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# Effective Research Communication: Logic and Language in Academic Writing

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#### Effective research communication

# Your goal is to publish research that will be widely read and highly cited

#### Ensure:

- ✓ Manuscripts are well-structured
- ✓ Sources are used correctly
- ✓ Content is clear and logical
- ✓ Writing is reader-focused







#### Main vs. subordinate clause

**Subordinate** 

Main

Although the study design is not perfect, you deserve funding

#### **Linking word**

- Although
- Even though
- Whereas
- While

#### **Subordinate clauses say 2 things:**

- Idea may not be important
- There is a contrasting idea coming



#### Sentence structure

# Which sentence suggests that you will get funding?

- 1. You deserve the funding, but the study Topic position erfect.
- 2. The study design is not perfect, but

you deserve the funding.

**Stress position** 

Readers focus at the end of the sentence to determine what is important.



Clauses

#### Sentence structure

# The stress position can also introduce the topic of the next sentence

**Stress position** 

The study design is not perfect, but you deserve the



funding. The grant will be awarded in two stages.

**Topic position** 

= Word/theme cohesion



#### **Stress position**

The stress position can introduce the topic of the next sentence, but the <u>use of</u> the terms has to be <u>logically connected</u>

The study design is not perfect, but you deserve the

funding. The grant money of some funding agencies is

given only if authors make their data publicly available.

= We also need **coherence** 



#### **Drawing relationships**

#### Logical relations within and between sentences

- Cause and effect
- Comparison and contrast
- Elaboration, e.g., Classification/Definition, Exemplification
- Description (giving characteristics)
- Narrative sequence of events (reporting a linear sequence)
- Procedures, instructions
- Problem and solution
- Past, present, future (situation/gap analysis)
- Arguing for and against (evaluation)
- Whole to parts, or parts to whole
- General to specific, or specific to general



# Sentence and paragraph structure 1

The stress position can introduce the topic of the next sentence (useful for explanations and processes)

**Stress position** 

Although the study design is not perfect, you deserve



the funding. The grant will be awarded in two stages.

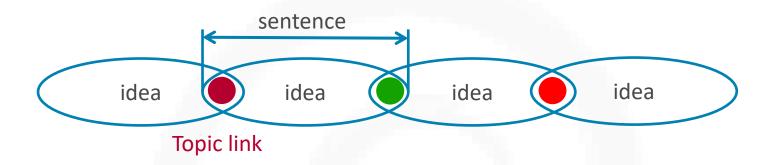
**Topic position** 

= Sentence/paragraph coherence

(cause/effect, general/specific, whole/parts, compare/contrast...)



# Sentence and paragraph structure 1



The local government has been striving to introduce Information and Communication Technology (ICT) in education. In medical education, technology was introduced through the ICT-Connect-TED project. The program aim of improving the quality of lecturers through the use of ICT. ICT-Connect-TED recently provided computers and a networking infrastructure to all medical colleges.

General → Specific



# Sentence and paragraph structure 1

#### Topic sentence = topic of paragraph, claim

Almost all participants indicated a high level of satisfaction with the content, sequence and relevance of the ICT professional development program they attended. Only a few lecturers reported that the duration of the professional development program was too short. However, the majority of the lecturers reported that they developed an understanding of what TPACK is and the way technology can enhance teaching and learning of difficult scientific **Supporting Sentences** prative design of technology-enhanced clinic sessions in teams. "I developed an understanding of how TPACK can be applied in the design and teaching of a technology-enhanced lesson" said one of the preservice lecturers. A lecturer from College C said if it was not the professional development he attended, he would not know how to use technology in teaching.

#### Topic sentence

**Stress sentence** 

The pre-service lecturers had the opportunity to further develop learning about technology integration in teaching after the professional development program had finished. They were invited to use their TPACK knowledge in workshops organized by the Ministry of Education and Vocational Training...



# Sentence and paragraph structure 2

Information in the topic position can introduce the topic of the next sentence (useful for definitions, descriptions, and narratives).



