

# **MSOE Documentation and Style Guide**

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## **Introduction**

This guide provides students with the basics involved in documentation using footnotes. The style in this guide was originally developed by Gary Shimek and David Tietyen to provide a consistent style for graduate students when preparing 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, and theses at MSOE. For a more complete guide on documentation, contact [Gary Shimek](#), or consult *The Chicago Manual of Style*, which is located in the Reference section of the MSOE library and is also available at most libraries.

## 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 attribution 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, 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 MSEM reports and projects, including theses and capstone projects, footnotes are required.

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 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.

## 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 distribution<sup>1</sup>--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.<sup>2</sup>

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;<sup>3</sup> a comparison of selected novels with the motion pictures based upon them;<sup>4</sup> and a study of contemporary realistic fiction for children published since World War II.<sup>5</sup>

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."<sup>6</sup> (Indeed, probably because the accusations against Rebecca jogged memories about the earlier episode, her two sisters were later accused as well).<sup>7</sup>

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:

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

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

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

<sup>1</sup>Mancur 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 Orings: 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 uppercase, and the appropriate bibliographic citation. For example:

<sup>1</sup>A 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, 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.

# Documenting Quotes

## Quotations

Quotations in a research report are of two types: indirect (paraphrased or summarized) and direct (verbatim). You must document both types. That is, you must name the source of indirect and direct quotations.

## Direct Quotation

A direct quotation presents material verbatim. It is appropriate when you need to provide an authority, preserve the integrity of the source author's original wording, or ensure the accuracy of your borrowing from the source.

Direct quotations must have *attribution* within your text. This tells the reader that these are not your ideas and gives credit to the source of the quotation. While providing the complete name of your source is the commonly acceptable practice, you may use other types of identification such as "researchers" or "one author."

### *Incorrect*

"We are viewing the dawn of a new age of communication. High-speed data networks will ultimately change the way people think about communicating with other individuals in much the same manner that the book, telephone, radio, and television have influenced preceding generations."<sup>1</sup>

### *Correct*

According to Craig Summerhill at the Networked Information Institute: "We are viewing the dawn of a new age of communication. High-speed data networks will ultimately change the way people think about communicating with other individuals in much the same manner that the book, telephone, radio, and television have influenced preceding generations."<sup>1</sup>

When using an author's name in the text for attribution or reference, the first time you should use the author's complete name. In subsequent references to the author within the text, you only need to use the author's last name. You should also provide some identification for the person you are quoting. That is, you should provide credentials for that person, otherwise, in the above example, the reader would ask: "Who is Summerhill and what makes him an authority?"

## **Lengthy direct quotes**

When you have a direct quote that exceeds five or six lines, you should use the following format. Note that the quotation is indented from both sides, single-spaced, and quotation marks are not used.

Champy believes a radical rethinking of the concept of the business organization is needed. In his *Reengineering the Corporation*, he wrote:

Reengineering is rooted in the belief that the way work and organizations are structured is wrong in today's context. Organizing by function and specialization worked for 200 years ... but as we have developed increasingly large companies, that has led to balkanized organizations ... companies that pay too much attention to infrastructure, where each function becomes a separate country with borders. Reengineering attacks fragmented, balkanized companies. It changes the structure of work.<sup>4</sup>

### **Quotes within a quote**

When using quote marks within a quote, you use a single quote mark.

Lynch refers to this as, “the distribution or allocation of the ‘4 R’s’ of structuring: Responsibilities, Resources, Risks, and Rewards.”<sup>5</sup>

### **Direct quotation with a parenthetical reference within the quotation**

When quoting directly from an article, do not retain parenthetical references that appear in the article. For example, in the following thesis, 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**

Russell Cooper and John 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.<sup>3</sup>

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

Russell Cooper and John 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.<sup>3</sup>

## **Indirect Quotation**

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.*

### ***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 . . . . .

### **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 management that quotes Drucker, 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, let’s look at 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."<sup>1</sup>

***Emphasis on original work:***

<sup>1</sup>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, 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:***

<sup>1</sup>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, 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.

**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 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.

<sup>4</sup>Bullock, p. 64.

<sup>5</sup>Neher and Waite, p. 164.

<sup>6</sup>Laughlin, et al., p. 29.

<sup>7</sup>"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. The idea is to provide the reader with enough information to locate the reference in your bibliography.

In addition, you may use the Latin abbreviation "Ibid." when citing subsequent sources. See the section on use of Latin abbreviations.

### **Distinguishing more than one work by the same author in a subsequent reference**

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 a work from any others by the author. However, in any subsequent references, you will want to distinguish which work of the author's 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***

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

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

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

#### ***Subsequent reference***

<sup>4</sup>Schultz, 1990, p. 122.

<sup>5</sup>Schultz, September 1993, "Will direct," p. 6.

<sup>6</sup>Schultz, September 1993, "Interactivity," p. 4.

### **Use of Latin abbreviations for subsequent references**

The two most common references are *ibid* (in the same place) and *op. cit.* (in the work cited). *Ibid* is still a useful technique, especially when quoting extensively from a single source. However, *op. cit.* should be avoided. The use of the author's last name, as described above, is the preferred method.

<sup>6</sup>Don E. Schultz, 1990, *Strategic advertising campaigns*, 3rd ed. (Lincolnwood, IL: NTC Business Books), p. 189.

<sup>7</sup>Ibid.

Another Latin abbreviation that can be useful is *sic*, which means thus or so. It is used in written texts to indicate that a surprising or paradoxical word, phrase, or fact is not a mistake and is to be read as it stands. Typically, *sic* is shown set off with parenthesis or brackets appearing next to the word or phrase.

