

Writing an effective title: What you need to know

Disclaimer

This slide set from the video is intended to support your learning after watching the video. Note that the slides don't contain all the explanations in the accompanying video.

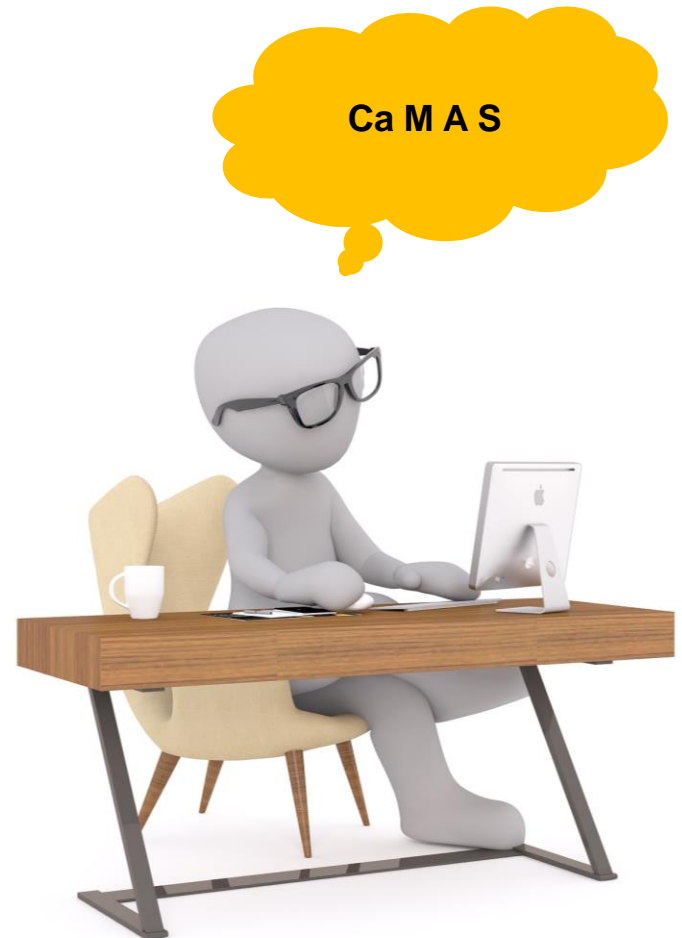
Writing an effective title

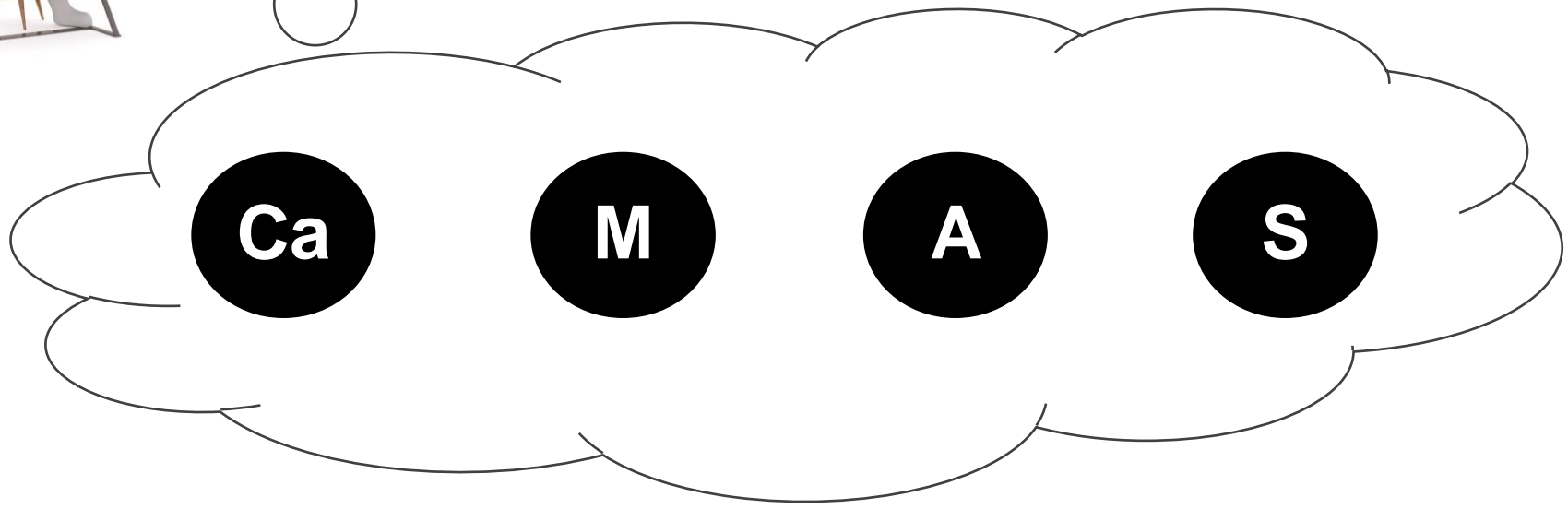
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What you need to know