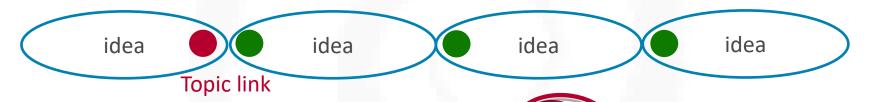
Lecturers were positive about the effectiveness of technology in teaching. They reported the effectiveness of technology on students' learning, and on simplifying their teaching process. Most of the lecturers reported to be comfortable and satisfied with the outcomes of the technology-integrated lessons they had developed and taught during the professional development program. One of the lecturers from College A said,...

General 
Specific



# Sentence and paragraph structure 3

Information in the stress position can introduce the topic of the next few sentences (useful for lists and describing components/contents).



Findings in this study are **presented in four sertions**. The first section presents the continuation of technology use in traching. The second section presents the factors affecting the continuation of use of technology in teaching among lecturers who participated in the study. The third section presents the college management view on the impact of the professional development program and the institutional challenges on using technology in teaching. Finally, the enabling and hindering factors affecting the continuation of technology are summarized.





#### Coherence

#### Logical connectors at starts of sentences/clauses

Sequence, process

Until, After, Before, While, Since, When, Then, Next, First(ly)/Second(ly)/Third(ly), Finally

**Cause-Effect** 

Because (of), By, Owing to, So that, As a result, Therefore, Thus, Hence, Consequently

Concession / Contrast\*

Although, Even though, Whereas, However, Nonetheless, Nevertheless, Despite, In contrast\*

**Conditional** 

If, Even if, When, Unless, Whether (or not), Except, Once, Provided that, Until, Without, Otherwise

**Elaboration** 

In other words, In addition, Additionally, Furthermore, Moreover, For example, For instance, As a case in point

Start each paragraph with a topic sentence for linking (*TIP*: headings, subheadings, and topic sentences should match your outline/storyline)



#### II • Correct use of sources



#### **Summarizing sources**

- (1) Author1 et al. 2010: Sentences can be grouped together or split apart in research writing, but be careful that the variables used are all consistent.
- (2) Author2 et al. 2015: Authors of scientific papers should not change the wording of important variables in their study question and answer, lest they give the impression of giving the wrong answer to the wrong question.
- (3) Author3 et al. 2016: Our advice for scientists is to keep all terms consistent throughout their manuscripts.
- => When preparing their research manuscripts, authors should keep all terms and variables consistent (1-3).



#### **Synthesizing information**

- (1) Author1 et al. 2015: Postgraduate authors of manuscripts reported in this survey that they need adequate writing training at university.
- (2) Author2 et al. 2015: Postgraduate research students who followed a mentorship scheme increased their efficacy in writing research papers for journal publication, by as much as 30%.
- (3) Author3 et al. 2016: PhD and Master students in our study improved their writing test scores by 20% to 50% after the seminar course but by only 5% after the mentoring scheme.
- => University postgraduates have reported wanting more training in manuscript writing (1), but whether this is best done via mentoring or seminars is unclear (2,3).



#### Summarizing and synthesizing

- Find common themes/variables
- Find logical relationships: similarities/differences, exemplification, cause/effect
- Check which section of IMRaD; check study type
- ❖ Be clear if facts or opinions
- Use appropriate reporting verbs (state, conclude, suggest, argue, claim) and certainty verbs (is, must, will, could...)
- Group similar references together; name names if needed
- Cite and reference well



#### **Criticizing sources**

- Criticize the research, not the researcher
- Identify specific faults in Design, Sampling, Procedure, Analysis, Limitations, Interpretation
- Suggest possible reasons for faults
- Suggest improvements
- Use hedging and professional, polite language
- Same applies for Letters to the Editor, blogs/social media and comment writing



#### What makes a good argument?

- Claim: proposition, proposal, statement that can be argued for/against (counterclaim/rebuttal)
- X regulates A →B

