Instructions for Written Work
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1 INTRODUCTION

Academic writing can seem difficult, especially when you are just getting started. The start and progress of written work can be made easier with proper planning. One of the main benefits of planning is that you do not have to write the whole text in order, from start to finish, nor does the end result need to be perfectly polished from the start. Writing can be seen as a gradual process with several stages. This work method is often called process writing (e.g. Basic Writing).

The main stages of the writing process are planning, drafting, writing, editing and polishing. In the planning and drafting stages, the main focus is on gathering information on the topic and delimiting, specifying and structuring the topic. Planning can follow e.g. the mind map technique. At this stage, you think about the main chapters of the text, their contents and headings. Information from different sources, as well as ideas and thoughts should be written down systematically, including bibliographical data. At the drafting stage, you should not get too caught up on the style of the text; focus instead on having the main points structured and tentatively expressed.

The different parts of your text can be written in overlapping stages. If you cannot get on with a specific section, focus on something else for a while. That means the work will progress constantly. Even when a text seems finished, it usually still requires some polishing. Be sure to take feedback you receive on board. Editing and finalising completed texts takes time and patience but it improves the end result.

The style of academic texts should be relevant and professional. The language must be clear, intelligible, and linguistically flawless. Refrain from using colloquial expressions. Statements and claims must be justified, and the key concepts should be defined. Also make sure you use concepts consistently in accordance with the definitions you have given.
Your text should progress logically from one thing to another. Sentences and paragraphs should link to each other naturally and firmly, so that it is easy for the reader to follow the writer’s train of thought. Remember that the reader is not aware of the connections between things or of your opinions and perspectives, and so you must express them in your text.

Be consistent in the use of verb tenses in your text. When reporting on the progress of a study, the preferred tense is the past tense.

Bad grammar and spelling can label the whole academic text as bad, even if its content is good, so remember to make an effort at writing well. For instructions on writing and proper language use, refer e.g. to the bibliography appended to these instructions.
2 LAYOUT AND APPEARANCE

2.1 Text setting and formats

A template is available for written work, containing all the necessary formatting, at SeAMK Intra. The template uses the following formats:

Margins and layout. Page margins should be as follows: left 4 cm, right 1.5 cm, and top and bottom edges 2.5 cm each.

The text should start at the left edge, in the “full block” style, where all lines start from the same place with no indents. Justify both edges of the text and use automatic hyphenation. Appendices do not need to follow these margin and layout settings if it is too complex. The settings of the bibliography are automatically determined by the template.

Fonts. Use the Arial font, with point size 12. Main chapter headings should be in uppercase using font size 14, with subheadings in capitalised lowercase in font size 12. Both headings and subheadings should be bolded in the text but not in the table of contents. Font sizes and bolding are defined in the styles Heading 1, Heading 2 and Heading 3.

Bolding and italics can be used in the body text if they are necessary to emphasise certain parts of the content. However, if overused, they can lose their meaning. Use the Strong (bolding) and Highlight (italics) styles in the word processor for formatting these sections.

Line and paragraph spacing. The body text and table of contents should use 1.5-line spacing. The abstract, figure and table captions as well as the bibliography should be single-line spaced. References end in a full stop. If the reference ends in an Internet address, there is no full stop after it.
Brief direct quotations from other authors are placed in quotation marks; long quotations are indented and single-line spaced. Indented quotations do not have quotation marks. Use the *Quotation* style for formatting them.

Paragraphs are separated by a space equivalent to one empty line. This spacing is pre-formatted in the *Normal* and *Body text* styles. Leave a space equivalent to two empty lines at the end of a section, before the next heading. This spacing is pre-formatted in the *Heading 1*, *Heading 2* and *Heading 3* styles of the template.

A page should never end in a heading, and main chapters should always start on a new page. Use print preview to check the page layout before printing.

**Headings.** Headings should be numbered hierarchically. There must be no more than three heading levels, e.g. 3, 3.1 and 3.1.1. There must be at least two subheadings at each sublevel; i.e. if there is a subheading numbered 2.1, there must also be 2.2. The heading numbers are separated by a point, but there is no point at the end of the number (nor after a single number of the top level). This automatic heading numbering system is pre-formatted in the *Heading 1*, *Heading 2* and *Heading 3* styles of the template.

**Paragraph headings.** If a chapter is especially long, paragraph headings may be used to clarify its content. Paragraph headings end in a full stop. They are neither numbered nor included in the table of contents. Select your paragraph heading and the Bold or the Strong style for it. The text continues after that from the same line.

