

Contents

- 1 Introduction1
- 2 Language used in scientific papers1
- 3 Structure of scientific papers.....2
- 4 Referencing in the APA (American Psychological Association) style.....6
 - 4.1 Referencing principles6
 - 4.2 In-text citations7
 - 4.3 Direct quotation with in-text citation7
 - 4.4 Paraphrased quotation with in-text citation.....8
 - 4.5 Reference list of literature and sources (full citation) 11
 - 4.5.1 Standalone sources 11
 - 4.5.2 Non-standalone sources..... 12
 - 4.5.3 Special cases and footnotes 13
- 5 Layout 14
- 6 Illustrations, diagrams and tables..... 15
- Reference list..... 17

1 Introduction

Writing scientific papers plays a key role in studying at the FHNW School of Business. This guide is intended to help students draft scientific papers, such as course/project assignments and bachelor/master's theses. It is also important to observe the guidelines specified by the individual degree programme. Requirements regarding layout or submission as specified by the individual degree programme take precedence over the relevant instructions in these guidelines. The quality of any scientific paper is based on a combination of content-related, methodical and formal criteria. This guide focuses exclusively on the **formal requirements** relating to scientific papers. These specifications are also aimed at standardising the presentation of students' written work at the FHNW School of Business, taking into account the latter's corporate design. See also the templates at <http://web.fhnw.ch/cd>.

Particular emphasis is placed on referencing in the APA style (APA, 2010). In contrast, this guide addresses content-related and methodical aspects of scientific papers – such as assignment topics, research, source checking, empirical methods, individual and collective working, and plagiarism and assessment criteria – only in brief. Details on these aspects may be found in the guides from the individual degree programmes and their websites. Additionally, students are urged to attend all classes relating to writing scientific papers.

2 Language used in scientific papers

Communicating a good idea is highly dependent on the appropriate use of language. Although scientific papers essentially require the adoption of a professional approach to language, there are no real binding linguistic conventions in academia. That said, the following minimum criteria apply to the language used in the presentation of scientific papers at the FHNW School of Business.

- The **spelling, punctuation and grammar** of work produced in English should comply with the latest edition of the Oxford English Dictionary and Oxford Modern English Grammar. In terms of **writing style**, Theisen (2013, p. 154) refers to the importance of clarity and a matter-of-fact style:

Literary authors are characterised by their personal style, and their success and individuality depends on it. Scientific texts, on the other hand, serve to demonstrate, communicate and critique a factual problem. ... Care should be taken with the use of language, since an author writing in an unclear fashion could easily be suspected of woolly thinking. (Theisen, 2013, p. 154)

- Demanding content should be communicated in a particularly clear and well-structured manner with **clarity** being especially important. In scientific writing the information to be conveyed is complex and

this is reflected in its use of language. Generally, written texts will be lexically dense, will contain more than one clause, will prefer hedging and include more complex words and phrases. Students are addressing a professional, scientific peer community and therefore a formal style and register is required. This means there are no colloquialisms and no contractions. There is a preference for Latinate vocabulary over Anglo-Saxon words and phrasal verbs. The formal scientific style is neutral (to maintain objectivity the passive voice will often be used) and contains no rhetoric.

- Academic texts frequently use a **specific technical vocabulary** and abbreviations. The choice of terms used must, however, be carefully tailored to the reader. Attention should be paid to whether a glossary (list of terms with explanations) and explanation of abbreviations would be of help. Foreign and fashionable words, verbose paraphrasing and slang or filler words are to be avoided (Kornmeier, 2013).
- Student papers should be written in gender-impartial language. The guidelines of United Nations Educational, Scientific and Cultural Organization (UNESCO) on Gender-Neutral Language offer solutions and suggestions (Desprez-Bouanchaud, Doolaege, Ruprecht & Pavlic, 1999).

Papers may be proofread by a third party prior to submission, i.e. checked for their formal and linguistic properties. This last phase in the process serves to eliminate linguistic errors (grammar, spelling, punctuation) and typing errors.

