Your title is the first thing your readers read; it should be the last thing you write. It should both announce the topic of your paper and signal its important concepts.

Compare these three titles:

1. “Bingeing”
2. “Ignoring the Risks of Bingeing”

The first title is accurate but too general. The second is more specific, but the third is the most useful for readers because it gives them a clear and full sense of what will be in the paper.