

WRITING YOUR TITLE

Your title is the first thing your readers read; it should be the last thing you write. It should both announce the topic of your paper and signal its important concepts.

Compare these three titles:

1. **“Bingeing”**
2. **“Ignoring the Risks of Bingeing”**
3. **“A Story Is Worth a Thousand Facts: Why Binge Drinkers Overestimate the Prevalence and Underestimate the Risks of Bingeing”**

The first title is accurate but too general. The second is more specific, but the third is the most useful for readers because it gives them a clear and full sense of what will be in the paper.