3 Structure of scientific papers

The following structure has been shown to be effective and is usually adopted in papers submitted by students. Other structures may be more appropriate, depending on the topic or type of assignment; this should be discussed where relevant with the client and supervising lecturer(s). Elements marked with an asterisk * must be incorporated in all instances. Alternative terminology, e.g. "summary" instead of "conclusion", is permissible.

- **Front page***

The front page includes the logo of the FHNW School of Business (header left); title of the paper (and any subtitle); designation of the paper (e.g. Bachelor thesis) and year; where relevant the name of the contracting party, author and supervising lecturer; place and date of completion (see Figure 1).

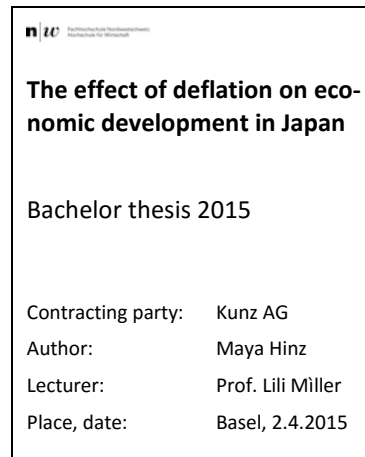


Figure 1: Example of a front page

- **Following page***

Title (and any subtitle); exact address, telephone number and email address of the author, lecturer and any contracting party; place and date of completion.

Where relevant, the following page may also contain details of the source of any pictures used on the front page.

- **Declaration of Authenticity***

Written work must be prefaced with a signed declaration of authenticity. An example is:

I (we) the undersigned declare that all material presented in this paper is my (our) own work or fully and specifically acknowledged wherever adapted from other sources. I (we) understand that if at any time it is shown that I (we) have significantly misrepresented material presented here, any degree or credits awarded to me on the basis of that material may be revoked. I (we) declare that all statements and information contained herein are true, correct and accurate to the best of my (our) knowledge and belief. This paper or part of it have not been published to date. It has thus not been made available to other interested parties or examination boards.

Appropriate amendments must be made to group-authored papers, e.g. "We the undersigned ...". This statement must be signed by the author(s) and include the place and date.

- **Acknowledgements**

A brief word of thanks is appropriate where the client and/or supervising lecturer have demonstrated particular commitment on a technical or financial level.

- **Abstract/Management summary***

Papers with more practical content provide a "Management summary"; scientific papers supply an "Abstract"*. Both summarise the paper's contents and should have the effect of motivating the reader to read the entire text. They are usually one page in length (two pages at most). Recommended structure:

- Initial situation and presentation of problem
- Objective of the paper, possibly supplemented with formulations of questions or a proposition
- Chosen approach and methods used
- Principal findings (this part should be accorded the highest priority)
- (Management summary only: Recommendations and a financial summary if appropriate)

▪ **Table of contents***

Complete with all sections, sub-sections and page numbers. The sections and sub-sections from the introduction to the end of the paper must be numbered. Elements such as the declaration of authenticity, table of contents and reference list should be cited as such, but not numbered. Section 5 on Layout clarifies and exemplifies levels of hierarchy.

▪ **Introduction***

This introduces the reader to the topic. An introduction may present key themes, definitions or questions. It may entice interest by presenting recent statistics, unusual facts or facets. It may offer a bird's eye perspective of the topic. Usually the research goal will be stated here as well as a summary of methods (however the sub-questions and the detailed description of methods will normally be presented in other segments (see Main part). The introduction could end with a description of the structure of the paper.

▪ **Main part***

Please note: the term "main part" should not be used as a heading. The main part sets out to tackle the task outlined in the introduction. It comprises around three to five sections, according to the nature of the paper.

▪ **Literature review***

A literature review presents the starting position of the research, i.e. the current state of knowledge and research. A review of the relevant literature typically includes not only the synthesis of prior empirical papers but also the description of theories and concepts relevant to the research subject. It is important to follow this with a description of the specific objectives of the paper. The presentation of the objectives can be supplemented with (research) questions, propositions or a specific hypothesis. There should be an indication of what is not included in the objectives (delimitation).

Please note: If the paper's main methodology consists of a literature review (as is often the case for the so-called Research Paper or for shorter papers in individual subjects), only a short summary of the literature should be presented here. The main purpose is to emphasize the gap in the literature, i.e., the lack

of previous reviews, that necessitates the review. The actual findings of the review should be presented in the results section (following the description of the methodology). Alternatively, this summary can be also included in the introduction section.

