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This guide is based on the *Publication Manual of the American Psychological Association* (6th ed.), 2009, Washington, DC. That Manual is written for professional researchers writing for publication in scholarly journals in the social sciences and does not contain instructions for many typical student writing situations. Therefore, these guidelines have been adapted to advise students in the spirit of APA style in the absence of direct guidance from the Manual. In some cases, individual instructors may tell students to follow different guidelines when writing certain types of business documents. The wise student will comply with such instructions.

**Why a Standard Is Required**

A standardized format is required for several reasons: (1) by keeping the appearance of a document uniform, the reader is able to focus more attention on the content, (2) citing appropriately guards against plagiarism, and (3) primary and secondary resources reinforce the thesis statement/research question.

**In-Text or Parenthetical References**

You must document paraphrased, summarized, and quoted material. The purpose of your parenthetical reference, also called the in-text citation, is to direct the reader to the full citation located in the References. The References page is located on a separate page at the end of the paper. Your parenthetical reference should provide enough information to identify the full citation in the References page.

When you quote print material, always include the page number with p. for one page or pp. for more than one page. Paragraph numbers are required when citing electronic material. Not all references are as simple or straightforward as the ones listed in this document. When in doubt, check with the instructor or contact the Cleary Librarian (librarian@cleary.edu) for assistance.

**Special note to graduate students:** Students taking the STR 6060 – Master’s Capstone Project class should consult with their instructor for information needed to expand these guidelines.
General Guidelines

• Use one-inch margins on all sides (top, bottom, left, right). Check your word processor’s margin settings. MS Word often defaults to 1.25” on the left and right.
• Use a 12-pt. serif font. APA recommends using Times New Roman font.
• Double space the title page, abstract (when required by instructor), body, references, appendices, footnotes, tables, and figure captions.
• Alignment is flush left. The right margin will be uneven (not justified).
• Paragraphs and long quotes are indented ½”.
• Unless your instructor specifically requests a running head, it is OPTIONAL FOR STUDENT PAPERS.
• Page numbers are required in the upper right hand corner of each page, including the title page. Insert the page number in a header.
• Some writing assignments will identify “modified APA formatting standards” as the requirements. Specific, acceptable modifications are outlined in the assignment text.

Order of Pages

Order of Pages: (1) Title Page, (2) Introduction, (3) Methods/Results/Discussion, (4) Summary, (5) References, (6) Appendices.

You will always have at least two pages in addition to the body of your paper: (1) title page, and (2) reference page. If you have five pages of text then you have a seven-page paper (one title page, five pages of the essay, one reference page). Make sure to insert a page break after the title page, after the abstract (if used), and before the reference page.
Title Page

Your title page should look like this:

Happy Feet Plus:

Online Marketing in the Shoe Industry

Name of Student

Class

Date
Headings

Headings are used to organize your paper and as a guide for the reader. In most cases, you do not need more than two levels of headings. [Tip: Write and organize your paper first. Format it with the headings last.] Don’t use “Introduction” as your first heading—it’s assumed that the beginning of the paper is the introduction.

*Do not forget to begin page 1 with the title of your paper, centered at the top of the page.*

Example - One level of heading

Title of Your Paper

Heading

If you are using only Level 1 for a heading, then simply center the headings between the margins and boldface. One double-space later, begin your text by indenting the first paragraph.

This is the Title of the Paper

This is the Level 1 Heading

Background [Example of the Level 2 Heading]

If you are using two levels of headings, center the broader subject (or title) between the margins. Place the next heading level flush with the left margin and boldface the wording. One double-space later, begin your text by indenting the first paragraph ½”.

Summary

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur eu lorem ut erat nonummy sollicitudin. Quisque elementum turpis sit amet est. In sed massa non dolor sagittis.
In-Text References

You must document source material in the body of the paper by citing the author(s) and date(s) of the sources. When you have used a quote, you must also include the page number if you used a printed source or if the source was a .pdf file. Direct quotes from an Internet source use a paragraph number. The reader can obtain the full source citation from the list of references that follows the body of the paper.

The only citations allowed in the reference list at the end of your paper are those that you have already noted in your text. If you do not have an in-text reference for a source, you CANNOT include it in your reference list.

Source as part of a sentence

When the names of the authors of a source are used as part of the sentence, the year of publication appears in parentheses following the identification of the authors.