In *Concurrent Marketing*, Frank Cespedes noted: "One cannot overemphasis [sic] the importance of integrating product, sales, and service."<sup>8</sup>

## 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. A reminder, the formatting for the footnotes and bibliography on this web page does not conform with the style used in documentation. Footnotes should have their first line indented between 0.25" and 0.50". Bibliographic entries should have a hanging indent of the same dimension.

### Traditional Print Sources

#### ***For a book by a single author***

<sup>1</sup>M. 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***

<sup>1</sup>William 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***

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

<sup>2</sup>Curtis 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**

<sup>1</sup>Barry 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.**

<sup>1</sup>John 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**

<sup>1</sup> *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**

<sup>1</sup> Sherry 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.

### **For multiple sources**

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:

<sup>1</sup>Mancur 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.

### **For sources in a foreign language**

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

<sup>2</sup> Natan 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:

<sup>3</sup> N.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.

### **For 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. Not surprisingly, many students use and cite manuals in their reports.

<sup>1</sup>Digital 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.

### **For academic journals**

<sup>1</sup>Gary 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**

<sup>1</sup>Philip 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**

<sup>1</sup>Ron 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 newspaper articles**

<sup>1</sup>Nanci Hellmich, 30 January 1995, "Weight Training Studies Show It Could Strip Years Off Age," *Milwaukee Journal Sentinel* Final Edition, pp. 1C, 3C.

Hellmich, Nanci. 30 January 1995. "Weight Training Studies Show It Could Strip Years Off Age." *Milwaukee Journal Sentinel* Final Edition, pp. 1C, 3C.

### **For peer-reviewed journals**

<sup>1</sup>Scott 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.

<sup>1</sup>"Database Marketing Demystified," June 1993, *Target Marketing*, p. 13.

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

### **For papers from conferences, workshops, and symposia**

<sup>1</sup>Pamela 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.

### **For a Master's Thesis or Ph.D. Dissertation**

<sup>1</sup>Ted Boehler, 1999, "A Design Plan For Online Distance Learning Program Delivery" (Ed.D. diss., Pepperdine University), pp. 176-179.

Boehler, Ted. 1999. "A Design Plan For Online Distance Learning Program Delivery." Ed.D. diss., Pepperdine University.

<sup>2</sup>Richard William Nixon, 1998, "The Influence of the World Wide Web on Market and Consumer Relations" (Master's thesis, California State University), pp. 34-36.

Nixon, Richard William. 1998. "The Influence of the World Wide Web on Market and Consumer Relations." Master's thesis, California State University.

### **For a case study**

A case study, as available from credible institutions as Harvard Business School, can be used in a report or thesis.

<sup>1</sup>Andrew Dutkiewicz and Janice Hammond, 17 April 1995, *IBM After-Sales Service*, Case Study # 9-693-001 (Boston, MA: Harvard Business School), p. 7.

Dutkiewicz, Andrew and Janice Hammond. 17 April 1995. *IBM After-Sales Service*. Case Study # 9-693-001. Boston, MA: Harvard Business School.

### **For corporate reports or technical business reports (including annual reports)**

Intended for specialized audiences, corporate reports or technical business reports generally provide detailed information on specific programs, projects, procedures, or subjects, without presenting much background information because such knowledge is already assumed.

Although some corporate reports and technical business reports are written by personal authors associated with an organization, most reports feature "corporate" authors. These reports are sponsored, prepared, and published by organizations, corporations, laboratories, departments, and so on. Many corporate reports and technical business reports are intended for internal distribution in an organization.

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:

<sup>1</sup>Norlight 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 .

<sup>2</sup>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), pp. 23-37. A copy of this article 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 article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

<sup>3</sup>R.R. Donnelley & Sons Company, 1998, *1998 Annual Report* (Chicago, IL: R.R. Donnelley & Sons Company), p. 72. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

R.R. Donnelley & Sons Company. 1998. *1998 Annual Report*. (Chicago, IL: R.R. Donnelley & Sons Company). A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

### ***For United States government and other public documents***

<sup>1</sup>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), 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.

### ***For Patents***

<sup>1</sup>Richard 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.

### ***For published interviews***

<sup>1</sup>Isaac 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.

### ***For unpublished interviews***

<sup>1</sup>Victor Hunter, President of Hunter Business Group, 26 January 1995, interview by the author, tape recording, Chicago, IL.

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

### ***For a personal conversation***

<sup>1</sup>Tyler Patrick, President and CEO of Stadium Sports, Ltd., 9 December 1993, conversation with the author, Madison, WI.

Patrick, Tyler, President and CEO of Stadium Sports, Ltd. 9 December 1993. Conversation with the author, Madison, WI.

### ***For personal correspondence***

<sup>1</sup>John S. Harris, 19 July 1992, letter to author. 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 1992. Letter to author. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

### ***For a dictionary or similar reference***

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".

The footnote entry is:

<sup>1</sup>American Heritage Dictionary, 2<sup>nd</sup> College Edition, s.v. "ideometer."

### ***For an abstract***

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:

<sup>1</sup>Abstract in Compendex database: 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.

Abstract. Compendex database. 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.

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*.

<sup>2</sup> 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. Available: Academic Search Elite database from Ebscohost; ADDRESS: <http://search.epnet.com/>. A copy of this abstract is available from the author.

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. Available: Academic Search Elite database from Ebscohost; ADDRESS: <http://search.epnet.com/>. A copy of this abstract is available from the author.

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.

## **Nontraditional Print Sources**

### **"Difficult-To Classify" Items**

Students generally will find that they are able to document items not covered in this style guide simply by applying the essential concepts of documentation. Whenever possible, in documenting "Difficult -to-Classify" materials, identify in the following order: the author(s), date, title(s), editor, edition, volume, facts of publication, and page(s) if appropriate. *Some of this information may be located in the text of the work.*

### **Brochures**

<sup>1</sup>Chemical 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 .

<sup>2</sup>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 .

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 .

