

[1" from top edge, 1" from right edge]

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[4" from top edge, centered, 11 or 12 point Arial font ▼]

[Your title ⇒] Guidelines for Submitting Research Reports and Papers

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Tarleton University System Center – Central Texas

[Date due ⇒] January 12, 2004

[Applies to this document only ⇒] Copyright 2004 by Dr. Robin C. Smith

[Centered ⇒] A Research Proposal [or Report]

Submitted in Partial Fulfillment

of the Requirements for

[Your course and section number ⇒] G B 5983.020

[1" from bottom edge ⇒] Business Research Methods

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Guidelines for Submitting Research Reports and Papers [*title of study*]
[*5-7 space indent throughout*]

This document summarizes a standard format and style for submitting research reports, papers, and other written assignments. It is drawn from and generally conforms in style with the following reference:

American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, D.C.: Author.

There are several advantages to using this format. Most journals have adopted this editorial style. It is easy on a typist since it uses no numerical footnotes. In addition, the year of the cited material is evident in the text so readers can immediately see how current the cited material is. Consistency among many papers enables readers to easily understand and interpret the organization and citation methodology used. [*left justified throughout; no right justification*]

The following is a brief description of the organization and presentation style of a research report and major forms of citation recommended in the Publication Manual of the American Psychological Association (APA). This should be useful as a reference for developing papers and research reports. When specific questions arise which are not addressed or are not clear in this document, apply the guidelines found in the APA.

Throughout this document, bracketed numbers refer to the related section and pages of the APA where additional information may be found. For example, [2.04, p. 36] indicates that you may find additional information in section 2.04 found on page 36 of the APA.

General Guidelines [*1st level heading format*]

Here are some general guidelines that will apply to all papers and research reports. If you understand these, you will find that the process of preparing a paper or research document will consistently go smoothly. If you need to strengthen your writing skills, you may want to consult or obtain one or two excellent writing reference books. Check your area library for their availability.

Booth, W. C., Colomb, G. G., & Williams, J. M. (1995). *The craft of research*. Chicago: The University of Chicago Press.

Jordan, L. (1970). The New York Times manual of style and usage. New York: The New York Times Company.

[*hanging indent style*]

Zinsser, W. (1980). On writing well: An informal guide to writing nonfiction (4th ed.). New York: Harper & Row.

Key Guidelines on Grammar and Usage [2nd level heading format]

Chapter 2 of the APA provides a guide to the expression of ideas. It provides the basic guidelines for grammar and usage.

It is important for all work that you use non-sexist writing and, generally, that you avoid bias. [2.12-2.17, pp. 61-76]. Often the easiest way to get around sexist writing is to “pluralize” the referents in a sentence. For example, you can change “The employee may want to talk about his or her problem early in the appraisal interview” to “Employees may want to talk about their problems early in an appraisal interview.”

Your written documents make a statement about you. You will be judged by the care and attention you give to the form and presentation of your written work as well as the way that you demonstrate your mastery and use of ideas. A professional appearing written document establishes a lasting positive impression. Sloppy papers often reflect sloppy thinking.

Use the active voice whenever possible. Passive voice constructions are poor prose. For example, “The experiment was designed by Jones” is weak; “Smith designed the experiment” is better. Grammar checker in Microsoft Word can help you learn about and correct faulty grammar. [2.06, pp. 41-42]

Make sure a verb agrees in number (i.e. singular or plural) with its subject, despite intervening phrases. Avoid dangling modifiers. An adjective or adverb, whether a single word or a phrase, must clearly refer to the work it modifies. Place an adjective or adverb as close as possible to the word it modifies and you will have fewer problems. [2.07-2.10, pp. 44-57]

Unclear: The investigator tested the subjects using this procedure.

It is not clear whether the investigator or the subjects are using “this procedure.”

Clear: Using this procedure, the investigator tested the subjects.

Write precisely and clearly. Avoid colloquial expressions, pronouns, the use of the third person, and the editorial "we." They tend to weaken and confuse the reader. [2.04, pp. 36-40]

Also avoid jargon, wordiness, and redundancy. [2.03, pp. 34-36]

Overview of the Rules of Style

1. Typewrite all documents using a good quality paper. [5.01, p. 284]

2. Double-space all pages throughout the submission and all typing on each page including the title page, the abstract, the table of contents, and the list of references cited. The first text line after a heading will start on the second line after the heading. A heading will be placed on the second line after the end of the previous section. Double-space after the line containing the page header and page number. [5.03, p. 286]

3. Use a one-inch margin on all four sides of all pages. [5.04, pp. 286-287]

4. Sequentially number all pages starting with the title page, in the upper right corner, one inch from the right and top edges of the page (at the edges of the top and the right margins). [5.06, p. 288]

5. Include a page header on all pages containing the first two or three words from the title. Place the page header in a position to the left of the page number so that there are five interceding spaces between the end of the page header and the page number. [5.06, p. 288]

6. Select a typeface that is generally used and easily readable such as Arial, Times Roman, or CG Times. [5.02, p. 285]

7. Select a type size of 11 or 12 points. Note that this document uses an 11-point type size and Arial typeface. [5.02, p. 285]

[Note that this margin is greater than 1" because the widow feature is turned on: The first line of a new paragraph automatically starts on the next page to be with the rest of the paragraph.]

