# A typical example of an abstract that is not so useful

Many research works shown trademe is a successful online trading website. It is only popular e-commerce and trading website in New Zealand. This website main aim is to determine the integration of multiple channels for online trading. People are using this website for selling and purchasing their products, jobs, real estate, etc. For the usability perspective, also this website in No. 1 in New Zealand.

Research work have been conducted on the several users and their experiences with trademe action website. Empirical experiments has conducted on Post Graduate students and collected their opinions about trademe website using Survey questionnaire.

This research work investigates thoroughly ‘why this website is getting popularity from people in limited time?” critically argued about limitations of using trademe website and evaluate the comparisons between the other ecommerce websites for the future research work.

# Most importantly, the abstract does not inform the reader as to what the main findings were.

Abstract exercise

**Rewrite the following abstract. The recommendations were: professional looking and easy to use website, secure payment system, system for compensation if the product was faulty. In hindsight, the researcher realised that doing a survey was premature and that in-depth case studies with interviews and observation would reveal more details.**

Online shopping is increasingly important in this modern age; yet what is the role of trust? Trust is a decisive component in our day to day life with family, friends and work. Our relationship is dependent on the level of trust we have with them and this is also true of shopping and commerce; business is built on trust. The topic of this research is:“Trust in online shopping”. A survey has been conducted on fifteen fellow students to learn their internet shopping behaviour linked to trust and then recommendations have been given to increase trust and some guidance on how to design the system. This report ends with a discussion of the study’s limitations and what future work can be done.

## New Abstract

Fifteen students were surveyed on the relationship between trust and internet shopping. The following recommendations are made to enhance trust: professional looking and easy to use website, secure payment system, system for compensation if the product was faulty. In-depth case studies are suggested as future work.

# Abstract instructions from the International Journal of Technology and Human Interaction

A clear, concise abstract must accompany every article. IGI, as a scholarly, publishing company, readily provides abstracts for book chapters, journal articles, etc. to a variety of scholarly indexes for inclusion. Therefore, it is extremely important that your final abstract clearly describes the essence of your work in your article. Below is a sample of an abstract that clearly states the purpose of the paper and summarizes the content. Please follow the sample to create a clear description of your work for better recognition within the indexes.

**SAMPLE ABSTRACT**

*This article introduces the Chaos Theory as a means of studying information systems. It argues that the Chaos Theory, combined with new techniques for discovering patterns in complex quantitative and qualitative evidence, offers a potentially more substantive approach to understanding the nature of information systems in a variety of contexts.  Furthermore, the authors hope that understanding the underlying assumptions and theoretical constructs through the use of the Chaos Theory will not only inform researchers of a better design for studying information systems, but also assist in the understanding of intricate relationships between different factors.*

**First, the authors describe what the article is about**. (*This article introduces the Chaos Theory as a means of studying information systems.*)

**They summarize the content of the article.** (*It argues that the Chaos Theory, combined with new techniques for discovering patterns in complex quantitative and qualitative evidence, offers a potentially more substantive approach to understanding the nature of information systems in a variety of contexts.*)

**Then, they explain their purpose or objectives for writing the paper**. (*Furthermore, the authors hope that understanding the underlying assumptions and theoretical constructs through the use of the Chaos Theory will not only inform researchers of a better design for studying information systems, but also assist in the understanding of intricate relationships between different factors.*)

**Note:** Your abstract does not necessarily need to be three sentences like the sample above – but it will need to be between 100-150 words, nor does it need to be worded the same way. Use your own words, but capture the idea behind this sample abstract.