Reason: logical support for claim (summary or generalization of consistent data/facts/ history/examples): check for relevance, logical link, soundness, not biased, clear, explained, plausible

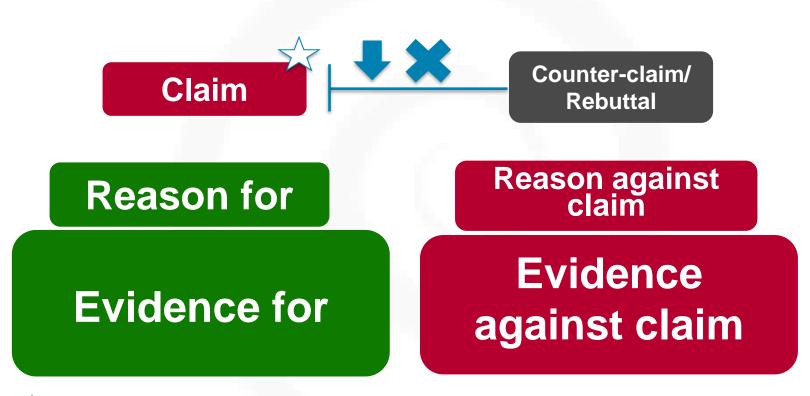
X important in every study so far

Evidence: data from research/observations underlying reason: check for relevance, strength, study quality

Findings showing influence of X



#### What makes a good argument?





**Qualifier** (modifies strength of claim):

Hedging words: might / could / may / can; sometimes, possibly,...



#### Addressing counterclaims/rebuttals



Refutation: reject the objection owing to its weaknesses and its own evidence (you make a counter-rebuttal)



Acknowledgement and rejection: acknowledge validity of rebuttal, but argue or take steps to minimize its likelihood or relevance



Concession and qualification: accept some part of the counterargument; modify conclusion



- <u>Scope</u>: sometimes > always; generally, in most cases > in all cases;
- <u>Certainty</u>: may, seems to > is; possible > likely > definitely;
- <u>Strength</u>: suggests, indicates, implicates, is consistent with,
   supports > proves, clearly shows



#### Watch out for ABC

#### ABC

- Assumptions: check your assumptions, including relevance, being too general/vague
- ❖ <u>Biases</u>: is there bias in design, method, analysis, interpretation, reporting; financial/personal issues (conflicts of interest; an "agenda")?
- Contradictions: does one part of the argument contradict another, or is language about problem/solution not consistent?



#### **Argument structure**

Bob is a man
Bob is a professor

Therefore, all professors are men

IQ increases with shoe size Hence shoe size causes IQ

All cats are animals
All dogs are animals

Therefore, all dogs are cats

All presidents are old men Bob is an old man

Therefore, Bob is a president

Overgeneralization, confusion of association/cause, faulty premises, hidden premises, converse error, counterexamples, part-to-whole error...



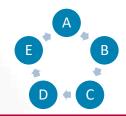




#### Sentence logic

#### Sequences/cycles





Ordinal numbers/ finally

First, we did A. Second, we did B, finally we did C.

Then/followed by/next

We did A then/followed by B.

After/before

**After** doing A, we did B./**Before** doing B, we did A.

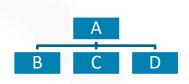
While/when

While/when doing A we did B.



#### Sentence logic

#### Elaboration: Definition, naming





Verb + class noun + characteristic

Verb + process + use

Verb + parent group + characteristic

**Parenthetical** 

C **is defined as/**is a (type of) A <u>that</u> measures X / <u>that</u> is used for... X is the fastest growing Y.

A **is defined as**/is the process <u>by which</u> X is converted to Y. 
A **is** the ability to do X.

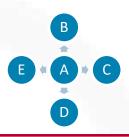
A is the **name**/term **given to all** C <u>that</u> do/are/have X.

C, which is an A / is a type of A, is/does/has... - A, also known as/also called Y,...



