

## WRITING YOUR TITLE

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Your title is the first thing your readers read, but it should be the last thing you write. It should both announce your topic *and* communicate its important concepts. Compare these three titles:

1. **“Cellphone Use and Driving”**
2. **“Preventing Cellphone Use while Driving”**
3. **“Choice or Habit: Cellphone Use while Driving as an Unconscious Activity”**

The first title is accurate but too general to give much guidance about what is to come. The second is more specific, but doesn't go as far as it could in signaling the paper's contribution. The third is the most useful for readers because it gives them a clear and full sense of what will be in the paper.