

Behaviour Change and Technology Manuscript Template v.1.0

Breakdown

1. Title. The title will appear on the Behaviour Change and Technology's homepage (and) under the most recent posts. As with any other scientific titles, it should be clear, concise, and to the point as the same rules apply for search optimization for titles in blogs as titles in scientific papers. It also carries weight with search engines so should contain keywords or phrases. For example, please avoid titles such as "Paradise Lost: The Battle between Good and Evil" when "The Cognitive-Affective Processing System: 9 Predicted Ways of Resisting Impulses and Urges" would be more appropriate.

2. Permalink. A permalink is the last part of the website address after the domain name. It should therefore provide "rich data" with keywords and key phrases that provide an appropriate description of your post or article. Edit the permalink to remove unnecessary words and make it more search engine friendly. For example, please avoid permalinks such as ["http://www.behaviourchangeandtechnology.org/03/2009/stereotyp_t?hl=en&activ"](http://www.behaviourchangeandtechnology.org/03/2009/stereotyp_t?hl=en&activ) when ["http://www.behaviourchangeandtechnology.org/03/2009/stereotype-activation"](http://www.behaviourchangeandtechnology.org/03/2009/stereotype-activation) would be more appropriate.

3. Content's Area. This is where you type your news contents. Blogs are consumed in a rather high-speed fashion, and in order to attract readers, slow them down, and make them actually read your contents, they require a different writing style than most scientists are used to. Here are just a few simple tricks you can pull out of your sleeve:

(1) Try to include an introduction similar to introductions in popular newspapers or magazines (it can also be a brief summary of your post or article). Use **bold** text to separate the introduction from the main body.

(2) Use numbering, bullet points, spacing between paragraphs, etc. to break up your contents into chunks to enhance readability.

(3) Write in an easy and friendly tone of voice (i.e. without becoming overtly personal). Please keep in mind that a great part of Behaviour Change and Technology's job is to convey science to a non-scientific audience (e.g. plain designers) and to disciplines that may not be familiar with authors' own professional background.

(4) Pay attention to formatting. A blog is like a journal or book which needs attention to the little details before publishing. Imagine reading a book with each chapter written with completely different formatting. Most readers (or authors) would not find that book very compelling to read.

(5) Blog interesting! Ultimately, people read a blog because it has a great content which means that authors should avoid publishing "leftovers" or "throwaways". Blog about things that are of interest to you and that you enjoy working with.

4. Relevant Links. Include any links to relevant websites, YouTube videos, email addresses, and other pages. Generally, please highlight the text you wish to link in your manuscript and go to

“Insert” -> “Hyperlink [CTRL+K]” in the global menu in your word processor (at least for MS Word). Then choose your “Link to” option, insert the “Address” you wish to link to, and when you are ready click “OK”. Thus, any links in your manuscript should look like [Behaviour Change and Technology](#) instead of <http://www.behaviourchangeandtechnology.org/>

5. Tags. Tags are like keywords and should contain words or phrases both relevant and specific to your post or article. Think of tags as similar to keywords that you submit to journals. Here are a few examples: If you write a book review, include the title of the book and its author(s). If you write a conference report, include the conference name (and perhaps, less often, its date and location). If you write about a recent scientific article you have just read, check the article’s keywords and consider including some of the keywords.

6. Categories. These are set up by authors and help people search through posts and articles that are already published. Thus, try to be as specific and accurate as possible (especially important in a blog which contains contributors from multiple disciplines). For example, it would be appropriate to categorize a post about a scientific article as “Review” [what is it?], “Behavioral Economics” [denoting subject], and “Sunk Costs” [subject area].

7. Digital media. All images, audio files, videos, and other media to be included in your manuscript are uploaded directly from your computer or a URL in the content management system among regular Contributors. Regular Contributors may also browse or upload files to the gallery or media library (which will not be very large initially). If you are not a regular Contributor, you must provide the media with your manuscript to the Editor for Publishing.

If you have any questions to the manuscript, please contact the Editor for Publishing:

Elin Olsen
Editor for Publishing of Behaviour Change and Technology
Email: editor@behaviourchangeandtechnology.org