- **Methodology***

The methodology section includes the main qualitative and quantitative methods that have been used to address the research questions. Depending on the topic and the specific research question, the work requires an investigation and review of relevant texts (a literature review) or the conducting and documenting of calculations, experiments, surveys, tests or studies (in the case of empirical papers). In addition to the specification of the methodological details, it should be also explained why a particular method was chosen.

Please note that for shorter papers (such as the Research Paper), the methodology can be presented in the introduction section.

- **Results***

In the results section, the findings of the empirical research are presented in one or more chapters. This part is focused on the description of the results which have been obtained through the application of the methods stated.

- **Discussion***

Finally, in the discussion section, the main findings are compared with extant literature to analyse to what extent and how they have corroborated and/or challenged prior findings. The elements of the research question(s), the relevant literature covered in the literature review and the findings are interpreted, compared or analysed. The author(s) may present issues which emerged such as conflicting explanations, main implications and potential further research. (In shorter papers, the Results and Discussion sections may be combined.)

- **Closing remarks, conclusion or outlook***

The final section contains a brief recapitulation of the task or objectives, summarises the findings/results, presents a factual commentary on the approach and offers a future outlook. This outlook describes the possible scientific or practical issues that could be tackled in future papers. The introduction and conclusion provide the paper with an important framework by guiding the reader from the problem to its solution.

- **Reference list***

This lists **all** the sources used in the text – and only these (section 4.5). It can include, for instance, books,

journal articles, organisational websites and chapters from reference books.

- **Glossary**

The glossary, which is optional, explains the main technical/specialist terms.

- **Lists of illustrations and tables**

These list (complete with sequential numbering and page numbers) the titles of the figures and tables.

- **Abbreviations**

The paper should contain as few abbreviations as possible. They can be useful for long and frequently used sequences of words. The APA Publication Manual (2010) contains details of the correct use of abbreviations in English.

- **Appendix/Appendices**

The appendix is a repository of statistics, drawings, calculations, tables, etc., which are relevant and ancillary to the contents of the paper. The appendix should not be used as a "wastepaper basket". Every item in the appendix should be cited appropriately in the text. The appendix should be appropriately structured and furnished with a list of contents (either in the initial *Table of contents* or separately in the *Appendix*).

4 Referencing in the APA (American Psychological Association) style

It is a fundamental principle of scientific writing that the intellectual property of others (e.g. texts or extracts thereof) used in a paper is correctly identified. This means correctly quoting and citing the sources used. This guide offers a compact overview of the referencing rules that apply to scientific papers in accordance with the 6th edition of the APA Publication Manual (2010). The APA rules are widely recognised and adopted in the scientific community.

4.1 Referencing principles

Student papers at the FHNW School of Business are primarily based on publicly available technical literature, i.e. monographs, articles in reference books and journals, and publications issued by serious and widely acknowledged organisations, such as the Swiss Federal Statistics Office and World Health Organisation. Articles in newspapers can serve as background information on the topic (topicality/current affairs), but they must not serve any major purpose in the argumentative main part of the paper.

When handling academic sources:

- it is important not only that a link be established between current knowledge and the student's analysis

of scientific sources (technical literature) and their incorporation into the paper, but also that the task set out in the paper contribute to advancing the state of knowledge in the relevant field.

- Every use of statements, findings and information by third parties (regardless of the type of publication, hard copy or online, verbal, etc.) must be identified in the body text (in-text citation). The purpose is to make clear to the reader which statements and ideas come from others and which from the author.
- The brief in-text citations (section 4.2) must make it easy for readers to find and check the third-party sources in the paper's reference list of full citations (section 4.5). Each and every in-text citation must have a corresponding full citation in the reference list (and vice versa). This form of referencing applies to all variations of third-party sources: books, online documents, articles, audio recordings, images and so forth.
- Student papers at the FHNW School of Business are systematically checked electronically and manually for plagiarism. Plagiarism is the use, in whole or in part, of the intellectual property of a third party without clear acknowledgement of authorship. In the event plagiarism is detected, the consequences are severe and can lead to exclusion from studies or the subsequent revocation/rescinding of a qualification.

