Title

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An appropriate title…

- Will immediately make sense to the reader
- Will easily be found by a search engine or indexing system
- Will attract the right kind of readers rather than discouraging them, and will also catch the attention of browsers
- Does not consist of a string of nouns and will be immediately comprehensible to anyone in your general field
- Is as short as possible
- It is neither unjustifiably specific nor too vague or generic

How can I generate a title?

- Think about the following questions:

  - What have I found that will attract attention?
  - What is new, different and interesting about my findings?
  - What are the 3–5 key words that highlight what makes my research and my findings unique?

- Remember that your title is the first thing someone reads!!!

How can I make my title more dynamic?

- Every word (apart from articles and prepositions) included in the title should add significance

OV	RV
A <u>study</u> of the factors affecting…	Factors affecting the…
An <u>investigation</u> into some psychological aspects …	Some psychological aspects …

How can I make my title more dynamic?(cont.)

- Similar redundant words...
  - *inquiry, analysis, evaluation,* and *assessment*
- Words such as __*study*__ and __*investigation*__ may be useful to make your research sound less conclusive

OV	RV
The determinants of customer satisfaction	An investigation into the determinants of customer satisfaction

How can I make my title more dynamic?(cont.)

- Words such as _study_ and _investigation_ may be useful is in two-part titles
  - Old age: A study of diversity among men and women

Can I use my title to make a claim?

- Many referees and journals editors do not appreciate authors who use the title to present their major conclusion and thus perhaps overstate the importance of their findings
  - The consumption of one apple per day precludes the necessity of using medical services

Are questions in titles a good way to attract attention?

- A question can be formulated using an auxiliary (e.g. *does, would, can, will*) and using question words (e.g. *why, when, what, which, why, who*)
  - Does the ocean-atmosphere system have more than one stable mode of operation?
  - Do women live longer than men?
  - What do bosses do? The origins and functions of hierarchy in capitalist production
  - Who would have thought it? An operation proves to be the most effective therapy for adult-onset diabetes mellitus.

Are questions in titles a good way to attract attention?(cont.)

- Titles with questions also work particularly well for abstracts submitted to conferences

- They are generally much more informal and get readers thinking about what the answer might be

- They are more likely to attract attention

When is a two-part title a good idea?

- They are much less common than other titles but generally attract more attention
- They work well for abstracts submitted to conferences
- The first part poses a question, which the second part answers OR the second part acts as an explanation for the first part
  - *The role of medicine: dream, illusion or fate*
  - *Telling more than we can know: Verbal reports on mental processes*
  - *Congenital diaphragmatic hernia-A tale of two cities: The Boston experience*

How should I punctuate my title?

- The two parts of the titles can be separated by a colon (:)

- <u>Some journals require a capital letter after a colon</u>

- Titles **never** end with a period (.), but if they are questions, then there should be a question mark at the end

What words should I capitalize?

- There are basically two ways to capitalize a title…
  - The first is to capitalize **each initial letter**, apart from articles (*a, an, the*) and prepositions (e.g. *on, by, in, of*).
  - The other is just to capitalize **the first letter of the first word**, and then to have all the other words in lower case
- If the word is a proper noun, then this should have an initial capital letter too
- **Check** which system is used in your chosen journal

What types of words should I try to include?

- Where possible use the *-ing* form of verbs rather than abstract nouns
- This will make your title more readable as well as making it 2–3 words shorter

OV	RV
The *Specification* and the *Evaluation* of Educational Software in Primary Schools	*Specifying* and *Evaluating* Educational Software in primary schools

What types of words should I try to include?(cont.)

- The key words in your title are likely to be nouns; So, choose them very carefully
- Try to choose adjectives that indicate the unique features of your work
  - e.g. *low cost, scalable, robust, powerful*

A word about frequency

- You can use an Advanced Scholar Search to check how frequently a word in your title is used

- Under the form 'Find articles' insert your word or combination of words into the 'with the exact phrase' field. Then in the 'where my words occur' field, choose 'in the title of the article'

- You can also see words in context on www.wordnik.com

A word about frequency

- If the word you choose gets less than a few thousand returns and it is not a specifically technical then you should check whether the authors:

  - *are native speakers*

  - *use the word in the same way and in the same kind of context as you do*

  - If the answer to either of the above is 'no', then you need to think of another word

ADJECTIVE	NUMBER OF RETURNS
cutting edge	6,500
innovative	100,000
novel	550,000
new	130,000

Will adjectives such as *innovative* and *novel* attract attention?

