

Editorial guidelines for articles and blogs for the Network Pages

Section 1. The aims of the Network Pages

On the Network Pages we aim to promote both network science and its real-world applications. We view this primarily as a mathematical endeavor with intimate connections to computer science. Understanding networks science can help readers to improve their understanding of the world around them. We aspire to include connections to other branches of science relating to networks, such as physics, biology, chemistry, economics, sociology, medicine, neuroscience and artificial intelligence. And vice versa, real-world examples can help them understand the mathematics.

With the Network Pages we do both, but the focus lies on the mathematics: it is not necessary that all articles have a practical or applied flavor.

Our aim with the articles and the blogs on the Network Pages is to present mathematical and algorithmic aspects of the theory of networks to a broader audience, and to show how amazing this modern scientific field is.

Who can contribute to the Network Pages? Network Pages depends largely on the contributions of volunteers. Everyone is warmly encouraged to contribute an article or a blog post to the Network Pages. If you want to contribute to the Network Pages, contact editor@networkpages.nl.

Section 2. Our target readers

The target readers of the Network Pages consist of a broad audience that is generally interested in mathematics but doesn't have concrete ambitions related to network science.

The articles and blog posts that are written for the Network Pages are usually intended for this target group. In Section 3 below we give some more detailed guidelines about writing an article for the Network Pages. For this target audience we have identified the following characteristics:

Knowledge level

- ✚ Our readers are in general highly educated. Therefore they can understand more complicated and involved texts than an average reader.
- ✚ A significant part of our readers has some scientific knowledge, but they are not mathematicians.
- ✚ Our audience is not familiar with networks and networks theory.

What do our readers find interesting?

- ✚ They are keen to learn.
- ✚ They are curious about mathematics *an sich*, but also about the viewpoints it gives to real-world phenomena.
- ✚ They are looking for “infotainment”.
- ✚ They like (mathematical) puzzles.
- ✚ They are interested in the people behind the mathematics.

What do our readers expect?

- ✚ They want to learn more about mathematics.
- ✚ They want to understand the world.

Typical networks related topics for this audience are:

- ✚ The quantum Internet.
- ✚ How epidemics spread.
- ✚ Why is *fake news* so persistent?
- ✚ Who do videos go viral?
- ✚ Mathematical, and/or graph theory, puzzles, like “The bridges of Königsberg”.

The Network Pages also contains educational material aimed at high-school students as well as teachers. Therefore, we strive to make the Network Pages articles and blogs also accessible to this audience.

Section 3. Practical guidelines for writing an article

The Network Pages focuses primarily on informative articles. In this section you can find the most important guidelines for writing an article for the Network Pages.

1. Take the target audience into account, see Section 2, “Our target readers”.
2. Choose a topic that suits the target audience and also suits the goal of the article. Too abstract topics may deter people to read an article.
3. The length of articles should be between 400 words (1 A4, 2 minutes) and 1600 words (4 A4, 10 minutes). Longer articles are welcome, but may be edited for length and/or divided into multiple entries.
4. Articles and blog posts for the Network Pages are written exclusively in English.
5. The language, tone, and structure of articles should be conversational and expository, as opposed to academic. The use of jargon and of the “editorial we”, for instance, should be avoided.
6. Together with an article an author should also provide a title, a teaser (of max. 35 words) and a feature image which will be used on the home page to promote the article.
7. Make your article independent of mathematical formulas and computations. We would also like to attract a more mathematical audience hence we endorse authors to include some mathematical arguments, but we will add these into a pop-up menu or a distinguished text-box. In this way the website will be appealing to a broader audience.
8. Think of the layout of the article. We can do almost everything with the layout of an article. So think for example where and how you would like the information to be presented. For example, would you like to present a method in detail? Then we could do this in a text-box that could be read only by the interested readers.

Editorial Suggestions

1. Write in an inclusive and welcoming manner. Invite the readers of the Network Pages to read your article. Use a title that attracts the reader’s attention. Your title could communicate, for instance:
 - ✚ **‘I want to explain something to you’**. For example:
Drugs dumping in the Netherlands; a gentle introduction to uncertainty and statistics.
 - ✚ **‘I have an answer to your question’**. For example:
Why waiting is torture *Waiting in line is a timeless form of torture. Here’s a story that explains why.*
Can flipping the queue spare you time?
 - ✚ **‘Let me help you to do something’**. For example:
Consult a mathematician before you visit Disneyland.
 - ✚ **‘I have something interesting for you!’** For example:
The quantum Internet: a glimpse into the future.
Can you solve Martin Gardner’s best mathematical puzzles?
 - ✚ **‘Let me tell you a story’**. For example:
The neuroscientist who discovered he was a psychopath.
2. Avoid technical language in the title. A technical title can deter readers that are not familiar with this topic.

