


Unwritten Rule #1

Open with a bang


- The first paragraph marquee
- Grabbing the reader at the start
- An epigraph?
- Carrying the reader to the finish
- No-nos



Unwritten Rule #2

Guide the reader to feel what it's like to be the person in the situation you're studying


- First paragraph, again
- Objective and subjective meet
- Evoking emotion
- Using examples



Unwritten Rule #3

Find a model you love and emulate it

- Emulating styles
- Emulating topics and the matter of timing



Unwritten Rule #4



Be redundant and repeat yourself

- Tell them what you're going to tell them, then tell them, then tell them what you told them
- "Executive summary" at least once (usually in GD)
- Consistency of terminology

Unwritten Rule #5



Cite wisely and make friends

- Standard citations (first, most, and most recent)
- Recency error
- Connecting through citation
- Citation blindness

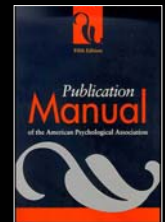
Unwritten Rule #6



Innovation is an option.

- Compulsory figures vs. free skate
- Original headings
- Emotional charges
- Literary allusions

Unwritten Rule #7



There's nothing wrong with perfection

- APA style
- Process every word
- Completeness
- Thick method, direct quotes

Unwritten Rule #8

Never stray from the truth

- Bem's revisionism
- Kerr and HARKing (hypothesizing after results are known)
- Creeping exaggeration
- "I was right all along" vs. "I will always be right"



Unwritten Rule #9

Write regularly, even for no reason

- Notes and journals
- Writing time



Unwritten Rule #10

Consider going beyond words

- Visualization
- Edward Tufte
- Informative and uninformative ink (3D)
- *Science*

