Impression

Impression refers to the overall perception, interpretation, or mental image formed by a person when encountering information, behavior, or presentation—regardless of whether that perception is accurate.

⬛ In Scientific and Academic Context In research communication, an impression is the initial takeaway or message that a study or statement conveys to readers, reviewers, or the public. It can be shaped by:

The framing of results (e.g. titles, abstracts)

The use of visuals or statistics

The omission of critical limitations

The tone or language used

⚠ Why It Matters A study can give the impression of significance, novelty, or causality—even when the underlying data do not support such conclusions. This is often where misleading or disingenuous presentation arises.

⬛ Example Usage: "The abstract creates the impression that chemotherapy reduces stroke risk, but this effect disappears when accounting for survival bias."