0:0:0.0 --> 0:0:1.90  
Heather.Richardson  
Mike deberg.

0:0:-25.-20 --> 0:0:3.230  
Julia.Molinari  
So welcome everybody. I am. I'm very happy to have you all here for what is the third pace extra guest speaker series and today we've got Doctor Heather Richardson who is a senior lecturer in Creative writing at the Open University. She's published 2 novels that I'm aware of, Magee Burg and doubting Thomas, her per mag Berg. Thank you.

0:0:2.820 --> 0:0:5.470  
Heather.Richardson  
Magdeburg. Yeah, yeah.

0:0:4.90 --> 0:0:34.350  
Julia.Molinari  
Magdeburg, thank you. And doubting Thomas, her poetry and short fiction have appeared in journals in the UK, in Ireland and in Australia, and she's the recipient of several poetry and short story awards. There are far too many to mention, but her Open University profile has got all all the details. Today. Heather has very, very kindly and generously agreed to share her knowledge on how to write a blog post. And she's going to be giving us.

0:0:34.450 --> 0:0:42.670  
Julia.Molinari  
A practical hands on workshop on this today. So thank you very, very much, Heather. And I'm gonna hand over to you now.

0:0:43.100 --> 0:0:59.130  
Heather.Richardson  
OK, that's that's great. Thanks so much, Julia. And thank you everybody for, for coming along on on what I understand is actually quite a busy day with PGR conferences and so on. So I'm going to share my screen, so hopefully habitual pause.

0:1:0.450 --> 0:1:3.230  
Heather.Richardson  
What happens is people share their screens and.

0:1:6.80 --> 0:1:7.210  
Heather.Richardson  
We can do this as.

0:1:8.110 --> 0:1:9.620  
Heather.Richardson  
A slide show.

0:1:10.860 --> 0:1:15.810  
Heather.Richardson  
OK. Julie, you can maybe give me a shout to let me know if that is looking as it should look.

0:1:17.410 --> 0:1:20.220  
Julia.Molinari  
It's looking even better than it should look.

0:1:20.490 --> 0:1:36.720  
Heather.Richardson  
Excellent cause as like lots of people I've got the two the laptop on the on the monitor screen and sometimes the wrong the wrong version appears on the on the bit that that the audience can see if you like. So that's great. So well you can give me a shout if anything goes. Emissive slides aren't moving forward or something like that as we go.

0:1:37.960 --> 0:2:6.510  
Heather.Richardson  
So, as Julia says, what I'm hoping we're gonna be able to do today as, as actually, you know, do some actual kind of practical activities that I hope will help you maybe get some thoughts about how you might, you know, do a bit of blogging yourself about your own research just before I start. I wonder. And Julia, maybe you can keep an eye on the kind of the, the show of hands or whatever. Is there anybody in the audience who is already blogging regularly?

0:2:15.330 --> 0:2:16.440  
Heather.Richardson  
What does that look like?

0:2:18.930 --> 0:2:19.730  
Heather.Richardson  
Nope though.

0:2:17.770 --> 0:2:22.100  
Julia.Molinari  
At no, nobody's nobody's owned up I rent I blog.

0:2:20.750 --> 0:2:50.800  
Heather.Richardson  
That's a. That's a great. That's a great relief because I was sort of, oh, no, because I myself do not blog regularly. I have written blog posts, but I I don't like have my own blog or blog regularly. So it was. I'm quite relieved that there isn't somebody here who sort of doing like a brilliant kind of daily massive blog. So the reason I really got particularly interested in blogging is because one of the hats I wear at the Open University is that I'm the director of the Center for.

0:2:50.880 --> 0:3:23.710  
Heather.Richardson  
Scholarship of teaching and learning, and they faculty of Arts and Social Sciences, and so put very simply, I suppose we have we fund project teams who want to do research into sort of pedagogical research really, and they will do projects and produced reports and so on. But then we asked them to to write a blog post for our external facing blog. And as I'm sure you'll all have found from your your PhD research, you know part of part of research is kind of learning to write in the language of your subject or your specialism.

0:3:23.810 --> 0:3:46.640  
Heather.Richardson  
And it's quite often not the language of, you know, the rest of the world. And so sometimes there's a bit of kind of unlearning that has to happen when you want to try and communicate your research to A to a wider audience. So that really, I suppose it's LED us in, in the the scholarship Centre to kind of try and support and advise our project teams when they when they come to writing their blog posts.

0:3:47.500 --> 0:3:52.200  
Heather.Richardson  
So that's that's how we how we got started on that so.

0:3:54.520 --> 0:4:8.870  
Heather.Richardson  
These are just some reasons. I really, really that we've come up with about why you should blog and and maybe if you can think of other ones you can, you can pop them into the chat and Julia can kind of relay those to me.

0:4:9.370 --> 0:4:33.920  
Heather.Richardson  
Umm, obviously it's it's blogs tend to be public facing. You know they're not internal to your institution and they they can be read by by anybody at all. And so it's, you know, one of the things that you'll be working on as you're working towards your pH. D You know is about making sure that that what you're working on and gets that kind of wider audience because that's a great way of kind of connecting.

0:4:34.570 --> 0:4:40.30  
Heather.Richardson  
And also potentially can be useful. You know whether you're on the job market or looking for collaborators or whatever.

0:4:41.90 --> 0:5:10.740  
Heather.Richardson  
And, UM, I mean, Julia, when I were were chatting briefly, you know, before umm, before the session started and she was saying with her her blog she she has sort of umm, you know, been able to build connections and and and you know maybe connect with people that she can work with on her own research through blogging. So that's a you know another really excellent reason to be to be doing it and blogs are really shareable you know I'm sure any of you who are on things like Twitter.

0:5:11.510 --> 0:5:29.0  
Heather.Richardson  
Umm, well, you know, we'll look often see somebody like sharing A blog post, not necessarily their own, but might be something else that they've come across as interesting. And and that's, you know, that is what you hope for, I suppose. Is that something you write will will become maybe a bit viral and will spread very easily.

0:5:29.350 --> 0:5:59.460  
Heather.Richardson  
Umm, the the blogs tend to hang around for a long time, you know, so of somebody. If if you're the search terms that you're using when you're doing or, I feel like the title that you're and the keywords that you're using in your blog, you know that should make it available for people who are just having a bit of a browser around in a search to find. And I think as I mentioned there at the beginning, this whole business about making your writing more accessible and personal. I mean, I think, you know, I academic writing.

0:5:59.550 --> 0:6:28.870  
Heather.Richardson  
This is really kind of it's tricky, isn't it? Because you know there are. There are expectations that you kind of have to follow in order to sort of, if you like, demonstrate that you're part of the tribe, you know that you're, you understand the kind of the requirements of your particular discipline. And you know, sometimes that can be quite a strain to change your writing into that form and that that can feel as if it's maybe going quite far from your own personal voice.

0:6:29.600 --> 0:6:38.450  
Heather.Richardson  
O blog writing as a really kind of a nice way, if you like to to be able to write in that informal way that maybe feels a little bit more like more like you.

0:6:42.590 --> 0:6:45.830  
Heather.Richardson  
So some of the things that you could blog about.

0:6:47.350 --> 0:6:57.260  
Heather.Richardson  
And and I don't know, you know what stages you're all at and your PhD? I don't know. Julia or people or people sort of beginning, middle, end and and all points in between.

0:6:59.150 --> 0:6:59.510  
Heather.Richardson  
Yep.

0:7:6.400 --> 0:7:6.630  
Heather.Richardson  
Yep.

0:7:7.540 --> 0:7:7.790  
Heather.Richardson  
Yep.

0:6:57.800 --> 0:7:8.480  
Julia.Molinari  
I think there's a range. I think there's a range. Some people have only recently started. Some people are in the middle, some people are are at the end. So I think everything is saying Heather is is relevant.

