

2.04 - PRECISION AND CLARITY

Word Choice

Make certain that every word means exactly what you intend it to mean.

Colloquial Expressions

Avoid them.

Contractions

Avoid them.

Pronoun Use

Use when appropriate. Ensure that *referent* is obvious and appropriate.

Comparisons

Avoid ambiguous or illogical comparisons (e.g., *Ten-year-olds were more likely to play with age peers than 8-year-olds.*)

Attribution

Third Person (e.g., *The researcher instructed the participants*)

Anthropomorphism (e.g., *The program was successful in raising the self-esteem of the participants*)

We (restricted to author and coauthors, royalty, and popes)

Use of Headings

Signposts to direction of manuscript.