

What makes newsworthy research?



Knowing what a journalist looks for can be tricky. We've outlined the top criteria to consider below to help you decide which articles would be most suitable for press attention.

News criteria	Press campaign
A major breakthrough in the field 	Article: "A new otter of giant size, <i>Siamogale melilutra</i> , from the latest Miocene Shuitangba site in north-eastern Yunnan" <i>Journal of Systematic Palaeontology</i> Headline: Scientists discover 6-million-year-old giant otter fossil in China's Yunnan Province Altmetric 1,258 Article Views 12,622
Impact on society 	Article: "Sleepless in school? The social dimensions of young people's bedtime rest and routines" <i>Journal of Youth Studies</i> Headline: 1 in 5 young people lose sleep over social media Altmetric 322 Article Views 2,151
Recommendation for change 	Article: "Healthy excursions outside the thermal comfort zone" <i>Building Research & Information</i> Headline: Study finds major health benefits linked to indoor temperature variation Altmetric 255 Article Views 2,743
Timely 	Article: "Does engagement in advocacy hurt the credibility of scientists?" <i>Environmental Communication</i> Headline: Public may be more accepting of advocacy by scientists than previously thought Altmetric 538 Article Views 8,053
Human Interest 	Article: "A mega-analysis of memory reports from eight peer-reviewed false memory implantation studies" <i>Memory</i> Headline: Half of us would believe fake facts Altmetric 504 Article Views 9,304



Need inspiration? To see some recent case studies of what your academic research could look like in the media, visit <http://bit.ly/press-case-studies>