Example: Marseille and Roos (2005) believe that different strategies should be followed for trends of different lengths of time.

NOTE: When citing a source with two authors, you must include BOTH authors each time you cite the source.

Source not part of a sentence

When the names of the authors of a source are not part of the formal structure of the sentence, authors and publication year appear in parentheses, separated by commas.

Example: The shoe buying industry has exploded over the last few years as consumers have become more comfortable with online shopping (Happy Feet Plus, 2009).

Three, four, or five authors

Cite all authors the first time. Subsequently, the first author’s last name and "et al." are used.

First time: New products using the latest technologies are a big draw (Niemi, Sargent, Weilheimer, & Zmuda, 2005).

Subsequently: Niemi et al. (2005) showed that . . .
**Six or more authors**

Use the first author's last name and "et al." every time the source is cited (including the first time).

*Example:* A profile of a successful small-scale independent store in New York emphasized the need for serving a loyal customer base with a carefully selected brand mix (Abel et al., 2005).

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**Quoting Sources**

**Less than 40 words**

Incorporate quote into the structure of the sentence (this example is citing a one author work).

*Example 1 (print source):*

According to a profile in a local newspaper, “Strong and Wurtz’s Happy Feet Plus followed the Euro-casual trend to become one of the fastest growing shoe retail chains in the Tampa Bay area” (Albright, 2001, p. 21).

*Example 2 (Internet source):*

Albright (2001) reported, “Strong and Wurtz’s Happy Feet Plus followed the Euro-casual trend to become one of the fastest growing shoe retail chains in the Tampa Bay area” (para. 21).

**40 words or more**

Long quotations are set apart without quotation marks from the surrounding text in block format. Indent each line one-half inch from the left margin. (Again, this example is citing a one-author work.) The textbook for a class must be cited exactly like any other book. This is also an example of citing a textbook.

Roberts (2008) advocates collection and analysis of mouse-click data because:

They provide a mother lode of data that can be mined to develop an in-depth understanding of visitor behavior on the site. These data can be used to improve the site and to guide the way to useful new site features and marketing programs. (p. 276)
Reference List Basics

The purpose of references is to provide unique identification of each source that allows readers to locate the source material. Reference data must be correct and complete. These same items are referred to in the body of the paper using the in-text style.

The rules for creating an APA reference list are:

Location

Begin the References list as a new page at the end of the paper.

Heading

Center the heading.

Spacing

Double-space all entries.

Margins

Use 1-inch margins on all sides.

Hanging Indents

Use a hanging indent paragraph (align the first line with the left margin, and indent and all subsequent lines one-half inch from the left margin).

What to Include

All sources included in the References list MUST BE CITED in the paper

All sources cited in the paper MUST BE INCLUDED in the References list.

The textbook for a class must be cited exactly like any other book. See the Roberts book on the sample References page for an example of citing a textbook.

What Not to Include

Wikipedia and Dictionary.com are usually unacceptable references for academic writing.
Authors’ Names

- Alphabetize all entries.
- Type all authors’ names with the last name first followed by a comma. Use only initials for the first and middle names and an ampersand (&) rather than and before the last author’s name.
- List author(s) in the same order as specified in the source using last names and initials. Use commas to separate all authors. List the first six authors. Then use et al for remaining authors.
- For publications by organizations without a named author are said to have a corporate author, use the organization’s name.
- If there is no author, use the title (or a short form of the title, if it is lengthy) and the year. Titles that are italicized in the reference list are italicized in text; titles that are not italicized in the reference list appear in quotation marks.

Year of Publication

List the publication year in parentheses following the names of the authors, with a period following the closing parenthesis. If there is no publication date, use n.d. in parentheses. When citing Web sites, take a close look around the site; a copyright date may substitute for a publication date.

Titles

In titles of books and articles, capitalize the first word of the title, the first word after a colon, and any proper nouns or acronyms. In the titles of journals, begin all significant words with a capital letter.

Italics, Under Scores, and Quotation Marks for Titles

- Use italics for the titles of books and periodicals.
- Do not under score or use quotation marks around the titles of periodical articles.
- Publisher
- Give the full names of publishers, excluding Co., Inc., and the like but do not omit Books or Press.

