

"bad" titles:

Given the title

Polymer Based Batteries—Flexible and Thin Energy Storage Systems

(which authored by Martin D. Hager, available on Wiley Online Library. <https://onlinelibrary.wiley.com/doi/full/10.1002/adma.202000587>) and the provided principles for title writing, let's analyze some potential "bad" titles and identify which principles they violate:

1. Title: **"Batteries Made of Polymer Stuff—They're Super Thin and Bendy!"**

Violated Principles:

- Avoid jargon and overly complex terms: "Stuff" and "Bendy" are informal terms.
- Make it engaging and informative: "Stuff" is vague and not informative.
- Avoid ambiguous or vague wording: "Stuff" and "Bendy" are ambiguous.

2. Title: **"Polymer Batteries: A Revolutionary, GameChanging, NextGeneration Energy Storage Solution for the Modern World"**

Violated Principles:

- Keep it concise: The title is too long and wordy.
- Avoid clickbaitstyle titles: Phrases like "GameChanging" and "NextGeneration" are clickbaitlike.

3. Title: **"Some Batteries Using Polymer"**

Violated Principles:

- Ensure clarity and relevance to the topic: "Some" is vague and doesn't convey the essence of the paper.
- Reflect the essence of the review: The title doesn't capture the unique features of the batteries, such as their flexibility and thinness.

4. Title: **"Polymer Batteries: You Won't Believe How Thin They Are!"**

Violated Principles:

- Avoid clickbaitstyle titles: "You Won't Believe" is a classic clickbait phrase.
- Keep the audience in mind: Academic readers in "Advanced Materials" would expect a more formal tone.

5. Title: **"Thin and Flexible Energy Things Made of Polymer"**

Violated Principles:

- Avoid jargon and overly complex terms: "Things" is an informal term.
- Ensure clarity and relevance to the topic: "Things" is vague and doesn't specify that the topic is about batteries.
- Reflect the essence of the review: "Things" doesn't capture the essence of the

paper.

These "bad" titles serve as examples of what to avoid when crafting a title for an academic paper, especially for a prestigious journal like "Advanced Materials".