



JOHNS HOPKINS
BLOOMBERG
SCHOOL *of* PUBLIC HEALTH

Department of Epidemiology
Johns Hopkins Bloomberg School of Public Health
415 N. Washington Street, 2nd Floor
Baltimore, Maryland 21231

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Memorandum

To: Trialists

Fr: Curtis Meinert

Re: Self-laudatory language

From young on I was taught to discount what braggarts said. My parents called them “wind bags”. You never knew were truth ended and bragging started (except with fishermen).

I have carried the distrust forward. As a trialist I distrust investigators who use laudatory language describing their work. Ground breaking, innovative, unique, novel, original.

Please! Spare me the adjectives. Just describe the design and results. Let me decide if ground breaking, innovative, unique, novel, or original.