

Office of Research  
Research Development and Support Series  
**Writing the One Pager: The Shortest Path to  
Success**

Wednesday, February 12, 2020  
FEC, Langsam Library 540F/G



Introductions

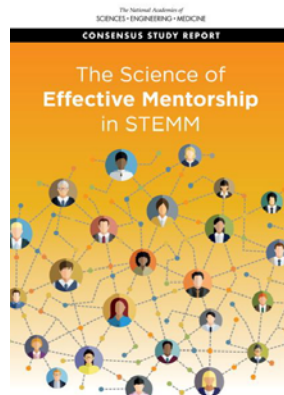
Overview



## Our Expert

- **Bob Hyland**, A&S Assistant Professor-Educator, Rhetoric and Prof Writing

## Just Released



## Writing the One Pager: The Shortest Path to Success



# 1981





**1984**

Tagamet®  
\$1,000,000,000/yr

Zantac®  
\$1,000,000,000/yr

Endoscopy  
\$1,000,000,000/yr

Source: <http://discovermagazine.com/2010/mar/07>

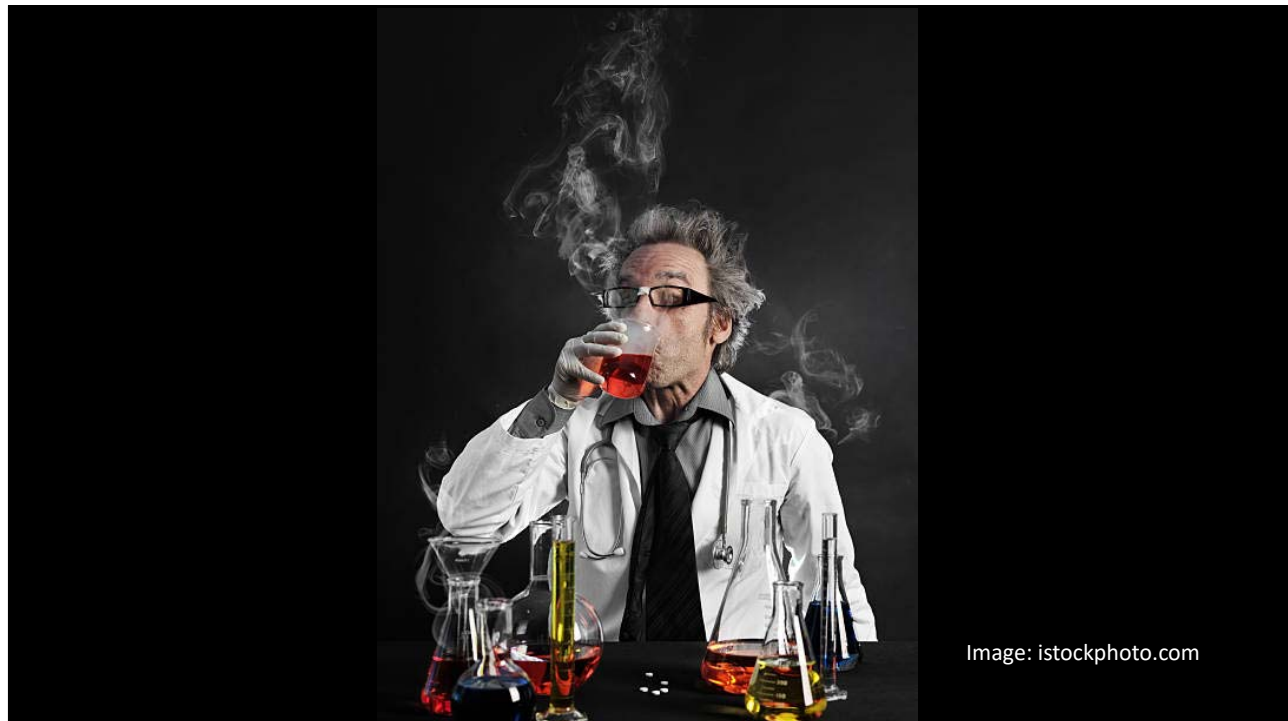


Image: istockphoto.com

**Problem solved,  
right?**

Nope, the response to the journal articles came up crickets!

