

American Psychological Association (APA) Style

Based on the *Publication Manual of the American Psychological Association* (2001)

Whenever you quote someone else directly, paraphrase someone else's ideas, summarize someone else's ideas, report someone else's statistics, or report a piece of unique information, you need to cite the source and give its authors credit for their ideas and work (O'Hair, Stewart, & Rubinstein, 2001). If you fail to do so, it can be considered plagiarism. The nature of the original source is irrelevant. You need to cite your sources using the same principles whether they come from a book, an academic article, a newspaper, the internet, or some other type of source.

How to acknowledge a source if you are using someone else's exact words: If use the same words as the original author (or authors) it is called a *direct quote* and you must communicate this to your readers. If you are using another person's words, but fail to indicate that you are doing so, it can be considered plagiarism even if you include a parenthetical reference at the end of the passage. As a rule of thumb, whenever you are using more than five of another writer's words in the same order as that writer, you should consider it a direct quote and acknowledge the original writer. To acknowledge the writer, you need to use either quotation marks or a block quote. The length of the quotation determines which one is appropriate.

If your quotation is less than 40 words long, the other person's words should be enclosed in quotation marks and integrated into the rest of your paragraph. If you mention the author's name when you introduce the quotation, you should follow their name with the year of publication in parentheses. At the end of the quotation, you should also include the page number on which the words originally appeared.

Gerbner, Gross, Morgan, and Signorielli (1994) argue that the kinds of television programs an individual chooses to watch are ultimately irrelevant because the images of television programming are uniform: "...the pattern of settings, casting, social typing, actions, and related outcomes...cuts across program types and viewing modes and defines the world of television" (p. 20).

If you do not mention the author's name in the sentence, it should be added along with the publication year to the parentheses at the end of your quotation.

According to the originators of the theory, the type of television programming a person chooses to watch does not really matter because all television programming tends to communicate the same general message: "...the pattern of settings, casting, social typing, actions, and related outcomes...cuts across program types and viewing modes and defines the world of television" (Gerbner, Gross, Morgan, & Signorielli, 1994, p. 20).

If your quotation is more than 40 words, it should be presented in the form of a *block quote*. That is, the quotation is formatted as its own paragraph. Each line of this paragraph is indented five spaces. The page number, along with the author's name and the publication year (if it hasn't

been mentioned in the introduction to the quotation), should be included at the very end of the block quote.

Although audience members can differ in their evaluations of film characters, there are conventions that communicate to the audience what their response to particular characters should be. Noel Carroll (1995) argues that that one of these conventions is the way characters are shown to treat others.

Quite frequently in mass fictions, characters are designated as morally good in virtue of their treatment of supporting characters, especially ones who are poor, old, weak, lame, oppressed, unprotected women, children, helpless animals, and so on. Good characters typically treat such people with courtesy and respect, whereas your standard snarling villain, if he notices them at all, usually does so in order to abuse them – to harass the woman sexually, to taunt the child, to kick the dog, or worse. (p. 79)

According to the principle Carroll describes, a brief scene in which a character is shown behaving kindly toward a panhandler would function communicate to most of the audience that the character is good.

Note that no quotation marks are needed if you are using a block quote. However, whenever you use someone else's words, you need use one of these formats - either the quotation marks within the sentence or a block quote - to communicate this to the reader in order to avoid plagiarism.

Internet sources should be treated the same way as more traditional sources. For example, if you quote from a webpage you need to use in-text citations that includes the name of the person or organization who wrote the webpage and the date at which the material was *posted* (not when the information was read or accessed). The posting date is often placed at the bottom of the webpage. If you can't tell when the page was published, put the initials "n.d." – for "no date"- in place of the year. If your source does not have page numbers, use paragraph numbers instead. Sometimes paragraph numbers are noted in the margins of electronic texts. If your source does not include paragraph numbers, count down from the top of the page to figure out what paragraph the passage you are quoting from is in. The first paragraph from the top is paragraph 1. The second paragraph from the top is paragraph 2 and so on. In in-text citations, paragraph numbers are preceded by the paragraph symbol (§). Here are some examples:

Arbitron and Nielsen (n.d.), who are working together to launch Project Apollo, describe the project on its website as a "national marketing research service that collects multimedia and purchase information from a common sample of consumers in order to measure the return on investment for marketing efforts" (§ 2).