#### Sentence logic

#### Elaboration: Exemplification



**Initial phrase** 

For example/instance,... - To illustrate,...

Be

C is an (example of) A. - One example/case is...

**Parenthetical** 

Types of A, such as B, C, and D,... - C, for example, can be...

Verb

C exemplifies A. - A is illustrated by (the case of) C.



#### Sentence logic

#### Cause-Effect, Means-Result, Reason-Result





Conjunctions, prepositions

Verbs of cause/doing

Be

**Adverbs** 

A happened **because/after** X and Y happened. -A happened **because of/owing to/after/by means of/following** X and Y. - We did C with/by/through B.

> X and Y led to/resulted in/caused A. -A was caused by/resulted from X and Y. -We achieved C by performing B.

X and Y were the cause of A. - A was the result of X and Y. - A was due to X and Y.

X and Y happened. - Consequently/For this reason/Accordingly, A happened. - We did B, thereby achieving C.



#### Sentence logic

#### **Condition-Result**

АВВ

True in present or probably true in future

B happens if A happens. - If A happens, B happens.
B will happen if A happens. - If A happens, B will happen.

True in past

B happened if A happened / were to happen. - If A happened/were to happen, B happened.

Theoretical in present/future

If A happened, B would be happening / would happen.

Theoretical in past

If A (had) happened, B would have happened. - B would have happened if A (had) happened.



#### Sentence logic

#### **Means-Purpose**



Infinitive to

**To do A,** we did/used B. - We did/used B **to do A**. - We **aimed to do**/did X <u>to avoid Y/doing Y</u>.

So that

We used/did B so that we could achieve A.

For

B was done for the measurement of A.

Prepositional clause + verb-ing

We used/did B with a view to/for the purpose of/with the goal of achieving A.



#### Sentence logic

#### Comparison/contrast



**Similarities** 

A is **similar to** B. - A is **like** B. - A does X, **as** does B. - **Like** B, A... - **Similar to** B, A... - **As with** B, A...

**Differences** 

A is unlike B. - A is different from B. - Unlike B, A... - A differs from B. - A and B show differences. - ...higher/lower/greater/less than...

Concession

**Although** both A and B..., - A resembles B, **but**... - A and B share some characteristics; **however**,...

**Adverbs** 

In/By contrast,... - In/By comparison,... - Whereas - However,...



### Coherence in science communication

### Logical connectors at starts of paragraphs/sentences/clauses

Sequence, process

Until, After, Before, While, Since, When, Then, Next, First/Second/Third, Finally,...

**Cause-Effect** 

Because (of), To (+verb), Owing to, So that, Therefore, Thus, Hence, Consequently,...

Contrast/concession

Although, Even though, Whereas, However, In contrast, Despite (+noun or verb -ing),...

**Conditional** 

If, Even if, Unless, Whether (or not), Except, Provided that, Until, Without, Otherwise,...



### IV • Identifying issues



Identifying issues

# Common mistakes in the Introduction

- Start is too basic/general
- Ideas are not logically organized; too long; "listing" instead of synthesis/analysis
- Important topics in Introduction are not mentioned again in Results/Discussion
- Topics/variables in Results/Discussion were not mentioned in Introduction
- Lacks importance to reader, theoretical/conceptual framework, problem statement, rationale of approach, aims
- Missing important references; cited studies are not recent/relevant; reviews are cited more than primary research; too many self-citations



Identifying issues

# Common mistakes in the Methods

- Research design is not mentioned or inappropriate
- Too much or too little detail
- No referencing for techniques/tools/tests used; plagiarism
- No timeframe, setting, minimization of biases, details of observers, details on pilot study/data collection/repetition
- Sample is not big enough; unclear sources or participant flow; unclear inclusion/exclusion criteria
- Unclear survey methods, questionnaire
- Unclear coding methods
- Unclear analysis, data processing; inappropriate statistical tests; multiple comparisons or confounders without corrections; does not say how missing data were handled
- Ethical issues/hazards are not mentioned



