



# Effective Writing in Psychology: Papers, Posters, and Presentations

By Bernard C. Beins, Agatha M. Beins

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The second edition of *Effective Writing in Psychology* helps users produce crisp scientific communication, form concise unambiguous arguments, and render technical information clear and comprehensible. The new edition incorporates the latest guidelines contained within the 6<sup>th</sup> edition of the *APA Publication Manual*.

- Clear guidelines on effective writing illustrate how to generate strong and compelling prose, even when the writing is not aimed at a research audience
- Incorporates changes to the guidelines contained in the 6<sup>th</sup> edition of the APA publication manual
- Includes material on how to adapt APA style for poster presentations using PowerPoint, and for oral presentations
- Contains a new section on using the Internet to present research papers and a new chapter on conducting a literature search, to guide students through databases, keywords, sources, and connections between articles
- Highlights methods for selecting a research topic and organizing papers
- Features a sample manuscript showing common deviations from correct APA style and a version demonstrating appropriate use of APA style

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### **Editorial Review**

#### Review

"This is an excellent book, which will prove valuable to many readers in different settings, not just students or educators." (*Nursing Times*, 4 December 2012)

"All first-year students would benefit from this text when writing their first paper, poster and presentation, regardless of their writing background." (*Times Higher Education Supplement*, 8 November 2012)

"This is an excellent book, which will prove valuable to many readers in different settings, not just students or educators. The parameters that govern a paper or presentation related to psychology are beautifully outlined here, and the guidelines offered could not be clearer." (*Nursing Times.net*, December 2012)

#### Review

This book is a clear, comprehensive step-by-step guide that will be wonderfully useful for student writers at all stages of the psychology major. Beins and Beins have produced a wonderful handbook for students; I imagine this is a book that many of them will hold on to and refer to throughout their academic years.

-Suzanne Baker, James Madison University

This comprehensive book will be a resource that psychology students will keep for future reference. From organizing ideas to writing in APA style, from writing empirical reports to presenting posters, this helpful book guides students through the conventions of psychological writing.

-Beth Morling, University of Delaware

Effective Writing in Psychology strikes an effective, accessible balance between psychology students' need to learn the technical aspects of scientific writing and the recognition that scientific writing need not be dull and lifeless. Barney and Agatha Beins care about students and about good writing; that care shows in this fine student manual.

-Ken Keith, University of San Diego

#### From the Back Cover

Writing and communication skills are invaluable tools for both students and professionals in the field of psychology. The new edition of this successful text helps users to generate crisp scientific communication, offering clear guidelines on effective writing, and illustrating how to generate strong and compelling prose.

The book aids students, writers, and speakers at all levels by guiding them at every stage of the process. In a practical and accessible way, the authors teach readers how to form concise, unambiguous arguments, document their sources, and render technical information clear and comprehensible.

Incorporating the latest writing guidelines found in the sixth edition of the *Publication Manual of the*

*American Psychological Association*, this new edition:

- Offers an understanding of why APA style is important
- Includes a chapter on conducting a literature search, to guide students through databases, keywords, sources, and connections between articles
- Offers tips on creating poster presentations, giving talks, writing for the Internet, and making presentations to institutional review boards (IRBs)
- Provides a separate section on how to communicate statistics
- Incorporates a new section on using the Internet to present research papers

**Bernard C. Beins**, Ph.D., is Professor and Chair of Psychology at Ithaca College, New York. He recently received the Charles L. Brewer Distinguished Teaching of Psychology Award from the American Psychological Foundation. He is also the author of *Research Methods: A Tool for Life* (2009). He is a Fellow of the American Psychological Association, the Association for Psychological Science, and the Eastern Psychological Association.

**Agatha M. Beins** is Assistant Professor of Women's Studies at Texas Woman's University. She co-edited *Women's Studies for the Future: Foundations, Interrogations, Politics* with Elizabeth Lapovsky Kennedy (2005), and has published articles in *Women: A Cultural Review* and *Sinister Wisdom*. She is also part of the editorial collective for the journal *Films for the Feminist Classroom*.

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