



- ### The Selective Perception Process
- **Selective Exposure**
  - **Selective Attention**
  - **Selection Comprehension**
  - **Selection Retention**

- ### What is IMRAD?
- Title
  - Contact info
  - Abstract, keywords
  - Body of paper:
    - Introduction
    - **M**aterials and Methods
    - **R**esults and
    - **D**iscussion
  - Acknowledgements
  - Literature Cited



useful

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  - Rockwell font
  - <http://baymard.com/blog/line-length-readability>
  - [http://en.wikipedia.org/wiki/Inverted\\_pyramid](http://en.wikipedia.org/wiki/Inverted_pyramid)

