



# IMPROVE YOUR REPORT WRITING

Dr Maxine Swingler & Dr Nathalie Sheridan

# This Session

- General Feedback & Examples
- Writing Examples
- Feedback on your feedback

- **Comment...** "There is evidence of research, but your need to relate it to your own study more..."
- *A support theory was put together (Tversky and Koehler 1994) based partly on this heuristic, key assumption being that an event appears more or less likely depending on how it is described. One piece of evidence for this theory (Mandel 2005) comes from a study carried out in the first week of the 2005 Iraq war. Participants were found to estimate a terrorist attack more likely to occur when described as "plotted by al Qaeda", than when described as a "terrorist attack" and "non-al Qaeda" attacks, non-al Qaeda having the lowest estimate.*  
*The aim of this study is to look at the availability heuristic in word frequency and permutations/combinations judgement, by doing so we can give further support that the availability heuristic is used frequently and error in judgement can occur due to this phenomena.*

## Generic Feedback

**No clear links** between **your own study** and the **research** presented and discussed. The **literature review** and the **discussion** were often presented **in an essay form**, and **not** in the **context of your own findings**.



# GIVE IT A GO

How would you tweak it?

1. *A support theory was put together (Tversky and Koehler 1994) based partly on this heuristic, key assumption being that an event appears more or less likely depending on how it is described.*
2. *One piece of evidence for this theory (Mandel 2005) comes from a study carried out in the first week of the 2005 Iraq war. Participants were found to estimate a terrorist attack more likely to occur when described as “plotted by al Qaeda”, than when described as a “terrorist attack” and “non-al Qaeda” attacks, non-al Qaeda having the lowest estimate.*
3. *The aim of this study is to look at the availability heuristic in word frequency and permutations/combinations judgement, by doing so we can give further support that the availability heuristic is used frequently and error in judgement can occur due to this phenomena.*

## Generic Feedback

**No clear links** between **your own study** and the **research** presented and discussed. The **literature review** and the **discussion** were often presented **in an essay form**, and **not** in the **context of your own findings**.

1. *A support theory was put together (Tversky and Koehler 1994) based partly on this heuristic, key assumption being that an event appears more or less likely depending on how it is described.*

- *Who put the theory together?  
Not clear if author or reference.*
- *What theory?*
- *What does it say?*

Tversky and Koehler (1994) established a support theory, explaining principles of availability heuristic. This is based on the key assumption that an event appears as more or less likely depending on how it is described.

## Generic Feedback

**No clear links** between **your own study** and the **research** presented and discussed. The **literature review** and the **discussion** were often presented **in an essay form**, and **not** in the **context of your own findings**.

2. One piece of evidence for this theory (Mandel 2005) comes from a study carried out in the first week of the 2005 Iraq war. Participants were found to estimate a terrorist attack more likely to occur when described as “plotted by al Qaeda”, than when described as a “terrorist attack” and “non-al Qaeda” attacks, non-al Qaeda having the lowest estimate.

- How does this relate to this particular paper?
- How relevant is this example for a paper about young children?
- Are this the same mechanisms?
- If so in how far or in how far are they different from adults?

## Generic Feedback

**No clear links** between **your own study** and the **research** presented and discussed. The **literature review** and the **discussion** were often presented **in an essay form**, and **not** in the **context of your own findings**.

3. *The aim of this study is to look at the availability heuristic in word frequency and permutations/combinations judgement, by doing so we can give further support that the availability heuristic is used frequently and error in judgement can occur due to this phenomena.*

- *Is 'to look at' something really an aim?*

## Generic Feedback

**No clear links** between **your own study** and the **research** presented and discussed. The **literature review** and the **discussion** were often presented **in an essay form**, and **not** in the **context of your own findings**.

