

**Table 3: Business abstract utilizing four parts (labeled).**

Part	Function	Key Phrase Example
1 Introduction	Establishes paper's context and motivates the research or discussion	"... is undergoing an evolution..."
2 Purpose	Indicates purpose or thesis, outlines the aim behind the paper	"... has not yet been fully understood" "... is little research on..."
3 Method	Provides information on design, procedures, data analysis, etc.	"This study offers... tracks... and discusses..." "apply the model and guidelines to..."
4 Result	Indicates results and key findings	"The findings indicate..." "...it is critical..."
5 Conclusion	Points to applications or wider implications and interpretation scope	

*What are examples of key phrases from Table 3 that help identify each part?*

#### Activity 1: Learn About Abstracts in Your Field

[*Introduction*] E-commerce is undergoing an evolution through the adoption of Web 2.0 capabilities to enhance customer participation and achieve greater economic value. [*Purpose*] This new phenomenon is commonly referred to as *social commerce*; however, it has not yet been fully understood. [*Purpose*] In addition to the lack of a stable and agreed-upon definition, there is little research on social commerce and no significant research dedicated to the design of social commerce platforms. [*Method*] This study offers literature review to explain the concept of social commerce, tracks its nascent state-of-the-art, and discusses relevant design features as they relate to e-commerce and Web 2.0. [*Method*] We propose a new model and a set of principles for guiding social commerce design. [*Method*] We also apply the model and guidelines to two leading social commerce platforms, Amazon and Starbucks on Facebook. [*Result*] The findings indicate that, for any social commerce website, it is critical to achieve a minimum set of social commerce design features. [*Result*] These design features must cover all the layers of the proposed model, including the individual, conversation, community and commerce levels.

-Huang and Benyoucef, "From e-commerce to social commerce: A close look at design features," *Electronic Commerce Research and Application*, 12(4) 2013.

#### Activity 2: Label Abstract Parts

Using Hyland's Model (*introduction*, *purpose*, *method*, *result*, and *conclusion*), label each sentence's function in the three abstract samples. Remember not all abstracts have all five parts, and some have multiple sentences that have the same function, e.g., two *purpose* or *result* sentences. The sample answer key is on page seven.

#### Sample 1: Linguistic Abstract

##### ~~Introduction~~

Social media technologies collapse multiple audiences into single contexts, making it difficult for people to use the same techniques online that they do to handle multiplicity in face-to-face conversation. ~~(B) Purpose~~ This article investigates how content

producers navigate 'imagined audiences' on Twitter. ~~(C) Method~~ We talked with participants who have different types of followings to understand their techniques, including targeting different audiences, concealing subjects, and maintaining authenticity. ~~(D) Result~~ Some techniques of audience management resemble the practices of 'micro-celebrity' and personal branding, both strategic self-commodification (E). ~~Conclusion~~ Our model of the networked

audience assumes a many-to-many communication through which individuals conceptualize an imagined audience evoked through their tweets.

Marwick and Boyd, "I tweet honestly, I tweet passionately: Twitter Users, Context Collapse, and the Imagined Audience," *New Media & Society*, 13(1) 2011.

## Sample 2: Nursing Abstract

### [A. Introduction]

less is known about elementary school children in disadvantaged communities. [B. Purpose] We examined emotional and behavioral health needs in 202 third and fourth graders enrolled in a charter school in a largely Hispanic community. [C. ~~Method~~] The child-reported Revised Child Anxiety and Depression Scale-25 and Teacher's Report Form were used to evaluate mental health needs as perceived by these children and their teachers. [D. ~~Result~~] The prevalence of teacher-reported depression and child self-reported anxiety was 7.0% and 6.67%, respectively. [E. Result] Living in a single-parent household was found to be a specific risk factor in that those children had higher rates of emotional and behavioral problems than children living with both parents. [F. Conclusion] Evidence of higher depression and anxiety identified in this sample compared to national representative data suggests the need for development of culturally sensitive early prevention and intervention in this underserved community.

Guo, Rousseau, and Hsu, "Emotional and Behavioral Health Needs in Elementary School Students in an Underserved Hispanic Community," *The Journal of School Nursing*, 35(2) 2019.

## Sample 3: Neuroscience Abstract

### [A. Introduction]

Neural plasticity, the ability of neurons to change their properties in response to experiences, underpins the nervous system's capacity to form memories and actuate behaviors.

[B. \_\_\_\_\_] How different plasticity mechanisms act together *in vivo* and at a cellular level to transform sensory information into behavior is not well understood. [C. Purpose] We show that in *C. elegans*, two plasticity mechanisms—sensory adaptation and presynaptic plasticity—act within a single cell to encode thermosensory information and activate a temperature preference memory.

[D. Result] Sensory adaptation adjusts the temperature range of the sensory neuron (called AFD) to optimize detection of temperature fluctuations associated with migration. [E. Result] Presynaptic plasticity in AFD is regulated by the conserved kinase nPKC $\epsilon$  and transforms thermosensory information into a behavioral preference. [F. Result] Bypassing AFD presynaptic plasticity predictably changes learned behavioral preferences without affecting sensory responses. [G. Conclusion] Our findings indicate that two distinct neuroplasticity mechanisms function together through a single-cell logic system to enact thermotactic behavior.

Hawk et al, "Integration of Plasticity Mechanisms within a Single Sensory Neuron of *C. elegans* Actuates a Memory," *Neuron*, 97(2), 2018.

## Activity 3: Identify Sample Phrases

Read the three abstract samples. Identify phrase examples that signal what function a sentence is doing. From the three abstracts, find at least two examples for each part. You can look at page 2 and 3 for models.

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