0:7:8.580 --> 0:7:39.590  
Heather.Richardson  
Yeah. Yeah, uh, that's really good, you know, because, you know, even if you're right at the start, you know there there, but almost certainly be a blog post in what it is. You know, you're wanting to do and your PhD. And I know that the way PHD's work are very different depending on whether it's, you know, science, arts and humanities and so on. You know, some of you might be part of a large team and some of you might be kind of applying on on your own. But it's certainly it's it's a very Blogger subject just to say, what your, what your plan is.

0:7:40.520 --> 0:7:47.570  
Heather.Richardson  
And also as you as you go through and you know you're discovering things or maybe finding an interesting route to go down.

0:7:48.350 --> 0:8:15.460  
Heather.Richardson  
A blog post about just some some of your recent findings and can be really, really useful as well. I think in other nice thing about a blog post is you know certainly in in, in Arts and Humanities, you know when you're doing your PhD the the one of the challenges that you face is that you can't do everything you want to do like there are so many interesting routes that you could be going down and what you're exploring and sometimes that's a bit frustrating because you think this is really interesting that you know kind of.

0:8:15.630 --> 0:8:33.490  
Heather.Richardson  
And a detour. And you can't do it, but but sometimes you know you can. You could find a home for something like that in a blog post. And in a way, it's nearly kind of like putting a marker down that this might be something that you might want to come back and and and look at a bit, you know, maybe in your. Once the PHD's done and dusted, you could come back and look at it again.

0:8:34.710 --> 0:9:3.920  
Heather.Richardson  
I think blogging about the experience of being a graduate student would really be like of of massive interest, you know to to lots of perspective PHD's and other PhD students. I mean, when you're when you're doing a PhD at the OU quite often it's it's a different situation, isn't it to to somebody who's maybe, you know, gone to bricks and mortar uni. They've done their their masters and straight into a PhD and they've got that kind of, you know, like a kind of actual physical community that they're with and.

0:9:4.0 --> 0:9:35.290  
Heather.Richardson  
That was for a PhD student at the OU. Sometimes it can be feel a little bit isolating, and so I think actually talking about about how it is for you how you're managing all the kind of things like, you know, balancing your PhD studies with the rest of your life and so on. That's something that would be like of immense interest, I think to other students and maybe some of you, you know, before you before you started your PhD, we're looking at blogs and things that were being written by by current students just to get a sense of what that experience is like.

0:9:35.700 --> 0:9:58.150  
Heather.Richardson  
Umm. And obviously within your own discipline there'll be, you know, hot topics going on. So you can you can blog about your take on that and there might be current events that kind of have some sort of relevance for for your discipline or your area of research. So again you could be having that kind of conversation on the blog and I think that's The thing is a blog is is really very conversational.

0:9:59.420 --> 0:10:23.630  
Heather.Richardson  
And also you know if you're attending conferences or seminars or whatever, you know it's it's actually not a bad sort of discipline if you like to kind of maybe kind of write up a little report on that in the kind of the blog style if you like and pop that onto a blog. And I'm sure that's something that conference organisers would be delighted if people were doing that because it would raise the profile of of what they're doing and and disseminate.

0:10:24.650 --> 0:10:28.130  
Heather.Richardson  
Any information or whatever that's that's arising from that.

0:10:30.640 --> 0:10:37.70  
Heather.Richardson  
And it's and it and the comments and the chatter and thing and Julia, anybody else coming up with any sort of other thoughts about what they might blog about?

0:10:38.0 --> 0:10:38.530  
Heather.Richardson  
Yep, Yep.

0:10:37.0 --> 0:10:40.400  
Julia.Molinari  
You know, no, it's nothing so far, Heather.

0:10:40.300 --> 0:10:45.260  
Heather.Richardson  
OK, grant. Well, feel feel free to put something in folks, if if anything comes to mind.

0:10:46.360 --> 0:10:46.710  
Heather.Richardson  
Uh.

0:10:47.500 --> 0:10:48.130  
Heather.Richardson  
So just.

0:10:49.350 --> 0:11:19.600  
Heather.Richardson  
Having a bit of a think about you know how you the approach you take to your your blog in terms of voice and style. You know think that the first thing for for a blog post. I'm not talking about a blog overall. You know if you're setting up your own blog you might. I mean you want to have a catchy title for that. If that's the route you're going down. But for individual blog posts it's great to have a catchy title that will actually capture people's attention as they kind of, you know scroll through and and make them hopefully click click and.

0:11:19.850 --> 0:11:20.800  
Heather.Richardson  
And read a bit more.

0:11:21.340 --> 0:11:34.670  
Heather.Richardson  
And think about your readers, and we'll be talking about this a little bit later, you know, about sort of having in mind who you're who your reader might be and and and sort of pitching that the tone accordingly for that.

0:11:36.490 --> 0:12:6.40  
Heather.Richardson  
And yeah, I mean, you know what it's like when you're when you're at the OU, gosh, we do like our acronyms and sometimes in certain fields of research, clarity and accessibility of languages doesn't always seem to be, you know, what's what's what's valued. And I think sometimes, you know, when I know when I was doing my PhD, I did my PhD as a very mature student. And although it was creative writing, which meant a lot of it was actually creative work, also had to write a, a kind of a critical.

0:12:6.860 --> 0:12:36.50  
Heather.Richardson  
Element to it, which was a bit more theoretical and you know sometimes you can feel that you have to sound like super intellectual and using all sorts of big, complicated terms and so on and that kind of prove that you're serious about it. And that may be what you need to do in order to kind of clear the hurdle of your PhD. But I think it is important to think about clarity and and and, you know, making sure that what you're saying is is understandable. And that's even more important.

0:12:36.570 --> 0:12:50.300  
Heather.Richardson  
And and the blog and you know it's it's short sentences, short paragraphs. People are reading on the screen, possibly reading on their phone. So you know they you need to kind of keep it quite snappy in that way.

0:12:52.770 --> 0:12:53.320  
Heather.Richardson  
So.

0:12:54.940 --> 0:12:57.630  
Heather.Richardson  
Let's think about uh, catchy titles.

0:12:59.30 --> 0:13:29.250  
Heather.Richardson  
So I've got an example here. As I mentioned, this is from the our Center for for scholarship of teaching and learning, and this was the original title investigating tutorial attendance on synchronous face to face and online classroom events on arts modules. So it's it's a very kind of, you know functional project title. It explains what the project all about and kind of hits on all the kind of.

0:13:29.330 --> 0:13:43.670  
Heather.Richardson  
Key elements you know what's what's gonna be happening and what there's been looked at and and what kind of part of the the universities work. Are we looking at? But it's maybe not the snappiest of of titles in the world. So when it came to.

0:13:44.520 --> 0:14:7.380  
Heather.Richardson  
Write in a blog post on the subject. This is what they came up with. The top five things you need to know about tutorial attendance from folks who have spent far too long wrangling the numbers and that was accompanied by a nice picture of Cowboys wrangling horses. So I think you can see that that's a sort of a more kind of accessible.

0:14:8.100 --> 0:14:14.530  
Heather.Richardson  
And sort of eye-catching and and appealing title than the the title of the original report.

0:14:15.650 --> 0:14:26.410  
Heather.Richardson  
So what I want us to do now, and Julia, I think probably given that we're we're quite a small group, we probably don't need to do breakout rooms. Do you think should we just just keep the?

0:14:27.640 --> 0:14:27.990  
Heather.Richardson  
Yep.

0:14:29.320 --> 0:14:29.870  
Heather.Richardson  
Yeah.

0:14:24.840 --> 0:14:32.170  
Julia.Molinari  
Yet can do it. Can do it this way. Shall I keep recording? Is everyone OK with the recording carrying on?

0:14:34.410 --> 0:14:36.260  
Julia.Molinari  
Yeah. No objections, so.

0:14:35.740 --> 0:14:47.990  
Heather.Richardson  
No objections to that. That's that's great. OK, So what I have done is I've pulled out three titles of reports that were produced for our scholarship centre, so.