### **Flyers**

<sup>1</sup>Wisconsin Chapter of the Special Libraries Association, 30 March 1995, "Dinner-Meeting." Pallas Restaurant, West Allis, WI. Xeroxed flyer. A copy of this article 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. Xeroxed flyer. 2 pp. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

<sup>2</sup>"Wisconsin's Information Superhighway Law," September 1994, Published flyer. Obtained at University of Wisconsin-Madison Computer Club meeting from Dr. John Smith, Vice-President of External Relations at Ameritech, on 7 February 1995. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

"Wisconsin's Information Superhighway." September 1994. Published flyer. 4 pp. Obtained at University of Wisconsin-Madison Computer Club meeting from Dr. John Smith, Vice-President of External Relations at Ameritech, on 7 February 1995. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

### **Class Notes**

<sup>1</sup>James Stuart, 18 November 1985, "Socrates." Class notes from *PH 101: Ancient Greek Philosophy*. Professor D.W. Hamlyn. Birkbeck College, University of London, London, England. A copy of this article is in the student's possession and may be consulted by contacting the student at stuartj@msoe.edu .

Stuart, James. 18 November 1985. "Socrates." Class notes from *PH 101: Ancient Greek Philosophy*. Professor D.W. Hamlyn. Milwaukee School of Engineering, Milwaukee, WI. A copy of this article is in the student's possession and may be consulted by contacting the student at stuartj@msoe.edu .

<sup>2</sup>Fred Flintstone, 21 April 1995, "Electronic Notetaking." Class notes from *EM694: Business Communication*. Professor David Tietyen. Milwaukee School of Engineering, Milwaukee, WI. A copy of this article is in the student's possession and may be consulted by contacting the student at flintstf@msoe.edu .

Flintstone, Fred. 21 April 1995. "Electronic Notetaking." Class notes from *EM694: Business Communication*. Professor David Tietyen. Milwaukee School of Engineering, Milwaukee, WI. A copy of this article is in the student's possession and may be consulted by contacting the student at flintstf@msoe.edu .

<sup>3</sup>Jill Janov, 13 November 1992, "Keys to Quality," Class notes from *EM713: Quality Management & Engineering*. Professor Jim Spindler. Milwaukee School of Engineering, Milwaukee, WI. A copy of this article is in the student's possession and may be consulted by contacting the student at janovj@msoe.edu .

Janov, Jill. 13 November 1992. "Keys to Quality." Class notes from *EM713: Quality Management & Engineering*. Professor Jim Spindler. Milwaukee School of Engineering, Milwaukee, WI. A copy of this article is in the student's possession and may be consulted by contacting the student at janovj@msoe.edu .

### **Presentations**

<sup>1</sup>Leonard 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 .

Barden, Leonard. 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 .

<sup>2</sup>Bruce 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].

Francis, Bart. 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. [Internet, WWW]. ADDRESS: <http://www.comm.csl.uiuc.edu/allerton/allerton97/allertonworkshop.html> . [Accessed: 17 November 1999].

<sup>3</sup>Bart 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].

### **Product Catalogs**

<sup>1</sup>Browning 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 article 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 article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

<sup>2</sup>National 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 article 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 article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

### **Descriptive Models/Concepts**

<sup>1</sup>Gary Shimek, 1995, "HOT-WRITE: How To WRITE the perfect thesis."  
Unpublished descriptive model developed by Gary Shimek. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

Shimek, Gary. 1995. "HOT-WRITE: How To WRITE the perfect thesis." Unpublished descriptive model developed by Gary Shimek. A copy of this article is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

## **Documenting 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 uppercase 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 with a period and the word *Available:* in italics, and provide relevant details on how to obtain the item. Finally, in brackets, indicate the date accessed [Accessed: date] if the document was obtained from an on-line resource, such as a web site or an ftp site.