Disney claims that its employees are "committed to the highest standards of corporate responsibility" (Walt Disney Company, n.d., § 1).

Regardless of the nature of the source, you should make sure that your direct quotes are accurate. That is, you should make sure that your report of what someone else said or wrote is *exactly* what they did say or write. There are a very, very limited number of changes that can be made to direct quotes.

- You may change the first letter of the first word in a quotation to a capital or lower case letter.
- You may change the punctuation mark at the end of a sentence to fit with the syntax of the quote.
- You may omit material from the original quote. **HOWEVER**, you must indicate to your readers that you have done so by inserting ellipsis points (. . .) into the sentence where you took out the material.
- You may emphasize a word or words in a quotation by italicizing them. **HOWEVER**, you must indicate that you have done so by inserting the phrase “italics added” in brackets immediately after the italicized words.

How to acknowledge a source if you are re-stating someone else’s ideas in your own words or citing statistics:

If you are summarizing or paraphrasing someone's ideas, you can cite the source in the text of the paper by mentioning the name of the original author (or authors) and, if it fits with the flow of the sentence, the title of the publication. Include the year of the publication in parentheses after the author’s (or authors’) name(s).

According to Gerbner, Gross, Morgan and Signorielli (1994) the effect of television on audience members’ perceptions of crime is cumulative. The more one watches, the more one’s view of the world will match television’s violent patterns of representation.

Another way to credit a source is by using *parenthetical citations*. If you do not mention the authors’ name in the sentence, you can put it in parentheses after the paraphrase or summary. Include the name of the original author, then a comma, and then the year of publication. If the year is not available, use the abbreviation “n.d.” When a company or organization is the author of a document that you are using as a source, it should be treated the same ways as an individual author.

One of the concerns about cultivation theory is that it fails to take into account the fact that audiences are selective in what they watch. Some individuals may see very little violence by consistently choosing to watch game shows. Other individuals may see a lot of violence in the same amount of time by choosing to watch crime dramas (Potter, 1993).

The Walt Disney Company's studio division includes four domestic film distribution companies, an international film distribution company, a home video distributor, a theatrical producer, and three music distribution companies (Walt Disney Company, n.d.).

If you are using a source that has more than two authors but less than six authors, list all the authors the first time you use the source. In subsequent citations within the same paper, include only the first author, followed by "et al." and the year. This abbreviation means "and others." If there are more than six authors, you may use the first author and "et al." the first time you mention the source. If there are only two authors both names should be used every time they are mentioned.

Gerbner et al. (1994) describe mainstreaming as "the theoretical elaboration and empirical verification of television's cultivation of common perspectives" (p. 28).

The theory of mainstreaming is an elaboration of cultivation theory that allows a researcher to develop empirically testable hypotheses (Gerbner et al., 1994).

If you are citing descriptive statistics, you should use the same format. For example:

According to the Internet Movie Database (n.d.), *The Two Towers* had a budget of 94 million dollars.

Apple reported that it sold 70 million songs through iTunes in its first year (Markoff, 2004).

Again, every reference mentioned in the manuscript, including internet sources, should be included a bibliography at the end of the manuscript. Start the bibliography on its own page. The page should be labeled "References" (without the quotation marks). This title should be centered. The references should be in alphabetical order according to the authors' last names. The reference list, like the rest of the paper, should be double-spaced. The first line of each reference should start at the left margin. Subsequent lines for each reference should be indented five spaces.

Below are examples of how specific types of references should be formatted. If you have a source that is not included on this list, consult the fifth edition of the *Publication Manual of the American Psychological Association* (2001) for additional examples.

Journal Article:

Potter, W. J. (1993). Cultivation theory and research: A conceptual critique. *Human*

Communication Research, 19, 564-601.

Romer, D., Jamieson, K. H., & DeCoteau, N. J. (1998). The treatment of persons of color in local

television news: Ethnic blame discourse or realistic group conflict? *Communication*

Research, 25, 286-305.

In the field of communication, most journals issue one volume every year. The volume is divided into four numbers, or issues, that are printed and issued separately at three-month intervals. Volumes are generally paginated continually across numbers. Suppose the first number of a journal, printed in January, has 214 pages. The next number, printed in April, will start on page 215, even though it is bound separately. The pagination of the July issue will start with the number that follows the last page of the April issue and so forth. The first issue of the following year (that is, the next volume) will start over again with page 1. Since the reader can deduce the number or issue through the pagination, it not necessary to include the number of the journal in the reference listing.

