

The Recontextualized Academic: Bridging the Gap Between Science and Society

The Four Facets of the Academic in *The Conversation*



The Researcher

Reports research processes and procedures, aligned with traditional academic roles.

The Autobiographer

Provides insight into real-world professional identity to establish credibility and authority.



The Proposer

Suggests the real-world value and applications of research beyond the data.

The Advocate

Calls for societal or policy change based on research findings.



Hybridized Personas

The blending of academic inquiry with journalistic clarity to make ideas accessible to non-specialist audiences.

Tools for Visibility and Impact

The Visibility Cline of Self-Representation



Hyperlinked first-person pronouns provide the highest level of author visibility and e-credibility.

Strategic Digital Affordances



Using author-involved hyperlinks to previous work significantly heightens a researcher's perceived authority.

Humanizing Scientific Research



Linguistic choices like personal pronouns make science more transparent and accessible to society.