

# The art of writing an attractive abstract

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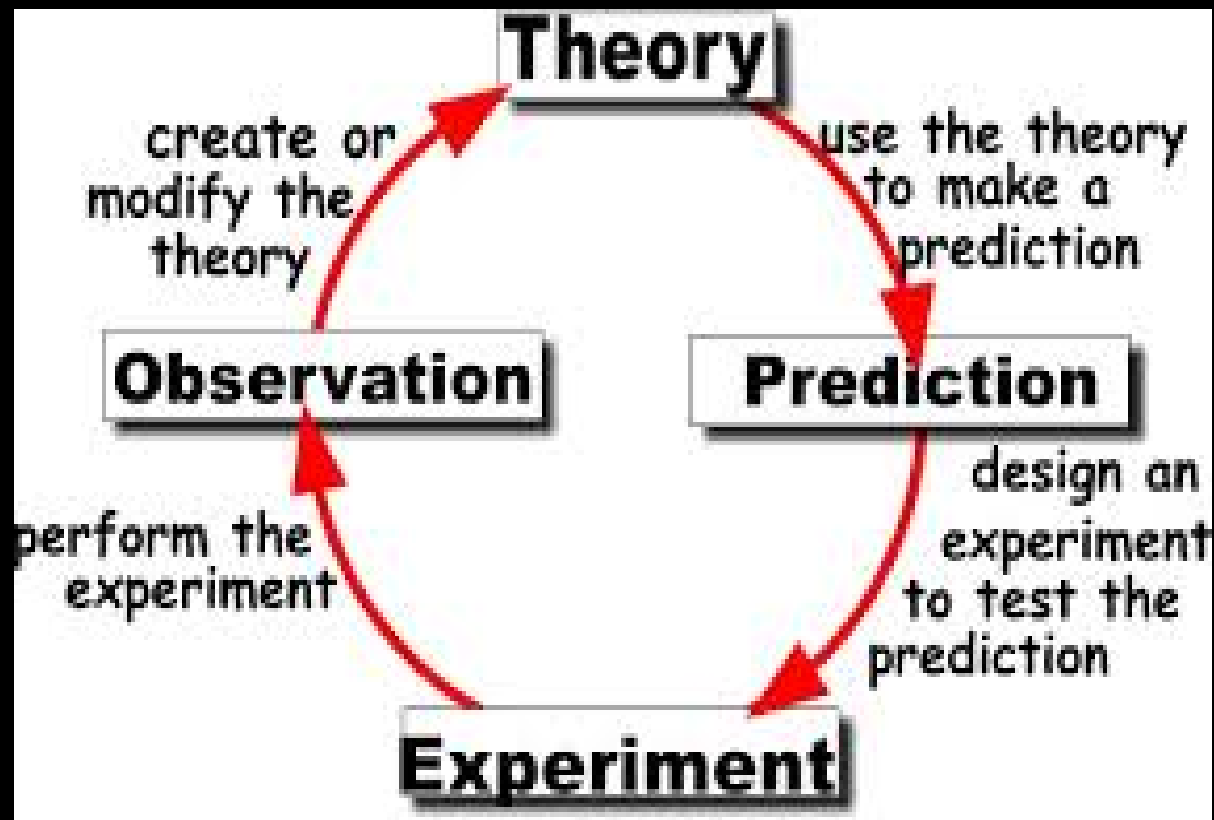
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# The essential nature of abstracts

- At a meeting...
  - Makes others aware of the work you are doing
    - Sets stage for collaboration and advice
    - Career advancement
- In a paper...
  - All that most readers see
    - Must be a truthful representation of the research findings
  - Essential for engaging further reading
    - Conciseness and interest is key