Diane Pilkinton-Pihko, Ph.D.



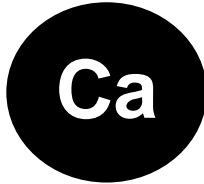
Aalto University
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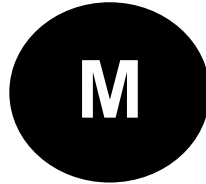
An effective title



Catchy

Stands out

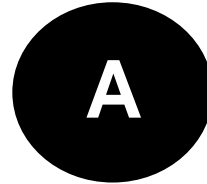
Attracts readers



Memorable

Short but
descriptive

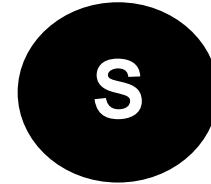
(10-12 words)



Accurate

Reflects your work

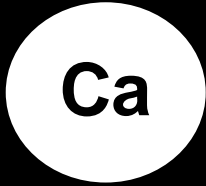
Predicts contents



Searchable

Optimize for
search engines

Implement the criteria

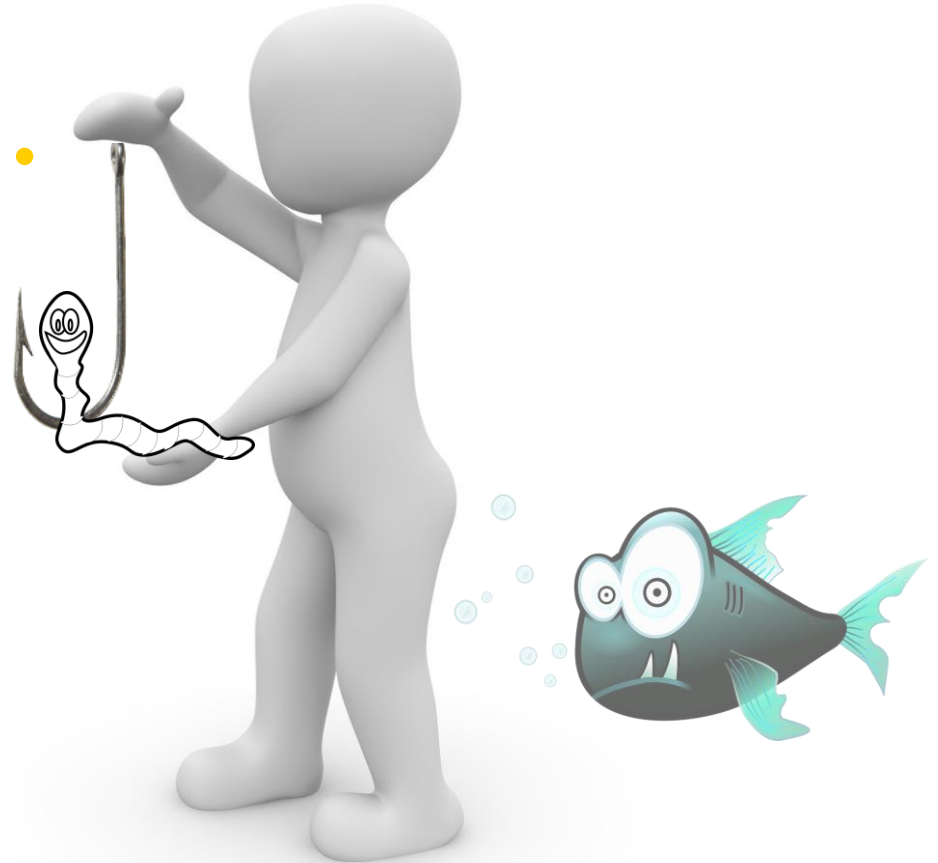


Catchy

Craft a hook

Craft a hook

A collection of keywords,
play on words, or clues
about the content



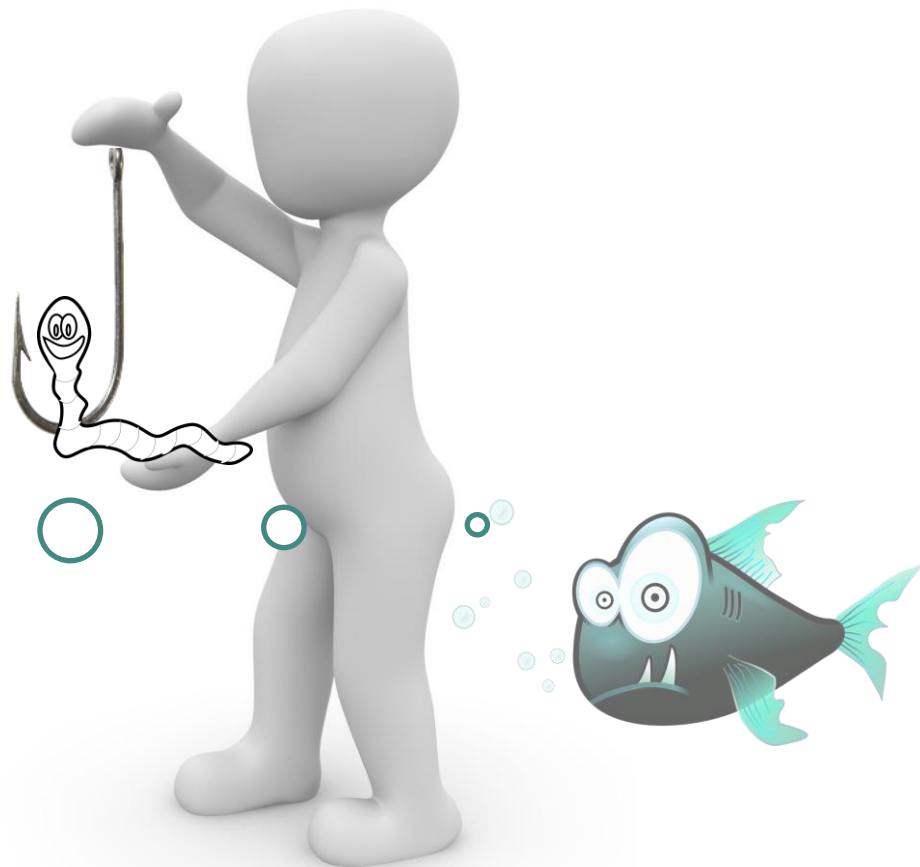