To our knowledge, the only research that has been conducted from a developmental perspective is the study by Davies and White (1994), which indicated that frequency judgements are already based on the ease with which names are processed by the age of 7 years . Thus far, the question of whether the same is true for younger children or for memory decisions has remained unexplored. From a theoretical point of view, the finding that young children's memory judgements are influenced by the experienced ease of retrieval rather than only by the objective content of their memory would provide crucial information about the nature of the processes that are involved in decision-making in early childhood . More specifically, it would corroborate the recent findings indicating that metacognitive expectations may already influence judgements in children as young as 4 (Geurten et al., 2015b).

- “What are you trying to say?...”
- **Comment : “academic communication could be substantially improved in terms of clarity and professional style- try to adopt a more journal like writing style”**
- *The studies mentioned proposed that heuristic availability underlines one if not the most important factor in decision taking. The rule of thumb is potentially biased from personal or no personal experience and is cause of mistakes. This research replicate two of the experiments of the Tversky,A.,and Kahneman,D 1973, to identify the bias of availability heuristic (Tversky,A.,and Kahneman,D., 1973). From the original paper the tests replicated are the judgment of word and permutation.*

## Generic Feedback

Presentation.

**Structure of paragraphs** meant it was often difficult to find the “thread” of the arguments made. Subheadings were incorrectly used in the method section. Reporting of statistics was inconsistent, e.g., check that you report the descriptive stats in the text.



# GIVE IT A GO

How would you tweak it?

4

*The studies mentioned proposed that heuristic availability underlines one if not the most important factor in decision taking. The rule of thumb is potentially biased from personal or no personal experience and is cause of mistakes.*

The studies mentioned above (**ref, ref, ref**), propose that heuristic availability is a significant, if not the most important, factor in decision making. A potential bias **contradicting or underlying? (Not clear from writing.)** this theory derives from personal experiences, and if not personal experience is causes mistakes.

## Generic Feedback

Presentation.

**Structure of paragraphs** meant it was often difficult to find the “thread” of the arguments made. Subheadings were incorrectly used in the method section. Reporting of statistics was inconsistent, e.g., check that you report the descriptive stats in the text.

*5 This research replicates two of the experiments of the Tversky, A., and Kahneman, D. 1973, to identify the bias of availability heuristic (Tversky, A., and Kahneman, D., 1973). From the original paper the tests replicated are the judgment of word and permutation. The permutation test will be the first and is exactly the same to the original paper.*

Why?

How does this relate to the previous statement?

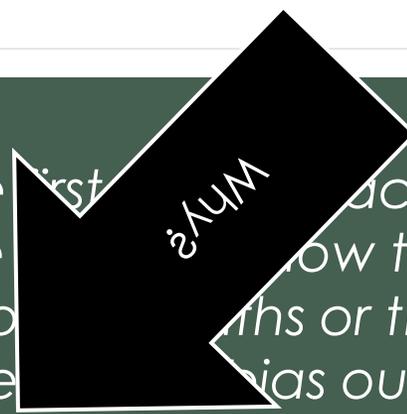
What does other research suggest?

## Generic Feedback

Presentation.

**Structure of paragraphs** meant it was often difficult to find the “thread” of the arguments made. Subheadings were incorrectly used in the method section. Reporting of statistics was inconsistent, e.g., check that you report the descriptive stats in the text.

• The permutation test will be the first. It is exactly the same to the original paper. The difference on shape simplicity of paths or the spread of the figure, are cues that bias our judgment. The word test is slightly different stimulus but follows the same principles of guessing how many words are in the last letters, its aim to evidence that there is a bias in judgment when we apply this heuristic. This study has got 2 hypotheses; the first hypothesis predicts that depending on the shape of the diagram participant will attribute more frequent paths to diagram A, than diagram B. The second hypothesis predicts the group B (---ing.) will be measured more frequent, then group A (---n-).



Are there criticisms of this research approach?  
Justify?  
How do you address potential complications? Biases?

## Generic Feedback

No clear link between the literature reviewed and the literature discussed.



# FEEDBACK

What went un-answered?



# YACRS

Login Session Number: 177

<https://classresponse.gla.ac.uk/runsession.php?sessionID=177>