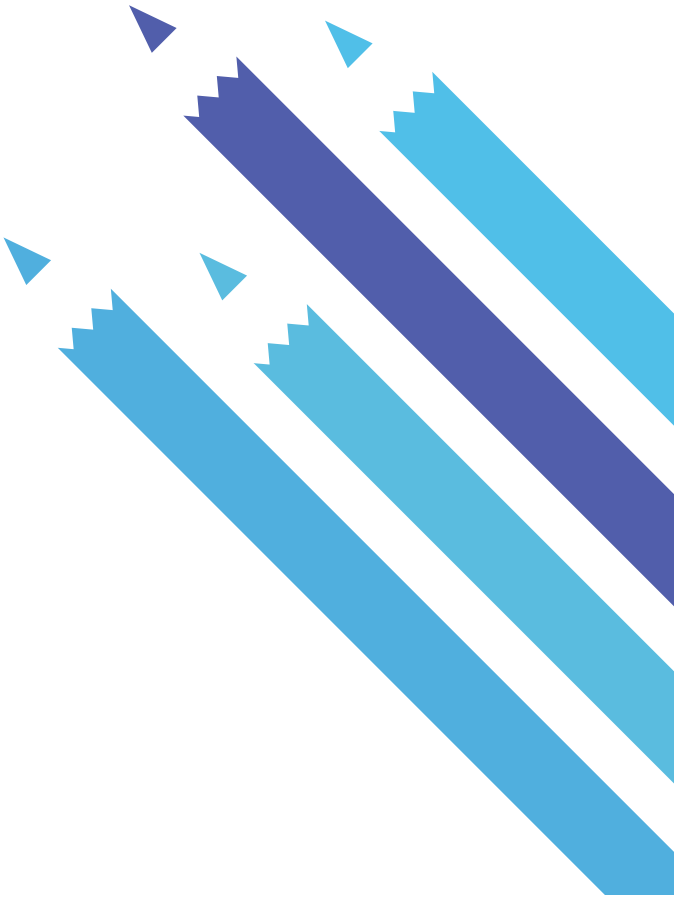
Researcher Profile

Writing Guidelines



Section one

Introduction

We hope you'll enjoy the challenge of writing your brief, exciting and attractive Researcher Profile. Working in academia, you are bound to be an experienced communicator, but you may not have written for the Web before.

Three Key Concepts

Skimability

Visitors to websites tend to skim pages. Too much text, or text that is hard to absorb quickly, just won't get read. The layout of your profile page is designed to indulge your visitor's skim-reading habits and entice them to investigate further.

Approachability

The website 'voice' is friendly, approachable and personable - emphasizing the people behind your research and the collaborative environment you work in. To support that, we would like you to adopt the first person in your text. The style guide and examples in the appendices should help you to understand what we have in mind.

The Intelligent Lay Reader

The intended audience of your profile page is your fellow researchers, policy makers, funding bodies and the general public. By pitching your text to the intelligent lay reader you will draw in the widest audience possible and direct them to more detailed information deeper in the site..

Section two

What we're aiming for

The next page shows a sample researcher profile with all mandatory content completed. You should add as many additional images and sections of text to your profile as you wish, remembering the 3 key concepts

Contact information

Email j.condliffe@phc.ox.ac.uk
Tel 01234 567 890
Fax 01234 567 890

Jamie Condliffe

BM, BCH, MA (Hons) MRCGP

Reader

Director of the Centre for Evidence-Based Medicine

Advisor to the World Health Organisation

General Practitioner

My work focuses on understanding the molecular nature of heart muscle disease caused by single mutated genes.

Recently, my team's research has identified a key non-muscle protein responsible for heart muscle diseases, particularly one known as hypertrophic cardiomyopathy (HCM), caused by abnormal cell growth.

In the past, my team's work has also confirmed that HCM is a disease limited by energetic compromise: as the disease persists and mutates, it becomes gradually more difficult for it to continue growing.

