

Write with precision: “effect” vs. “affect”

Effect

Think of “effect” as the result of an action, or an action to bring about a result.

Examples

I found that by varying the amount of white space I could achieve my desired effect.

The tax savings takes effect in two stages.

The snow plan should be in effect as early as November.

The goal is to provide students with the knowledge and skills to design effective web pages.

The ability to work well in teams and to communicate effectively is essential.

I am anxious that she help us effect an improvement in our interpersonal relations.

Security effected the building lockdown in less than a minute.

Affect

Think of “affect” as meaning “to influence,” as in the first two examples below. It can also be related to feeling, emotion or attitude, as in the last two examples below.

Examples

Colour can affect mood and create atmosphere.

Inflation affects the buying power of the dollar.

The affective domain has to do with student motivation, attitudes, perceptions and values.

He affected an air of nonchalance, though it was plain to see his heart was breaking.



A message from the Instructional Materials Developers in the Learning and Teaching Centre.

Increasing student engagement with clearer content