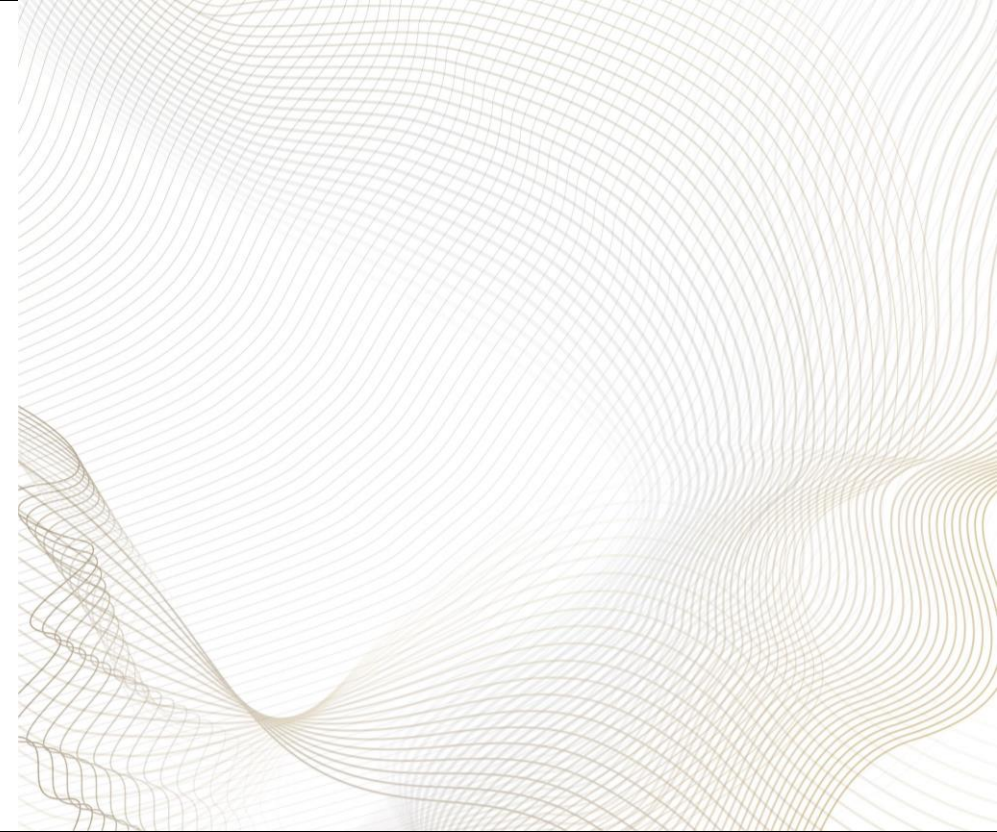


# **TITLE KEYWORDS & ABSTRACT**



**Breakout Session**

# TITLE

- Convey the main areas of the study
- Highlight the importance of the research
- Be concise
- Attract readers
- Super summary about the paper
- Short profile of the research , product of the research needs to be reflected
- A message you want to convey
- How you sell your product or your findings
- End of the writing title is made or refined / most important
- A subtitle can be used to attract a more specialized target audience

# KEYWORDS

- **Important elements of the research**
- **Trending topics**
- **Represent the content of your manuscript**
- **Be specific to your field or sub-field**

# ABSTRACT

- Very important! Decision for readers to go through the whole paper or leave it
- Title is the window, while Abstract is the door to the house
- 1-2 sentences to create a GAP in the literature to give space for our findings
- 1-2 sentences about our main/best/most sellable result
- Avoid lengthy background information (readers peruse your abstract to learn about your current work, not the previous work of other researchers)
- Avoid Results or interpretations that are not discussed in the text

# HOW TO WRITE AN ABSTRACT

An abstract summarizes, in one paragraph (usually 200-300 words), the major aspects of the entire paper or thesis. A good trick is to plan your argument in 6 sentences, and then use these to structure your abstract:

1. **Introduction.** Describe what topic your paper covers. Provide the reader with a background to the study. Avoid unnecessary content.
2. **State the problem.** What is the key research question? Again, in one sentence.
3. **Summarize why nobody else has adequately answered the research question yet.** Emphasize the gap in the literature. You could use a phrase such as “Previous work has failed to address...”.

# HOW TO WRITE AN ABSTRACT

4. Explain how you have approached the research question. What's your big new idea?
5. In one sentence, describe how you went about doing the research? Provide an outline of the methods you used. Did you run experiments? Carry out case studies? Interviews?
6. What is the key impact of your research? What conclusions did you draw and what are the implications? What is the primary take-home message?

# QUESTIONS

**What is the use of a subtitle? Is it alright to use one and in what circumstances?**

**Does the title of a research paper need to be specific or generic?**

**Can we use question marks in a title? It makes the topic attractive but is it acceptable in academic papers?**