

Conclusion

Let's assume that the following statements are your arguments (these may sound familiar 😊). Pick the most important aspects and write a conclusion.

Follow the structure of conclusions as discussed.

- Restate your thesis/position/stance (this is what you told your reader you would argue in the introduction)
- Summarise the key points of your argument.
- Just like restating your position, you should ensure you write this in a different way. Remind the reader, don't bore them to tears.
- No new information in the conclusion!
- There is no need to cite, as you only summarise the key points you've made in your essay.
- Write concisely but leave enough words to get your main points across effectively.
- Leave the reader with a take-home message.
- Maintain a formal, academic tone.



This demonstrates that ice cream consumption may help protect individuals against negative perceptions of self (Truth, 2014).

Cakebatter (2010) found that consuming vanilla ice cream led to **significantly** elevated moods compared to a control group, who consumed milk. Cookies and Cream (2011) reported similar findings in a group that ate cookie dough ice cream, although this pattern was not observed in the strawberry ice cream group.

Vanilla and Chocolate (2016) explored the relationship between ice cream and body image. They asked students (N = 217) to eat a quart of ice cream and then complete the Body Image Scale (BIS; Moeen et al., 2013), which is a 35-item scale designed to assess body image concerns of indigenous populations. They found...

Brusselsprouts et al. (2023) investigated the effects of eating vegetables on junk food consumption during the Covid-19 pandemic.

Robbins et al. (2003) reported that individuals with strong taste buds developed a significantly deeper interest in eating ice cream than those with weaker taste buds, as measured using the Taste Bud Index (TBI; Tongue & Mouth, 2017). They also found that this effect was weaker in older participants (aged 18+).

Similarly, Creamy (1973) found that food-deprived individuals tried significantly more new flavours and rated them higher than age-matched controls.

For example, Bean et al. (2013) reported that intrinsically motivated students ate significantly more ice cream during the academic year than intrinsically motivated students.

- ☐ Pick the most important aspects.
- ☐ Write your own conclusion.
- ☐ Revise and edit.