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| Improving Professional and Academic Writing: Word substitution and usage. | | | | | | | |
| Please vary your use of the following synonyms | | | | | | | |
| Theorize | Postulate | | Posit | Assert | | Propose | State |
| Hypothesize | | Contend | Claim | | Note | Indicate |
| Argue | | Acknowledge |  | |  |  |
| Opposites > | | \*Dispute | \*Counter | | \*Differ |  |
| Avoid | | Believe | Think | |  |  |
| Research | Investigate | | Examine | Explore | | Consider | Study |
| Analysis | | Report |  | |  |  |
| Result | Effect | |  |  | |  |  |
| Impact | Influence | | Affect | Stimulate | | Encourage |  |
| Suggest | Propose | | Recommend | Indicate | | Advise | Denote |
| Discover | Ascertain | | Learn | Discern | | Find |  |
| Goal | Intent | | Focus | Aim | | Objective | Purpose |
| Please avoid the over use of: | Use a more accurate word to convey your intent found to the right | | | | | | |
| Reveal | Disclose | | Divulge | Expose | | Uncover | Show |
| Pay attention to when might is right | | | | | | | |
| Might | To indicate potential or probability | | | The results might indicate a need for… | | | |
| May | To indicate permission | | | Participants may withdraw at any time | | | |
| Can, could | To indicate ability | | | This suggests participants can overcome… | | | |
|  | | | | | | | |
| Often misused | | Preferred or correct use | | | Incorrect - least preferred | | |
| Effect (result) | | Effect describes the result of change, or the result itself. See impact above  The intervention had a positive effect on the atmosphere in sales. | | | Affect (emotions) | | |
| Affect (to influence, to present an emotional state) | | The participants were affected adversely by the negative culture.  Participant C’s affect was one of agitation and discomfort, and I paused the interview. | | | Effect (result) | | |
| According to | | State the new authority’s position, then note how it agrees or differs, or vice versa  According to Maslow (1957), the… | | | Concurring with; Agreeing with | | |
| Despite | | This informal process is favored despite the policy… | | | In spite of | | |
| Since | | Because | | | Although because is gaining acceptance, it is still avoided in academic writing. | | |
| 92% | | 92 percent | | | Use the symbol with numbers, or | | |
| Ninety-two percent | | Ninety-two % | | | The word with words. | | |
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**Examples of word substitutions**

Armand and Hammer\* (2015) {theorize, hypothesize, posit, postulate, propose, state, note} an increase in retention when factors such as job satisfaction, positive motivation, and an inclusive management style. The authors conducted surveys of 1,500 millennial employees from 12 retail fashion stores representing five major retailers, which represents a 32% return rate. The {goal, intent, focus, aim, objective, purpose} of this research was to {goal, intent, focus, aim, objective, purpose} the generational differences, which effect retention and turnover among millennial employees. \*This is a fictional study.

**Rules for the use of AFFECT and EFFECT:** <http://grammar.yourdictionary.com/style-and-usage/affect-effect-grammar.html>

**Commonly MISSPELLED words:** <http://grammar.yourdictionary.com/spelling-and-word-lists/misspelled.html>

**Sound smarter by removing these 15 words from your writing:** <https://www.themuse.com/advice/15-words-you-need-to-eliminate-from-your-vocabulary-to-sound-smarter-1?ref=carousel-slide-1>

**The use of the serial (Oxford) comma:** <http://www.grammarly.com/blog/2015/what-is-the-oxford-comma-and-why-do-people-care-so-much-about-it/>

**The use of First Person:** <http://blog.apastyle.org/apastyle/2009/09/use-of-first-person-in-apa-style.html>

*I* or *we* is acceptable in APA Style, the *Publication Manual*actually recommends using first person, when appropriate, to avoid ambiguity. See pages 69–70, in the *APA 6th* *Manual.* For example,

1. Authors sometimes use the third person simply because it sounds more objective. Authors will often use *the authors*as a stand-in for *I*or*we*, but using this phrase can lead to confusion. Consider this sentence:

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| As Smith and Jones (1999) and Drew (2007) noted, there is no correlation between television viewing time and calorie intake. The authors replicated this finding with three experiments. |

1. Does “the authors” refer to both Smith and Jones (1999) and Drew (2007)? Or does it refer to the authors of the current paper? You would likely guess it’s the latter, but the meaning would be more clear with *we*:

|  |
| --- |
| As Smith and Jones (1999) and Drew (2007) noted, there is no correlation between television viewing time and calorie intake. We replicated this finding with three experiments. |

1. Attempts to avoid first person can also lead to anthropomorphism. As the *Manual*notes (p. 69), an experiment cannot “attempt to demonstrate,” but *I* or *we* can.
2. Finally, the use of the editorial *we* can sometimes be confusing. For example, “we categorize anxiety disorders …” may leave the reader wondering whether *we*refers to the authors of the current paper, to the research community, or to some other group. But this doesn't mean *we* must be completely avoided. As the *Manual*states (p. 70), “*we*is an appropriate and useful referent.” You could simply rewrite this sentence, “As psychologists, we categorize anxiety disorders …”