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.


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