**Page numbering.** Page numbers are marked in the upper right-hand corner. Logically, page numbers should begin from the title page, where the author's name and the title of the academic text are. Consequently, the title page is the first page of the text, but its page number is not marked. Page numbering starts from page 2. These settings are pre-formatted in the template. Appendices do not have running page numbering. For the numbering of appendices, see the separate instructions in Chapter 2.10 and the template.
2.2 Figures, pictures, tables and formulae

Figures, pictures, tables and formulae help illustrate and liven up texts. They can be used to emphasise the crucial content of the text. When you describe a design process or do picture analyses, drawings, drafts, modellings and photos are essential parts of your report. The information contained in the figures, pictures and tables should be explained in the text as well, with reference to the figure, picture or table in question. The explanation should be an interpretation of the information in the figure, picture or table, and not a mere reiteration of its content.

Colours may be used to enliven the academic text and to highlight its information content. If colours are used, the information conveyed by them must also be intelligible in black and white. Figures and tables can be framed or unframed, but the choice must be consistently applied.

If the text includes lots of figures, pictures and tables, we recommended making separate lists of figures, pictures and tables on the contents page. For more information on adding tables, pictures and figures to the table of contents, see Section 2.9.

Figures and pictures. Figures include e.g. line graphs, vertical bar graphs, horizontal bar graphs, and pie graphs. Maps and drawings fall under figures. Photographs should be entitled ‘Picture’; in other words, all illustration examples except tables should be entitled ‘Figure’ or ‘Picture’.

Figures and photos can be used electronically if you have the permission of the author or copyright to the pictorial material used (e.g. your own photos and drawings). The SeAMK Intra provides information about the currently valid collective digital licence of Kopiosto – Copyright Society for scanning and the use of material available on the Internet. However, the digital licence of Kopiosto does not allow you to copy or scan such material the copying or scanning of which the copyright holder has prohibited. See the bibliography of the present instructions for some in-depth online sources of information on the copyright of figures, pictures, pictorial collages, etc. (Art University Copyright Advice 2012).
Pictures can be freely taken from sources stating explicitly that they are copyright-free. If there is a mention of the publication of the material with the transfer of copyright through the Creative Commons licence, the pictorial material can usually be used. However, it is advisable to check the definition of the CC rights for each case separately. For more information about the rights allowed by the CC licence, visit the web page of Creative Commons.

Also pictorial collages compiled of copyrighted material require, as a rule, the permission of the copyright holders of all their constituent parts (see previous paragraph), or the material used shall be covered by the collective digital licence of Kopiosto – Copyright Society.

Figures and pictures are consecutively numbered and given headings. They are also referenced, unless made by the author, and the source is included in the bibliography. The template style for figure and picture source references is Figure source reference. The caption, or the number and heading of a figure or picture, is written below the figure or picture in question (Figure 1). The running numbering of figures and pictures is easiest to do with the numbering function of the word processor.

![Graph showing the relationship between Kidnappings per 100,000 people and Gross Capital Formation (GCFP).](image)

Figure 1. Kidnappings in Colombia (Pshisva & Suarez 2006).
Tables. Tables are normally used to present information in numerical form, although the information in tables may also be verbal. Tables are consecutively numbered and given a heading. The table caption (heading and references) can be added using the specific function of the word processor.

The table caption goes above the table. Tables are also referenced, unless made by the author. The template style for the source of a table is *OmaTaulLähde/TableSource*.

Table 1. Prevalence of other innovation activities by enterprise's primary position in the production value chain, 2006–2008, share of enterprises with innovation activity (Innovation 2010, Statistics Finland).

