

# Buzzword

A **buzzword** is a **trendy, fashionable, or jargon-heavy term** that is often used to **impress, persuade, or give an illusion of expertise or innovation**, especially in technical, academic, or corporate contexts.

## Key Characteristics

- **Vague or overused**: Often lacks a clear or consistent definition.
- **Contextually inflated**: Used more for **effect than clarity**.
- **Signal over substance**: Implies sophistication but may obscure the actual meaning.

## Common Buzzword Examples (in science and medicine)

- biomarker
- personalized medicine
- big data
- artificial intelligence
- neuroplasticity
- disruption
- connectivity anomalies

## When Buzzwords Become Problematic

- Used to **inflate the novelty or importance** of otherwise weak or ordinary findings.
- Make **peer review and comprehension harder** by replacing precision with flair.
- Create a **false impression of innovation** without rigorous evidence.

## Proper Use vs. Buzzword Abuse

Proper Use	Buzzword Abuse
Biomarkers of glioma grade based on validated metabolic signatures.	Next-gen biomarker landscape disrupting glioma paradigms.
Using machine learning to classify MRI scans with 85% accuracy.	AI-powered precision diagnosis in brain connectomics.

## Summary

A **buzzword** is a word that sounds smart, sells well, but often says little.

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Last update:

2025/06/17 06:50



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