Exceptions to this rule include the *Journal of Communication* (before 2001), several cultural studies oriented journals, and some journals that deal with advertising and PR. Each issue starts on page one. These journals are listed differently in a works cited page. You have to include the number of the journal or the reader will have to go through each issue of the volume in order to find your source. The journal's number is included in parentheses after the journal's volume.

Dixon, T. L., & Linz, D. (2000). Overrepresentation and underrepresentation of African

Americans and Latinos as lawbreakers on television news. *Journal of Communication*,

50(2), 131-154.

It is becoming increasingly common to access articles through an online database like PsycInfo or Communication and Mass Media Complete rather than reading actual paper copies of the journals. If you access a journal article in a format that is essentially a photographic copy of the print version of the article (i.e., a "pdf" file), you should list in your references just as you would if you consulted the actual print version. However, you should add "Electronic version" in brackets between the title of the article and the title of the journal:

Dixon, T. L., & Linz, D. (2000). Overrepresentation and underrepresentation of African

Americans and Latinos as lawbreakers on television news [Electronic version]. *Journal of*

Communication, 50(2), 131-154.

If you consult an online version of an article that has been modified in some way (i.e., it has been converted to html format, so that you don't have the original page numbers), you would cite it the same way you would if you consulted the hard-copy version. However, in this case, you should add a retrieval statement to the very end that indicates when and where you found the article online:

Dixon, T. L., & Linz, D. (2000). Overrepresentation and underrepresentation of African Americans and Latinos as lawbreakers on television news. *Journal of Communication*, 50(2), 131-154. Retrieved January 19, 2008 from Communication and Mass Media Complete database.

In this case, you would need to use the paragraph numbers in the in-text reference if you were quoting directly from the article since there's no way to know what page your quotation originally appeared on. Furthermore, if your reader went back to this version of the article, the paragraph numbers are what they would need to locate the original context of the quoted passage.

There are also journals that are available *exclusively* on line, such as the *Journal of Computer-Mediated Communication*. An article in this journal would be cited like this:

Liu, H. (2007). Social network profiles as taste performances. *Journal of Computer-Mediated Communication*, 13(1). Retrieved January 22, 2008 from:
<http://jcmc.indiana.edu/vol13/issue1/liu.html>

In this case you do not have to include page numbers in the reference list entry, as the journal doesn't have any. If you quote directly from the article, you would use paragraph numbers in the in-text citations.

Magazine Article:

Auletta, K. (2001, December 10). Battle stations: How long will the networks stick with the news? *The New Yorker*, 60-67.

If the magazine has a volume number you would include it just as you would with an academic journal. If you read it online, you should add a retrieval statement.

Newspaper Article:

Markoff, J. (2004, April 29). Apple sells 70 million songs in first year of iTunes service. *The New York Times*, p. C10.

Hansell, S. (2002, April 11). Seeking profits, Internet alters privacy policy. *The New York Times*, pp. A1, C8.

If you read a newspaper online, you should add a retrieval statement to the reference list entry. If the article is presented in a format without page numbers, you don't have to worry about including them in the reference list entry.

Hansell, S. (2002, April 11). Seeking profits, Internet alters privacy policy. *The New York Times*. Retrieved April 14, 2002 from <http://www.nytimes.com>.

Entire Book:

American Psychological Association. (1994). *Publication manual of the American Psychological Association* (4th ed.). Washington, DC: American Psychological Association.

Haskell, M. (1973). *From reverence to rape: The treatment of women in the movies*. Baltimore, MD: Penguin.

Lucas, S. E. (2001). *The art of public speaking* (7th ed.). New York: McGraw-Hill.

O'Hair, D., Stewart, R., & Rubenstein, H. (2001). *A speaker's guidebook*. New York: Bedford/St. Martin's.

Chapter from a Book:

The first two examples are anthologies. This is when each chapter is written by a different person (or people) and the entire thing was put together by an editor (or editors), who generally have their name on the front cover of the book. The third example is a single-authored book. The intent here would be to indicate that you're citing information that comes from one specific chapter.

