



Description

Readers finish reading the entire research article only when it grabs their attention. Several factors play a critical role in capturing the readers' attention and ensuring a high level of engagement when the reader is navigating through an article. In this infographic, we provide some quick tips that would enable you to ensure a high degree of reader engagement.

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TIPS FOR DRAFTING AN ENGAGING RESEARCH ARTICLE

- 1 Keep the **Title** short and attractive
- 2 Summarize key findings in the **Abstract** and provide an incentive to readers to continue reading
- 3 Highlight the approach, novelty, and impact of your research in the **Introduction**
- 4 Describe designs, materials, and methods accurately in the **Materials & Methods** section for easy replication
- 5 Include accurate and engaging graphs/tables/images in the **Results** section when there is a lot of data to communicate
- 6 Draft a detailed **Discussion** section in which you highlight the advantages, limitations, and future scope
- 7 Use your own words to communicate your study and stay away from plagiarism
- 8 Proofread your paper for errors related to language, grammar, punctuation, etc.
- 9 Define unfamiliar terms to avoid confusion
- 10 Propose a model/mechanism based on your deductions in the **Conclusion** section



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Category

1. Career Corner
2. Infographic

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Author

daveishan