Page and Paragraph Numbers for Direct Quotes

Use the abbreviation p. or pp. before page numbers for printed books, magazines, newspapers, and scholarly journals. Use the abbreviation para. for websites if no page number is given.
When finished, your references page should look like this (without the box around the text):

<table>
<thead>
<tr>
<th>References</th>
</tr>
</thead>
</table>
NoodleTools

Cleary University subscribes to NoodleTools (http://www.noodletools.com), an APA citation generator and knowledge base. Creating a NoodleTools account/folder is addressed in BAC 1000. (Please contact librarian@cleary.edu if you have login issues.) Using NoodleTools is a painless way to generate (for the most part) perfectly formatted APA references. Take the time and learn to use the tool. An hour or two spent learning NoodleTools at the beginning of your student career at Cleary can save you many hours as you complete your written assignments over the next year and a half or longer.

Personal Correspondence, E-Mail Messages, Interviews

You CAN mention personal correspondence, email messages or interviews in the body of your paper. However, these items are NOT included in your reference list. Consider creating an appendix that provides copies of your email message or interview.

Here is how you might address personal this type of data in your paper:

Based on a January 4, 2006 interview with Mary Smith, accounting supervisor for the Internal Revenue Service, research shows that most taxpayers delay filing until midnight on April 15.

Commonly Used Citations

Displayed below are example entries for different kinds of material you might need to include in your reference list. For additional assistance, check the NoodleTools Knowledge Base, or contact the Cleary University Librarian.

What is an Aggregated Database?

That’s an excellent question. An aggregated database is ANYTHING that you access after you log in at the Cleary Online Library gateway – http://library.cleary.edu – including ProQuest, Lexis/Nexis, MeL, eBrary, NetLibrary, Gale Databases, Marketresearch.com, CountryWatch, and Hoovers.
**Online Article from an Aggregated Database**


**In-Text:** (Sherman, 2004)

**Online Article from an Aggregated Database where Document ID Number Is Provided**

[ProQuest provides a unique document ID number for every item in its database. Many of the MeL databases provide ID numbers as well.]


**In-Text:** (Rogelberg, et al, 2007)

**Web Site (General)**


**In-Text:** (Financial Aid, 2007)

**Web Site (locating specific information within a long document)**


**In-Text:** (*Energy Information, n.d.*)
A Book with One Author (for e-books, include the place [URL] where you downloaded the book)


In-Text: (Zambroski, 1959)

A Book with Two or More Authors (for e-books, include the place [URL] where you downloaded the book)


In-Text: (Abbar & Hightower, 2000)

3-5 authors: (Abbar, Hightower, Smith, Weston & Applegate, 2000)

6 or more: (Abbar, et al, 2000)

An Anonymous Book (for e-books, include the place [URL] where you downloaded the book)


In-Text: (Publication manual, 2009)

A Signed Article in a Daily PRINT Newspaper


In-Text: (Darlin, 2007)

A Signed Article in a Daily ONLINE Newspaper


Retrieved February 24, 2007, from ProQuest database (1222054311).

In-Text: (Darlin, 2007)
An Unsigned PRINT Article


In-Text: (“Amazing Amazon Region,” 1989)

An Unsigned ONLINE Article


In-Text: (“Amazing Amazon Region,” 1989)

Computer Software


In-Text: (Microsoft Office, 2007)

Social Media

There are three ways to cite social media: with a URL; as a personal communication; and with an in-text citation and reference list entry.

URL: If you discuss a Web page in general, give the URL the first time it’s mentioned, but don’t include it in your reference list.

Cleary’s athletics Website includes up-to-date information on the school’s sporting events (www.clearycougars.com).

Personal communications: If you use text from a private social media exchange, use an in-text “personal communication” citation only; do not include it in your reference list.

An attorney in a private FaceBook group suggested, “Get permission in writing before hunting on private property to avoid possible trespassing charges.” (C. Smith, personal communication, July 1, 2014).

In-text citation and reference list entry: If you use retrievable social media information, cite the source in the text using the author’s name and date; include a standard APA citation in the reference list.
Punctuation Updates

• Use only one space after a colon, but use two spaces after ending punctuation marks.
• In a series of three or more, use of a comma is now mandatory before both or and and.
• Use Digital Object Identifiers instead of URLs whenever they are available.
• When URLs in text must be divided, this can occur before almost any punctuation mark.