<table>
<thead>
<tr>
<th>Industry</th>
<th>Position in production value chain</th>
<th>Number of enterprises</th>
<th>Acquisition of machinery and equipment</th>
<th>Acquisition of external knowledge</th>
<th>Training for innovation activities</th>
<th>Market introduction of innovations</th>
<th>Design</th>
<th>Other innovation activities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>ALL NACE - Total</td>
<td>Main supplier</td>
<td>2301</td>
<td>64.5</td>
<td>43.2</td>
<td>35.5</td>
<td>43.4</td>
<td>30.1</td>
<td>39.3</td>
</tr>
<tr>
<td></td>
<td>System provider</td>
<td>405</td>
<td>70.2</td>
<td>47.4</td>
<td>44.7</td>
<td>43.7</td>
<td>29.1</td>
<td>34.3</td>
</tr>
<tr>
<td></td>
<td>Subcontract or</td>
<td>997</td>
<td>70.1</td>
<td>38.1</td>
<td>28.3</td>
<td>28.5</td>
<td>12.3</td>
<td>36.8</td>
</tr>
<tr>
<td></td>
<td>Undefined position</td>
<td>50</td>
<td>62.4</td>
<td>40.9</td>
<td>45.3</td>
<td>35.7</td>
<td>23.8</td>
<td>26.2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>3753</td>
<td>66.6</td>
<td>42.3</td>
<td>34.7</td>
<td>39.3</td>
<td>25.2</td>
<td>37.9</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Main supplier</td>
<td>1195</td>
<td>68.3</td>
<td>44.6</td>
<td>35.4</td>
<td>47.4</td>
<td>39.2</td>
<td>44.5</td>
</tr>
<tr>
<td></td>
<td>System provider</td>
<td>202</td>
<td>71.2</td>
<td>54.8</td>
<td>43.0</td>
<td>45.0</td>
<td>31.2</td>
<td>33.1</td>
</tr>
<tr>
<td></td>
<td>Subcontract or</td>
<td>607</td>
<td>71.1</td>
<td>36.0</td>
<td>26.4</td>
<td>23.6</td>
<td>14.3</td>
<td>33.0</td>
</tr>
<tr>
<td></td>
<td>Undefined position</td>
<td>20</td>
<td>73.2</td>
<td>30.7</td>
<td>40.7</td>
<td>30.7</td>
<td>30.7</td>
<td>30.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2025</td>
<td>69.5</td>
<td>42.9</td>
<td>33.5</td>
<td>39.9</td>
<td>30.9</td>
<td>39.7</td>
</tr>
<tr>
<td>Services I</td>
<td>Main supplier</td>
<td>1106</td>
<td>60.3</td>
<td>41.8</td>
<td>35.7</td>
<td>39.0</td>
<td>20.3</td>
<td>33.7</td>
</tr>
<tr>
<td></td>
<td>System provider</td>
<td>202</td>
<td>69.3</td>
<td>40.0</td>
<td>46.4</td>
<td>42.4</td>
<td>27.0</td>
<td>35.5</td>
</tr>
<tr>
<td></td>
<td>Subcontract or</td>
<td>390</td>
<td>68.6</td>
<td>41.3</td>
<td>31.3</td>
<td>36.1</td>
<td>9.2</td>
<td>42.9</td>
</tr>
<tr>
<td></td>
<td>Undefined position</td>
<td>30</td>
<td>55.1</td>
<td>47.7</td>
<td>48.4</td>
<td>39.0</td>
<td>19.0</td>
<td>23.1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1728</td>
<td>63.1</td>
<td>41.6</td>
<td>36.1</td>
<td>38.7</td>
<td>18.6</td>
<td>35.8</td>
</tr>
</tbody>
</table>
The same information can often be illustrated using either a figure or a table. Choose carefully between them. The headings of figures and tables should be written in such a way that readers can understand their content without having to read the actual text first.

**Formulae.** Formulae should be numbered using their own consecutive numbering from the beginning to the end of the report. Give the number of the formula in brackets on the right of the formula. Formulae and explanatory symbols are indented in such a way that all the formulae and the list of the explanatory symbols start from the same position. The following example illustrates the positioning of a formula in the text.

The snow load of a roof \((s)\) is defined with the following formula:

\[
s = \mu_i C_e C_i s_k.
\]

(23)

where
- \(\mu_i\) is the form factor of the snow load
- \(s_k\) is the characteristic value of snow load on ground
- \(C_e\) is the wind protection factor (1.0 or 0.8)
- \(C_i\) is the heat transfer coefficient, the value of which is usually 1.0

In the text, the above formula is referred to as follows: The snow load of a roof is calculated with formula (23), where…

### 2.3 Lists

Lists can be used to structure an item consisting of many parts and to make the text easier to understand at a glance. Below, you will find some of the basic principles for making lists.

A list consists of an introductory sentence and the different listed items. The items listed should grammatically match with the introductory sentence and be of the same format. The items in a list can be clauses beginning with a lowercase letter that are part of the introductory sentence (Example 1) or complete sentences
Example 1. The sections of a thesis are
  – Title page
  – Abstract
  – Table of contents
  – Body text
  – Bibliography
  – Appendices.

When necessary, numbered lists can be created using the Numbered list text style. In that case, automatic numbering appears as shown in the following example.

Example 2. The thesis writing process begins with the following stages:

1. Drafting the main sections.
2. Gathering ideas and structuring them, using e.g. mind-map techniques.
3. Writing the text in overlapping or consecutive stages.
4. If one section is causing difficulties, moving on to another one.
5. Requesting feedback on the text and editing it as necessary.

2.4 Footnotes

A footnote is a remark on the bottom of the page, which explains or clarifies an issue, expression or word in the text. The remark may be e.g. the explanation of an abbreviation, the translation of a used expression, or another piece of specifying information. However, footnotes should be used with discretion. A footnote may be, for example, the explanation of an abbreviation, the translation of
an expression used, or another additional piece of information. Nevertheless, as mentioned above, a footnote should be used with much discretion.

