

JMBE Journal of Microbiology & Biology Education

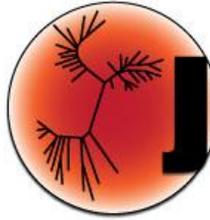
Guidelines for Manuscript Titles

Creating a title that conveys the purpose of your work can be one of the most difficult parts of scientific writing. Before digital archiving, “eye-catching” titles were preferred because they could draw a reader to the abstract. In today’s research environment, keywords in titles and abstracts are the most important indicator that a paper will be read. Remember: if it can’t be found (and quickly!), it won’t be utilized. Below are some guidelines and an activity to help you craft a title that will be attractive for today’s online searching methods.

Guidelines:

The *JMBE* Editorial Board recommends that you consider these questions as you develop a title for your submission:

- **What organism/research method/activity style/key concept is central to your paper?** Make sure this appears in your title.
- **What action is your manuscript calling for?** What do you want the author to do after reading your manuscript (i.e. revise policy, use it in their classroom, etc.)? Make sure that similar action verbs are reflected in your title or abstract.
- **What keywords would you use to search for your article?** Make a list of the top five keywords and then use them in a search. Are the papers that you find in a similar vein to yours? If yes, make sure to incorporate these keywords appropriately in your title.
- **Is your title ambiguous or misleading?** Ask someone who is not familiar with your paper to read just the title of your manuscript and have them tell you what they think it is about. If they misinterpret your title, have them clarify which words were confusing. Remember: someone searching for your paper may not have your expertise.
- **Don’t get too carried away.** While you want your title to describe your paper accurately, it might not be attractive to today’s reader if it is more than one line long. Remember that there is an abundance of resources available to today’s reader, and if they don’t find your title and understand the content quickly, they will not read it!



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Now take the test!

Consider the following fictitious titles, which are based upon published submissions. Which one do you think would attract the most search hits? What makes the other titles ineffective?

Giving the Undergraduate Laboratory Meaning and Purpose

Exploding Cells and Dynamic Colors: Creating Engaging Laboratories in the Science Classroom

Laboratory Exercises that Promote Student Engagement and Learning about Osmosis

Answer:

While not particularly “original,” the third title is the best in terms of keywords that will guide a reader to the manuscript. It states the topic of the laboratory, and indicates what the reader can gain from reading the manuscript (ways to engage and promote student learning).

Giving the Undergraduate Laboratory Meaning and Purpose

> Is this a discussion of HOW to give a lab meaning and purpose or WHY it is important? Both? What is covered in this laboratory? This is the vaguest title, and is likely to be passed over because it is not specific or clear enough to draw in a reader.

Exploding Cells and Dynamic Colors: Creating Engaging Laboratories in the Science Classroom

> While “eye-catching,” it isn’t clear whether this is a “how to” article or an overview of the author’s experience. It also remains vague on what students actually learn in the laboratories.