Identifying issues

# Common mistakes in the Results

- Data are not relevant to research problem/question
- Findings are listed, without a narrative or relationships shown
- Information in main text is repeated from display items
- Unexpected or negative data are not mentioned
- Some data are not explained by the Methods
- Some of the methods are not used
- No denominators (totals) for percentages, % don't total 100
- Unclear display items; incomplete descriptive data
- Error bars are not defined (SD or SEM; 95% confidence intervals); P values without 95% confidence intervals
- Data are not factually presented (includes interpretations)



Identifying issues

# Common mistakes in the Discussion

- Overall findings are not summarized at start
- Unexpected/negative results are not explained
- Statistical significance is confused with clinical/practical importance, or association is confused with causation
- \* Results are not discussed with extant literature; unbalanced
- Limitations are not discussed
- Results repeated verbatim
- New results are presented
- Conclusions are too generalized, precise, or confident
- Conclusion is missing or research problem is not really answered; concepts/terms are not parallel
- No implications for practice/policy or research



# V • Clear Writing



# Describing facts & data 1

# Use parallel terms



The values were higher in group 1 than in group 2. The values were higher for group 1 than for group 2.



Writing involves many skills: planning, preparing, drafting, and you need to check carefully.

Writing involves many skills: planning, preparing, drafting, and careful checking.



# **Describing facts & data 2**

Compared with is for saying how things are different

The accuracy of the new program was low compared <u>to</u> the previous program.

The accuracy of the new program was low compared with that of the previous program.

The accuracy of the new program was **lower than that of** the previous program.

The computer can be compared **to** the brain.



## **Describing facts & data 3**

#### **Clarify contrasts**



The crystals that were treated with A grew faster.



The crystals that were treated with A grew faster than untreated crystals.

The crystals that were treated with A grew faster than those treated with B.

The crystals grew faster after A treatment.



## **Describing facts & data 4**

#### Don't misuse time words

While many people read e-books, some still prefer real books.

Although/Whereas many people read e-books, some still prefer real books.

The patient had no appetite since he had eaten breakfast.

The patient had no appetite because he had eaten breakfast.

The plants were harvested as they flowered.

The plants were harvested because/once they had flowered.



## **Describing facts & data 5**

## Describe relationships among your data

Treatment A reduced ion levels by 32.7% and increased pH by 12.3%. Treatment B reduced ion levels by 22.3% and increased pH by 15.6%. Treatment C reduced ion levels by 38.1% and increased pH by 6.9%.

Treatment C reduced ion levels (38.1%) more effectively than treatments A (32.7%) and B (22.3%). However, treatment B increased pH levels (15.6%) more effectively than treatments A (12.3%) and C (6.9%).



# **Signposting**

#### Help the reader follow your text

Introducing

In this study, we...; This paper is organized as follows:...; In the following section,...

Sequencing

First,...; Second,...; Third,...; Next,...; Finally,...

Indicating new/old information;
Clarifying

In addition; Furthermore; For example; For instance; As shown in Fig 1; As mentioned previously; It is important to note that...

Summarizing/ Concluding Therefore; Thus; Hence; In summary; In conclusion



## When to use the passive

- (1) The doer is not important or not known
- (2) Making generalizations
- (3) You don't want to blame someone
- (4) Avoiding We...We...We...
- (5) If the authors did not themselves do a step in the Methods
- (6) Some journals use passive in the Methods or Abstract
- (7) Avoiding top-heavy subjects
- (8) To stress the doer ("...by someone/something")
- (9) To improve paragraph topic flow





## Use strong verbs

Avoid nominalizations

Use strong verbs instead of converting a verb into a noun

**Estimate** 

Decide

**Assess** 

**Analyze** 

→ Estimation

Decision

**Assessment** 

Analysis

We <del>made a/an...</del>

We conducted a/an...

Extra, weak verb

→ We decided...