In the text, a footnote is referred to with a number in superscript\(^1\). The actual footnote is separated from the text with a dash and started with the number of the superscript. The footnote is written in a smaller font than the text. Footnotes are added with the \textit{Viittaukset Lisää alaviite / References Insert Footnote} function, and all the pre-formatted settings will appear automatically.

2.5 Use of punctuation

**Hyphens.** A hyphen is a short line which is mainly used in compound words in English. A hyphen is used in the following type of cases:

– Standard-type solutions
– Up-to-date resources
– Right-hand edge.

**En-dashes.** An en-dash is longer than the hyphen, roughly the width of the letter n. The en-dash is used in numerical ranges, such as:

– 5–6%
– 30–40 degrees
– 26–29 May
– Kotler 2009, 115–116

If an en-dash is not available, a hyphen may be used with a space on both sides.

To avoid confusion, three dots can be used between two numbers in scientific and technical texts: –10…–15 degrees Celsius (or: –10…–15\(^\circ\)C). The minus sign is an en-dash (not a hyphen). For more information about the hyphen and the en-dash, see Lewis (2006).

\(^{1}\) Footnotes are numbered with Arabic numerals (1, 2, 3 etc.)
Numbers. Numerals must be separated from their succeeding unit with a space, e.g. 25 cm. Currency signs go in front of the amount, e.g. € 200. A number and its unit must be kept on the same line (if this is not possible, the unit should be written out in full). For numerals consisting of four or more digits, use commas as thousands separators (e.g. 8,245,760) or leave spaces (8 245 760). Comma separators are not used in decimal parts of numbers (e.g. 2.56725) or in years (e.g. 2009). Note that decimals are separated from the integer number by a point (see above).

2.6 Title page

The title page includes the author(s) and the title of the work, as well as other required information. Title pages can be used for assignments and projects if necessary; however, theses must always have a title page. Follow the instructions for title pages in the thesis template.

The titles of assignments and theses should be as short and concise as possible, but descriptive enough to indicate the content of the text. The title may be supplemented with a subtitle.

2.7 Abstracts

Theses must contain an abstract. Follow the instructions for abstracts in the thesis template. The template style used in abstracts is OmaTiivistelmä/Abstract.

The top of the abstract lists the bibliographical data of the thesis: faculty, degree programme, specialisation/line of study, author(s), title of thesis, supervisor, year, number of pages (excl. appendices), and number of appendices.

The abstract must provide the reader with a comprehensive understanding of the academic text. The abstract is not the same as the introduction or the conclusion, but rather an independent presentation of the issues central to the work. It
contains an explanation of what was studied, the aims of the study, the methods used, and what conclusions were reached. Based on the abstract, the reader can decide whether or not to read the entire thesis.

The abstract should be written in complete sentences. Its length should be approx. 200 words, fitting on one page. The text may be divided into paragraphs to improve readability. Abstracts are normally written in the passive voice (e.g. “The data was collected using semi-structured interviews…”) or in the 1st or 3rd person. The past tense is the most suitable tense for abstracts, although the present tense may be used when presenting universal results or conclusions, as well as when referring to the different parts of the text (e.g. “The first chapter provides an overview of…”).

At the end of the abstract, there is a list of keywords descriptive of the content of the thesis. The keywords listed are separated by commas.

Theses in languages other than Finnish may also include a summary in Finnish (5–10 pages), placed at the end of the thesis, before the bibliography. A Finnish summary may be useful if you wish to reach a wider Finnish-speaking audience.

2.8 Foreword

A foreword should only be written for a special reason. It may sometimes be necessary, for instance to acknowledge people and organisations involved in the thesis process. Theses are always public documents, but they may contain some confidential elements. The foreword can be used to mention these confidential data or sections.

The foreword is written on a separate page. It is most natural to write it in the first person.
2.9 Table of contents

The table of contents is placed after the abstracts and the possible foreword. The thesis template contains pre-formatted settings for the table of contents, and the table of contents can be updated as the writing of the text progresses. Figure and table lists can be updated in the same way as tables of contents.

The heading of the table of contents should be either TABLE OF CONTENTS or CONTENTS, after which the following headings appear unnumbered and in the following order: Abstract; Foreword; CONTENTS; Terms and Abbreviations; Tables, Figures and Pictures; Special Symbols. It is not necessary to use all of the above titles. Also other headings can be used when necessary. The main chapter headings should be in uppercase using font size 14, and the subheaders in capitalised lowercase in font size 12.

