

# PsychEdit Services News

Volume 1, Issue 1

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An absolutely free publication meant for the loyal customers of PsychEdit Services—filled with tips, links, and current events.

## PsychEdit Services Starts a Newsletter!

### False Friends

- **Actual** (English) vs. **Aktuell** (Deutsch)—the word in English can mean the same as the German word *eigentlich*. *Eigentlich* is the same as the English word *currently*.
- **Sender** (English) vs. **der Sender** (Deutsch)—written in English, this word has the same meaning as the German word *der Rundfunk*, which means *broadcaster* in English. *Sender*, in English, means the same as *der Absender* in German.

### Confusing English Words & Spelling

- |   |   |
|---|---|
| <b>Customer</b> —one who purchases a product or service | <b>Costumer</b> —one who makes costumes for the theater or other events |
| <b>Behavior</b> —American English                       | <b>Behaviour</b> —British English                                       |
| <b>Internet</b> —always capitalized                     | <b>email</b> —no longer takes a hyphen                                  |
| <b>Loose</b> —something not tight or fastened           | <b>Lose</b> —opposite of win  |

As an editor, I get to spend a lot of time reading the product of your labor-intensive research. This research encompasses many hours of your time, and can become very much a part of who you are. Because of this, I have felt privileged to be able to have this unique view into your lives and work over the years.

After so many years of service, it occurred to me that the view I have from my side of things must seem to you like a two-way-mirror, with the lights turned off on my side. I get to see you (so to speak) when I read about your work, but you rarely get to have the same view from inside the editing room. So with that, I've decided to turn the lights on to you by offering you this quarterly newsletter. Call it a gift of gratitude.

What I plan to have in the newsletter will be things that are of interest to you, my loyal customers. You will also have a chance to add a few of your own contributions.

On the front page, I will have a headline story which will be of a general topic from the world of psychology and academia, and another story about current events within PsychEdit Services itself (yes, interesting things do sometimes happen around here). There will also be a small section listing common “False Friends”—words from two languages that look and sound similar, but have different meanings. These false friends can often twist meaning and confuse readers, and it takes training in ESOL to be able to identify them in text.

Also on the front page, there will be a small section of problematic and confusing words in English for you to ponder and memorize, if you like.

On the second page, you will find a section where I highlight your successes! You will have the chance to print your abstract and information about an upcoming publication in this section. There will also be an APA Style tip, an English grammar tip, and a small area for announcements you would like to place in the newsletter, absolutely free. Lastly, there might even be a bit of editorial humor from time to time.

Hope you enjoy this small gift!

—Anastasia



## Results of the Customer Satisfaction Survey

PsychEdit Services recently conducted a customer satisfaction survey in order to get feedback from you as to how services could be improved to better meet your needs. This survey was administered by free survey-generating software provided by [PollDaddy.com](http://PollDaddy.com) and was highly informative. Here are the resulting scores of the survey (1.0 being highest, 5.0 being lowest).

### PsychEdit Services ratings:

Knowledge of psychological issues:	1.54
Communication response time:	1.07
Editorial changes to original text:	1.21
Comments/queries within the text:	1.21
Email communication content:	1.21
Usefulness of Style Sheet:	1.73
Formatting in APA and journal style:	1.31
Turnaround time:	1.21
Rates compared to competitors:	1.36
Discount availability:	1.31
Payment terms:	1.31

### Customer likeliness to:

Use PsychEdit's expedited services:	1.83
Use PsychEdit's services in the future:	1.36
Recommend PsychEdit Services to others:	1.14

Thank you to all who participated ( $n = 15$ ). The feedback was extremely positive. Some of you left comments that are being taken into consideration, with possible changes to be made to style sheets, the structure of available discounts, and to the website. Feel free to check out PollDaddy's website for free online survey software!



## First Author Prof. Dr. Oliver Dickhäuser to be Published in *Social Psychology of Education*

"Of course I will ...": The combined effect of certainty and level of expectancies on persistence and performance.

The importance of performance expectancies for the prediction of regulation of behavior and actual performance has long been established. Building on theories from the field of social cognition, we suggest that the level of performance expectancies, as well as the certainty of the expectancy, have a joint influence on an

individual's beliefs and behavior. In two studies (one cross sectional using a sample of secondary school students and one longitudinal using a sample of university students), we found that expectancies more strongly predicted self-regulation and subsequent performance the more certain the expectancy was. This pattern was found even if prior performance was controlled, as in Study 2. The data give an indication that it may be useful to include certainty as an additional variable in expectancy-value models.



Prof. Dr. Oliver Dickhäuser is Chair of Educational Psychology at the University of Mannheim. His article is now available online and is due out in print in early spring of 2012. Congratulations Oliver!

### English Grammar Tip

Restrictive vs. Nonrestrictive Clauses:

Restrictive clauses limit the possible meaning of a preceding subject. Nonrestrictive clauses tell you something about a preceding subject, but do not limit, or restrict, the meaning of that subject. **Examples:** (RES) That which is yours is also mine. (NON-RES) That book, which speaks of peace, was written by a woman.

Website of the Quarter!

Purdue OWL  
APA Style

### APA Style Tip

#### Formatting Your Running Head in APA

In APA Style, the words "Running head" should appear only on the first page of a manuscript. You can achieve this in Word by selecting the *Different First Page* box under *Header and Footer*, and then formatting the first page with the words "Running head" in front of your abbreviated title. Next, go to the second page and type your abbreviated title without these words. All subsequent pages will follow the format of the second page.

### Announcements

*Are you going to be attending a conference that you would like others to know about? Do you need to recruit participants for a study? Is there a vacancy in your department? Are you just trying to network? If you have an announcement and would like to have it published in the PsychEdit Services Newsletter, write to Anastasia Byler at [abyler@psychedit.com](mailto:abyler@psychedit.com) and she will be able to place your announcement in this space, free of charge. Space is limited, and the newsletter will only be published once every three months, so please put in your requests in a timely manner.*

### Psych Humor

What's the difference between a magician and a psychologist? Magicians pull rabbits out of hats while psychologists pull habits out of rats!