Clear, short, and direct



# **Avoid complex words**

#### Avoid

Adequate

**Apparent** 

Ascertain

Caloric\*

Commence

Endeavor

Magnitude\*

Retain

Sufficient

Utilization



#### **Preferred**

Enough

Clear

Determine

Energy

Begin

Try

Size

Keep

Enough

Use

<sup>\*</sup>OK in certain fields (magnitude of earthquakes, caloric expenditure)



# **Delete unnecessary words**

"It is well known that Most of the intense diffraction peaks..."

"As a matter of fact, such a This low-temperature reaction..."

"A number of studies have shown that The charged group..."

"That is thus another reason why Therefore, we believe..."

"...at a flow rate of 1.0 mL/min."



# **Delete unnecessary words**

#### Avoid

At a concentration of 2 g/L

At a temperature of 37°C

In order to

In the first place

Four in number

Green color

Subsequent to

Prior to

Future plans; past history





At 2 g/L

At 37°C

To

First

Four

Green

After

Before

Plans; history

# Keep subjects and verbs together

## Readers expect...

- Verbs to closely follow their subjects
- Heavy ends (not starts) of clauses
- Old information before new information

Subject Verb



Class interactivity was encouraged among students learning how to write academic manuscripts. This <u>class interactivity was</u> an important factor in the success of the program.



# Avoid mistakes (1)

#### **Clarify reference**

- A(n): refers to a <u>non-specific</u> noun (indefinite reference)
- \* The: refers to a specific noun (definite reference)

"A theory that describes economic development..."

→ Suggests there is more than one theory

"The Big Bang theory..."

**⇒** Suggests there is <u>only one</u> theory and everyone knows

"A participant was chosen from the student sample by random.

The participant was then given an English proficiency test."



# Avoid mistakes (2)

#### Clarify It, They, This, That, Those

The metal samples were assigned to two groups: the test group and the control group. They were first exposed to acid for 6 months.



The metal samples were assigned to two groups: the test group and the control group. All samples were first exposed to acid for 6 months.



# Avoid mistakes (3)

#### Simplify when possible but fill in missing verbs

It was apparent that the simulation results reported herein were accurate and thus the algorithm effective.

"the algorithm were effective" implied



The simulation results were clearly accurate; thus, the algorithm was effective.



# **Avoid mistakes (4)**

# Fix stacked and misplaced modifiers

The final analyzed test sample only appeared blue temporarily because we had added the especially prepared reagent that we were testing slowly.

The final sample that we analyzed appeared blue only temporarily, because we had slowly added the test reagent.



# Avoid mistakes (5)

#### Don't overuse with

With longitudinal reinforcement of concrete as a standard practice, buckling still occurs especially after seismic activity.

Although longitudinal reinforcement of concrete is a standard practice, buckling still occurs especially after seismic activity



# Avoid mistakes (6)

#### Don't use numbers to start a sentence



**50** participants were recruited.



We recruited 50 participants. / In this study, 50 participants were recruited.

Fifty participants were recruited.



# **Avoid mistakes (7)**

#### Use correct verb tense

Present

simple

Introduction

Discussion

**Present** 

perfect

Introduction, Discussion (new paragraph)

Past simple

Methods, Results (& Intro/Discussion)

Stating an accepted fact or current implications

"Hydrogels **are** a promising material for..."

"Our findings **have** implications for..."

Referring to past studies that are still relevant

"Silanization has been shown to increase..."

"In this study, we have shown that..."

Reporting what you or others did/showed

"We **used** Raman spectroscopy to investigate..."

"The prosthesis **improved** quality of life..."

Methods & Results may be in present tense for theoretical papers



# Avoid mistakes (8)

#### Don't misuse statistical words



- Group parameters such as age
- ...improved significantly; X is significant...
- X was caused by Y



- ...improved considerably/markedly; X is important...
- X was associated with/related to/linked to Y



# **VI • Effective Writing**



# Write effectively

Topic at start + Stress at end puts most valuable information at end

Census data are useful in examining changes in society

Old information at start + new information at end; helps with back-linking

Not only can data be easily obtained, but they can also be easily analyzed.

