



Documentation and Style Guide

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Introduction

This guide provides students with the basics involved in documentation using footnotes, a guide to writing style, and formatting requirements for the MSEM thesis and capstone projects. This guide was developed by Gary Shimek, Director of Library Services, and David Tietyen, Rader School of Business, to provide a consistent style for students when preparing reports, theses, and final projects. It is based on *The Chicago Manual of Style* with some modifications, primarily the location of the date in the footnote and bibliographic citations. The examples covered in this guide are the most common types of sources used in papers, reports, capstone projects, and theses at MSOE. For a more complete guide on documentation and style, consult *The Chicago Manual of Style*, which is located in the Reference section of the MSOE library and is also available at most libraries. In addition, MSEM students should consult the MSEM Research and Writing Guidelines, which can be found at: <http://www.msoe.edu/business/msem/guidelines/>

Documenting Your Research

Everyone at a university needs to pay attention to the issue of proper documentation. All of us--faculty and students together--draw from a vast pool of texts, ideas, and findings that humans have accumulated over thousands of years; we could not think to any productive end without it. However, it is imperative that we identify those facts, ideas, and concepts that are a result of research.

Why Documentation?

Documentation is essential for two major reasons:

1. By means of footnotes and a bibliography, the student *acknowledges* and *identifies all* the works of other people used to produce a report. All sources need to be identified. Such documentation is particularly important in questions of copyright infringement and plagiarism.
2. Second, documentation is essential because it provides the reader with an opportunity *to assess and to verify the accuracy and the authority* of any statements, facts, assertions, ideas, or concepts that appear in a report. In this sense, documentation serves as both proof and evidence. It also provides the reader with a convenient means of finding more information about your topic.

The Language of Documentation

Documentation broadly refers to that part of a report devoted to a systematic arrangement and acknowledgement of those sources used by the student to produce a report. Typically, and more specifically, documentation denotes the use of *footnotes* and the compilation of a *bibliography*.

A *footnote* is a note, comment, and/or bibliographic citation that literally appears at the foot of a page and refers to a specific part of the text on the page. A footnote is sometimes also referred to as a *reference*. A footnote is said to *cite a source*. An *endnote* is identical to a footnote, only it appears at the end of the report and not on the page that the reference appears. Most popular word processing programs automatically format footnotes and endnotes. For MSOE reports and projects, including theses and capstone projects, footnotes are required. **(Note: for undergraduate reports, an instructor may require or allow another recognizable documentation style.)**

A *bibliography* essentially is a compilation of selected resources and literature concerned with a particular subject or topic. The bibliography should appear as the last item in the organizational structure of a written project and it should feature an *accurate and complete* list of all relevant sources used by the student to produce the project. Each source listed in the bibliography is referred to as a *bibliographic entry*.

When Documentation Is Needed

You should document in your paper any fact or opinion that you read in one of your sources, whether you first discovered the idea there or you have assimilated it so thoroughly that it seems to be your own. Some exceptions to the rule are facts that are common knowledge (for example, that John Hancock signed the Declaration of Independence), facts that can be verified easily and do not differ from one source to another (for example, that the headquarters of the common market is in Brussels, Belgium), and well-known sayings or proverbs (for example, that Theodore Roosevelt said, "Speak softly and carry a big stick").

Acknowledgement of credit through documentation does not diminish the originality of your work. Your contribution consists of imposing your own order on your materials and drawing an original conclusion from them. Documentation allows your reader to see the materials you used to reach your conclusions, to check your interpretations of sources, to place your work in the tradition of inquiry, and to locate further information on your topic.

Documentation, which identifies the source of material, is required in four general situations:

- direct quotations, even excerpts.
- paraphrased or summarized presentation of original or unique ideas (indirect quotes).
- quantifiable data (facts and statistics).
- visual material, both content and design.

In addition, you should document:

- a fact that is not well known, even within a discipline.
- a fact that is contradictory to other facts or suppositions.
- a fact that is obscure or difficult for the reader to verify.
- verify specific pieces of information that bear directly upon important points or arguments.
- verify facts brought in from other disciplines.
- any opinions and ideas not your own.

The Special Case of General, or Common, Knowledge

One of the more perplexing aspects of footnoting or documenting your sources is how much documentation is needed. Do you need to document every sentence? Or, should you only document direct quotes? Unfortunately, no hard-and-fast rule applies, with the exception that you always must document direct quotes.

The confusion arises when you encounter the situation of *common knowledge*. Within any given field, a certain amount of the information that you encounter in your research will be common knowledge in that field. Common knowledge does not need to be documented.

How does one define common knowledge? Well, in a typical research report, three types of statements are usually used: facts, opinions, and assumptions. You are not expected to document basic assumptions, except in those instances where specific reference is made to the particular research upon which an assumption has been based.

Facts and opinions do require documentation. Some facts are widely known and easily verified. No one will challenge that Herbert Hoover was President of the United States, or that the Detroit Tigers belong to the American League in professional baseball. Information like that can be confirmed easily in several readily available sources, or is common knowledge. It needs no documentation.

Other facts are commonly known within a discipline. Facts that appear throughout the literature for a discipline ordinarily require no documentation. As long as one or more items in the Bibliography contain the information, you have an authority to which you can refer should questions arise.

Opinions carry little weight when measured against facts. Nevertheless, in some instances no evidence can be found except for expert opinion. Whenever expert opinion is presented, it should be clearly identified (e.g., “White believed ...,” or, “In White’s opinion ...”) and given proper documentation.

A good practice to follow is, if you are in doubt, document.

How to Document

This *Documentation and Style Guide* contains a number of examples in Appendix A of how to document specific sources that you may encounter in your research. However, as noted earlier, a style guide imposes a certain discipline on how the information is presented in footnotes and the bibliography. Understanding the underlying discipline will enable you to create your own citations in the event you encounter a situation not covered here. The following descriptions are adapted from *The Chicago Manual of Style*.

The Basics of Documenting a Book

The following information should be included, where applicable, in both the initial footnote for a source and the bibliographic entry. The order in which this information is listed is the order in which it should appear. Variations in content and order may be necessary for certain types of books, which are covered in the Appendix. The information used should be obtained from the title and copyright pages of the book:

Author: full name of the author or authors; full name of the editor or editors if no single author(s) listed (editor's name may be given after title); or name of organization responsible for the writing of the book. (In the event that no author, editor, or institution is listed as the author of the work, then the title of the work is the first element in the footnote and bibliography.)

Date of publication: this should be the most recent copyright date.

Title: full title of the book, including any subtitles. Book titles appear in italic.

Editor, compiler, or translator, if any, and if in addition to listed author (may be located in author's position if no author listed).

Edition, if appropriate.

Volumes: total number if multivolume work is referred to as a whole.

Volume number of a multivolume work, if single volume cited.

Title of individual volume, if applicable.

Series title, if applicable.

Facts of publication: city and publisher. When multiple cities are listed on the title page, use the first city listed. For well-recognized cities, such as Chicago and New York, the state is not required. However, for cities not as well-known or where several cities may have the same name, such as Greenville, South Carolina, the state should be included.

Page number(s): in the footnote, you must provide the specific page or pages on which the material cited can be found.

Following are samples of a footnote and bibliographic entry for a book:

¹Curtis E. Tate, Jr., Leon C. Megginson, Charles R. Scott, Jr., and Lyle R. Trueblood, 1975, *Successful Small Business* (Dallas, TX: Business Publications, Inc.), p. 127.

Tate, Curtis E., Jr., Leon C. Megginson, Charles R. Scott, Jr., and Lyle R. Trueblood. 1975. *Successful Small Business*. Dallas, TX: Business Publications, Inc.

The Basics of Documenting an Article

The order of the elements for an article is similar to that of a book:

Author or Authors: This is similar to the information for a book. Again, in the event no author is listed, the title of the article appears first.

Date.

Title: The title uses regular title capitalization and is enclosed in quote marks. See the section on titles in the style portion of this guide.

Name of Serial Containing Article: If available, include the name of periodical or serial. This name should be rendered in italics.

Issue information: This could include volume and issue number.

Page reference: For the footnote, this should include the page or pages on which the information is contained. For the bibliographic entry, this should include the range of pages of the article.

Following are sample footnote and bibliography entries for articles:

¹Gary Blau, December 1994, "Developing and Testing a Taxonomy of Lateness Behavior," *Journal of Applied Psychology* Vol. 79 (6), p.963.

Blau, Gary. December 1994. "Developing and Testing a Taxonomy of Lateness Behavior." *Journal of Applied Psychology* Vol. 79 (6), pp. 959-970.

The following shows the format to use when an author is not listed:

¹"Database Marketing Demystified," June 1993, *Target Marketing*, p. 13.

"Database Marketing Demystified." June 1993. *Target Marketing*, p. 13-16+.

The Basics of Documenting an Electronic Resource

Tremendous variety exists in the types of electronic resources that may be cited. A web page, a journal article published in a print journal but also available through a full text database, computer software, and e-books are all examples of electronic resources.

When citing an electronic resource, it is necessary, first, to describe bibliographically the resource. After the resource has been adequately described, it is imperative to indicate that the item is an electronic resource and then to provide accurate details on how to obtain the item. To reiterate briefly the principles and purposes of good documentation, it is crucial that a reader is able to use documentation to locate and obtain a copy of the item that is cited. This applies equally to print and to electronic resources. For example, it is virtually useless to cite a unique document obtained by FTP over the Internet without providing details on how a reader can also quickly and efficiently obtain a copy of the file.

When providing details on how to obtain electronic resources, it is extremely important to be accurate in the syntax, including punctuation and capitalization. For example, the success in obtaining a copy of a file by means of FTP can be easily frustrated because all upper case commands were used with a remote server that happens to run a case-sensitive operating system.

In a footnote or bibliographic entry that cites a traditional print information source, but was obtained electronically, describe the item using the guidelines detailed above; then, in brackets, indicate that the item is an electronic resource, and describe briefly the electronic format; following this electronic resource designation is the word *Available*: in italics, and relevant details on how to obtain the item or where it is. Along with the *Available* statement, and separated by a semicolon, it may also be necessary to include an electronic address or path, which is indicated by an upper case ADDRESS:, or DIRECTORY PATH:, or SEARCH PATH:, or some other suitable designation. Finally, in brackets, indicate the date accessed [Accessed: <date>] if the document was obtained from an on-line resource, such as a website, ftp site, or database. In a footnote, all major elements are separated by commas; in a bibliographic entry, all major elements are separated by periods.

The order of elements for an electronic resource may include some or many of the elements listed above in “The Basics of Documenting a Book,” and “The Basics of Documenting an Article,” followed by:

Electronic resource designation: In brackets, a brief designation and – if appropriate – a format statement. The designation is required, but a format statement may not be necessary. For example: [Internet, WWW] indicates an electronic resource obtained via the Web on the Internet.

The *Available* and ADDRESS (or SEARCH PATH, etc.) element: *Available*: is a brief description of availability; ADDRESS: an electronic address. A semicolon is employed to separate the two parts. Either the *Available* part or the ADDRESS part should appear, although in most cases, both elements should be employed. For example: *Available*: Milwaukee School of Engineering website; ADDRESS: <http://www.msoe.edu>.

An access date statement: In brackets and in a day-month-year format, the date on which you accessed the resource. This element ends with a period. The access date is required for *all online* sources. For example: [Accessed: 31 July 2003].

A copy statement: If appropriate, a statement that indicates the student has a copy of the resource available for consultation by interested readers (see the examples in the Appendix).

Samples of electronic resources include the following:

¹Palisade Corporation, 2000, @RISK (Version 4.05), [Internet, WWW, Computer program], *Available*: Palisade Corporation, 31 Decker Road, Newfield, New York 14867; ADDRESS: <http://www.palisade.com/downloads/trials/risk4protrial.html>, [Accessed: 14 July 2001].

Palisade Corporation. 2000. @RISK (Version 4.05). [Internet, WWW, Computer program]. *Available*: Palisade Corporation, 31 Decker Road, Newfield, New York 14867; ADDRESS: <http://www.palisade.com/downloads/trials/risk4protrial.html>. [Accessed: 14 July 2001].

²Muhammad Ferid, June 2001, “B2B E-Commerce: Value Chain Transformation, Enablers, and Barriers, Technology, Privacy and Security” (Master’s thesis, The Massachusetts Institute of Technology), pp. 5-6, [Internet, WWW], *Available:* Digital Library of MIT Theses; *ADDRESS:* <http://theses.mit.edu/>, [Accessed: 6 June 2002]. A copy of this thesis is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Ferid, Muhammad. June 2001. “B2B E-Commerce: Value Chain Transformation, Enablers, and Barriers, Technology, Privacy and Security” (Master’s thesis, The Massachusetts Institute of Technology), pp. 5-6. [Internet, WWW]. *Available:* Digital Library of MIT Theses; *ADDRESS:* <http://theses.mit.edu/>. [Accessed: 6 June 2002]. A copy of this thesis is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

³Joel D. Wisner, 2003, “A Structural Equation Model of Supply Chain Management Strategies and Firm Performance,” *Journal of Business Logistics* Vol. 24(1), pp. 1-26, [Internet, WWW, Database], *Available:* ABI/Inform Full-Text Database from ProQuest Information and Learning; *ADDRESS:* <http://www.proquest.com>, [Accessed: 9 August 2003]. A copy of this article is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Wisner, Joel D. 2003. “A Structural Equation Model of Supply Chain Management Strategies and Firm Performance.” *Journal of Business Logistics* Vol. 24(1), pp. 1-26. [Internet, WWW, Database]. *Available:* ABI/Inform Full-Text Database from ProQuest Information and Learning; *ADDRESS:* <http://www.proquest.com>. [Accessed: 9 August 2003]. A copy of this article is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Footnote Placement and Format

Footnotes are placed at the end of a sentence or paragraph and follow the punctuation. For a more detailed description of the placement of footnotes for special instances, see the “Mechanics of Footnoting and Footnotes.”

Footnotes are numbered consecutively throughout a report. You do not restart footnote numbering for each page. Nor do you repeat footnote numbers. Each footnote should be treated as being unique.

For best results, use the automatic footnoting feature in Word and other word processing programs. All you need to do is to place your cursor where you want the footnote to appear, click on Insert in the toolbar, and click on Footnote (Reference/Footnote in Word 2002). Make sure you choose footnotes, rather than end notes for placement.

The first line of the footnote should be indented. The recommended indentation is 0.25” rather than the default 0.5” in Word.

The first time you cite a source, you should provide complete information in the footnote. The next time you cite the same source, you can use a shortened version of the footnote as described in the “For Subsequent References to the Same Source” section.

You need to distinguish between sources obtained physically and virtually (online) in your footnote and bibliography. For sources that you obtain online or through an online database, you should retain a copy of the source and indicate that in the footnote, i.e., A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu. See "The Basics of Documenting an Electronic Resource."

It is good practice to retain hard copies of all your research sources, including web pages.

A footnote should contain the specific page or pages on which the material being cited can be found. The only exception to this is when you have an online source that does not feature page numbers. Since you cannot know on which page in the original work the information can be found, for subsequent references, you do not include a page number. However, in the initial citation, you should include the page numbers contained in the original citation.

Mechanics of Footnoting and Footnotes

1. All sentences that are footnoted in the text should feature a *superior* number (superscript) corresponding to the correct footnote below. Most word processors will automatically insert this. The number should follow *all* punctuation marks, with the exception of dashes, which the number precedes. The following examples show various situations that may arise when footnoting:

The relationship is described by a negative exponential distribution¹--and as with similar situations--great care should be taken to evaluate the results correctly.

The problem of the nature of motives has become one of considerable difficulty and discussion since Ryle's declaration that motives are not causes.²

The following types of content analysis projects are among studies completed by librarians: a comparison of the contents of best-selling novels with those that did not sell well;³ a comparison of selected novels with the motion pictures based upon them;⁴ and a study of contemporary realistic fiction for children published since World War II.⁵

Then said John Putnam, "Marshal, take your prisoner, and have him up to the ordinary (i.e. the public house maintained in the Village by Nathaniel Ingersoll) and secure him till the morning."⁶ (Indeed, probably because the accusations against Rebecca jogged memories about the earlier episode, her two sisters were later accused as well).⁷

2. Footnotes should be numbered *consecutively* throughout the entire text. Consecutive numbering throughout the text reinforces the notion of a unified work. It also eliminates confusion because each footnote features its own unique number.
3. Footnotes should be indented. For example:

¹Max Weber, 1962, *The City*, Trans. and Ed. by Don Martindale and Gertrud Neuwirth (New York: Collier Books), pp. 95-96.

²L.J. Davis, September 1990, "Chronicle of a Debacle Foretold: How Deregulation Begat the S&L Scandal," *Harper's* Vol. 281 (1990), p. 50.

4. You may use a single footnote to cite more than one bibliographic citation. However, to avoid confusing the reader, separate each citation with semicolons. For example:

¹Mancur Olson and Richard Zeckhauser, June 1970, "The Efficient Production of External Economics," *American Economic Review* Vol. 60, pp. 512-517; Morris R. Cohen, 1944, *A Preface to Logic* (Cleveland: Meridian Books), p. 203; Ian Philip McGreal, 1967, *Analyzing Philosophical Arguments: An Introduction to Philosophical Method* (Scranton, PA: Chandler Publishing Company), p. 9; Nat Hentoff, 1980, *The First Freedom: The Tumultuous History of Free Speech in America* (New York: Delacorte Press), p. 151; James L. Adams, 1991, *Flying Buttresses, Entropy, and O-rings: The World of an Engineer* (Cambridge, MA: Harvard University Press), pp. 124-128.

5. When citing a work for the first time in a footnote, always provide the *complete* bibliographic citation. Subsequently, the work can be cited in a shortened reference (see "For Subsequent References to the Same Source" for details).
6. A footnote that features an explanation, commentary, or elaboration of the text and a bibliographic citation should present the commentary first, followed by a period, the word "See" in initial upper case, and the appropriate bibliographic citation. For example:

¹A measure that would reduce economic efficiency if introduced in a Pareto-efficient society could conceivably increase efficiency in a society with prior distortions. See R.G. Lipsey and R.K. Lancaster, 1970, "The General Theory of the Second Best," *Review of Economic Studies* Vol. 24 (63), pp. 11-32.

