAL PROCESS

Please find below the editorial process for the blog. Please keep in mind that GlobalDev intends to be an open space for debate and discussion. In that sense, **if accepted by our Founding Editors**, your article will be published together with other posts from diverse scholars and universities from the North and the South. We will let you know as soon as we have a specific day for publishing the series. The process takes about a month:



NOTE: We take the editorial and outreach process very seriously, and invest significant financial resources and time, mobilizing expertise in a number of domains for each piece that is submitted to the blog. In reason of this significant investment, we can only review original and unpublished content, and request that authors discuss with the editorial team any plan to repost, in part or full, blogs that went through the full editorial process and translation at GlobalDev.