The recipe for writing that changes the reader

Martin Rosvall
Which are students’ greatest writing challenges?

Which resources for student writing exist?

Which resources for student writing are lacking?
1. Why write a Master’s thesis?

2. Ingredients

3. Instructions
Why write a Master’s thesis?
Student perspective
Data-driven models for e-commerce sales predictions

Liubov Guseva

Master's Thesis in Engineering Physics

Spring term 2022
Why write a Master’s thesis?

Student perspective

1. To graduate

2. To show that I have familiarized myself with a subject and understand it

3. To impress the teacher
1. Get paid
2. Always finish
Reader perspective
1. Slow down
2. Don’t understand
3. Get aggravated
4. Stop reading
Knowledge Gap → Cost

Close Gap → Benefit
Data-driven models for e-commerce sales predictions

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Master's Thesis in Engineering Physics
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Introduction  Methods  Results  Discussion
1. Valuable = change
2. Persuasive
3. Organized
4. Clear
1. Why write a Master’s thesis?

Change the reader by uncovering and filling a knowledge gap
Ingredients
Text = structure + content
• Simple (find the simple in the complex)
• Unexpected (identify knowledge gaps)
• Concrete (ground your concepts with examples)
• Credible (build on previous work)
• Emotional (evoke curiosity by highlighting the unknown)
• Stories (thread together story modules)
Mild exposure to CO can result in accumulated damage over time. Extreme exposure to CO may rapidly be fatal without producing significant warning symptoms.

Using a generator indoors can kill you in minutes. Generator exhaust contains carbon monoxide. This is a poison you cannot see or smell. Never use inside a home or garage.
• **Unexpected** (identify knowledge gaps)
• **Emotional** (evoke curiosity by highlighting the unknown)

1. What is the status quo?

2. What is wrong or contradictory with the status quo?

3. How does the work go beyond the status quo?
• **Stories** (thread together story modules)
SUCCESS

- Stories (bind samman nästlade historieenheter)

- Sammanfattning

- Introduktion

- Metod

- Resultat och diskussion

- Slutsats
2. Ingredients

Change the reader lastingly by employing **SUCCES**-ingredients
3. Instructions
Writing science is to rewrite

The first draft is an injured patient in need of triage
Build the text like a house from foundation and walls to interior finishes and final cleaning.
Build the text like a house from foundation and walls to interior finishes and final cleaning

• Foundation – question
  1. What is the status quo?  2. What is wrong?  3. How move beyond?
Build the text like a house from foundation and walls to interior finishes and final cleaning

- **Foundation – question**
  1. What is the status quo? 2. What is wrong? 3. How move beyond?

- **Structure – outline**
  Write bulleted lists of important ideas in all parts of the article.
Build the text like a house from foundation and walls to interior finishes and final cleaning

• Foundation – question
  1. What is the status quo? 2. What is wrong? 3. How move beyond?

• Structure – outline
  Write bulleted lists of important ideas in all parts of the article.

• Interior finishes – paragraphs
  Develop each idea into a complete paragraph.
Build the text like a house from foundation and walls to interior finishes and final cleaning

- **Foundation – question**
  1. What is the status quo? 2. What is wrong? 3. How move beyond?

- **Structure – outline**
  Write bulleted lists of important ideas in all parts of the article.

- **Interior finishes – paragraphs**
  Develop each idea into a complete paragraph.

- **Final cleaning – condensing**
  Remove unnecessary words and phrases.
Begin with the abstract
and rewrite when the draft is ready

- Broad: Which area and topic?
- Closer to the knowledge gap: why and what?
- Narrow: Which exact problem are you solving?
- How did you solve it and what was the result?
- What follows immediately from the results?
- Broad: What are the consequences?
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In order to review relevant research regarding ethical aspects of persuasive technology, a literature search is done using the following keywords: …

To review relevant research on ethical aspects of persuasive technology, we searched the literature using the keywords: …
3. Instructions

Build the text like a house from foundation and walls to interior finishes and final cleaning to enable feedback.
CONCLUSION

Change the reader lastingly by employing **SUCCES**-ingredients and build the text like a house with continuous feedback.
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