If the text includes only a few figures, pictures or tables, you do not need to mention them specifically in the table of contents or make a separate list of figures, pictures or tables. If, by contrast, there are lots of them in the text, list them separately on the page following the table of contents. The list should mention the number and heading, as well as page number of each figure, picture or table, e.g. “FIGURE 1. Figure name”, and page number. Similarly, you need not make a separate list of abbreviations, special symbols and terms if there are only a few of them in the text.

The main body of the text is structured hierarchically as numbered chapters and sections. In the thesis template, the page number on which the chapter/section begins appears automatically in the table of contents. If you don not use the thesis template, give the page number on which the chapter/section begins for each heading separately. The table of contents assists the reader in perceiving the structure of the academic text, the correlation between the issues discussed, and the extent of each topic.

The headings of sections and subsections are indented consecutively under the preceding chapter or section heading in such a way that they begin under the first letter of the first word in the preceding heading (as formatted in the template).
There should be no single sections or subsections; i.e. if there is a section numbered 2.1, there must necessarily be another one numbered 2.2. In other words, there must be at least two sections at each level.

The bibliography and appendices are the last items in the table of contents. These headings are not numbered. Their template style is \textit{OmaOts0}. If you are not using the template, indicate the page number where the bibliography begins.

\textbf{2.10 Bibliography and appendices}

An alphabetised bibliography is made of all the sources used for writing the academic text. More specific information on making a bibliography is available in Chapter 4.

Appendices supplement the body text. Each appendix must be referenced in the text. Appendices are placed after the bibliography. Appendices may contain material that clarifies the text or offer necessary supplementary information but which cannot be included within the body text. Appendices often include information-gathering forms or questionnaires together with their accompanying letters, as well as documents, pictures or graphs related to the academic text.

In descriptions of a planning process or in picture analyses, pictures, drafts, models and photos are usually within the body text (Cf. Chapter 2.2). The sources used in picture collages that the pictorial material has been collected from are listed separately after the actual bibliography, under Sources of Picture Collages.

The actual appendix pages are preceded by the APPENDICES title page. This is the last consecutively numbered page in the academic text. This page lists the appendices in numeric order with their titles:

\begin{itemize}
  \item Appendix 1. Title of appendix
  \item Appendix 2. Title of appendix
\end{itemize}
Appendices are numbered consecutively in the order in which they are referred to in the text. They must have titles, e.g. Appendix 1: Heading of Appendix. The heading of the appendix ("Appendix") is placed at the top left-hand corner of the page. If an appendix consists of more than one page, the pages are numbered internally within the appendix as 1(3), 2(3), etc., the total page number appearing in brackets. Appendices do not have normal page numbers. See the template for a more specific instruction on numbering.
3 USE OF SOURCES AND CITATIONS

3.1 Use of sources

The use of sources is a crucial part of assignments, projects, and theses. Sources can include professional and research literature, articles from professional and scientific journals, legislation, standards, theses, interviews, emails, diverse electronic sources, or even an organisation’s internal documents. Sources of information of different kinds are needed e.g. for defining concepts, creating a theoretical context, examining and comparing earlier research outcomes, or for choosing a suitable research method for a thesis. Sources should be distinguished from research data, which is systematically analysed using a given method.

Sources should not be used in such a way that the work becomes a splintered list of references including fragments of information copied from different sources. Experienced users of sources evaluate, compare and comment on information from diverse sources and consider it in the light of their own aims and research questions.

Therefore, the use of sources requires a critical and comparative approach. The use of sources requires proper skills in evaluating information, the learning of which is one of the key learning goals and elements of professional education and growth. When a source is evaluated, attention is paid to the reliability, scope and importance of the information in question, as well as to its applicability to the evaluator’s own work.

It is rather difficult to unequivocally define the attributes of a good and reliable source. When evaluating a source, pay attention at least to the following aspects:

- The author’s renown and the extent of the author’s scientific work
- The organisation behind the information (public organisation, company, association, etc.)
- Publisher’s renown and reputation
- Interviewee’s expertise and experience
- Up-to-dateness and modernity of source (although not forgetting the classics)
- Objectivity (e.g. ideological ties, commercial interests)
- Origin of information (cf. secondary sources of information)
- High quality of the bibliography.

The importance of source criticism and of the assessment of the above listed items is emphasized further when using freely available online resources. For example, Wikipedia is not regarded as a reliable source.

By using citations, the author expresses what sources they have used when writing their text. Citations are placed in the body text to differentiate information based on other sources from the author's own work and ideas. Consequently, a scientific text must constantly make it clear to its reader what is attributable to the author and what is based on cited sources. Failure to acknowledge sources is considered plagiarism. The theses written at SeAMK are checked using the Urkund anti-plagiarism network service. Urkund checks the use of source literature, producing a report showing the possible unauthorized use of sources.