8. Indent the first line of every paragraph five to seven spaces and use the same indentation spacing throughout. [5.08, p. 289] There are certain exceptions to this specifically identified in the APA.

9. Place all direct quotes in quotation marks within the ongoing text unless the quote exceeds 40 words. If a quote exceeds 40 words, set it apart in your text without quotation marks in a “blocked form” with each line indented five spaces. [3.34; pp. 117-118]

10. Do not use bolding or WORD CAPITALIZATION anywhere in your paper. Follow the rules provided in the APA for emphasis. [3.06, pp. 82-83]

11. Space once after all punctuation. [5.11, p. 290-291]

12. Apply the rules of emphasis. Use italics sparingly. When appropriate, use underlining rather than *italics* and use it sparingly. [3.19, pp. 100-103] Use double quotation marks to introduce a word or phrase used as an ironic comment, as slang, or as an invented or coined expression. [3.06, pp. 82-83]

13. Be clear on the rules for headings. Most papers will use either the two level or the three level style of headings. The APA guidelines for headings must be consistently applied. Note that each subheading must have at least one additional heading at the same level within a section. Note also that the Introduction does not have a heading labeling it the introduction; the first section is assumed to be an introduction. The heading at the top of the text of the introduction is the title of the research study placed as a Level One heading. If the introduction has subheadings, the first subheading will assume the position of a Level One heading and the remaining subheadings will use the style appropriately related to the Level One heading. [3.30-3.32, pp. 111-115]

[Format for the Two Level Heading Style]

Level One

Level Two

[Format for the Three Level Heading Style]

Level One

Level Two

Level three. [The text of the paragraph will start on the same line as the heading]

14. Apply the rules for seriation (enumerating elements in a series) consistently using lower case letters except in the case of separate paragraphs in a series. [3.33, pp. 115-117]

15. Provide preliminary pages before the body of your paper to include a title page, an executive summary, and a table of contents in that order. Follow the body of your paper with a list of references cited. Refer to the samples appended to this document. A research report will be organized in the following format:

Letter

Title Page [1.06, pp. 10-12] (See Title Page to this document)

Executive Summary

Table of Contents (See Appendix A and the T.O.C. for this document)

Introduction [1.08, pp. 15-17]

Review of Related Research Studies

Methodology [1.09, pp. 17-20]

Analysis and Findings [1.10. pp. 20-26] (Results)

Conclusions [1.11, pp. 26-27] (Discussion)

References Cited [1.13, p. 28; 4.04-4.16, pp. 219-281]

Appendixes [1.14, pp. 28-29; 3.90-3.92, pp. 205-206]

16. Apply the relevant guidelines in the APA, Chapters 3 and 4:

punctuation [3.01-3.09, pp. 78-88]

spelling [3.10-3.12, pp. 89-94]

capitalization	[3.12-3.18, pp. 94-100]
italics	[3.19, pp. 100-103]
abbreviations	[3.20-3.29, pp. 103-111; 4.03, pp. 216-219]
headings	[3.30-3.32, pp. 111-115; 5.10, pp. 289-290]
seriation	[3.33, pp. 115-117; 5.12, p. 292]
quotations	[3.34-3.41, pp. 117-122; 5.13, pp. 292-293; 3.06, pp. 82-83]
numbers	[3.42-3.49, pp. 122-130]
tables	[1.10, p. 21; 3.62-3.74, pp. 147-176]
figures	[1.10, p. 21; 3.75-3.86, pp. 176-201]
footnotes and notes	[3.87-3.89; pp. 202-205]
appendixes	[3.90-3.93; pp. 205-207]
reference citations in text	[3.39-3.41, pp. 120-122; 3.94-3.103; pp. 207-214]
reference list	[4.01-4.16; pp. 215-281]

References

Research ethics. Research reports and papers at Tarleton State University will most often incorporate secondary research, i.e., ideas, concepts, and findings resulting from the research of others. You should be sure that you fully understand your responsibility to acknowledge the source of your information throughout your Research Report or Paper. Fundamental ethical principles underlie all scholarly writing and you must adhere to these ethical principles. The Tarleton State University policy concerning academic honesty is provided in the University Catalogue of Tarleton State University.

