

RESEARCH 101

WHY MOST RESEARCH GETS IGNORED ?

Most research fails because it isn't communicated clearly.



SWIPE TO MAKE
YOUR RESEARCH
UNIGNORABLE.

The Main Challenge

Too many research posts are dense walls of text. People scroll fast, learn slowly.

***Solution:** Chunk your ideas into single, clear points per slide*



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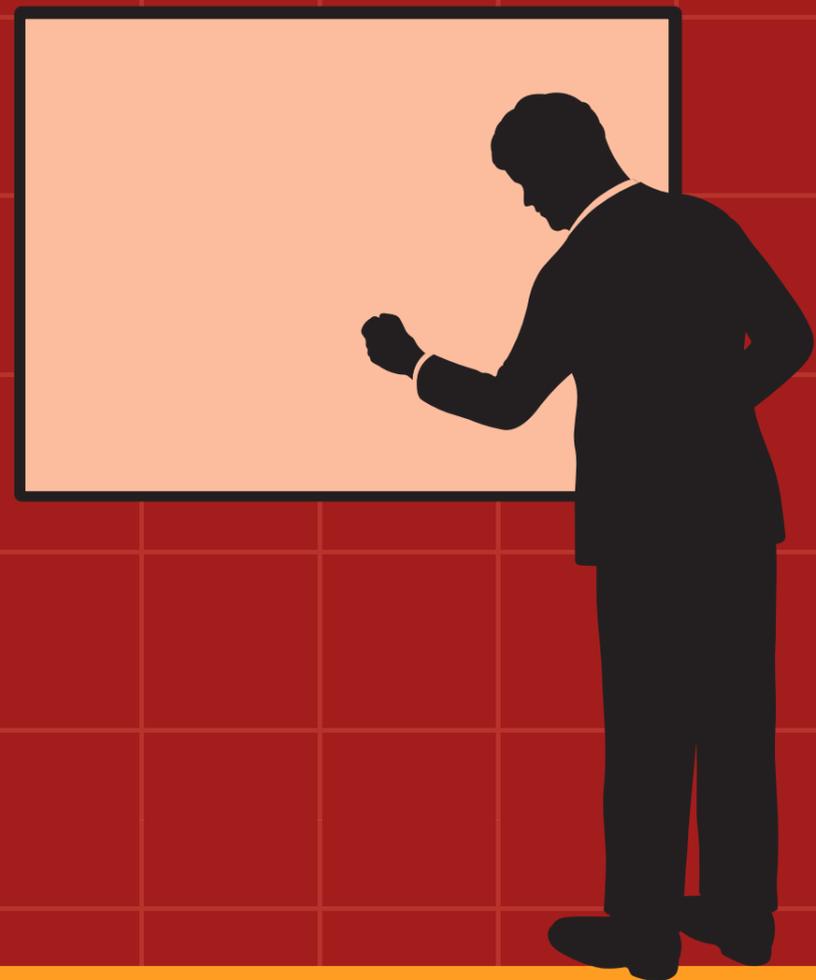
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The Simple Fix

A Clear Structure Works Best



- 👉 Slide 1: Big idea/hook
- 👉 Slide 2: Problem you solved
- 👉 Slide 3: Method you used
- 👉 Slide 4-5: Key findings
- 👉 Slide 6: What this means for the reader



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The Common Mistake

Data Without Meaning

Don't just share numbers — explain what they mean.

Example:

- “50% rise in engagement”
- “Because shorter summaries get shared more.”

Visuals > paragraphs.



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What Really Connects

Stories Make Research Memorable

Start with a real moment:

“We thought X... until we discovered Y.”

Narrative hooks keep readers swiping even through technical slides.



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Now It's Your Turn

Make Your Research Matter

Clear structure + simple language = better
impact.

- Follow us for more simple, practical research insights.



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