Although the use of citations is one of the key elements of academic writing, citing a source is not required when referring to generally known or logically deducible facts. Generally known facts include the first landing of humans on the Moon on 20 July 1969, or that there has been much discussion about climatic change in recent years.

There are several possible ways of making citations, with practices varying by scientific discipline and educational institution. Seinäjoki University of Applied Sciences uses Harvard's name-year system. The next chapter includes instructions and examples of the use of citations.
3.2 Citations

Citations refer the reader to the bibliography, which contains accurate publication details for the source in question. Citations and the bibliography must match each other completely. Every source referred to in the body text must be found as a reference in the bibliography under the word or name mentioned in the citation, and each reference in the bibliography must appear in the text. When using secondary sources (‘sources of the source’), mention also the original source both in the text and in the bibliography. It is advisable to add the citations and bibliography entries as your writing progresses; adding them afterwards is most difficult.

In citing sources, do not quote them directly but present the information and ideas included in them in your own words. Use direct quotations only in exceptional circumstances; it is acceptable, for instance, when something is expressed so concisely in the original text that paraphrasing it might distort it. Also laws, decrees, directives and standards can be quoted directly. Brief direct quotations from literature are placed in quotation marks. Long quotations (of four or more lines) are indented and single-line spaced. Indented quotations do not have quotation marks. Use the Quotation style for formatting them.

Citations are either author-oriented or subject-oriented. Between different branches of science, there are some differences as to the frequency of one or the other option in citations, but both can be used, also side by side. The use of both subject-oriented and author-oriented citations in the same text also gives the text stylistic variation.

**Author-oriented citing** is recommended when citing an interpretation or subjective opinion, such as a recommendation, presented by (the author of) the source. The frequent use of author-oriented citing represents good academic writing because it shows the writer is capable of the structuring and critical assessment of research knowledge. Citations are made using reporting verbs, such as *writes, comments, suggests, points out*, etc. or the according to preposition:
Strangelove (2008, 123) emphasizes the importance of conflict prevention.

According to Strangelove (2008, 123), the best course of action in such a situation is that...

**Subject-oriented citing** is a natural option when presenting facts (such as laws and decrees and other factual data) or when you want to emphasize the information included in the source. In those cases, the citation is brackets within the sentence (*Strangelove 2008, 123*). This way of citing is also used when presenting excerpts of the research material to the reader.

Predictive research is common in economics and demography (*Strangelove 2008, 123*).

The area of the US is 9,518,287 sq km (*CIA - The World Factbook 2015*).

You ain't an Iron worker unless you get killed...Men hurt on all jobs. Take the Washington Bridge, the Triboro Bridge. Plenty of men hurt on those jobs. Two men killed on the Hotel New Yorker. I drove rivets all the way on that job. When I got hurt I was squeezed between a crane and a collar bone broke and all the ribs in my body and three vertebrae. I was laid up for four years. (Transcript #22032106.)

**Citation covering one sentence only.** In author-oriented citing, the author's name is mentioned in the text and it is not repeated in the citation. Only the year of publication of the source and the page(s) cited are written in brackets.

According to Strangelove (2008, 123), predictive research is common in economics and demography.

In subject-oriented citing, the citation is placed in brackets within the sentence. The citation includes the author’s surname, the publication year, and the relevant page(s). If a source, e.g. an online one, has no page numbers, they are left out.

Predictive research is common in economics and demography (*Strangelove 2008, 123*).
**Citation covering two or more sentences.** In author-oriented citing, expressions clarifying for the reader that the above citation is still valid are incorporated into the sentences following the citation. In such a case, the same citation also covers the following sentences. The uninterrupted citation period ends in the author’s own text (e.g. a comment on the citation), in a new citation, or reaches the end of the paragraph. The above principle also applies to subject-oriented citing, with the citation being within the first sentence of the citation period.

Next, there are some examples of author-oriented and subject-oriented citing in case the citation covers two or more sentences.

Author-oriented citation (expressions showing the citation extends to the following sentence(s) are in italics):

a. Strangelove (2008, 111) emphasizes the importance of customer value for the risk management of intangible capital. He regards the risks of sale and marketing as manifestations of the value experienced by the customer.

Subject-oriented citation:

a. Customer value is essential for the risk management of intangible capital (Rautanen 2009, 111). Consequently, the risks of sale and marketing are manifestations of the value experienced by the customer.