### **Documenting articles obtained online through a database**

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 CGI program is used and it generates a lengthy, complicated, and partially unique URL for the article, which it attaches it to the database's home page address. Note, 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 CGI-generated part of the URL will be different. However, the 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
```

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

## **Sample footnote and bibliographic entries for the MSOE databases**

### **ABI/Inform Full-Text Database**

<sup>5</sup>Howard Fosdick, 17 June 1996, "Two Directions For SQL Server," *Informationweek* Issue 584, p. 89+. *Available:* ABI/Inform Full Text Database from UMI's Proquest Direct; ADDRESS: <http://proquest.umi.com/>. A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

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

### **Academic Search FullTEXT Elite Database**

<sup>8</sup>Steven Cole Smith, May 1998, "Dodge Dakota R/T," *Car & Driver*, Vol. 43(11), p. 131. *Available:* Academic Search FullTEXT Elite Database from EbscoHOST; ADDRESS: <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

Smith, Steven Cole. May 1998. "Dodge Dakota R/T." *Car & Driver* Vol. 43(11), p. 131. *Available:* Academic Search FullTEXT Elite Database from EbscoHOST; ADDRESS: <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

### **Applied Science & Technology Full-Text Database**

<sup>13</sup>Rob Koch, 14 September 1998, "Dual 450-MHz Pentium IIs Available on Compact PCI," *Electronic Design* Vol. 46(21), p. 78+. *Available:* Applied Science & Technology Full-Text Database from UMI's ProQuest Direct; ADDRESS: <http://proquest.umi.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

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

### **Business Source Elite**

<sup>10</sup>Victor Hunter, 28 October 1996, "Customers Love It," *Automotive News*, Vol. 71(5684), p. 12. *Available:* Business Source Elite from EbscoHOST; ADDRESS: <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

Hunter, Victor. 28 October 1996. "Customers Love It." *Automotive News* Vol. 71(5684), p. 12. *Available:* Business Source Elite from EbscoHOST; *ADDRESS:* <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

### **Corporate ResourceNet**

<sup>5</sup>Chris L. Grindem, 15 January 2001, "A Way to Solve Advertising ROI," *Advertising Age* Vol. 72(3), p. 26+. *Available:* Corporate ResourceNet Database from EbscoHost; *ADDRESS:* <http://search.epnet.com/> . 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](mailto:smithj@msoe.edu).

Grindem, Chris L. 15 January 2001. "A Way to Solve Advertising ROI." *Advertising Age* Vol. 72(3), p. 26+. *Available:* Corporate ResourceNet Database from EbscoHost; *ADDRESS:* <http://search.epnet.com/> . 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](mailto:smithj@msoe.edu).

### **ERIC Database**

<sup>12</sup>Abstract in ERIC Database: Thomas F. Pappas, 28 October 1992, "American Railroads--An Annotated Guide to Reference Sources" (Master's Research Paper, Kent State University). *Available:* ERIC Database from EbscoHOST; *ADDRESS:* <http://search.epnet.com/> A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

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

### **Health Source Plus Database**

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

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

### **InfoTrac Searchbank General BusinessFile ASAP Full Text Database**

<sup>7</sup>Timothy Dyck, 15 September 1997, "Sybase SQL Server Is Still Alive and Well," *PC Week* Vol. 14(39), p. 1+. *Available:* InfoTrac Searchbank General BusinessFile ASAP

Full Text Database; ADDRESS: [http://www.searchbank.com/searchbank/waicugbf\\_msoe](http://www.searchbank.com/searchbank/waicugbf_msoe) .  
A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

Dyck, Timothy. 15 September 1997. "Sybase SQL Server Is Still Alive and Well." *PC Week* Vol. 14(39), p. 1+. Available: InfoTrac Searchbank General BusinessFile ASAP Full Text Database; ADDRESS: [http://www.searchbank.com/searchbank/waicugbf\\_msoe](http://www.searchbank.com/searchbank/waicugbf_msoe) .  
A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

### **MAS Online Plus Database**

<sup>11</sup>Barry Winfield, October 1998, "Shelby SP 360 Durango," *Car & Driver*, Vol. 44(4), p. 48+. Available: MAS Online Plus Database from EbscoHOST; ADDRESS: <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

Winfield, Barry. October 1998. "Shelby SP 360 Durango." *Car & Driver* Vol. 44(4), p. 48+. Available: MAS Online Plus Database from EbscoHOST; ADDRESS: <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

### **MasterFile Premier Database**

<sup>14</sup>Brian Johnson, 7 September 1998, "Detroit Diesel: No Durango Dodge," *Automotive News* Vol. 73(5783), p. 2+. Available: MasterFile Premier from EbscoHOST; ADDRESS: <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

Johnson, Brian. 7 September 1998. "Detroit Diesel: No Durango Dodge." *Automotive News* Vol. 73(5783), p. 2+. Available: MasterFile Premier from EbscoHOST; ADDRESS: <http://search.epnet.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

### **Newspapers Database**

<sup>36</sup>Larry 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+. Available: Newspapers Database from UMI's ProQuest Direct; ADDRESS: <http://proquest.umi.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto: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+. Available: Newspapers Database from UMI's ProQuest Direct; ADDRESS: <http://proquest.umi.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

### ***Periodical Abstracts Full Text Database***

<sup>6</sup>Gary Taubes, November 1997, "Echo of the Big Bang," *Discovery* Vol. 18(11), p. 110+. *Available:* Periodical Abstracts Full Text Database from UMI's Proquest Direct; ADDRESS: <http://proquest.umi.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

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

### ***Telecommunications Database***

<sup>35</sup>"Black Hills To Build Fiber Optics Network," 29 September 1998, *Communications Today*, p. 1+. *Available:* Telecommunications Database from UMI's ProQuest Direct; ADDRESS: <http://proquest.umi.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

