

STYLE SHEET

Strunk, William Jr., and E.B. White. *The Elements of Style*. 4th ed. New York: Pearson, 2000. Print.

Omit needless words. Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all sentences short, or avoid all detail and treat subjects only in outline, but that every word tell (23).

Be clear. When you become hopelessly mired in a sentence, it is best to start fresh; do not try to fight your way through against the terrible odds of syntax. Usually what is wrong is that the construction has become too involved at some point; the sentence needs to be broken apart and replaced by two or more shorter sentences (79).

- *Acronyms and abbreviations.* Make note of any acronyms or notation used in the corresponding page on the Excel spreadsheet.
- *Collective ‘we’.* To be avoided as much as possible.
- *Commas.* Use the Oxford comma.
- *He, she, or they.* Use ‘they’ or ‘their’ as the gender-neutral third person singular pronoun.
- *Second person pronouns.* To be absolutely avoided.
- *Tense.* Present tense as much as reasonable.

SPELLING

- Dataset, not “data set”

CONVENTIONS

- Place footnotes after end punctuation.