7. Since an important purpose of the footnote is to allow the reader to verify the authority, accuracy, and/or reliability of statements and assertions, it is *crucial* that *all* footnotes feature information that is accurate, reliable, unambiguous, correct, and complete. *An interested reader should be able to use the bibliographic information in the footnote to locate a copy of the work cited.* The footnote should also clearly indicate the type of work that is cited if any confusion exists on the matter.
8. In some cases, the original source for your research may not be readily available to the person reading your report. This can be the case with articles obtained online, web pages, information from internal sources within your company, industry research reports, etc. In these cases, you should indicate that you have possession of the information and will make it available to the person reading your report. To do so, you should add the following statement to the footnote and bibliographic entry: "A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu ."
9. Each footnote *must* correspond to its bibliographic entry in the bibliography.
10. The major elements of a footnote are separated by commas; the major elements of a bibliographic entry are separated by periods. A "major element" refers to significant information about a document or resource, such as the name of an author, date of publication, and so forth. See examples of major elements of footnotes and

bibliographic entries in “The Basics of Documenting a Book,” “The Basics of Documenting an Article,” and “The Basics of Documenting an Electronic Resource.” See also Appendix A for examples of footnotes and bibliographic entries.

Documenting Quotes, Paraphrases, and Summaries

Direct Quotes

A direct quote is when you use someone else’s words verbatim. It should be enclosed in quote marks with the footnote following the quote mark. **If you copy-and-paste from an article or online site and just place a footnote without the quote marks, you are committing plagiarism.**

In addition to source documentation, direct quotes require *source attribution*. That is, a direct quote must be attached to someone or something. This is typically expressed as an introductory phrase, such as “According to Smith,” or “Jones stated:”

When you attribute material to an author or some other authoritative voice in your text for the first time, you should provide the person’s full name and their credentials, e.g., at least their functional title and organizational affiliation. For example:

According to Gary Armstrong, the Crist W. Blackwell Distinguished Professor of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, and Philip Kotler, S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University, today marketing is about “creating customer value and satisfaction.”¹

(Note: An alternative is to include this information in a separate footnote.)

After this full identification of the author or authors, you can use their last name or names in subsequent references to them within your text. For example:

Armstrong and Kotler maintain that too few organizations approach marketing from a customer value viewpoint.²

When you have a quote that is five or more lines, you should treat it as a lengthy direct quote, which requires a different type of formatting. With a lengthy direct quote, you single-space the direct quotation and indent it from both margins. With this format, you do not use quotation marks. For example:

According to Jeff Bezos, CEO of Amazon.com:

We want to deliver a special experience to every customer. The customer experience really matters. We’re focused on just having a better store, where it’s easier to shop, where you can learn more about the products, where you have a bigger selection, and where you have the lowest prices. You combine all of that stuff together and people say, “Hey, these guys really get it.”¹

If the above example were less than five lines, you would have the situation of a quote within a quote. In this instance, you use single quote marks for the quote. For example:

Bezos said, “You combine all that stuff together and people say, ‘Hey, these guys really get it.’”¹

Note that quote marks should follow the punctuation, even when you are placing a special term in quotes. For example:

If the above example were less than five lines, you would have the situation of a “quote within a quote.”

When quoting directly from an article, do not retain parenthetical references that appear in the article. For example, in the following, the student quotes directly from an article by Russell Cooper and John Haltwanger. The student incorrectly includes Cooper and Haltwanger’s parenthetical reference to the work of Johnson, et al.

Incorrect

Cooper and Haltwanger write that:

Our sample of 6,900 plants yields an aggregate investment rate that mimics the aggregate investment rate of total manufacturing. Our plants are substantially larger than the typical plant—the average plant size in terms of employment in manufacturing is roughly 50 in 1987 while our average plant size is around 800 workers (Johnson et al., 1995). The industrial mix of the plants in our sample corresponds closely to the industrial mix for all plants in manufacturing.³

The correct procedure in this case is to simply eliminate the parenthetical reference.

Cooper and Haltwanger write that:

Our sample of 6,900 plants yields an aggregate investment rate that mimics the aggregate investment rate of total manufacturing. Our plants are substantially larger than the typical plant—the average plant size in terms of employment in manufacturing is roughly 50 in 1987 while our average plant size is around 800 workers. The industrial mix of the plants in our sample corresponds closely to the industrial mix for all plants in manufacturing.³

Indirect Quotes, Paraphrases, and Summaries

The words *paraphrase* and *summary* are sometimes used as synonyms, but a paraphrase can be differentiated from a summary based on length. A paraphrase restates the original source in approximately the same number of words. A summary condenses the original. When you paraphrase or summarize, you should use your own words and sentence structure. If you find that you cannot avoid using a phrase from the original, place the words in quotation marks. Paraphrases and summaries should represent the original source accurately and completely, avoiding distortion through imprecise or mistaken restatement, altered emphasis, or significant omissions.

Even when you have restated a passage completely in your own words, you must indicate that you encountered the information in your reading. In some cases you may wish to

attribute the statement in your text by citing the author (by first and last name for the first reference and thereafter by last name only) and, if necessary or desirable, the title of the work. *Even if you choose not to name the author in your text, you must document the source of the idea in a note.*

The ability to access the full text of articles from online databases also increases the likelihood of plagiarism. It is simple to cut-and-paste material from the article. However, the danger is that you do not indicate a direct quote, which constitutes plagiarism. Another common mistake is to simply change a word or two in the original quote under the assumption you are paraphrasing. Again, this constitutes plagiarism.

Lengthy Indirect Quote

A common situation that arises is where you will have a single article, or chapter from a book, that contains particularly important information and it takes a page, or several pages, to cover the material. Footnoting each paragraph of this material would be time consuming and distracting for the reader. Rather, all you need to do is to indicate at the beginning of the material that it is from a reference source and then place the footnote at the end of the material. For example, if your material is from an article by James Schliesinger, your beginning paragraph would state: "According to James Schliesinger, a marketing professor at Harvard Business School," Now, the reader knows that the following material is from this source. The footnote indicates the end of the material. However, if you use direct quotes within this section, you need to document those separately. Then, to indicate to the reader that you are still using Schliesinger's material, you should use a transition such as: Schliesinger goes on to state that

In some style guides, the recommendation is that you document each sentence in an indirect quote. However, this is not required if all the information in the paragraph is from the same source.

For Subsequent References to the Same Source

When you cite the same work in a subsequent reference, you only need to use the author's last name and the page number. In cases of two authors, use both last names. In the case of more than two authors, use the first author's last name and the abbreviation *et al.* for the remaining authors. In the case of an article or similar reference without an author, use a truncated title and page number.

⁴Bullock, p. 64.

⁵Neher and Waite, p. 164.

⁶Laughlin, et al., p. 29.

⁷"Database Marketing," p. 13.

However, if you are citing a source from an online database or the Internet, you do not use a page number for the subsequent reference. The reason is that the Internet, or an online database, does not have traditional page numbers and you do not know on which page your reference appears in the print version of the article. Therefore, you just follow the above examples, but do not include a page number.

PDF Files: If the online source is a pdf file – or similar format that features page numbers -- you need to include the page number. The idea is to provide the reader with enough information to locate the reference in your bibliography.

For a Reference from a Secondary Source

Occasionally you may want to use someone else's quotation that your source uses. In other words, your source has a source for the quotation. If this is an important voice of authority in the field, for example, an article on competitive strategy that quotes Michael Porter, then it would be appropriate to go to the original source for the quote. However, at times this is not necessary or practical. In these cases, you need to decide if you want to emphasize the original source or the source in which you found it. Each case requires a different form of citation.

For example, consider the following passage:

. . . . In addition, Rinehart, Cooper, and Wagenheim point out, "Customer service is a pervasive, boundary-spanning activity that takes place from within and beyond the firm."¹

Emphasis on original work:

¹Lloyd Rinehart, M. Bixby Cooper, and George Wagenheim, Winter 1989, "Furthering the Integration of Marketing and Logistics Through Customer Service in the Channel," *Journal of the Academy of Marketing Science* 17, p. 63, quoted in Daniel Innis and Bernard LaLonde, 1994, "Customer Service: The Key to Customer Satisfaction, Customer Loyalty, and Market Share," *Journal of Business Logistics* 15:1, p. 3.

Innis, Daniel and Bernard LaLonde. 1994. "Customer Service: The Key to Customer Satisfaction, Customer Loyalty, and Market Share." *Journal of Business Logistics* 15:1, p. 3.

(Note: Since you did not have access to the original work, then you should not list it in your bibliography, which should be limited to those works you have actually consulted.)

Emphasis on secondary source:

¹Daniel Innis and Bernard LaLonde, 1994, "Customer Service: The Key to Customer Satisfaction, Customer Loyalty, and Market Share," *Journal of Business Logistics* 15:1, p. 3, quoting Lloyd Rinehart, M. Bixby Cooper, and George Wagenheim, Winter 1989, "Furthering the Integration of Marketing and Logistics Through Customer Service in the Channel," *Journal of the Academy of Marketing Science* 17, p. 63.

Innis, Daniel and Bernard LaLonde. 1994. "Customer Service: The Key to Customer Satisfaction, Customer Loyalty, and Market Share." *Journal of Business Logistics* 15:1.

Distinguishing More Than One Work by the Same Author in Subsequent References

At times, you may find a single author has written extensively about your research topic and you use several of that author's works for your report. Since the original citation (i.e., the first time you cite a particular work) provides complete information, you do not need to distinguish the work from any others by the author. However, in any subsequent references, you need to distinguish which of the author's works you are citing.

The most logical approach is to use the sequence of information that appears in the citation. For example, the first element following the author's name is the date. If all the

author's works have different dates, then you can use the date to distinguish a particular work.

In the case where you have more than one work with the same date, then you should use the author's last name, date, and a truncated version of the title, followed by the page number. Truncate the title so that the reader can identify the source in the bibliography.

Original reference

¹Don E. Schultz, 1990, *Strategic advertising campaigns*, 3rd ed. (Lincolnwood, IL: NTC Business Books), p. 122.

²Don E. Schultz, September 1993. "Will direct marketing change communication theory?" *Journal of Direct Marketing* 6:2, p. 4.

³Don E. Schultz, September 1993, "Interactivity creates a new research agenda for direct marketers," *Journal of Direct Marketing* 7:4, p. 2.

Subsequent reference

⁴Schultz, 1990, p. 122.

⁵Schultz, September 1993, "Will direct," p. 6.

⁶Schultz, September 1993, "Interactivity," p. 4.

Identifying and Documenting Visual Material

Visual material requires: 1) an identifying caption or description, and 2) source documentation, if not your own. The caption or description should be designated as Figure X or Table X (where X represents a numbered sequence) and should be centered immediately below the visual. This should then correspond to the entries in the List of Figures. The caption should provide the reader with a brief statement of what the visual depicts.

Immediately below the captions on all visual material (drawings, photographs, figures, charts, tables, graphs, etc.) not your own, or containing data or information derived from another source, an acknowledgement should appear. The acknowledgement should consist of the following elements: the word “source” (in upper case), followed by a full colon, a complete bibliographic citation, and appropriate pagination. The bibliographic citation should conform to the standards set forth in this guide. A shortened bibliographic reference may be employed if the source has been cited previously. As with a footnote, the “source” note may also feature explanatory material, if appropriate.

Visual Material Derived from One Source

ACTION	1980	1985	1986	1987	1988	1989	1990	1991	1992
<i>Total Cases on Docket</i>	5,144	5,158	5,123	5,268	5,657	5,746	6,316	6,770	7,245
<i>Cases Granted Review</i>	184	186	167	180	161	154	141	120	111
<i>Cases Decided by Signed Opinion</i>	144	161	164	151	156	143	121	120	97

Table 1: United States Supreme Court Case Disposition

SOURCE: U.S. Department of Commerce, Economics and Statistics Administration, Bureau of the Census, 1994, *Statistical Abstract of the United States: The National Data Book* (Lanham, MD: Bernan Press), Chart Number 328, p. 210.

Visual Material Derived From Multiple Sources

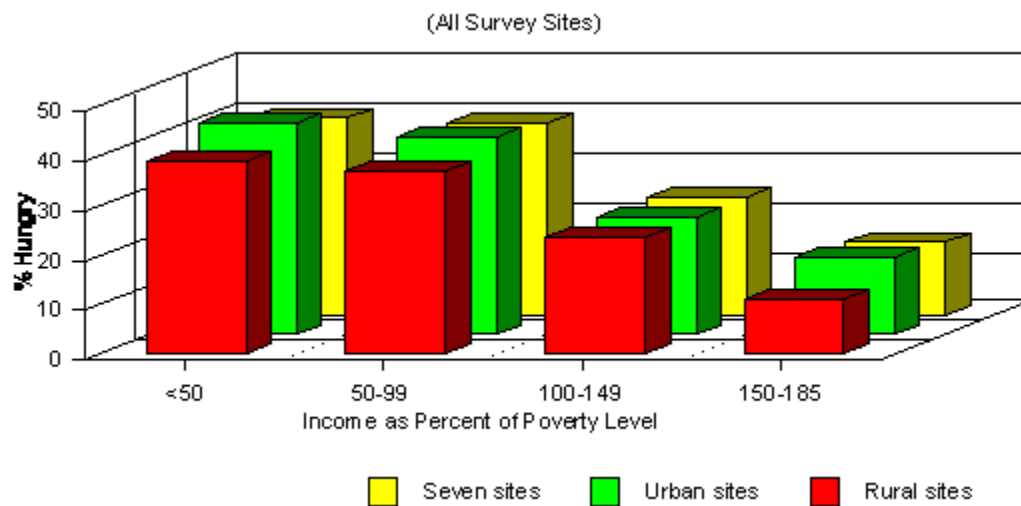


Figure 2: Hunger Rates (All survey sites)

SOURCE: Community Childhood Hunger Identification Project, 1991, *A Survey of Childhood Hunger in the United States* (Washington, D.C.: Food Research and Action Center), p. 78; Mark A. Siegel, Carol D. Foster, Cornelia B. Cessna, 1992, *Social Welfare: Help Or Hindrance?* (Wylie, Texas: Information Plus), p. 29; E. Fuller Torrey, 1988, *Nowhere To Go: The Tragic Odyssey of the Homeless Mentally Ill* (New York: Harper and Row), p. 39.

Visual Material Featuring Explanatory Material

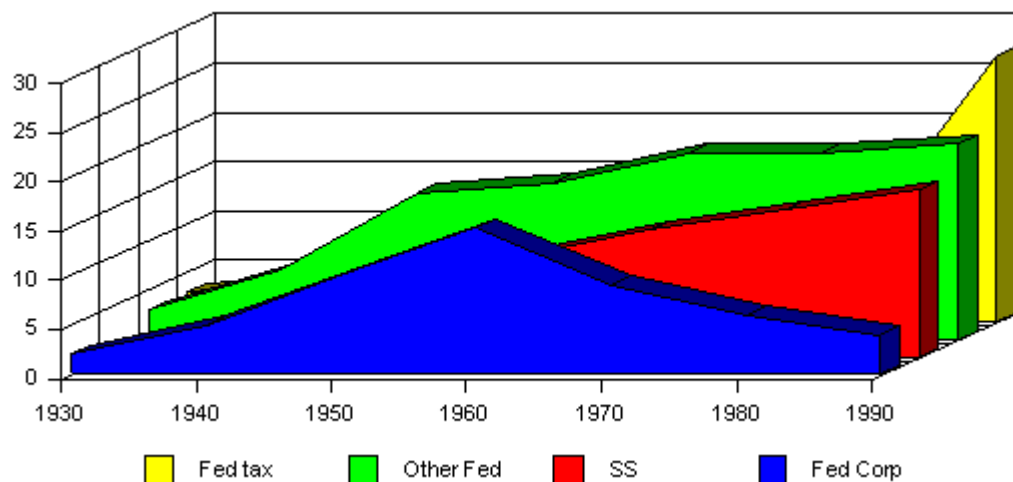


Figure 7: Taxes

SOURCE: Douglas Greenwald (ed.), 1994, *The McGraw-Hill Encyclopedia of Economics*, Second Ed. (New York: McGraw-Hill, Inc.), p. 977. The modern income tax in the United States began in 1909 with the taxation of corporate income at a rate of 1 percent. For many years, corporate taxes were larger than or equal in size to individual tax collections. Many countries in the world now provide that when corporate taxes are paid, individual taxes will be reduced. For instance, a credit might be allowed for corporate dividends that derive from previously taxed income. Although the United States does not “integrate” its corporate and individual income taxes in this manner, corporate tax receipts have declined in the United States because of lower rates and the availability of some tax breaks. Most important, a much greater portion of capital income earned within corporations has come to be paid as interest to bondholders. Interest income is not subject to corporate tax.

Preparing the Bibliography

Following are format and style considerations for preparing the bibliography:

1. The bibliography should be organized in alphabetical order of the author's last name (or beginning of a title where an author is not cited).
2. Single-space bibliographic entries with a space between individual entries. Bibliographic entries should be formatted with a hanging indentation of at least 0.25" but no more than 0.50".
3. For subsequent works by the same author, do not repeat the author's name, but use a 3-em dash (approximately five spaces of underlining -- See "Sample Bibliography").
4. For multiple works by the same author, list in chronological order with the oldest date listed first.
5. With the exception of serial documents (i.e. magazine articles, etc.), pagination generally is not necessary in a bibliographic entry.
6. The bibliography need not be comprehensive. Rather, it should include all items the student used to produce the report or project, whether they were cited or not. Accordingly, the inclusion of items should be governed by the criterion of *usefulness*. Whereas all footnotes must correspond with a bibliographic entry, *not all* works listed in the bibliography will have generated a footnote. Each bibliographic entry should represent a work that in some significant manner aided the student.
7. Students should avoid padding their bibliographies. Items that have not been read or consulted should never be included. It is neither ethical nor accurate to include bibliographic entries that have not been read or consulted, but which have been gleaned from the bibliographies of works actually used to produce the report or project.

Sample Bibliography

Bibliography

Boone, Mary E. November 1999. "A Group Brain is Better than One." *Sales and Marketing Management* Volume 151(11), p.141+. [Internet, WWW, Database]. Available: ABI/Inform Full Text Database from Proquest Information and Learning; ADDRESS: <http://proquest.umi.com/>. [Accessed: 7 November 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Brown, John Seely and Paul Duguid. May/June 2000. "How to Capture Knowledge Without Killing It." *Harvard Business Review* Volume 78(3), p.73+. [Internet, WWW, Database]. Available: ABI/Inform Full Text Database from Proquest Information and Learning; ADDRESS: <http://proquest.umi.com/>. [Accessed: 30 June 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Garber, Joseph R. June 12, 2000. "Does Your Web Site Sing?" *Forbes*, p. 250. [Internet, WWW, Database]. Available: Business Source Elite Database from EbscoHOST; ADDRESS: <http://www.ebsco.com>. [Accessed: 4 January 2002]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Gitomer, Jeffrey H. 1998. *Customer Satisfaction is Worthless, Customer Loyalty is Priceless*. Austin, Texas: Bard Press.

Harari, Oren. May 1999. "The Concrete Intangibles." *Management Review* Volume 88(5), p.30+. [Internet, WWW, Database]. Available: ABI/Inform Full Text Database from Proquest Information and Learning; ADDRESS: <http://proquest.umi.com/>. [Accessed: 16 February 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

_____. December 1999. "Margin Killers." *Management Review* Volume 88(11), p.33+. [Internet, WWW, Database]. Available: ABI/Inform Full Text Database from Proquest Information and Learning; ADDRESS: <http://proquest.umi.com/>. [Accessed: 17 February 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Kaydo, Chad. June 2000. "A Position of Power." *Sales and Marketing Management* Volume 152(6), p. 105+.

Kent, Michael L. Winter 1998. "Does your Web site attract or repel customers? Three tests of Web site effectiveness." *Public Relations Quarterly* Vol. 43(4), pp. 31-33. . [Internet, WWW, Database]. Available: Business Source Elite Database from EbscoHOST; ADDRESS: <http://www.ebsco.com>. [Accessed: 4 January 2002]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

“Learning How Spam May Impact Marketing.” July 1999. *Target Marketing* Vol. 26(7), pp. 17+. [Internet, WWW, Database]. Available: ABI/Inform Database from ProQuest Information and Learning; ADDRESS: <http://www.proquest.com>. [Accessed: 4 July 2002]. A copy of this article is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Markides, Constantinos C. March-April 1999. “In Search of Strategy.” *Sloan Management Review* Vol. 40 Issue 3, p6. [Internet, WWW, Database]. Available: Academic Search FullTEXT Elite Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>. [Accessed: 23 March 2002]. A copy of this article is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Slywotzky, Adrian J. May 2000. “Power to the Customer.” *Sales and Marketing Management* Volume 152(5), p.34+. [Internet, WWW, Database]. Available: ABI/Inform Full Text Database from Proquest Information and Learning; ADDRESS: <http://proquest.umi.com/>. [Accessed: 7 April 2002]. A copy of this article is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Writing Style Guidelines

Writing style covers usage, punctuation, spelling, typography, and arrangement of words and phrases in printed materials. It establishes rules to provide a consistent approach to written material. You should follow these guidelines, unless specifically directed otherwise by an instructor.

Abbreviations and Acronyms

In a formal report, You should avoid using abbreviations, with some exceptions. For example, some commonly used abbreviations are permissible, such as Dr., Mr. or Mrs., vs., Ph.D., etc. However, you should avoid abbreviations such as Prof., Univ., Feb., Tues., etc. The use of an ampersand (&) should be avoided unless it is part of a formal corporate name, such as Bain & Company.

Acronyms are permissible in formal writing, provided the acronym is defined before its use. As an example, you would define TQM as follows: total quality management (TQM). Once you have defined the acronym, you can use the acronym freely in the rest of the report without defining it. If you are preparing a formal report, the acronym should be added to your glossary.

Article and Book Titles

Article titles should appear within quote marks in your text, footnote, and bibliography. The name of a publication (including the name of a journal, magazine, or other serial publication) should appear in italic. Book titles should appear in italic in your text, footnote, and bibliography. Do not underline titles. (In fact, do not underline anywhere in your report.)

Article and book titles have certain rules for capitalization. These should be followed, *despite what an online citation may show*. In title capitalization, the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (if, because, as, that, etc.) should be capitalized. Articles (a, an, the) coordinating conjunctions (and, but, or, for, nor), and prepositions are lowercase, unless they are the first or last word of the title.

Capitalization

Use of capital letters should be limited to proper nouns. For example: President George W. Bush. However, if you were referring to the president of the United States, the term president would not be capitalized.

For more examples of capitalization, go to the Purdue Online Writing Lab at: <http://owl.english.purdue.edu/handouts/index2.html>

Colloquialisms

Colloquial refers to informal or conversational language that is not used in formal writing.

Commas

The comma is a valuable, useful tool in a sentence because it helps the reader pause in the right places. The rules provided here are those found in traditional handbooks.

1. Use commas to separate independent clauses when they are joined by any of these seven coordinating conjunctions: *and, but, for, or, nor, so, yet*
2. Use commas after introductory (a) clauses, (b) phrases, or (c) words that come before the main clause.
3. Use a pair of commas in the middle of the sentence to set off phrases, clauses, and words that are not essential to the meaning of the sentence. Use one comma before to indicate the beginning of the pause and one at the end to indicate the end of the pause.
4. Use commas to separate three or more words, phrases, and clauses written in a series.
5. Use commas to separate two or more coordinate adjectives that describe the same noun.
6. Use commas near the end of the sentence to separate sharply contrasted coordinate elements in the sentence or to indicate a distinct voice pause.
7. Use commas to set off phrases at the end of the sentence that refer back to the beginning or middle of the sentence. These phrases are free modifiers that can appropriately be placed at the beginning, middle, or end of the sentence without causing confusion for the reader.
8. Use commas to set off all geographical names, items in dates (except the months and day), addresses (except the street name and number), and titles in names.
9. Use commas after "he said," etc. to set off direct quotations and after the first part of a quotation in a sentence.
10. Use commas anywhere in the sentence to prevent possible confusion or misreading.

For more information on comma usage and examples go to the Purdue University On-Line Writing Lab at: <http://owl.english.purdue.edu/handouts/punctuation>.

Another source for frequent writing errors can be found at:
<http://www.wsu.edu:8080/~brians/errors/errors.html>

Formal Report Elements

A formal report should contain the following the elements:

- Title page: includes title, reader's name, writer's name, date, and organization. The title needs to be complete, giving the reader the specific topic you are writing about, don't be vague.
- Table of Contents: should include the same headings used in the report. The Table of Contents begins with the material that follows it, i.e., List of Figures.
- List of Figures: This is separate from the Table of Contents and lists all of your figures. Each illustration, visual, table, chart, etc. needs to be identified with a figure number and descriptive caption. (Note: you may label tables separately, which also means you need to add a List of Tables. This would appear on a page separate from the List of Figures.)
- Abstract or Executive Summary: A brief summary of the report -- should be no more than 5% of length of the total text. Think about the abstract as explaining what your report is about in "twenty-five words or less." This is directed primarily to readers who are, at least, somewhat familiar with the subject. Therefore, you can use specialized terminology freely without definitions, etc. The Abstract should be single-spaced. The Abstract should not contain footnotes.
- Text of the report complete with headings and footnotes.
- Glossary: This is an alphabetical list of definitions and acronyms. If you defined a term or phrase in your text, it should be in the glossary. Also, acronyms should be included in the glossary.
- Bibliography: The bibliography is inclusive. That is, it includes all research materials that you consulted, whether you cited those materials or not. Arrange your bibliographic entries alphabetically by author's last name.
- Appendix: The Appendix section of a report is useful for presenting peripheral information. This is information that relates to report, but would not be appropriate for inclusion in the report. For example, if you were to undertake a survey using a questionnaire, you may want to include the questionnaire, the raw data, the statistical analysis, etc. in the Appendix.

Formal Style

Unless specified by an instructor, reports should use a formal writing style. This means:

- Do not use personal pronouns such as I, we, our, us, you.
- Do not use contractions such as can't, don't, won't, didn't, and similar contractions.
- Do not use abbreviations, colloquialisms, or jargon.

Formatting a Report

Following are guidelines for formatting a report. These do not apply to MSEM capstone or thesis projects. These are covered in the MSEM Capstone/Thesis Requirements section.

- Top and bottom margins for a page should be 1".
- Right and left margins for a page should be 1.25".
- Double-space reports, unless specified by your instructor.

- Use 12-point Times New Roman for text.
- Use ragged right justification, which is flush left. Do not use full justification.
- Do not underline text or headings.

Headings

Headings are the titles and subtitles within the actual text. Headings are like the parts of an outline that have been pasted into the actual pages of a report or other document. They are an important feature of writing: they alert readers to upcoming topics and subtopics, help readers find their way around in long reports and skip what they are not interested in, and break up long stretches of straight text.

Headings are also useful for writers. They keep you organized and focused on the topic. When you begin using headings, your impulse may be to haphazardly add headings after you have written the rough draft. Instead, visualize the headings before you start the rough draft, and insert them in as you write.

Word provides default heading styles. Using the default headings makes it easier and enables you to automatically generate a table of contents for a report. Or, you can generate your own style. See the section on Typefaces and the section on Word's Formatting Features.

Headings should not be underlined. Use boldface and/or italics.

Hyphens

When two or more words form a single unit of meaning to modify another word, you should use hyphens to connect the words.

face-to-face communication
state-of-the-art technology
salesperson-customer relationship

For a detailed discussion of hyphens, go to the Purdue Online Writing Lab handouts at: <http://owl.english.purdue.edu/handouts/index2.html>

Quote Marks and Punctuation

When using quotation marks, punctuation should go inside the quotes. Use double quote marks in all cases, except when you have a quotation within a quotation, in which case you should use a single quote mark.

Possessive Usage

The possessive is used to indicate ownership, e.g., the company's profits. A common error occurs with dates. The following example is incorrect:

“In the late 1970's and mid-1980's, with the goal of reducing quality costs, Motorola started implementing Six Sigma.”

Since the dates do not have any ownership, they should appear as: “In the late 1970s and mid-1980s, with”

Sexist Language

Sexist language is language that suggests people's qualities and abilities are determined by their sex. This is gender-specific language that is patently incorrect. Identify a person's sex, race, or similar characteristic only when relevant. Avoid using sex-linked pronouns when referring to people of both sexes

Incorrect:

This survey shows that the consumer is worried that he won't get quick and courteous service during the warranty period.

Spacing

You should allow a single-space following a punctuation mark, such as a period, comma, colon, etc. Using two spaces is a hold-over from the days of using typewriters for reports.

That/Which/Who Usage

A common mistake in writing is confusing *that* and *which*. *That* is restrictive and *which* is non-restrictive. Some authorities believe that it does not make any difference. And, others subscribe to the belief that you need to distinguish the two for precise grammar. For usage guidelines, go to:

<http://www.engl.niu.edu/dhardy/grammarbook/program4/index.html>

Typefaces

The recommended typeface for the text of a report is 12-pt. Times New Roman. For headings, you can use a different typeface. Following are suggested typefaces for headings:

First-level heading: **14-point Arial Bold**

Second-level heading: **12-point Arial Bold**

Third-level heading: **12-point Arial Bold Italic**

Using Numbers

Current usage is that you spell out numbers that can be expressed in one or two words. The exceptions are when you are dealing with technical quantities or amounts, percentages, street addresses, etc. A review of this can be found at:

<http://owl.english.purdue.edu/handouts/esl/eslnumber.html>

Word's Formatting Features

When preparing reports, it is simpler to use some of the formatting tools found in Word. Here are some of the more common formatting tools:

Footnoting

Place your cursor where you want the footnote to appear. Click on Insert in the toolbar and select Footnote. A pane should appear at the bottom of the page. Be sure to select the Footnote option, rather than Endnotes. Type in the footnote information. This feature will automatically position the footnote at the bottom of the page (Note: in some older versions of Word, footnotes can sometimes "spill over" to the next page. Do not concern yourself with this.) Also, if you later move text from one position to another, footnote numbers are automatically updated.

Footnotes should have the first line indented. If your version of Word does not automatically indent the first line, you will need to modify the Word template. From the toolbar, click on Format and select Styles and Formatting. Find the style for the footnote and modify that so that you have indented the first line.

Bibliography

Bibliographic entries should have a hanging indent. Place your cursor anywhere within the bibliographic entry. Click on Format in the toolbar and select Paragraph. Under Indentation, click on the button for Special and select Hanging Indent. The default setting is 0.5". However, from an esthetic standpoint, it is best to change that to 0.25". (Note: You can also use the Style feature to create a bibliography style.)

Page Numbering

The front matter of a report (title page, table of contents, list of figures, and abstract) uses lower case Roman numerals. The rest of the report uses standard numbering. To achieve this, you do not need to create two files. Rather, at the end of the front matter, insert a page break. When doing this, select Section Break Types/Next Page. This separates the file into sections. You can format individual sections. So, for page numbering, in the front matter, you can select Insert/Page Numbering and select the proper format and have it apply to this section only. The same applies to your text and bibliography.

Heading Styles

Headings should be used within your reports to distinguish topics and sections of a report. You can manually create your headings or use the heading feature in Word. If you examine the toolbar, you will see that Normal is your default template style. Clicking on that box will display the other available templates. Typically, this has at least three levels of headings. Most students use the default settings in Word. However, you can modify styles or add new styles. To do so, place your cursor within the text of the style you want to modify. Then, click on Format in the toolbar and select Styles and Formatting. Information on the current style will be displayed. Click on Modify and make sure you check the box Add to Template. Now, you can modify the font, paragraph, etc.

Table of Contents

If you use style templates for your headings, as described above, you can automatically generate a table of contents. To do this, on the page following the title page, type Table of Contents (use boldface and the Normal style and select a type size appropriate for a heading). Then, place your cursor on the next line and select Insert/Index and Tables. Select the Table of Contents tab. This will give you options as to format of the table and how many levels of headings you want to display. Make your choices and click on OK. This will automatically generate your table of contents. You can periodically update this if you move things around by placing your cursor anywhere within the table and repeating the Insert/Index and Tables process.

Figures and Tables

When using graphics, tables, pictures, and other types of visual devices in a report, you need to provide two elements. One is a caption that identifies the contents of the graphic. The other is to provide documentation for the graphic or table. Documentation and examples of figures are contained in the section “Identifying and Documenting Visual Material.”

Captions can be generated automatically. Place your cursor beneath the figure, click on Insert/Caption. A pane will open with Figure 1: already generated. Simply type in the caption text and click on OK. Now you can automatically generate a List of Figures. Again, at the top of a page, type List of Figures (use one of your heading styles so that this appears in your table of contents). Then place your cursor on the next line and select Insert/Index and Tables. Now select Table of Figures.

MSEM Capstone and Thesis Projects

Before starting a thesis, students should become familiar with the Thesis Guidelines located at: http://www.msos.edu/grad/msem_thesis/

Formatting MSEM Capstone and Thesis Projects

Due to the nature and importance of capstone and thesis projects, students should comply with the following formatting standards.

General Format for Required Printed Copies

The report shall be neatly printed with double-spaced type, single-sided, unbound, on paper 8.5 x 11 inches in size (i.e., 21.6 x 27.9 cm). As a general rule of thumb, the page layout for any page of the text should not be rendered in landscape, although it is acceptable to place figures and tables in a landscape layout. The appendices, if included, may use single-spaced type. Each student is expected to use a commercially available computer-based word-processing tool to prepare the report and to create a file containing the report. The student is required to submit one original printed copy of a thesis and two additional copies of the thesis. The original of the final version of the thesis shall be of laser printer quality, on 20 pound weight bond paper. The two additional copies of the final version of the thesis, also required to be submitted, may be of photocopy quality, but must be neat and clearly legible. All copies of the draft version of the thesis may be of photocopy quality, and may be bound by a staple, paper clip, or other fastener. For a capstone project, check with the instructor for the number of copies required.

Required Electronic Copy

For both thesis and capstone projects, an electronic copy must be submitted at the same time as the printed copies. The electronic copy may be submitted on either diskette(s) or zip drive(s). It must be formatted in Word (.doc), WordPerfect (.wpd), Adobe Acrobat (.pdf) or as an alternative file format if the alternative is approved by the program director or instructor. The electronic copy must include as a minimum all text in the printed report with the exception of the appendices.

Margins and Page Numbering

Margins

Thesis and capstone reports shall have a one-inch margin (i.e., 2.54 cm) at the top, bottom, and right-hand side of each page, and a 1.5-inch (i.e., 3.81 cm) margin on the left-hand side of each page. The 1.5-inch margin on the left hand side of each page will allow for binding of the report, which the university will have done subsequent to receiving the report from the student.

The intent of the 1.5-inch left hand margin requirement is that the entire text of the work shall feature a 1.5-inch left hand margin, not merely the text of section headings.

Page Numbering

Each page, including the Bibliography and appendices, shall be numbered in the upper-right corner, with the exception of the title page, which shall not be numbered. Neatly-rendered page numbering by hand is acceptable for those pages that cannot be numbered

normally because of the appearance of visual material. The abstract, which immediately follows the title page, shall begin on the second page, which will be marked "ii" in the upper-right corner. The page number that appears in the upper-right corner need not be within the top margin; the ideal position for the page number is 0.5-inch from the top edge and 1-inch from the right edge of the paper.

The pages preceding the report proper, the front matter, should be numbered using lower-case Roman numerals. The front matter includes the title page (however, a number does not appear on the title page), acknowledgements, table of contents, list of figures, list of tables, and abstract. Beginning with the first page of the main text of the thesis or capstone report, the remaining pages shall be numbered with Arabic numerals. The first page of the main text shall be numbered "1".

This is relatively simple with Word. Consider that your report has three distinct sections. The first is the letter of transmittal. This does not have a page number and is not counted as part of the report. Rather, it is an extra element (cover letter) that is integral to the report, but not counted. The second section is the front matter, which includes the title page, table of contents, list of figures, and abstract. The third section is the rest of the report.

To automatically handle page numbering, separate these three sections by using the Insert/Break/Section Break/Next Page commands. Then, you can change the numbering within each section. The second section should be numbered using lower case Roman numerals, while the third section can use Arabic numerals.

Typefaces

The required typeface for the text of a report is 12-pt. Times New Roman. For headings, you can use a different typeface. Following are the required typefaces for headings:

First-level heading: **14-point Arial Bold**

Second-level heading: **12-point Arial Bold**

Third-level heading: **12-point Arial Bold Italic**

Thesis and Capstone Sections

The MSEM thesis and the MSEM capstone report shall consist of the following sections in the order given (some sections are not required):

- I. Title Page (Required)
- II. Acknowledgements / Dedication (Not required)
- III. Table of Contents (Required)
- IV. List of Figures (Required if thesis or report contains figures)
- V. List of Tables (Required if thesis or report contains tables of data)
- VI. Abstract (Required)
- VII. Main text or Body of Report (Required)
- VIII. Glossary (Not required, but generally recommended)
- IX. Bibliography (Required)
- X. Appendices (Not required)

Details about each of these sections follow.

The Letter Of Transmittal

The Letter of Transmittal introduces the purpose and content of the report to the principal reader of the report.

The letter can include the following information:

- statement of title and purpose.
- who authorized or requested report and when.
- methods used or principal results, conclusions, etc.
- personal experience that qualifies writer as expert.
- acknowledge any assistance received.
- offer to assist in interpreting or answering questions.

The letter can also show the distribution of report. In other words, it informs the primary reader about who else has been given access to information.

Note: The letter of transmittal is not a section of the thesis or report and, therefore, is not included in the page numbering. It is a separate document that attaches to the report.

The Title Page

The MSEM capstone report title page shall include the following elements: title; author's name; a required description ("A Capstone Report Submitted to the Milwaukee School of Engineering in Partial Fulfillment of the Requirements for the Degree of Master of Science in Engineering Management"); a capstone course designation; place of publication; and date. See the following example.

**Learning Aspects of Knowledge Management
Introduction Strategies and New Technologies:
An Empirical Assessment**

by

Samuel J. Watson

A Capstone Report Submitted to the
Milwaukee School of Engineering
in Partial Fulfillment of the
Requirements for the Degree of
Master of Science in Engineering Management

EM860 Organizational Management Capstone Course

Milwaukee, Wisconsin

25 February 2003

The MSEM thesis title page shall include the following elements: title; author's name; a required description ("A Thesis Submitted to the Milwaukee School of Engineering in Partial Fulfillment of the Requirements for the Degree of Master of Science in Engineering Management"); place of publication; and date. See the following example.

**Examining the Relationship Between
Leadership and Emotional Intelligence
in Senior Level Managers**

by

Samuel J. Watson

A Thesis Submitted to the
Milwaukee School of Engineering
in Partial Fulfillment of the
Requirements for the Degree of
Master of Science in Engineering Management

Milwaukee, Wisconsin

13 November 2003

Acknowledgements/Dedication

This section is mandatory if substantive assistance was received in the production of the thesis or capstone report. Otherwise, this section is optional. If included, it shall be on a separate page. If others provide a substantive contribution in the completion of the thesis or capstone report, then the acknowledgment shall be specific about such contribution to properly give credit. Some students use this section to give personal thanks to others offering general support; such usage of this section is entirely optional.

Table of Contents

The headings listed should be the same headings used in the report. Most word processors have the capability of automatically generating and formatting a Table of Contents. Complete and accurate pagination shall be provided for all headings listed in the Table of Contents.

Appendices shall be listed in the Table of Contents. For example:

Appendix A: QFD Survey Instrument 137

Note: The Table of Contents begins with the material that follows it, i.e., usually the List of Figures.

List of Figures

This is separate from the Table of Contents. It appears on a separate page (or pages) and lists all of your figures. Each illustration, visual, chart, etc. needs to be identified with a figure number, its descriptive caption, and the page number on which it appears.

Be sure the figure number in the list corresponds to the figure number in the text. Be sure that captions in the list and in the text match precisely. One way to do this, at least in Word, is to use the *Insert/Captions* command from when identifying your figures. This will automatically generate a figure label and keep track of the numbering. Then, when you are finished, you can create a List of Figures using the *Insert Index and Tables* command. Word will automatically generate and format the list.

List of Tables

This is separate from the Table of Contents. It appears on a separate page (or pages) and lists all of your tables. Each table needs to be identified with a table number, its descriptive caption, and the page number on which it appears. A table generally contains rows and columns of data.

The Abstract

A brief summary of the thesis or report. The abstract should be no more than 5% of length of the total text. Think about the abstract as explaining what your thesis or report is about in "twenty-five words or less."

The abstract is directed primarily to readers who are somewhat familiar with the subject. Therefore, you can use specialized terminology freely without definitions, etc. The abstract should be single-spaced. Because the abstract is a summary of your work, and thus does not feature information that does not appear in the thesis or report, the abstract should not feature footnotes.

Main Text or Body of the Thesis/Capstone Report

The text should be double-spaced. Do not add extra spaces between paragraphs; indent instead. Use headings and subheadings to help guide the reader. Number the pages (note: front matter uses lower case Roman numerals, text and end matter are consecutively numbered using Arabic numerals).

Figures, Tables, and Other Visuals

Figures, tables, and other visuals should each be positioned at the top or bottom of a page. Avoid placing them in the middle of pages. Captions for all visual material shall be below the visual material. Captions shall be punctuated in a grammatically correct manner. All captions shall conclude with a period. Avoid placing figures, tables or other visuals before their first mention in the text. However, for the convenience of the reader, it is recommended that figures, tables, and other visuals should be placed in the text as near as possible after they are first referred to. Avoid placing all visual material after the main text simply because it may be more convenient to do so; good reasons should exist for relegating visual materials after the main text although it is appropriate to place visual material relevant to an appendix within that appendix. If possible, avoid running visual material or the captions for visual materials beyond more than one page. However, if visual material requires more than one page (e.g., a multi-page table of data), provide the same caption for each page, followed by a “part” designation. For example, “Table 1: Survey Data, Part 1,” “Table 1: Survey Data, Part 2,” and so on.

Within the text, when referring to a figure or a table, you may always use an upper case "F" and "T" (as in "... the results are shown on Figure 7 and listed in Table 13 ...").

Figures must be clear and legible.

Glossary

Alphabetical list of definitions and acronyms. If you defined a term or phrase in your text, it should be in the glossary. Also, acronyms should be included in the glossary. For lengthy reports, the glossary is an invaluable aid for the reader. For example, if you define a term on the second page of a report and then use it again on page 48, the reader would have to page back through the report to find the meaning of the term, without the glossary. Realistically, readers do not search out definitions. Rather, they "guess" at the word or acronym, using the context, and proceed. However, with a glossary, the reader is more inclined to check the word's meaning. Obviously, this makes for more effective writing.

A simple way to format the Glossary is to use the table function in Word.

Bibliography

The Bibliography is inclusive. That is, it includes all research materials that you consulted, whether you cited those materials or not. Arrange your bibliographic entries alphabetically.

Titles of articles or books: Often, students are confused as to what to capitalize for a book or article title, especially since many of the online databases use varying styles of capitalization. For example, titles should appear as upper and lower case, not as all upper case. According to *The Chicago Manual of Style*, the first and last words of the title, plus all nouns, pronouns, adjectives, verbs, adverbs, and subordinating clauses (if, because, as,

that, etc.) should be capitalized. Articles (a, an, the), coordinating conjunctions (and, but, or, for, nor), and prepositions, regardless of length, are shown in lower case unless they are the first or last word of the title or subtitle. No word in a title should be in all upper case, regardless of how it appears in the original, unless it is an acronym.

Appendix

The appendix section of a thesis or capstone report is useful for presenting peripheral information. This is information that relates to report, but would not be appropriate for inclusion in the report. For example, if you were to undertake a survey using a questionnaire, you may want to include in the appendix the questionnaire, the raw data, the statistical analysis, etc. The appendix may include a large range of materials, but all material in an appendix should be related to the report, and as a general rule of thumb, material in an appendix is material that would "clutter" the body of a report with too much detail.

The appendix is *not* a required element.

Each appendix in a report shall be labeled. For example, "Appendix A: Survey Instrument," "Appendix B: Survey Results."

It is occasionally necessary to document material that appears in an Appendix. Because an appendix is not part of the body of the thesis or capstone report, the documentation employed should not be a continuation of the footnote sequence used in the main text. Instead, each appendix shall be footnoted (if necessary) as a separate entity. For example, Appendix A might feature footnotes 1, 2, and 3; Appendix B might feature footnotes 1, 2, 3, 4, 5, 6; and Appendix C might feature footnotes 1 and 2. All footnotes in each appendix shall feature corresponding bibliographic entries.

Appendix A: Sample Footnote and Bibliography Entries

The following samples give you examples to follow when documenting your sources. While we have tried to include examples pertaining to the most commonly used sources in preparing research reports, this list is not all-inclusive. When you encounter a source that is not listed in the samples, you should refer to the section on the "Fundamentals of Documentation" and apply the principles to your situation. If you are not sure, you can refer to *The Chicago Manual of Style*, which is available at most libraries. Or, you can contact the MSOE library with your question.

The following examples represent the most common documentation situations encountered by students. In each instance, the footnote(s) appears first, followed by the bibliographic entry. Footnotes should have their first line indented 0.25". Bibliographic entries should have a hanging indent of the same dimension.

ABSTRACTS

Some databases provide abstracts of written works. A student may use the abstract of a document, without consulting the actual document itself, if it contributes to the student's research efforts. In most cases, it is best to consult the original document, but it is not mandatory, particularly if a well-written abstract can be located. If an abstract is used, then the abstract must be clearly cited as the source of information--not the original document.

The footnote and bibliographic entry for an abstract from the Compendex database are:

¹Abstract of Mendi C. Lowe, January 1993, "Is It Ethical to Profit From a Natural or Man-Made Disaster?," *Civil Engineering* Vol. 63(1), pp. 75-76, [Internet, Library Database], *Available:* Compendex Database; *ADDRESS:* <http://www.engineeringvillage2.org/>, [Accessed: 23 March 2003]. A copy of this abstract is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Abstract. Lowe, Mendi C. January 1993. "Is It Ethical to Profit From a Natural or Man-Made Disaster?" *Civil Engineering* Vol. 63(1), pp. 75-76. [Internet, Library Database]. *Available:* Compendex Database; *ADDRESS:* <http://www.engineeringvillage2.org/>. [Accessed: 23 March 2003]. A copy of this abstract is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Another situation that may arise is when you cite a source that solely consists of abstracts. An example would be citing an abstracted article from *Communication Abstracts*.

²Abstract of N.S. Baron, April 1998, "Letters by Phone or Speech by Other Means: The Linguistics of E-Mail," *Language & Communication* in "Interpersonal Communication and Relations," February 1999, *Communication Abstracts* Vol. 22(1), p.1, [Internet, Library Database], *Available:* Academic Search Elite database from Ebscohost; *ADDRESS:* <http://search.epnet.com/>, [Accessed: 16 August 2002]. A copy of this abstract is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Abstract of N.S. Baron. April 1998. "Letters by Phone or Speech by Other Means: The Linguistics of E-Mail." *Language & Communication* in "Interpersonal Communication and Relations." February 1999. *Communication Abstracts* Vol. 22(1), p.1. [Internet, Library Database], Available: Academic Search Elite database from Ebscohost; ADDRESS: <http://search.epnet.com/>. [Accessed: 16 August 2002]. A copy of this abstract is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Note: In the bibliography, you alphabetize the entry based on the word "Abstract." If more than one abstract is cited, you alphabetize by the second element, which is the name of the database.

ADVERTISEMENTS (see COMPANY PUBLICATIONS)

ANNUAL REPORTS

¹R.R. Donnelley & Sons Company, 2003, *2003 Annual Report* (Chicago, IL: R.R. Donnelley & Sons Company), p. 72. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

R.R. Donnelley & Sons Company. 2003. *2003 Annual Report*. Chicago, IL: R.R. Donnelley & Sons Company. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Microsoft Corporation, 2002, *2002 Annual Report* (Redmond, Washington: Microsoft Corporation), p. 6, [Internet, WWW], Available: MSFT Investor Relations website; ADDRESS: <http://www.microsoft.com/msft/ar.msp>, [Accessed: 15 June 2003]. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Microsoft Corporation. 2002. *2002 Annual Report*. Redmond, Washington: Microsoft Corporation. [Internet, WWW]. Available: MSFT Investor Relations website; ADDRESS: <http://www.microsoft.com/msft/ar.msp>. [Accessed: 15 June 2003]. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

ARTICLES (see PERIODICALS)

BLOGS

A "blog" – also known as a "web log" or "weblog" – is a website that features frequent, chronologically-arranged personal musings and links to other websites. A blog is essentially a personal running commentary intended for a Web audience. Personal, idiosyncratic, even whimsical, in nature, blogs should be judiciously cited only when

appropriate. The citation of a blog should feature a note or indication to the reader that the website is a blog. See **Web Page Examples** in this style guide.

BOOKS

Print Books

For a Book by a Single Author

¹M. J. Moroney, 1951, *Facts from Figures* (Harmondsworth, Middlesex: Penguin Books), p. 372.

Moroney, M. J. 1951. *Facts from Figures*. Harmondsworth, Middlesex: Penguin Books.

For a Book by Two Authors

¹William W. Neher and David H. Waite, 1993, *The Business and Professional Communicator* (Boston: Allyn and Bacon), p. 143.

Neher, William W. and David H. Waite. 1993. *The Business And Professional Communicator*. Boston: Allyn and Bacon.

For a Book by More Than Two Authors

¹Chuck Laughlin, Karen Sage, and Marc Brockmon, 1993, *Samurai Selling: The Ancient Art of Service in Sales* (New York: St. Martin's Press), p. 89.

²Curtis E. Tate, Jr., Leon C. Megginson, Charles R. Scott, Jr., and Lyle R. Trueblood, 1975, *Successful Small Business* (Dallas, TX: Business Publications, Inc.), p. 127.

Laughlin, Chuck, Karen Sage, and Marc Brockmon. 1993. *Samurai Selling: The Ancient Art of Service in Sales*. New York: St. Martin's Press.

Tate, Curtis E., Jr., Leon C. Megginson, Charles R. Scott, Jr., and Lyle R. Trueblood. 1975. *Successful Small Business*. Dallas, TX: Business Publications, Inc.

For a Subsequent Edition of a Book

¹Barry Nance, 1994, *Introduction to Networking*, 3rd. ed. (Indianapolis: Que Corporation), p. 2.

Nance, Barry. 1994. *Introduction to Networking*. 3rd. ed. Indianapolis: Que Corporation.

For a Chapter or Other Titled Part of a Book.

¹John M. Updegraph, Jr. and Burton C. Person, "Rediscovering Profits in Manufacturing," in Roland Mann (ed.), 1971, *The Arts of Top Management: A McKinsey Anthology* (New York: McGraw-Hill Book Company), p. 126.

Updegraph, John M., Jr. and Burton C. Person. "Rediscovering Profits in Manufacturing." In Roland Mann (ed.). 1971. *The Arts of Top Management: A McKinsey Anthology*. New York: McGraw-Hill Book Company.

For a Book with No Author

¹*Cases in Organizational Communication*, 1989, (Boston: Allyn and Bacon), p. 128.

Cases in Organizational Communication. 1989. Boston: Allyn and Bacon.

For a Book with an Editor Rather Than an Author

¹Sherry Devereaux Ferguson and Stewart Ferguson, ed., 1988, *Organizational Communication* (New Brunswick, NJ: Transaction Publishers), p. 387.

Ferguson, Sherry Devereaux and Stewart Ferguson. ed. 1988. *Organizational Communication*. New Brunswick, NJ: Transaction Publishers.

Electronic Books

Electronic books are available in a variety of formats (CD-ROM, e-book readers, and via the Web). Some services provide an image of each page in a book and the image is a duplicate of the printed page. Other services retain the content of the book, but reformat it to comply with their own display requirements. For this reason, some services include pagination for books while other services do not; some services even renumber pages with their own numbering system. Include pagination in a citation if it appears in the electronic book. See “The Basics of Documenting a Book” for information that should appear in the footnote and bibliographic entry of a book. Include as much of this information as possible in the documentation of an electronic book.

Books24x7

¹Martin T. Focazio, 2001, *The E-Factor: Building a 24/7, Customer Centric, Electronic Business for the Internet Age* (AMACOM), “Introduction” in Chapter 5: “Cultural Planning,” [Internet, WWW, E-Book], Available: Books24x7 e-book service; ADDRESS: <http://www.books24x7.com>, [Accessed: 12 June 2003]. A copy of this material is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Focazio, Martin T. 2001. *The E-Factor: Building a 24/7, Customer Centric, Electronic Business for the Internet Age*. AMACOM. “Introduction” in Chapter 5: “Cultural Planning.” [Internet, WWW, E-Book]. Available: Books24x7 e-book service; ADDRESS: <http://www.books24x7.com>. [Accessed: 12 June 2003]. A copy of this material is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

An Electronic Book on CD-ROM

²Evergreen Training Programs, 2000, *Upset Citizens and Customers: Interactive Multimedia on How to Deal With the Angry, Difficult, Demanding Public* (Evergreen, CO: Evergreen Press), p. 175, [CD-ROM, E-Book], Available: Evergreen Press, Evergreen, CO 80439. A copy of this material is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Evergreen Training Programs. 2000. *Upset Citizens and Customers: Interactive Multimedia on How to Deal With the Angry, Difficult, Demanding Public*. Evergreen, CO: Evergreen Press. [CD-ROM, E-Book]. Available: Evergreen Press, Evergreen, CO 80439. A copy of this material is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

knovel Engineering & Scientific References Online

³Joseph M. Juran and A. Blanton Godfrey, ed., 1998, *Juran's Quality Handbook*, 5th ed. (New York: McGraw-Hill), p. 2.2, [Internet, WWW, E-Book], *Available*: knovel Engineering & Scientific References Online; ADDRESS: <http://www.knovel.com>, [Accessed: 5 May 2003]. A copy of this page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Joseph M. Juran and A. Blanton Godfrey, ed. 1998. *Juran's Quality Handbook*, 5th ed. New York: McGraw-Hill. [Internet, WWW, E-Book]. *Available*: knovel Engineering & Scientific References Online; ADDRESS: <http://www.knovel.com>. [Accessed: 5 May 2003]. A copy of this page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Safari Tech Books Online

⁴D. Brent Chapman, Simon Cooper, and Elizabeth D. Zwicky, 2000, *Building Internet Firewalls*, 2nd ed. (Sebastopol, CA: O'Reilly & Associates), "What Are You Trying to Protect?" in Chapter 1: "Why Internet Firewalls?" [Internet, WWW, E-Book], *Available*: Safari Tech Books Online e-book service; ADDRESS: <http://proquest.safaribooksonline.com>, [Accessed: 13 June 2003]. A copy of this material is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Chapman, D. Brent, Simon Cooper, and Elizabeth D. Zwicky. 2000. *Building Internet Firewalls*, 2nd ed. Sebastopol, CA: O'Reilly & Associates. "What Are You Trying to Protect?" in Chapter 1: "Why Internet Firewalls?" [Internet, WWW, E-Book]. *Available*: Safari Tech Books Online e-book service; ADDRESS: <http://proquest.safaribooksonline.com>. [Accessed: 13 June 2003]. A copy of this material is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

BROCHURES

¹Chemical Abstracts Service (CAS), March 1992, "CAS Document Delivery Service: More Than Just Chemistry....More Than Just Journals," CAS2015 (USA: CAS), p. 6. Published brochure. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Chemical Abstracts Service (CAS). March 1992. "CAS Document Delivery Service: More Than Just Chemistry....More Than Just Journals." CAS2015. USA: CAS. Published brochure. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²University of Wisconsin-Madison, School of Business, October 1995, "Business Information Center." Published brochure. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

University of Wisconsin-Madison. School of Business. October 1995. "Business Information Center." Published brochure. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

CASES

¹Kenneth S. Corts and Debbie Freier, 9 June 2003, *A Brief History of the Browser Wars*, HBS Case No. 9-703-513 (Boston: Harvard Business School Publishing), p. 5.

Corts, Kenneth S. and Debbie Freier. 9 June 2003. *A Brief History of the Browser Wars*. HBS Case No. 9-703-513. Boston: Harvard Business School Publishing.

²Nigel Percy, 2000, *Reinventing the Airline Business: If You Want Dinner, Go To A Restaurant!*, Case No. 008, p. 12, [Internet, WWW, PDF], *Available*: Available from Businesscases.org for \$20; *ADDRESS*: <http://www.businesscases.org>, [Accessed: 16 October 2002]. A copy of this case is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Percy, Nigel. 2000. *Reinventing the Airline Business: If You Want Dinner, Go To A Restaurant!* Case No. 008. [Internet, WWW, PDF]. *Available*: Available from Businesscases.org for \$20; *ADDRESS*: <http://www.businesscases.org>. [Accessed: 16 October 2002]. A copy of this case is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

CD-ROM

¹Evergreen Training Programs, 2000, *Upset Citizens and Customers: Interactive Multimedia on How to Deal With the Angry, Difficult, Demanding Public* (Evergreen, CO: Evergreen Press), p. 175, [CD-ROM, E-Book], *Available*: Evergreen Press, Evergreen, CO 80439. A copy of this material is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Evergreen Training Programs. 2000. *Upset Citizens and Customers: Interactive Multimedia on How to Deal With the Angry, Difficult, Demanding Public*. Evergreen, CO: Evergreen Press. [CD-ROM, E-Book]. *Available*: Evergreen Press, Evergreen, CO 80439. A copy of this material is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Harvey Thompson, 2000, *The Customer-Centered Enterprise*, in Soundview, August 2000, *Executive Book Summaries* Vol. 22(8), Parts I and II, [CD-ROM, E-Book], *Available*: Soundview Executive Book Summaries, a division of Knowledge Corporation, 10 LaCrue Avenue, Concordville, PA 19331.

Thompson, Harvey. 2000. *The Customer-Centered Enterprise*. In Soundview, August 2000, *Executive Book Summaries* Vol. 22(8), Parts I and II. [CD-ROM, E-Book]. *Available*: Soundview Executive Book Summaries, a division of Knowledge Corporation, 10 LaCrue Avenue, Concordville, PA 19331.

CLASS NOTES

¹James Stuart, 18 November 2002, "Change Strategies," class notes from *EM 757: Change Management*, Professor D.W. Hamlyn, Milwaukee School of Engineering, Milwaukee, WI. A copy of these notes are in the student's possession and may be consulted by contacting the student at stuartj@msoe.edu.

Stuart, James. 18 November 2002. "Change Strategies." Class notes from *EM 757: Change Management*. Professor D.W. Hamlyn. Milwaukee School of Engineering, Milwaukee, WI. A copy of these notes are in the student's possession and may be consulted by contacting the student at stuartj@msoe.edu.

COMPANY PUBLICATIONS

Company In-House Publications

Intended for specialized audiences, company in-house publications (including technical reports, marketing reports, in-house manuals, company newsletters, etc.) generally provide detailed information on specific programs, projects, procedures, subjects, or topics within a company. Such publications sometimes may not present much background information because such knowledge is already assumed.

Although some company in-house publications are written by personal authors associated with an organization, most reports feature "corporate" authors. These publications are sponsored, prepared, and published by organizations, corporations, laboratories, departments, and so on. Company in-house publications are intended for internal distribution in an organization – these documents often appear on company Intranets.

In addition to fundamental bibliographic elements--such as author and title--the title page of a corporate report or technical business report may feature a technical report number. This should be included in a footnote and bibliographic citation, if it appears. The title should always be italicized.

An indication should also appear that clarifies whether or not the corporate report or technical business report was published or unpublished.

Examples:

¹Norlight Telecommunications, 14 June 1999, *1999 External Assessment*, unpublished technical report (Milwaukee, WI: Norlight Telecommunications), p. 20. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Norlight Telecommunications. 14 June 1999. *1999 External Assessment*. Unpublished technical report. Milwaukee, WI: Norlight Telecommunications. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Jeremy Hasselbring, June 2003, *The United States Semiconductor Market: A Five-Year Forecast* (Milwaukee, WI: Rockwell Automation, Inc.), p. 64, [Intranet, PDF], *Available:* Available on the Rockwell Automation, Inc. Intranet – not publicly available; *ADDRESS:* Not publicly available, [Accessed: 5 July 2003]. This document is not available for public viewing.

Hasselbring, Jeremy. June 2003. *The United States Semiconductor Market: A Five-Year Forecast*. Milwaukee, WI: Rockwell Automation, Inc. [Intranet, PDF]. *Available:* Available on the Rockwell Automation, Inc. Intranet – not publicly available; *ADDRESS:* Not publicly available. [Accessed: 5 July 2003]. This document is not available for public viewing.

Other Company Publications

Many companies and organizations also publish materials that are not intended to be distributed in-house only. These publications are often intended for public consumption. Examples of these publications include product catalogs, advertising, news releases, and so forth. To cite this material, determine the type of publication (e.g., product catalog, news release, email message, etc.), and follow any relevant instructions below or available elsewhere in this style guide. If the type of publication is not included in this style guide, as a general rule, such documents minimally feature a corporate author (i.e., the company), date, title, the place of publication (i.e., location of the company), and publisher (i.e., usually, the company itself). It may be necessary to include additional information (if available) that more completely describes the publication.

Advertisements

¹Cisco Systems, “I Am 700 Hours of Schooling. I Am Smarter Than The Average Geek,” advertisement in *InfoWorld*, 21 July 2003, Vol. 25(28).

Cisco Systems. “I Am 700 Hours of Schooling. I Am Smarter Than The Average Geek.” Advertisement in *InfoWorld*. 21 July 2003. Vol. 25(28).

²Coca-Cola, Inc., 1979, “Mean Joe Greene” (Atlanta, GA: Coca-Cola), television advertisement, [Internet, WWW, QuickTime], *Available:* Available in QuickTime format from The Library of Congress “American Memory” website; *ADDRESS:* [http://memory.loc.gov/cgi-bin/query/S?ammem/cola:@field\(TITLE+@od1\(Mean+Joe+Greene\)\)](http://memory.loc.gov/cgi-bin/query/S?ammem/cola:@field(TITLE+@od1(Mean+Joe+Greene))), [Accessed: 4 July 2003].

Coca-Cola, Inc. 1979. “Mean Joe Greene.” Atlanta, GA: Coca-Cola. Television advertisement. [Internet, WWW, QuickTime]. *Available:* Available in QuickTime format from The Library of Congress “American Memory” website; *ADDRESS:* [http://memory.loc.gov/cgi-bin/query/S?ammem/cola:@field\(TITLE+@od1\(Mean+Joe+Greene\)\)](http://memory.loc.gov/cgi-bin/query/S?ammem/cola:@field(TITLE+@od1(Mean+Joe+Greene))). [Accessed: 4 July 2003].

³Pulsar, 4 April 1972, “The First Completely New Way to Tell Time in 500 Years ... Invented and Made in U.S.A.” (Lancaster, PA: Pulsar), advertisement, [Internet, WWW], *Available:* Available from the LED Watches Homepage; *ADDRESS:* <http://www.ledwatches.net/advertisements/pulsarad.htm>, [Accessed: 5 March 2003]. A

copy of this advertisement is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Pulsar. 4 April 1972. "The First Completely New Way to Tell Time in 500 Years ... Invented and Made in U.S.A." Lancaster, PA: Pulsar. Advertisement. [Internet, WWW]. *Available:* Available from the LED Watches Homepage; *ADDRESS:* <http://www.ledwatches.net/advertisements/pulsarad.htm>. [Accessed: 5 March 2003]. A copy of this advertisement is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

News Releases

¹IBM, 26 November 2002, "Announcement: Free Certification Testing Opportunity – WebSphere and XML" (Austin, TX: IBM), news release, [Internet, WWW], *Available:* IBM website; *ADDRESS:* <http://www-1.ibm.com/certify/news/20021126.shtml>, [Accessed: 2 February 2003]. A copy of this page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

IBM. 26 November 2002. "Announcement: Free Certification Testing Opportunity – WebSphere and XML." Austin, TX: IBM. News release. [Internet, WWW]. *Available:* IBM website; *ADDRESS:* <http://www-1.ibm.com/certify/news/20021126.shtml>. [Accessed: 2 February 2003]. A copy of this page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Fort Atkinson Memorial Health Services, 15 April 2003, "Shamrock Challenge Run/Walk Held March 15" (Fort Atkinson, WI: Fort Atkinson Memorial Health Services), p. 2, news release.

Fort Atkinson Memorial Health Services. 15 April 2003. "Shamrock Challenge Run/Walk Held March 15." Fort Atkinson, WI: Fort Atkinson Memorial Health Services, p. 2. News release.

COMPUTER SOFTWARE (see SOFTWARE)

CONVERSATIONS

¹Tyler Patrick, President and CEO of Stadium Sports, Ltd., 9 December 2002, conversation with the student, Madison, WI.

Patrick, Tyler, President and CEO of Stadium Sports, Ltd. 9 December 2002. Conversation with the student, Madison, WI.

CORRESPONDENCE (PRINT)

¹John S. Harris, 19 July 2002, letter to student. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Harris, John S. 19 July 2002. Letter to student. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

DATABASES (see PERIODICALS)

DICTIONARY

Occasionally, you may want to support a statement, definition, or fact using a standard reference, such as a dictionary, encyclopedia, atlas, etc. In these cases, when citing the source in the footnote, the facts of publication are typically omitted, i.e., place of publication, publication, and date. However, the edition number should be mentioned. Also, it is not necessary to place the source in your bibliography, the footnote will suffice. In the footnote, the page number is not cited, but rather the Latin abbreviation s.v., which is *sub verbo*, "under the word".

Examples of footnote entries are:

¹American Heritage Dictionary, 2nd College Edition, s.v. "ideometer."

²American Heritage Dictionary of the English Language, 4th Edition, s.v. "ecommerce," [Internet, WWW], *Available*: Available at "Dictionary.com" website; ADDRESS: <http://dictionary.reference.com/search?q=ecommerce>, [Accessed: 18 March 2003].

DIFFICULT-TO-CLASSIFY ITEMS

For "Difficult-to-Classify" items, follow this procedure:

Step 1. Verify that an example of the item does not appear in this style guide.

Step 2. Determine if the "difficult-to-classify" item is a combination of items covered in this style guide; if so, apply both documentation formats to create a single citation.

Step 3. Apply the basic principles of documentation to create a citation. Refer to "The Basics of Documenting a Book," "The Basics of Documenting an Article," and "The Basics of Documenting an Electronic Resource" earlier in this style guide. Look for significant information about the item. For example, when examining the "difficult-to-classify" item that you wish to document, try to answer the following questions: Who or what wrote, created, or produced this item? When was this item written, created, or produced? What is the title of this item? How would I describe this item? (i.e., what is the item?) In addition to who or what wrote, created, or produced the item, did a publisher make the item available? Is the item available electronically? How would a reader obtain the item?

Step 4. If Steps 1 through 3 fail, contact the MSOE Library for advice and recommendations.

DISCUSSION GROUPS (see LISTSERVS)

DISSERTATIONS (see MASTER'S THESES AND Ph.D. DISSERTATIONS)

EMAIL

Although electronic mail (e-mail) may be used to obtain documents and files, e-mail here refers to personal correspondence or letters. Copies of all e-mail messages relevant to the production of a report should be preserved by the author of the report. The essential elements in the citation of an e-mail message include the following: Author (of message), Date, Subject of message in italics, Format statement in brackets: [Internet, e-mail to ...], and Available: statement, which should provide sufficient information for retrieval of the message.

¹Jerry Notaro, 13 June 2003, *CRM Strategies*, [Internet, e-mail]. A copy of this email is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Notaro, Jerry. 13 June 2003. *CRM Strategies*. [Internet, e-mail]. A copy of this email is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

FEE-BASED INFORMATION SERVICES

A fee-based information service typically is provided by a private, for-profit organization. For a financial charge (obtained by means of a subscription, monthly charges, or credit card charges), a fee-based service offers access to information and information resources in electronic form. Fee-based services are beginning to proliferate in today's increasingly networked world.

Some fee-based services are available exclusively *on* the Internet; others are accessible *through* gateways to the Internet. Examples of fee-based services include: the access to the full-text of some newspaper and magazine articles provided by private network Internet service providers, such as AmericaOnline and Execpc; and DIALOG information vendor, which provides access to over 400 databases, and which is accessible through the Internet.

Above all else, in documenting information items and resources obtained through fee-based services, it is imperative to provide complete bibliographic details together with a detailed description of where the item was obtained from, and how it was obtained. *Specific details may vary from service to service*, but every effort should be made in the documentation to be thorough. For example, some citations may require a SEARCH PATH, or directions on how to obtain an item; others may not.

Many fee-based information services regularly refresh their databases--sometimes daily. Often, no attempt is made to archive information. Accordingly, unless an item is obtained through a fee-based service that archives information, or unless the item is also readily available in a library, a student is advised to retain in his or her possession an *actual hard copy* of the item. In this case, the footnote and the bibliographic entry representing the item should include a phrase indicating that the item is available from the author (i.e. the student).

Examples of items obtained from fee-based services:

¹Roger Johnson, 13 November 1992, "Onward Optics Merges With Outasite Optics in Multi-Billion Deal," *Fiber Optics Happenings*, [Internet, WWW], Available: Individual, Inc. World Wide Web Newsreader Information Fee-Based Service; ADDRESS: <http://www.newspage.com>, [Accessed: 9 December 1999]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Johnson, Roger. 13 November 1992. "Onward Optics Merges With Outasite Optics in Multi-Billion Deal." *Fiber Optics Happenings*. [Internet, WWW]. Available: Individual, Inc. World Wide Web Newsreader Information Fee-Based Service; ADDRESS: <http://www.newspage.com>. [Accessed: 9 December 1999]. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Rosalind Resnick, 30 January 1995, "Internet Isn't Totally Safe, But Risk Is Worth It," *Miami Herald*, [Internet Service Provider, CompuServe], Available: CompuServe Newspaper Service; SEARCH PATH: CompuServe Newsarchive/Folder Miami Herald/Story Headline/January 30, 1995, [Accessed: 9 December 1999]. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Resnick, Rosalind. 30 January 1995. "Internet Isn't Totally Safe, But Risk Is Worth It." *Miami Herald*. [Internet Service Provider, CompuServe]. Available: CompuServe Newspaper Service; SEARCH PATH: CompuServe/Newsarchive/Folder Miami Herald/Story Headline/January 30, 1995. [Accessed: 9 December 1999]. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

FILE TRANSFER PROTOCOL (FTP)

¹Brendan P. Kehoe, 1992, *Zen and the Art of the Internet*, 2nd Edition, p. 7, [Internet, FTP], Available: FTP to quake.think.com; DIRECTORY PATH: pub/etext/1992, File: zen10.txt, [Accessed: 2 January 1996]. A copy of this book is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Kehoe, Brendan P. 1992. *Zen and the Art of the Internet*. 2nd Edition. [Internet, FTP]. Available: FTP to quake.think.com; DIRECTORY PATH: pub/etext/1992, File: zen10.txt. [Accessed: 2 January 1996]. A copy of this book is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

FLYERS

¹Wisconsin Chapter of the Special Libraries Association, 30 March 1995, "Dinner-Meeting," Pallas Restaurant, West Allis, WI., photocopy of flyer. A copy of this flyer is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Wisconsin Chapter of the Special Libraries Association. 30 March 1995. "Dinner-Meeting." Pallas Restaurant, West Allis, WI. Photocopy of flyer. 2 pp. A copy of this flyer is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

FOREIGN LANGUAGE SOURCES

When citing sources that appear in a foreign language, it is desirable to provide readers with a translation of a title.

¹Natan Gross, Itamar Yaoz-Kest, and Rinah Klinov, 1974, *Ha-Shoah be-Shirah ha-Ivrit: Mivhar* (The Holocaust in Hebrew Poetry: An Anthology) (Ha-Kibbutz ha-Me'uhad), p. 12.

If the title is given only in translation, the original language must be specified:

²N.M. Pirumova, 1977, *The Zemstvo Liberal Movement: Its Social Roots and Evolution to the Beginning of the Twentieth Century* (in Russian) (Moscow: Izdatel'stvo "Nauka"), p. 78.

Gross, Natan, Itamar Yaoz-Kest, and Rinah Klinov. 1974. *Ha-Shoah be-Shirah ha-Ivrit: Mivhar* (The Holocaust in Hebrew Poetry: An Anthology). Ha-Kibbutz ha-Me'uhad.

