

Footnote¹

Mission & Values

Footnote's mission is to bring academic research and expertise to a mainstream audience in an engaging, easily digestible format. We serve as a bridge between the valuable knowledge produced in academia and real-world leaders who can turn this intellectual capital into action. We report on a wide range of topics in the social sciences and hard sciences, with a particular focus on research that is relevant to current issues in politics, economics, and business. Most of our articles outline the findings of one or more academic studies and explore the implications of these findings for business, public policy, health and well-being, technology development, and future research.

The key values guiding our company and our content are:

- (1) Research.** Rigorous academic research and empirical data are at the heart of our content, because we believe they should be the foundation for decision-making and opinion-formation.
- (2) Expertise.** We highlight the voices of experts because we believe their knowledge should play a central role in public discussion of the topics in which they specialize.
- (3) Engagement.** We seek to make learning engaging by demonstrating the connections between technical research and how our readers view the world. Sometimes the implications are clear and other times it is our job to connect the dots.
- (4) Impact.** We highlight research that has the potential to have a significant impact on public understanding of an issue, even if the research or the topic aren't currently at the top of the news.
- (5) Objectivity.** We distinguish ourselves from other media outlets through our focus on facts, data, and research, and our rejection of polarization and sensationalism.
- (6) Non-partisanship.** While we explore the implications of research findings, we don't advocate for particular political positions. We provide readers with the information they need to form their own opinions.
- (7) Discourse.** Academic knowledge building is a collective, constantly evolving effort. We encourage constructive dialogue and healthy debate among contributors and readers, within and across disciplines.
- (8) Diversity.** We strive to cultivate a network of contributors with diverse backgrounds and viewpoints.