



WRITING TO PERSUADE



WRITING AN EFFECTIVE ABSTRACT

- Most-read part of any research paper and the first thing reviewers read (after the title)
- “Abstracts are your introduction in miniature” (Pollock, 2021)
- Important elements:
 1. The research question
 2. The theoretical domain
 3. The type of study
 4. The empirical context
 5. A synopsis of your major findings



WRITING AN EFFECTIVE ABSTRACT

Cannabis Use Does Not Increase Actual Creativity but Biases Evaluations of Creativity

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The research question

The theoretical domain

The type of study

The empirical context

Synopsis of major findings

In this research, we examine the effects of cannabis use on creativity and evaluations of creativity. Drawing on both the broaden-and-build theory and the affect-as-information model, we propose that cannabis use would facilitate more creativity as well as more favorable evaluations of creativity via cannabis-induced joviality. We tested this prediction in two experiments, wherein participants were randomly assigned to either a cannabis use or cannabis abstinence condition. We find support for our prediction that cannabis use facilitates joviality, which translates to more favorable evaluations of creativity of one's own ideas and others' ideas. However, our prediction that cannabis use facilitates creativity via joviality was not supported. Our findings suggest that cannabis use may positively bias evaluations of creativity but have no impact on creativity. Implications for theory and practice are discussed.





WRITING EXERCISE

Rewrite your abstract using this template.

1. The research question
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STUDENT SAMPLE ABSTRACT

It is common sense that one should avoid the boss when he or she is in a bad mood. However, a recent study pointed out that leader's negative affect can elicit a voluntary behavior such as employee voice (Liu, Song, Li, & Liao, 2017). The aim of the present research is to reconcile these two conflicting positions by demonstrating that leaders' projection of certain negative emotions can increase employee voice while expression of others can diminish voice. Specifically, based on the emotion-as-social-information perspective (Van Kleef, 2009), we argue that the expression of anger decreases employee voice (intentions, quantity, and quality), while sadness facilitates it. Furthermore, these relationships are mediated by perceived openness of the leader. Leaders demonstrating anger, signal that they are not open to any ideas and they do not require any help, in contrast, when leaders demonstrate sadness, they indicate their need for input and openness to ideas. We tested our model in three empirical studies: a field survey (N = 120), where we employed incidental method technique, a lab study, where participants were exposed to a video of a leader (N = 140), and a field experiment, where leaders were asked to manipulate their emotional expression during meetings (N = 80). The results of three studies confirmed our assumptions. These findings help resolve divergent perspectives on the impact of negative leader affect on the employee voice by demonstrating the importance of differentiating discrete negative emotions. Further, our findings provided insight for when employees prefer to speak up to their leaders and also emphasized that leaders may strategically use emotions to increase employee voice behavior.



STUDENT ABSTRACT REWRITTEN

This paper examines the effect of leader emotional expressions on employee voice. Drawing on the emotions-as-social-information (EASI) framework, we argue that the expression of anger decreases employee voice (intentions, quantity, and quality), while sadness facilitates it. Across three studies (field survey, lab experiment, and field experiment), we find consistent support for our hypotheses. These findings help resolve divergent perspectives on the impact of negative leader affect on the employee voice by demonstrating the importance of differentiating discrete negative emotions.





WRITING EXERCISE

Rewrite your abstract using this template.