We are now working on future treatments that exploit these two major findings, and hope to develop therapies for heart muscle disease that could become available in the next five to ten years.

As well as taking an active role in teaching at Brasenose college in my role as Tutorial Fellow, I am a Fellow of the American Heart Association and an Associate Editor of Circulation Research.

Selected publications

Focus on Molecules: Melanopsin
2012 *Nature*

Differential expression of melanopsin isoforms Opn4L and Opn4S during postnatal development of the mouse retina
2012 *Nature*

Disrupted circadian rhythms in a mouse model of schizophrenia
2012 *Nature*

Impact of age and retinal degeneration on the light input to circadian brain structures
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Functional diversity of melanopsins and their global expression in the teleost retina
2012 *Nature*

Blue light-filtering intraocular lenses: Review of potential benefits and side effects
2012 *Nature*

Sleep and circadian rhythm disturbances: multiple genes and multiple phenotypes
2012 *Nature*

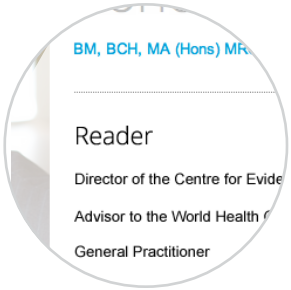
Section three

The content you'll need

The following pages run through the content shown on the sample template and offer handy tips on how to ensure quality throughout.

Your name

Your full name without titles (e.g. Prof and Dr)



Your role and qualifications

You should aim to limit this to 3 lines

Your photograph

Your photo should be cohesive with the other profile images that are presented on your research group or department website

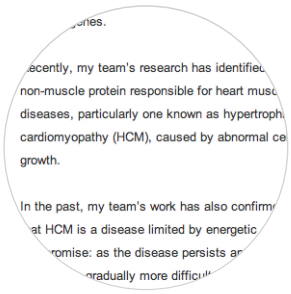
Your contact details

You can display your telephone number, fax number, email address and your P.A.'s name.

Optional

Selected publications

You should display your most recent, and your key publications only on your profile, with a link to a more exhaustive publications list elsewhere in the website (if appropriate)



Your academic summary

Start with a simple sentence which explains your specific area of study, avoiding jargon, in the first person. So: “My research focuses on…”

Then, step back and provide a line to give context: why is your research important?

Now explain your work in more detail. What are you looking at specifically, and how do you do it? Again, keep jargon to a minimum, and remember to use the active first person.

You should also explain how it’s having an impact. Is it inspiring new practice, changing policy, going into large-scale trials, or saving lives?

You might like to wrap up with ongoing projects and intended future work.

Also, feel free to include any important affiliations or teaching commitments.

Aim for 900 characters, but don’t worry if it’s a bit longer

Section four

Style guide

The following sections contain additional information about how to write good content for the web. You may find these useful, but they are not necessary for you to complete your Research Group template.

Traits

Influential	but not	polemical
Optimistic	but not	sensationalist
Approachable	but not	sloppy
People	and not	a corporation

Voice

We are approachable. That doesn't mean we're overly familiar or sloppy, but that our writing is easy to follow, inclusive, and allows the people behind the research to shine through. We avoid jargon and encourage informal language.

We are human. We write in the active first person – either singular or plural depending on context – to convey dynamism, make our copy more engaging and save space. We write about the people behind the research, not just the results.

We are clear and direct. We don't use words for their own sake; our sentences are trimmed of excess adjectives and don't rely on hyperbole to communicate our message. We keep sentences and paragraphs at a modest length, and rely on facts to prove ourselves.

We are knowledgeable. We write with certainty and belief in our accomplishments, but are always down-to-Earth in our manner. We convey a passion for sharing knowledge – for teaching and learning.

We are consistent. We prize spelling and grammar, but it comes effortlessly so our message shines through. We stick to a style guide to ensure everyone uses the same conventions, and pay special attention to headings, capitalisation, jargon and the voice we write in.

