Click4it Wiki – Toolkit

Strategies for writing an effective conclusion

- Answer the "so what?" question. This strategy allows you to leave the audience with an understanding of why the project's findings and main ideas are important in a broader context;
- Return to the main theme(s) in the introduction. This strategy brings the audience a full circle. Do not simply repeat what has already been written before but synthesize it by adding supporting examples.
- Include a provocative insight or quotation from the research. Posing questions is a good way to actively involve the audience and point to broader implications.

What to avoid

- Simply repeating concepts that were in your paper;
- Using the "so-as-you-can-see", "in conclusion", "in summary" or to finalize this essay" ending;
- Stating the project's main ideas for the very first time in the conclusion. This should have been done before in the introduction.
- Introducing a new idea or subtopic in your conclusion;
- Ending with a rephrased thesis statement without any substantive changes;
- Making sentimental, emotional appeals;
- Including new evidence such as quotations, examples and statistics that should be in the body of the paper.

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