

Student Orientation

Chapter 3

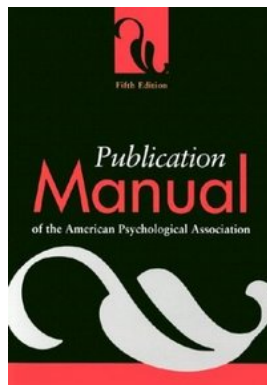
A Quick Guide to APA Style



INTEGRATED MARKETING COMMUNICATIONS
Master's Degree Program at West Virginia University

A Quick Guide to APA Style

The IMC program has adapted the *Publication Manual of the American Psychological Association* (APA) as our required style guide. According to Scribe (2006), the *Publication Manual* is an "essential acquisition" for students working on a thesis, dissertation or paper for publication due to the quality of its documentation. Though you are not required to purchase a copy of the *Publication Manual*, we recommend doing so because of the detailed information and numerous examples found in the publication.



We don't ask that you follow the *Publication Manual* word-for-word. However, you must use it to format the following elements, which are trademarks of APA style:

- References
- In-text Citations
- Abbreviations
- Capitalization
- Numbers
- Quotations
- Electronic Media

This document provides a brief summary of each element.

A. References

APA References are comprised of the following elements: (a) author, (b) publication date, (c) title, (d) publication information; and (e) Internet access information. Each element is followed by a period.

Author

References are always organized alphabetically by author. The lead author's name is displayed with the last name first. Then, only first and middle initials are used (i.e., no full names). With two or more authors, the last author's name is preceded by an ampersand. If there are seven or more authors, abbreviate the seventh and subsequent authors as et al. [with a period after al]. If an author's first name is hyphenated, keep the hyphen and add a period after each initial. If there is no author indicated, move the title to the author position (i.e., before the date of publication). If the book is edited, place the editor(s) name in the author position and enclose the abbreviation Ed. or Eds. in parentheses after the editor's last name.

Publication Date

APA style dictates that the date be placed in parentheses after the list of authors. The year of publication comes first (e.g., 2008, October 18) for references and in traditional order for Internet retrieval dates. If no date is indicated, write n.d. in parentheses.

Title of Article or Chapter

Most words in a title are formatted in lowercase; only the first word, the first word after a colon and proper nouns are capitalized. Titles of books and journals should be placed in italics. Titles of articles and chapters should not be placed in quotes.

Publication Information for Books

In APA style, the publisher of a book is introduced by first giving the place of publication, then the name of the publisher (e.g., San Francisco, CA: HarperCollins). Standard two-character postal abbreviations are used for states.

Publication Information for Periodicals

Publishers are not provided for journals and other periodicals; the title or name of the journal is satisfactory. The title/name is followed by the publication information in this form: *volume*(issue), pages (note that only the volume number is placed in italics). APA style does not drop digits in page number ranges (e.g., 1212-1228 rather than 1212-28).

Internet Access

The following statement is used for online sources:

Retrieved October 18, 2008, from <http://www.imc.wvu.edu>

There is no period after the URL.

Examples

The block formats below illustrate how the APA reference rules apply to various types of citations.

Book

Author, F. M. (2008). *Title of the book or volume* (Xth ed.). City, ST: Publisher.

Chapter

Author, F. M., & Coauthor, F. M. (2008). Title of the chapter. In F. M. Editor (Ed.), *Title of the edited book* (pp. 122-136). City, ST: Publisher.

Journal

Author, F. M., Coauthor, F. M., & Coauthor, F. M. (2008). Title of the journal article: No quotes, lowercase text. *Journal Name*, 10(8), 122-136.

Newspaper

Author, F. M. (2008, May 1). Title of the newspaper article. *Name of the newspaper*, pp. 122-136.

Report

Writer, F. M. (2008). *Title of a published report* (Report Number 123). City, ST: Publisher.

B. In-text Citations

Ideas and direct quotes are cited in the text using parenthetical citations in the following form: (Author, date). Only last names should be used in the citation. When a direct quote is cited, the page number is added: (Author, 2008, p. 124). When there are two or more co-authors, the last author is preceded by an ampersand: (Author, Author, & Author, 2008).

C. Abbreviations

The following rules apply to all APA-style abbreviations: (a) acronyms should be defined the first time they are used; and (b) Latin abbreviations should never be used in plain text.

Acronyms

Acronyms must be defined the first time they are used. For example, "The American Psychological Association (APA) publishes its own style guide." This can also be written in reverse: "The APA (American Psychological Association) publishes its own style guide."

Acronyms should be used sparingly. Unless they are very familiar (e.g., IQ, FBI, ESP), a reader can only remember a few in the course of reading a document. If several pages come between the first use and subsequent uses of an acronym, the author can provide the full term as well as the acronym a second time.

Latin Abbreviations

Latin abbreviations common in academic work include:

- et al. (short for et alii); English equivalent = and others
- e.g. (short for exempli gratia); English equivalent = for example
- etc. (short for et cetera); English equivalent = and so forth
- i.e. (short for id est); English equivalent = that is

These abbreviations should only be used in references or inside parentheses within the text (e.g., like this). Otherwise, the English equivalent should be written out.

D. Capitalization Rules

In headings, the first character of all "major words" should be capitalized (APA, 2001, p. 94). Short articles (a, an, the), conjunctions (and, but) and prepositions (by, in, of) are not capitalized; however, all words of four letters or more should be capitalized.

In sentences, only the first word, the first word after a colon, and any proper nouns in a heading or title should be capitalized. Although titles of books and articles (except the first word) are formatted in lowercase for references, the heading caps rules above should be used when noting them within the text.

E. Numbers

As a general rule, use figures to express numbers 10 and above and words to express numbers below 10.

When a number or date opens a sentence, it should be written out: "Five sophomores made the cheerleading squad."

Numerals should not be mixed with written numbers when they refer to similar things:

Correct: Only 2 of the 10 cheerleaders were juniors.

Incorrect: Only two of the 10 cheerleaders were juniors.

APA style has a special set of numbers that are always written as numerals:

- Time (1 hr 32 min)
- Dates (August 3, 2008)
- Ages (2-year-olds)
- Sample, subsample or population size (a sample of 100)
- Specific numbers of subjects or participants in an experiment (6 participants)
- Points on a scale (The researcher used a 5-point scale.)
- Exact sums of money (The boys were paid \$6 each.)
- Scores (The final score was 18 to 6).

F. Quotations

In APA style, shorter quotes are placed in quotations marks within the text. A longer quote of 40 words or more is displayed as a freestanding block of single-spaced lines continuously indented from the left margin one-half inch. As a general rule, quotes are used most effectively when embedded within the text.

G. Electronic Media

According to the *Publication Manual*, the dictionary should not be relied upon as a guide for spelling and formatting electronic media. The *Publication Manual* states, "This is an extremely fast-moving environment: common usage develops quickly, leaving print resources easily bypassed."

Below, you'll find a list of common electronic media terms formatted in APA style:

- database
- e-mail
- FTP
- Internet
- LISTSERV* (tm) – the generic term is electronic mailing list
- online
- PDF
- URL
- Web
- DOI
- e-journal
- SGML

*LISTSERV is a proprietary, trademarked term; unless you know this is the term being used, you should use "electronic mailing list."

Economy of Expression

As the APA notes, "Good writing is an art and a craft." A couple of sentences, taken directly from the *Publication Manual*, will improve your writing throughout your time in the IMC program and beyond. They are: "Say only what needs to be said...Short words and short sentences are easier to comprehend than are long ones."