

January 2013

## **Comparison of Blogging Styles on the Whiteknights Biodiversity Blog**

### **Information for Participants**

The aim of this project is to discover what approaches to written style and use of images or other aids makes blogs more useful and which makes them best to read. To aid in this I aim to gather reader feedback using Bristol Online Surveys to gather data. The data will be stored on BoS initially and then, in anonymised form, will be stored on DVD associated with the project report and will be used to aid in the design of future blogs. Results will be published on the Whiteknights Biodiversity blog <http://blogs.reading.ac.uk/whiteknightsbiodiversity/>.

You must be 18 or over to complete this questionnaire.

This survey is conducted by Thomas Whitlock and Madeleine Sandilands for their BSc honours projects in the School of Biological Sciences at the University of Reading under the supervision of Dr Alastair Culham ([A.Culham@reading.ac.uk](mailto:A.Culham@reading.ac.uk)).

This project has been subject to ethical review, according to the procedures specified by the University Research Ethics Committee and has been given a favourable ethical opinion for conduct.