

Research Titles that Grab Attention!

Why do I need a catchy title?

- No one will read your research results until you title your work in a way that is **attention catching, accurate, and interesting**. Typical academic research titles contain a general topic followed by a colon followed by a more specific question or topic.

Examples of Good Titles

- *Editing: The Most Creative Step in Video Production*
- *Hair Dye: Does It Cause Cancer?*
- *Elementary Education: Ensuring Diverse Approaches for Diverse Students*
- *Eating Ourselves Sick: The Obesity Crisis in America*
- *A Tan to Die For: How Tanning Salons Misinform Consumer*
- *Medication Errors in A Surgical Unit: Research Conducted in the Context of an Internship at Johns Hopkins Hospital*

What makes a title “good”?

- Using titles like these indicates to your audience that you are aware of the “conventions” or typical behaviors of upper level researchers. Your title should make your project sound **inviting, thought-provoking, worth** the audience’s **sustained consideration.**

Suggestions

- Make it clever.
 - *Is Your Fido Fat or your Tabby Flabby? An Analysis of Pet Obesity*
- Ask a question.
 - *What Happens When You Die Without A Will? An Academic-Year-Long Internship in the Estate Planning Department of a Suburban Law Firm*
- Use a common phrase.
 - *Humpty Dumpty Had A Great Fall: A Study of Teens and Brain Injury*
- Provide a visual image.
 - *Mirror, Mirror on the Wall, Am I Thin Enough? A Study of the Psychological Roots of Anorexia and How the Transition to College May Exacerbate Them*
- Be straightforward.
 - *Laboratory Simulations of Surface Alteration on Small Bodies through Seismic Activity*

Here are examples of titles that are **too vague** or are **uninteresting**:

- *Growing Geraniums*
- *Elementary Education*
- *Creative Writing*
- *Veterinary Medicine*

Your turn...

- List 5 ideas that you could incorporate into your title: