



Cleary University Style Manual
Guide for Formatting and
Citing Resources
APA Style

**Prepared by The Cleary University Instructional Design Team
In collaboration with the
Cleary University Library**

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This document presents the guidelines for formatting written assignments at Cleary University. While great care has been taken to align this document with the APA Style Manual, in cases where this style manual presents information in conflict with the APA Style Manual, 6th ed., this Cleary Style Manual is the definitive authority.

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Cleary University Style Manual

Guide for Citing Resources

APA Style

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 printed material, always include the page number with p. for one page or pp. for more than one page. Page numbers are not 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 605 – 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 processing margin settings. MS Word often defaults to 1.25" on the left and right.
- Use a 12-pt. 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 inch.
- A RUNNING HEAD IS NOT REQUIRED 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.
- When using an optional running head with pagination, display two or three words of the title of your paper flush with the left margin followed by the page number flush with the right margin on the first line of every page. The only pages that are not numbered are full-page Figures. Insert the running head and page number into a header using your word processing program. They will then automatically appear on all pages.
- 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 (1 title page, 5 pages of the essay, 1 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:

Running head: HAPPY FEET	1
<p>Happy Feet Plus: Online Marketing in the Shoe Industry</p>	
<p>Name of Student Class Date</p>	

Remember, a RUNNING HEAD is NOT REQUIRED for student papers. This example shows how to format a running head if you want to use one.

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.]

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 one level of heading, then simply center the headings between the margins. One double-space later, begin your text by indenting the first paragraph.

Example – Two levels of headings

This is the Title of the Paper

This is the First Level Heading

Background [Example of the Second Level Heading]

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

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. **You must also include the page number if you use a quotation from a printed source or if the source was a .pdf file.** 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 which 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).

Quoting Sources

Less than 40 words

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

Example 1:

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).

Example 2:

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."

40 words or more

Long quotations are set apart without quotation marks from the surrounding text in block format. Indent each line five spaces 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 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** on 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. z

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.

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 word Anonymous in place of the author's last name and alphabetize accordingly.

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, Underscores, and Quotation Marks for Titles

Use italics for the titles of books and periodicals.

Do not underscore 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 Numbers

Use the abbreviation p. or pp. before page numbers in books, magazines, and newspapers, but not for scholarly journals.

When finished, your references page should look like this (without the box around the text):

HAPPY FEET

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References

Abel, K., Baran, M., Carofano, J., DeMazza, M., Niemi, W., Owens, J., Russak, B., Sargent, L., Schneider-Levy, B., Weilheimer, N., & Zmuda, N. (2005, April 11). Retail power 50: Independents. *Footwear News* 61(15) 13. Retrieved from Proquest. (Document ID: 822534441).

Albright, M. (2001, February 14). Euro-comfort has helped Happy Feet Plus become a leader in footwear. *St. Petersburg Times*. Retrieved from <http://sptimes.com>

Anonymous. (n.d.). Profile: Happy Feet Plus. *MyFlorida Green Building*. Retrieved from <http://www.myfloridagreenbuilding.info>

Niemi, W., Sargent, L., Weilheimer, N., & Zmuda, N. (2005, March 28). Will early Easter slow spring traffic? Despite an early holiday and cold weather in many parts of the country, shoe retailers say consumers are craving sandals. *Footwear News* (61)13, 12. Retrieved from ABI/INFORM Trade & Industry. (Document ID: 822535361).

Happy Feet Plus. (n.d.). Store locations. *HappyFeet.com*. Retrieved from <http://www.happyfeet.com>

Marseille, J., & Roos, I. (2005, Winter). Trend analysis: An approach for companies that listen.

Design Management Review 16(1), 68-72. Retrieved from ABI/INFORM Global. (Document ID: 841262241).

Roberts, M.L. (2008). *Internet marketing: Integrating online and offline strategies* (2nd ed.). Mason, OH: Cengage Learning.

Tufts University. (2006). *Athletic footwear: Industry analysis*. Retrieved from

<http://www.docstar.com.docs/7937512/Athletic-Footwear-Industry-Analysis>

NoodleTools

Cleary University subscribes to NoodleTools (<http://www.noodletools.com>), an APA citation generator and knowledge base. If you do not have a NoodleTools ID and password, please contact the Cleary Campus Center and someone will create an account for you. 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, e-mail 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 e-mail message or interview.

Here is how you might address 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, Marketresearch.com, CountryWatch, Hoovers, and NetLibrary.

Online Article from an Aggregated Database

Sherman, L. (2004, Summer). Forests fight back. In *Earth Island Journal*, 19, 12. Retrieved October 31, 2005, from MeL: InfoTrac OneFile.

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.]

Rogelberg, S. G., Scott, C., & Kello, J. (2007, Winter). The science and fiction of meetings. *MIT Sloan Management Review*, 38(2), 18. Retrieved February 24, 2007, from Proquest database (1193235351).

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

Web Site (General)

Financial aid: Funding your education. (2007). *Cleary University*. Retrieved October 11, 2007, from <http://www.cleary.edu/finaid/default.shtm>

In-Text: (Financial Aid, 2007)

Web Site (locating specific information within a long document)

Energy Information Administration. (2007, April). Oil: Overview. In *Canada energy data, statistics and analysis - oil, gas, electricity and coal*. Retrieved October 11, 2007, from <http://www.eia.doe.gov/emeu/cabs/Canada/Oil.html>

In-Text: (Environmental Information Administration, 2007) or (Environmental, 2007)

A Book with One Author

Zambroski, R. (1959). *Sarah Akhtar: A biography*. New York City: Five Lake Publishing.

In-Text: (Zambroski, 1959)

A Book with Two or More Authors

Abbar, A. & Hightower, K. (2000). *Photographic essays of the end of a century*. Atlanta: Lakes & Sons.

In-Text: (Abbar & Hightower, 2000)

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

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

An Anonymous Book

Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: American Psychological Association.

In-Text: (Publication manual, 2009)

A Signed Article in a Daily PRINT Newspaper

Darlin, D. (2007, February 24). At Intuit, what comes after taxes? *New York Times*, p. C.3.

In-Text: (Darlin, 2007)

A Signed Article in a Daily ONLINE Newspaper

Darlin, D. (2007, February 24). At Intuit, what comes after filing? *New York Times*, p. C.3.

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

In-Text: (Darlin, 2007)

An Unsigned PRINT Article

Amazing Amazon region (1989, January 12). *New York Times*. p. D11.

In-Text: ("Amazing Amazon Region," 1989)

An Unsigned ONLINE Article

Amazing Amazon region. (1989, January 12). *New York Times*. p. D11. Retrieved February 24, 2007, from Proquest database (1196831271).

In-Text: ("Amazing Amazon Region," 1989)

Computer Software

Microsoft Office (Version 2007) [Computer software]. (2007). Redmond, WA: Microsoft.

In-Text: (Microsoft Office, 2007)

Punctuation Updates

- There is still only one space after a colon, but there are now two spaces after sentence 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.
- URLs in text, which must be divided, can occur before almost any punctuation mark.