

Guidelines for M.Sc. Thesis at Multimedia Campus Kiel

18 August 2004

The *Publication Manual of the American Psychological Association* (5th ed., 2001) provides a comprehensive reference guide to writing using APA style, organization, and content. A copy of the *Publication Manual* can be ordered online at <http://www.apa.org>. The purpose of this document is to provide an overview on APA style and introduces some specific examples.

This document is itself *not* a model of APA style. For an example of a complete document formatted according to this style, go to <http://hci.mmc-kiel.com/thesis/example.pdf>.

General Guidelines

Paper size: A4, one or both sides printed.

Margins: 2,5 cm on all sides (top, bottom, left, right)

Font Size and Type : 12-pt. font (Times Roman with exceptions)

Spacing: 1.5 line-spacing throughout the report, including the title page, abstract, body of the document, references, appendixes, footnotes, tables, and figure captions.

Alignment: block alignment (creating same ending on the right)

Paragraph Indentation : none

Pagination: The page number appears at the bottom of the page at the lower right edge of the paper, counting begins with the title page.

Manuscript Page Header : A few words or the complete title of the report title appear on the top on every page (except above Figures, on the title page and over the table of contents).

Active voice : As a general rule, use the active voice rather than the passive voice. For example, use "We show in the following ..." rather than "It was shown that ...". Also, avoid first person: "I have programmed a".

Order of Pages : Title Page, Table of Contents, Abstract, Body (including figures, tables, etc.), References, Appendixes, Declaration.

Title Page

Pagination: The Title Page is page 1.

Example: see instructions for thesis procedure (ThesisProcEngl.doc)

Table of Contents

The table of contents lists all section headings and page numbers where they appear. No more than three levels of subsections should be considered.

Abstract

The abstract contains a maximum of 150 words, and is a self-contained summary of the most important elements of the report.

Pagination: The abstract begins on a new page (page 2).

Heading: Abstract (centered on the first line below the manuscript page header)

Format: The abstract (in block format) begins on the line following the Abstract heading. The abstract should not exceed 150 words. All numbers in the abstract (except those beginning a sentence) should be typed as digits rather than words.

Body

Pagination: The body of the paper begins on a new page (usually page 3). Subsections of the body of the paper do *not* begin on new pages.

Headings: Headings are used to organize the document and reflect the relative importance of sections.

Main headings (when the report has either one or two levels of headings), start on the left with a number, use 14 pt Arial font bold, and use uppercase and lowercase letters (e.g., Introduction, Criteria, and References).

Subheadings (when the report has two levels of headings) are bold, 12pt Arial font and use flush left, use decimal numbers, uppercase and lowercase letters (e.g., **2.1 Architecture of Server**, and **2.2 Architecture of Client** as subsections of the **2. Architecture** section).

Text citations

Source material must be documented in the body of the paper by citing the author(s) and year of the source. The underlying principle is that ideas and words of others must be formally acknowledged. The reader can obtain the full source citation from the list of references that follows the body of the paper.

When the names of the authors of a source are part of the formal structure of the sentence, the year of publication appears in parentheses following the identification of the authors. Consider the following example:

Wirth and Mitchell (1994) found that although there was a reduction in insulin dosage over a period of two weeks in the treatment condition compared to the control condition, the difference was not statistically significant. [**Note:** *and* is used when multiple authors are identified as part of the formal structure of the sentence. Compare this to the example in the following section.]

When the authors of a source are *not* part of the formal structure of the sentence, both the authors and years of publication appear in parentheses, separated by semicolons. Consider the following example:

Reviews of research on religion and health have concluded that at least some types of religious behaviors are related to higher levels of physical and mental health (Gartner, Larson, & Allen, 1991; Koenig, 1990; Levin & Vanderpool, 1991; Maton & Pargament, 1987; Paloma & Pendleton, 1991; Payne, Bergin, Bielema, & Jenkins, 1991). [Note: & is used when multiple authors are identified in parenthetical material. Note also that when several sources are cited parenthetically, they are ordered alphabetically by first authors' surnames.]

When a source that has two authors is cited, both authors are included every time the source is cited.

When a source that has three, four, or five authors, the first author's surname and "et al." are used. Consider the following example:

Reviews of research on religion and health have concluded that at least some types of religious behaviors are related to higher levels of physical and mental health (Payne et al., 1991).

Payne et al. (1991) showed that ...

Every effort should be made to cite only sources that you have actually read. When it is necessary to cite a source that you have not read ("Grayson" in the following example) that is cited in a source that you have read ("Murzynski & Degelman" in the following example), use the following format for the text citation and list only the source you have read in the References list:

Grayson (as cited in Murzynski & Degelman, 1996) identified four components of body language that were related to judgments of vulnerability.

To cite a personal communication (including letters, emails, and telephone interviews), include surname, initials, and as exact a date as possible. Because a personal communication is not "recoverable" information, it is not included in the References section. For the text citation, use the following format:

Skinner, B.F. (personal communication, February 12, 1978) claimed ...

Quotations

When a direct quotation is used, always include the author, year, and page number as part of the citation following the quoted text in parenthesis.

A quotation of fewer than 40 words should be enclosed in double quotation marks and should be incorporated into the formal structure of the sentence. Example:

Patients receiving prayer had "less congestive heart failure, required less diuretic and antibiotic therapy, had fewer episodes of pneumonia, had fewer cardiac arrests, and were less frequently intubated and ventilated" (Byrd, 1988, p. 829).