**1985**

Dr. Marshall came to the U.S. . . .



+



=

“Guinea-Pig Dr. Experiments on Self and Cures Ulcer”

NIH and FDA fast-track knowledge transfer of Dr. Marshall’s findings



The Nobel Prize in Physiology or Medicine 2005  
Barry J. Marshall, J. Robin Warren

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## The Nobel Prize in Physiology or Medicine 2005



Photo: C. Northcott  
**Barry J. Marshall**  
Prize share: 1/2



Photo: U. Montan  
**J. Robin Warren**  
Prize share: 1/2

The Nobel Prize in Physiology or Medicine 2005 was awarded jointly to Barry J. Marshall and J. Robin Warren “for their discovery of the bacterium *Helicobacter pylori* and its role in gastritis and peptic ulcer disease”

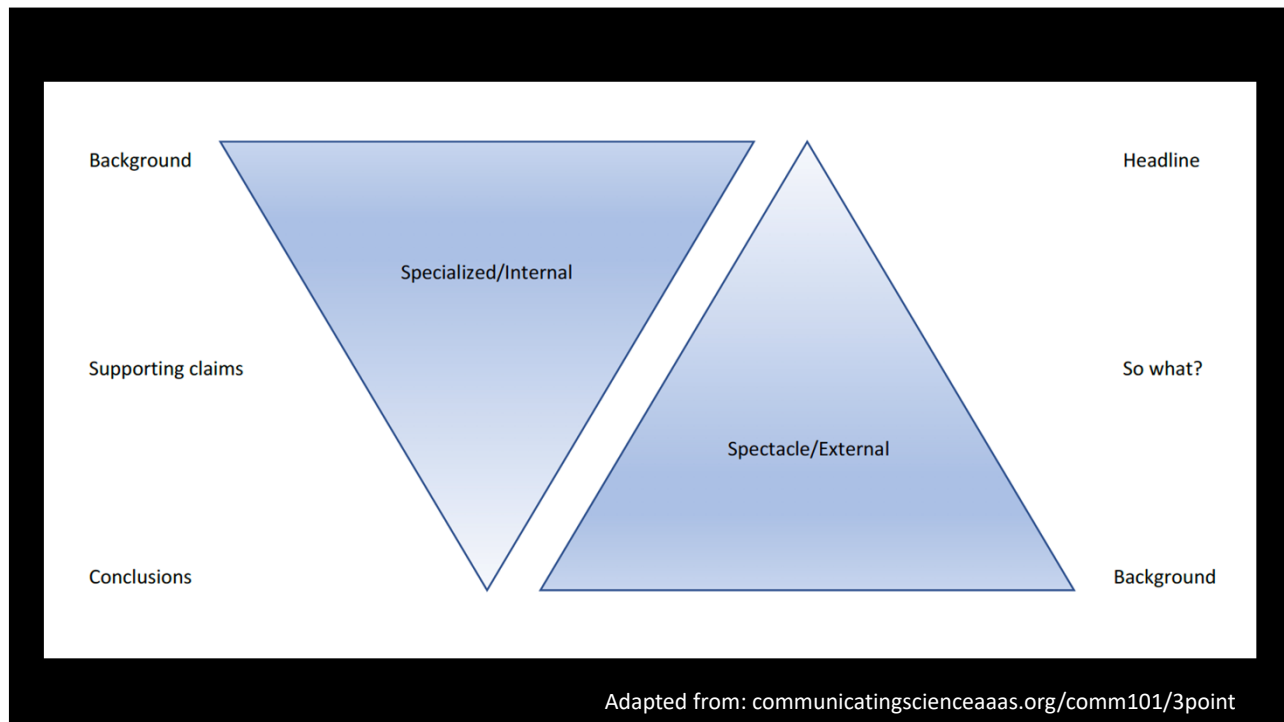
Photos: Copyright © The Nobel Foundation



