



## Effect vs. Affect

As a general rule, *effect* is used as a noun while *affect* is used as a verb:

*His speech had no **effect** on me.* (noun)

*Your speech doesn't **affect** me.* (verb)

*Pollution has an adverse **effect** on the environment.* (noun)

*Pollution adversely **affects** the environment.* (verb)

However, there are a couple of somewhat rare exceptions to this rule:

1. *Affect* can be used as a noun meaning an emotion (e.g., a sad affect or a happy affect); however, this usage is very rare outside of psychology and psychiatry.
2. *Effect* can be used as a verb meaning “cause.” In this usage, it will usually be followed by the word *change*:

*His speech will **effect** change in the way pollution is handled.*

*New research has **effected** change in how we understand acid rain.*