0:14:48.130 --> 0:14:53.20  
Heather.Richardson  
Umm, they're all suitably wordy and kind of.

0:14:54.340 --> 0:15:4.50  
Heather.Richardson  
Intellectual signed in. So what I would like you to do, and well, maybe take about kind of maybe about 5 or 10 minutes to do this is have a look at them.

0:15:4.310 --> 0:15:33.900  
Heather.Richardson  
And maybe pick one of them and have a go at coming up with a catchy title for it. And remember, it doesn't have to be super intellectual. And I'm also. And when I do titles for things, I'm very low brow. You know, I like a good sort of tabloid kind of title, but just have a think about what would be a kind of thinking for a general audience that the person in the street who's not.

0:15:34.420 --> 0:15:35.970  
Heather.Richardson  
An expert on these matters.

0:15:36.90 --> 0:15:44.670  
Heather.Richardson  
Umm. Or you know what? What will be a title that might encourage them to read a bit further on any of these projects?

0:15:45.740 --> 0:15:48.500  
Heather.Richardson  
OK. So is that all clear?

0:15:49.670 --> 0:15:49.980  
Heather.Richardson  
Umm.

0:15:56.980 --> 0:15:57.350  
Heather.Richardson  
Yeah.

0:15:58.610 --> 0:16:0.80  
Heather.Richardson  
Ohh brilliant. Yeah, yeah, yeah.

0:15:49.920 --> 0:16:6.810  
Julia.Molinari  
And so if you guys wanna put, put it in the chat if you want to, I'll just copy and paste it into an e-mail, Heather, and then I can send them to you. Is that is that OK? Then at least you then at least you've got time to sort of think about your, you know, your responses. And rather than me reading them all out.

0:16:6.970 --> 0:16:21.30  
Heather.Richardson  
Yeah, that's that's. That sounds perfect. That sounds great. So UM, it's 1052 now, so let's, let's say that we will gather back in shortly after 11, so sort of 1102 and then we can.

0:16:21.450 --> 0:16:26.290  
Heather.Richardson  
Uh, I'm looking forward to seeing seeing what you come up with. Oh, OK.

0:16:25.90 --> 0:16:29.980  
Julia.Molinari  
OK. Well, I'll pause the recording then until 11:02 and then we can start it up again.

0:16:30.80 --> 0:16:31.500  
Heather.Richardson  
Yeah. OK. Perfect.

0:16:33.410 --> 0:16:37.680  
Heather.Richardson  
I'll just I'll pop off my camera on my mic as well, just so people don't feel like I'm hovering.

0:25:59.510 --> 0:26:0.630  
Heather.Richardson  
So we've got some.

0:26:1.380 --> 0:26:2.630  
Heather.Richardson  
Some good ones here so.

0:26:3.330 --> 0:26:11.180  
Heather.Richardson  
Julia herself has come up with one for the the final one. Adults just want to have fun, celebrate their multiliteracies in the classroom.

0:26:12.620 --> 0:26:13.300  
Heather.Richardson  
Bit stuff.

0:26:14.520 --> 0:26:15.190  
Heather.Richardson  
And then.

0:26:16.670 --> 0:26:38.940  
Heather.Richardson  
Students learning from home with mobile technology 5 tips for Luddites teaching tech savvy students and distance education. I think they'll probably speak to quite a lot of people dealing with the with working with digital natives when some of us are distinctly not digital natives. Not another seminar. Very good. I mixed methods make for a more engaged virtual classroom.

0:26:39.660 --> 0:26:45.80  
Heather.Richardson  
No more square pegs and round holes. How multiliteracies take adult learning from tedious to creative.

0:26:46.380 --> 0:26:47.730  
Heather.Richardson  
Those are those are lovely.

0:26:49.660 --> 0:26:51.270  
Heather.Richardson  
There any more, Julia? Is that that?

0:26:53.70 --> 0:26:54.460  
Heather.Richardson  
Sorry, you're you're on mute there.

0:26:55.70 --> 0:26:59.930  
Julia.Molinari  
I'm just typing my own in the chat and I'll I'll send it to you now.

0:27:0.370 --> 0:27:2.0  
Heather.Richardson  
OK, great. Thank you.

0:27:29.760 --> 0:27:30.390  
Heather.Richardson  
OK.

0:27:28.40 --> 0:27:30.930  
Julia.Molinari  
OK, there are no more, no more in the chat.

0:27:31.640 --> 0:27:37.430  
Heather.Richardson  
OK, great. Yes, seven ways to make distance learning. Less distant. Lovely.

0:27:38.870 --> 0:27:49.490  
Heather.Richardson  
So let me just see if I if I could work hard to get back to the screen that I need to see to move my slides forward and.

0:28:0.390 --> 0:28:0.720  
Julia.Molinari  
Yeah.

0:27:50.780 --> 0:28:20.10  
Heather.Richardson  
To can't quite work out now. Here we are. Right? Are you still seeing the the the proper screen there, Julia and folks. Yeah. Yeah. OK, great. So I wonder, I mean, if people don't mind popping their mics on for a minute, would anybody like to say anything about how they found doing that? Was it. Was it difficult to get your head round? Was it that it kind of once you sort of got the.

0:28:20.720 --> 0:28:22.300  
Heather.Richardson  
Kind of. It was, it was it.

0:28:23.660 --> 0:28:26.740  
Heather.Richardson  
Reasonably easy to do your what? What were your thoughts on that?

0:28:29.130 --> 0:28:34.50  
Heather.Richardson  
Umm, I can't I because I got the screen up. Julia. I won't see hands up or anything like that so.

0:28:34.730 --> 0:28:35.410  
Heather.Richardson  
Maybe you can.

0:28:36.150 --> 0:28:37.370  
Heather.Richardson  
I yeah.

0:28:35.110 --> 0:28:38.530  
Julia.Molinari  
No, I can't see any hands up at the moment.

0:28:40.610 --> 0:28:44.290  
Heather.Richardson  
If anybody wants to pop their their ohh John Jonathan yeah.

0:28:42.270 --> 0:28:46.600  
Julia.Molinari  
Ohh Jonathan yeah. Or you can you see hands up, Heather.

0:28:46.290 --> 0:28:51.420  
Heather.Richardson  
I I've actually I can notice so I can see hands up. So it's good. Great. Thank you. So I'm Jonathan.

0:28:52.80 --> 0:29:4.520  
Jonathan.Giddy  
OK I I found it insanely difficult and I was and I and I found myself trying to look for the stems of these words and and I ashamedly went to Google and started typing them in and then when I saw these ones.

0:29:3.600 --> 0:29:4.850  
Heather.Richardson  
That's not a bad approach.

0:29:6.10 --> 0:29:22.690  
Jonathan.Giddy  
And I and I thought this is formulaic nature to it and but then when I saw him, the ones that are in the chat box which were fantastic, they weren't formulaic. And so I I'm sort of halfway between being formulated to help me and then trying to be as good as some of these ones.

0:29:23.610 --> 0:29:39.990  
Heather.Richardson  
Yeah, it's sort of the there, there, there is a sort of umm, you you see with a lot of them, there's a kind of a formula feel like to use that word but not in a kind of, you know, pejorative sense to it. And that it's kind of get the first clause if you like. That is actually pretty you know.

0:29:40.60 --> 0:30:10.180  
Heather.Richardson  
Umm, you know? So I would say maybe slightly tabloid, but can it, you know, nice and kind of familiar and attention grabbing and then kind of put some of the trickier stuff in the second clause, you know, so that you've drawn the people in and then you sort of say, well, actually, here's the kind of here's the complicated stuff that we're talking about here, you know, and that's, you know, sometimes that is using, you know, using a kind of received praise or maybe like tweaking or received phrase or something like that and then following it up with the, you know, sort of some of the.

0:30:10.270 --> 0:30:11.210  
Heather.Richardson  
Felt some bolts of it.

0:30:15.220 --> 0:30:16.110  
Heather.Richardson  
Yeah.