# 2019

## Key Points

- Don't give yourself an ulcer about it, but beware the curse of knowledge
- Remember to periodically get the aerial view
- Practice creating your scientific/technical story for various audiences



## Writing a One Pager

The challenge:

Efficiently identifying a Program Officer (**seeker**), whose needs and preferences (**value sought**) can be satisfied by a value proposition (**your project's impact and significance**), and then persuading the PO that your project is THE project (**art**)

## About “Significance”

- Significance is evaluated and scored independently of the evaluation and scoring of Investigator(s), Innovation, Approach, and Environment
- The evaluation of significance assumes that the “aims of the project are achieved” and/or will be “successfully completed”
- Moreover, reviewers should evaluate the significance of the project within the context of a (research) field(s). For example, autism is a significant field of study but not all studies (projects) of autism are significant
- Research field(s) may vary widely, so it would be helpful if reviewers identify in their reviews the research field(s) within which the project addresses an important problem or critical barrier to progress
- The research field may be focused on a specific basic research area (enzymology) or a specific disease (*e.g.*, autism), or may be more broadly defined to cut across many health issues (*e.g.*, language training, psychology).

Source: NIH, 3/21/16

## Getting Started

For a quick exercise, create a short list of characteristics for the following:

1. Your Program Officer (**seeker**)
2. Her program needs and preferences (**value sought**)
3. Your value proposition (**your project’s impact and significance**)
4. Your distinguished appeals/persuasive points (**art**)

## One Pager Critique

- Read the one pagers, then pair and share the following:
  - Which one pager do you think is the better of the two?
  - Why? What are the attributes of the better message?
  - What are the shortcomings of the less effective one pager?
- Full group discussion

## What is Gestalt?

- It suggests the whole is other than the sum of its parts
- Its underlying principles have implications for visual design
- Its principles can be leveraged for effective use of visuals and data visualization

## Why Gestalt?: Picture Superiority Effect



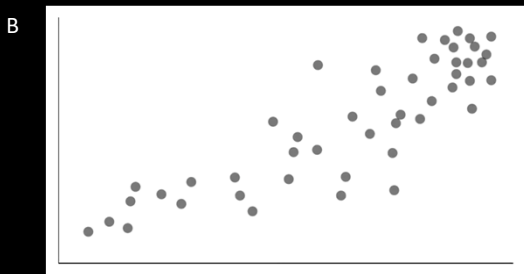
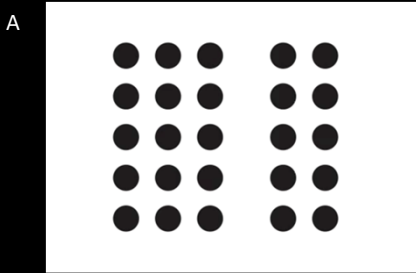
We remember **60%** of information when presented as **picture and words** vs. **6%** when presented as **words alone**

## Figure and Ground



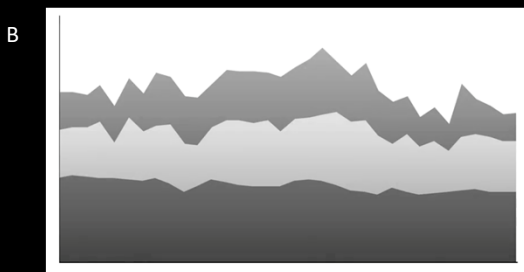
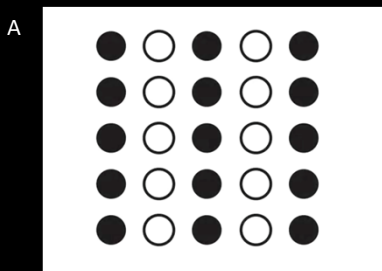
- The bottom of an image is the figure, the top of an image is the ground

