

Top Tips for Writing a Good Profile

1. Adjust your writing style for the medium

Website visitors don't read, they skim and pick out the information they want (they may actually read 20 to 30% of a page)

Entice the reader in:

- Be concise
- Make sure the key information is at the top of the page
- Use headings and sub-headings to break the content into manageable chunks
- Use bulleted or numbered lists to help with scanning
- Use hyperlinks where appropriate to highlight important information

Use the first person:

- 'Impressable Scanning' Users are more open to reading your words when they know *you* wrote it

2. The NDCN 'Voice and Tone'

The best websites are consistent in their written and visual 'style'. So when we first set up the website we did a short workshop to try to articulate how NDCN would like to present itself.

We came up with this:

We are passionate, exciting and fun. We are personable, humane and compassionate. We are not your typical scientist, in that we are well-rounded and cultural.

NDCN Values:

- Be the best, world-leading, excellent and exceptional
- Be collaborative, with tolerance for diverse or even polarized approaches.
- Translation both ways – bench to bedside to bench
- Challenging and exciting
- Fantastic facilities

3. Template for a Profile

1. Start with a simple sentence which explains your specific area of study, avoiding jargon, in the first person. So: "My research focuses on..."
2. Then, step back and provide a line to give context: why is your research important?
3. Now explain your work in more detail. What are you looking at specifically, and how do you do it? Again, keep jargon to a minimum, and remember to use the active first person.
4. You should also explain how it's having an impact. Is it inspiring new practice, changing policy, going into large-scale trials, or saving lives?
5. You might like to wrap up with on-going projects and intended future work.
6. Also, feel free to include any important affiliations or teaching commitments.

4. Examples

Eyetracking

The visitor has focussed in immediately on the 2nd paragraph, helped by the short chunks of text and the sub-headings

The screenshot shows a web page titled "Mallard-Duck" from the Hogleg Zoo. The page features a navigation menu on the left, a main content area with text and images, and a right-hand sidebar with technical details. Red lines are overlaid on the page, indicating the path of a visitor's eye. The most prominent lines start at the top left, move down the navigation menu, then jump to the second paragraph of the main text, which is under the heading "Habitat". Other lines trace the text in the second paragraph and point to the "Habitat" image. The sidebar on the right also has lines indicating eye movement, particularly towards the "Class:" and "Species:" fields.

Mallard-Duck
Anas platyrhynchos

Range: Almost everywhere in the northern hemisphere.

Habitat: Lakes, rivers and ponds, fresh water.

Length: 18 inches, wingspan: 38 inches

Average Lifespan: Up to 15 years

Wild Diet: Fresh water mollusks, snails, slugs, aquatic insects, fish eggs, grasshoppers and a wide variety of other animal and plant food including tree ferns and stems.

Predators: Falcons, herons, and man.

Class: Aves
Genus: Anas
Species: *platyrhynchos*

Where at the Zoo? 0144.09 210.0000

Learn about more 86.52 from **North America** 04.0000.0000.0000 the best

Search for an animal by name or genus: Search

Last modified: Oct 27th, 2004, @ 3:56 pm
Display a **Printer Friendly** version of this page.

Send this page to a friend...
Click HERE!
Wednesday, March 24th, 2007

Read Hogleg Zoo's [Terms of Use & Privacy Policy](#)

[See comments or questions?](#)
[Website suggestions?](#)

ASSOCIATION
OF ZOOS
AND AQUARIUMS

A good example of a profile



Masud Husain

MA DPhil BMBCh FRCP FMedSci

PROFESSOR OF NEUROLOGY & COGNITIVE
NEUROSCIENCE

- Wellcome Trust Principal Fellow
- Professorial Fellow, New College

RESEARCH SUMMARY

My research focuses on

- inattention
- disorders of memory
- impulsivity and apathy

Why are people inattentive or forget things quickly? Why do some people act impulsively while others just can't be bothered?

All these problems occur to some extent in healthy people. But they can be profoundly disabling in patients with neurological conditions - from stroke, through neurodegenerative conditions such as Parkinson's or Alzheimer's disease to developmental disorders such as ADHD.

Currently, there are very limited treatments.

Understanding underlying mechanisms is therefore crucial.

We've developed techniques to examine attention, short-term or working memory and decision-making in healthy people and patients with neurological disorders.

We've begun to understand some of the brain mechanisms that are disrupted when people don't pay attention, or forget information rapidly, when they make impulsive decisions or just can't be motivated to act. Some of our research has led to novel treatments.

We see patients in the Cognitive Disorders Clinic at the **John Radcliffe Hospital** and the **Cognitive Neuropsychology Centre, Dept of Experimental Psychology**.

Our research on fundamental mechanisms underlying attention, working memory and motivated decision-making in healthy people is conducted in our labs at the **Dept of Experimental Psychology** and the West Wing, **John Radcliffe Hospital**.

CONTACT INFORMATION

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MY CONNECTIONS

New College
College



Personal webpage

[Personal webpage](#)

Cognitive Neurology Research Group

[Research Group](#)

Oxford Cognitive Neuropsychology Centre

[Research Group](#)

Cognitive Neurology Research Group (Prof. Masud Husain)

[Research Group](#)

BIOGRAPHY

Masud read Physiological Sciences / Medicine (1981-84) at Oxford before completing his PhD here in 1987. He held a Harkness Fellowship and was a postdoctoral fellow at MIT, prior to returning to Oxford to finish his

KEY PUBLICATIONS

Changing concepts of working memory.

Ma WJ. et al. (2014), *Nat Neurosci*, 17, 347 - 356

Dynamic shifts of limited working memory resources in human vision.

Reys PM. and Husain M., (2008), *Science*, 321, 851 - 854

Functional role of the supplementary and pre-supplementary motor areas.

Nachev P. et al. (2008), *Nat Rev Neurosci*, 9, 856 - 869

Self-control during response conflict by human supplementary eye field.

Husain M. et al. (2003), *Nat Neurosci*, 6, 117 - 118

Abnormal temporal dynamics of visual attention in spatial neglect patients.

Husain M. et al. (1997), *Nature*, 385, 154 - 156

RECENT PUBLICATIONS

Human ventromedial prefrontal lesions alter incentivisation by reward.

Manohar SG. and Husain M., (2016), *Cortex*, 76, 104 - 120

Individual Differences in Premotor Brain Systems Underlie Behavioral Apathy.

Bonnelle V. et al. (2016), *Cereb Cortex*, 26, 807 - 819

Causes and consequences of limitations in visual working memory.

Fallon SJ. et al. (2016), *Ann N Y Acad Sci*

Visual short-term memory deficits in REM sleep behaviour disorder mirror those in Parkinson's disease.

Rolinski M. et al. (2016), *Brain*, 139, 47 - 53

Reduced pupillary reward sensitivity in Parkinson's disease

Manohar SG. and Husain M., (2015), *npj Parkinson's Disease*, 1, 15026 - 15026

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- Professional but approachable portrait photo
- Written in first person
- Bulleted list of key areas of research
- Short concise paragraphs
- Hyperlinks for key locations
- Separate section for biography