Craft a hook

Unraveling
the mysteries



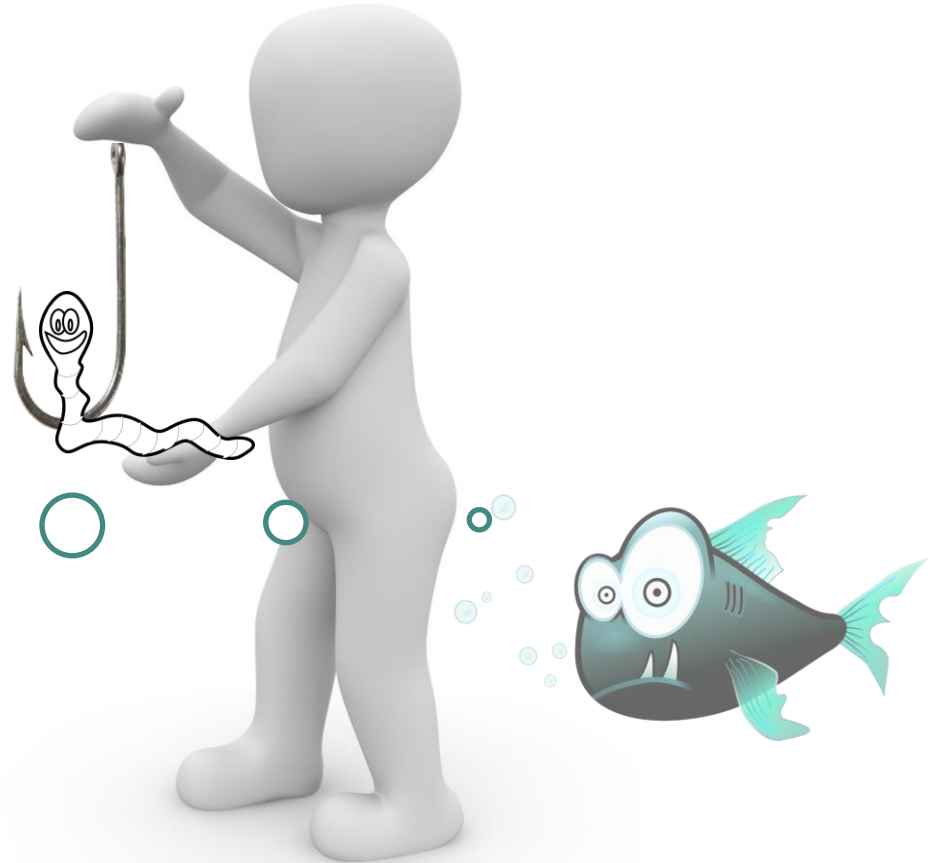
Craft a hook

Unraveling the mysteries of
Microwave Chemistry Using Silicon
Carbide Reactor Technology



Craft a hook

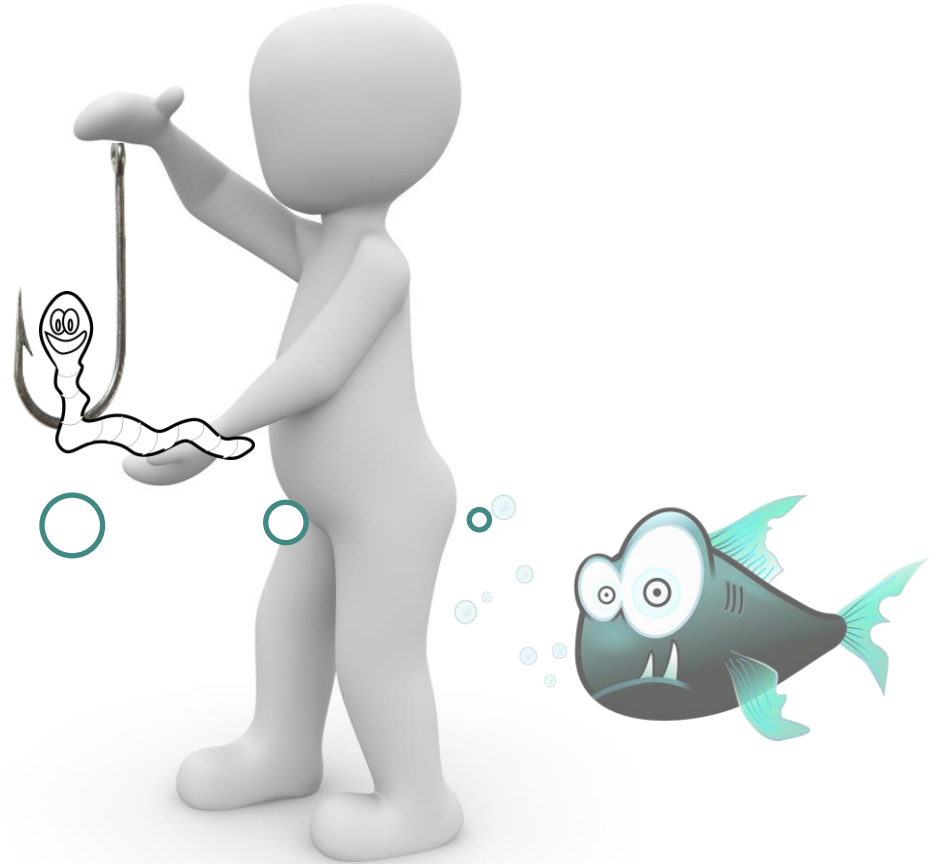
Lithium Hydrazinidoborane: A
Polymorphic Material **with Potential**
for Chemical Hydrogen Storage



