AUTHORS' GUIDELINES FOR RESEARCH WORLD

A medium of ESOMAR, the global voice of the data, research and insights community, Research World focuses on leading edge issues, innovation and hot topics to provide a bridge between insights, technology and popular digital media.

Research World online features daily updates, interviews, thought pieces, news and trends analysis. As a leading media platform in the data, research and insights industry, total monthly readership is estimated to be over 15.000 worldwide and includes insights providers and clients, technology, advertising and media experts, consultants, academics, and end users in marketing, brand, design, and products teams in commercial as well as public sector organisations.

Guidelines for contributors

We encourage never-before published contributions on:

- New thinking and the latest research, insights and data tools, techniques, technology and applications
- Critical analysis and debate about the contribution of research in solving business problems as well as brand success stories, insights from marketing and advertising teams and campaigns
- Commentary on latest tech and innovation trends and news and their applications or implications to the data, research and insights industry
- The latest in the business affairs and developments of the data, research and insights sector, as well as analysis and input on strategy and strategy of the insights function
- Trend articles: what is on the horizon; the future role of research, insights, marketing and data analytics
- Case histories on how top performing companies make strategic and effective use of research and insights
- How to optimise the client provider relationship to deliver quality research
- Thought pieces or case studies on topics such as privacy and data use issues, research for good, polling or political research
- Commentary and reflections on current trends and topics in and beyond the world of data, research and insights

Key selection criteria are**:**

- Originality and creativity, challenging and critical, global relevance
- Practical applications with a strong relevance for marketing and business

Contributions to be written in English with the title of the article and author(s)' name, position in company, address, phone, and email address and a photo of the author(s), colour, 300 dpi.
A short bio and social media links are optional and can be added to the author's profile online.

Style guidelines: to help ensure that your article is easy to read:

- Do not exceed the word count commissioned. Avoid repetition.
- Include a title of 3 to 5 words and a lead in of around 20 words summarising the subject matter.
- Keep paragraphs and sentences short; use short words not long. Active not passive words.
- Present the conclusion at the beginning, not at the end.
- Emphasise the impact of the research in the context of decision making.
- Include a strong ending, eg, clear recommendations, plans for the future.
- Avoid sales pitches: the only worthwhile PR results from articles of a high standard and value.

- Avoid detailed descriptions of elaborate techniques, advanced equations, footnotes or lists of references. Check facts and figures. Be specific about numbers (millions, billions, currencies etc.

TABLES, FIGURES, GRAPHICS:
- All tables, figures, graph and images must be sent as separate files as .jpg or .gif files and at least 300 dpi to ensure proper clarity. Please check that any text in the images is large enough to read. Avoid PowerPoint slides, which cannot be reproduced in print.
- Mark the position of tables and figures within the text. Include the title of the graphic.

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