# Abstract Fundamentals

- The abstract should convey the scientific method

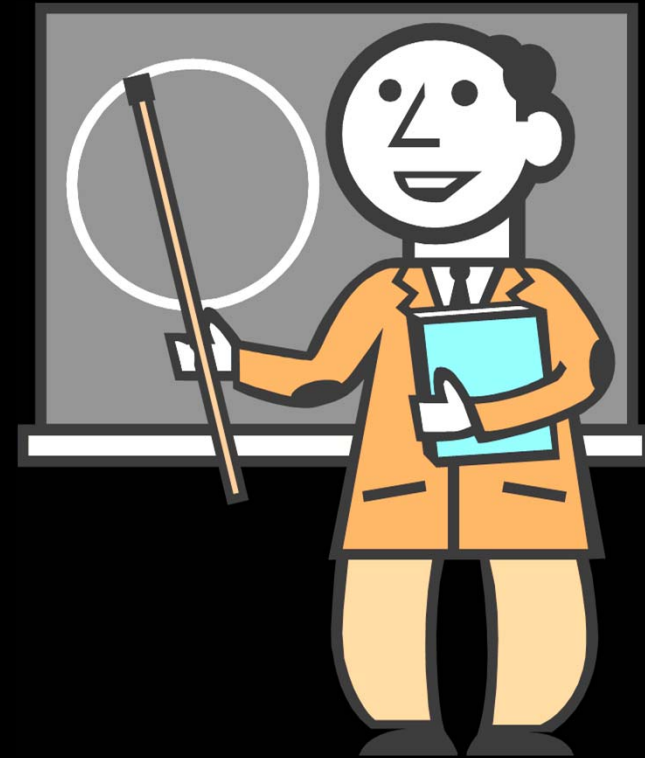


# ISSM Standard for abstracts

- Introduction
- Aims
- Methods
- Main Outcome Measure
- Results
- Conclusions

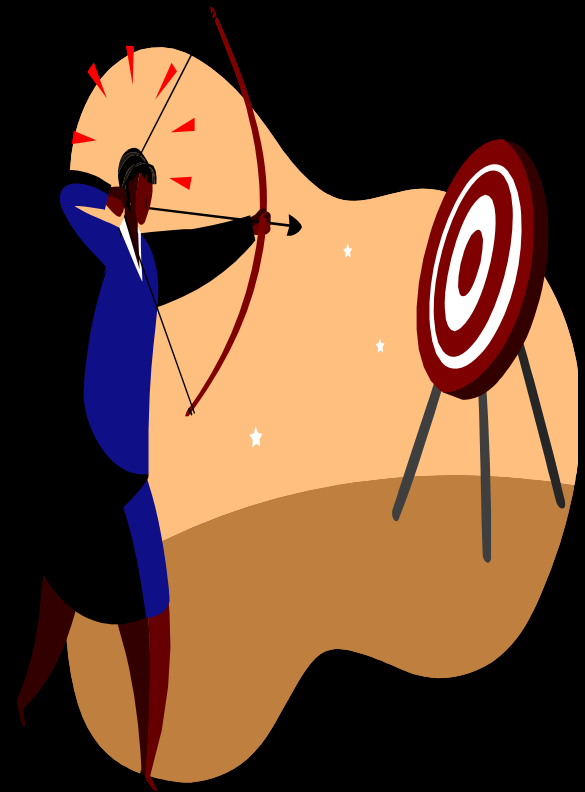
# Introduction

- Articulates background information
- Why is this an interesting scientific question?
  - Understudied problem?
  - Unique population?
  - Applicability to clinical practice?
  - New paradigm?



# Aims

- Also known as **hypothesis**
  - **A testable hypothesis or hypotheses should be stated in every manuscript and abstract**
    - Hypothesis is the cornerstone of science
      - Frames everything that follows
      - Minimizes potential for spurious findings
      - Focuses reader's attention
  - Secondary hypotheses may be explicitly stated

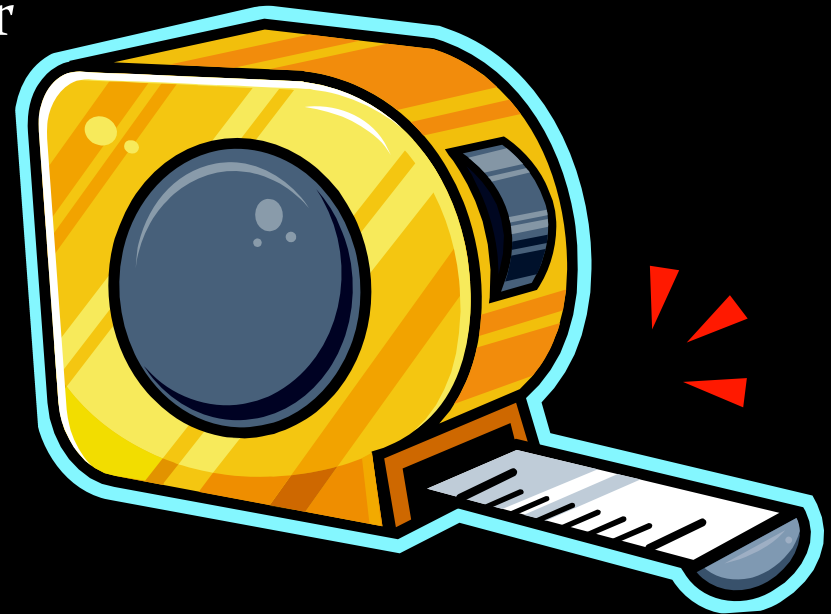


# Methods

- This is the section for “nuts and bolts” information and **is essential for determining validity**
  - Internal Validity
    - Were appropriate metrics utilized?
    - Was there assessment for confounding variables?
  - External Validity
    - How were participants/data collected?
    - How stringent were the inclusion criteria?
  - Statistical Validity
    - What statistical tests will be used?
    - Is the study adequately powered?