Craft a hook

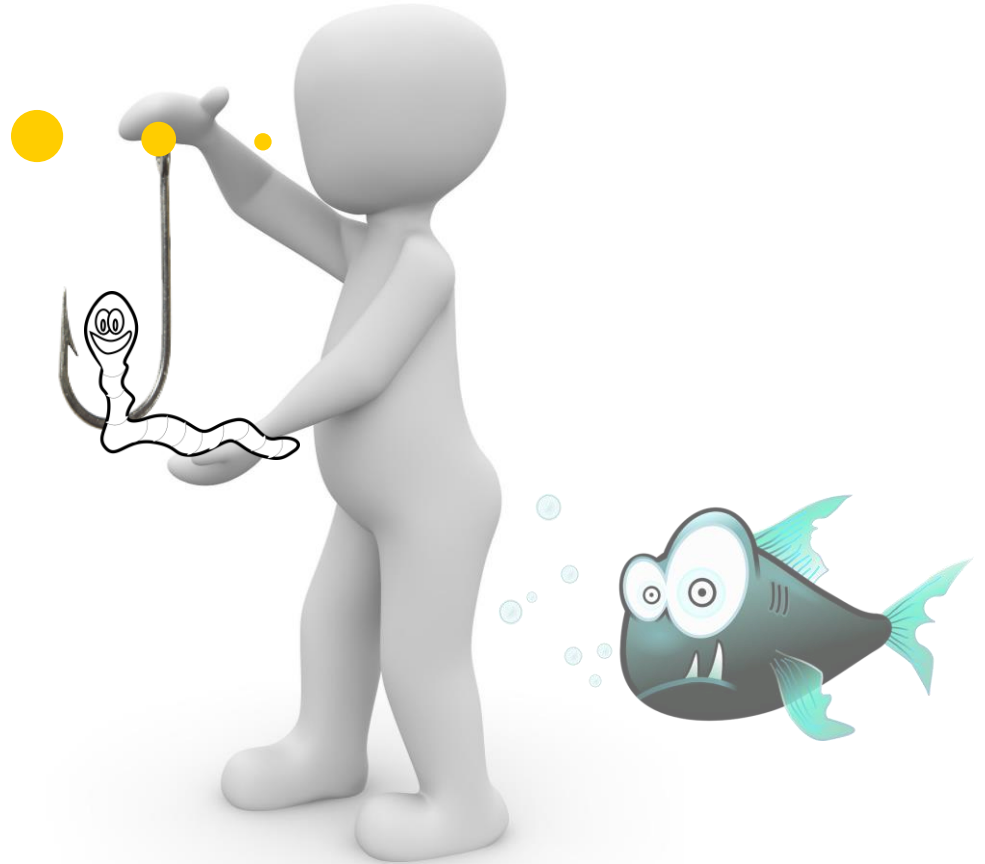
Self-driving cars:

A feasible utopia?

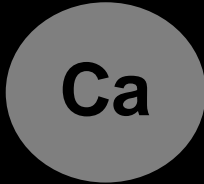


Craft a hook

What kind of hook would work for your title?