"Black Hills To Build Fiber Optics Network." 29 September 1998. *Communications Today*, p. 1+. *Available:* Telecommunications Database from UMI's ProQuest Direct; ADDRESS: <http://proquest.umi.com/> . A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

## Documenting 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 available to users of the World Wide Web (WWW) on the Internet. Pages on the WWW are "read" by a program called a "browser." Common browsers include *Netscape* and 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 an Uniform Resource Locator (URL). The browser uses the URL to locate the page and then to link with it.

In a footnote and a bibliographic entry that cites a web page, or information obtained from a page, the citation generally should feature all traditional bibliographic information that appears on the page, in addition to an 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, 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.* 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.

### Examples:

<sup>1</sup>James Madison, 1789, "James Madison: Amendments to the Constitution," From the *Congressional Register* Vol. I, pp. 423-437, [Internet, WWW], ADDRESS: <http://www.uark.edu/depts/comminfo/www/proposed.html> [Accessed: 23 July 1998].

Madison, James. 1789. "James Madison: Amendments to the Constitution." From the *Congressional Register*. Vol. I, pp. 423-437. [Internet, WWW]. ADDRESS: <http://www.uark.edu/depts/comminfo/www/proposed.html> [Accessed: 23 July 1998].

<sup>2</sup>Folker Wittman, 11 July 1995, "Numerical Simulation of Drying and Shrinkage," ETH Zurich Research Project (Institute of Building Materials), [Internet, WWW], ADDRESS: <http://www-ir.inf.ethz.ch/research/baum/baustoffe/wittmann/pj.02.html> [Accessed: 23 July 1998].

Wittman, Folker. 11 July 1995. "Numerical Simulation of Drying and Shrinkage." ETH Zurich Research Project. Institute of Building Materials. [Internet, WWW]. ADDRESS: <http://www-ir.inf.ethz.ch/research/baum/baustoffe/wittmann/pj.02.html> [Accessed: 23 July 1998].

<sup>3</sup>David Loundy, 1995, "E-Law 3.0.1: Computer Information Systems Law and System Operator Liability In 1995," Section X, Part A, [Internet, WWW], ADDRESS: [http://www.leepfrog.com/E-Law/E-Law/Part\\_X.html](http://www.leepfrog.com/E-Law/E-Law/Part_X.html) [Accessed: 23 July 1998].

Loundy, David J. 1995. "E-Law 3.0.1: Computer Information Systems Law and System Operator Liability In 1995." Section X, Part A. [Internet, WWW]. ADDRESS: [http://www.leepfrog.com/E-Law/E-Law/Part\\_X.html](http://www.leepfrog.com/E-Law/E-Law/Part_X.html) [Accessed: 23 July 1998].

<sup>4</sup>"MSOE Fluid Power Institute," 13 October 1996, [Internet, WWW], ADDRESS: <http://www.msoe.edu/fpi/> [Accessed: 23 July 1998].

"MSOE Fluid Power Institute." 13 October 1996. [Internet, WWW]. ADDRESS: <http://www.msoe.edu/fpi/> [Accessed: 23 July 1998].

<sup>5</sup>"MSOE Athletic Hall of Fame," Fall 1995, *The Alumnus* (Milwaukee, WI: Milwaukee School of Engineering), [Internet, WWW], ADDRESS: <http://www.msoe.edu/alumni/alumnus/95fall/#Athletic> [Accessed: 23 July 1998].

"MSOE Athletic Hall of Fame." Fall 1995. *The Alumnus*. Milwaukee, WI: Milwaukee School of Engineering. [Internet, WWW]. ADDRESS: <http://www.msoe.edu/alumni/alumnus/95fall/#Athletic> [Accessed: 23 July 1998].

<sup>6</sup>Kent A. Peterson, 31 July 1996, "Milwaukee School of Engineering University Media Services," [Internet, WWW], ADDRESS: <http://www.msoe.edu/ums> [Accessed: 23 July 1998].

Peterson, Kent A. 31 July 1996. "Milwaukee School of Engineering University Media Services." [Internet, WWW]. ADDRESS: <http://www.msoe.edu/ums> [Accessed: 23 July 1998].

### **Examples of 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.

<sup>1</sup>Adam 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].

Reakes, Adam. "The 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].

<sup>2</sup>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].

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].

### **Documenting articles obtained from a magazine's web page**

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

<sup>6</sup>Neil Gross, 15 March 2000, "An MIT Prof Who Could Level the Cyber Playing Field," *Business Week*, [Internet, WWW]. ADDRESS: <http://www.businessweek.com/smallbiz/index.html> [Accessed: 20 March 2000]. A copy of this article is available.

Gross, Neil. 15 March 2000. "An MIT Prof Who Could Level the Cyber Playing Field." *Business Week*. [Internet, WWW]. ADDRESS: <http://www.businessweek.com/smallbiz/index.html> [Accessed: 20 March 2000]. A copy of this article is available.

<sup>7</sup>PRNewswire, 28 August 1996, "Harley-Davidson, Inc. Increases Dividend, Adds New Director," [Internet, WWW], ADDRESS: <http://www.prnewswire.com/> [Accessed: 23 July 1998].

PRNewswire. 28 August 1996. "Harley-Davidson, Inc. Increases Dividend, Adds New Director." [Internet, WWW]. ADDRESS: <http://www.prnewswire.com/> [Accessed: 23 July 1998].

### **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.

<sup>1</sup>The 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](mailto: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 .

<sup>2</sup>Rupesh 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; *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; *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 .

## Other Electronic Sources

### Traditional information sources obtained electronically

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 with a period and the word *Available:* in italics, and provide relevant details on how to obtain the item. Finally, in brackets, indicate the date accessed [Accessed: *date*] if the document was obtained from an on-line resource, such as a web site or an ftp site. For example:

#### ***Newspaper article from a full-text newspaper database:***

<sup>1</sup>Martha Groves, 24 November 1994, "Mathematician Finds Intel's Pentium Doesn't Compute Technology: A Flaw that the Company Failed to Disclose in June Causes Errors in Complex Calculations," *Los Angeles Times* Home Edition, p. D-1. [CD-ROM]. *Available:* Business Newsbank Plus CD-ROM; Record Number: 00833\*19941124\*02317.

Groves, Martha. 24 November 1994. "Mathematician Finds Intel's Pentium Doesn't Compute Technology: A Flaw that the Company Failed to Disclose in June Causes Errors in Complex Calculations." *Los Angeles Times* Home Edition, p. D-1. [CD-ROM]. *Available:* Business Newsbank Plus CD-ROM; Record Number: 00833\*19941124\*02317.

