

Guidelines for Binding Hook contributors

Binding Hook aims to provide a European perspective on digital technology and security.

Many things can make an article good, but generally they have these things in common:

Relevance

- They discuss topics that are important for a wide range of our readers and present compelling reasons for why these subjects matter.

Rigour

- They carefully consider all pertinent facts and factors, avoiding the selective use of evidence to support a preconceived conclusion.
- Their analysis is grounded in data, not anecdotes, and they avoid making unwarranted generalisations based on isolated examples.
- They rely on multiple credible sources, prioritising primary sources where available, and strive for factual accuracy in their work.
- Their arguments are backed by relevant facts and figures, they provide context for numerical data.
- They avoid exaggeration and present nuanced perspectives, ensuring they do not overlook crucial details or make sweeping statements.

Future focus

- They concentrate on areas where significant changes are possible or already in progress (though these changes may be gradual), rather than topics where the status quo is likely to persist.
- Their conclusions are oriented towards the future, considering potential developments and outcomes.

Incisiveness

- They make persuasive arguments that lead to clear and concrete conclusions, rather than merely summarising facts.
- They hold a distinct position rather than hedging excessively/sitting on the fence.
- Their viewpoints go beyond mainstream media or common online search results, offering fresh, surprising, or counterintuitive perspectives.

Impartiality

- They are even-handed and objective; they do not have a political agenda.

Clarity

- They use precise, specific language rather than vague or abstract terms.
- Their aim is to make the topic accessible to readers who may not have prior knowledge, rather than overwhelming them with excessive information.
- They explain complex issues in a straightforward manner so that they're easy to understand.
- They use simple, ordinary words and minimise jargon; when jargon can't be avoided, they explain what it means.
- They have a clear, systematic, logical structure, with subheadings.
- They explain abstract principles using concrete examples.
- They give enough background information for a non-specialist reader to understand them without overwhelming them with unnecessary details.
- The argument is explicit, not implied; the article 'spoon feeds' the reader, leading them through the argument step by step.

Writing for the web

Writing for a web publication requires a specific approach to ensure that users can easily digest the information provided. Here are some key tips:

- **Conciseness:** Opt for brevity. Say what you need to convey using as few words as possible.
- **Simplicity:** Use straightforward language and avoid convoluted sentences. Explain complex topics in a clear and accessible manner.
- **Neutral language:** Choose neutral language over boastful or subjective text.
- **Inverted pyramid:** Place the most important and interesting information at the beginning of your content. Follow with additional details in order of diminishing importance.
- **Keyword usage:** Incorporate commonly used terms related to your topic. Minimise the use of proprietary terms and abbreviations.
- **Headings and subheadings:** Break up your content with descriptive headings and subheadings. This makes it easier for readers to find relevant information quickly.
- **Paragraph length:** Divide your content into short paragraphs. Lengthy blocks of text can be overwhelming. Short paragraphs are more reader-friendly.