

The purpose of these articles is to dive into subjects in depth. The writing style should be **clear, precise, and understandable** while not taking away from the quality of the content.

### 1. Structure and Formatting

**Titles:** Before submitting, ensure that you have a title and subtitle

**Length:** The suggested length of the full article should be around 300-600 words.

This is a **flexible requirement** – if you feel you need to write more to fully explain the information or express your ideas, please feel free to do so!

### 2. Main Body

**Tone:** The writing should be academic and easy-to-understand, maintaining a semi-formal style without being overly formal.

**Reminder:** An important part of Unboxed is having a clear writing style so that learning is accessible and open to people of all ages or backgrounds. However, this is not a reason to lower quality of the writing and content – please feel free to use advanced concepts and terminology – just make sure to explain all advanced words in ‘Term and Definitions’ 😊

Here is an example:

Hard to understand ❌: In the context of contemporary socio-economic paradigms, the ontological ramifications of policy bifurcation vis-à-vis macroeconomic stratification necessitate a recalibration of the extant fiscal heuristics, thereby engendering an exigent imperative for multidimensional analytical frameworks that can reconcile the epistemic dissonance inherent in cross-sectoral data convergence.

Easy to understand ✅: Changes in government policies can affect the economy in many ways. To understand these effects, we need simple tools and clear methods that help us study data from different sectors.

### 3. Images:

Visual aids are **strongly encouraged** as they improve comprehension and engagement. Charts, tables, infographics, or diagrams are very helpful where complex ideas can be simplified.

Reminders:

- Make sure that all visuals directly support or clarify the content of the section
- Use high-resolution images; avoid pixelation or blurriness

Citing the image:

- Below the image, provide a caption briefly explaining the image, and a URL of where you got the image. If the image is yours, you can write: Courtesy of: Your Name

Example:

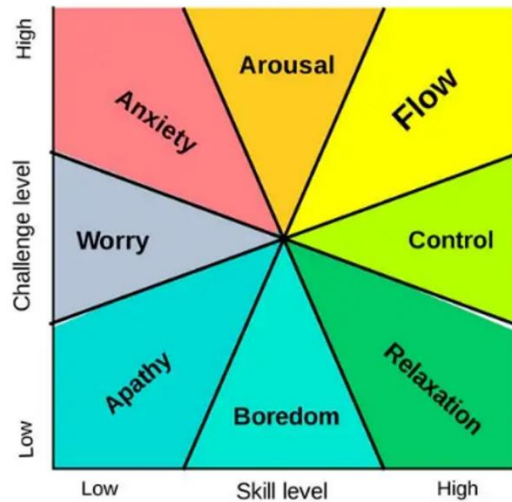


Image: Csikszentmihalyi's flow model

Courtesy of: [Neuroscience of Flow States | Encyclopedia MDPI](#)

#### 4. Definitions and Key Terms Section

Any field-specific terms, advanced terms, or general terminology that the average person may not understand should be included in this section. These terms should be explained in the most simple and direct way possible. To ensure this, it's helpful to use the 'Little Sibling Test': if you explained this to a younger sibling, would they be able to fully understand it?

Examples:

1. Cognitive flexibility: the ability to alternate between thinking about different concepts
2. Dopamine: a neurotransmitter associated with pleasure, reward, and happiness
3. Endogenous chemicals: a substance that is naturally made within your body, helping you perform bodily functions

## 5. Critical Thinking and Exercises Section

This section is designed to help students actively apply and deepen their understanding of the material. It can include critical-thinking questions, practical exercises, or problem-solving activities that encourage analysis, reflection, and application of concepts.

This can look like:

- Open-ended questions (Ex: What are the potential consequences of this decision?)
- Compare and contrast (Ex: Identify similarities and differences between Theory A and Theory B)
- Problem-solving scenarios (Ex: A city wants to reduce traffic congestion. Using what you've learned, design a plan)
- Debates (Ex: List arguments for and against this policy. Which side has the greatest impact on people?)

Here is an example of the critical thinking section of an article about marketing:

### **Think Like a Marketer**

Learning begins when we apply our knowledge to the real world. Here are three critical thinking activities to use the framework we have just learnt.

1. Is it possible for a company to grow revenue without improving awareness?
2. A company has high awareness and acquisition, but low retention. What KPI's can they use to analyze this problem? What methods could they implement to fix this problem?
3. Choose a product that you love. What are two things this brand does to encourage activation? What methods do they use?

## 6. Citations and References

**List all sources** – Include all books, websites, videos, or other materials used to create this article. Formal citations are not required; you can simply paste the URLs. Please organize them in a numbered list.