

Significance Paragraph. Unlike the *Executive Summary* section, it is essential that you cite references from the primary literature here. You should avoid citing reviews for the most part, because they tell the reviewer little about your command of the literature in your particular discipline. There are two exceptions, however. First, if you have a hint that a particular reviewer might be one of your reviewers, then this would be a good place to recognize that reviewer's seminal contribution to the field. (A similar recommendation applies to citations in the 'Background/Needs Assessment' section.) In addition, if there is an authoritative source who has provided specific data on the subject (e.g., Office of the Attorney General, Presidential Commission on Educational Reform) then this would be a good place to cite that information as well.

It is essential that you use appropriate citations to back up the unsupported assertions that you made in your preceding *Executive Summary* section. (In fact, there is nothing that is stated in the *Executive Summary* that should not be amplified and expanded upon in another section of the application.) We recommend that you cite references using first author/year (e.g., Zaharias et al., 2000). Your primary and secondary reviewers will often be close enough to your subject that they will be able to recognize citations presented as first author/year, without having to refer to the Literature Cited reference section at the end of the grant application. No matter how intimately familiar a reviewer is with your subject area, s/he will not be able to recognize references that are cited by number (e.g., 24, 36, and 92) unless s/he flips to the Literature Cited section and looks. Asking reviewers to flip back and forth in the application is definitely not 'reviewer friendly' and we suggest, therefore, that you avoid requiring them to do so. If you are a relatively new applicant to the field in which you will be seeking support, and most of your publications would therefore cite you as the first author, this is also a clever way to get across to reviewers the important fact that you are the one who has actually done the work that is being cited.

Tips on Creating Your Significance Paragraph. We recommend that you write this paragraph in three parts. The first of these should detail and expand upon the fact that a gap in the knowledge base exists, or that there is a critical need in the field or in the community, and that its existence is an important problem that you propose to address. This is, in essence, where you succinctly inform the reviewer how you came to the conclusion that there is a critical need. In the approximate middle of the paragraph, there should be a simple, direct statement of why the proposed project is significant. This sentence is arguably the most important one that you will write in the application, again, because SIGNIFICANCE is such an important review criterion. *This sentence should be entirely highlighted in Italics.* The third and final part of the paragraph should be used to validate your assertion of significance. Because benefits that accrue to application of the new knowledge, or the solution to a key problem, constitute significance, this third part should consist of a list of those benefits. You may not be (and usually you would not be) the person who directly provides those benefits. However, if the successful completion of your project will allow others to produce them, it is legitimate to claim them as things that could credibly be expected to result from your work. Finally, if you can call attention to any 'fringe benefits' that might accrue following completion of the project, do so. By fringe benefits, we mean accomplishments that can be extrapolated beneficially to other venues and fields. For example, results that cut across species lines might be of importance to both education and behavior addiction. If you follow this three-part format, we are confident that you will write a strong, compelling significance paragraph. Use the examples provided below to trigger your own ideas. Once you have a general feel for what you want to write, get it down on paper. *The major goal here is to produce a first draft, i.e., something that can be revised and embellished later.*