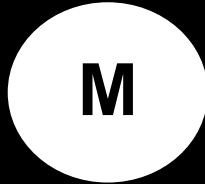


Implement the criteria



Catchy

Craft a hook



Memorable

Make it memorable

**Digital surveillance:
Legal abuses of
journalists' metadata**

Trends in digital surveillance show legal abuses of metadata of 2000 men and women aged 40 to 50 in the USA from 2013-2018 rise from 13 to 47%



Make it memorable

How?
Pay attention to syntax!



Make it memorable

1. Colon (:)
2. Question form
3. Nominalizing
4. Standard abbreviations



Make it memorable

Why the colon?

- Two clear parts
- Different patterns



Make it memorable

Subject: Aspect

Digital surveillance: Legal abuses of journalists' metadata

Subject: Type of research

Redefining the laws on digital surveillance: A case study

Subject: Conclusion

Smartphones as tracking devices: The defeat of privacy

Subject: Three big nouns

Reviewing cellulose nanomaterials: Structure, properties, and nanocomposites

2. Question form



Make it memorable

Question? Aspect, ...



Make it memorable

Question? Aspect, ...

Subject: Question?



Make it memorable

Question? Subject

Subject: Question?

Question?



**How reliable is online assessment?
A self-report study of dishonest
behaviors**



Make it memorable

**Microwave chemistry: A potential
for inorganic nanomaterials
synthesis?**



Make it memorable

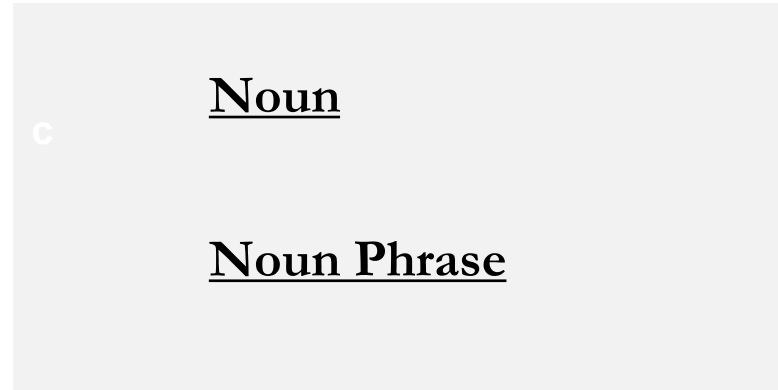
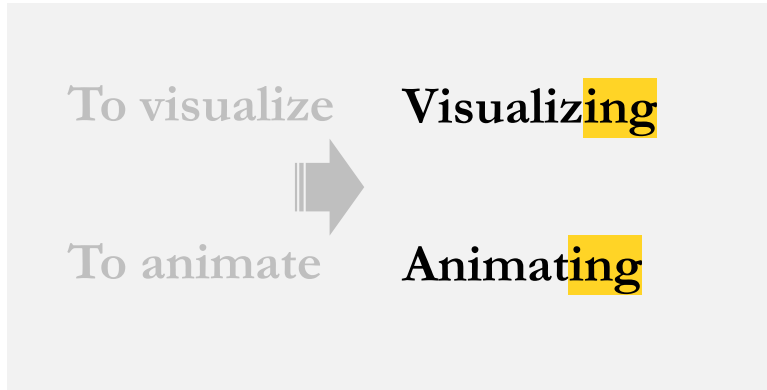
Is it more effective to test or assess students?



3. Nominalize



3. Nominalize: VERB + **ing** + NOUN structure



3. Nominalize: VERB + **ing** + NOUN structure

(without a colon)

Visualizing and Animating Large-scale
Spatiotemporal Data with ELBAR Explorer

(with a colon)

Reviewing cellulose nanomaterials: structure,
properties, and nanocomposites

4. Standard abbreviations



Make it memorable

Avoid non-standard abbreviations



Make it memorable

Avoid non-standard abbreviations

~~ASD~~: XL systems slow
flexible product development



Make it memorable

Avoid alphabet soup!