0:30:11.960 --> 0:30:20.500  
Jonathan.Giddy  
Of trying to avoid them. Decide if click bait on some of these AM and I thought to myself, don't don't be like that. And then I thought I am going to be exactly like that so.

0:30:20.870 --> 0:30:44.960  
Heather.Richardson  
Yeah. Yeah, I think some, I mean, I suppose The thing is with with coming up with titles, I mean you don't have to use them. You know what I mean? So you can you can be a bit shameless in a way and sort of, you know, have them as kind of cheesy as you like and then kind of just work out what's word is are you comfortable with it. And and also I suppose just thinking about, you know, is it kind of fitting for the subject or something like that, you know? But.

0:30:46.40 --> 0:30:49.770  
Heather.Richardson  
Yeah, it can be quite a, you know, quite a it could be quite a sort of.

0:31:6.940 --> 0:31:7.390  
Jonathan.Giddy  
Umm.

0:30:50.580 --> 0:31:11.560  
Heather.Richardson  
Interesting. Had a little experiment to do to sort of, you know, look, look at kind of say, you know, clinical papers or something like that and think how would you turn this into kind of a funky blog post, you know? And but anyway, that's. I mean, that's interesting to hear that it was kind of a bit tricky, but I think you came up with some good approaches to it and good techniques. That's great. Thanks. Thanks Jonathan.

0:31:11.940 --> 0:31:12.430  
Jonathan.Giddy  
OK.

0:31:12.730 --> 0:31:16.40  
Heather.Richardson  
Umm. And anybody else any. Any thoughts on that?

0:31:20.430 --> 0:31:50.720  
Heather.Richardson  
No. OK, well, then what I'll do is move on to our next activity. So this is where you will, you will use the skills that you have now developed in this to come up with a catchy title for something of your own work. So this thinking again, OK, you're going to write a blog post and it could be on one or more of these things that could be your whole overall PhD project. It could be your most recent findings.

0:31:50.790 --> 0:32:0.710  
Heather.Richardson  
Or the most interesting findings you've got to date could be, as we mentioned before, your experience have been a graduate student. Just the things that we were saying before, a current events debates in your discipline.

0:32:1.730 --> 0:32:22.220  
Heather.Richardson  
Reports on conferences, seminars or other events so so this is where you're thinking, OK, you can be as cheesy as you like, as clickbaity as you like, or you can keep it. Keep it a bit more highbrow if you wish, but come up with your own catchy title for or one of these things that actually is that you could write a blog post about.

0:32:23.410 --> 0:32:40.290  
Heather.Richardson  
So again, I'll give about 10 minutes for this. So where are we now? We're just coming up to 9 minutes past 11, so we'll say 19 minutes past 11, we'll we'll come back. And as before, if you like to share in the chat and then Julia can.

0:32:45.470 --> 0:32:45.790  
Julia.Molinari  
Yeah.

0:32:40.600 --> 0:32:47.150  
Heather.Richardson  
Umm can communicate those to me. OK, so speak to your shortly that OK.

0:32:48.620 --> 0:32:48.880  
Heather.Richardson  
Right.

0:32:47.460 --> 0:32:49.530  
Julia.Molinari  
Yep, that's great. Thank you very much.

0:32:49.500 --> 0:32:49.800  
Heather.Richardson  
OK.

0:45:43.750 --> 0:45:44.220  
Heather.Richardson  
Umm.

0:45:50.670 --> 0:45:51.110  
Heather.Richardson  
Yeah.

0:45:58.750 --> 0:45:59.260  
Heather.Richardson  
Yes.

0:46:3.280 --> 0:46:3.670  
Heather.Richardson  
Yeah.

0:45:34.950 --> 0:46:5.840  
Iyanuloluwa.Kolawole  
Yeah, I'll. I wanted to say that I think it's maybe a little bit easier than the first activity, perhaps because there's something you're more into to. But at the same time, it's not so easy cause cause I found that for me, I'm trying to make it as simple and simple and simple as possible. I kept erasing and rewriting and erasing and every writing. So I think it's not as easy as well.

0:46:6.540 --> 0:46:19.20  
Heather.Richardson  
Yeah. Yeah, it's. I mean, it's sort of, it's easier, isn't it, when it's your own thing. You know, when you're writing about either your own experience of your own research or something like that, you know, and that you're not trying to do it with somebody else's idea.

0:46:19.310 --> 0:46:26.480  
Heather.Richardson  
Umm, but yeah, it's it's, it's just it's a different way, isn't it? Of of kind of framing what it is you you want to talk about.

0:46:28.960 --> 0:46:30.140  
Heather.Richardson  
Anybody else got any?

0:46:31.80 --> 0:46:33.830  
Heather.Richardson  
Any thoughts or comments? They want to make about that?

0:46:38.410 --> 0:46:44.680  
Heather.Richardson  
I think and I can't see hands up, Julia, just because of the the way I've got my different screens. So you can let me know if anybody is.

0:46:45.990 --> 0:46:47.60  
Heather.Richardson  
Now OK.

0:46:45.240 --> 0:46:52.20  
Julia.Molinari  
I can't see any hands like either, but again, just to to remind everyone that you can just jump in just.

0:46:52.320 --> 0:46:52.750  
Heather.Richardson  
Yeah.

0:46:53.90 --> 0:46:55.940  
Julia.Molinari  
Turn your mics on and just jump in if you want to.

0:46:56.710 --> 0:47:0.660  
Heather.Richardson  
Yeah, that's absolutely, absolutely happy for people to do that. That would be great.

0:47:1.750 --> 0:47:12.940  
Heather.Richardson  
OK. So we'll hopefully you'll find that kind of interesting to take that approach to your your own work and just wanted to sort of say something about.

0:47:13.940 --> 0:47:19.470  
Heather.Richardson  
You know about this whole business of of voice and style, you know, and thinking about who your audience is and.

0:47:20.270 --> 0:47:51.520  
Heather.Richardson  
I mean the the the images here. You know what I'm thinking is that you know, is your audience like uh, you know, your friends sitting around, you know, having a cup of coffee or whatever, but who don't necessarily know anything about your research area, is it, you know, potentially a lecture hall full of board students. So you're trying to engage with the thing you're talking about, or is it maybe a hypercritical sort of, you know, panel of your peers or of kind of seeing your people in academia that you're trying to impress?

0:47:51.820 --> 0:47:52.380  
Heather.Richardson  
And.

0:47:53.210 --> 0:48:24.980  
Heather.Richardson  
And I think I suppose from from my point of view I I I think that kind of the the first group, the kind of you know your your your friends or or a kind of a friendly benevolent well-intentioned audience who don't necessarily know anything about your subject area but or sort of interested in finding out about it. I think that's kind of quite a good audience to kind of keep in mind we had a training session once at the Open University in Belfast with them, you know about media training, you know, and learning about how to kind of.

0:48:25.270 --> 0:48:39.240  
Heather.Richardson  
Talk to camera and all this kind of stuff and one of the trainers had formerly worked for the BBC. Umm, you know, and their factual programmes, you know, like they're sort of, you know, David Attenborough or or whatever. And she said that the the kind of.

0:48:39.940 --> 0:48:48.570  
Heather.Richardson  
The thinking and the BBC is that they're they're target audience when they're making those kind of factual programmes is an intelligent 14 year old.

0:48:49.890 --> 0:49:8.320  
Heather.Richardson  
So they're not aiming at kind of, you know, somebody who's like, garlanded with loads of qualifications and news, lots and lots of stuff. It's somebody who maybe doesn't know too much about anything. But, you know, as intelligent and interested in finding out more.

0:49:8.510 --> 0:49:17.710  
Heather.Richardson  
Umm. And I think that's quite a good thing to think about when you're thinking about about your audience. And one of my colleagues at the OU who who's?

