1. Use citations correctly
    a. You do not need to include page numbers unless you are giving a direct quote.
    b. You don't need to put quotes around simple phrases that are not the author's unique ideas.
    c. Direct quotes should be used sparingly, if at all. Don't quote someone else more than once in a paper.
    d. You should cite an article when you are describing their methods, findings, or arguments, but you don't need to do so more than once per paragraph.
    e. Make sure you are formatting your citations properly. Usually it's authors' last name (with commas in between and "&" before the final author) and year: (Campos, Bertenthal, & Kermoian, 1992).
2. Avoid the passive voice
    a. "Experimenters measured heart rate" is better than "Heart rate was measured"
    b. Similarly, avoid phrases like "The researchers wanted to measure" or "set out to measure". They didn't just want to or mean to– they actually did!
3. Use past tense
    a. When describing published research, the studies have all been completed already. They should be described using the past tense.
4. Use an appropriate level of detail
    a. When summarizing a study, you do not typically need to include things like the exact number of trials participants completed, or how many participants were men or women. You are trying to give your reader enough to help them understand the main point of the study – what did the researchers set out to find, how did they investigate their question, and what did they conclude.
5. Define any jargon or study-specific terms
    a. If you are using terminology that may not be familiar to your reader, you need to explain what it means. This is especially true for variable or condition names that are specific to a particular study.
6. Prove and disprove
    a. It is near impossible for a single experiment to ever prove or disprove anything. Each piece of data is just another building block in an argument. Be careful about how strongly you state the claims of an experiment.
7. Keep your language simple and clear
    a. Avoid the tendency to "write smart" by including complex vocabulary and flowery phrases. Never use two words where one word will do. Don't say "utilize" when you can just say "use" (they mean the same thing!) Good science writing is concise, clear, and to the point. You actually look less intelligent when you try too hard to sound smart (see Oppenheimer, 2005: http://onlinelibrary.wiley.com/doi/10.1002/acp.1178/abstract)

8. Paragraphs are your friends!
    a. Use paragraphs to separate distinct elements of your argument; it helps the reader follow the flow of your thoughts. Make sure every sentence in a paragraph is connected to a single main idea for that paragraph.
9. Spell-check is not!
    a. Don't rely on the computer's spell-check. Some typos are still real words, so you need to proofread yourself.