

Editing and Proofreading Examples

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Initial draft with comments and corrections:

Since the effectiveness of word-of-mouth marketing heavily depends on one's referral leading to the actual purchase of another, the recommender's prediction of the other's emotional and behavioral regarding imitative purchase needs to be congruent with the ones that the imitative purchaser actually experiences. Therefore, we investigate the anticipated self-other difference in imitative purchase behavior in products that are highly versus lowly relevant to personal identity. Using 3 studies, we contend that when the target product of imitative purchase is highly relevant to personal identity (HPI), people show self-serving bias in predicting imitative purchaser's response by undermining other's need for uniqueness due to their need for self-enhancement. when the target product of imitative purchase is highly relevant to personal identity (HPI).

Comment [JK1]: If you're using "another" you're referring to something that is different from what the recommender is recommending; do you mean something like "of said product" or "of the intended product"?

Comment [JK2]: - Using the word other makes this sentence confusing, do you mean purchaser's?

Comment [JK3]: You need some sort of noun here – maybe just changing these two words into their noun forms or "emotional and behavioral response"

Comment [JK4]: A sentence flows better when the clause is in the beginning of the sentence.

Jia's Comments: Overall, it's an excellent paper. It flows really well and the fact that someone like me, who knew nothing about what you studied, could understand and follow it is a good sign. I corrected little things here and there, but the biggest problem was that sometimes, your use of, for example, "people" and "other," made it confusing for me to know if you were talking about the recommender or the purchaser. I gave suggestions, which I hope will be helpful. Another small thing was pronoun agreement, which are hard to catch sometimes. I also got rid of some redundancies.

Final Draft:

Since the effectiveness of word-of-mouth marketing heavily depends on one's referral leading to the actual purchase of said product by the person receiving the recommendation, the recommender's prediction of the other person's emotional and behavioral responses after imitative purchase need to be congruent with the ones that the imitative purchaser actually experiences. However, using three studies, we contend that when the target product of imitative purchase is highly relevant to personal identity (HPI), people show self-serving bias in predicting self versus other's response after imitative purchase by undermining other's need for uniqueness due to their need for self-enhancement.

2.3 Result Verification

2.3.1 ~~Implement~~ all Shortcut.exe files on the Client Server and bring up MMI screen.

2.3.2 Check ~~whether~~ it connects up with the Node on the IO Master Server.

Following the I/O Test procedure, verify the output after entering the DO variable value.

(Verify output after typing DO variable value following I/O Test procedure)

2.3.3 In case Shortcut.exe file ~~did not execute~~ after update completion, then please check ~~out below~~ the following:

1) ~~Make sure of~~ all ~~.INI, .ini files~~ IP address in the Computer\Procsee_HMI(WWcps-s)(Y);WIPS folder.

If there are ~~some~~ changes after ~~verification result of~~ the IP addresses, then set up IP address to 192.168.1.100.

2) If you find ~~error pop up~~ related to IPS then ~~reimplement~~ Shortcut.exe after turning Target path and Start in path on the properties of Shortcut.exe into Y:WIPSWStart_XXX.bat and Y: WIPS

3) As a last resort, Restart OS and log in to Shortcut.exe then follow this procedure's 2.3.

Essay Prompt - Tell us about a personal quality, talent, accomplishment, contribution or experience that is important to you. What about this quality or accomplishment makes you proud and how does it relate to the person you are?

Leading MFA was tougher than I had expected as it involved many challenges. Aside from motivating my own students, my foremost mission was to encourage my fellow teachers to keep up their commitment. After an unsuccessful benefit concert as a result of a lack of enthusiasm and participation from members, I tried to improve the situation next concert by having each member play a distinct role such as concert organizer or PR manager. In this way, each member would feel more engaged by having a specific set of responsibilities.

Years of dedication to MFA have brought me valuable perspectives I would never have acquired otherwise. Even though carrying on with this role meant no afternoon sports or hanging out with friends on Friday afternoons, I have not had the slightest hesitation in choosing MFA over other activities. My years of dedication to MFA have not only allowed me the joy of sharing my talents, but my interactions with people as a teacher and a leader have also shaped me into a person who has a strong sense of responsibility and commitment.

Comment [J5]: 'next concert' is what you meant, right? 'situation' is a bit vague

Comment [J6]: I reworded the last part of your original sentence so that it would show HOW each member would become more engaged (which is by everyone having a specific set of responsibilities they are in charge of).

Comment [J7]: This sentence is redundant in light of your next sentence.

Comment [J8]: So far, you've done a wonderful job in explaining what a rich experience MFA has been for you, which is the first part of the prompt. However, the part about how this experience makes you PROUD (the 2nd part of the prompt) can be expanded on. Maybe you can go into how this "sense of responsibility and commitment" has benefited you in the present and how it will benefit you further in the future. Maybe talk about how before, you maybe didn't know you had leadership qualities and MFA helped you realized it (or some other change it has helped bring about in you).