1. The research question
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ARISTOTLE'S BIG THREE

Logos: Argument
by logic

- Deductive
- Inductive
- Abductive

Ethos: Argument
by character

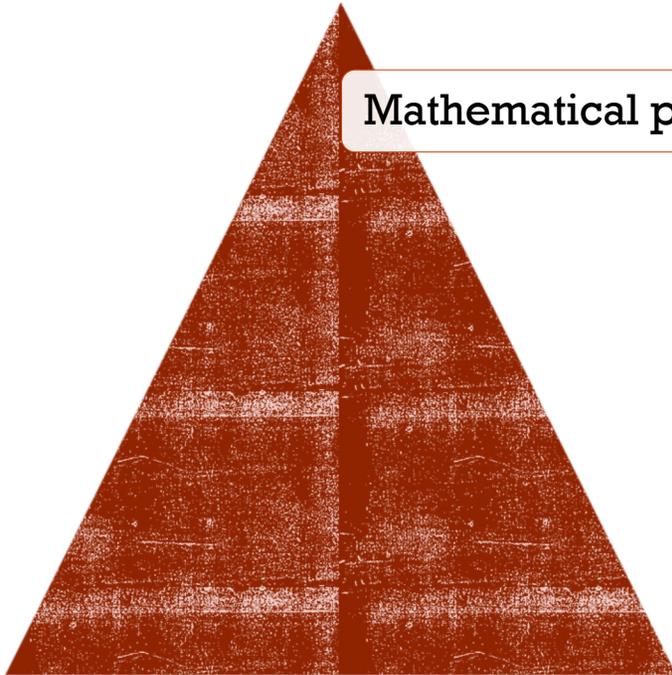
Pathos: Argument
by emotion





Logos: Argument by logic

Mathematical proof





Contents lists available at [ScienceDirect](#)

Journal of Financial Economics

journal homepage: www.elsevier.com/locate/jfec

Dynamic resource allocation with hidden volatility[☆]

Felix Zhiyu Feng^{*}, Mark M. Westerfield

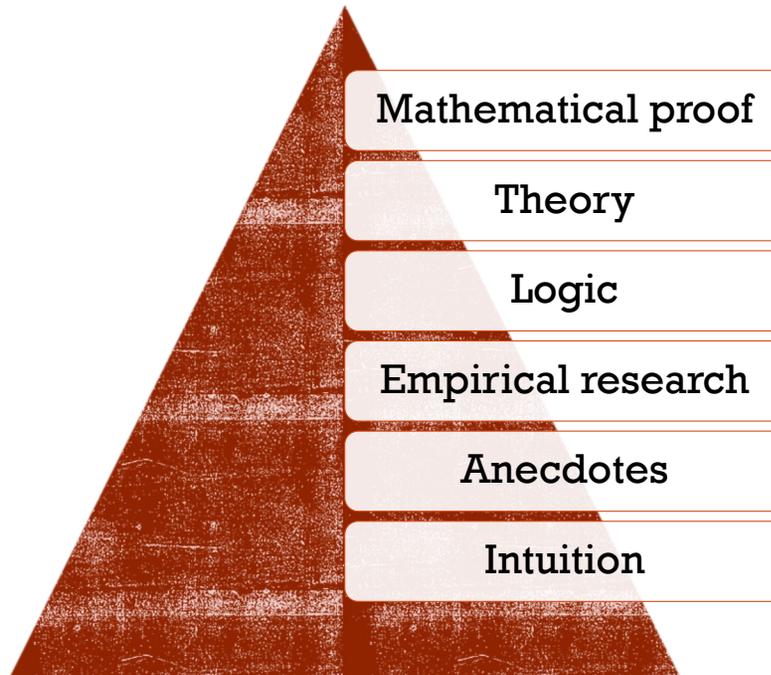
Michael G. Foster School of Business, University of Washington, USA

Appendix A. Proofs and derivations

In this appendix, we provide proofs of propositions included in the main text. We assume only that $L \geq 0$ and $R \geq 0$. The restriction to $L > 0$ and $R = 0$, as discussed in the text of [Section 2](#), is a corollary.



Logos: Argument by logic



Deductive logic starts with a general premise and works toward the specific

Deductive

Inductive

Inductive logic starts with a specific instance and works toward the general



Displaced Aggression Is Alive and Well: A Meta-Analytic Review

Amy Marcus-Newhall
Scripps College

William C. Pedersen, Mike Carlson, and
Norman Miller
University of Southern California

In a commonly used anecdote to illustrate displaced aggression, a man is berated by his boss but does not retaliate because he fears losing his job. Hours later, when he arrives home to the greeting barks of his dog he responds by kicking it. Conceptually, displaced aggression can be defined as a level of aggression toward a target that, in terms of the tit-for-tat rule (Axelrod, 1984), incommensurately exceeds that which is ordinarily seen as justified by the level of provocation emitted by that target. In exceeding the aggression warranted by the target's behavior, it reflects the failure to respond aggressively toward the source of a temporally antecedent provocation, or in this case the berating boss.