#### ***A book obtained through gopher on the Internet:***

<sup>1</sup>Herman Melville, 1851, *Moby Dick*, Ed. by Eugene F. Irey, p. 40. [Internet, gopher]. *Available:* Internet, Electronic Books from Project Gutenberg; DIRECTORY PATH: MSOE InfoRaider Gopher/Walter Schroeder Library/Electronic Texts/Electronic Books from Project Gutenberg/By Author/Melville, Herman. [Accessed: 25 February 1995].

Melville, Herman. 1851. *Moby Dick*. Ed. by Eugene F. Irey. [Internet, gopher]. *Available:* Internet, Electronic Books from Project Gutenberg; DIRECTORY PATH: MSOE InfoRaider Gopher/Walter Schroeder Library/Electronic Texts/Electronic Books from Project Gutenberg/By Author/Melville, Herman. [Accessed: 25 February 1995].

#### ***Computer 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.

<sup>1</sup>A.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.

<sup>2</sup>Ralph 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].

### **Electronic Mail**

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.

<sup>1</sup>Jerry Notaro, 13 June 1994, *Banned in the USA*. [Internet, e-mail to the author]. *Available:* A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu .

Notaro, Jerry. 13 June 1994. *Banned in the USA*. [Internet, e-mail to the author]. *Available:* 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)**

A wealth of information resources is available on the Internet exclusively by means of File Transfer Protocol (FTP). Following the bibliographic description of an item obtained through FTP, it is necessary to indicate its status as an electronic resource, and then to provide details on how the item can be retrieved.

<sup>1</sup>Brendan 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].

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].

### **Electronic Discussion Groups**

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.

#### **Example of a citation from a listserv discussion:**

<sup>1</sup>Greg Grose, 23 January 1995, *Critical Legal Theory*. [Internet, listserv]. Available: copy of message available from AMEND1-L listserv at Listserv@pucc.Princeton.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.

#### **Example of a citation from a Usenet newsgroup discussion:**

<sup>1</sup>Jennifer L. Donatelli, 28 January 1995, *Subliminal advertising in Barney*. [Internet, Usenet News]. Available: Copy available from Usenet newsgroup *Rec.Humor*.

Donatelli, Jennifer L. 28 January 1995. *Subliminal advertising in Barney*. [Internet, Usenet News]. Available: Copy available from Usenet newsgroup *Rec.Humor*.

### **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 providers, such as AmericaOnline, CompuServe, and Execpc; Knight-

Ridder/Dialog information vendor, which provides access to over 400 databases, and which is accessible through the Internet; and Individual, Inc., which provides over-the-Internet access to selected full-text articles.

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:***

<sup>1</sup>Roger 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>. A copy of this is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) . [Accessed: 9 December 1999].

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>. A copy of this is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) . [Accessed: 9 December 1999].

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

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

<sup>3</sup>James Coates, 19 February 1994, "Taming The Data Highway: Internet's Killer App's Will Resonate Far Beyond the Computer World," *Chicago Tribune*. [Internet Service Provider, America Online]. SEARCH PATH: America Online/Newstand/Chicago

Tribune/Archives/The Chicago Tribune (1994). A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu . [Accessed: 9 December 1999].

Coates, James. 19 February 1994. "Taming The Data Highway: Internet's 'Killer App' Will Resonate Far Beyond the Computer World." *Chicago Tribune*. [Internet Service Provider, America Online]. SEARCH PATH: America Online/Newstand/Chicago Tribune/Archives/The Chicago Tribune (1994). A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu . [Accessed: 9 December 1999].

<sup>4</sup>Larry J. Goff, November 1992, "Alcoholics In Business," *Business Review*. [Internet Service Provider, CompuServe Information Service(CIS)]. SEARCH PATH: CompuServe/Business Database Plus/Reference #A12387544. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu . [Accessed: 9 December 1999].

Goff, Larry J. November 1992. "Alcoholics In Business." *Business Review*. [Internet Service Provider, CompuServe Information Service(CIS)]. SEARCH PATH: CompuServe/Business Database Plus/Reference #A12387544. A copy of this is in the student's possession and may be consulted by contacting the student at smithj@msoe.edu . [Accessed: 9 December 1999].

## 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) 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 uppercase), 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.

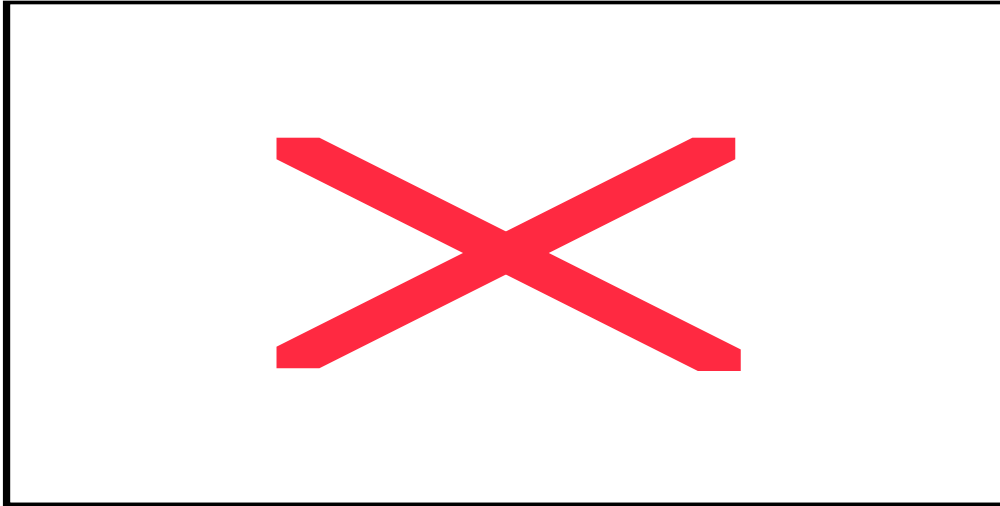
### Visual material derived from one source:

<b>ACTION</b>	<b>1980</b>	<b>1985</b>	<b>1986</b>	<b>1987</b>	<b>1988</b>	<b>1989</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>
<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.

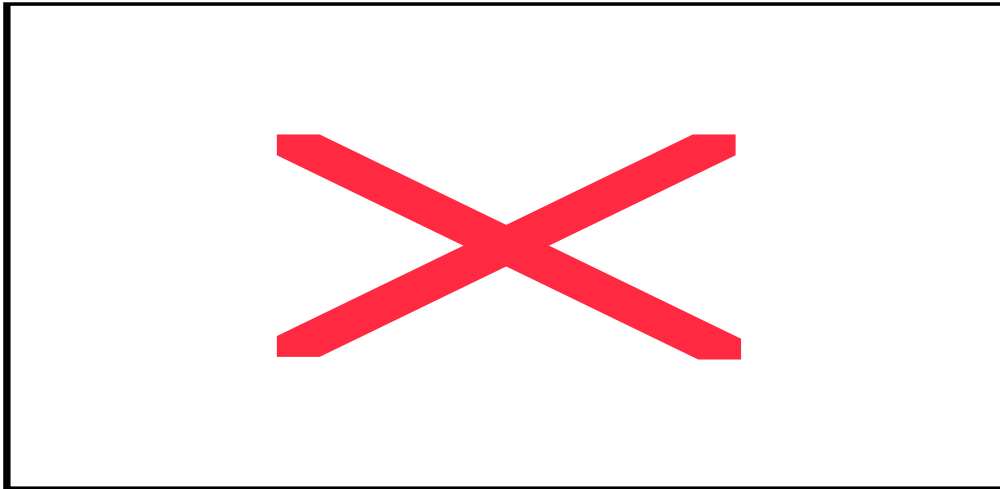
**Visual material derived from multiple sources:**



**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+. Available: ABI/Inform Full Text Database from UMI's Proquest Direct; ADDRESS: <http://proquest.umi.com/>. A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto: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+. Available: ABI/Inform Full Text Database from UMI's Proquest Direct; ADDRESS: <http://proquest.umi.com/>. A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

Garber, Joseph R. June 12, 2000. "Does Your Web Site Sing?" *Forbes*, p. 250. Available: InfoTrac Searchbank General BusinessFile ASAP Full Text Database; ADDRESS: [http://www.searchbank.com/searchbank/waicugbf\\_msoe](http://www.searchbank.com/searchbank/waicugbf_msoe). A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto: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+. Available: ABI/Inform Full Text Database from UMI's Proquest Direct; ADDRESS: <http://proquest.umi.com/>. A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