The following examples illustrate how author-based and subject-based citing can appear side by side in a text. Expressions showing the citation extends to the following sentence(s) are in italics.

a. From the management perspective, a key risk is that the strategy cannot be integrated in the operations and processes of the company (Strangelove 2008, 33). If the process is mismanaged, the strategy will not work, which will easily lead to other damage, as well. According to Strangelove, it is necessary to remember that in strategy work all choices always involve some kind of risk.

b. The aim of the Innovation in Management 2009 study was to find out about companies’ challenges in management and solutions to them, as well as to find a way to secure the future of companies during challenging business cycles (Breedlove 2009, 99). **At the same**
time, managers were asked what characteristics they thought a good manager has. **Another aim of the study** was to find out whether traditional management were regarded as adequate in the present situation. **The results of the study** (op. cit. 100)² made it possible to create innovations in management.

**Publication with several authors.** If a publication has two authors, the surnames of both are mentioned. When two co-authors are mentioned in the body text, their names are separated with the word “and”, while in a citation they are separated with an ampersand (&).

If a publication has a maximum of 3 authors, the surnames of all of them are listed when the source is mentioned for the first time. Later, it is enough to mention the first author’s surname followed by ‘et al.’.

If a publication has more than 3 authors, it is enough to mention only the first author’s surname followed by the abbreviation ‘et al.’ – also when citing the source for the first time.

When a publication has more than two authors, separate the first surnames with commas and the last two with “and” in the body text or with an ampersand in a citation.

Virtanen and Lahtinen (2014, 33–34) propose that...

It has been suggested (Virtanen & Lahtinen 2014, 33–34) that...

Virtanen, Salminen and Mäkelä (2008, 57–59) assume that...

A study assumes that (Virtanen, Salminen & Mäkelä 2008, 57–59)...

² In case you need to refer to another page of the same source within the same paragraph, instead of repeating the source you can use the abbreviation op. cit. (Lat. opere citato, “from the work cited”).
If the last source is cited again later, it is enough to mention the first author’s surname: (Virtanen et al. 2008, 57–59).

Citing several publications by the same author. When citing several publications by the same author, they are put in chronological order from the oldest to the newest. If more than one were published in the same year, they are ordered alphabetically by title and adding a, b, c, etc. to the year.

Mattila (2006, 39–44; 2007, 52–53) criticises earlier research for...

Ristanen and Vanhala (2007a, 2007b) think that...

Citing publications by several authors. When citing publications by several authors, the citations are placed in the same brackets, ordered by year of publication from the oldest to the newest, and separating them with a semicolon. In practice, it is possible to cite several different publications only in one sentence. Even if several authors agree on something, they are still unlikely to coincide to such an extent that it could be covered by more than one sentences.

Researchers have not reached consensus as to the cause of the phenomenon (Mäntynen 1999, 89; Sillanpää 2002, 22–25; Wiksten 2007, 187–188).

Information not received from a primary source. As a rule, always strive to use primary sources. A secondary source (‘source of a source’) can be cited if, in practice, it is impossible or most difficult to get a chance to consult the primary source. If the information comes from a secondary source, it must be made clear in the text. The primary source must then also be mentioned in the bibliography.

The use of the method has been studied in social sciences (Mazlish 1998, 132–133, according to Löytty & Kinnunen 2008, 55)...

According to Löytty and Kinnunen (2008, 56–58) Mazlish (1998, 60–64) has criticized...
The above examples only illustrates how a citation is technically made in those cases. In most cases, Finnish publications cannot be regarded as impossible to receive for consultation.

**Publications with no author data.** If the publication is not attributed to any author, the title of the publication or two to three words from the beginning of the title or the organisation name are included in the citation to allow finding the publication data also in the bibliography (See also Chapter 4.5). Sources falling into this category include organisations’ publications, acts (A), decrees (D), statistics, standards, and websites with no authorial information.

- It has been proposed that … (Memorandum of the Physical Injury Commission 2011, 60).


- … (Statistical Yearbook of Finland 2014, 12).

- … (Tourism Statistics 2006, 64).

- … (SFS-EN ISO 9001, 15).

The export prospects in the furniture industry… (Furniture industry 2007, 10).

**Personal communications.** Personal communications are cited the same way as any other sources. Personal communications include interviews, discussions, emails, text messages, lectures, and telephone conversations. The citation must include the source’s surname and the year of communication.

- Virtanen (2015) considered this to be because...

- This may be because… (Virtanen 2015).
**Online sources and other types of sources.** Online sources and other types of sources are cited following the same practices as for printed sources. In other words, the word allowing to find the source in the bibliography is included in the citation. The citation mentions the author, the publication date and the pages, e.g. (Lahti 2011, 55–56). If there is no authorial information available, two or three words from the title are written in the citation. If the source mentions no publication date or time, use the name of the author or publication, or its beginning and the date of reference, e.g. (Doomlove, [ref. 17 June 2015]), is written in the citation. Page numbers are left out if there are none in the source. Do not mention URLs in citations; they are included only in the bibliography.

