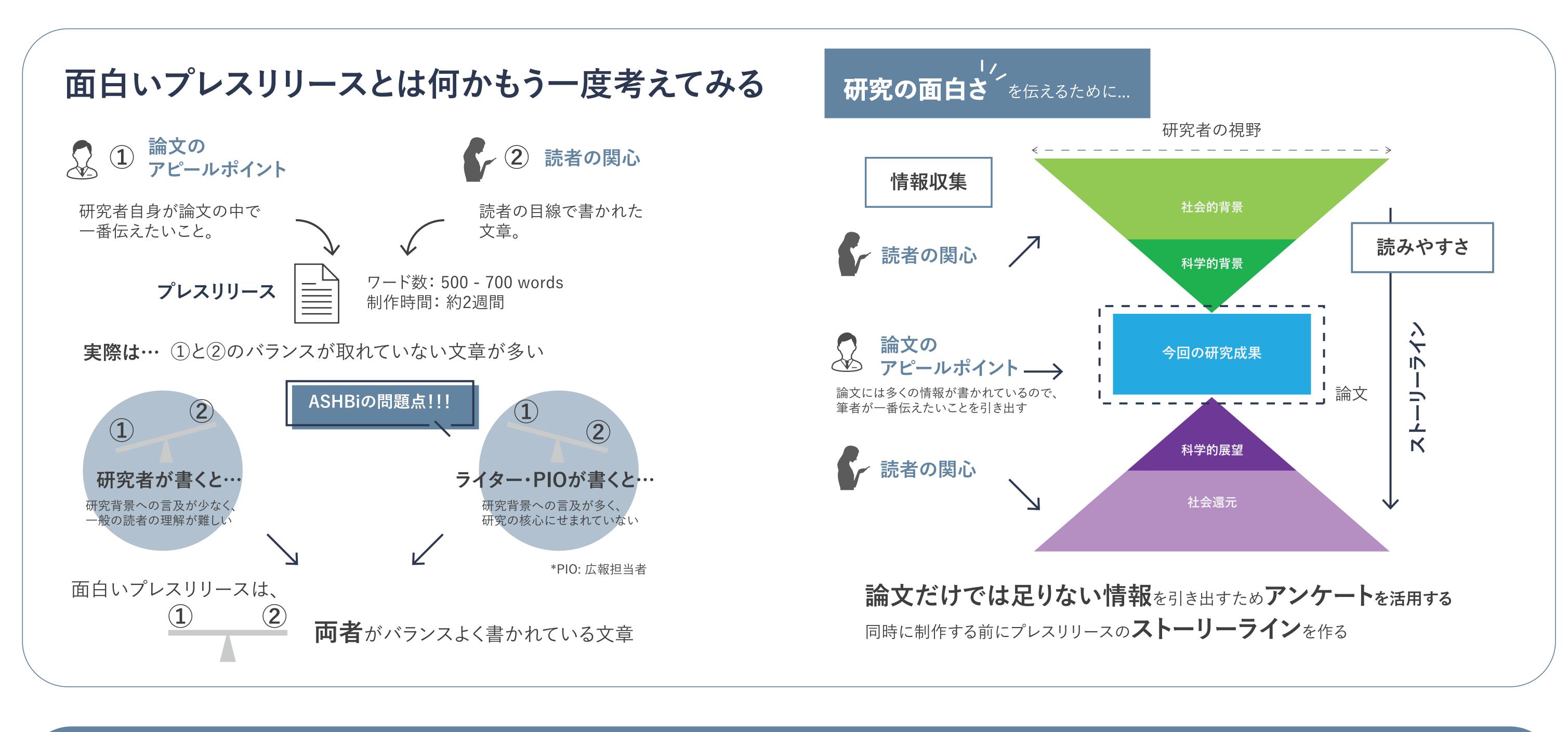
論文の"アピールポイント"と"読みやすさ"が両立するプレスリリースを作る

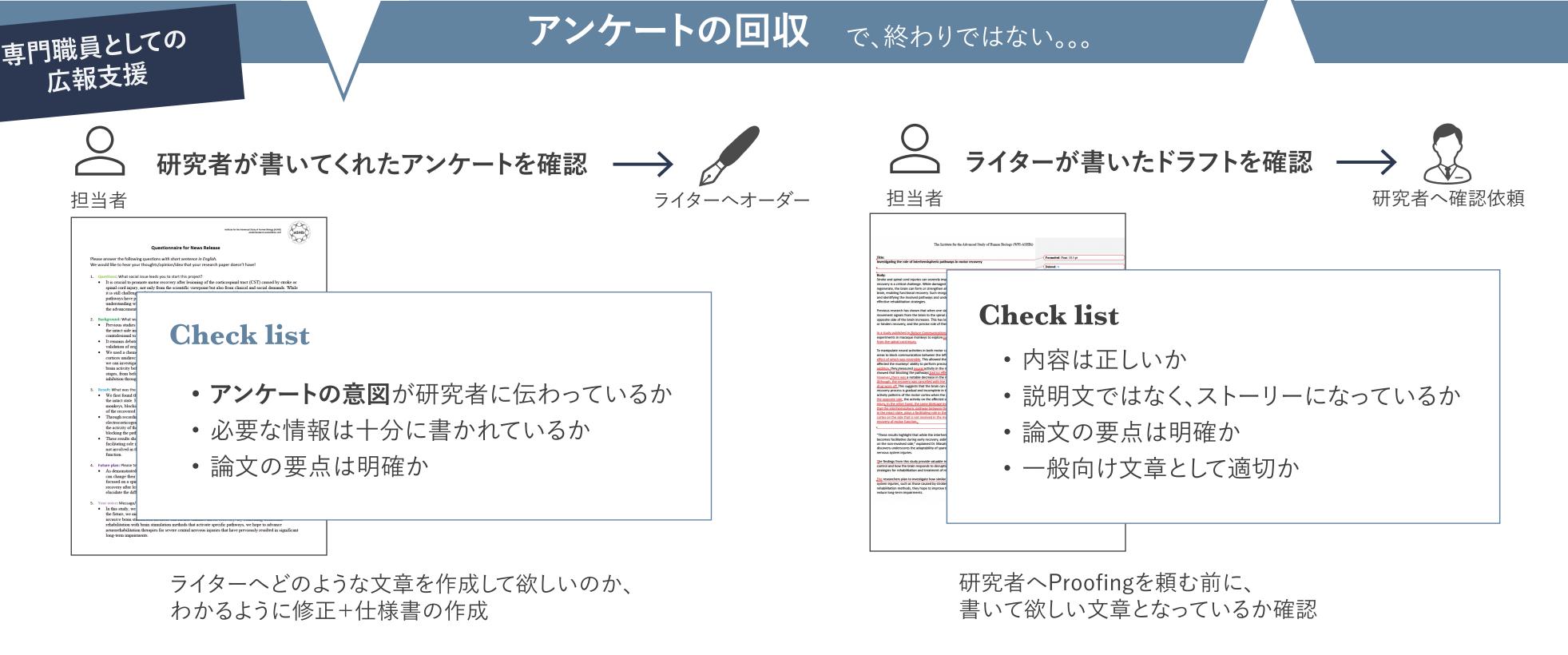


井上 寛美、千綿 千恵子、小川 正 京都大学高等研究院ヒト生物学高等研究拠点(WPI-ASHBi)

ASHBiの目指す効果的なプレスリリースとは、研究者がアピールする論文のポイントとその社会への貢献が明確で、読者にとって読みやすい構造を持つ文章である。我々は独自の事前アンケートを作成し、その質問に 答えるだけで、論文のアピールポイントと読みやすさが両立する文章構造を自動的に作成できるようにした。アンケートにより、研究者と広報担当者の連携が容易となり、スムーズなプレスリリース制作が可能となった。