# Main Outcome Measure (MOM)

- AKA the dependent variable
  - Is the MOM the best proxy for the hypothesis?
  - Is the MOM a validated instrument?
  - What independent variables should be included?





# Results

- What did the study reveal?
  - Should be concise and clear
  - Address the primary hypothesis
    - Limit extraneous detail
    - Limit numeric data
    - Avoid speculation here
  - If space permits may address secondary hypotheses



# Conclusions

- Sums up the study
  - Must be concise and accurate
  - Editorializing is permissible here
    - Sweeping conclusions should not be made unless data are supportive
    - Suggesting future directions is a means to be grandiose without making inappropriate statements

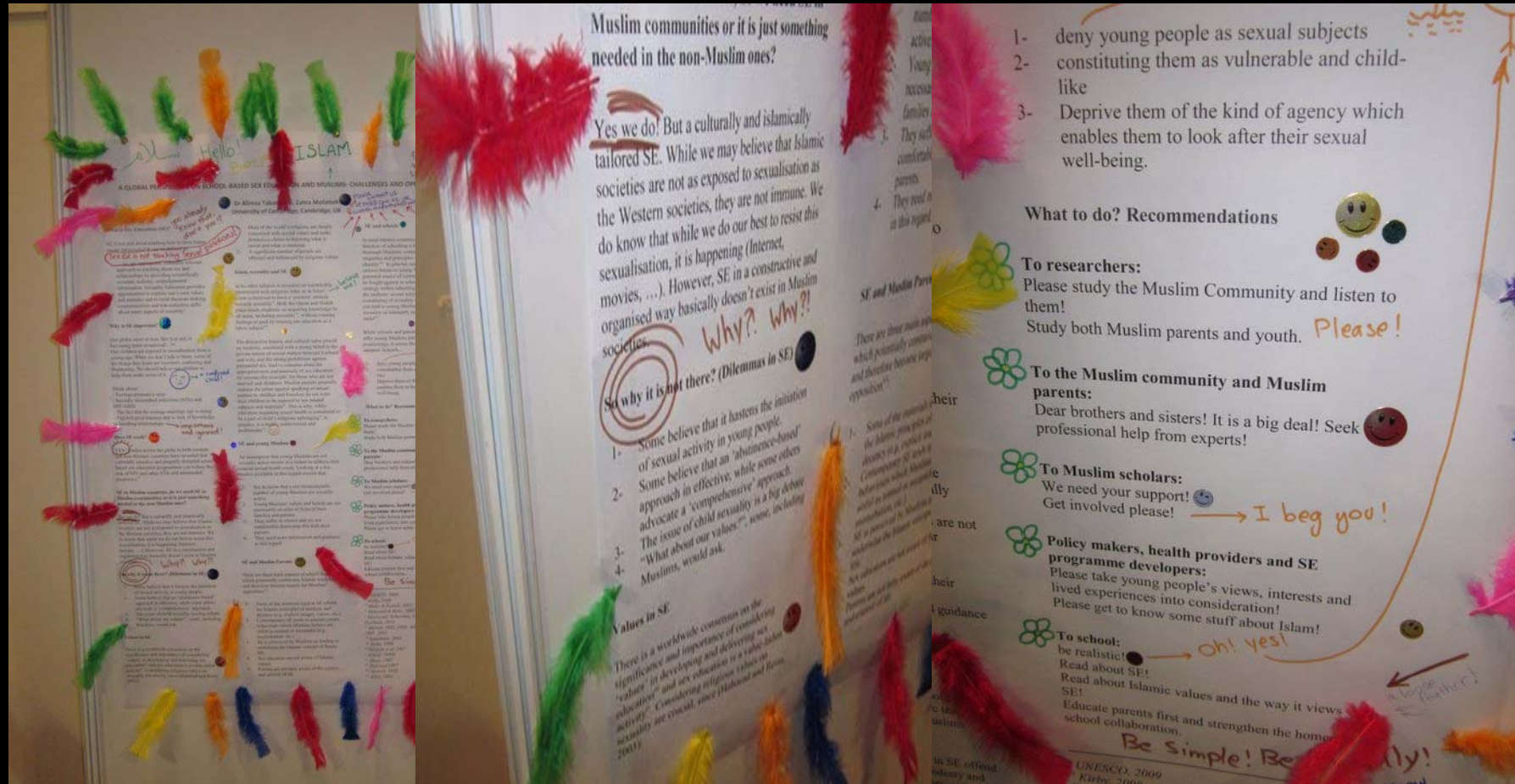


# Formatting to draw attention

- A viewer/reader should be able to pick up key points within the first 15 seconds of viewing
  - Highlight the **main outcome measure**, key methods, and **conclusions**
  - There is a fine line between drawing attention and confusing and/or annoying the reader



