Blog guidelines

Word limit: 800-1,000 words (not counting references, footnotes, or tables).

General:

- The primary objective of an IGC blog is to make economic debates and research accessible to non-technical audiences. This means translating complex issues, econometrics, or theory in a manner that preserves the original idea while still clearly conveying the key findings and policy implications of the research.
- The blog should be more rigorous than a newspaper opinion piece but much more accessible than an academic journal article.
- All articles should be informed by credible research. Any opinions or arguments made for/against a particular policy should be backed by reliable evidence.
- If based on a specific research paper, the contribution should read like a research-based contribution to the broad policy debate on some issue – by first setting out the research context and literature, describing the basics of the methodology, discussing the results in an accessible manner (including with relevant figures), and concluding with carefully considered policy implications.
- If based on descriptive data, the contribution should read like an opinion piece, making clear arguments and crediting reliable resources underpinning them.

Content:

- Set the context by mentioning the study's relevance to a current policy debate or concern.
- Structure the article to follow a clear flow of arguments and be accessible to non-technical readers, making strong use of clear and descriptive subheadings.
- Short sentences (maximum 35 words) and short paragraphs (maximum five lines) are recommended. Try to use only one idea per paragraph and avoid technical jargon.
- Blogs should be divided into sections with descriptive subheadings. This will help the writer highlight the main arguments while also enabling readers to absorb them better.
- No regression tables or equations in the text; they are too much detail for most readers and not enough for the specialists. Please give the results in graphics, charts, or words and direct readers to the underlying research for details.
- Simple infographics, bar charts, and diagrams are encouraged!
- Be sure to include the list of authors, proposed title, and a short teaser (under 50 words) distilling the main insight/tension at the top of the blog.
- Since our audience is international and IGC is headquartered in the UK, we consistently use British spelling across our publications.
- Include citations as embedded hyperlinks in the text or, where not possible, as endnotes.

Examples: How farmers in India can be incentivised to save water; Improving tax compliance through public disclosure: Evidence from Uganda; How rural poor populations fared in Pakistan's 2022 floods

Submission: Please submit the blog as a Word .docx file. Send figures separately in an Excel file (preferred) or as high-resolution images (JPG, PDF, PNG).

Publication: The IGC's editorial team selects blogs for publication based on the quality of the content and its relevance to IGC's core audiences. Not all IGC blogs submitted as project outputs will be published. This editorial decision will not affect the status of your project payments/milestones.