

You Are What You Title: Learning About Ourselves through Pharmacy Education Manuscript Titles

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INTRO

- Our titles are the gateway to our manuscripts
- Words matter in terms of appeal to potential readership
- **What are the characteristics of titles used in pharmacy education publications?**

METHODS

- Titles from 5 years of publications (2018-2022) in the *American Journal of Pharmaceutical Education* and *Currents in Pharmacy Teaching and Learning* were extracted
- Letters to the editor, erratum, corrigendum, association reports, editor reports, and annual meeting proceedings were excluded
- First word frequency and length of title were inspected and characterized

RESULTS & DISCUSSION

- Title length ranged from 2-29 words, with 13 words being the median title length
- How many words are in this poster title? That is the median length. What do you think about that?
- 690 unique first-words appeared
- There are a wide variety of overall words used, but...
- Over 25% of titles contained one of 12 non-article (a/an/the) words as the first word
- WE CAN DO BETTER! We should better entice our readership with unique rather than common words; we realize it is a balance to accurately describe the work
- Articles (a/an/the) were first in 17.6% of titles
- We feel the need to start with rather simple descriptive words
- “ing” words were first 14.8% of the time
- Investigators focus largely on action vs. discovery

A
An
The
Use
Using
Design
Impact
Student
Assessing
Pharmacy
Evaluation
Comparison
Development
Implementation

We can do better
describing our
work in our titles

First Word (frequency >2)	Frequency	Percent of Titles
Accreditation	3	0.16%
Advancing	3	0.16%
Awareness	3	0.16%
Bridging	3	0.16%
Can	3	0.16%
Challenges	3	0.16%
Changes	3	0.16%
Characteristics	3	0.16%
Communication	3	0.16%
Community	3	0.16%
Critical	3	0.16%
elective	3	0.16%
Experiential	3	0.16%
Fostering	3	0.16%
From	3	0.16%
Influence	3	0.16%
Initial	3	0.16%
Intervention	3	0.16%
Introducing	3	0.16%
Is	3	0.16%
Last	3	0.16%
Leveraging	3	0.16%
Mental	3	0.16%
Patterns	3	0.16%
Peer	3	0.16%
Performance	3	0.16%
Pharmacist	3	0.16%
Program	3	0.16%
Providing	3	0.16%
Quality	3	0.16%
Quantitative	3	0.16%
Rethinking	3	0.16%
Roles	3	0.16%
Social	3	0.16%
Study	3	0.16%
Supporting	3	0.16%
Team-based	3	0.16%
Update	3	0.16%
Utilization	3	0.16%
Validity	3	0.16%
We	3	0.16%
What	3	0.16%
Applying	4	0.21%
Building	4	0.21%
Characterization	4	0.21%
Co-curricular	4	0.21%
cross-sectional	4	0.21%
Does	4	0.21%
Exploration	4	0.21%
How	4	0.21%
Inclusion	4	0.21%
Incorporation	4	0.21%
It's	4	0.21%
Knowledge	4	0.21%
Mapping	4	0.21%
Measuring	4	0.21%
Moving	4	0.21%
Online	4	0.21%
Practical	4	0.21%
Prevalence	4	0.21%
Professional	4	0.21%
Promoting	4	0.21%
Relationship	4	0.21%
When	4	0.21%
Writing	4	0.21%
Academic	5	0.26%
arts	5	0.26%
Clinical	5	0.26%
Considerations	5	0.26%
COVID-19	5	0.26%
Current	5	0.26%
Description	5	0.26%
Designing	5	0.26%
Determining	5	0.26%
Educational	5	0.26%
Engaging	5	0.26%
Global	5	0.26%
Innovative	5	0.26%
Learning	5	0.26%
National	5	0.26%
Predicting	5	0.26%
Reflections	5	0.26%
Simulated	5	0.26%
Survey	5	0.26%
Virtual	5	0.26%
Advanced	6	0.31%
Analysis	6	0.31%
Curricular	6	0.31%
Effectiveness	6	0.31%
Establishing	6	0.31%
Exploratory	6	0.31%
importance	6	0.31%
Introduction	6	0.31%
Novel	6	0.31%
Perceptions	6	0.31%
Preceptor	6	0.31%
Review	6	0.31%
Association	7	0.37%
Enhancing	7	0.37%
Lessons	7	0.37%
Need	7	0.37%
Perceived	7	0.37%
Predictors	7	0.37%
Scoping	7	0.37%
Strategies	7	0.37%
Trends	7	0.37%
Utilizing	7	0.37%
Cultural	8	0.42%
Incorporating	8	0.42%
Role	8	0.42%
Systematic	8	0.42%
Training	8	0.42%
Comparing	9	0.47%
Effects	9	0.47%
Examining	9	0.47%
Improving	9	0.47%
Qualitative	9	0.47%
Students'	9	0.47%
Factors	10	0.52%
Faculty	10	0.52%
Implementing	10	0.52%
Integrating	10	0.52%
Pilot	10	0.52%
Call	11	0.58%
Interprofessional	12	0.63%
Addressing	13	0.68%
Developing	13	0.68%
Identifying	14	0.73%
Teaching	15	0.78%
Longitudinal	16	0.84%
Effect	18	0.94%
Evaluating	19	0.99%
Exploring	21	1.10%
Comparison	22	1.15%
Design	22	1.15%
Assessing	25	1.31%
Use	34	1.78%
Using	35	1.83%
Assessment	36	1.88%
Development	38	1.99%
Implementation	44	2.30%
Student	45	2.35%
Evaluation	60	3.14%
Pharmacy	65	3.40%
Impact	83	4.34%