1. But the most important reason for learning to report research in ways readers expect is that when you write for others, you demand more of yourself than when you write for yourself alone.
2. If instead you find a topic that you care about, ask a question that you want to answer, then pursue that answer as best you can, your project can have the fascination of a mystery whose solution richly rewards your efforts.
3. A third reason to write is to get your thoughts out of your head and onto paper, where you'll see what you really can think. Just about all of us, students and professionals alike, believe our ideas are more compelling in the dark of our minds than they turn out to be in the cold light of print. You can't know how good your ideas are until you separate them from the swift and muddy flow of thought and fix them in an organized form that you – and your readers – can study.
4. Without trustworthy published research, we all would be locked in the opinions of the moment, prisoners of what we alone experience or dupes to whatever we're told.
5. When you don't take notes on what you read, you're likely to forget or, worse, misremember it.

6. You might think, *OK, I'll write for readers, but why not in my own way?* The traditional forms that readers expect are more than empty vessels into which you must squeeze your ideas.
7. Thinking for others is more careful, more sustained, more insightful—in short, more thoughtful—than just about any other kind of thinking.
8. You will understand your own work better when you try to anticipate your readers' inevitable and critical questions: How have you evaluated your evidence? Why do you think it's relevant? What ideas have you considered but rejected?
9. But it would be a mistake to think that learning to write sound research reports must threaten your true identity.
10. they all wrote up their research because they knew that one day someone would have a question that they could answer