

## FORMAT OF THE PAPER

### Headings (three levels only)

Major headings are centered, capitalized, and in bold type.

Subheadings are in caps and in lowercase, flush left.

Tertiary headings are in capital and lowercase letters, paragraph indented, italicized, and punctuated with a period. Text follows on same line.

### Citations

- Citations are by the author's last name and date of publication enclosed in parentheses without punctuation: (Kinsey 1960).
- Multiple citations are listed alphabetically and separated by semicolons: (Gatignon and Robertson 1985; Green and Gold 1981).
- Multiple citations by the same author(s) are separated by a comma: (Moschis and Moore 1978, 1979).
- Citations are alphabetical. Articles by a single author precede coauthored works by that author. Coauthored works are listed alphabetically, name by name: (Green 1978; Green and Gold 1981; Green and White 1980).
- The citation should stand just within a punctuation mark. When it is necessary to reference a particular page, section, or equation, the page number should be placed within the parentheses: (Andreasen 1984, 785). NB: no "p." or "pp." for page or pages.
- If an author has published two or more works in the same year, list them alphabetically by title in the references, differentiated by letters after the date in both the reference list and the text: (1988a, 1988b).
- Two authors: **always** cite both authors (e.g., Green and Smith 1978).
- Three authors: after first mention (e.g., Black, Jones, and Gould 1990), use first author's name and et al. (e.g., Black et al. 1990).
- Four or more authors: **always** use first author's name and et al.
- Be sure to use a comma at the end of a series before the conjunction (Green, Smith, and Jones).
- No need to use cf., i.e., e.g., refer to, compare, see, or other abbreviations before proper names in citations. It's obvious that you want the reader to refer to the citation. (This is new.)

## References

References must be single spaced with a hanging indent and begin on a new page following the text. (See examples below.) There must be a space between each reference. Each reference should be cited in the text at an appropriate place

List references alphabetically by last name of the first author. Subsequent authors in the entry are listed by first and last name. Articles by a single author precede coauthored works by that author. If a single author has more than one article, substitute a one-inch line for the name in the second and subsequent references. If an identical group of authors has more than one article, substitute a one-inch line for the same (identical) group of authors in the second and subsequent references. **Never use a line followed by names. If the names change, list them all.** Arrange more than one work by an author or team of authors from the oldest to the most recent work, and alphabetically by title within the same year:

- Moschis, George P. (1976), "Acquisition of the Consumer Role by Adolescents," unpublished dissertation, the Graduate College, University of Wisconsin, Madison, WI 53706.
- \_\_\_\_\_ (1980), "Communication Information Use: Individual versus Social Predictors," *Communication Research*, 7 (April), 139-60.
- Moschis, George P. and Gilbert A. Churchill Jr. (1978), "Consumer Socialization: A Theoretical and Empirical Analysis," *Journal of Marketing Research*, 15 (November), 599-609.
- Moschis, George P. and Roy L. Moore (1979a), "Decision Making among the Young: A Socialization Perspective," *Journal of Consumer Research*, 6 (September), 101-12.
- \_\_\_\_\_ (1979b), "Family Communication and Consumer Socialization," in *Advances in Consumer Research*, Vol. 6, ed. William L. Wilkie, Ann Arbor, MI: Association for Consumer Research, 359-63.
- Moschis, George P., Roy L. Moore, and Ruth B. Smith (1984), "The Impact of Family Communication on Adolescent Consumer Socialization," in *Advances in Consumer Research*, Vol. 11, ed. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 314-19.

### General reference guidelines

- Provide volume plus issue month, season, or number, plus pages for each journal article reference.
- Spell out all authors' and editors' first names (even if the first name does not appear in the original reference). Check with your university reference librarian if necessary. This information is often found in the PsychInfo database.
- Page numbers (e.g., 148-49, but 188-204). Please delete the first digit of the second number if the first digit of the second number is the same as the first digit of the first number.
- Do not use eds. (always use ed.) This stands for "edited by." The exception is when there are multiple editors (instead of authors) before the year of publication.
- Do not use "in press." Use "forthcoming" in place of the date when the date is not known and in place of page numbers when the date is known.
- Question marks in titles are never followed by a comma or a period. Example: "Why Me? Because I Said So." NOT "Why Me?, Because I Said So." Again, NO commas or periods after question marks.
- Zip code abbreviations for states and Canadian provinces (AB, BC, MB, NB, NF, NS, ON, PQ, SK).
- Shortened form for publishers (e.g., Sage, Routledge).
- Works by a single author or same team of authors arranged chronologically (oldest to most recent).
- Works by different teams of authors are arranged alphabetically by second and third authors.
- Works published in the same year by an author or team of authors arranged alphabetically by title.
- **DO NOT UNDERLINE ANYTHING.** Titles should be in quotation marks (articles) or italics (journals, books).