Carroll, N. (1995). The paradox of suspense. In P. Vorderer, H. J. Wulff, & M. Friedrichsen (Eds.), *Suspense: Conceptualizations, theoretical analyses, and empirical explorations* (pp. 71-92). Mahwah, NJ: Lawrence Erlbaum.

Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1994). Growing up with television: The cultivation perspective. In J. Bryant & D. Zillmann (Eds.), *Media effects: Advances in theory and research* (pp. 17-41). Hillsdale, NJ: Lawrence Erlbaum.

Haskell, M. (1973). The forties. In *From reverence to rape: The treatment of women in the movies* (pp. 189-230). Baltimore, MD: Penguin.

Film:

McDonald, K. (Director), Battsek, J., & Cohn, A. (Producers). (2000). *One day in September*. [Film]. United States: Sony Pictures Classics.

Rami, S (Director), Arad, A., & Lee, S. (Producers). (2002). *Spider-man*. [Film]. United States: Sony Pictures Entertainment.

Reverences to audio visual media must include the names of the primary contributors to the production, some indication of what their connection to the materials is, a date, a title, the place it was produced, and the name of the distributor. In the case of films, you can generally consider the director and producer to be the primary contributors. If you have a hard time finding this information in the credits, you can check the Internet Movie Database (www.imdb.com) to find out this information. Click on the link labeled “combined details” for the most extensive listing of credits. When looking at producer credits, you should look for the people titled “executive producer.” These are the highest-ranking people involved in the production.

Television Series:

Minear, T., & Whedon, J. (Producers). (2002). *Firefly*. [Television series]. Beverly Hills, CA: Fox Broadcasting Corporation.

In the case of television series you can usually consider the producer the primary contributor.

Whedon, J. (Writer & Director). (1999). Hush. [Television series episode]. In G. Berman, S. Gallin, F. R. Kuzui, K. Kuzui, & J. Whedon. (Producers), *Buffy the Vampire Slayer*.
Burbank, CA: WB Television Network.

Single episodes of a TV series are treated almost like chapters in an edited book. The episode's writer is listed first, followed by the director. The series' producers are listed after the episode's title and before the name of the series. These names should be available in the program's opening or closing credits, or on the Internet Movie Database.

Webpages:

If you're getting information from the web that is based on a print source, such as an online version of a newspaper article or a copy of an academic journal article from an online database, you should cite the source using the format for the print source with the appropriate additions to indicate that you consulted an electronic version (see above).

Many types of online sources are so new that the field is still developing the specific formats through which they are noted in the reference list. There's likely to be some variation in the specific way in which the information in reference list entries are arranged across different authors. However, the principle is that you need to provide enough information to allow a reader to track down the original source or, if that proves impossible, allow the reader to evaluate the credibility of that source. Since webpages can change so rapidly, it is not adequate to simply list the URL in the reference list. By the time someone reads your paper, the URL may no longer be functioning. The page to which it leads may have changed. Providing additional information about the webpage can help readers to find the information if it has been moved. It also allows them to determine for themselves whether the source is credible and current.

There is, therefore, some basic information that you should always provide for each of your internet sources. If you are citing information that was first published on the web, you need to include:

- the name of the author – it may a specific person or an organization
- the date on which the document was posted or notation that no date was available
- and the name of the document or web-page
- a retrieval statement indicating when and where on the web you accessed the information.

The retrieval statement should include:

- the date you accessed the website
- the name of the website
- the URL or web-address of the site

When you cite a webpage's URL you should try to make it as specific as possible. If the information is available within a multi-page website, cite the specific page on which the information appears rather than the opening page of the website. The easiest way to do this is to cut and paste the URL into your document. You do not have to add any punctuation to the end of the URL in your reference list entry.

Below are some examples of appropriate ways to cite several different types of online sources that you are likely to come across in doing research for your communication classes. If you have a source doesn't fit any of these examples precisely, you can adapt the examples. Make sure that you include all the information outlined above. If you have any questions, you can talk to your instructor.

A research report from an organizations' website:

In the first example, the report has specific authors who are credited in the report itself. In the second example, no specific authors are listed. The organization that provided the information is therefore cited as the author. Furthermore, it's not clear when report was posted so the abbreviation "n.d." is used in place of the year of publication.

