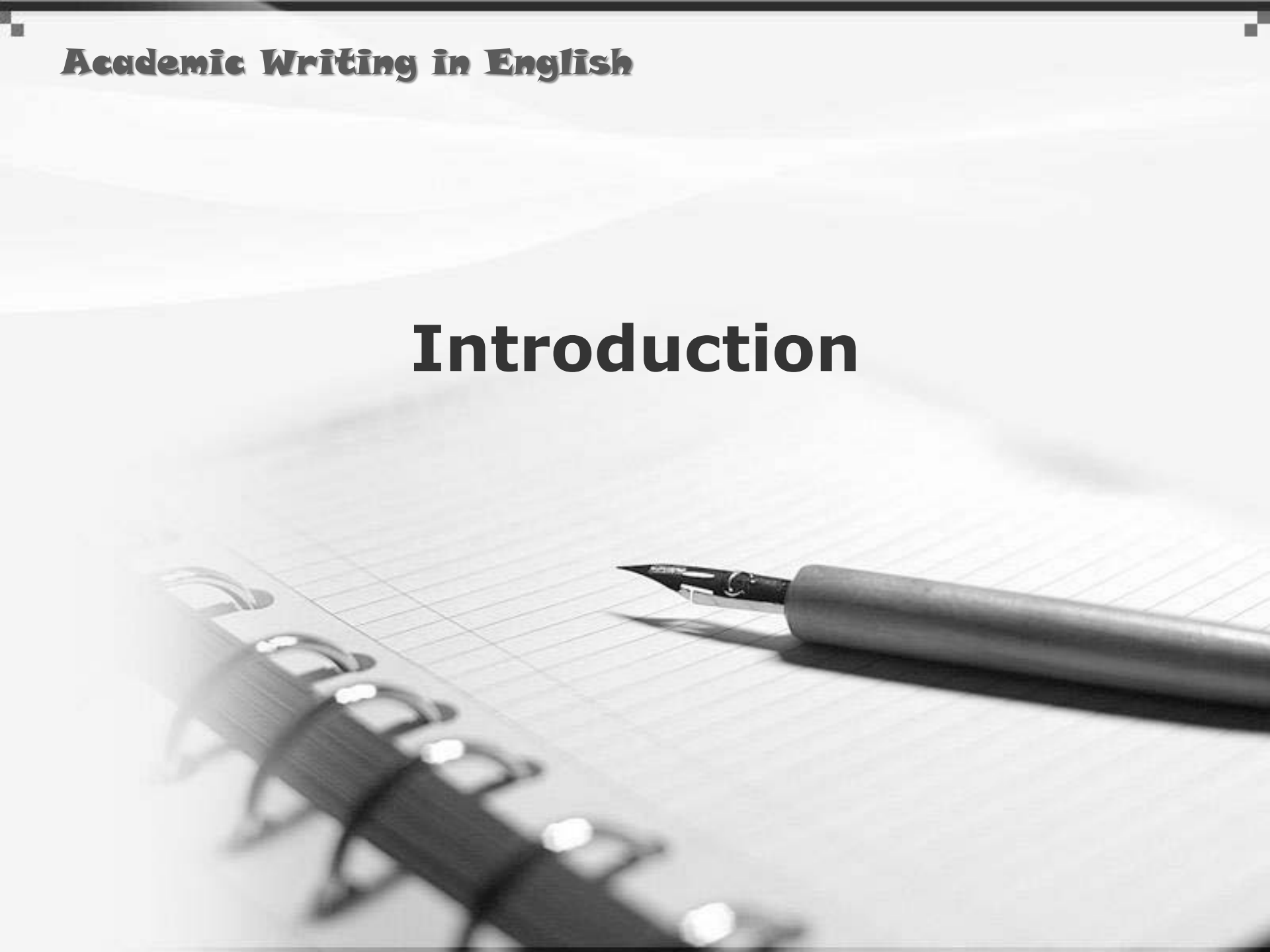


# Introduction



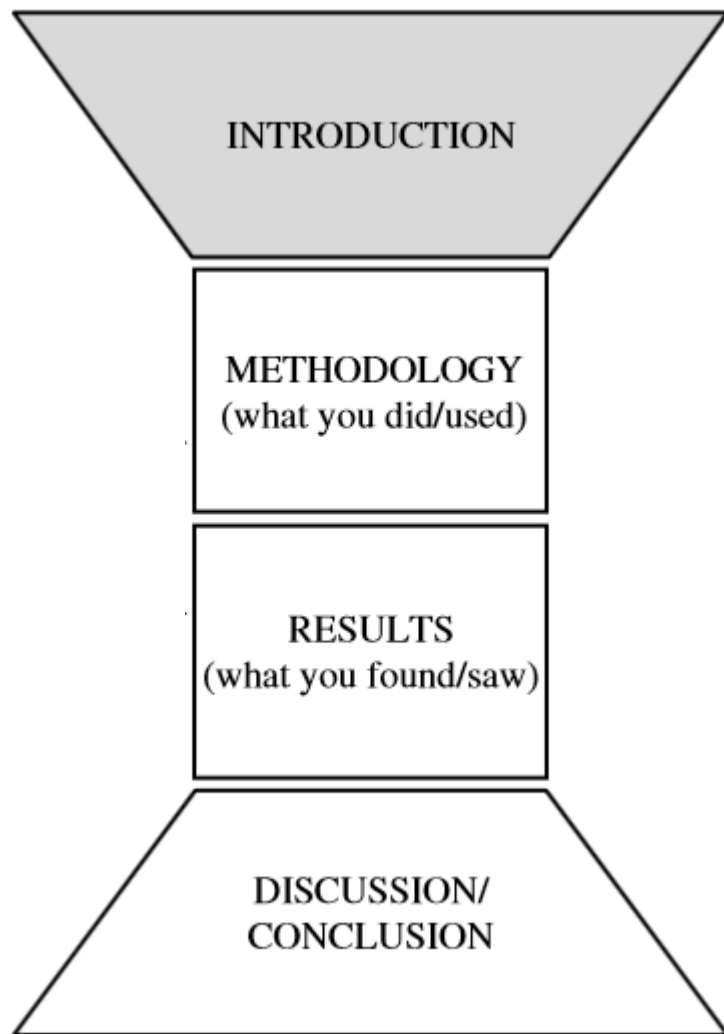
# Introduction

- ◆ Your introduction introduces your research and your findings.
- ◆ It is *not* a literature review.
- ◆ No bullshit, no decorative features, no going on a tangent.
- ◆ Everything must be relevant, directly connected to abstract content!



# Introduction (organization)

- ◆ 1. Introduce the field: What is your question? Why are you asking this question?
- ◆ 2. Describe main problem and what is needed to solve this problem.
- ◆ 3. Explain how you came up with the experiment and why.
- ◆ 4. Announce your hypotheses and predictions. This is not optional!



General



Narrow



General



# Tips for structuring a paper

- ◆ **Good paragraphing** helps you with a logical and coherent structure of your paper.



# Introduction (language)

- ◆ **Verb tense**
- ◆ **Signaling language**
- ◆ **Passive/active use**



# Verb tense

- ◆ The Present Simple tense is used to state accepted facts and truths.
- ◆ So, use it to describe research findings have the status of a fact.

***e.g. Keysar et al. (2012) showed how using a foreign language modulates framing effects and loss aversion when participants choose between risky and certain prospects.***



# Verb tense

- ◆ You can also use past simple tense and present perfect tense.
- ◆ **e.g.** *Previous neuroimaging studies typically compared social impression formation with other types of cognitive processes. These studies strongly point to the involvement of the dorsomedial prefrontal cortex (dmPFC). The mPFC has been extensively implicated in social cognition and the processing of social information during mentalizing, self-knowledge and person perception.*



# Signaling language

- ◆ Connect your sentences and ideas in a logic way by using signaling language.
  - Use a pronoun (*it, they*) or pro-form (*this method, these findings*)
  - Use colon, semicolon or a relative clause (a 'which' clause, that is, such that)
  - Use connectors (therefore, however)



# Passive/active use

- ◆ Can “we” be used?
- ◆ Yes, when referring to the authors rather than human beings.
- ◆ But never use “I” even if you are the only researcher. In this case passive voice should be employed.

