SESSION 1: GENRES TO PROMOTE RESEARCH FINDINGS

Impact statements

An impact statement is a 60-word-long text (three sentences) written in plain language to promote a piece of research to a broad audience (companies, funders, publishers, etc.). Its purpose is to state clearly how the research will benefit society or advance industry, government or academia goals.

Typically, an impact statement states the issue (what, why, and for whom), the action or what was done (major activities, highlighting innovation), results or what was learned or produced, and real or potential impact (on the general public) or how it led to a change in knowledge, behaviour, economic, environmental, or social life.

This brief text is submitted and published with the research article just like the Abstract, and it is peer-reviewed and open-access.

See an impact statement!

Related publication: Carciu, O.M. (2022). Digital science communication beyond expert audiences: Exploring add-on genres in enhanced publications. *9th Conference on Computer-Mediated Communication (CMC) and Social Media Corpora (CMC2022)*, 28-29 September 2022, Santiago de Compostela, Spain. Conference presentation.

Lay summary

A lay summary (or plain language summary) is the Abstract of a research article but written in plain language. Unlike the Abstract, it has a multistakeholder audience which includes researchers from other disciplines, science communicators, educators, policy media, as well as the general public. Its purpose is to summarize the content of a research article in simple, jargon-free, nonpromotional language for ease of reading and improved understanding.

This text is submitted and published with the research article just like the Abstract, and it is peer-reviewed and open-access, so they are available online for anyone to read. It can be disseminated across social media and shared with relevant organizations to increase awareness amongst those who are interested in the research topic.

See a lay summary!

Related publication: Carciu, O.M. (2022). Digital science communication beyond expert audiences: Exploring add-on genres in enhanced publications. 9th Conference on Computer-Mediated Communication (CMC) and Social Media Corpora (CMC2022), 28-29 September 2022, Santiago de Compostela, Spain. Conference presentation.

Publication-promoting tweetorials

A tweetorial is a series of threaded tweets from a single author which together explain a complex scientific or medical concept or present new research findings (Gero et al., 2021). There are several types of tweetorials used by researchers for different purposes, among them:

- Literacy support tweetorials. These are tweetorials used to explain one main scientific concept to a lay audience.

- Publication-promoting tweetorials. These tweetorials aim at summarizing and promoting published research (or a preprint).

Typical publication-promoting tweetorials can be divided into two parts: the first tweet, or lede, which acts as a hook to attract the reader; the body of the tweetorial, which summarizes the study.

See a tweetorial!

Related publication: Luzón, M.J. (2023). "Excited to see our latest work published": Recontextualizing research results in biomedical tweetorials. *Journal of English for Academic Purposes*, *66*: 101308. https://doi.org/10.1016/j.jeap.2023.101308

Twitter-conference presentations (TCPs)

A Twitter conference is an *online conference* that takes place on Twitter. Twitter conferences promote open science: everyone can follow the presentations, ask questions, and take part in the discussions (https://www.linguistweets.org/en/about/).

Twitter conferences feature research presentations delivered via a series of 6 tweets, presented during a 15 min time slot, under the hashtag of the conference (e.g. *#linguistweets*).

Typical TCPs include five parts:

- an introduction with a hook
- background information
- methods
- results
- round off

See a Twitter conference presentation!

Related publication: Villares, R. (2023). Twitter conference presentations: a rhetorical and semiotic analysis of an emerging digital genre. *ELIA: Estudios de Lingüística Inglesa Aplicada, 22*, 125-167. http://dx.doi.org/10.12795/elia.2022.i22.05