A good title determines whether somebody invests the time to read your paper or come to your talk.

Busy physicists employ three criteria:
- The information conveyed in the title
- The reputation of the author
- The abstract (*ut infra*).

Play fair; don’t “trick” people into reading your paper by a misleading title.
- Waste of their time
- Ruins your reputation (*ut supra*).

Daily (real) example:
Effective titles are concise, descriptive, and interesting

Restrict the title to a maximum of 12 words (makes it easier to remember)

Put key words first

Accurately reflect the content of the paper

Avoid unfamiliar acronyms or abbreviations

Worst title I have ever seen:
“Towards the Observation of Signal over Background in Future Experiments”
But not too interesting . . .

Would you take seriously a paper with the following title:

“Looking from the East at an Elephant Trotting West: Direct CP Violation in $B^0$ Decays”

## Good titles are concise and memorable

<table>
<thead>
<tr>
<th>Original Title</th>
<th>Better Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laser-Induced Plasma Phenomena near a Solid Surface at the Incident Intensity in the Range from 10 MW/cm² to 10 GW/cm²</td>
<td>Laser Plasma—Solid Surface Interaction at 10 MW cm² to 10 GW cm²</td>
</tr>
<tr>
<td>Investigation of Threshold Characteristics of Materials Fracture Under Impact Loads Produced by Pulsed Magnetic Fields</td>
<td>Threshold Fractures Produced by Pulsed Magnetic Fields</td>
</tr>
</tbody>
</table>

Second-worst title I have ever seen:

“Report of the Subgroup on Alternative Models and New Ideas”
To capture the busy reader’s attention, put keywords first

Original Title
Application of the time-dependent local density approximation to conjugated molecules

Better Title
Time-dependent local density approximation for conjugated molecules

A novel approach to estimate the stability of one-dimensional quantum inverse scattering

New stability estimate for 1D quantum inverse scattering

Advice from AIP: “Words that do not carry information, such as “The…”, “A…”, “On…”, “Investigation of…”, “Study of…”, should be omitted."
Observation of resonance condensation of fermionic atom pairs

Capabilities of parallel analyses of the structure of materials by field ion and scanning probe microscopy

Study of the ionic Peierls-Hubbard model using density matrix renormalization group methods

On the Electron-Electron Interactions in Two Dimensions

Theory of traveling filaments in bistable semiconductor structures
Perform colon surgery on run-on titles

Higgsless Electroweak Symmetry Breaking in Warped Backgrounds: Constraints and Signatures

Surface tension in a compressible liquid-drop model: Effects on nuclear density and neutron skin thickness

Strong Charge Fluctuations in the Single-Electron Box: A Quantum Monte Carlo Analysis

Magnetization plateaus for spin-one bosons in optical lattices: Stern-Gerlach experiments with strongly correlated atoms
Do not use words in the title that make qualitative statements about the work being reported

“precise”, “accurate”
“important”, “influential”
“innovative”, “unique”, “ground-breaking”, “brilliant”, “unprecedented”
Do not use the names of people, places, or coined words

The Phys. Rev. journals also proscribe the name of the accelerator or the type of detector used in paper titles

And they disdain “More about…”, “…revisited”, and dangling participles (“…using…””)
Avoid all but the most common* acronyms in the title

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<td>One-dimensional SPH method</td>
<td>Smoothed-particle hydrodynamics 1D method for gas dynamics applications</td>
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<td>Coherent-vortex-simulation filtering applied to mixing in 2D homogeneous turbulence</td>
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</table>

*Refer to the AIP Style Manual
Capitalization? Follow the style of the journal to which the paper is submitted

Acta Crystallographica
Crystallography of a new metastable phase in Zr-N alloy

Nuclear Physics B
Five-loop ε expansion for $O(n) \times O(m)$ spin models

Physical Review Letters
Complexity of Small Silicon Self-Interstitial Defects

Physical Review B
Electronic excitations on silver surfaces

Science
Making Nanoscale Materials with Supercritical Fluids