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Received: August 1, 2021
Accepted: December 15,
2021

Citation: Baral G.
Choosing research title.
Nep J Obstet Gynecol.
2021;16(33):1-2. DOI:
<https://doi.org/10.3126/njog.v16i2.42084>

Choosing research title

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ABSTRACT

Biomedical research title should represent the main idea or message of research content and catchy to the readers. The main idea would be the purpose, finding and method of research, and there should be searchable keywords within it. Catchy title in simple words or phrase creates interest to the readers, can be easily remembered and communicated to all. Shortest possible length of title disregarding syntaxes is a good title and should always follow the instruction from the academic authority.

Keywords: length, research, title

COMMENTS

Title of an article is the first component of a research paper; thus, it should be attractive to the readers so that it would be viewed more and if the words are specific to the readers' interest, then it would also be cited more. The length or word count, searchable words and the content of title determine its scientific visibility at first sight.

Research title will be final after the research is over as there will be a working title in the beginning and the final title will accurately indicate the substance and scope of study. Thus, the title can be rephrased avoiding redundant content.¹

Title length is not universal and it is advised to follow the instru-

ction from the publishing authority and guidelines. Too short a title may not be specific and will not be the search item for the readers and too long a title may contain waste words and may not be retained by readers in first read. American Psychological Association recommends the title length up to 12 words only, and it should simply and clearly summarize the main idea. There is no need to maintain syntax and sentence could be simple or composite. The main principle of structuring title is to make the language clear, simple, easily understandable, catchy to the readers and easily

remembered in first read as well as the content having aim, clear content and searchable keywords.^{2,3,4}

By the nature of title, it may be categorized in to different types like descriptive that describes the subject under study e.g. childbirth experience with birth companion or intraoperative tumor cytology to decide extent of surgery; declarative that provides result or conclusion e.g. active management of third stage of labor to minimize blood loss; and exploratory that keeps the research question or tests hypothesis e.g. does the prolonged bladder catheter prevent obstetric fistula or effectiveness of online teaching in applied science or work efficiency of electronic resources over paper-based materials.^{5,6}

Articles with declarative titles had statistically higher citations than the descriptive ones but without correlation between title length and citations.⁷

Short-titled articles had higher viewing and citation rates than those with longer titles. Titles containing a question mark, containing a reference to a specific geographical region, and that used a colon or a hyphen were associated with a lower number of citations. Articles with results-describing titles were cited more often than those with methods-describing titles.⁸

The title should be found by searchable keywords, specific to the reader and indicate the content of entire paper disregarding syntax. If title appears appropriate to the reader, then abstract and full article will be viewed and citation increased.

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