4.2 In-text citations

The APA's referencing style requires the use of brief citations in the body text (not in a footnote).

These in-text citations are restricted to the following details:

- Author's last name (if not known, the name of the company, institution, organisation, court case or statute, etc.)
- Year of publication
- Page number if available

Example: (Friedrich, 1997, p. 17)

The following two sections show how this applies to direct and paraphrased quotations.

4.3 Direct quotation with in-text citation

A direct quotation is where the words, sentences or entire paragraphs of third-party sources are identical to the original, i.e. reproduced word-for-word. Direct quotations should be used in moderation (not more than 10%) and in a targeted fashion. The following example indicates that the paper's author has taken the passage word-for-word from page 17 of a book (published in 1997) by an author whose last name is Friedrich:

Example: Quotation mark
"These days it is hard to find a sphere of activity in which the wealth of technical literature (manuals, monographs, journal articles, documentation, etc.) does not far exceed the capacity of the individual to absorb it all" (Friedrich, 1997, p. 17). Full stop at end
Quotation mark In text citation

Thanks to the in-text citation (Friedrich, 1997, p. 17), the reader is now able to find the author's full name, book title and other information in the reference list.

Direct quotations may not be altered in any way. Any errors in the original must be included unchanged and indicated with *[sic]*. Obvious typing errors, however, may be quietly corrected.

Additions of emphasis by the student must be followed by the phrase [emphasis added X.Y.], where X.Y. are the student's initials. Note the use of square brackets. Omissions must be indicated with an ellipsis: The following example illustrates one omission and one emphasis:

Example:
"These days it is hard to find a sphere of activity in which the wealth of technical literature ... does not **far** [emphasis added X.Y.] exceed the capacity of the individual to absorb it all" (Friedrich, 1997, p. 17).

The example shows that something (the examples of literature) has been omitted from the original and that one word has been emphasised in bold text. Square brackets can also be used to indicate where an author has translated a word, or where the author has an important editorial comment.

Short direct quotations (and paraphrased quotations) should be incorporated directly into the body text. Direct quotations comprising 40 words or longer should appear as a separate paragraph with a left indent of one or two centimetres and be double-spaced (block quotation). In this case, quotation marks are omitted and the quoted source is cited after final punctuation mark.

4.4 Paraphrased quotation with in-text citation

A paraphrased quotation is where a third-party source is not reproduced word-for-word, but rendered or summarised in the student's own words. It must include an **in-text citation such as below:**

Example:

Studies have shown that the individual's ability these days to absorb information across all spheres of activity is under extreme pressure (Friedrich, 1997, p. 17).

The following alternative is also possible:

Example:

Friedrich (1997, p. 17) suggests that the individual's ability these days to absorb information across all spheres of activity is under extreme pressure.

The in-text citation can be embedded into a sentence in various ways but must always include the key information of author, publication date and, where appropriate, page number. Several sources can also be cited at the same time:

Example:

For over ten years now, a variety of international studies have been suggesting that the individual's ability to absorb information across all spheres of activity is strongly challenged and frequently exceeded (Friedrich, 1997, p. 17; Kohler, 2001, pp. 95–97; Sprenger, 2010, p. 75).

Where a source serves as a reference across a number of paragraphs, the in-text citation may be placed at the beginning of the paraphrasing to ensure that the authorship is clear. Here, the paragraph could, for example, start as follows: "The following paragraph is based on suggestions by Friedrich (1997)". Or: "According to Friedrich (1997), the following criteria should be observed: ... (p. 28)".

The end of a paraphrase must be clearly identifiable as such. If wished, the in-text citation could be repeated there.

In addition:

- In the event of several in-text citations in a row, the names should appear in alphabetical order separated by semicolons, e.g. (Aeberli, 2009, p. 134; Beier, 2007, pp. 133–138; Clausner, 2011, p. 147).
- Where an author is responsible for more than one relevant work, the years of publication are separated by commas, e.g. (Muster, 1999, 2004, 2011).

- Where an author/institution is responsible for more than one relevant work in a given year, each is identified with a letter (a, b, c...) after the year of publication.

