Research Pitch and Abstract

Technical Communication

Session 9

15.10.2025

Research Pitch

Steps towards a Research Pitch

- Why do we need to develop a research pitch?

- For many individuals, initiating a new piece of research can be very challenging.

- Indeed, young researchers are often daunted by the prospect

  - they literally do not know where or how to start research in a meaningful way

Research Pitch

- The main purpose of any research proposal is to demonstrate to the reader that:

- The problem to be investigated is of significance

- The planned method is appropriate

- The results will likely make a novel contribution to existing literature

3-2-1 method

- Following this, the '3-2-1' countdown represents the core of the research pitch:

- THREE (3) "building blocks "– idea, data tools;

- TWO (2) questions – 'What's new?' And 'So what?';

- ONE (1) bottom line for the proposed study – its contribution.

Benefits

- The major benefits of a research pitch are

  - that it allows academics, professors and program co-ordinators to 'ease in' their students to the complexities of developing, writing and interpreting scholarly research

  - Help "start a conversation";

  - Help reduce the "I'm lost" feeling of researchers at early stages;

  - Help reduce the common mistake of "over investing" too quickly in an (bad) idea.

  - Help research mentors take "control" early, while allowing flexibility dealing with diverse student abilities/enthusiasm/independence.

Template

Pitcher's Name	Your name here	FoR category	Field of Research	Date Completed	Insert date here
(A) Working Title	Succinct/informative title here				
(B) Basic Research Question	In one sentence, define the **key** features of the research question.				
(C) Key paper(s)	Identify the key paper(s) which most critically underpin the topic (just standard reference details). Ideally one paper, but at most 3 papers. Ideally, by "best" in the field, either recently published in Tier 1 journal(s) or recent working paper e.g. on SSRN.				
(D) Motivation	Capture the core academic motivation – which may include identifying a "motivation" that you consider important				

THREE	Three core aspects of any empirical research project i.e. the "**IDioT**s" guide
(E) Idea?	Identify the "core" idea that drives the intellectual content of this research topic. If possible, articulate the central hypothesis(es).
(F) Data?	1 What data do you propose to use? Why? Unit of analysis? 2 Data Sources? 3 Will there be any problem with missing data/observations? Database merge issues? Data manipulation/"cleansing" issues? 4 Other data obstacles?
(G) Tools?	Basic research design? Knowledge of implementation of appropriate methods? Compatibility of data with planned research framework?

TWO	Two key questions
(H) What's New?	Is the novelty in the idea/data/tools? How are you shaping your arguments based on the evidences collected/found?
(I) So What?	Why is it important to know the answer? How impactful will be the outcome of this research?

ONE	One bottom line
(J) Contribution?	What is the primary source of the contribution to the relevant research literature?
(K) Other Considerations	Is **Collaboration** needed/desirable? – idea/data/tools? (either internal or external to your institution) **Target** Journal(s)? Realistic? Sufficiently ambitious? "**Risk**" Are there any serious challenge(s) that you face in executing this plan? What are they? Are they related to the Idea? The Data? The Tools? Are there ethical considerations? Is the **scope** appropriate? Not too narrow, not too broad.

Writing a research pitch

(A) Working Title	
(B) Basic Research Question	
(C) Key Papers	
(D) Motivation	
THREE	Three core aspects of any empirical research, that is, the "IDioTs" guide
(E) Idea	
(F) Data	
(G) Tools	
TWO	Two Key Questions
(H) What's new?	
(I) So What?	
ONE	
(J) Contribution	One bottom line
(K) Other considerations	

Abstract

What is an abstract?

- An abstract is a written statement describing key facts about your research project.

- Mastering the art of abstract writing is essential for boosting the visibility of your research within a given field and for ensuring its future for your career.

What should be an Abstract?

- An abstract should be:

- Informative (a brief overview of your research)

- Descriptive (including the research aim, objectives of your project, and the analytical methodologies applied)

- Critical (the key outcomes and limitations of your work should be described)

- Written in a formal language, limiting yourself to the word count desired

Why is the abstract important?

- Helps to conduct your research

- Helps to present complex information in a clear and concise manner

- Helps to condense detailed report information into a shorter format for database searches

- Helps to provide a summary of your work for future publications and grant applications

Tips towards a good abstract

- Follow the abstract submission guidelines

- Stick to a standard or required structure

- Do not include references unless the guidelines require them.