Pirumova, N.M.1977. *The Zemstvo Liberal Movement: Its Social Roots and Evolution to the Beginning of the Twentieth Century* (in Russian).Moscow: Izdatel'stvo "Nauka."

This also raises the question of how to treat a quote that appears in a foreign language. The general rule is that both the original and a translation should be given. A student should include the original if the translation is intended to be a direct quotation. If a student reads a fact, translates the fact in his or her own mind, and then includes that fact in English in the report or thesis, but not in a way that is a direct quotation, then a footnote is needed; but it is not necessary to include the original text as it is not a direct quotation.

INTERVIEWS

Published Interviews

¹Isaac Bashevis Singer, 1981, interview by Harold Flender, in George Plimpton (ed.), *Writers at Work: The "Paris Review" Interviews* (New York: Viking Press), p. 85.

Singer, Isaac Bashevis. 1981. Interview by Harold Flender. In George Plimpton (ed.). *Writers at Work: The "Paris Review" Interviews*. New York: Viking Press.

Unpublished Interviews

¹Victor Hunter, President of Hunter Business Group, 26 January 1995, interview by the student, tape recording, Chicago, IL.

Hunter, Victor, President of Hunter Business Group. 26 January 1995. Interview by the student, tape recording. Chicago, IL.

INTRANETS

An Intranet is a restricted TCP/IP network. In effect, it is a “mini-Internet” that typically facilitates communication and the distribution of information within a company, but is not connected to the Internet, and is thus not accessible by people outside of the company. Sources that are obtained from an Intranet should be clearly identified. An indication of whether or not a copy of the source is available to the public should also be included in the citation.

¹Jeremy Hasselbring, June 2003, *The United States Semiconductor Market: A Five-Year Forecast* (Milwaukee, WI: Rockwell Automation, Inc.), p. 64, [Intranet, PDF], *Available:* Available on the Rockwell Automation, Inc. Intranet – not publicly available; *ADDRESS:* Not publicly available, [Accessed: 5 July 2003]. This document is not available for public viewing.

Hasselbring, Jeremy. June 2003. *The United States Semiconductor Market: A Five-Year Forecast*. Milwaukee, WI: Rockwell Automation, Inc. [Intranet, PDF]. *Available:* Available on the Rockwell Automation, Inc. Intranet – not publicly available; *ADDRESS:* Not publicly available. [Accessed: 5 July 2003]. This document is not available for public viewing.

²Gene Donaldson, Executive Vice President of Finance, 2 April 2002, “GenTech Budget Process” (Milwaukee, WI: GenTech Industries), [Intranet], *Available:* Available on the GenTech Intranet; *ADDRESS:* Not publicly available, [Accessed: 8 August 2002]. A copy of this document is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

Donaldson, Gene. Executive Vice President of Finance. 2 April 2002. “GenTech Budget Process.” Milwaukee, WI: GenTech Industries. [Intranet]. *Available:* Available on the GenTech Intranet; *ADDRESS:* Not publicly available. [Accessed: 8 August 2002]. A copy of this document is in the student’s possession and may be consulted by contacting the student at smithj@msoe.edu.

JOURNAL ARTICLES (see PERIODICALS)

LIBRARY DATABASES (see BOOKS) (see PERIODICALS)

LISTSERVS

A multitude of discussion groups exists on the Internet. They are devoted to a wide variety of topics. Participants in these groups essentially exchange messages and information concerning relevant topics. Two different programs are used to create and maintain two types of discussion groups on the Internet. The first type of group is referred to as a *listserv*. Any e-mail message sent to a listserv discussion group by a participant in the discussion is forwarded by the listserv as private e-mail to all other participants. Listserv programs are sophisticated and can serve as databases. In many cases, it is possible to obtain copies of messages from the listserv itself.

A second type of Internet discussion group is referred to as a newsgroup, or broadly, as *Usenet news*. Discussion groups in *News* are arranged in the same manner as a computer bulletin board. Any interested person can post, or send an e-mail message, to a newsgroup.

Citation for a Listserv Discussion:

¹Greg Grose, 23 January 1995, *Critical Legal Theory*, [Internet, listserv], Available: copy of message available from AMEND1-L listserv at Listserv@pucc.Princeton.edu. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Grose, Greg. 23 January 1995. *Critical Legal Theory*. [Internet, listserv]. Available: copy of message available from AMEND1-L listserv at Listserv@pucc.Princeton.edu. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Citation for a Usenet Newsgroup Discussion:

¹Jennifer L. Donatelli, 28 January 1995, *Subliminal advertising in Barney*, [Internet, Usenet News], Available: Copy available from Usenet newsgroup *Rec.Humor*. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Donatelli, Jennifer L. 28 January 1995. *Subliminal advertising in Barney*. [Internet, Usenet News]. Available: Copy available from Usenet newsgroup *Rec.Humor*. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

MAGAZINE ARTICLES (see PERIODICALS)

MANUALS

A manual generally is described as a "small book" that provides quantitative or descriptive information, data, and instructions. It is usually a "how-to" book that is not intended to be read from cover to cover. A good example of a manual is the documentation that accompanies most computer programs. Manuals are fundamental publications in all technical fields.

¹Digital Equipment Corporation, June 1989, *VMS User's Manual: AA-LA98B-TE* (Maynard, MA: Digital Equipment Corporation), pp. DCL-185 -- DCL-191.

Digital Equipment Corporation. June 1989. *VMS User's Manual: AA-LA98B-TE*. Maynard, MA: Digital Equipment Corporation.

²Woodward Governor Company, 1986, "Oils For Hydraulic Controls," Manual 25071J, [Internet, WWW, PDF], *Available*: Governor Control Systems, Inc. website; ADDRESS: http://www.govconsys.com/PDF/Hydraulic_oils.pdf, [Accessed: 30 November 2002]. A copy of this manual is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Woodward Governor Company. 1986. "Oils For Hydraulic Controls." Manual 25071J. [Internet, WWW, PDF]. *Available*: Governor Control Systems, Inc. website; ADDRESS: http://www.govconsys.com/PDF/Hydraulic_oils.pdf. [Accessed: 30 November 2002]. A copy of this manual is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

MARKETING REPORTS

¹Reno-Sparks Convention & Visitors Authority, 1999, *1999 Marketing Report* (Reno, Nevada: Reno-Sparks Convention & Visitors Authority), p. 4, [Internet, WWW, PDF], *Available*: Reno-Sparks Convention & Visitors Authority (RSCVA) website; ADDRESS: <http://www.renolaketahoe.com/about/research/pdfs/MarketingReport1.pdf>, [Accessed: 4 June 2003]. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Reno-Sparks Convention & Visitors Authority. 1999, *1999 Marketing Report*. Reno, Nevada: Reno-Sparks Convention & Visitors Authority). [Internet, WWW, PDF]. *Available*: Reno-Sparks Convention & Visitors Authority (RSCVA) website; ADDRESS: <http://www.renolaketahoe.com/about/research/pdfs/MarketingReport1.pdf>. [Accessed: 4 June 2003]. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²National Motorcycle Owners Association, 2002, *The Motorcycle Market: 2002* (Milwaukee, WI: National Motorcycle Owners Association), p. 17.

National Motorcycle Owners Association. 2002. *The Motorcycle Market: 2002*. Milwaukee, WI: National Motorcycle Owners Association.

MASTER'S THESES AND Ph.D. DISSERTATIONS

¹Wayne Robert Edwards, 2002, "Openness to Change: Correlates and Organizational Consequences" (Ph.D. diss., The University of Tulsa), pp. 176-179.

Edwards, Wayne Robert. 2002. "Openness to Change: Correlates and Organizational Consequences." Ph.D. diss., The University of Tulsa.

²Elizabeth Marguerite Allan, 2002, "An Inquiry into the Strategic Rationale for Implementing Knowledge Management (KM)" (Master's thesis, Royal Roads University, Canada), pp. 7-10.

Allan, Elizabeth Marguerite. 2002. "An Inquiry into the Strategic Rationale for Implementing Knowledge Management (KM)." Master's thesis, Royal Roads University, Canada.

MEETING NOTES

¹Rodd Rosenthal, 20 September 2000, notes from Operations staff meeting, Conlift Corp. A copy of these notes are in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Rosenthal, Rodd. 20 September 2000. Notes from Operations staff meeting. Conlift Corp. A copy of these notes are in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

MULTIPLE SOURCES IN A SINGLE FOOTNOTE

You may feature more than one bibliographic citation in a single footnote. However, to avoid confusing the reader, separate each citation with semicolons (Each citation would be listed separately in the Bibliography). For example:

¹Mancur Olson and Richard Zeckhauser, June 1970, "The Efficient Production of External Economics," *American Economic Review* Vol. 60, pp. 512-517; Morris R. Cohen, 1944, *A Preface to Logic* (Cleveland: Meridian Books), p. 203; Ian Philip McGreal, 1967, *Analyzing Philosophical Arguments: An Introduction to Philosophical Method* (Scranton, PA: Chandler Publishing Company), p. 9; Nat Hentoff, 1980, *The First Freedom: The Tumultuous History of Free Speech in America* (New York: Delacorte Press), p. 151; James L. Adams, 1991, *Flying Buttresses, Entropy, and O-rings: The World of an Engineer* (Cambridge, MA: Harvard University Press), pp. 124-128.

NEWS GROUPS (see DISCUSSION GROUPS)

NEWS RELEASES (see COMPANY PUBLICATIONS)

NEWSLETTERS

¹Thomson-Dialog, May/June 2003, "20+ New Market Research Sources on Dialog Profound" (Cary, North Carolina: Dialog), pp. 1 and 5, newsletter. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Thomson-Dialog. May/June 2003. "20+ New Market Research Sources on Dialog Profound." Cary, North Carolina: Dialog, pp. 1 and 5. Newsletter. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Ralph F. Wilson, 9 July 2003, "12 Website Design Decisions Your Business or Organization Will Need to Make Correctly (or you'll have to do it all over within a year)," *Web Marketing Today*, Issue 126, newsletter, [Internet, WWW], Available: Wilson Internet Services website; ADDRESS: <http://www.wilsonweb.com/wmt8/issue126.htm>, [Accessed: 24 July 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student smithj@msoe.edu.

Wilson, Ralph F. 9 July 2003. "12 Website Design Decisions Your Business or Organization Will Need to Make Correctly (or you'll have to do it all over within a year)." *Web Marketing Today*, Issue 126. Newsletter. [Internet, WWW]. Available: Wilson Internet Services website; ADDRESS: <http://www.wilsonweb.com/wmt8/issue126.htm>. [Accessed: 24 July 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student smithj@msoe.edu.

NEWSPAPER ARTICLES

¹Robert A. Guth, 23 July 2003, "Inside Microsoft, Financial Managers Win New Clout," *The Wall Street Journal* Vol. CCXLII(16), pp. A1, A6.

Guth, Robert A. 23 July 2003. "Inside Microsoft, Financial Managers Win New Clout." *The Wall Street Journal* Vol. CCXLII(16), pp. A1, A6.

²Bill Novak, 12-13 July 2003, "State Puts Out Word on Strikes," *The Capital Times*, Home Final Edition, p. 3.

Novak, Bill. 12-13 July 2003. "State Puts Out Word on Strikes." *The Capital Times*, Home Final Edition, p. 3.

³Nick Wingfield, 24 July 2003, "Amazon Shares Rise After News of Its Results; Internet Retailer Narrows Loss On Big Increase in Revenue and Raises Financial Forecasts," *The Asian Wall Street Journal*, p. A6, [Internet, WWW, Database], Available: ABI/Inform Full Text Database from ProQuest Information and Learning; ADDRESS: <http://www.proquest.com>. [Accessed: 9 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Wingfield, Nick. 24 July 2003. "Amazon Shares Rise After News of Its Results; Internet Retailer Narrows Loss On Big Increase in Revenue and Raises Financial Forecasts." *The Asian Wall Street Journal*, p. A6. [Internet, WWW, Database]. Available: ABI/Inform Full Text Database from ProQuest Information and Learning; ADDRESS: <http://www.proquest.com>. [Accessed: 9 August 2003]. A copy of this

article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

PAPERS FROM CONFERENCES, WORKSHOPS, SYMPOSIA

¹Pamela J. Nebgen and Richard C. Warner, "Computer Aided Design of Hydrologic and Sediment Control Systems," in Lawrence P. Grayson (ed.), 16-20 June 1985, *ASEE Annual Conference Proceedings: Computer Aided Engineering*, Vol. 1 (Atlanta: American Society for Engineering Education), p. 274.

Nebgen, Pamela J. and Richard C. Warner. "Computer Aided Design of Hydrologic and Sediment Control Systems." In Lawrence P. Grayson (ed.). 16-20 June 1985. *ASEE Annual Conference Proceedings: Computer Aided Engineering*. Vol. 1. Atlanta: American Society for Engineering Education, pp. 272-279.

PATENTS

¹Richard K. Gostanian [inventor] and John T. Ahern [inventor], 14 July 1998, "Performing Concurrent Transactions in a Replicated Database Environment," United States Patent 5,781,910.

Gostanian, Richard K. [inventor] and John T. Ahern [inventor]. 14 July 1998. "Performing Concurrent Transactions in a Replicated Database Environment." United States Patent 5,781,910.

PERIODICALS

For Academic Journals

¹Gary Blau, December 1994, "Developing and Testing a Taxonomy of Lateness Behavior," *Journal of Applied Psychology* Vol. 79 (6), p.963.

Blau, Gary. December 1994. "Developing and Testing a Taxonomy of Lateness Behavior." *Journal of Applied Psychology* Vol. 79 (6), pp. 959-970.

For Popular Magazines

¹Philip Elmer-Dewitt, 25 July 1994, "Battle for the Soul of the Internet," *Time* Vol. 144 (4), p. 54.

Elmer-Dewitt, Philip. 25 July 1994. "Battle for the Soul of the Internet." *Time* Vol. 144 (4), pp. 50-57.

For Trade or Special Journals

¹Ron Bullock, 11 July 1994, "Get Going with Gearmotors," *Machine Design* Vol. 66 (13), p. 64.

Bullock, Ron. 11 July 1994. "Get Going with Gearmotors." *Machine Design* Vol. 66 (13), pp. 62-66.

For Peer-Reviewed Journals

¹Scott M. Boggs, May 1999, "Accounting-The Digital Way," *Journal of Accountancy* Vol. 187(5), p2+.

Boggs, Scott M. May 1999. "Accounting-The Digital Way." *Journal of Accountancy* Vol. 187(5).

For an Article without an Author

At times, an article will not credit an author. In these cases, use the article's title, followed by the date, as the key element in the citation.

¹"Database Marketing Demystified," June 1993, *Target Marketing*, p. 13.

"Database Marketing Demystified." June 1993. *Target Marketing*, p. 13-16+.

For Periodical Articles from Library Databases

Currently, MSOE offers a number of on-line databases that provide full-text articles that can be downloaded and used for research. Determining the correct citation for this can be confusing. Simply stated, you need to identify the original source of the article, i.e., author, date, title, publication name, and pages, along with where the reader can access it, i.e., the database you used and its URL. When you access a service via the Internet to search for articles (either full text or citations), generally speaking, you are searching a database. In searching the database, a search program may generate a lengthy, complicated, and partially unique URL for the article, which it attaches it to the database's home page address. It is not necessary to copy this entire URL into your citation for the simple reason that, if you look up the same article again, the lengthy URL will likely be different. However, the first part of the URL – which is the database's home page URL -- does not change, so you simply cite that.

For example, if you obtain an article from the Academic Search FullTEXT Elite Database from EbscoHOST, the URL that appears on the printout may look something like:

[http://ehostvgw6.epnet.com/ehost.asp?key=204.179.122.141. . . .
stid=s7324964&ip=yes](http://ehostvgw6.epnet.com/ehost.asp?key=204.179.122.141...stid=s7324964&ip=yes)

Simply cite the basic homepage URL, which, in this case, is:

<http://search.epnet.com/>

Increasingly, however, database services are attaching permanent URLs to articles, *although not all articles may feature a permanent link*. This permanent URL is typically labeled "Article URL," "Permanent Link," or "Persistent Link to this Article." If you use a database service that provides a permanent link to an article, use the permanent URL in the citation of the article.