A lengthier quotation of 40 or more words should appear (without quotation marks) apart from the surrounding text, in block format, with each line indented five spaces from the left and right margin. Such citations are not included in counting the suggested minimum amount of pages of a thesis.

Quotations which are not indicated are treated as plagiarism. As a consequence, the thesis will be marked as failed.

Program Code

Program code can be included in Courier font (10 or 12 pt) without a caption. Only small parts of program code should be used. To reduce the amount of code when describing an algorithm consider the use of pseudo-code.

References

All sources included in the References section must be cited in the body of the paper (and all sources cited in the paper must be included in the References section). A good place to start searching electronically for computer science literature is <http://www.acm.org/dl> or <http://www.computer.org/publications/dlib/>. A first overview on Human-Computer Interaction is at <http://hci.mmc-kiel.com/pages/hci-lnk.html>. For business studies consult <http://www.uni-kiel.de/ifw/zbw/kataloge/datenbank.html#ezb> (EBSCO).

Pagination: The References section begins on a new page.

Heading: References (centered on the first line below the manuscript page header)

Format: The references (with hanging indent) begin on the line following the References heading. Entries are organized alphabetically by surnames of first authors. Multiple sources with the same year of publication are distinguished with lower case letters. Most reference entries have three components:

Authors: Authors are listed in the same order as specified in the source, using surnames and initials. Commas separate all authors. When there are seven or more authors, list the first six and then use "et al." for remaining authors. If no author is identified, the title of the document begins the reference.

Year of Publication: In parentheses following authors, with a period following the closing parenthesis. If no publication date is identified, use "n.d." in parentheses following the authors.

Source Reference: Includes title, journal, volume, pages (for journal article) or title, city of publication, publisher (for book). Italicize titles of books, titles of periodicals, and periodical volume numbers.

Examples of sources

1. Journal article

Sutherland, I.E., Sproull, R.F., and R.A. Schumaker, (1974). A Characterization of 10 Hidden-Surface Algorithms, *ACM Computing Surveys*, vol. 6, no. 1, Mar. 1974, pp. 1-55.

2. **Book**

Strauss, J., Frost, R. (1999). *E-marketing*, Upper Saddle River, New Jersey: Prentice Hall.

3. **Article or chapter in an edited book**

Weber, G. (2003). Development of a Master's of Science Degree within Multimedia Management, in Schneider, J.; Strothotte, Th.; Marotzki, W. (Hrsg.) *Computational Linguistics, Media Informatics, and Virtual Communities*, Wiesbaden: Deutscher Universitäts-Verlag, 2003, pp. 111-120.

4. **Stand-alone Web document (no author, no date)**

Top Ten Mistakes in Web Design. (n.d.). Retrieved August, 15, 2004, from <http://www.useit.com/alertbox/9605.html>.

5. **Non-English source**

Accepted only for important primary literature. A translation of the quoted source is required in the Appendix. Includes original title:

Zhirabok, A.N. and Shumskii, A.E. (1984). *Electronnoe Modelirovanie [Electronic Modeling]*, Energoatomizdat, Leningrad, 1984 (in Russian).

Kollmann, T. (2004). *E-Venture: Grundlagen der Unternehmensgründung in der Net Economy - mit Multimedia-Fallstudie auf CD-ROM [eVenture: Fundamentals of company founding in the net economy]*, Wiesbaden: Gabler.

Official APA "Electronic Reference Formats" document : Go to <http://www.apastyle.org/elecref.html>

Appendixes

A common use of appendixes is to present program listings, unpublished tests or to describe complex data.

Pagination: Each Appendix begins on a separate page and is referred to in the table of contents.

Heading: If there is only one appendix, Appendix is centered on the first line below the manuscript page header. If there is more than one appendix, use Appendix A (or B or C, etc.). Double-space and type the appendix title (centered in uppercase and lowercase letters).

Format: Block indentation.

Footnotes

Content footnotes are occasionally used to support substantive information in the text.

Pagination: Footnotes appear on the bottom of a page.

Heading: No heading .

Format: Indent the first line of each footnote 5-7 spaces and number the footnotes (slightly above the line) as they are identified in the text.

Tables

A common use of tables is to present quantitative data or summarize lengthy textual descriptions. Tables must be referred to in the text.

Pagination: Each Table begins on a separate page.

Heading: **Table 1** (or 2 or 3, or 2-1, 2-2, 2-3, etc.) is typed in bold typeface flush left on the first line below the table, followed by the caption. Double-space in normal font with uppercase and lowercase letters.

Figure Captions and Figures

A common use of Figures is to present graphs, photographs, or other illustrations (other than tables). Figures are referred to in the text.

Pagination: Figures appear after the reference in the text.

Heading for Figure Captions : Figure caption appears flush left on the first line below the figure. Double-space and type **Figure 1.** (or 2 or 3, or 2-1, 2-2, 2-3, etc.) bold and flush left, followed by the caption for the figure (normal font), capitalizing only the first letter of the first word and any proper nouns.

Declaration

On a single page the following sentences appear:

I declare, that this thesis has been prepared without external help by myself. No other than the references and aids listed herein have been used.

Place, Date Signature