\_\_\_\_ December 1999. "Margin Killers." *Management Review* Volume 88(11), p.33+. Available: ABI/Inform Full Text Database from UMI's Proquest Direct; ADDRESS: <http://proquest.umi.com/>. A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto: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. Available: InfoTrac Searchbank General BusinessFile ASAP Full Text Database; ADDRESS: [http://www.searchbank.com/searchbank/waicugbf\\_msoe](http://www.searchbank.com/searchbank/waicugbf_msoe). A copy of this article is in the student's possession and may be consulted by contacting the student at [smithj@msoe.edu](mailto:smithj@msoe.edu) .

"Loyalty as a Corporate Strategy." July 1999. *Sloan Management Review*, pp. 164-168.

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

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

## **Elements of a Formal Report**

The writer's job is to make it as easy as possible for multiple readers to find information in a report. Formal elements are tools we use to accomplish this.

Assembling the formal elements of a report is much simpler with a word processor than without one -- creating the formal elements by cutting material from the body is not only faster than writing from scratch, but it is also more accurate since you don't introduce technical errors.

In the report preparation process, we begin with selecting a topic, researching that topic, selecting information, outlining, drafting, and revising. An important aspect is that we do not start writing at page one and continue through. Rather, we work through the document in stages.

The same concept applies to the formal elements of a report -- while the letter of transmittal is the first thing a reader sees, it may be among the last items that you produce. You can't really determine what your title is until you have written the body since the title must reflect accurately the contents of the report.

Following are the elements of the formal and the sequence in which they should appear:

### **The Letter Of Transmittal**

Introduces the purpose and content of the report to the principal reader of the report. Can include the following information:

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

Can also show distribution of report in letter -- lets primary reader know who else has been given access to information.

### **The Title Page**

Includes title, reader's name, writer's name, date, and organization. Title needs to be complete, give reader specific topic you are writing about, don't be vague.

### **Table Of Contents**

The headings listed should be the same headings used in the report.

## **List Of Illustrations/Figures**

This is a separate section that lists all figures, tables, illustrations, graphs, etc. that are used to support the report. For a short report, it can be included on same page as the table of contents. Be sure the figure # in list corresponds to the figure # in text.

## **The Abstract**

A brief summary of the report -- should be no more than 5% of the total paper, i.e., text or body. Directed primarily to readers who are familiar with the subject. Therefore, you can use specialized terminology freely without definitions, etc.

## **Visuals**

Visuals should appear within the body of text and should be documented.

## **Glossary**

Alphabetical list of definitions following the text. Useful for multi-level audience -- can write at one level with the glossary used to help readers who are at lower knowledge level. Besides including definitions for specialized terms used in the text, acronyms should be included in the glossary.

## **Bibliography**

The bibliography includes all works consulted, including those used in the report and those not used. (See Appendix A for a sample bibliography).

## **Appendix**

The appendix provides the reader with additional information. This can take many forms. For example, it could be an article that would aid the less experienced reader. Or, it could be the data obtained through empirical research. Or, it could include statistical modeling or calculations that would "clutter" the report but were used to derive results used in the report.

## **Writing Style**

Writing a formal report has certain constraints associated with it. These include:

- Avoid use of personal pronouns
- Avoid use of contractions
- Avoid use of jargon, cliches, and colloquialisms
- Avoid use of abbreviations

## **Page Formatting Suggestions**

The goal of page design is that the page should be open and inviting for the reader and should make it easy for the reader to find information. The guidelines that should be followed for reports and the thesis include:

1. Page numbers should appear in a visible location. If your word processor allows you a choice for placement, they should be centered, at the bottom of the page.
2. Page numbers vary between the front matter (title page, table of contents, list of figures, and abstract) and the body of the report (text, glossary, bibliography, and appendices). The front matter uses lower case Roman numerals. The body uses Arabic numerals.
3. Line spacing also varies between sections. The text of the report or thesis should be double-spaced. All other sections, including the abstract, glossary, and bibliography, can be single-spaced. The text should use indented paragraphs rather than block style and no additional space needs to be placed between paragraphs.
4. Leave room in the margins: 1" at top and bottom, and 1.25" for side margins. This gives you a 6" line of type, using proportionally spaced type styles.
5. Use a 12-point serif typeface for body text (i.e., CG Times, Times Roman, etc.). Sans serif typefaces (Helvetica, Arial, Futura, etc.) may be used for headings. Do not use any form of Courier. This is a typewriter-style typeface and is not proportional.
6. Use left justification only. Do not use right justification or full justification. These styles create artificial spacing within the text, which distracts the reader.

### **Order of Elements in an MSEM Thesis**

1. Title Page
2. Dedication/Acknowledgements (optional)
3. Table of Contents
4. List of Tables
5. List of Figures
6. Abstract
7. Main text (i.e., body of the thesis including figures and tables)
8. Glossary
9. Bibliography
1. Appendices

## **Appendix A: 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.

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