For example, Jon-Arild Johannessen and Bjorn Olsen published an August 2003 article in the *International Journal of Information Management* entitled, "Knowledge Management and Sustainable Competitive Advantages: The Impact of Dynamic Contextual Training." The article is indexed in the *Business Source Elite Database* where it features the following permanent URL:

Persistent Link to this Article: <http://search.epnet.com/direct.asp?an=10231976&db=bsh&tg=AN>

Accordingly, the citation for the article would feature the permanent URL:

¹Jon-Arild Johannessen and Bjorn Olsen, August 2003, "Knowledge Management and Sustainable Competitive Advantages: The Impact of Dynamic Contextual Training," *International Journal of Information Management* Vol. 23(4), p. 277+, [Internet, WWW, Database], *Available:* BusinessSource Elite database from EbscoHost; *ADDRESS:* <http://search.epnet.com/direct.asp?an=10231976&db=bsh&tg=AN>, [Accessed: 9 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

For those articles in the EbscoHost databases that do not feature permanent links, use the following URL: <http://search.epnet.com/>

For those articles in the ProQuest databases that do not feature permanent links, use the following URL: <http://proquest.umi.com/>

ABI/Inform Full-Text Database

²Howard Fosdick, 17 June 1996, "Two Directions For SQL Server," *Informationweek* Issue 584, p. 89+, [Internet, WWW, Database], *Available:* ABI/Inform Full Text Database from Proquest Information and Learning; *ADDRESS:* <http://proquest.umi.com/>, [Accessed: 21 August 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Fosdick, Howard. 17 June 1996. "Two Directions For SQL Server." *Informationweek* Issue 584, p. 89+. [Internet, WWW, Database]. *Available:* ABI/Inform Full-Text Database from Proquest Information and Learning; *ADDRESS:* <http://proquest.umi.com/>. [Accessed: 21 August 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

³Constantine Kontoghiorghes, Summer 2003, "Identification of Key Predictors of Organizational Competitiveness in a Service Organization," *Organization Development Journal* Vol. 21(2), pp. 28+, [Internet, WWW, Database], *Available:* ABI/Inform Full-Text Database from ProQuest Information and Learning; *ADDRESS:* http://gateway.proquest.com/openurl?ctx_ver=Z39.88-2003&res_id=xri:PQD&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:PQD:DOI=000000354874641&svc_dat=xri:pqi:fmt=html, [Accessed: 31 July 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Kontoghiorghes, Constantine. Summer 2003. "Identification of Key Predictors of Organizational Competitiveness in a Service Organization." *Organization Development Journal* Vol. 21(2), pp. 28+. [Internet, WWW, Database]. *Available:* ABI/Inform Full-Text Database from ProQuest Information and Learning; *ADDRESS:* http://gateway.proquest.com/openurl?ctx_ver=Z39.88-2003&res_id=xri:PQD&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=

xri:PQD:DID=000000354874641&svc_dat=xri:pqil:fmt=html. [Accessed: 31 July 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Academic Search Elite Database

⁴Daniel May and Paul Taylor, July 2003, "Knowledge Management with Patterns," *Communications of the ACM*, Vol. 46(7), p. 94, [Internet, WWW, Database], Available: Academic Search Elite Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>, [Accessed: 1 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

May, Daniel and Paul Taylor. July 2003. "Knowledge Management with Patterns." *Communications of the ACM*, Vol. 46(7), p. 94. [Internet, WWW, Database]. Available: Academic Search Elite Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>. [Accessed: 1 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Applied Science & Technology Full-Text Database

⁵Rob Koch, 14 September 1998, "Dual 450-MHz Pentium IIs Available on Compact PCI," *Electronic Design* Vol. 46(21), p. 78+, [Internet, WWW, Database], Available: Applied Science & Technology Full-Text Database from ProQuest Information and Learning; ADDRESS: <http://proquest.umi.com/>, [Accessed: 5 September 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Koch, Rob. 14 September 1998. "Dual 450-MHz Pentium IIs Available on Compact PCI." *Electronic Design* Vol. 46(21), p. 78+. [Internet, WWW, Database]. Available: Applied Science & Technology Full-Text Database from ProQuest Information and Learning; ADDRESS: <http://proquest.umi.com/>. [Accessed: 5 September 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Business Source Elite

⁶Carolyn April, 7 July 2003, "Microsoft CRM: Much Ado about Nothing?," *VARBusiness*, Vol. 19 (14), p. 42, [Internet, WWW, Database], Available: Business Source Elite from EbscoHOST; ADDRESS: <http://search.epnet.com/>, [Accessed: 1 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

April, Carolyn. 7 July 2003. "Microsoft CRM: Much Ado about Nothing?. *VARBusiness*, Vol. 19 (14), p. 42. [Internet, WWW, Database]. Available: Business Source Elite from EbscoHOST; ADDRESS: <http://search.epnet.com/>. [Accessed: 1 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Corporate ResourceNet

⁷Chris L. Grindem, 15 January 2001, "A Way to Solve Advertising ROI," *Advertising Age* Vol. 72(3), p. 26+, [Internet, WWW, Database], Available: Corporate ResourceNet Database from EbscoHost; ADDRESS: <http://search.epnet.com/>, [Accessed: 9 June

2002]. A copy of this article is in the student-author's possession and may be consulted by contacting the student-author at smithj@msoe.edu.

Grindem, Chris L. 15 January 2001. "A Way to Solve Advertising ROI." *Advertising Age* Vol. 72(3), p. 26+. [Internet, WWW, Database]. *Available:* Corporate ResourceNet Database from EbscoHost; ADDRESS: <http://search.epnet.com/>. [Accessed: 9 June 2002]. A copy of this article is in the student-author's possession and may be consulted by contacting the student-author at smithj@msoe.edu.

ERIC Database

⁸Abstract of Thomas F. Pappas, 28 October 1992, "American Railroads--An Annotated Guide to Reference Sources" (Master's Research Paper, Kent State University), [Internet, WWW, Database], *Available:* ERIC Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>, [Accessed: 6 November 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Abstract. Thomas F. Pappas. 28 October 1992. "American Railroads--An Annotated Guide to Reference Sources." Master's Research Paper, Kent State University. [Internet, WWW, Database]. *Available:* ERIC Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>. [Accessed: 6 November 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Health Source Nursing/Academic Database

⁹Denise Mann, 13 August 1998, "Zinc Lozenges Found to be Effective Against Common Cold," *Medical Tribune*, Vol. 39(14), p. 36+, [Internet, WWW, Database], *Available:* Health Source Nursing/Academic Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>, [Accessed: 15 February 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Mann, Denise. 13 August 1998. "Zinc Lozenges Found to be Effective Against Common Cold." *Medical Tribune*, Vol. 39(14), p. 36+. [Internet, WWW, Database]. *Available:* Health Source Nursing/Academic Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>. [Accessed: 15 February 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

IEEE Computer Society Digital Library

¹⁰Anjana Susarla, Manoj Parameswaran, and Andrew B. Whinston, September/October 2000, *IT Professional* Vol. 2(5), pp. 33-34, [Internet, WWW, Database], *Available:* IEEE Computer Society Digital Library; ADDRESS: <http://www.computer.org/>, [Accessed: 28 July 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Susarla, Anjana, Manoj Parameswaran, and Andrew B. Whinston. September/October 2000. *IT Professional* Vol. 2(5), pp. 33-39. [Internet, WWW, Database]. *Available:* IEEE Computer Society Digital Library; ADDRESS: <http://www.computer.org/>.

[Accessed: 28 July 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

MAS Online Plus Database

¹¹Roger Crockett and Ann Therese Palmer, 29 May 2000, "Attack of the Killer Apps," *Business Week*, Iss. 3683, p. 188+, [Internet, WWW, Database], Available: MAS Online Plus Database from EbscoHOST; ADDRESS: <http://search.epnet.com/>, [Accessed: 1 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

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MasterFile Premier Database

¹²Carol Glover, 17 April 2003, "Performance is Key to Success," *People Management* Vol. 9 (8), p. 9, [Internet, WWW, Database], Available: MasterFile Premier from EbscoHOST; ADDRESS: <http://search.epnet.com/>, [Accessed: 1 August 2003]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

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Newspapers Database

¹³Larry Sandler, 15 September 1998, "Fox Valley Leads Dangerous Rail Crossing List of 25 Sites With Most Accidents, Nearly Half are in Fox River Valley," *Milwaukee Journal Sentinel* Final Edition, p. 5+, [Internet, WWW, Database], Available: Newspapers Database from ProQuest Information and Learning; ADDRESS: http://gateway.proquest.com/openurl?ctx_ver=Z39.88-2003&res_id=xri:PQD&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:PQD:DID=000000034077912&svc_dat=xri:pqil:fmt=text, [Accessed: 14 April 2002]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Sandler, Larry. 15 September 1998. "Fox Valley Leads Dangerous Rail Crossing List of 25 Sites With Most Accidents, Nearly Half are in Fox River Valley." *Milwaukee Journal Sentinel* Final Edition, p. 5+. [Internet, WWW, Database]. Available: Newspapers Database from ProQuest Information and Learning; ADDRESS: http://gateway.proquest.com/openurl?ctx_ver=Z39.88-2003&res_id=xri:PQD&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:PQD:DID=000000034077912&svc_dat=xri:pqil:fmt=text. [Accessed: 14 April 2002]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Periodical Abstracts Full-Text Database

¹⁴Gary Taubes, November 1997, "Echo of the Big Bang," *Discovery* Vol. 18(11), p. 110+, [Internet, WWW, Database], Available: Periodical Abstracts Full-Text Database from Proquest Information and Learning; ADDRESS: <http://proquest.umi.com/>, [Accessed: 17 May 2002]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

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PRESENTATIONS

¹Leonard Barden, April 1959, "Opening Traps You Should Know" (presentation at the annual meeting of the British Chess Masters Society, London, England). A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

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²Bruce Francis, 28-29 September 1997, "From Digital Control to Digital Signal Processing" (presentation number 2 at the Allerton Workshop on Future Directions in System and Control, Monticello, Illinois), Slide 2, [Internet, WWW], ADDRESS: <http://www.comm.csl.uiuc.edu/allerton/allerton97/allertonworkshop.html> , [Accessed: 17 November 1999].

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³Bart Selman, "Stochastic Search and Phase Transitions: AI Meets Physics" (presentation by Bart Selman, A&T Bell Laboratories, Murray Hill, NJ), [Internet, WWW], ADDRESS: <http://www.research.att.com/~selman/ai-phys1/index.htm> , [Accessed: 4 October 1999].

Selman, Bart. "Stochastic Search and Phase Transitions: AI Meets Physics." Presentation by Bart Selman. AT&T Bell Laboratories, Murray Hill, NJ. [Internet, WWW]. ADDRESS: <http://www.research.att.com/~selman/ai-phys1/index.htm> . [Accessed: 4 October 1999].

PRESS RELEASES (see NEWS RELEASES)

PRODUCT CATALOGS

¹Browning Manufacturing Division, 1 December 1986, *Browning Power Transmission Equipment*, Catalog No. 100 (Maysville, KY: Browning Manufacturing Division), p. B-96, product catalog. A copy of this catalog is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

Browning Manufacturing Division. 1 December 1986. *Browning Power Transmission Equipment*. Catalog No. 100. Maysville, KY: Browning Manufacturing Division. Product catalog. A copy of this catalog is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

²National Technical Information Service (NTIS), 1995, *1995-1996 NTIS Catalog of Products and Services* (Springfield, VA: U.S. Department of Commerce), p. 21, product catalog. A copy of this catalog is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

National Technical Information Service (NTIS). 1995. *1995-1996 NTIS Catalog of Products and Services*. Springfield, VA: U.S. Department of Commerce. Product catalog. A copy of this catalog is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

³National Semiconductor Corporation, June 2000, *ADC08031/ADC08032/ADC08034/ADC08038 8-Bit High-Speed Serial I/O A/D Converters with Multiplexer Options, Voltage Reference, and Track/Hold Function*, [Internet, WWW, PDF], Available: National Semiconductor website; ADDRESS: <http://www.national.com/ds/AD/ADC08031.pdf>, [Accessed: 16 July 2003].

National Semiconductor Corporation. June 2000. *ADC08031/ADC08032/ADC08034/ADC08038 8-Bit High-Speed Serial I/O A/D Converters with Multiplexer Options, Voltage Reference, and Track/Hold Function*. [Internet, WWW, PDF]. Available: National Semiconductor website; ADDRESS: <http://www.national.com/ds/AD/ADC08031.pdf>. [Accessed: 16 July 2003].

SEC DOCUMENTS

¹Briggs & Stratton, 14 May 2003, 10-Q (Milwaukee, WI: Briggs & Stratton), p. 6.

Briggs & Stratton. 14 May 2003. 10-Q. Milwaukee, WI: Briggs & Stratton.

²Briggs & Stratton, 17 September 2002, 10-K (Milwaukee, WI: Briggs & Stratton), [Internet, WWW], Available: U.S. Securities and Exchange Commission website; ADDRESS:

<http://www.sec.gov/Archives/edgar/data/14195/000095013402011347/0000950134-02-011347.txt>, [Accessed: 18 August 2003].

Briggs & Stratton. 17 September 2002. 10-K. Milwaukee, WI: Briggs & Stratton. [Internet, WWW]. *Available:* U.S. Securities and Exchange Commission website; ADDRESS: <http://www.sec.gov/Archives/edgar/data/14195/000095013402011347/0000950134-02-011347.txt>. [Accessed: 8 August 2003].

SOFTWARE

In a footnote and bibliographic entry that cite computer software, every effort should be made to include the following elements, if available: Author, Date, Name of program (in italics), Format indication (e.g. computer program, computer language, spreadsheet package, etc.) in brackets, and Available: statement, which should provide information sufficient for retrieval of the program.

¹A.H. Wu and B. Jenkins, 1 May 1990, *Diagnostic Ordering in Clinical Medicine* (Version 1.0), [Computer program], *Available:* Health Sciences Consortium, 201 Silver Cedar Court, Chapel Hill, NC 27514.

Wu, A.H. and B. Jenkins. 1 May 1990. *Diagnostic Ordering in Clinical Medicine* (Version 1.0). [Computer program]. *Available:* Health Sciences Consortium, 201 Silver Cedar Court, Chapel Hill, NC 27514.

²Ralph Minsky, 3 April 1994, *Statistical Package for the Social Sciences Level M* (Version 8.1), [Computer program], *Available:* Internet, FTP at RTFM.MIT.EDU; DIRECTORY PATH: /pub/computer.pack/statistics, File: SPSS.BAS. [Accessed: 28 July 1997].

Minsky, Ralph. 3 April 1994. *Statistical Package for the Social Sciences Level M* (Version 8.1). [Computer program]. *Available:* Internet, FTP at RTFM.MIT.EDU; DIRECTORY PATH: /pub/computer.pack/statistics, File: SPSS.BAS. [Accessed: 28 July 1997].

³Palisade Corporation, 2000, *@RISK* (Version 4.05), [Internet, WWW, Computer program], *Available:* Palisade Corporation, 31 Decker Road, Newfield, New York 14867; ADDRESS: <http://www.palisade.com/downloads/trials/risk4protrial.html>, [Accessed: 14 July 2001].

Palisade Corporation. 2000. *@RISK* (Version 4.05). [Internet, WWW, Computer program]. *Available:* Palisade Corporation, 31 Decker Road, Newfield, New York 14867; ADDRESS: <http://www.palisade.com/downloads/trials/risk4protrial.html>. [Accessed: 14 July 2001].

STANDARDS

Required elements in a reference for a standard, specification, or code include the following: the responsible organization; the date; complete title information in *italics*; number or designation; place of publication and publisher (usually the publisher is the organization that produced the standard, specification, or code). For each standard, specification, and code referenced in a report, these elements should appear in the reference.

However, it may be appropriate and necessary to include additional information in a reference for a standard, specification, or code. Additional elements are required in the reference if they are featured in the standard, specification, or code. Such additional elements include, but are not limited to, the following:

Agencies, subagencies, sections, committees, or individuals within an organization who actually produced the standard;

Additional dates, including dates or revision and dates of reapproval;

Additional title information;

Appropriate section designations.

¹Association for the Advancement of Medical Instrumentation (AAMI) and American National Standards Institute (ANSI), 1996, Guidelines for the Selection and Use of Reusable Rigid Sterilization Container Systems for Ethylene Oxide Sterilization and Steam Sterilization in Health Care Facilities, ANSI/AAMI ST33-1996, in AAMI Standards and Recommended Practices. Volume 1.1: Sterilization, Part 1 -- Sterilization in Health Care Facilities (Arlington, Virginia: Association for the Advancement of Medical Instrumentation), p. 564.

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²U.S. Department of Health and Human Services, Food and Drug Administration, Center for Devices and Radiological Health, April 2001, *Code of Federal Regulations*, Title 21, Volume 8, Part 820: *Quality System Regulation*, Section 820.30: *Design Controls*, 21CFR820.30, [Internet, WWW, PDF], *Available:* Available in .PDF format; *Address:*

<http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfCFR/CFRSearch.cfm?FR=820.30>. [Accessed: 8 May 2002].

U.S. Department of Health and Human Services. Food and Drug Administration. Center for Devices and Radiological Health. April 2001. *Code of Federal Regulations*. Title 21, Volume 8. Part 820: *Quality System Regulation*. Section 820.30: *Design Controls*. 21CFR820.30. [Internet, WWW, PDF]. *Available:* Available in .PDF format;

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<http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfCFR/CFRSearch.cfm?FR=820.30>. [Accessed: 8 May 2002].

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¹Southeastern Wisconsin Regional Planning Commission, January 1966, *A Mathematical Approach to Urban Design--A Progress Report on a Land Use Plan Design Model and a Land Use Simulation Model*, Technical Report Number 3 (Waukesha, WI: Southeastern Regional Planning Commission), pp. 23-37. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Southeastern Wisconsin Regional Planning Commission. January 1966. *A Mathematical Approach to Urban Design--A Progress Report on a Land Use Plan Design Model and a Land Use Simulation Model*. Technical Report Number 3. Waukesha, WI: Southeastern Regional Planning Commission. A copy of this report is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

THESES AND DISSERTATIONS (see MASTER'S THESES AND DISSERTATIONS)

UNITED STATES GOVERNMENT DOCUMENTS

¹U.S. Department of Commerce, Economics and Statistics Administration, Bureau of the Census, 1992, *Statistical Abstract of the United States: The National Data Book* (Lanham, MD: Bernan Press), pp. 416-417.

U.S. Department of Commerce. Economics and Statistics Administration. Bureau of the Census. 1992. *Statistical Abstract of the United States: The National Data Book*. Lanham, MD: Bernan Press.

²U.S. Securities and Exchange Commission, May 1999, modified 14 July 1999, "Q&A: Small Business and the SEC," [Internet, WWW], Available: U.S. Securities and Exchange website; ADDRESS: <http://www.sec.gov/info/smallbus/qasbsec.htm#eod3>, [Accessed: 28 July 2003].

U.S. Securities and Exchange Commission. May 1999. Modified 14 July 1999. "Q&A: Small Business and the SEC." [Internet, WWW]. Available: U.S. Securities and Exchange website; ADDRESS: <http://www.sec.gov/info/smallbus/qasbsec.htm#eod3>. [Accessed: 28 July 2003].

WEB PAGES

A *web page* or *home page* is the unique interface that an organization or individual can design and create using Hypertext Markup Language (HTML) and then making it freely available to users of the World Wide Web (WWW or “the Web”) on the Internet.

For the purposes of this style guide, a “web page” is considered to be available to all users of the Web. Many documents exist as web pages and are accessed via the Web, but may be protected (for example, see “Intranets”) or restricted to a pay-for-view function (see “Fee-Based Information Services”). Because such documents are restricted in some manner, it is necessary to cite them in such a manner that readers are alerted to the restrictions. A document that is cited as a web page, however, should be available to all users of the Web.

Pages on the WWW are “read” by a program called a “browser.” A common browser is Microsoft’s *Internet Explorer*. Browsers feature easy-to-use point-and-click navigation. Each page on the WWW is actually an HTML file that exists on a computer connected to the Internet. Accordingly, each page has its own file name, which a browser interprets as a Uniform Resource Locator (URL). The browser uses the URL to locate the page and then to link with it.

