

European Policy for Intellectual Property
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Guide to writing a media summary

- Start with your most interesting result and write it in a simple, accessible, non-technical way. This can be challenging! Alternatively, start by mentioning a current policy debate/concern or a puzzle and then offer your explanation.
- Think carefully about the main message that you wish to convey. There might be 2-3 interesting results but it is often better to focus on a single main message. You can always add side-results that offer further support to your research.
- We know that your results might hold under some assumptions or in some cases only but you might not want to spend too much time on this, as this may confuse readers. In any case, you can always refer to the paper itself, where these details are explained carefully.
- Try to be accurate, use numbers, statistics, facts, evidence, etc. For instance, instead of stating, “unemployment increased sharply”, prefer to write, “unemployment increased from 5 to 10 per cent”. You can also mention briefly the data sources that you use and the research methods.
- Try to find the policy implications of your work and focus on those. Ideally, your paper has identified a topic where the policy debate is misled but once you shed light on this things become clearer. Try to offer policy recommendations keeping in mind potential threats to your suggestions.
- Stay tightly focused on the subject and the main argument. For this type of media summary, please try to restrict yourself to **600 words maximum**.
- Pick a catchy title for your media summary, which does not have to be the same to your paper title.
- At the end of your media summary write your name, affiliation and email, so people can contact you if they wish to receive further details about you. E.g.: Adam Smith (Professor, School of Economics, University of Glasgow): adam.smith@glasgow.ac.uk