## Proximity



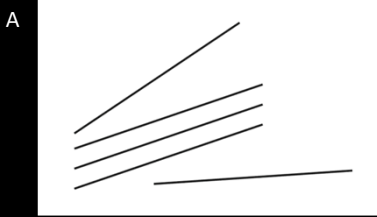
Our brain associates proximity with *belonging* and, in data visualization specifically, *patterns*

## Similarity

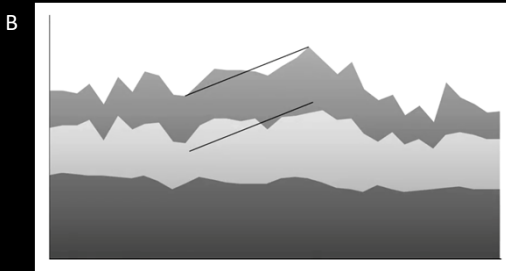


Our brain uses similarity to categorize (e.g., shape, size, color)

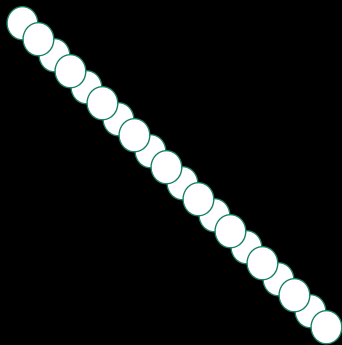
## Parallelism



Our brain associates parallelism with togetherness and pattern



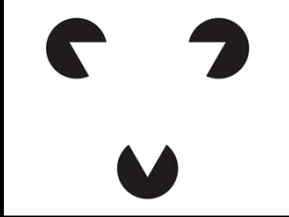
## Common Fate



If elements move together, our brain tells us they are a common unit

## Closure and Continuity

A

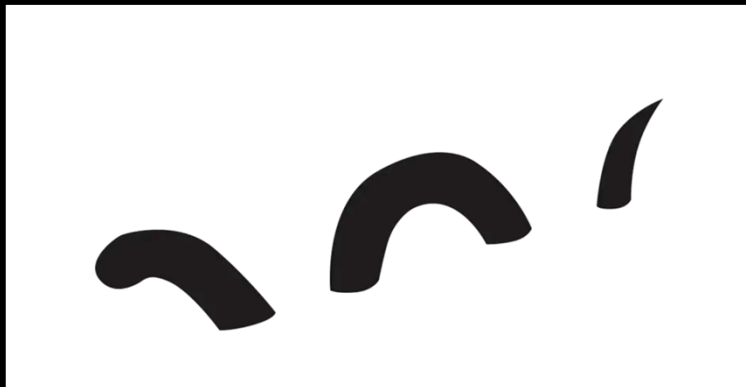


Our brain uses closure and continuity to complete the picture

B



### Just for Fun: What is this?





## Design for Audience



Credit: Dooley et al.

Eye first drawn to visuals, then tends to follow "F" pattern of content visualization

## Design for Audience



Credit: Dooley et al.

Using visual cues, we can strengthen engagement with content – design choices

## Visual Design (short version)

- If you don't want to explore the power of leveraging Gestalt in document design for your one pager, at minimum remember this C.R.A.P.
  - C: Contrast
  - R: Repetition
  - A: Alignment
  - P: Proximity

### Put Action in Verbs

1. Avoid nominalizing your verbs:

Action	Nominalization
to analyze	analysis
to investigate	investigation
to perform	performance

2. Example:  
"Data will be analyzed." NOT "An analysis of the data will be done."
3. Revision technique:  
Go through you document and underline all nominalizations. Then go back and evaluate each one to determine if it should be changed to a verb.

