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.