

Writing an Abstract

An abstract is always the second page of a paper.

Include paper heading at top (Title, page #)

EXECUTIVE PROCESSES

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Center the word "Abstract". Do not format (bold, italic, underline, etc.)

Abstract

Define relevant terms and abbreviations in the abstract

This paper considers the relationship between the president and public opinion.

Analyzing Nixon's private polling data, Druckman, Jacobs, and Ostermeier (2004)

find that candidates formulate issue and image priming strategies based on current political conditions and public opinion. Here priming refers to extensive candidate discussion regarding an issue or image of him or herself which results in voters weighing the primed issue or image more heavily when assessing the candidate.

Abstract should include:
research topic, research questions, participants, methods, results, data analysis, and conclusions.

Use a single paragraph, 150-250 words, double spaced, in Times New Roman font. Do not indent first line.

They report that voters' existing attitudes, candidate characteristics, and exogenous events (e.g. Watergate) are the political conditions that influence a candidate's priming strategy. Their results suggest that president's actively monitor public opinion of issues and their personal image and use this information to develop the content of an optimal priming strategy.

Include Keywords at the end to assist researchers in finding the paper in databases.

Keywords: public opinion, priming strategies, voter perception