0:49:19.390 --> 0:49:48.90  
Heather.Richardson  
Is a math a math person which I'm makes me shudder. Obviously as a kind of so English lit person, but he said that he found quite often his students were kind of trying to overcomplicate their explanations of of aspects of mathematics, and he would say to them like, imagine you're in the pub with your friend having a pint and your friend doesn't really know anything about maths and you've got to explain this in simple language that they will understand. And I think that that can be quite a good thing to kind of bear in mind.

0:49:48.150 --> 0:50:3.830  
Heather.Richardson  
As well, you know that's because you know the point of our research is obviously we want to find stuff out, but if we don't, if we, if we can't communicate that stuff to kind of a a wide audience, then it's just gonna stay and it's a little kind of it's little pot and not go any further.

0:50:4.60 --> 0:50:4.480  
Heather.Richardson  
Umm.

0:50:5.170 --> 0:50:26.850  
Heather.Richardson  
So I mean, I think that the kind of the board students, you know it's a bit like what Julia was was kind of touching on, you know thinking about, you know, if you're if you're putting together a presentation for for a conference or seminar or something that you're thinking, what, how can I make this sort of, you know, how can I make the tone of this appealing to people who might, you know, you've got to prevent them drifting off and starting checking their phones and so on.

0:50:28.180 --> 0:50:43.10  
Heather.Richardson  
To be honest, I wouldn't worry too much about the kind of the the critical panel of of your your peers or sort of like academic high Flyers or whatever. That that's that's not really, you know who you're who you want to appeal to. I don't think in a blog.

0:50:44.780 --> 0:50:53.530  
Heather.Richardson  
So I'm just gonna move on now to thinking about some of the ways that you can you can structure your blog post, you know, because I think.

0:50:53.740 --> 0:51:24.320  
Heather.Richardson  
Umm, I certainly find it really helpful when I'm thinking about any kind of writing project. To be honest, to sort of start off with the scaffolding and work out you know, what's the kind of whole shape of this thing. And then you kind of that can help you to kind of then move on to focus on the content, this piece of structural advice. This is actually something that we give to to the folks who are doing the projects from our scholarship center because in many cases they haven't done blog writing before.

0:51:25.160 --> 0:51:54.290  
Heather.Richardson  
And quite often they're really, really sort of time poor. You know, they're they're juggling millions of other things and that's kind of having to write a blog post to sort of nearly like the the last thing they want to do. So we sort of put together 5 questions and and sort of said, well, really you could you could just answer each of these five points and and that is your blog post, you know, so it's kind of really very simple way of of pulling the whole thing together. You know so it's such as that brief overview why are you doing it.

0:51:55.60 --> 0:52:5.200  
Heather.Richardson  
Why did you do it and and sort of pick out some? He thinks he learned from. Usually when you do a project you learn loads and loads of things. But if you had to kind of pick like sort of the the top few, what would they be?

0:52:5.680 --> 0:52:9.290  
Heather.Richardson  
And and is there gonna be a kind of afterlife of this project?

0:52:10.120 --> 0:52:16.510  
Heather.Richardson  
So you can see there's sort of nearly like a like a narrative arc an in that kind of structure, which is.

0:52:17.610 --> 0:52:35.660  
Heather.Richardson  
It's quite kind of makes it quite from from a reader's point of view, quite easy to kind of progress through. So a sort of similar but slightly different approach as one really derived from journalism and in journalism, they talk about the inverted pyramid. You know, where you basically get.

0:52:36.170 --> 0:52:51.700  
Heather.Richardson  
At all the important stuff in first, and that's as as you go through kind of the the, that's where you go for the more detailed, more granular, maybe less crucial information. So they they a journalistic article will start off with that who what, when, where, how.

0:52:52.80 --> 0:53:19.750  
Heather.Richardson  
Umm. And then sort of deal with important details and and then go more more general this I think for for journalists working in a digital age has become even more important because they know that many people will not read beyond the first paragraph. You know where you're where you got to Scroll down a screen on your on your phone or on your laptop or whatever. You know it's very easy just to kind of click onto the a different thing or be distracted by a sidebar or something like that.

0:53:21.60 --> 0:53:51.380  
Heather.Richardson  
See. Probably find a flight when we finish the session today. You know, if you, if you pop into some of the like newspaper websites and and read a couple of articles like maybe on you know what was going on in in Westminster Parliament yesterday. Whatever, you'll sort of see how they're kind of they're doing that kind of they may have like a they have an opening sort of attention grabbing sentence. But quite often that's the those The Who what when, where and how and the kind of crucial stuff is coming really early on and so that's that can be another.

0:53:51.460 --> 0:53:56.720  
Heather.Richardson  
Another way of you know thinking of your blog and thinking of as like a journalistic article.

0:53:57.340 --> 0:54:17.470  
Heather.Richardson  
Umm. And then there are lots of different approaches that you can use as well as as those. And I mean some of these have kind of a that came up on some of the suggested titles, particularly for the those awkward kind of project titles that was giving you to play around with earlier. So for example, you can do like a Q&A.

0:54:19.210 --> 0:54:49.740  
Heather.Richardson  
Lists, you know, top ten, top five, top three or whatever. And also if you want to have a better fun, you know you can adopt some of these other structures, you know, like, you know, whether it's a recipe or kind of instruction manual or film script or anything. You know, if you're writing A blog, particularly if it's on your own blog, you can really take any approach you like. I think the UCU has some kind of thing that have called bake your research. You know, where people bake their research into cakes. But I suppose you could do a kind of like, a a recipe, you know, recipe.

0:54:49.840 --> 0:54:58.270  
Heather.Richardson  
Recipe for a successful you know upgrade Viber or something like that. You know and and and be a little bit more more playful with it.

0:54:59.590 --> 0:55:30.780  
Heather.Richardson  
So we'll just move on to the, the, the, the last of the activities after this activity in Canada, relax, you don't have to do any more activities. But what I'd like you to do now just for the next 10 minutes is to sketch out a rough plan for a blog post of your own. And you know you can take any of these are the three sort of different approaches that I was talking about just there. So you can use any of these as you're kind of structure or suggestion if you want to or you can come out.

0:55:30.920 --> 0:56:1.830  
Heather.Richardson  
Come up with something else. I don't don't. You won't need to post this on the chat because it will be a bit much. Wouldn't trying to trying to put a whole whole outline for a blog post into the chat so just this this is just really for yourself. Maybe something that you know you know when we finish the session, you know if there is actually a blog post that you would like to write at might give you the basis of the outline of that important thing to say about blog posts. I shouldn't take you forever. You know, you're probably used to spend a long time.

0:56:2.110 --> 0:56:32.780  
Heather.Richardson  
On writing, you know whether it's a chapter or a journal article or something like that, and you have to do loads of revisions and and be extremely attentive. A blog post should be something that you can do relatively quickly because it is in some ways, although it stays on the Internet, it is kind of ephemeral, you know, and it shouldn't be something that you're labouring for days and weeks on doing so that's, you know, that's why it can be, can be challenging to think for academic writers because academic writers are used to kind of writing and quite painstaking way.

0:56:33.50 --> 0:56:51.640  
Heather.Richardson  
And so, so OK, so take the next 10 minutes, then just to to sketch out your rough plan for your blog post. It's 1133 now, so we'll come back at 11:43 and I'll be interested to hear what kind of approach you took to that. OK.

0:56:54.780 --> 0:56:58.770  
Julia.Molinari  
OK, I'll monitor the chat as before. Now pause the recording for now.

0:57:0.180 --> 0:57:1.130  
Heather.Richardson  
Great. Thank you.

1:6:32.50 --> 1:6:32.840  
Heather.Richardson  
OK.

1:6:35.210 --> 1:6:35.670  
Heather.Richardson  
Umm.

1:6:36.950 --> 1:6:38.470  
Heather.Richardson  
Would anybody like to say which?

1:6:39.250 --> 1:6:39.860  
Heather.Richardson  
Kind of.

1:6:41.670 --> 1:6:44.850  
Heather.Richardson  
Plan or format they went for for what they did.