You have an ethical and legal responsibility to maintain the highest level of academic honesty and to authenticate all information you submit for grading. This means that you must provide authoritative sources to authenticate facts, statements and opinions that were derived from one or more others, whether direct quotes, paraphrases, or summaries. You must properly

cite these sources in the body of your submissions, and must provide an appropriate list of references cited as the last page of your submissions.

“To quote means to reproduce exactly someone else’s words” (Walker, 1997, p. 119).

“To paraphrase is to reproduce the exact sense of a written passage or oral statement in your own words---to convey accurately the ideas, facts, or attitudes of someone else in words that are natural to you” (Walker, p. 120). Appendix C contains an example of a direct quote and a paraphrase. “Summarizing, like paraphrasing, is a process of putting someone else’s material in your own words” (Walker, p. 128).

Reference citations must be provided for direct full or partial quotes, paraphrases, and summaries. Failure to do so is plagiarism. Plagiarism is “the taking of passages from writings of others, or presenting the work of others as your own, without giving proper credit to the source” (UCT, 1997, p. 26). Melissa Walker (1997) defines plagiarism as taking “the language, ideas, or conclusions of another person and to represent them as one’s own” (p. 135). At Tarleton State University, plagiarism can result in disciplinary action including such consequences as a grade of F in the course and possible expulsion from the University. Throughout the scientific and scholarly community, plagiarism is viewed as dishonest and unethical behavior and will likely result in censure as a minimum, and possibly legal action for violation of copyright laws as an ultimate consequence. [8.05, pp. 349-355] Here is a useful Internet site that further examines plagiarism: http://www.depauw.edu/admin/arc/writing_center/plagiarism.htm

Reference cites. All direct quotes, paraphrases, and summaries must be cited in the research report immediately following the information being cited. [3.39-3.41, pp. 120-122] All reference cites must be contained in the references cited list provided at the end of the Research Report. The references cited list contains only sources cited and no other. [4.01, pp. 215-216]

The fundamental purpose of a reference cite is to allow the reader to directly relate the information in the research report to its source in the list of references cited. A correct cite will

allow the reader to go directly to the list of references cited and scanning the first word of each alphabetical reference, to find the words matching the author name or title in the cite

APA has an easy way to cite sources. The author's last name and the date of publication of the work where the material can be found are placed in parentheses in the text. A reference citation for a direct quote cites the author, the date, and the page number of the source from which you draw the quote. According to the APA, for a paraphrase or summarization, the page number may be omitted.

While optional according to the APA standard, to cite effectively, a good practice would be to include the page number in the citation, even for paraphrases or summaries so that the reader can easily find the original source if needed. By providing consistent reference citations, others may then seek out your sources as they conduct further research on the subject. Examples of correct reference citation format are used throughout this document. Appendix D, Guidelines and Examples of Reference Citations, addresses most of the citation situations you will encounter.

References cited lists. [example of a third level heading] References cited lists contain the full information about the sources from which you drew your information and which are cited in your Research Report. A reference in the references cited list will provide additional information that is not contained in the reference citation including full title of the book or article, the publication name in which an article is contained, edition, city in which published, and the full name of the publisher.

The references cited list is titled references and will be double-spaced throughout. It is best to use a hanging indent on the first line of each reference to improve readability. References will be listed in alphabetical order by the surname of the first author. [4.04, pp. 219-222] If there is no author, alphabetize by the next item in the reference such as organizational author or title.

Note that the entries in the reference list are not grouped by type of publication. Appendix E, Guidelines and Examples of Types of References Cited List Entries, will help you with the various types of references cited list entries you may encounter in a reference list.

You can see that a properly presented reference citation allows readers to then refer to the references cited list to identify the full information necessary so that they can find the source of your information for further research. Recognizing the role that reference citations and references cited lists play will help you to correctly and accurately fulfill your responsibility to give credit to your sources.

References

American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, D.C.: Author.

The University of Central Texas. (1997). *1997-98 catalogue*. Killeen, TX: The University of Central Texas.

Walker, M. (1997). *Writing research papers: A Norton guide* (4th ed.). New York: W. W. Norton & Company.

Appendix A

An Example of a Table of Contents¹

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¹ For another sample format, see the Table of Contents for this document (Page 2).

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Appendix B

An Example of a Paraphrase and of a Direct Quote

Direct Quote

If the business ethics movement has led us anywhere in the past fifteen years, it is to the position that business has an ethical responsibility to become a more active partner in dealing with social concerns. Business must creatively find ways to become a part of solutions, rather than being a part of problems. Corporations can and must develop a conscience, as Ken Goodpaster and others have argued---and this includes an environmental conscience. Corporations should not isolate themselves from participation in solving our environmental problems, leaving it up to others to find the answers and to tell them what not to do. (Jones, 1994, p. 37) [*Note: one space after all punctuation throughout*]

Paraphrase

Within the past fifteen years the business ethics movement has become more involved with social concerns. Business must work harder to provide solutions and not contribute to problems. According to Ken Goodpaster and others, business must develop a conscience and participate in solving environmental problems. Without this self-conscience businesses will be relying on others to be their conscious (Jones, 1994, pp. 37-38).