- Tailor the abstract to the right audience

- Communicate professionally and use formal language

- Say it in the title

- Tell them why your research is important

Writing the Abstract

- When writing an abstract, we must be sure to convey the right amount of information without going into long-winded explanations.

- The order of your abstract is important, so choose an order that helps the reader link each aspect of your work in a logical order.

- Always remember to ask yourself if the data presented produces any unanswered questions.

Let's try the simple 4-step process!

- 1. Introduction: "What is the subject?"

  - Write 1–2 introductory sentences that explain the topic, purpose, and research question(s).

  - The background is needed, but it should not be more in-depth than the results.

- 2. Materials and methods: "How did you conduct the research and generate results?"

  - Write 1–2 sentences describing your research methods (this may also include the type of data analysis you are using).

Let's try the simple 4-step process!

- 3. Results: "Why is it important? What are your discoveries?" Write 1 or 2 sentences describing the results/findings.

- 4. Discussion and further directions: "What is the take-home message of your project and its impact?" Write 1–2 sentences containing your conclusions and recommendations. Your conclusions are your study's contribution to the field.

Some final tips

- In the end, it is very helpful if someone else reads your abstract.

  - If possible, ask your colleagues to provide their feedback.

- Please keep in mind – an abstract is important not only for the conference selection process; it is also essential for your future publication record.

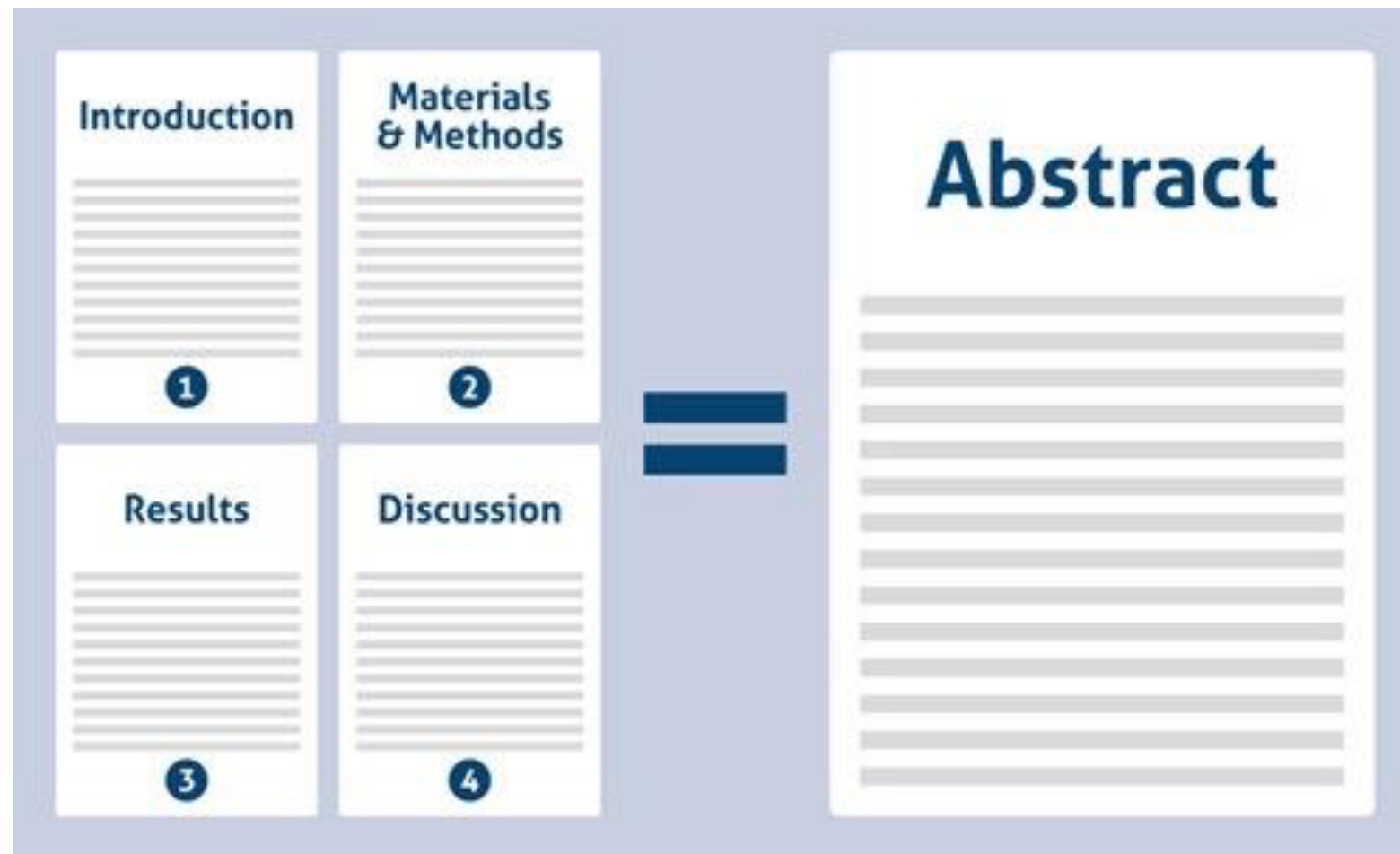- A good title and abstract will lead to more people reading the paper itself (Figure 2).

