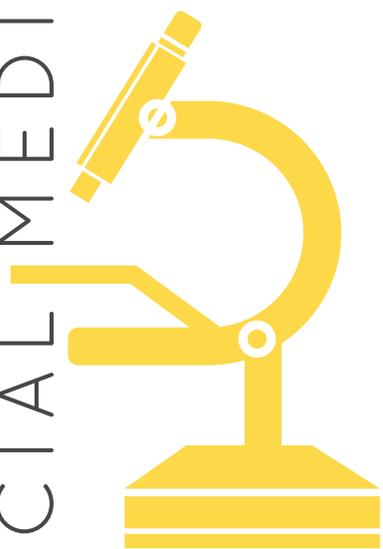


CHECKLIST



1

IS IT SURPRISING?

Highlight the surprising aspects of the research.

2

IS IT NOVEL?

Focus on what is new or novel.

3

IS IT POSITIVE?

Explain the research in positive terms.

4

IS IT USEFUL?

Ethically provide practical info or implications.

5

HIGHLIGHTS PEOPLE?

Profile the scientist, eg as a hero against the odds.

6

TELLS A STORY?

Describe action unfolding over time to resolve a conflict or unanswered question.

LAY SUMMARIES OF
RESEARCH THAT ARE MORE
POSITIVE, EMOTIONAL,
SURPRISING AND **USEFUL,**
AND THAT
REFERENCE **PEOPLE,**
ARE MORE
LIKELY TO BE
SHARED IN
SOCIAL MEDIA
ENVIRONMENTS.