On a Firm's Optimal Response to Pressure for Gender Pay Equity

David Anderson,^a Margrét V. Bjarnadóttir,^b Cristian L. Dezsó,^b David Gaddis Ross^c

In addition, after recent gender pay equity reviews at several well-known employers, a number of those receiving raises were men: SAP (one third men, two thirds women) (Lev-Ram 2016), Salesforce (“some women and a few men”) (Wells 2017), and the California Senate (13 men and 58 women) (Koseff 2017). Although it is conceivable that a gender pay equity review could reveal that some men are underpaid according to some standard, one might intuitively expect that giving men raises would exacerbate rather than alleviate the degree to which women were underpaid in an organization.



DEDUCTIVE LOGIC

Every deductive argument has at least one premise and a conclusion

- Premise: what is assumed to be true
- Conclusion: what must be true if the premises are true

Enthymeme: an argument in which one premise is not explicitly stated

Relational improvement behaviors are targeted at improving workplace relationships. They are inherently relationally oriented behaviors and should therefore be generally preferred by individuals with high relational selves.

(Eberly, Holley, Johnson, & Mitchell, 2017)



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All firms are likely to restructure in some way (either externally or internally) in response to the industry shock, and thus there is no reason to expect that the performance of the merging parties should outperform the benchmark.

(Harford, 2005)



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Proponents of XBRL claim it has the potential to influence users' acquisition and processing of financial information and, thus, their judgments and decisions based on this information.

(Hodge, Kennedy, & Maines, 2004)



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The advantage of the Stackelberg leader is still applicable in this setting. Intuitively, since the more-favored site possesses more pricing power, it will enjoy a higher margin for every sale it leads and thus make a higher profit.

(Ho, Ho, and Tan, 2017)



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Even when the observed conversion rate is nonzero, the cost-per-sale measure may be based on very few observations and thus subject to substantial error.

(Rutz, Bucklin, & Sonnier, 2012)



INDUCTIVE LOGIC

Every inductive argument has at least one example and a paradigm

- Examples provide evidence of what may be true
 - Previous research
 - Multiple studies
 - Anecdotes
- A paradigm is what is inferred to be true if the examples are true

Several experience sampling and diary studies have provided support for the moderating effect of agreeableness on individuals' affective reactions to interpersonal conflict. For instance, agreeableness was found in two studies to amplify the degree to which self-initiated quarrelsome behavior and unpleasant affect covary within individuals (Cote & Moskowitz, 1998; Moskowitz & Cote, 1995). More direct evidence is offered by Suls et al. (1998), who found that individuals high in agreeableness responded more negatively to conflict compared to those lower in agreeableness.

(Ilies et al., 2010)



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We triangulate our predicted mechanism and rule out alternative explanations through a series of additional interviews and four scenario-based experiments.

(Fuchs et al., 2019)



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Every inductive argument has at least one example and a paradigm

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- A paradigm is what is inferred to be true if the examples are true

Drawing on narrative interviews with 50 animal shelter workers, we identify three different "calling paths" that evolve as employees respond to the challenges they encounter. The result was the emergence of three increasingly divergent calling paths over time, culminating in different emotional, psychological, and behavioral outcomes.

(Schabram & Robinson, 2017)



ARISTOTLE'S BIG THREE

Logos: Argument by logic

- **Deductive**: from general principles to the specific
- **Inductive**: from specific examples to the general
- **Abductive**: from a specific example to a specific principle

Ethos: Argument by character

- **Virtue**: How much you share the reader's values
- **Practical wisdom**: How much you do the right things
- **Disinterest**: How much you are perceived to be biased

Pathos: Argument by emotion

- **Language**: Words and phrases that evoke feelings
- **Stories**: Examples that make it real





Outline the main point for each paragraph. These main points should logically build your argument



Put those main points in the first sentence of each paragraph



Follow up the main points with description and evidence



Use transition statements to make a logical flow between paragraphs



Address the counterargument

PARAGRAPH OUTLINING





ANALYSIS EXERCISE

Look at the hypothesis building section of Adam Grant's "Rocking the boat: (2013) article on emotion regulation (pp. 1704-1709).

Rate how much he:

- Put the main point in the first sentence of each paragraph
- Followed up the main points with evidence
- Used transition statements to make a logical flow between paragraphs
- Addressed the counterargument



WRITING EXERCISE

Take one argument from your paper that is not as strong as it could be. Outline:

- The main points that will appear as the first sentence of each paragraph
- The evidence or description that will support the main point of each paragraph