# How not to present an abstract...



# Additional Examples...

Interactive Theatre for sexuality and reproductive Health Education to Learn and Practice (IT-HELP)

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<p><b>Issues:</b> Pakistan has the largest demographic dividend of youth but unfortunately majority of the youth are unaware about sexual and reproductive health and rights and lacks in access to sexuality education and services which leads to harmful sex practices, increase rate of STI/RTI including HIV/AIDS and creating myths and misconceptions in their minds.</p> <p>As a result of the pilot project</p> <ul style="list-style-type: none"> <li>• 250 young activists involved in Sexuality and Health Education from 18 districts of Pakistan</li> <li>• 200 theatre performances staged</li> <li>• 40,000 people from marginalized segment of the society reached and sensitized on</li> </ul>	<p><b>Description:</b> The above stated situation urged Chanan Development Association (CDA), a youth lead NGO working to empower young people in Pakistan, to launch an innovative program titled "Interactive Theatre for Sexuality and reproductive Health Education to Learn and Practice (IT-HELP)". The main objective of the project was Equipping young activist with the skill of Interactive Theatre (Theatre of the Oppressed) so that they can utilize this skill effectively to educate and sensitize their communities in general and young people in particular regarding sexuality and reproductive health issues of youth people and can reduce the stigma related to sexuality of youth"</p> <p><b>Lesson Learnt:</b> Through building capacity on innovative and</p>	<p>As part of project strategy, 22 Youth Groups were formulated all over Pakistan comprising of 10-12 members with gender, religious and ethnic equality. Then CDA Conducted 10 days training workshop on Interactive Theatre for sexuality &amp; reproductive Health Education for Learning and Practice for each group followed by 10 theatre performances by each group in their respective districts / communities on the said theme to raise awareness about SRHR, reduce stigma about youth sexuality and to promote informed choices among marginalized segment of the society, i.e. youth, women, Madrisah students (Religious Seminaries) and the MSM.</p> <p>can be usefully</p>
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# The importance of color selection

This is light text on dark background

All colors stand out well

# The importance of color selection

This is dark text on light background

Colors don't all stand out

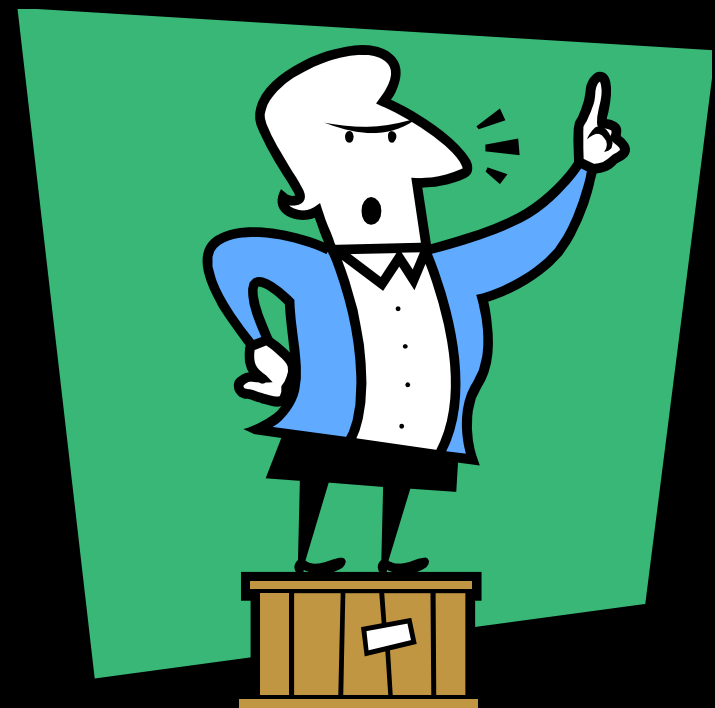
# Minor Issues

- Use simple language
- Consider consultation with a native speaker of the language in which you are writing
- Grammar matters
  - Appropriate punctuation
  - Avoid run on or complex sentences
- Images?
  - Use discretion



# Presenting an abstract

- There is minimal time for presentation
  - Talk about the research
    - Assume the audience knows background
  - Focus on the main outcome measure
  - Leave plenty of time for questions



# Conclusions

- An attractive and informative abstract is...
  - ...the most important means of disseminating and promoting your research
  - ...a key to networking for collaboration
  - ...essential to the advancement of science and patient care

# Questions?

