Turning Research into Op Eds

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October 25, 2022
Agenda

• Introductions
• Overview
• Turning Scholarship into Op Eds
• Importance of Narrative
• Importance of Timing
• Some Thoughts on Genre/Format/Style
Introductions

Name & Department
Research interests
What is an op ed and why are they useful?

“Opposite the editorial”

- Agenda setting
- Broad audience
- Channel to policymakers
Newspaper readers

Policymakers
Turning Scholarship into an Op Ed
The Importance of Timing
Consider the landscape
The Importance of Narrative
Thoughts on Genre/Format/Style
Op Ed Style

• Narrow as much as possible to 1 idea.
  • “We should Act, because Evidence.”

• ~800 words: Really short!

• Short sentences.

• You don’t write the headline.
  • So every sentence must point in the same direction.
Op Ed Style - Basic Types

• Policy Implications of Research
  • Classic
  • But requires hook

• New Evidence
  • Requires genuine novelty - element of surprise!

• Event Proves Me Right
  • Requires pivot to policy
Op Ed Style - Pitfalls

- Acknowledge uncertainty
  - But no p-values

- Metaphors can be very helpful - but be careful!

- Assuming familiarity with subject matter

- Swinging for the fences
Questions?
Thank You

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