In creating a footnote and a bibliographic entry that cites a web page, or information obtained from a page, begin by asking the question, “Is this web page a traditional document (e.g., magazine article, manual, etc.) that is made available via the Web?” If so, the citation usually should feature all traditional bibliographic information that appears on the page, in addition to the indication that the source is a web page, and details about when the page was accessed. In citing the bibliographic information, a good rule of thumb is to look for an author (this includes corporate authors, such as a business, company, or association), a title, a date, a copyright date, a “date modified” date, etc. *Keep in mind that some of this information may not appear on the page that you are citing, but rather on page(s) immediately preceding.* If the web page is not a traditional document, then be sure to include essential informational elements (e.g., author, title, date, etc.). For the date of the resource itself, use the most recent date that appears on the page, or the date that the document on the web page was written or published. It is acceptable to employ the most recent copyright date. Sometimes, a web page may not feature a date; in this case, it is acceptable not to include a date for the resource in the footnote and bibliographic entry. An access date is still required, however.

The Web is volatile. Web pages sometimes disappear. For this reason, copies of all web page resources should be retained by the student and the citation for the web page should inform the reader that a copy can be consulted.

The credibility of websites varies dramatically. For this reason, it is recommended that the *Available:* field in the website citation should feature additional information about the website (if available) to help readers assess credibility.

Web Page Examples

¹James Madison, 1789, "James Madison: Amendments to the Constitution," From the *Congressional Register* Vol. I, pp. 423-437, [Internet, WWW], *Available:* American Communication Association website; ADDRESS: <http://www.uark.edu/depts/comminfo/www/proposed.html>, [Accessed: 23 July 1998]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Madison, James. 1789. "James Madison: Amendments to the Constitution." From the *Congressional Register*. Vol. I, pp. 423-437. [Internet, WWW]. *Available:* American Communication Association website; ADDRESS: <http://www.uark.edu/depts/comminfo/www/proposed.html>. [Accessed: 23 July 1998]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Folker Wittman, 11 July 1995, "Numerical Simulation of Drying and Shrinkage," [Internet, WWW], *Available:* ETH Zurich Research Project (Institute of Building Materials) website; ADDRESS: <http://www-ir.inf.ethz.ch/research/baum/baustoffe/wittmann/pj.02.html>, [Accessed: 23 July 1998]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Wittman, Folker. 11 July 1995. "Numerical Simulation of Drying and Shrinkage." [Internet, WWW]. *Available:* ETH Zurich Research Project. Institute of Building Materials website; ADDRESS: <http://www-ir.inf.ethz.ch/research/baum/baustoffe/wittmann/pj.02.html>. [Accessed: 23 July 1998]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

³KnowledgeBase Solutions, Inc., 2001-2003, "Return On Investment," [Internet, WWW], *Available:* KnowledgeBase Solutions, Inc. website; ADDRESS: <http://www.knowledgebase.net/products/roi.asp>, [Accessed: 23 July 2003]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

KnowledgeBase Solutions, Inc. 2001-2003. "Return On Investment." [Internet, WWW]. *Available:* KnowledgeBase Solutions, Inc. website; ADDRESS: <http://www.knowledgebase.net/products/roi.asp>. [Accessed: 23 July 2003]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

⁴About, Inc., 30 July 2003, "What You Need to Know About Logistics/Supply Chain with Jeff Ashcroft," blog, [Internet, WWW], *Available:* Logistics/Supply Chain Blog Archives; ADDRESS: http://logistics.about.com/b/a/2003_07_30.htm, [Accessed: 23 July 2003]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

About, Inc. 30 July 2003. "What You Need to Know About Logistics/Supply Chain with Jeff Ashcroft." [Internet, WWW]. *Available:* Logistics/Supply Chain Blog Archives;

ADDRESS: http://logistics.about.com/b/a/2003_07_30.htm. [Accessed: 23 July 2003]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

⁵Diego Doval, 27 April 2003, "Management by Blog," [Internet, WWW], *Available:* d2r blog; ADDRESS: <http://www.dynamicobjects.com/d2r/archives/001894.html>, [Accessed: 29 June 2003]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Doval, Diego. 27 April 2003. "Management by Blog." [Internet, WWW]. *Available:* d2r Blog; ADDRESS: <http://www.dynamicobjects.com/d2r/archives/001894.html>. [Accessed: 29 June 2003]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Web Pages without Dates

Occasionally, you may feel that you wish to use a web page that features no date, copyright, or similar information concerning the date of creation of the page. In this case, do not include a date in your citation or bibliographic entry.

¹Adam Reakes, "The Iceman: Otherwise Known as Otzi, The Iceman Is An Incredible Example of How We Were Living 5,300 Years Ago," [Internet, WWW], ADDRESS: <http://www.hinet.net.au/~ribcage/history/iceman/>, [Accessed: 23 January 2001]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Reakes, Adam. "The Iceman: Otherwise Known as Otzi, The Iceman Is An Incredible Example of How We Were Living 5,300 Years Ago." [Internet, WWW]. ADDRESS: <http://www.hinet.net.au/~ribcage/history/iceman/>. [Accessed: 23 January 2001]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Milwaukee School of Engineering, Rapid Prototyping Center, Center for BioMolecular Modeling, "ATPase – a molecular motor," [Internet, WWW], ADDRESS: <http://www.rpc.msoe.edu/cbm/atpase.htm>, [Accessed: 23 January 2001]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Milwaukee School of Engineering. Rapid Prototyping Center. Center for BioMolecular Modeling. "ATPase – a molecular motor." [Internet, WWW], ADDRESS: <http://www.rpc.msoe.edu/cbm/atpase.htm>, [Accessed: 23 January 2001]. A copy of this web page is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Documenting Articles Obtained from a Magazine's Web Page

For magazine articles freely available on the Web and that you directly access from a web site, you need to provide the following documentation: the traditional citation, the source (WWW, etc.), URL, data accessed, and that you have a copy of this in your possession.

¹Neil Gross, 15 March 2000, "An MIT Prof Who Could Level the Cyber Playing Field," *Business Week*, [Internet, WWW], *Available: Business Week website; ADDRESS: <http://www.businessweek.com/smallbiz/index.html>*, [Accessed: 20 March 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Gross, Neil. 15 March 2000. "An MIT Prof Who Could Level the Cyber Playing Field." *Business Week*. [Internet, WWW]. *Available: Business Week website; ADDRESS: <http://www.businessweek.com/smallbiz/index.html>*. [Accessed: 20 March 2000]. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Citing Sources in .PDF Format Obtained from a Web Page

Note: Since the .pdf format represents actual pages, you should use page numbering in footnotes.

¹The Balanced Scorecard Collaborative, Inc., 30 September 1999, BalancedScorecard NetConference: Balanced Scorecard Functional Standards," slide presentation by Dr. David P. Norton and Laura M. Downing, p. 2, [Internet, WWW, PDF], *Available: Available in .PDF format from the The Balanced Scorecard Collaborative, Inc.; ADDRESS: <http://www.bscol.com/>*, [Accessed: 7 November 1999]. A copy of this presentation is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

The Balanced Scorecard Collaborative, Inc. 30 September 1999. "Balanced Scorecard NetConference: Balanced Scorecard Functional Standards." Slide presentation by Dr. David P. Norton and Laura M. Downing. [Internet, WWW, PDF]. *Available: Available in .PDF format from The Balanced Scorecard Collaborative, Inc.; ADDRESS: <http://www.bscol.com/>*. [Accessed: 7 November 1999]. A copy of this presentation is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²Rupesh Agrawal, Tina Ghosh, Benjamin Gundacker, and Matt Verber, 8 October 1998, "CS-400 Senior Design Technology/Research Report," p. 4, [Internet, WWW, PDF], *Available: Available in .PDF format from the Milwaukee School of Engineering website; ADDRESS: <http://www.msoe.edu/~barnicks/course/cs400/19989/rf/techreport.pdf>*, [Accessed: 22 November 1999]. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Agrawal, Rupesh, Tina Ghosh, Benjamin Gundacker, and Matt Verber. 8 October 1998. "CS-400 Senior Design Technology/Research Report." [Internet, WWW, PDF]. *Available: Available in .PDF format from the Milwaukee School of Engineering website; ADDRESS: <http://www.msoe.edu/~barnicks/course/cs400/19989/rf/techreport.pdf>*. [Accessed: 22 November 1999]. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

WORKING PAPERS

¹Otto A. Bird, 1990, "Thinking About Justice," working paper, American Philosophical Society, Philadelphia, PA, p. 6. A copy of this working paper is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Bird, Otto. 1990. "Thinking About Justice." Working paper, American Philosophical Society, Philadelphia, PA. A copy of this working paper is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

²M.P.A. Ackerman, June 1998, "A Supply Side Approach For Estimating A Neo-Classical Fixed Investment Model For The South African Economy," working paper presented at the Third Annual Conference for Econometric Modelling in Africa at the University of Pretoria, p. 5, [Internet, WWW, PDF], *Available:* Available from Washington University's Department of Economics working papers website; ADDRESS: <http://econwpa.wustl.edu:8089/eps/em/papers/0004/0004008.pdf>, [Accessed: 25 February 2002]. A copy of this working paper is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Ackerman, M.P.A. June 1998. "A Supply Side Approach For Estimating A Neo-Classical Fixed Investment Model For The South African Economy." Working paper presented at the Third Annual Conference for Econometric Modelling in Africa at the University of Pretoria. [Internet, WWW, PDF]. *Available:* Available from Washington University's Department of Economics working papers website; ADDRESS: <http://econwpa.wustl.edu:8089/eps/em/papers/0004/0004008.pdf>. [Accessed: 25 February 2002]. A copy of this working paper is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu.

Appendix B: Copyright and Plagiarism Issues

Copyright definition

Modern English copyright law is generally recognized as having been instituted in England with the Statute of Queen Anne in 1710. In the United States, copyright was considered of such importance that it was incorporated into the Constitution. Recognizing that knowledge is a great resource in society, copyright law protects the work of those individuals who contribute to society's knowledge. Copyrighted works cannot be reproduced or copied, distributed, performed, or adapted by anyone, except the author and someone given written permission by the author. A copyright does not protect facts or ideas, but it does protect the author's literal words used to express the facts and ideas. And, it does protect the author's selection and arrangement of material.

Copyright infringement

Copyright infringement is, in simple terms, the unauthorized or illegal copying of a copyrighted work. Since 1980, it has not be necessary for a work to carry a copyright notice. As soon as a work is created, it is protected by copyright law. Four types of illegal copying can be considered infringement: 1) verbatim copying of all of a work; 2) verbatim copying of part of a work; 3) paraphrasing a substantial part of a work's protected expression; and 4) copying a work's total overall feel or essence.

Copyright "fair use"

The "fair use" doctrine makes it legally possible to copy from an author's protected work. Under fair use, copying from a protected work is allowed for criticism, news reporting, teaching, or research. The overriding concern is that the copying does not diminish the commercial value of the copyrighted work. A word of caution, attribution or documentation does not absolve one from copyright infringement.

Copyright and MSEM Thesis and Capstone Work

When including copyright-protected material in his or her thesis or capstone report, a student is responsible for obtaining written permission from the copyright holder in order to use the material. A copy of the written permission must also appear in the thesis or capstone report.

In order to obtain permission from a copyright holder to use protected material, write a letter to the copyright holder. For example:

TO: Company XYZ

Dear Company XYZ,

My name is John Smith. I am a graduate student in the Master of Science in Engineering program at the Milwaukee School of Engineering in Milwaukee, Wisconsin. I am in the process of completing my Master's Capstone Report entitled, "An Investigation of Latch-Based and Flip-Flop Derivation in Digital System Clocking."

I am requesting permission to use material for which Company XYZ holds the copyright. Specifically, I am requesting permission to use the following copyright-protected material in my thesis:

1. Figure 6-27 on page 203 of the book *Digital Signal Processing: An Interesting Introduction* by Brandon Batzler (Chapel Hill, North Carolina: EE Press, 2003). The copyright owner of the book is Company XYZ.
2. Section 12-5 ("A/D Conversion, Quantization Noise, and Oversampling") on pages 252 through 253 of the book *Digital Signal Processing: An Interesting Introduction* by Brandon Batzler (Chapel Hill, North Carolina: EE Press, 2003). The copyright owner of the book is Company XYZ.

Copies each of [1] and [2] above are to be placed in each of three copies of my thesis. One copy of the thesis will be placed in the Electrical Engineering department file; one copy of the thesis will be kept in the Thesis Archives, which has no public access; and one copy of the thesis will be placed in the library where interested patrons can check it out.

If you have any questions, please feel free to contact me at 414-277-7777, or via email at smithj@msoe.edu.

Thank you for your consideration in this matter,
John Smith

Copyright law protects original works of authorship that are fixed in any tangible medium of expression from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or a device. "Works of authorship" includes:

literary works (including computer programs and related documentation);
musical works (including accompanying words);
dramatic works (including accompanying works);
pantomines and choreographic works;
pictorial, graphic and sculptural works;
motion pictures and other audiovisual works;
sound recordings;
architectural works;
compilations, collective works and derivative works.

Protected work may -- or may not -- feature a copyright notice.

Copyright-protected material includes a large array of created works: books, articles, reports, maps, charts, drawings, icons, data sheets, standards, documents produced by companies and web pages are all examples of material that may be copyright-protected.

The "Fair Use" provision in Copyright Law does allow "use of a copyrighted work for purposes such as criticism, comment, news reporting, teaching, scholarship or research" [see Kinney & Lange, 1997, *Overview of Intellectual Property for Business Lawyers*, Ninth Edition (Minneapolis, Minnesota: Kinney & Lange), p. 123].

However, only a court of law can determine if the copying of copyright-protected material constitutes "Fair Use." When a court of law considers whether or not a piece of copying constitutes "Fair Use," the court considers the following factors: "purpose and character of use, including whether it is commercial or nonprofit"; "nature of the work," including whether the copied work is scholarly or commercial; "amount or sustainability of the portion used in relation to the copyrighted work as a whole"; "effect of the use upon the potential market for or the value of the work." According to *Stewart v. Abend*, 495 U.S. 207 (1990), the most important of these four factors is "the effect the use has on the market for the underlying work" [see Kinney & Lange, 1997, *Overview of Intellectual Property for Business Lawyers*, Ninth Edition (Minneapolis, Minnesota: Kinney & Lange), p. 124].

When considering whether or not a piece of copying constitutes "Fair Use," a court considers three fair use tests [see R.S. Talab, 1999, *Commonsense Copyright: A Guide for Educators and Librarians* (Jefferson, North Carolina: McFarland & Company, Inc., Publishers), pp. 27-28]:

Brevity -- "The relative amount of what is copied should be brief, for example, 250 words for poems, 2,500 words or 10 percent of articles, stories, and so forth"

Spontaneity -- A spontaneous copying of a work would "not be needed enough ahead of time that reprints or permission could be acquired."

Cumulative effect -- This is "the combination of small uses that rise to such a proportion that economic harm is done"

You may use these guidelines to begin to assess whether or not your use of copyright-protected material is "Fair Use." However, as a general policy, MSOE requires that all students who produce a thesis or capstone report must obtain permission from the copyright holder to use all copyright-protected material in the thesis or capstone.

If you are uncertain as to whether or not material you wish to use is protected, contact the MSOE Library for guidance.

Plagiarism

Plagiarism is the deliberate or negligent copying or imitation of the language, ideas, and/or thoughts of another author that are then passed off as one's own original work. The most common form of plagiarism is "negligent" plagiarism. This involves using someone else's ideas or words without proper documentation. A common example of negligent plagiarism is the use of verbatim material from a source by a student in a report, in which the student documents the material, *but does not place the verbatim material in quotation*

marks. While plagiarism is not illegal, it is unethical and is grounds for dismissal from MSOE.

Appendix C: Common Documentation Errors

Not indicating a direct quote

An increasingly common, and dangerous, practice is to cut-and-paste from an online source, such as an article or web page, and not indicate that it is a direct quote. Too often, students document the source of the material, but neglect to indicate that these were the verbatim words from a source, which constitutes plagiarism.

Incomplete citations or bibliographic entries.

This includes missing author(s), missing pagination, missing edition statements, missing volume/issue numbers, and especially--incomplete titles. Secondary titles are often ignored, and sometimes a title is simply shortened. For example, if the title of a book is *Cybersociety: Computer-mediated communication and community*, then the entire title should appear in the initial footnote and in the bibliographic entry, not a shortened version, such as *Cybersociety*. Always use the title page as the source for your entries.

Footnotes must have a corresponding bibliographic entry.

Each footnote in must correspond to its bibliographic entry in the bibliography. That is, if you cite a work in your project, you need to double-check that the work appears in the bibliography.

Inaccurate information

Footnotes and bibliographic entries sometimes include inaccurate information, such as an incorrect publication date, or the failure to make a distinction between authors and editors. More important, however, is when a footnote allegedly verifies information by referring the reader to a source, but when one looks at the source, the information is not there or is on a different page than the one cited.

Incorrect spelling

This often occurs with titles and with the names of authors.

Invalid footnotes

Footnotes are sometimes used when it is not necessary. Check the *Documentation and Style Guide* for details on when to document.

Minor errors

These include incorrect punctuation and incorrect order of the bibliographic elements in a citation. Check the *Documentation and Style Guide* for details on punctuation and the arrangement of information in a footnote or bibliographic entry.

Placement of footnote numbers

Footnote numbers should appear immediately following the material that is documented. Typically, this means they appear at the end of a sentence in which material is cited, or the end of the paragraph.

Overbroad citations

Sometimes, an entire article is cited when the information that is being documented actually appears on one specific page in the article. Cite the specific page.

Inappropriate citation variations

Sometimes, students cite the same item differently throughout the report. Be consistent.

Footnotes vs. bibliography

The format for a footnote is different than the format for its corresponding bibliographic entry.

Title of the bibliography

The title of the bibliography in the report should be "Bibliography," not "References," or "Bibliographic References," or "Sources," or "Sources Used," etc.

Personal observations or experience

In a research report that combines secondary research with your observations or experience, you need to indicate to the reader what are your opinions or experiences and what is derived from your research. The easiest way is to preface your material with a statement such as: "In this author's opinion, . . ."