Titles

A. Descriptive titles
1. Increased Serum Insulin Exposure Does Not Affect Age or Stage of Pancreatic Adenocarcinoma Diagnosis in Patients With Diabetes Mellitus.
   Chao D et al. Pancreas. 2015; Sep 24. [Epub ahead of print]
2. A Molecular Toolkit to Visualize Native Protein Assemblies in the Context of Human Disease.
   Gilmore B et al. Sci Reports. 2015; Sep 23; 5:14440.

What are the advantages/ disadvantages of a descriptive title? Is example 2 sufficiently descriptive? Why/ why not?

B. Two-part titles

How is a two-part title typically organized? What is the effect of this? Could you remove one part?

3. Steel slag carbonation in a flow-through reactor system: The role of fluid-flux

   Colom F and Vieta E. Psychother Psychosom. 2007;76(5):278-88

C. Wordy titles

How can you improve this title? What words are unnecessary?

5. The Clots in Legs Or sTockings after Stroke (CLOTS) 3 trial: a randomised controlled trial to determine whether or not intermittent pneumatic compression reduces the risk of post-stroke deep vein thrombosis and to estimate its cost-effectiveness.

D. A question as a title

How does a question help a title?

   Anestis M et al. 2015 J Clin Psy 71(10): 1031-1044

E. Short titles

What are the advantages/ disadvantages of a short title? Which of the following titles do you prefer. Why?
7. Riboswitches: Sound the alarm.


F. Catchy titles

What makes these titles catchy? Would you read the abstract?

9. Would you be happier if you were richer? A focusing illusion.