### Put Characters in Subjects

1. The character is the actor. Readers expect the main character in a clause to be found in the subject. Characters can be (and often are) abstract nouns, like *lead contamination* or *urban heat island effect*.
2. Examples:  
**Bad example:** The **movement in the liquid medium** of the bacteria was accomplished by microflagella.  
**Good example:** The **bacteria** move themselves in the liquid medium with microflagella.
3. Maintain a common subject throughout a one-topic paragraph.
4. Shift the subject appropriately according to the story.
5. Revision technique:  
Highlight the subject of each sentence. Does the structure of your subjects match the information you intend to convey? What's the topic? What's your point?

### Keep Subjects Near Verbs

1. **Who** is the sentence about, and **what** are they doing? Let's look at example above.
2. Revision technique:  
Identify the main subject and its verb in your sentence. If they are far apart, rephrase the sentence to bring them closer together.

Adapted from *Graduate School Scientific Writing Resource*, Duke University

# Let's Write!

## Office of Research Resources

Office of Research Web Site ([research.uc.edu](http://research.uc.edu))

Office of Research How2 ([researchhow2.uc.edu](http://researchhow2.uc.edu))

Research Directory ([researchdirectory.uc.edu](http://researchdirectory.uc.edu)) – Ohio Department of Higher Education – Ohio Innovation Exchange (OIEx)

SPIN ([research.uc.edu/funding/spin](http://research.uc.edu/funding/spin))

Limited Submissions (via web portal ([rsrch-webserver.uc.edu/](http://rsrch-webserver.uc.edu/))) Two types – faculty research nominations and research proposals; Selection process dependent on type.

Office of Research *Findings* Please sign up to receive this monthly newsletter (<https://research.us16.list-manage.com/subscribe?u=48c9bcb343e73c93605e53eee&id=6527e50384>)

## Office of Research Resources – NEW!!

Early Career Funding Opportunities – under Funding on main Office of Research webpage

(<http://researchhow2.uc.edu/search?indexCatalogue=researchhow2-dev&searchQuery=Early+Career+Funding+Opportunities&wordsMode=0>)

Office of Research Annual Report – IMPACT



### **Faculty Enrichment Center Partner Consultation Hours**

#### **Research Development Services (RDS)**

RDS consultation hours will provide consulting, one-on-one meetings, and assistance with access to research tools. During this time, Office of Research staff will facilitate access and use of tools, education materials, research support offices, external consultants, and trainings.

*1st & 3rd Tuesdays, 1:00 - 4:00pm Room 540C*  
[sarah.clift@uc.edu](mailto:sarah.clift@uc.edu)

#### **UC Press & Cincinnati Library Publishing Services (CLIPS)**

UC Press/CLIPS office hours will provide consulting on how to create a manuscript proposal, publishing contract consultation and review, copyright/permissions guidance, TOME grant information, ideas on how to create digitally interactive publications, open educational resources and open access publications.

*2nd Mondays, 11:00am - 1:00pm Room 540B & 3rd Thursdays, 3:00 - 4:00pm Room 540C*  
[mark.konecny@uc.edu](mailto:mark.konecny@uc.edu)

#### **The Human Research Protection Program (HRPP)**

HRPP consultation hours will provide consulting for UC faculty and staff with questions about Institutional Review Board (IRB) submissions.

*1st & 3rd Tuesdays, 11:00am - 1:00pm Room 540C*  
[devan.vaughn@uc.edu](mailto:devan.vaughn@uc.edu)

**Video Captioning for Accommodations** Accessibility Resources will provide consulting and assistance for closed captioning for faculty whose course has an active accommodation for captioning or for faculty interested in making their course video content accessible with closed captioning.