3. Make your article accessible, easy to navigate and attractive:
 - ✚ Divide the article in sections and paragraphs.
 - ✚ Interchange between text and images/animations/videos/text boxes/drop-down explanations.
4. Don't be shy to include curious bits of information and trivia to entertain or awe your reader. Here are some examples:
 - ✚ **“Three increases in a row, how can you be so sure that this did not happen by chance?”** (<http://www.networkpages.nl/drugs-dumping-in-the-netherlands-a-gentle-introduction-to-uncertainty-and-statistics/>)
 - ✚ **Yes, Google stores the entire World Wide Web on its servers!** (<http://www.networkpages.nl/look-it-up-on-the-internet-how-web-search-works/>)
5. **Difficulty level:** All our content is supplied with a difficulty ranking (1 to 5 “hats”) that is displayed at the top of every article. Our aim is that most articles will receive 1 or 2 hats, some 3 hats. Material ranked with 4-5 hats will only be published in exceptional cases, when we feel that the content warrants the difficulty level. An explanation of the ranking system can be found [here](#).

Section 4. Practical guidelines for a blog

The purpose of the Network Pages blogs is to present bite-sized articles, news updates, links to other publications, and other material that is interesting but too short or too topical to be presented as a featured article (e.g. a single paragraph post linking to a different website, an alert for an interesting show on TV, or a news item about a recent breakthrough in network science).

1. **Instructions for authors.** All the instructions for authors of articles given in Section 3 also apply to bloggers, with the notable exception that we prefer blog entries to be shorter, at most 400 words.
2. **Becoming a guest blogger.** This goes by invitation from the editorial board. For suggestions for guest bloggers (including yourself), please contact us at editor@networkpages.nl.

Section 5. Submitting an article

1. **How to submit?** We will make an author's account for you on our website, so that you can submit the content electronically and check what your article will look like when it will be online. The Network Pages runs on WordPress, that automatically updates whenever new content is added. We prefer to have content submitted directly into WordPress by our authors. If this is not possible then contact the editorial team at editor@networkpages.nl.
2. **Including formulas in the text:** We have built LATEX functionality into the website. An equation that can be compiled in LATEX can be easily converted to an article that can be displayed online by replacing the starting and ending dollar signs (\$) with double dollar signs (\$\$). To show equations in “display style”, for which the LATEX code would, for instance, be given by `\begin{equation} ... \end{equation}`, the environment command should be replaced by `$$ \displaystyle ... $$`.
3. **Images:** If you submit images, then please make sure that they are in a format that is compatible with HTML5 (most images are ok, e.g. .jpg, .png and .svg). In particular, we cannot display .pfd and .bmp images. Also make sure that the images are of sufficiently high resolution.
4. **Editing and revision:** When you submit an article to the Network Pages, an editor will go over the article and possibly suggest changes, e.g. to improve readability for a general audience. Editing may involve adjustment of tone and structure of writing to make it more appealing. We strive to keep edits to a minimum. We will always inform you of edits, and ask your permission before publishing edited material.

Section 6. Important legal and ethical aspects

1. **Using copyrighted and trademarked materials.** When you submit something that you did not create yourself (e.g. an image that accompanies the article you wrote) for publication at the Network Pages, it is of the utmost importance that you make sure that copyright/trademark holders agree. Note that even if you are the creator of a text or image, it may be the case that you are not the copyright holder, for instance when you signed away the copyright upon publication in a journal. If you find that copyrighted material found its way to our website without the copyright holder's permission or proper attribution, then please contact us at editor@networkpages.nl, so that we may remedy the situation.
2. **Copyright of articles published at the Network Pages:** Network Pages strives to be an open source website. As such, we apply the [Creative Commons Attribution-NonCommercial 2.5 License](#) to all works submitted to the Network Pages, unless copyright already rests elsewhere, or explicit agreements to the contrary have been made. The above license is a pretty standard license that roughly speaking entails that anyone may cite freely from the website, so long as they attribute the authors and Network Pages, and they do not intend to make commercial use of the work.
3. **Plagiarism.** We uphold the same ethical standards when it comes to plagiarism as all other journals and magazines. Add appropriate references when using material taken from other sources.