

Your research abstract

Please take your latest research abstract. Share it with the others and discuss the following points:

- 1) Scan it for jargon. Can you express yourself differently, so that a wider audience can understand you?
- 2) The aim of a research abstract is to describe the *novelty* of your research, which makes it publishable. In industry, technology needs to fulfil an *economic aim*. How could you describe the main 'selling point' of your work from this perspective?

After this webinar, you can continue to work on your research abstract with exercises 3 and 4 below:

- 3) Describe your research in a single paragraph in which you work out the potential economic relevance of your work. Being concise is key.
- 4) How could your research be described in a single sentence? What could be the title of your "industrial research abstract"?

