

Could you make a real contribution to the real world impact debate?

We are looking for contributions to our 'Real World Impact' blog, designed to help bridge the gap between social sciences research and its application in the real world.

The scope of this blog covers all elements of the real world impact debate, from funding challenges to opportunities, and from examples of where research has made an impact in the real world to definitions of what 'real world impact' really is or should stand for.

This blog represents not only an opportunity to create and drive forward debate around real world impact but also offers a chance for authors and institutions to demonstrate and publicize ways in which their academic endeavours help alter and improve the world around us.

We are seeking contributions from academics, policymakers and professionals interested in the impact that social sciences research can have on policy and practice. You do not need to have written for Emerald before, nor to cite or focus on research published by Emerald.

Word count

500-700 words.

We are also open to a Q&A approach, or content in multimedia formats - such as infographics, videos and animations - that help illustrate an argument or tell a story.

Turnaround time

One month from the point at which you agree to develop a blog for us. A final delivery date will be agreed at the time of commitment.

Why should you write for the Real World Impact blog?

This is a great opportunity to publicize and share your work and thoughts on real world impact. Your blog will be hosted on a website that draws an average 16,700 international visitors each day, including funders, faculty, policymakers, academic peers, practitioners, students and the public at large.

We will actively promote your blog to our audiences across all channels, including Twitter, Facebook and LinkedIn.

Is there a fee for writing for the Real World Impact blog?

We cannot provide a fee, but the benefits of writing for the blog are highlighted above.

Can I write for the Real World Impact blog if I've never published with Emerald?

Yes, we welcome contributions from far and wide – even if you habitually publish with other academic publishers.

What tone of voice should I use in my blog?

That's entirely up to you – after all, we want your voice to come through. But we do ask authors to be engaging and, where possible, to write in a conversational and direct style. We would also encourage authors to inspire healthy debate with the content of their blog.

What can I blog about?

You are free to suggest a topic or subject to write about, so long as it helps progress the debate around real world impact. We have also created an editorial calendar based on industry hot topics or key dates relating to the impact debate for you to pick and choose from as you wish.

Any more questions?

Should you have any questions, please feel free to contact us at realworldimpact@emeraldgroup.com

www.emeraldgrouppublishing.com/tk/realworldimpact