### **Examples of copyright infringement and plagiarism**

#### ***Example 1: Copyright infringement and plagiarism***

Fred is a MSEM graduate student who has just completed his thesis on total quality management in a small business. Fred read a number of books and articles in the preparation of his thesis. All of these works are listed in his bibliography. In the text of his thesis, Fred footnoted a paraphrased sentence from the first paragraph of a six-page

article by Helene Uhlfelder, entitled "New Ways of Thinking: Knowledge and Total Quality," which was published in the annual transactions of the ASQC. Fred gave Helene full credit in his footnote, but immediately following the occurrence of the footnote, Fred went on to quote verbatim--and without attribution--the remainder of Helene's article. Fred thought that as long as he had already cited Helene's work "once before," he could then go on to use as much of it as he wanted.

In this case, although Fred thought that he had adequately documented his work, he is, in fact, guilty of copyright infringement *and* plagiarism. He is guilty of infringement because his use of Helene's work has gone well beyond fair use (he quoted verbatim almost her entire article). He is guilty of plagiarism because his footnote documents only one sentence--almost six pages of verbatim material have not been documented.

### ***Example 2: Plagiarism***

Wilma is a MSEM graduate student who has just completed her thesis on teambuilding. Wilma read a large number of books and articles in the preparation of her thesis. Most of these works are listed in her bibliography. In her thesis, Wilma devotes the greater part of her conclusion to a description of a new, unique, and sure-fire method of developing outstanding high-performance teamwork in an organization. She refers to the method as the "A-B-C Method," and she claims in her conclusion that she devised it, based on her thesis readings, her class work, and her experience on the job. In reality, she read about the method in a book called *Dynamic Teamwork in Organizations*, but she has long-since forgotten that she had read about it there. She has also forgotten that in the book, the method was referred to as the "1-2-3 Method," where it was one of fifty original teambuilding methods described by the author, who devoted most of his book to a study of a variety of issues in both teambuilding and teamwork.

Wilma is definitely guilty of plagiarism. A crucial and substantial part of her thesis--the conclusion, which contains her original thoughts, assertions, and applications--is actually based on the thoughts of another author. Wilma is guilty of plagiarism, in spite of the fact that she did not *deliberately* copy the teambuilding method, nor did she copy its actual name and the literal words employed by the original author. Essentially, Wilma is guilty because she appropriated someone else's idea. However, because she did not copy verbatim, nor paraphrase a large portion of the book, much less imitate its overall "feel," it is unlikely that she has committed copyright infringement--although a court might decide otherwise.

### ***Example 3: Lack of copyright infringement and plagiarism***

Otis is a MSEM graduate student who has just completed his thesis on leadership in crisis management. Otis read a large number of books and articles in the preparation of his thesis. Otis relied heavily on one small book in particular for a chapter he wrote in his thesis on the general qualities of leadership. In fact, Otis copied verbatim most of the book into his chapter. Every time he used the book, however, he correctly cited it. Entitled *How to Lead the Revolutionary Way*, the book was written over 200 years ago by

an obscure American Revolutionary War general, Ichabod Kaboom, who served at Valley Forge. Kaboom's book is in the public domain.

Otis neither committed plagiarism (he gave full credit to General Kaboom's work each time it was used in his thesis), nor did he commit copyright infringement (Kaboom's book long-ago became part of the public domain).

***Example 4: Copyright infringement***

Ebenezer is a MSEM graduate student who has just completed his thesis on strategic planning in a nonprofit organization. Ebenezer relied almost exclusively on a seminal paper on the subject written by J. H. Sharp. Ebenezer did not copy verbatim from Sharp's paper, nor did Ebenezer paraphrase Sharp's work. However, Ebenezer did organize his thesis in exactly the same manner that Sharp organized his paper. Moreover, Ebenezer also included most of Sharp's lengthy bibliography in the bibliography of his thesis, even though Ebenezer did not bother to read many of these works. He did read Sharp's paper, though, and much of Sharp's paper was based on those works, so by extension, Ebenezer felt that he, too, was familiar with the works, particularly because Sharp summarized the contents of some of the works in his paper.

Ebenezer is guilty of copyright infringement, because he copied the arrangement and organization of Sharp's work. Ebenezer is also guilty of academic dishonesty, because he did not literally consult or read most of the items cited in his bibliography. Ebenezer *may* additionally be guilty of plagiarism, if it can be demonstrated that he copied ideas from Sharp's work without giving proper credit.

***Example #5: Plagiarism***

Audrey is a MSEM graduate student who has just completed her thesis on organizational communication. Audrey completed substantial research for her thesis; she scrupulously followed the documentation guidelines. However, many of Audrey's most important ideas and conclusions were literally taken from a series of memoranda on the subject that had been circulating among her fellow employees at her company, and which had been written by company executives and human resource officers. Audrey did not think it was necessary to document these memoranda, because she considered them "ephemeral."

Audrey is guilty of plagiarism. She copied the ideas and thoughts of others without providing credit. Audrey may also be guilty of copyright infringement. Each memorandum was protected by copyright as soon as it was written--even without a copyright notice or registration. If Audrey copied the literal words, or the arrangement of material in each memorandum, she could be an infringer.

## **Appendix B: 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. Refer to the *Documentation and Style Guide* for details.

***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, . . . ."