

8. **Avoid questions.** Instead of asking and answering, state your point directly. *Example:* How do parents influence their children beyond just passing on their genes? They serve as role models for their children. → In addition to passing on their genes, parents influence their children by being role models.

9. Never write a one-sentence paragraph.

Never write a one-page paragraph!

10. Avoid introductions that resemble magazine writing. A “hook” is unnecessary.

11. **Avoid unnecessary adverbs of intensity** (e.g., *really*, *very*, *definitely*, and *absolutely*) **and such phrases as** *without a doubt*, *beyond a doubt*, *there can be no doubt*).

12. **Be very cautious in your use of the verb “proves.”** It is a rare study that *proves* anything. Studies show correlations, suggest avenues for further research, and add to the general store of knowledge.

13. **“Research” is not countable.** Pieces of research are called “studies”, not “researches.”

14. **Avoid “mentions.”** Mentions is a weak verb. There is almost always a more suitable choice. In citing sources, it is unlikely you would ever include information in your paper that was only “mentioned” by the original author.

15. **Avoid “people.”** Specify. E.g. *researchers*, *experts in the field*, *Russian pole vaulters*, *bloggers* or *male students at a large Midwestern university*.