## Formatting guidelines for specific references

- **Periodicals:** List author names, including first names, publication date, article title in quotation marks, unabbreviated name of the periodical in italics, volume number, issue designation (month, season, or number), and full page numbers:

McCracken, Grant (1986), "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," *Journal of Consumer Research*, 13 (June), 71-84.

- **Books:** List author names, including first names, publication date, book title in italics, place of publication, and name of publisher:

Lincoln, Yvonna S. and Egon G. Guba (1985), *Naturalistic Inquiry*, Beverly Hills, CA: Sage.

- **Excerpts from books:** List author names, including first names, publication date, article/chapter title in quotation marks, book title in italics, editors, place of publication, name of publisher, and excerpt page numbers:

Taylor, Shelley E. and Jennifer Crocker (1981), "Schematic Bases of Social Information Processing," in *Social Cognition: The Ontario Symposium*, Vol. 1, ed. E. Tory Higgins, Hillsdale, NJ: Erlbaum, 89-134.

- **Unpublished papers:** References to working papers, presented papers, unpublished dissertations, and such must include author names, including first names, year of submission or presentation, and title in quotes. The words "report," "working paper," "review paper," etc., are not capitalized unless the work is part of a numbered series. Include information about the sponsoring university or organization, such as name of department, college, city, state, and zip code.

Wallendorf, Melanie (1987), "On Intimacy," paper presented at the American Marketing Association Winter Educators' Conference, San Antonio, TX.

Anderson, Paul F. and John G. Thatcher (1986), "On Borrowing, Epistemology, and Category Mistakes in Business Research," Working Paper No. 1-786-035, Harvard Business School, Boston, MA 02163.

Simmons, Carolyn J. (1986), "Effect of Missing Information on Product Evaluation," unpublished dissertation, Marketing Department, College of Business Administration, University of Florida, Gainesville, FL 32611.

- **Proceedings, edited works:** Proceedings citations are treated as excerpts from an edited book. References must list author names, including first names, publication date, article title in quotation marks, conference proceedings title in italics, volume number, first and last names of the editors, place of publication, name of publisher, and page numbers:

Olson, Jerry C. (1981), "Toward a Science of Consumer Behavior," in *Advances in Consumer Research*, Vol. 9, ed. Andrew A. Mitchell, Ann Arbor, MI: Association for Consumer Research, v-x.

Lastovicka, John L. and David M. Gardner (1979), "Components of Involvement," in *Attitude Research Plays for High Stakes*, ed. John C. Maloney and Bernard Silverman, Chicago: American Marketing Association, 53-73.

- **Government publication**

U.S. Bureau of the Census (1983), *Statistical Abstract of the United States*, Washington, DC: Government Printing Office.

- **Different co-authors, forthcoming works**

Wittink, Dick R. and Phillipe Cattin (1981), "Alternative Estimation Methods for Conjoint Analysis: A Monte Carlo Study," *Journal of Marketing Research*, 18 (February), 121–26.

Wittink, Dick R. and Lakshman Krishnamurthi (forthcoming), "Rank Order Preferences and the Part-Worth Model: Implications for Derived Attribute Importances and Choice Predictions," in *Proceedings of the Third Annual Market Measurement and Analysis Conference*, ed. John W. Keon, Providence, RI: Institute of Management Sciences.

- **Web sites and URLs**

Doe, John R. and Mary Smith (2000), "Learning from the Web," <http://www.learning.org/now/>.

- **Newspapers**

Frank, Robert H. (1999), "The Gasoline Powered Raise," *New York Times*, June 30, A23.

- **Reference with original publication dates**

Veblen, Thorstein (1899/1979), *The Theory of the Leisure Classes*, New York: Penguin.

*Please note: There must be a reference for every citation, and a citation for every reference. Please do not include references that have no corresponding citations in the text, and please be sure that you have provided the complete reference for every citation.*