Ganz, W., Schwartz, N., Angelini, J. R., & Rideout, V. (2007, March). *Food for thought:*

Television food advertising to children in the United States. Retrieved January 22, 2008

from the Kasiser Family Foundation website: <http://www.kff.org/entmedia/7618.cfm>

Arbitron, Inc. (n.d.). *American radio listening trends.* Retrieved January 22, 2008 from the

Arbitron website: <http://wargod.arbitron.com/scripts/ndb/fmttrends2.asp>

A company or organization's website:

In each of these examples, no specific information was available about who wrote the information on the website. Therefore, the company or organization that hosts the website is considered the author. In the first example, 2007 is the date listed at the bottom of the company page, which indicates when the page was last posted or substantially revised. In the other examples, no information about when the information was last updated was available.

Arbitron Inc. and The Nielsen Company. (2007). *Project Apollo: Measuring the sales impact of multimedia advertising.* Retrieved January 18, 2003, from the Project Apollo website:

<http://www.project-apollo.com>

The Walt Disney Company. (n.d.). *The Walt Disney Company and affiliated companies:*

Company overview. Retrieved January 22, 2008 from the Walt Disney Company website:

<http://corporate.disney.go.com/corporate/overview.html>

Internet Movie Database. (n.d.). *Spider-Man 3 (2007): Box-office/business*. Retrieved January 22, 2008 from the Internet Movie Database:

<http://www.imdb.com/title/tt0413300/business>

In regards to the Internet Movie Database: if you are using the website as a fast and efficient way of finding out information that would be available in a movie or television program's credits (i.e., the names of a specific work's writer, producer, director, or production company) you do not have to cite IMBD itself. However, if you're using the website for information that would not be available in a credit roll (i.e., box office gross, opening dates, top-10 lists), you should cite the website.

A blog entry:

In this example, P.W. Terry is the name of the blogger and the person who wrote the entry. "The Media Pundit" is the name of his blog.

Terry, P. W. (2008, January 22). *Heath Ledger found dead*. Retrieved January 22, 2008 from The Media Pundit website: <http://www.mediapundit.net/>

Keep in mind that you should be very, very, *very* cautious about citing blogs. You are strongly discouraged from using them as evidence of anything other than what the poster him or herself believed to be true at a particular point in time. In other words, do not use a blog as a source of fact. In the above example, you could use this blog entry as evidence that Heath Ledger was *thought* to be to dead. However, before you claim evidence that Heath Ledger is, in fact, actually dead, you would need to go to a more reputable source.

You may have noticed that there are no examples showing how you would cite a Wikipedia entry. This is because, although Wikipedia is wonderful for many things, it is not typically an appropriate stand-alone source for an academic paper. Wikipedia is a collectively written and edited. Anyone can add to or change almost any entry. Therefore, it is impossible to know who posted what. Some of the information is credible. Some of the information is not. It is hard to know which is which. Therefore, you may use Wikipedia for general background information or use the reference list of Wikipedia article as a starting point for your own research. However, you should not generally use this online encyclopedia as the sole source for any specific piece of information you provide in your paper. If you think you have a situation that is an exception to this rule and it would be appropriate to cite Wikipedia and an authority (and there are some), you should talk to your instructor before you turn the paper in.

You may have also noticed that there are no examples showing how you would cite a webpage if you don't know who the author is. This is because shouldn't be citing a webpage in an academic paper if you don't know who the author is.

Personal Interviews:

You may use personal interviews that you carry out yourself as sources for some papers. According to APA Guidelines, these are one of the very, very few types of sources are not included in a reference list. The reason for this is that it would be impossible for the author to track down and review an interview as they would some other type of source. However, they do need to be cited in the text with parenthetical references. If you quote directly someone you interviewed within an academic paper, their words should be enclosed in quotation marks or a block quote. You should follow a quotation or a piece of unique, specific information provided by one of your helpers with the term “personal communication” and the date of the interview in parentheses. Here are some examples of the format:

My aunt, Jane Smith, also uses the internet to keep up with her friends and family. However, she tends to use e-mail rather instant messaging or webpages like My Space (personal communication, September 4, 2006).

My father says that he never watches entertainment programs on television anymore because “there are just too many commercials” (personal communication, October 14, 2005).

Works Cited

- American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: American Psychological Association.
- O'Hair, D., Stewart, R., & Rubenstein, H. (2001). *A speaker's guidebook*. New York: Bedford/St. Martin's.