**ACADEMIC WRITING: THE CRAFT OF STORY TELLING**

**The list below represents the questions that are generally (but not always) answered in the introduction. In essence, these answers form the basis of your “story.”**

1. What is the general background/condition that your paper is addressing? *(context)*
2. What problem or gap exists in what we know about this? *(problem)*
3. Why does this gap matter, and to whom? *(so what? who cares?)*
4. What is your approach to filling this gap? *(approach/methods)*
5. Why has no one else tried answering this question, or tried answering this question by using this approach? *(anticipating readers’ objections, positioning your work in the larger literature)*
6. What is/are your main research question(s)?
7. What did you discover? *(results)*
8. What is the significance of this discovery? *(contributions)*
9. Limitations of your paper/approach?

Numbers 9 and 10 sometimes appear in the introduction, but are more commonly found in the conclusion.

1. Avenues for future research.
2. Structure of paper

For one-on-one writing help,

contact the Wharton Doctoral Program’s Writing Instructor, Lynn Selhat

selhat@wharton.upenn.edu