1:7:10.250 --> 1:7:11.190  
Heather.Richardson  
Everybody's been very.

1:7:13.470 --> 1:7:15.200  
Heather.Richardson  
Very, very shy.

1:7:18.430 --> 1:7:19.820  
Iyanuloluwa.Kolawole  
Yeah, I just have something.

1:7:20.720 --> 1:7:21.440  
Iyanuloluwa.Kolawole  
I think they did.

1:7:21.520 --> 1:7:24.930  
Iyanuloluwa.Kolawole  
Now, if you have the 1st.

1:7:30.400 --> 1:7:30.740  
Heather.Richardson  
Hmm.

1:7:26.620 --> 1:7:36.10  
Iyanuloluwa.Kolawole  
Style and the second one explaining and then doing a bit of general information and important details. I mix of that.

1:7:43.660 --> 1:7:44.210  
Iyanuloluwa.Kolawole  
Yeah.

1:7:36.740 --> 1:7:46.470  
Heather.Richardson  
Yeah. So you sort of like you kind of did a bit of a a a mixture OF22 sort of two of the suggests that approaches. Yeah, yeah, that sounds like a that sounds like a sounds like a good idea.

1:7:47.650 --> 1:7:50.240  
Heather.Richardson  
Yeah, that's great. Thank you. Thanks for that.

1:7:52.190 --> 1:7:53.80  
Heather.Richardson  
Anybody else?

1:7:53.790 --> 1:8:2.570  
Julia.Molinari  
I'm in the chat kamarina saying I didn't really complete it, but like The Who, what, when etcetera format.

1:8:3.610 --> 1:8:8.840  
Heather.Richardson  
Yeah, yeah, I think that. I mean, I think that's that's that's a really useful one. Other thing, it's one of the kind of you know.

1:8:8.920 --> 1:8:33.150  
Heather.Richardson  
Umm, real kind of classics, isn't it? Of, of of factual writing or journalistic writing, you know about, you know, those are the things if readers come away with nothing else, they need to come away knowing those things about it. And that's good. That's proved quite a useful one. Did anybody try any of the anything different?

1:8:50.490 --> 1:8:51.680  
Heather.Richardson  
Uh, Julia?

1:8:53.730 --> 1:9:0.280  
Julia.Molinari  
Yeah, I was just thinking about my own blog and how how it fits into.

1:9:2.880 --> 1:9:3.210  
Heather.Richardson  
Hmm.

1:9:14.180 --> 1:9:14.560  
Heather.Richardson  
Hmm.

1:9:1.280 --> 1:9:15.800  
Julia.Molinari  
Any of the formats that that you've got there and I was just thinking that so much of this depends on the audience, doesn't it? And the purpose, the purpose for which you're posting the blog and I suppose what you're hoping.

1:9:16.500 --> 1:9:17.750  
Julia.Molinari  
To get out.

1:9:19.360 --> 1:9:20.260  
Heather.Richardson  
Yes. Yeah.

1:9:18.590 --> 1:9:27.960  
Julia.Molinari  
Of it. And because I'm thinking, sometimes you blog just because it helps you to unblock a thought or you, you know, you don't necessarily.

1:9:29.860 --> 1:9:31.480  
Julia.Molinari  
Have an audience in mind.

1:9:31.630 --> 1:9:33.690  
Heather.Richardson  
Yes, yes. Yeah, yeah, yes.

1:9:35.160 --> 1:10:5.630  
Heather.Richardson  
Yeah, I I think that's that's right, you know cause some on some of the occasions when I've written A blog, it's been because, you know, say a publisher had said, you know, ohh right we want we want you to write a blog that's gonna go on this blog that is read by a lot of people who buy books. You know. So can you do something that will kind of link into whatever your newest thing is. So it's basically kind of like a sales technique but obviously you don't nobody likes being sold to so you got to produce something hopefully is entertaining but then as you know.

1:10:5.680 --> 1:10:24.680  
Heather.Richardson  
Let us focus now available. So yeah, I mean that's that's a completely different audience, isn't it, to you just sort of wanting to to sort of get your own thoughts in line as well, sort of where you're just you're kind of you're thinking on the page really, aren't you with that approach? I think there was another hand up, but it maybe went down again.

1:10:25.90 --> 1:10:27.780  
Julia.Molinari  
Yeah, Jeanne, I thought Gene had her hand up.

1:10:45.730 --> 1:10:46.60  
Heather.Richardson  
Yeah.

1:10:51.370 --> 1:10:51.750  
Heather.Richardson  
Umm.

1:10:26.910 --> 1:10:56.440  
Jean.Nash  
Yes. Yeah, I am. Yeah, I'm just thinking, I've I just like the idea of the the list because it gives sort of sense of clarity. And you know, it's it's very, yeah, very sort of clear way of actually presenting. But I'm just thinking that's if you're saying it depends so much on the topic here, it doesn't it if it's a very sort of it were talking about individual experience, it's just doesn't really fit well does it that whole idea of just sort of putting out there.

1:10:56.580 --> 1:10:58.640  
Jean.Nash  
Yes, just doesn't fit together.

1:11:13.480 --> 1:11:13.920  
Jean.Nash  
Umm.

1:11:17.310 --> 1:11:17.640  
Jean.Nash  
Umm.

1:11:18.300 --> 1:11:20.920  
Jean.Nash  
It would be wrong, inappropriate, wouldn't it? Really. Yeah.

1:11:21.960 --> 1:11:22.860  
Jean.Nash  
Yeah, yeah.

1:10:59.100 --> 1:11:29.360  
Heather.Richardson  
Yeah. Yeah. And I think also, I mean just, you know, we were talking before about tone. You know, it depends, doesn't not so much on the subject because if you were writing about, you know, a really kind of weighty subject that's that's maybe quite quite dark or, you know, distressing. However, then kind of doing a listicle. However, it would be completely, completely, yeah and an appropriate. Yeah. Yeah. I think I think that's right. So I think that is really important to kind of, you know, it's it's media and message.

1:11:30.200 --> 1:11:30.560  
Jean.Nash  
Yeah.

1:11:29.440 --> 1:11:41.50  
Heather.Richardson  
Anything, isn't it? It's what's right for it. I think something else, actually, which is also we're thinking about it. You know, if you if people want to kind of dip their toe in blogging but or kind of a bit, you know, feel a bit.

1:11:41.130 --> 1:12:11.680  
Heather.Richardson  
And you know different about maybe talking about their own stuff is actually using a blog post to kind of like lift up other people, you know, where, you know, sometimes in our fastest in the Scholarship Center blog sometimes where we've had a real gap in the blogs and that oh goodness, we'll have to have something in there. I'll do something like, you know, here's like a, you know, a new year roundup of the best blogs on scholarship of teaching and learning. You know, where you're actually just kind of, you know, you're linking out to other blogs on the subject. So that's I mean that's I don't know about.

1:12:22.310 --> 1:12:22.580  
Jean.Nash  
Umm.

1:12:11.750 --> 1:12:25.730  
Heather.Richardson  
That you, but I mean, I found you know again, being pressed for time it's sometimes really good to have a, you know those those articles just sometimes say like here's the here's the top five, you know, contemporary Irish novels. You really should be reading kind of thing, you know, it's kind of handy to to to, to go through that.

1:12:24.490 --> 1:12:26.520  
Jean.Nash  
Yeah, yeah. They've got a place, definitely.

1:12:32.500 --> 1:12:32.810  
Jean.Nash  
Umm.

1:12:26.510 --> 1:12:56.940  
Heather.Richardson  
That that's right. And I think you know, as if we're, if you're sort of, you know, interested in like the karma and all that sort of stuff, if you're doing something that's that's maybe highlight in somebody else's blog, then that can be sort of a good deed in itself that maybe will be paid back at some future time. But you know, even sort of like you know here are the best blogs I've read about becoming a PhD student. You know, I mean that sort of thing that's also a kind of it's a way for people to dip their toe in without maybe feeling that they're exposing, you know, their own thoughts or their own.