The body text would contain, for example, the following in-text citations:

(Muster, 2009a, 2009b, 2009c)

(Novartis, 2010a, 2010b)

(WHO, 2008a, 2008b, 2008c, 2008d)

At the end of the paper, the reference list contains the corresponding full citation regarding the sources, e.g.:

Muster, A. (2009a). *Facebook as a marketing tool ...*

Muster, A. (2009b). *Social media for companies ...*

- Where there is more than one author, "et al." (and others) is inserted after the first author (see Table 1 for details). For example:

(Muster et al., 2009, p. 124).

- An overview of in-text citation formats by the APA is provided in Table 1:

Type of quotation	First in-text citation	Subsequent in-text citation	Citation in brackets, first citation	Citation in brackets, subsequent citations
One author	Pratchett (2007)	Pratchett (2007)	(Pratchett, 2007)	(Pratchett, 2007)
Two authors	Pratchett and Rincewind (2004)	Pratchett and Rincewind (2004)	(Pratchett & Rincewind, 2004)	(Pratchett & Rincewind, 2004)
Three authors	Vimes, Ridcully, and Vetinari (1999)	Vimes et al. (1999)	(Vimes, Ridcully, & Vetinari, 1999)	(Vimes et al., 1999)
Four authors	Vimes, Ridcully, Vetinari, and Hix (2006)	Vimes et al. (2006)	(Vimes, Ridcully, Vetinari, & Hix, 2006)	(Vimes et al., 2006)
Five authors	Pratchett, Rincewind, Vimes, Ridcully, and Hix (2008)	Pratchett et al. (2008)	(Pratchett, Rincewind, Vimes, Ridcully, & Hix, 2008)	(Pratchett et al., 2008)
Six or more authors	Humboldt et al. (2005)	Humboldt et al. (2005)	(Humboldt et al., 2005)	(Humboldt et al., 2005)
Organisations with established abbreviations	Swiss Federal Statistics Office (SFSO, 2015)	SFSO (2015)	(Swiss Federal Statistics Office [SFSO], 2015)	(SFSO, 2015)
Organisations without established abbreviations	University of Lucerne (2015)	University of Lucerne (2015)	(University of Lucerne, 2015)	(University of Lucerne, 2015)

Table 1: In-text citation formats based on APA (2010, p. 177)

4.5 Reference list of literature and sources (full citation)

The sources indicated by in-text citations in the body text (as well as illustrations and tables) appear in full only in the reference list.

The sources should all appear here in alphabetical order (last name of first author). No distinction should be made between the various types of sources (monographs, reference books, online sources, etc.). Below are the key APA conventions on the correct handling of scientific texts in the reference list, divided into standalone and non-standalone sources.

4.5.1 Standalone sources

Standalone sources include the following types of source. If they are available online, their URL (Uniform Resource Locator) needs to be stated by supplementing the full citation with the following: "Retrieved from URL".

- **Monographs** are cited as follows:

Last name, initial. (Year of publication). *Title* (edition [if provided]). Place of publication: Publisher. Retrieved from URL

Coates, K. & Holroyd, K. P. (2003). *Japan and the internet revolution* (2nd ed.). New York: Palgrave Macmillan. Retrieved from http://www.hvbr.us/Japan_Internet.html

- **Reference books** are cited as follows:

Last name, initial. (Ed. [Editor]) (Year of publication). *Title* (edition [if provided]). Place of publication: Publisher.

Pfeiffer, J. W. (Ed.) (1991). *Theories and models in applied behavioral science* (4th ed.). San Diego: Routledge.

Please note: As a rule, what is cited is the specific article in the reference book, not the reference book itself. See «Articles in reference books» for the relevant rules. (See 4.5.2 Non-standalone sources)

- **Verbal content and interviews** are cited as follows:

Last name, initial of speaker/interviewee. (Year, month day of publication). *Title*. Occasion, place where spoken/of interview. Retrieved from URL

Etter, C. (2011, September 15). *Cooperation in border management*. PICARD Conference, Geneva, Switzerland.