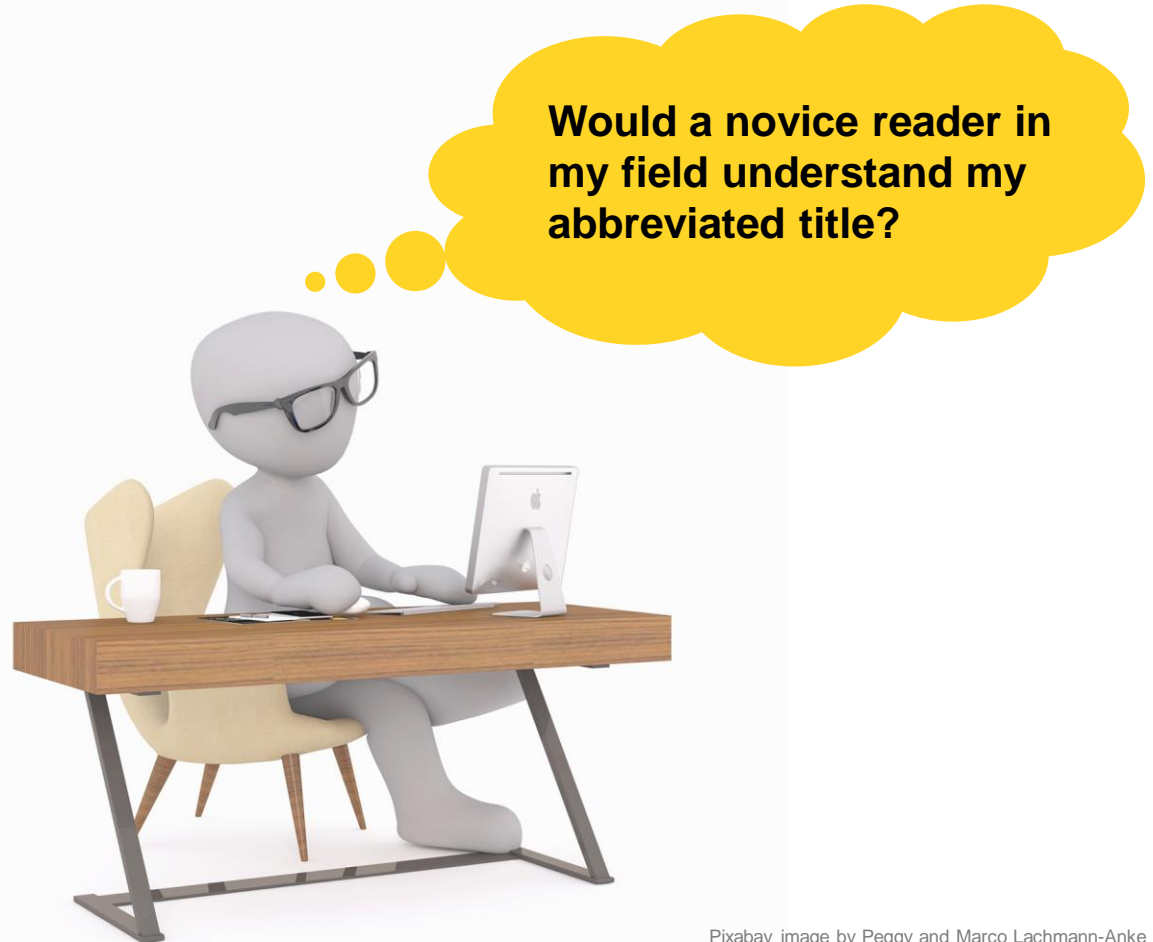
Make it memorable

Avoid alphabet soup!



STPA improves **AS FOS**
regarding **HP** maritime conditions

Make it memorable

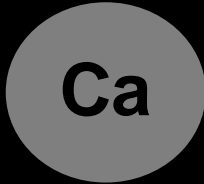


What have you used?