*2nd & 4th Tuesdays 12 - 3pm, 1st and 3rd Fridays 12 - 3pm,*  
 Room 540C [lane7@ucmail.uc.edu](mailto:lane7@ucmail.uc.edu)



## Faculty Enrichment Center Partner Consultation Hours

**Advanced Research Computing (ARC)** ARC consultation hours will facilitate access to and use of research computing tools, services, educational materials and training.

*3rd Tuesdays, 9:00am - 12:00pm & 4th Fridays 9am - 1pm Room 540C*  
[ARC\\_Info@uc.edu](mailto:ARC_Info@uc.edu)

### Academic Personnel

Academic Personnel will provide consulting and advisory services to Unit Heads on AAUP collective bargaining agreement issues and related faculty concerns.

*1st Wednesdays, 10:00am -12:00pm & 3rd Thursdays, 1 - 3pm Room 545N*  
[kasey.underwood@uc.edu](mailto:kasey.underwood@uc.edu)

### Virtual & Augmented Reality in the Creative Innovation Room - The UCSIM | Center for Simulations & Virtual Environments Research

Provides demonstrations and consultation to help faculty learn more about how to use virtual and augmented Reality for teaching and research. UCSIM staff are available for walk-in demonstrations or other hours by appointment. *Mondays, 10:00am- 12:00pm & Thursdays,*

*12:30pm- 3:00pm Room 540A*  
[ucsim@uc.edu](mailto:ucsim@uc.edu)

### The Statistics Consulting Center (SCC)

Statistics consulting services will be provided free of charge to faculty and their graduate students engaged in research by the Statistics Consulting Center (SCC) in the Division of Statistics and Data Science of the Department of Mathematical Sciences.

*By Appointments ONLY*

*Monday 10:10 am - 12:10 pm & 1:40 pm - 3:40 pm*

*Wednesday 10:10 am - 12:10 pm*

*Thursday 10:00 am - 12:00 pm*

*Walk-in clinic ONLY Wednesday 1:40 pm - 3:40 pm*

*Schedule at <https://www.artscl.uc.edu/statconsulting>*

*Room 540C [askstat@uc.edu](mailto:askstat@uc.edu)*



## Research Development and Support Series

- 2/12/2020 – Research Development & Support Series – Writing the One Pager: The Shortest Path to Success  
2:30pm – 4pm, Faculty Enrichment Center, Langsam Library Room 540F
- 2/25/2020 – Research Development & Support Series – Rigor and Reproducibility: Focus on the NAE report  
1pm – 2:30pm, University Hall 454
- 3/2/2020 – UC Conversations – Sustainability  
2pm – 5pm, Niehoff Studio, 2728 Vine St.
- 3/16/2020 – Research Development & Support Series – Grant Writer’s Workshop (full day) (\$75 cost associated with attendance)  
8am – 4:30pm, West Campus
- 3/22 – 27/2020 – Research and Innovation Week  
Various locations and events



## Research Development and Support Series

3/26/2020 – Hutton Ethics Lecture (with other Ethics Lectures)

9am – 10:30 pm Professional Ethics and the Responsible Conduct of Research, CEAS Ethics Lecture and Reception – Dr. Michael C. Loui, ERC 427

Noon – 1pm Hutton Ethics Lectureship – Citizen Science and Human Genomic Research: Ethical and Social Implications, Dr. Eric T. Juengst, UC Gardner Neuroscience Institute – Auditorium, RSVP by March 20th, lunch provided

2pm – 3:30pm Ethics: The Secret to Effective Leadership? – Dr. Andrew Cullison, Lindner Hall 1220

3/30/2020 – Research Development & Support Series – Early Career Workshop (half day, afternoon)

1pm – 5pm, Location to be Announced, West Campus

3/31/2020 – Large Center Grants (By Invitation – Selected Teams Only) (half day, morning)

9am – 1pm, Location to be Announced, West Campus

4/20/2020 – Undergraduate Scholarly Showcase (Office of Research is a sponsor again this year)

9am – 4pm, TUC