- **NO!**
- The titles of many millions of other papers do not have such adjectives in their titles
- Let the reader decide!
- They give no indication as to how something is novel
- If your research is not novel then no one would want to read about it anyway
- **No one** is likely to include the words *novel* or *innovative* when Googling papers in their field

How can I make my title shorter?

- The most obvious ways to make your title shorter are to:
  - Choose the shortest word
  - Remove redundant words
  - Use verbs rather than nouns

How can I make my title shorter?

LONG VERB	SHORT VERB	LONG NOUN	SHORT NOUN
achieve	gain	advantages	gain, benefits, pros
apportion	allot	examination, investigation	study
calculate, evaluate	assess, rate	improvement	advance
demonstrate, display, exhibit	show	modification	change
determine	fix	**LONG ADJECTIVE**	**SHORT ADJECTIVE**
facilitate	ease	accurate	exact
guarantee	ensure	fundamental	basic
prohibit	block	important	key, top
require	need	innovative	novel, new
support	aid	necessary	needed
utilize	use	primary	main

Is it a good idea to make my title concise by having a string of nouns?

- For the author, this title will be perfectly clear
- It is almost incomprehensible for a reader
- It seems "more English and more elegant"?!

OV	RV
Cultural heritage audiovisual material multilingual search gathering requirements	Gathering requirements for multilingual searches for audiovisual materials in the cultural heritage

- Which one's better?

Should I use prepositions?

- Most titles of more than about five words require prepositions

- Do not worry if you use the same preposition more than once in the same title

	MEANING	POOR / INCORRECT ENGLISH	GOOD ENGLISH
by	how something is done	Fast computing machines equation of state calculations	Equation of state calculations *by* fast computing machines
for	for the purpose of	Depression measuring inventory	An inventory *for* measuring depression
from	the origin of	Antonio Gramsci prison notebooks selections	Selections *from* the prison notebooks of Antonio Gramsci
in	where something is located, what something regards	Vertical flux of ocean particles	Vertical flux of particles *in* the ocean
		Classical theory of elasticity crack problems	Crack problems *in* the classical theory of elasticity
of	belonging to, regarding	Reality social construction	The social construction *of* reality
		Model dimension estimation	Estimating the dimension *of* a model
		Cancer causes: cancer avoidable risks quantitative estimates	The causes *of* cancer: quantitative estimates *of* avoidable risks *of* cancer

Are articles (*a / an, the*) necessary?

- Although a title is not generally a complete sentence, <u>it **does**</u> <u>have to be grammatically correct</u>

- It must have articles where necessary, even though this will increase the length of the title

OV	RV
Survey of importance of improving design of internal systems	A survey of the importance of improving the design of internal systems

Are articles (*a / an, the*) necessary?(cont.)

- A general rule of English is that a countable noun that is in the singular must be preceded by an article

- No *the* is required for uncountable nouns
  - (i.e. *lack, feedback* and *equipment)*

- Sometimes the use of *the* does not follow the same rules as in general English
  - Effect of clinical guidelines on medical practice
  - Measurement of protein using bicinchoninic acid

Are articles (*a / an, the*) necessary?(cont.)

- Such non-use of *the* seems to be very common in medicine, biology and chemistry

- Given that the rules of the use of *the* are rather mysterious, the best thing to do is to use Google Scholar to compare your draft title with similar titles

- BE CAREFUL!!!

- There are some cases where the use or non-use of *the* changes the meaning of the title

  - The factors that determine depression

  - Factors that determine depression

Is using an automatic spell check enough?

- **No, it isn't!**
  - Incidence of Hearth Attacks and Alzeimer's Disease among Women form East Asia
  - An atmospheric tape reorder: rainfall analysis trough sequence weighing
- *Alzeimer's OR Alzheimer's? Be careful!*
- Given that you may not be unable to see your own spelling mistakes, it is a good idea to show your title to several other people

Is using an automatic spell check enough?(cont.)

- In a research paper, poor spelling gives the idea that you did not make the effort to check your paper

- If a key word (e.g. Alzheimer's) is misspelled or not punctuated correctly (note the apostrophe before the s), then search engines will not be able to find it

Alzeimers	1	Meditterranean	15	silicon waffer	5
Alzheimers	1,490	Meditteranean	24	sillicon wafer	11
Alzheimer's	100,000	Mediterranean	13,300	silicon wafer	175,000

Thank you !