- **Colon (:)**
- **Question form**
- **Nominalizing**
- **Standard abbreviations**

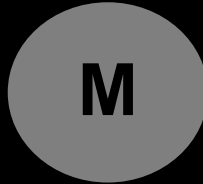


Implement the criteria



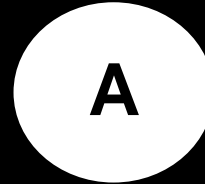
Catchy

Craft a hook



Memorable

Make it memorable



Accurate

Be accurate

Be accurate

Predict the contents

- Include key terms
- Target a key message



Key message type

Indicate the controlling question

Example

Disruption in train traffic: **How to predict the effects** of weather?

Key message type

Indicate the controlling question

Just state the findings

Example

Disruption in train traffic: How to predict the effects of weather?

Ruthenium Trichloride is the Most Efficient Catalyst for C-H Activation with 2,4-Disubstituted Aryl Alcohols

Key message type

Indicate the controlling question

Just state the findings

Announce the thesis

Example

Disruption in train traffic: How to predict the effects of weather?

Ruthenium Trichloride is the Most Efficient Catalyst for C-H Activation with 2,4-Disubstituted Aryl Alcohols

Down with digital tracking devices

Be accurate

What is the key message
of my journal article?



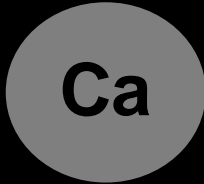
Be accurate

What is the key message of
my journal article?

What key terms to include?

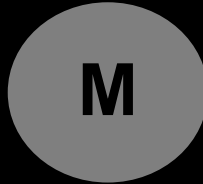


Implement the criteria



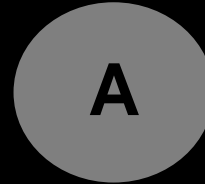
Catchy

Craft a hook



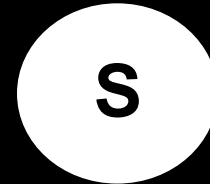
Memorable

Make it memorable



Accurate

Be accurate



Searchable

Find it easily

Find it easily



Optimize

your title for search engines!



Find it easily



Optimize

**What keywords are useful in
online databases?**



Find it easily



Optimize

What keywords are useful in
online databases?

**What keywords are readers likely
to search for?**



Checklist

	Ca	M		A			S
	Has a hook?	Short but descriptive?	Excludes non-standard abbreviations?	Predicts contents?	Includes key terms?	Has a key message?	Searchable?

Title 1	X	✓	✓	X	✓	✓	✓
Title 2							
Title 3							





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Thank you!



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Film credits

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3D white male sitting at desk by Peggy and Marco Lachmann-Anke

3D white male standing with arms high and low by Peggy and Marco Lachmann-Anke

3D white male standing with pointer and book by Peggy and Marco Lachmann-Anke

3D white male with target by Peggy and Marco Lachmann-Anke

Fish image by Clker-Free-Vector-Images

Hook image by Danny de Bruyne

Worm image by Clker-Free-Vector-Image

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Title references

Title 1: Kappe, C. O. Unraveling the Mysteries of Microwave Chemistry Using Silicon Carbide Reactor Technology. *Accounts of Chemical Research*. 2013. 46 (7), 1579-1587. DOI: 10.1021/ar300318c

Title 2: Moury, R.; Demirci, U. B.; Ban, V.; Filinchuk, Y.; Ichikawa, T.; Zeng, L.; Goshome, K., and Miele, P. Lithium Hydrazinidoborane: A Polymorphic Material with Potential for Chemical Hydrogen Storage. *Chemistry of Materials* 2014 26 (10), 3249-3255. DOI: 10.1021/cm500980b

Title 3: MAZUMDAR, S. and Kauppinen, T. (2014). Visualizing and animating large-scale spatiotemporal data with ELBAR explorer. In: Horridge, Matthew, Rospocher, Marco and Van Ossenbrugger, Jacco, (eds.) *Proceedings of the ISWC 2014 Posters & Demonstrations Track. CEUR Workshop Proceedings (1272)*. CEUR Workshop Proceedings, 161-164.

Title 4: *Asian Journal of Organic Chemistry*, Tips for Writing Better Science Papers – Titles. Facebook post: Sept 10, 2012. Available at https://www.facebook.com/permalink.php?story_fbid=426261570743332&id=326551274047696