効率的にアンケートを使って、研究の面白さの伝わるプレスリリースを作る 実際のプレスリリース原稿 実際のアンケート Investigating the role of interhemispheric pathways in motor recovery **Social question** INSTITUTE FOR THE ADVANCED STUDY OF HUMAN BIOLOGY (ASHBI), KYOTO UNIVERSITY What social issue leads you to start this project? Stroke and spinal cord injuries can severely impair motor functions, and understanding how to promote recovery brain can form or strengthen alternative neural pathways involving uninjured parts of the brain, enabling functional recovery. Such reorganization of pathways in the brain is called neural plasticity, and identifying the **EurekAlert!** NAAA 読者の関心 Stroke and spinal cord injuries can severely involved pathways and understanding their functions can aid in developing more effective rehabilitation impair motor functions, and understanding how to promote recovery is a critical challenge. While damaged neurons in the brain and spinal cord have limited ability to Background side of the brain increases. This has led to questions about whether this increased activity helps or hinders regenerate, the brain can form or strengthen alternative neural pathways What was the scientific background of this project? involving uninjured parts of the brain, In a study published in Nature Communications, researchers from Kyoto University conducted experiments in enabling functional recovery. Such macaque monkeys to explore how this change in neuronal activity affects recovery from spinal cord injury. reorganization of pathways in the brain is How did you overcome it? called neural plasticity, and identifying the To manipulate neural activities in both motor cortices, viral vectors were injected into targeted brain areas to involved pathways and understanding their functions can aid in developing more effective rehabilitation strategies. Result Previous research has shown that when one IN A STUDY PUBLISHED IN NATURE side of the corticospinal tract—a major COMMUNICATIONS, RESEARCHERS FROM WPI-What was the main finding you wish to PR? ASHBI, KYOTO UNIVERSITY AND NATIONAL pathway that carries movement signals INSTITUTE FOR PHYSIOLOGICAL SCIENCES from the brain to the spinal cord—is CONDUCTED EXPERIMENTS IN MACAQUE damaged, the activity in the motor cortex on MONKEYS TO EXPLORE HOW THIS CHANGE IN NEURONAL ACTIVITY AFFECTS RECOVERY FROM 論文のアピールポイント the opposite side of the brain increases. SPINAL CORD INJURY. This has led to questions about whether this increased activity helps or hinders recovery, and the precise role of these pathways has WEBDESIGN-SCIENCE.COM/ Future Plan In a study published in Nature Communications, researchers from WPI-ASHBi, Kyoto University "These results highlight that while the interhemispheric pathway is inhibitory in the intact state, it becomes and National Institute of Physiological Sciences conducted experiments in macaque monkeys facilitative during early recovery, aiding motor function recovery by activating the motor cortex on the noninvolved side," explained Dr. Masahiro Mitsuhashi, the lead researcher of the study. This discovery underscores Please tell us the future direction of this project. to explore how this change in neuronal activity affects recovery from spinal cord injury. the adaptability of spared neural pathways in promoting recovery after central nervous system injuries. The findings from this study provide valuable insights into how brain pathways contribute to motor control and how the brain responds to disruptions. These insights are crucial for developing better strategies for rehabilitation and treatment of motor impairments resulting from brain injuries Your voice to Public The researchers plan to investigate how similar pathways function in other types of central nervous system Message/comment to the public injuries, such as those caused by strokes. By integrating these findings with traditional rehabilitation methods, 1本のプレスリリースで they hope to improve therapies for severe central nervous system injuries and reduce long-term impairments "Further investigations are required, but we hope that revealing the neural pathways crucial for recovery and 平均 7 - 8 カ所の developing methods to activate them will lead to advancements in future neurorehabilitation therapies." 新聞・ウェブサイトで紹介されている。 アンケートの回収で、終わりではない。。。 専門職員としての 広報支援 まとめ



アンケートを通じて、研究者・広報担当者・ライター間で、どういう文章を作成するか、制作に入る前にスムーズにシェアできるようになった。

制作後の研究者からの大幅なリバイスも少なくなり、
文章の制作時間の短縮 にもつながった。
今後も、効率的かつ効果的なプレスリリース制作
手法の開発を続けるとともに、効果の測定方法の
確立も行いたい。

京都大学ヒト生物学高等研究拠点(WPI-ASHBi)リサーチアクセラレーションユニットでは、様々なセミナーや情報の発信を行っています。各種資料はウェブで公開中 $\rightarrow \rightarrow \rightarrow$









