

Disseminating Statistical Guidance: Reflections on writing a stats blog

thestatsgeek.com

Jonathan Bartlett (LSHTM)

Blogging for level 1 topics



- Informality: Blog posts can be more accessible and less formal than journal articles, making them easier to read and understand for a broader audience.



- Illustrative Learning: Code and examples can be embedded directly in the post, allowing for immediate, hands-on learning.



- Interactivity: Blogs allow interaction through comments, providing a platform for rapid discussion and feedback that journal articles do not.



- Wider Audience: Blog posts might reach different audiences, and often rank higher in search results compared to academic publications.

Blogging for research



- Potential for feedback from experts on early ideas



- Which can lead to new collaborations and co-authors on subsequent papers



- Introduce/advertise new methods papers - more detail than a Tweet, less detail than the whole paper