1:12:57.40 --> 1:12:58.120  
Heather.Richardson  
Research or whatever.

1:12:59.40 --> 1:13:0.350  
Jean.Nash  
Fine. Thank you. Thank you, Sir.

1:12:59.300 --> 1:13:1.670  
Heather.Richardson  
Yeah, yeah, yeah. Great. Thanks.

1:13:5.230 --> 1:13:5.660  
Heather.Richardson  
Yeah.

1:13:3.320 --> 1:13:13.640  
Julia.Molinari  
There's just something in the chat, but I'll read it. So from coumarin again, one of the most hilarious blogs I've read is the weekly commentary on the Guardian blind date.

1:13:15.80 --> 1:13:24.650  
Heather.Richardson  
Yes. Yeah it is. It is. It is, is. It is funny. And also you notice with that it's got a, it has a a formula, hasn't it? It's sort of like the same.

1:13:25.360 --> 1:13:35.500  
Heather.Richardson  
The same questions are posed to both participants every week, so you know, as the reader, you can have come to know what to what to expect, and you can see also with it.

1:13:36.440 --> 1:14:6.490  
Heather.Richardson  
You know that there is again like a kind of a narrative arc, you know, for, for, for people that aren't familiar, familiar with, with the Blind Date blog. You know, it's all start like, you know, first impressions, you know, what were their table manners like, you know, would you introduce them to your friends? You know, did you kiss? You know, are you going to see them again kind of thing. So it's kind of following following that through. And the Guardian also has a series called dining across the divide where it brings together two people who've got very different views on something. And it's kind of done.

1:14:6.560 --> 1:14:21.170  
Heather.Richardson  
But like a menu you know, sort of like the the, the, the. What is that they call it and you amuse Bouche? Is that something that's called all the way through the desert, but it's kind of not only what they had, but also what they talked about, Julia.

1:14:22.40 --> 1:14:33.130  
Julia.Molinari  
This to him to add Coumarine has has has also said that the UM the the Guardian Blind Date blog brings together commentary and personal experiences.

1:14:33.510 --> 1:14:56.460  
Heather.Richardson  
Hmm. Yeah. Yeah. Yes. Yeah, that's that's true. That's true. So yeah, so it's, it is definitely worth kind of having a like, a a bit of a kind of, you know, look around and some of those kinds of short features that you'll get in the Guardian online and so on to sort of give you, give you an idea of.

1:14:57.360 --> 1:15:14.130  
Heather.Richardson  
Of you know some other ideas for how you might kind of, UM, set set out a blog post. But I mean, these are the ones that we put up. I put up there were are really just, you know suggestions and options. It's not you do have a lot of kind of leeway and freedom and what you do.

1:15:14.830 --> 1:15:20.410  
Heather.Richardson  
Umm so I thought just maybe move on to talk about some potential outlets.

1:15:22.270 --> 1:15:23.30  
Heather.Richardson  
For your.

1:15:24.350 --> 1:15:53.830  
Heather.Richardson  
Oops, can get the slide to my forward for for for your blog. So obviously the you know the one that you would have the most control over if you like is is to have your own blog and this is the blog of a former colleague of mine, Sally O'Reilly. And actually she was she was the original person who ran sessions on how to write blog posts for academics. So so much of what we've been talking about today is sort of as drawn from Sally's knowledge about that. So she's been running a blog, as you can see from the archive.

1:15:53.900 --> 1:15:56.540  
Heather.Richardson  
They're actually many years and and really.

1:15:57.770 --> 1:16:27.770  
Heather.Richardson  
Pretty much writes about whatever is interesting her at any any given time and and and you know. So it's quite interesting to look back through the archive to see how that has changed, you know, from when she had a novel published, you know, everything around that where she was writing a lot about her kind of background research because it was an historical novel, you know, to now her interests of moved much more towards the climate crisis and place and so on. So it's able to, it's probably a bit like yourself, Julia. You know, it's kind of, it's her space she can, you know.

1:16:27.850 --> 1:16:31.340  
Heather.Richardson  
Her, her house, her rules. She can write about what whatever she likes.

1:16:31.940 --> 1:17:2.190  
Heather.Richardson  
And so that's one way of kind of you know am going going external very readily and you've also got established blogs, a lot of you will probably have come across the conversation and these little sort of bits in coach marks here are just what it says about itself. So it's the conversation is really looking for you know short articles but eight 800 words I think is the guideline and 800 words is quite good, good length for a blog although they can't be shorter.

1:17:2.300 --> 1:17:4.430  
Heather.Richardson  
Or a little bit longer, but.

1:17:5.260 --> 1:17:17.150  
Heather.Richardson  
What they want is academics kind of casting their eye, their informed eye on current sort of news stories, if you like, and giving that kind of sense of, you know.

1:17:17.530 --> 1:17:38.790  
Heather.Richardson  
Uh, perspective, if you like on on current news and also can can just be sort of about kind of really important and relevant kind of findings that they think would be interesting. So I I kind of like that phrase, academic rigor, journalistic flair, because that probably sums up quite well. You know what we want to achieve when we're talking about academic blogs.

1:17:40.330 --> 1:17:41.730  
Heather.Richardson  
Or blogs by academics.

1:17:43.290 --> 1:17:45.120  
Heather.Richardson  
And then within the OU.

1:17:46.300 --> 1:18:14.690  
Heather.Richardson  
There will be, you know, each discipline. Almost every discipline will have its its its own blog. The schools quite often have their blogs within the faculties, and there are postgraduate blogs as well. I'm sure, Julia, that you probably would be familiar with other blogs within the OU that maybe might be might be good outlets for for PhD students.

1:18:28.390 --> 1:18:28.730  
Heather.Richardson  
Yeah.

1:18:15.600 --> 1:18:31.830  
Julia.Molinari  
At yeah, off the top of my head. No, but I can I I have retweeted things that I see from the various OU Twitter accounts. And so because I I follow variance. So you.

1:18:34.540 --> 1:18:35.110  
Heather.Richardson  
Yep.

1:18:44.740 --> 1:18:45.110  
Heather.Richardson  
Yeah.

1:18:45.880 --> 1:18:46.240  
Heather.Richardson  
Yeah.

1:18:33.550 --> 1:18:53.460  
Julia.Molinari  
Academics and departments via the the the Pace Twitter account. And so I see that there's there's lots of blogging activity, lots of departments having blogs. And so it's worth I guess in each each of your sort of faculties. It's worth kind of investigating what's what's there.

1:18:53.680 --> 1:19:18.370  
Heather.Richardson  
Yeah, yeah, yeah. I think that's a good idea. I mean, look, what sports there at faculty level at at school level and and at at discipline level because I know certainly in English and creative writing, you know, we've had blog posts on the departmental blog which are, you know, from our some of our PhD students. So that's that's a good spot to have a look at as well.

1:19:20.250 --> 1:19:51.860  
Heather.Richardson  
So just really to to recap then, and this is just going back to one of those those early slides, you know it's you getting your catchy title thinking about who your audience is for this and writing appropriately for them using that kind of clear language avoiding all or either OU acronyms or your subject specific acronyms and keeping it sort of fairly short and snappy in terms of length. As I said, I think about 800 words is a good length to go for.

1:19:52.420 --> 1:20:22.270  
Heather.Richardson  
But but shorter is OK as well. There's one of these kind of like management and marketing gurus called Seth Godin, who kind of set himself a challenge that he was going to have a blog and he was going to blog something every day. And quite often it's only a couple of sentences. But for him it was just the kind of the, you know, making himself accountable, you know, and turning up every day and actually saying something half sensible. So it can be it's probably better, better to have, you know, a short blog post than new blog post at all.

1:20:23.690 --> 1:20:26.530  
Heather.Richardson  
Just to kind of keep you keep you going on it.