Style

To ensure consistency, you should use your research group or Universities writing and style guides (if they have them). They should lay our basic, not exhaustive, rules covering spelling, grammar and typographic formats. It should be used across everything you write.

If for any reason you have a query that is not covered by the guide, or if you have a taste for pedantry, consult the Economist style guide. It is a goldmin for those of us who like to get things right. Please, however, let your University/Research Group supercede the Economist's should any conflict arise.

http://www.economist.com/styleguide/introduction

Examples

Yes In everything we do, from research to teaching, our students and staff make us an internationally recognized presence in biomedicine and healthcare.

No The Medical Sciences Division is an internationally recognized centre of excellence for biomedical and clinical research and teaching, and the largest academic division in the University of Oxford.

Yes Our staff make us Europe's best academic biomedical institution by conducting outstanding research and providing top class teaching and patient care.

No The Division's aim in research is to be the best university biomedical institution in Europe and to be amongst the top five in the world and, in the context of outstanding research, to deliver top class teaching and patient care.

Yes — Our internationally renowned scientists – working on basic science to clinical trials – place us at the forefront of innovative, life-saving medicine.

No — With renowned international scientists researching all areas of medicine from basic science through drug trials to clinical practice, Oxford Medicine is consistently at the forefront of innovative and life-saving science.

Yes — Please get in touch if you're interested in collaborating with us.

No — To enquire about the possibility of collaborating with with the Division, please contact Business Development.

Section five

Dos and Don’ts

The following section contains examples of good and bad Research Group templates to help you understand best-practices and avoid common pitfalls.

Professional, smart but approachable

Contact information

Email j.condliffe@phc.ox.ac.uk
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Fax 01234 567 890

Simple introduction using first person

Jamie Condliffe

BM, BCH, MA (Hons) MRCGP

Reader

Director of the Centre for Evidence-Based Medicine

Advisor to the World Health Organisation

General Practitioner

Concise language and structure, easy to absorb quickly

My work focuses on understanding the molecular nature of heart muscle disease caused by single mutated genes.

Recently, my team's research has identified a key non-muscle protein responsible for heart muscle diseases, particularly one known as hypertrophic cardiomyopathy (HCM), caused by abnormal cell growth.

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As well as taking an active role in teaching at Brasenose college in my role as Tutorial Fellow, I am a Fellow of the American Heart Association and an Associate Editor of Circulation Research.

Impact and hopes for the future

Selected publications

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2012 *Nature*

Too informal, poorly composed

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Tel 01234 567 890
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Third person sets a distance between you and the reader

Jamie Condliffe

BM, BCH, MA (Hons) MRCGP

Reader

Director of the Centre for Evidence-Based Medicine

Advisor to the World Health Organisation

General Practitioner

Dr. Condliffe's studies focus on the molecular basis of monogenic cardiomyopathies to provide insight into disease processes in heart muscle.

His recent studies, conducted at the BHF Molecular Cardiology Laboratory, into hypertrophic cardiomyopathy suggest that the y-2 subunit of the AMP-activated protein kinase is the first nonsarcomeric disease-gene for HCM: t to be identified.

Sentences too long, hard to absorb

In previous work, biochemical, biophysical, and gene-targeting analysis of mutant contractile proteins have lead Dr. Condliffe to propose that there is no unifying defect in contractility underlying HCM. Instead, it has been postulated that HCM is a disease of energetic compromise (because the various mutations increase the energy cost of force production). This hypothesis has been supported by clinical MR spectroscopy measurements in patients and has implications, which we are now exploring, for treatment and for common forms of cardiac hypertrophy and failure.

Dr. Condliffe is a Fellow at Brasenose, a Fellow of the Academy of Medical Sciences, a Fellow of the American Heart Association and he is Associate Editor of Circulation Research.

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