**Theme 10: Introductions, Conclusions, Abstracts**

Effective Titles

1. **It must grab the attention**: if there is one place where the first impression counts that place is the post title or headline. The title of your articles must immediately communicate why the reader should go on and read the rest of the content.
2. **It must reflect what is in the content**: while you want your titles to be as catchy as possible you also want to make sure that the reader will get what the title promises, or else it will harm your credibility. Don’t try to be ‘cute’!
3. **Think of your title as a mini abstract: paint a quick picture for the reader of the key ideas of your project. However, see point 5!**
4. **State a line of enquiry, not a conclusion: research cannot proceed in an unbiased way if the ‘correct’ answer is ‘known’ at the start. Use Title#2 not Title #1.**
   * **Live trapping as the most humane and cost effective grey squirrel management strategy**
   * **Management strategies for the grey squirrel population.**
5. **Important words should come first: For example both of the following titles use basically the same words in a different order, yet the first seems to focus on the musicians and the second on musical style choice. The projects are the same, but you can choose what to stress:**

* Title #1 - Red Haired Musicians and their Preference for Musical Style
* Title #2 - Music Style Preference of Red Haired Musicians

1. **Be concise: remove any words that are not necessary for understanding. Use only a single sentence for the title. Use Title#2 not Title #1. When all else fails, use a two part title separated by a colon (however, c.f. point 1, do not do this just to be cute!).**

* Title #1 - The Systematic Development of a Local Initiative to Create a Learning Centre for Community Education
* Title #2 – Developing a Local Learning Centre for Community Education

Take a few minutes to think about your topic…

|  |
| --- |
| **What is your broad topic area? *(e.g. Avian influenza)*** |
| **What relationship are you looking at? *(e.g. Avian influenza and treatments for avian influenza)*** |
| **What problem or question are you trying to solve? *(e.g. Which is the most appropriate treatment for humans with avian influenza)*** |

…and write three possible titles here:

|  |
| --- |
| **Current title:** |
| **New title 1:** |
| **New title 2:** |

Now pass your worksheet on to your partner to grade your title.

**You start with a mark of 5.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Features** | **Yes Mark** | **Title (+5\*)** | | |
| **(Current)**  **1** | **2** | **3** |
| Does the title make the research seem interesting? | **+2** |  |  |  |
| Does the title try to be funny or ‘cute’? | **-2** |  |  |  |
| Is title sufficiently specific? | **+2** |  |  |  |
| Is the title about 8-12 words? | **+2** |  |  |  |
| Can the title stand alone, without further explanation, as a picture of the project? | **+2** |  |  |  |
| Does the title use vague words? | **-2** |  |  |  |
| Has the title used any abbreviations? | **-2** |  |  |  |
| Does the title describe the nature of the research without describing the results | **+2** |  |  |  |
| Can you answer yes or no to the title | **-2** |  |  |  |
| If there is a main and sub-title, do both give important information on the research? | **+2** |  |  |  |
| Are the important words at the start of the title? | **+2** |  |  |  |
| Is the title free of jargon and acronyms that might be unknown to the reader? | **+2** |  |  |  |
| Does the title assume the ‘right’ answer to the project question? | **-2** |  |  |  |
| Overall, is the title effective and appropriate? | **+5** |  |  |  |
| **Total marks for title** |  |  |  |  |