1:20:27.610 --> 1:20:34.600  
Heather.Richardson  
So that I think is everything from me. I will stop presenting and.

1:20:37.560 --> 1:20:38.340  
Heather.Richardson  
Umm.

1:20:42.560 --> 1:20:43.690  
Heather.Richardson  
I don't know if I have it.

1:20:42.630 --> 1:20:51.390  
Julia.Molinari  
Just looking at the chat and uh comerin do you want to do you want to to say what you said in the in the, in the chat or do you want me to read it out?

1:20:56.370 --> 1:21:15.950  
Julia.Molinari  
And some Marine says I like I like blogs like the conversation. That's why I'm I'm here. But sometimes feel that personal blogs are somewhat narcissistic. It feels a bit too millennial for me that an individual thinks the world wants to hear their opinion on various subjects on which they they are not an expert.

1:21:18.60 --> 1:21:20.530  
Heather.Richardson  
Yeah, yeah, I I get upset. I yeah.

1:21:24.370 --> 1:21:25.500  
Heather.Richardson  
Come. Yeah.

1:21:26.340 --> 1:21:27.810  
Heather.Richardson  
Yeah. Yeah, yeah, yeah, yeah.

1:21:19.290 --> 1:21:29.120  
Julia.Molinari  
Yeah. No, she can't speak because she's in it. So. So sorry. She's saying that she can't. She's she's following us, but she's somewhere else, so she can't speak. Thanks for marine. Thank you. Thank you.

1:21:28.510 --> 1:21:58.720  
Heather.Richardson  
Yeah, yeah, yeah. No, I can. I can absolutely relate to that, you know, because it's, uh, it does sometimes feel, I don't know whether it is a kind of like a generational figure, something but or whether it's my, my late mother on my shoulder saying, well, you know, nobody wants to, nobody, nobody likes somebody destroying attention to themselves and talking about themselves all the time. And. Yeah. And that's where I think it's about kind of finding like, where you're comfortable, what you're comfortable writing about, you know. And sometimes, like, that's where you're research can actually be quite.

1:21:58.890 --> 1:22:29.190  
Heather.Richardson  
A sort of anyway and neutral zone to to to to do your blogging about because that's it's not all me, me, me, it's a. It's actually about, you know, what you're finding out. And I think it's I found it very interesting. You know a lot of my writing more recently I've been interested in creative nonfiction and a lot of that has people you know writing they might be writing factual stuff but they're like weaving and tipped reflections on their own experience and so on and and you know it does sometimes it does you know if I'm writing like that.

1:22:29.260 --> 1:22:42.200  
Heather.Richardson  
Myself, I'm sort of thinking, oh, no, I'm turning into one of those kind of navel gazing people who's writing about themselves all the time. So yeah, that's that's an interesting kind of tightrope as opposed to walk. Yeah.

1:22:43.640 --> 1:22:45.540  
Heather.Richardson  
So I think we've got another hand up there.

1:22:49.170 --> 1:22:55.260  
Iyanuloluwa.Kolawole  
Yeah, thank you. I just wanted to ask for academic blogs. See really OK to use pictures.

1:22:56.500 --> 1:22:58.190  
Heather.Richardson  
Oh, very good question. Umm.

1:22:58.990 --> 1:23:17.570  
Heather.Richardson  
Yeah. What? What you can do is, you know on on say say on splash you will be able to sort of find some images there which are copyright free or free to use. And you know that kind of context if you like, that's what we do on the our blog and the scholarship center.

1:23:18.570 --> 1:23:40.660  
Heather.Richardson  
So. So that's on splash. So you nsplshpresumably.com and somewhat they'll have some images which you would have to pay royalties to use them, but others which are royalty free and you can kind of search you know if you just want maybe that you don't want a kind of like a literal thing to do with your blog, but just something a little bit more.

1:23:40.760 --> 1:24:2.510  
Heather.Richardson  
You know, gives us a sense of it. Like the the cowboy picture. You know that I had in the one about the the wrangling figures and so on. And I think it. But it is good practice to just kind of to credit you know the the image on the blog you know sort of by so and so at on splash and then they whoever took the original whoever produced the original image will get the credit for that.

1:24:5.360 --> 1:24:6.350  
Iyanuloluwa.Kolawole  
Thank you.

1:24:6.660 --> 1:24:11.640  
Heather.Richardson  
OK. But yeah, I think it is. You know it's I think it's good to use images you know because.

1:24:12.220 --> 1:24:25.910  
Heather.Richardson  
Umm, I think they do say that people are kind of, you know, something like Twitter for example, that that there's far more engagement with a Twitter post that's got an image on it than the one that doesn't have an image on it. So just in terms of people you know.

1:24:26.210 --> 1:24:29.630  
Heather.Richardson  
I'm paying attention and not scrolling on by.

1:24:31.450 --> 1:24:35.800  
Julia.Molinari  
I've posted the wikicommons image bank as well.

1:24:34.870 --> 1:24:37.210  
Heather.Richardson  
Ah, yes. Uh yeah, yeah.

1:24:38.730 --> 1:25:6.410  
Heather.Richardson  
Yeah, that's good. I think I mean and and general, it's not sort of UM, it's the kind of Fair use approach, isn't it? You know, if if you're using something and you've endeavored to find to check that it's copyright free and that you've given credit to whoever they originator of it was, then you've sort of you've kind of taken all reasonable steps to do the right thing and you're not doing it for profit. So I think that generally kind of keeps you right.

1:25:13.340 --> 1:25:14.160  
Heather.Richardson  
Yeah, sure.

1:25:10.810 --> 1:25:14.620  
Iyanuloluwa.Kolawole  
Even me. I've just got another question. I was just wondering.

1:25:16.100 --> 1:25:29.750  
Iyanuloluwa.Kolawole  
If we use like any of the outlets that we talked about, say for instance, the one in the faculties, would you still be OK to post the same block somewhere else, maybe say on Twitter or somewhere else?

1:25:30.860 --> 1:26:0.890  
Heather.Richardson  
And yeah, well, I mean, what what you can do if you're save something Twitter, obviously Twitter is limited, isn't it? And they they the amount of of of words you've got unless you're gonna do it as a sort of a long thread. So obviously on Twitter you can you can you know just be posting a link to if it's a faculty blogs will generally be external. So the blogs generally are meant to be for an external audience so everybody can get get access to it. So you could just post a link to it or you could post a kind of a thread with kind of here's the key points for my blog.

1:26:0.970 --> 1:26:21.350  
Heather.Richardson  
Nothing to to draw people's attention to it. And yeah, I think if if you it's I think generally the the kind of the good practices if you've published at one place and then you want to publish it somewhere else just sort of say this first appeared you know in wherever and then that just gives a nod if you like to wherever the 1st place was that it appeared in.

1:26:24.400 --> 1:26:25.850  
Iyanuloluwa.Kolawole  
OK. Thank you.

1:26:25.750 --> 1:26:26.710  
Heather.Richardson  
OK. You're welcome.

1:26:31.960 --> 1:26:32.410  
Heather.Richardson  
All right.

1:26:31.930 --> 1:26:38.960  
Julia.Molinari  
As a few a few apologies and people having to to go to other meetings other that's also.

1:26:37.20 --> 1:26:53.240  
Heather.Richardson  
Oh, yes. Yeah, yeah. No, that's that, that's that's no problem at all that, that's absolutely fine. But sure, I think if there if there are no other questions or comments, then that's probably probably us winding up really, isn't it, I think Julia.

1:26:55.110 --> 1:26:55.390  
Heather.Richardson  
Your.

1:26:54.920 --> 1:26:56.520  
Iyanuloluwa.Kolawole  
I've got a comment actually.

1:26:56.720 --> 1:26:57.810  
Heather.Richardson  
Ohh yeah, go on then.

1:26:58.210 --> 1:27:5.400  
Iyanuloluwa.Kolawole  
I just need to ask if you perhaps open to maybe reading A blog post before it goes live.