

## AEA-Europe Blog – share your ideas!

### What is the AEA-E blog?

The AEA-E blog provides its members with a platform for rapid sharing of knowledge and ideas and for discussion with other members. It is intended to educate and inform and to help build our educational assessment community.

The blog is managed by the AEA-E Publications Committee. We invite authors to use this space to present information or develop ideas, ask questions, spark interest or stimulate discussion in any aspects of educational assessment,

- in vocational, academic, primary, secondary, further or higher education;
- for summative, formative, diagnostic or other purposes;
- across Europe and in other parts of the world.

As researcher, practitioner, student or policy-maker, you may wish to share, informally, your knowledge of:

- research and publications in educational assessment
- policy programs being piloted or implemented to improve system and/or classroom assessment
- education technology tools providing new dimensions to student assessment
- collaborations between researchers/ practitioners/ policy-makers
- anything else you think will be of interest to our audience!

### How to contribute to the AEA-E blog

The AEA-E Publications Committee welcomes blogs of around 500-800 words.

A set of author guidelines related to the content and format of the blog will be provided, based on the template below. A blog will be published promptly on the AEA-E website and promoted to members who will be encouraged to comment.

If you would like to propose a blog idea, contact Amina Afif [amina@aminaafif.com](mailto:amina@aminaafif.com).

<b>Content</b>	
<b>Title:</b>	Make sure your title is descriptive, containing keywords which will help with indexing and will attract readers interested in your topic.
<b>Introduction:</b>	In the style of newspaper articles, the first paragraph (or two) should draw the reader in. It should provide a sentence of background and flag the most important points in the blog, and introduce you, the author(s).
<b>Body text:</b>	<p>The blog post should be able to be read quickly and easily, with interest and enjoyment. It should engage assessment practitioners, and researchers.</p> <ul style="list-style-type: none"> <li>○ Provide context: why are you involved in that specific research area, policy program, assessment tool or initiative?</li> <li>○ Show what is happening: what have you done or achieved so far?</li> <li>○ Engage the reader: how will your blog benefit other readers?</li> </ul>
<b>Supporting content:</b>	Include any supporting materials such as high-quality images or videos separately.
<b>Biography:</b>	Include a short biography (not more than 150 words) including name or names of authors, email address, and a headshot photo submitted separately in jpeg format.
<b>Format</b>	
<b>Style of writing</b>	<p>The quality of your content has a huge impact on your reader, so create a clear, compelling blog that your audience can understand and relate to.</p> <ul style="list-style-type: none"> <li>○ Be relatively informal in style (write as though you're <i>talking</i> to the reader)</li> <li>○ Use short paragraphs and sentences, and avoid jargon and complex language</li> <li>○ Communicate your ideas as clearly and succinctly as possible</li> <li>○ Catch the eye with images (and audio, video...) without breaching copyright</li> <li>○ Link to other pieces of your work or other sources of information</li> <li>○ Invite comment... and mean it! Readers may add comments on a published blog, in the comments box below it, by logging in to the website with their membership details.</li> <li>○ Document format: MS Word</li> </ul>