

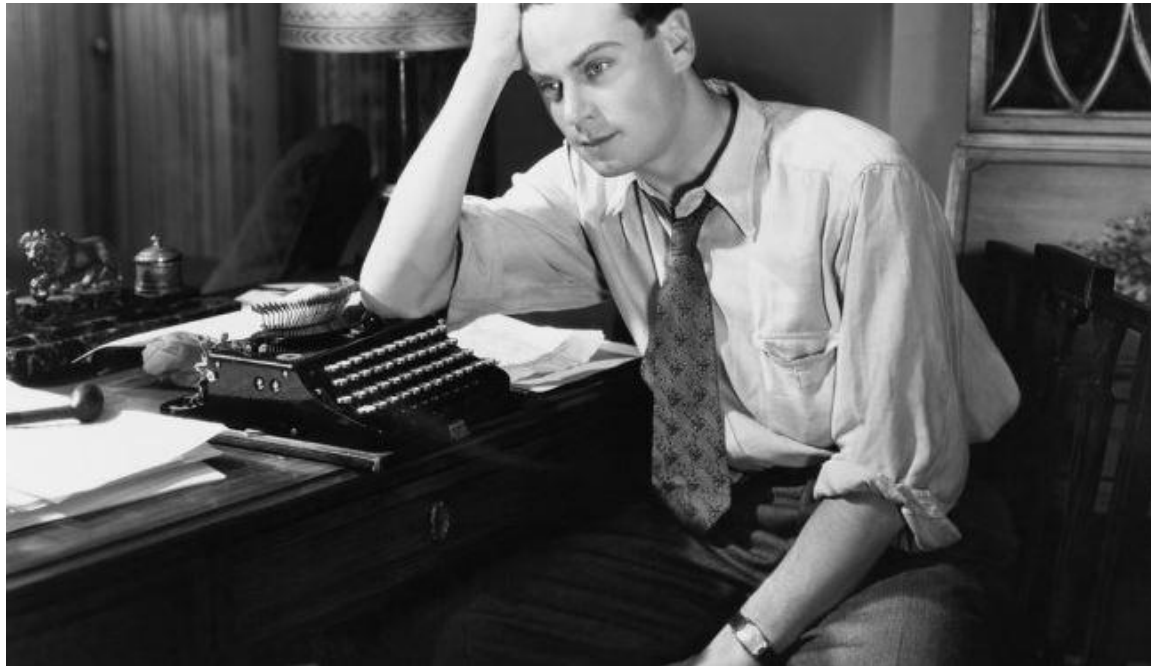
The Young Statisticians Writing Competition

Some tips on writing



So - you've got your subject

Now the tough bit



Getting started

Draw readers in with...

Some mental imagery they can all relate to
“We’ve all been there: stuck in the slowest queue...”



Draw readers in with...

A recent and/or well-known real-life example

“When Malaysian Airlines Flight 370 went missing....”



Draw readers in with...

A “killer fact”

“85% of Wall St fund managers do worse than chance”



Keep 'em interested

Tell stories: of your project, the puzzle, the science...



Now just keep going

Use analogies:

$Pr(\text{winning Lotto jackpot}): 49!/(43!6!) \sim 1.4 \times 10^7$



“Like pulling out the one black sugar grain hidden in a 12-kg bag of the stuff”

Keep it simple

Jargon

A little is OK (lets readers into your world, and may tell them something new)

Always explain

Consider putting explanation in a “box”

Keep *αλγεβρα* to a minimum – it scares people

Keep it simple

Sentences: short-ish, and *active*, not *passive*:

“We decided to investigate further”

NOT

“It was decided to investigate further”

Words: monosyllabic and colloquial

“This seems to be just flat wrong”

NOT

*“The alternative hypothesis H_1 was not confirmed
($p = 0.924$)”*

How to wrap up

- **The loop-back**

“So next time you’re in a supermarket queue...”

“What happened to Malaysian Airlines Flight 370 may never be known, but....”

- **Look forward /call to action**

“Over the next year, we plan to...”

“So how can we break the stalemate ?”

Final words

Read widely and *critically*, see what works –
and create your own style

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