

EADI

**European Association of Development
Research and Training Institutes**

www.eadi.org

Academic Blogging on Development Issues

On the example of:

EADi Debating Development
BLOG Research

<https://www.developmentresearch.eu/>

Two Main Questions:

- ▶ Who is your audience?
 - The general public?
 - A certain group of people?
 - People related to a specific topic?
- ▶ What are your most important messages?

What is an Academic Blog Post?

An academic blog article is a short piece of writing bearing an informed insight or opinion linked to academic research directly (research) or indirectly (experience/ expertise)

What Makes an Effective Blog Post?

- ▶ A short, punchy, provocative title to *capture the reader's attention*
- ▶ A snappy text with a clear and interesting argument to *grab & keep the reader's attention*
- ▶ A few sharp insights that are substantiated to *convince the reader*
- ▶ A smashing conclusion to *make the reader think*

Do's

- ▶ Link your topic to a wider societal problem
- ▶ Write accessibly, clear and to the point (informal, journalistic language)
- ▶ Use colourful, rich language, with examples and possibly anecdotes
- ▶ Use meaningful teaser image
- ▶ Include section/paragraph headings
- ▶ Discuss the topic and suggest solutions
- ▶ Hyperlink your references in the text

Dont's

- ▶ Start with a lengthy introduction
- ▶ Use academic jargon and many acronyms
- ▶ Go too much into detail
- ▶ Build long sentences
- ▶ Insert footnotes or references in brackets
- ▶ Too many brackets or insertions in general

Strengths and Weaknesses

- ▶ Blogs are great to make your topic/case known to a specific audience
- ▶ Good means to connect research with activism
- ▶ Good exercise to distil the essence and relevance of one's research
- ▶ However, blogs rarely ever reach the wider general public

The EADI Blog

- ▶ Set up for the broader development community and everyone interested in development issues
- ▶ Also focuses on issues regarding the discipline itself and hot topics within the discipline
- ▶ A platform for discussion
- ▶ An opportunity to showcase a certain topic/piece of research of interest to the community
- ▶ Over 270 posts since October 2018

What runs best?



From SDGs to GPTs: Trading Solidarity for AI Automation?

20 May 2025 - Ron Salaj - European Association of Development Research and Training Institutes (EADI)

In this historical moment of a deepening global polycrisis, artificial Intelligence (AI) seems to emerge as the new knowledge regime promising to transform the world. This has been amplified with the arrival of ChatGPT and other generative AI systems in 2022, which have introduced a shift in how AI interacts with people, society and institutions.



You don't like the SDGs? Look what else is on offer

16 January 2024 - Lauchlan T. Munro - European Association of Development Research and Training Institutes (EADI)

My friends on the left generally don't like the Sustainable Development Goals (SDGs). I am told the SDGs are neoliberal, incoherent, (neo-)colonial; the SDGs omit too many important issues: democracy, climate justice, human rights, intersectionality, power. While I agree that the SDGs are imperfect, I must ask, however, what other policy options are on the table? My sad answer is that the available alternatives to the SDGs are much



Development Studies cannot become an apology for the status quo

06 April 2023 - Alfredo Saad-Filho - European Association of Development Research and Training Institutes (EADI)

Development Studies must always be critical, or it becomes just an apology for the status quo, for exploitation, for the reproduction of inequality within and between nations, and for the destruction of the conditions of life on Earth. We live in times of converging crises, across the economy, democracy, health, the environment and more,

Catchy titles and images

Critical discussions within the discipline

Posts critical of capitalism and voicing decolonial critique

Blog Series

- ▶ Series about every EADI Conference
- ▶ Share Your Decolonising Story
- ▶ Trump and Development
- ▶ European Development Policy Outlook
- ▶ Debt and Green Transition
- ▶ Building Development Studies for the New Millennium

Posting Frequency/Dissemination

- ▶ Usually 3-8 posts per month
- ▶ Direct blog subscription
- ▶ Fortnightly EADI newsletter
- ▶ EADI social media channels
- ▶ Newsletters/social media channels of authors' institutions

From Submission to Publication

- ▶ Mail to Kliemann@eadi.org proposing topic
- ▶ Upon go-ahead: mail initial draft text (6000-8000 characters long including spaces)
- ▶ Receive editorial comments and suggestions in track-changes mode
- ▶ Adapt text accordingly leaving track changes mode on
- ▶ Optional: suggest royalty-free image from open image databases or attach self-shot photo (landscape format)
- ▶ Otherwise: receive image suggestions from blog editor

Christiane Kliemann

EADI Communications

Email: kliemann@eadi.org

Thank you!