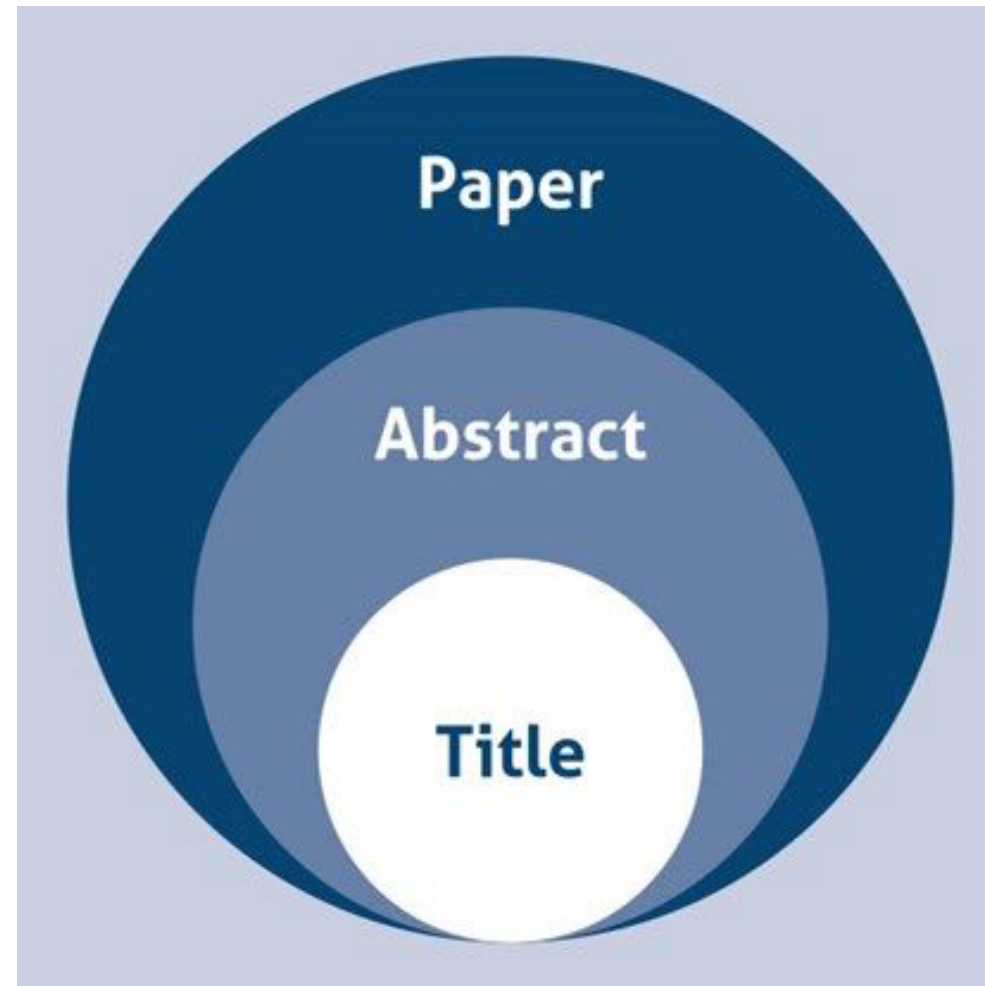Figure 1. Formatting Your Abstract – Step-by-Step Process.

Figure 2. A good abstract will lead to more people being involved in your research