- **Other standalone documents**, e.g. corporate annual reports or technical reports are cited as follows:

Last name, initial [or if unknown name of organisation]. (Year of publication). Publication title (report

title and number [if provided]). Place: editor [if not same as author]. Retrieved from URL

Swatch Group. (2016). 2015 Annual Report (EP.08. 16 74 30). Biel, Switzerland.

Kloister, A. (2015). The development of small and medium enterprises in Norther Europe (World Bank Report EF 01 007 17). Geneva, Switzerland: World Bank Group.

- **Website**

If quoting content of a website following reference formats should be used.

Last name, initial [or if unknown name of organisation]. (Year, Month Day of publication). Publication title [if necessary type of website]. Retrieved from URL

The type of website needs to be given if it is not a typical website (e.g. if it's a blog entry),

FHNW. (2017, September 11). Institute for Information Systems. Retrieved from <https://www.fhnw.ch/iwi>

4.5.2 Non-standalone sources

Non-standalone sources are articles, etc. contained within an overarching work, such as a journal article and a chapter in a reference book. If they are available online their URL needs to be stated as well.

- **Articles in scientific journals** are cited as follows:

Last name, initial. (Year of publication). Title. *Magazine*, year or *volume* (issue number): Page numbers.

Parikh, M., Penruh, J., Sanit, A., & Verma, S. (2002). Utilizing internet technologies to support learning: An empirical analysis. *International Journal of Information Management*, 22 (1), 27–46.

- **Articles in newspapers**

Last name, initial. (Year, Month Day of publication). Title. *Newspaper*, edition, date, page number(s).

Frommelt, G. (2007, November 4). The employee as production factor. *Die Zeit*, No. 193, p. 17.

- **Articles in reference books**

Last name, initial. (Year of publication). Title. In initials. Last name of editors (Eds.), *title of reference book* (page number(s)). Place of publication: Publisher.

Maid, B. M. (2003). No magic answer. In M. Watts, P. Stenger (Eds.), *Technology* (pp. 4–23). San Francisco: Jossey-Bass.

- **Conference/symposium papers:** documents compiled and published following a scientific conference or symposium (e.g. in the form of a conference report) are cited as follows:

Last name, initial. (Year of publication, month of publication). Title of paper. Paper/poster presented at *name of conference/symposium*. Place.

Knechtli, S. (2013, May). The consequences of hyperinflation. Paper presented at the *Third International Conference on European Economic Development*. Paris, France.

4.5.3 Special cases and footnotes

Secondary source citing is where the student cites a source he or she has not actually seen but which is referred to in another work. For example:

(Fukujama, 2004, p. 18, as cited in Pereira, 2011, p. 25)

The reference list must give full details of both sources. Secondary source citing, while permissible, should be avoided. It is preferable to consult and cite original sources.

Missing information: some sources lack the date or place of publication. This is indicated thus: abbreviations "n.p." for "no place" and "n.d." for "no date".

Footnotes may also be used. They may contain additional observations and content-related references, possibly also additional notes regarding literature. Footnotes should, however, not be used as a "dumping ground" of information for which there is no space in the body text. Footnotes always end with a full-stop.

Personal communications: This includes for example private letters, memos, some electronic communications (e.g., email or messages from non-archived discussion groups), personal interviews (not if interviews are the used scientific method) or telephone conversations. Personal communications are **not** included in the reference list.

Personal communication is cited in-text only using the following structure:

In-text citation: T. K. Lutes (personal communication, April 18, 2011) mentioned that ...

Citation in brackets: (T. Pratchett, personal communication, October 9, 1980)

Unpublished work: Work that is not published such as documents on an internal institutional website can be cited as follows:

Last name, initial. (Year of publication). *Title*. Unpublished manuscript. Editor or Institution

Miller, R. (2017). *Measuring the user experience*. Unpublished manuscript. Roche, Switzerland.

5 Layout

The following rules are aimed at achieving an internationally acceptable appearance that also serves the purposes of the FHNW School of Business¹. The rules must be observed consistently throughout the paper. Any deviations must be agreed in writing with the lecturers and contracting party where relevant.

