

3. INTRODUCTION ► The purpose of the introduction is to provide essential background information, and to generate interest in your paper. Do not assume that people will automatically be curious to read your paper. It is up to you to spark the interest of the reader by writing a good introduction. ► Keep the use of jargon to a minimum. If you cannot avoid it, then explain jargon to readers who are unfamiliar with the specifics. Also avoid abbreviations as much as possible, because they deter comprehension of your introduction. ► Briefly introduce the taxon or the system that you focus on in the paper so that the reader gains an appreciation for them. If you focus on taxa that are unfamiliar to most people, you should provide a brief account of pertinent information such as their natural history. ► The introduction should make clear why the topic of your paper is important, and provide the necessary information for the reader to evaluate and understand the relevance of your work. For instance, you could indicate why your approach is innovative or how your paper adds to previous work in the field. ► Always state the objective (main question, hypothesis) of your research explicitly in the introduction. Keep this objective clearly in mind when you write your manuscript. ► Make sure that the order in which you present information is logical. Most people start with providing information that places the paper in a wider framework, then zoom in on a particular problem, and finally mention the specific aims of their study. ► There must be a 1:1:1 correspondence between objectives stated in the introduction, methods and results. Do not make any promises in your introduction that cannot be kept based on your data.