End focus: important/contrasting/surprising content word/s at end

Not only can data be easily obtained, but they can also be easily analyzed.

**End weight:** longer clause at the end keeps S+V close together

Furthermore, datasets can be compared annually, which allows societal trends to be detected and followed.

Helps with short-term memory & information flow



# Tip 1: Clarify the subject

Half of the teachers who were interviewed said that discussing new 3D modeling software increased student talking time. They also readily discussed emerging 3D printing technologies..."

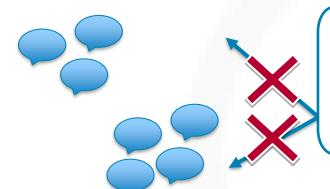


"Half of the teachers who were interviewed said that discussing new 3D modeling software increased student talking time. The students also readily discussed emerging 3D printing technologies..."



# Tip 2: Use the correct relative pronoun

Use that and which appropriately



? The replies which came from five students were translated.

The replies that came from five students Sentence structurere translated.

Implies there were also other replies, not from 5 students



The replies, which came from five students, were translated.

We translated the replies, which came from five students.

Implies there were no other replies



# Increase readability

#### Avoid...

- Very long sentences (aim for 25 words)
- **Top-heavy sentence Subjects: keep Subjects close to Verbs**
- Arr Misplaced modifiers (samples were <u>only dried</u> for 1 s Arr samples were dried for <u>only 1 s</u>)
- Nonparallel language (samples <u>were either</u> heated <u>or were</u> cooled / samples <u>either were</u> heated <u>or were</u> cooled)
- Incomplete comparisons (sample A was larger (...than what?])
- Repetition of concepts (animal skin parchment material)
- Repetition of words (the test scores of group A were lower than the test scores those of group B)
- **❖ Gaps in logic** (Cause & Effect; Problem & Solution)
- Jumps in flow: use logical connectors & link topics
- Overusing passive voice (passive OK in methods and if needed)



# Check spelling (1)

#### **Irregular plurals**

Index -> Indices (or Indexes for book index)

Appendix -> Appendices (or Appendixes for book appendix)

Species -> **Species** 

Axis -> Axes

Die -> Dice

Hypothesis -> **Hypotheses** 

Agenda -> Agendas (used to be Agendum -> Agenda)

Datum -> **Data** (but Data can be singular if "big data")

Criterion -> Criteria

Phenomenon -> Phenomena

Fungus -> Fungi or Funguses; Matrix -> Matrices or Matrixes

Medium -> Media (but Media can be singular if social/mass media)



# Check spelling (2)

#### **UK versus US spelling**

**Haemoglobin** -> Hemoglobin

**Organise, Organisation, Analyse** -> Organize, Organization, Analyze

Colour, Mould -> Color, Mold

**Grey** -> Gray

**Programme, Program** (computing) -> Program

Practice [n], Practise [v] -> Practice [n][v]

**Licence [n], License [v]** -> License [n][v]

Centre, Fibre, Metre -> Center, Fiber, Meter (but UK&US Meter=device)

Catalogue -> Catalog

**Aluminium** -> Aluminum

Label, Labelled, Labelling -> Label, Labeled, Labeling

Fulfil, Enrol -> Fulfill, Enroll (but UK&US Controlled, Targeted, Cancellation)



# Check spelling (3)

#### **Confused spellings**

Accept/Except

Advice/Advise

Affect/Effect

All together/Altogether

Aloud/Allowed

Altar/Alter

Bare/Bear

Bazaar/Bizarre

Brake/Break

Canvas/Canvass

Chord/Cord

Coarse/Course

Complement/Compliment

Currant/Current

Defuse/Diffuse

Desert/Dessert

Discreet/Discrete

Interesting/Interested

Loose/Lose

Principle/Principal

Sight/Site/Cite

Stationary/Stationery

Storey/Story

There/Their/They're