Appendix C

Guidelines For and Examples of Reference Citations

1. In the text of the paper, use the author's last name, the year of publication, and the page numbers to identify your source. Your cite may be associated with your source in a variety of ways.

After the quote: "... the following year" (Smith, 1995, p. 59). [*the punctuation is after the cite except for a block quote*]

Before the quote: Smith (1995, p. 59) made the statement that "... the following year".

After the paraphrase: when each event happened (Smith, 1995, pp. 59-61).

Before or in the middle of the paraphrase: Smith (1995, pp. 59-61) is well known for having carefully identified when each event happened.

2. When a quotation exceeds 40 words, use a block quote format [3.34, pp. 95-96] and cite the quoted source in parentheses after the final punctuation mark.

3. When a work has two authors, always cite both last names (and the year and page number) every time the reference occurs: (Jones & Smith, 1976, pp. 33-47). Do not include first names or initials.

4. When a work has more than two authors and fewer than six, cite all authors (and the year and page number) the first time the reference occurs (Jones, Smith, Williams, & French, 1981, pp. 27-31). After that, you cite only the surname of the first author, followed by "et al." and the year and page number: (Jones et al., 1981, pp. 42-44).

5. Omit the year from the subsequent citations after the first citation within the same paragraph.

6. When a work has six or more authors, you should cite only the first author and use "et al."

7. Use only the authors' last names. However, if they have the same last name, then identify each with his or her first initials. For example: (Williams, B. & Williams, J., 1983, pp. 89-92).

8. When a source has no author, use the first few words of the references cited list entry (usually the title), the year, and the page numbers. Use double quotation marks around the title of an article or chapter, and underline the title of a periodical, book, brochure, or report:

on free care ("Study Finds," 1982, pp. 33-34).

The book College Bound Seniors (1979, p. 69).

9. You may use either "and" or "&" when citing more than one author. However, stick with the same choice throughout your document.

10. For an Internet cite, apply the same guidelines as for a hardcopy cite. Here is an example of an Internet cite: (Center for Public Interest Law, 1994). If pages at the site are numbered, then show the page numbers. If not, then don't. This example corresponds to the entry on the List of References Cited in the Appendix D.

Appendix D

Guidelines For and Examples of Types of References Cited List Entries

Carefully observe the placement of punctuation, underlines, and spacing. Use the last name and the first initial only of the author. Note that this appendix shows examples of entries for various reference categories. However the references cited list itself is alphabetized on authors last name for all references regardless of their type; the references cited are not grouped by type of reference.

Books

Author, A. (year). *Title of book italicized with only first word and first word following a colon capitalized* (# of edition after first edition). City: Publisher

Perlman, H. (1990). *Casework: A problem-solving process*. Chicago: University of Chicago Press.

Perlman, H. (1995). *Casework: A problem-solving process* (2nd ed.). Chicago: University of Chicago Press.

Perlman, H., & Smith, R. (Eds.). (1995). *Casework: A problem-solving process* (2nd ed.). Chicago: University of Chicago Press.

Jackson, D. (1992). A study of cognitive dissonance. In Perlman, H. (Ed.). *Casework: A problem-solving process* (pp. 322-347). Chicago: University of Chicago Press.

Journals

Author, A., & Author, B. (year). Title of the article not underlined, with only the first word and first word following a colon capitalized. *Name of Journal Italicized, Each Major Word Capitalized, Volume number italicized*, pages inclusive. (No p. in front of page numbers)

Pharis, M., & Manosevitz, M. (1992). Downsizing in the corporate world: Problems and solutions. *Management Journal*, 15, 3, 27-32.

Magazines

Author, A. (year, month day). Article title. *Name of Magazine, Italicized, Each Major Word of Magazine Name Capitalized, Volume number italicized*, pages inclusive. (No p. in front of page numbers)

Pharis, M. (1993, September 18). Status of the U.S. economy. *Newsweek*, 19, 56-60.

Electronic Sources

Citing electronic sources is relatively new but the current edition of the APA Guide provides many examples. The key is to help the reader locate the information and to make sure the information is current and accurate. If an author is identified, provide it. If a date is available, provide it. Err on the side of too much information rather than too little. The variations possible for references is too great to incorporate them in this document. Review pages 268-281 in the APA Guide for style requirements. These include sources from the world-wide-web and just as important, sources from electronic media including databases.