

Abstract Examples PROFESSIONAL PROGRAMS

Title: THERAPEUTIC HYPOTHERMIA: TREATMENT FOR POST MYOCARDIAL INFARCTION PATIENTS

Major(s): Nursing

Department: Health Sciences

In the opening sentence, it might have been helpful to directly tell what the research tries to prove, rather than just telling the "focus" of the research.

Abstract: This research focuses on the neurological function of a person 60 days post MI treated with Therapeutic Hypothermia (TH). In all instances of the literature reviewed during the research phase of this project, the benefit of induced hypothermia is irrefutable. The result of this research shows a myriad of benefits to patients suffering anoxic events, and statistically significantly improvement in outcomes (neurologically) to those receiving induced hypothermia. The researchers believe there will be statistical significance of neurologic improvement in the therapeutic hypothermia patients. The quasi-experimental post-test, longitudinal design that will analyze the patient outcome based on the dependent variable of neurological function measured with the Scripps Neurological Rating Scale (NRS).

The last sentence, which does not seem complete, leaves the readers a bit confused.

Though this abstract is packed with medical terminology, it clearly explains the topic and which parts of the research project will be reported on in the presentation.

Title: SURVEY OF CONSUMER BRAND AWARENESS

Major(s): Business

Department: Business

This is a clear opening telling the main topic of the presentation. The following sentences provide more details about the procedures used in the project.

Abstract: A group of four students designed, administered, and analyzed results of a consumer brand recognition survey. Teams were allowed to select any brand icons and ask relevant questions of the consuming public about those brands. The survey was set up to compare competing company icons. A diverse panel of sixteen products and services from eight product categories were included in the survey, ranging from convenience items, sports drinks, all the way up to major purchases, cars. Respondents were initially asked if they recognized the company logo. If yes, more in-depth questions were asked about the specific brand. The survey was administered to 55 respondents during the week of February 3, 2010. SPSS Statistical Software was used to analyze the data collected from the survey and to generate cross tabulations based on respondent demographics. Major conclusions gathered from the survey were 1) discretionary purchase items command high recognition, 2) mascots induce high recognition, and 3) recognition does not necessarily indicate use of a given product.

The main conclusions are given here. Good.

The only thing that might add to this abstract is a brief line explaining how the project is of importance in practical terms. How could these results be used?