

23. From the Pennsylvania Plain Language Consumer Contract Act, <http://www.pacode.com/secure/data/037/chapter307/s307.10.html>.
24. G. K. Pullum, “The BBC enlightens us on passives,” *Language Log*, Feb. 22, 2011, <http://languagelog.ldc.upenn.edu/nll/?p=2990>.

CHAPTER 3: THE CURSE OF KNOWLEDGE

1. Sword, 2012.
2. Named after Robert J. Hanlon, who contributed it to Arthur Bloch’s *Murphy’s Law Book Two: More reasons why things go wrong!* (Los Angeles: Price/Stern/Sloan, 1980).
3. The term “curse of knowledge” was coined by Robin Hogarth and popularized by Camerer, Lowenstein, & Weber, 1989.
4. Piaget & Inhelder, 1956.
5. Fischhoff, 1975.
6. Ross, Greene, & House, 1977.
7. Keysar, 1994.
8. Wimmer & Perner, 1983.
9. Birch & Bloom, 2007.
10. Hayes & Bajzek, 2008; Nickerson, Baddeley, & Freeman, 1986.
11. Kelley & Jacoby, 1996.
12. Hinds, 1999.
13. Other researchers who have made this suggestion include John Hayes, Karen Schriver, and Pamela Hinds.
14. Cushing, 1994.
15. From the title of the 1943 style manual by Robert Graves and Alan Hodge, *The reader over your shoulder: A handbook for writers of prose* (New York: Random House; revised edition, 1979).
16. Epley, 2014.
17. Fischhoff, 1975; Hinds, 1999; Schriver, 2012.
18. Kelley & Jacoby, 1996.
19. Freedman, 2007, p. 22.
20. From p. 73 of the second edition (1972).
21. Attentive readers may notice that this definition of *sylllepsis* is similar to the definition of *zeugma* I gave in connection with the Sendak obituary in chapter 1. The experts on rhetorical tropes don’t have a consistent explanation of how they differ.
22. G. A. Miller, 1956.

23. Pinker, 2013.
24. Duncker, 1945.
25. Sadoski, 1998; Sadoski, Goetz, & Fritz, 1993; Kosslyn, Thompson, & Ganis, 2006.
26. Schriver, 2012.
27. Epley, 2014.

CHAPTER 4: THE WEB, THE TREE, AND THE STRING

1. Florey, 2006.
2. Pinker, 1997.
3. Pinker, 1994, chap. 4.
4. Pinker, 1994, chap. 8.
5. I use the analyses in *The Cambridge Grammar of the English Language* (Huddleston & Pullum, 2002) with a few simplifications, including those introduced in the companion *A Student's Introduction to English Grammar* (Huddleston & Pullum, 2005).
6. The incident is described in Liberman & Pullum, 2006.
7. Huddleston & Pullum, 2002; Huddleston & Pullum, 2005.
8. Bock & Miller, 1991.
9. Chomsky, 1965; see Pinker, 1994, chaps. 4 and 7.
10. Pinker, 1994, chap. 7. For more recent reviews of the experimental study of sentence processing, see Wolf & Gibson, 2003; Gibson, 1998; Levy, 2008; Pickering & van Gompel, 2006.
11. From Liberman & Pullum, 2006.
12. Mostly from the column of Aug. 6, 2013.
13. I have simplified the tree on page 100; the *Cambridge Grammar* would call for two additional levels of embedding in the clause *Did Henry kiss whom* to represent the inversion of the subject and the auxiliary.
14. The first example is from the *New York Times* "After Deadline" column; the second, from Bernstein, 1965.
15. Pinker, 1994; Wolf & Gibson, 2003.
16. Some of the examples come from Smith, 2001.
17. R. N. Goldstein, *36 Arguments for the existence of God: A work of fiction* (New York: Pantheon, 2010), pp. 18–19.
18. From "Types of sentence branching," *Report writing at the World Bank*, 2012, http://colelearning.net/rw_wb/module6/page7.html.

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