Type of binding:	Bound (adhesive binding, ring binding (metal/plastic)), no folders.	
Font:	Arial, Calibri, Helvetica or Times New Roman	
Paper format:	A4, white Printed on one side	
Font size:	Body text:	11 point (Arial, Calibri, Helvetica) 12 point (Times New Roman)
	Illustration and table titles:	10 point (Arial, Calibri, Helvetica) 11 point (Times New Roman)
	Footnotes:	8 point (Arial, Calibri, Helvetica) 9 point (Times New Roman)
	Heading (first level):	13 point bold (Arial, Calibri, Helvetica) 14 point bold (Times New Roman)
	Heading (second level):	13 point (Arial, Calibri, Helvetica) 14 point (Times New Roman)
	Heading (third level):	11 point italic (Arial, Calibri, Helvetica) 12 point italic (Times New Roman)

Scientific papers feature no more than three levels of hierarchy. The individual sections should be numbered sequentially using the decimal classification, and lists may adopt the indented or horizontal format (see Table 2):

Indented option	Horizontal option
1 Level 1	1 Level 1
1.1 Level 2	1.1 Level 2
1.1.1 Level 3	1.1.1 Level 3

Table 2: No more than three levels of hierarchy per section

¹ Requirements regarding layout or submission as specified by the individual degree programme take precedence over the relevant instructions in these guidelines.

Page margins	left	2.5 cm
	right	1.5 cm
	top	3.0 cm
	bottom	2.8 cm
Header:		1.2 cm
Footer:		1.8 cm
Line spacing:	Body text:	1.5 lines
	Footnote:	1.0 lines
Text justification	Justified or left-aligned, allowing for correct hyphenation	
Emphasis:	Passages of text may be emphasised as follows:	
	<ul style="list-style-type: none">▪ Capital letters▪ Italics▪ Bold	

Underlining is reserved for URLs/links. For consistency of appearance, only one of these styles of emphasis may be used. Emphasis should be used sparingly.

Internet links in the reference list often lead to layout problems. It makes sense to refrain from using capital letters and automatic hyphenation: ends of lines should be fine-tuned manually.

6 Illustrations, diagrams and tables

Visual explanations, such as figures and tables, help present complex relationships and trends. They must be labelled. The labelling must indicate the type of visual explanation (figure or table), the consecutive number, the title of the visual explanation and contain an in-text citation where relevant. Here is an example:

Figure 11: Inflation trend in Switzerland (Swiss Federal Statistics Office [SFSO], 2015)

The following visual explanation (see Table 3) shows the correct way to label a table. Where the visual explanation is sourced from a third party, the labelling must include an in-text citation. Where the visual explanation is sourced from a third party and subsequently edited/revised for the purposes of the student's paper, the following in-text citation must be used: "(based on ... – here follows the in-text citation)". Whenever there is an in-text citation, the reference list must contain the corresponding full citation.

Visual explanations must be centred on the page; the labelling should be left-aligned, i.e. aligned below and to the left of the visual explanation (see Table 3).

	Total	Women (%)	Men (%)
Universities of applied sciences and schools of education			
Degree/diploma	2'528	48.9	51.1
Bachelor	63'719	52.7	47.3
Master	10'106	57.0	43.0
Continuing Education	7'682	36.0	64.0
Total	84'035	48.65	51.35

Table 3: Students in the autumn semester 2012/13 (based on Swiss Federal Statistics Office [SFSO], 2013)

All visual explanations must be referred to in the body text.

Reference list²

APA American Psychological Association (2010). *Publication Manual* (6th ed.). Washington, DC: American Psychological Association.

Desprez-Bouanchaud, A., Doolaee, J., Ruprecht, L., & Pavlic, B. (1999). Guidelines on Gender-Neutral Language. UNESCO place de Fontenoy, 75352 Paris, France. Retrieved from unesdoc.unesco.org/images/0011/001149/114950mo.pdf

Kornmeier, M. (2013). *Wissenschaftlich schreiben leicht gemacht* [Scientific writing for beginners] (6th ed.). Bern, Switzerland: Haupt.

Theisen, M. R. (2013). *Wissenschaftliches Arbeiten* [Scientific Writing] (16th ed.). Munich, Germany: Franz Vahlen.

² Sources used as examples of the correct use of in-text and full citations have not been listed in this guide's reference list.