**Special annotations.** Special annotations include “cf.” and “e.g.” “Cf.” refers the reader to find further information in the cited source; the source can be one where the information is either in agreement with or in contrast to the author’s views. Special annotations should be used with care.

**Pictures and pictorial collages.** Chapter 2.2 includes instructions on the use of pictures and pictorial collages, and digital copying. As a rule, the use of pictures other than those produced by the author themselves requires permission. In such a case, a picture taken from a book, article or web page is cited as described above. If the illustrator or photographer is a different person from the writer or editor of the online source and there is a mention of the photographer, the illustrator or photographer is mentioned in the citation and in the bibliographic reference. If you wish to emphasize the photographer or illustrator, you can only write the photographer’s or illustrator’s name and the year in the citation. In this case, only the data of the publication in which the picture was published are mentioned in the reference.

…(Thesslund 2010, 6, picture K. Virtanen).

If pictorial collages are included as appendixes, they are referred to with the number of appendix in the text.
4 MAKING A BIBLIOGRAPHY

4.1 General instructions

All the sources cited in the text must be listed in the bibliography. The sources are listed in alphabetical order. Different types of sources are not grouped together by type, e.g. 'printed material' and 'unprinted material' (etc.), but all the sources are listed uniformly and alphabetically. Certain types of sources can, however, be grouped together if used in abundance, e.g. interviews or legislation.

Sources without a specified author are listed according to the title of the source so that the information in the bibliography corresponds to the citation. If a reference does not fit on one line, the following line(s) is/are indented. Each reference ends in a dot. Use the Bibliography template style.

The following basic principles should be observed when making the bibliography:
- If a publication has multiple authors, they are listed in the same order as they appear in the publication.
- If a publication has two authors, they are separated with an ampersand. If there are more than two authors, the first surnames are separated with commas and the last two with an ampersand (&).
- Several publications by the same author are listed in their order of publication. If more than one publication by the same author was published in the same year, they are ordered alphabetically by title, and a, b, c, etc. is added to the year.
- Edition information is included only if it differs from that of the first edition.

Below, there are reference examples for sources of diverse types. They include a basic model and examples of its application. If some of the information included in the model is not mentioned in a source (e.g. edition or translator), it is left out.
4.2 Printed sources

Books

Author’s surname, Initial(s) of first name(s). Year of publication. Title: Subtitle. Translated by. Edition. Place of publication: Publisher.


Serial publications and research reports

Author’s surname, Initial(s) of first name(s). Year of publication. Title: Subtitle. Translated by. Edition. Place of publication: Publisher. Serial name and number.


Article in an edited book

Author’s surname, Initial(s) of first name(s). Year of publication. Title: Subtitle. In: Editor(s) of collection Title of Collection. Place of publication: Publisher, start page–end page.


**Articles in scientific and professional journals and newspapers**

Author’s surname, Initial(s) of first name(s). Year of publication. Title: Subtitle. Name of publication, Number of volume (issue number), page numbers.

The annual volume does not need to be mentioned if unavailable. For newspaper references, mention the date instead of the issue number. If no author data is available, list the article alphabetically by title.


**4.3 Publications with no personal author**

This category includes publications of diverse kinds, and so it is not possible to provide instructions applicable to all the cases. The following examples cover the most common types of sources with no personal author.


4.4 Unpublished sources

Theses/dissertations and other unpublished sources

Nowadays, theses are primarily published as electronic documents in joint databases (e.g. Theseus) or in educational institutions’ own databases. There is an example of the references of electronic theses in Chapter 4.5 Online sources. Older theses are unpublished hard copies of manuscripts.

Author’s surname, Initial(s) of first name(s). Year of publication. Title: Subtitle. Name of institution. Faculty/unit, other specifications (e.g. degree programme and specialisation). Type of thesis. Unpublished.


Minutes, brochures and other unpublished sources


Seinäjoki University of Applied Sciences - an Institute of Applied Competence. No publication date. Brochure.
Personal communications

Person’s surname, Initial(s) of first name(s). Year. Person’s title. Organisation.
Type and date of communication.

Email addresses are not mentioned for information security reasons.


Student, S. 12 January 2010. Response to questions. [Personal email].
Recipient: Albert Author. [Ref. 13 January 2008].


4.5 Online sources

In principle, electronic sources such as websites and electronics books are cited in the bibliography in the same way as printed sources. This principle is not always easy to follow, because the Internet contains a lot of material without authorial or publication details. Another problem associated with online material is its variability; the contents of a web page may change, the URL may change, or the page may be removed from the Internet altogether. For these reasons, students are encouraged to save a copy of the electronic material they have cited.

Electronic material is available in so many formats that providing universal guidelines for bibliographic references is difficult. Rules for citing electronic sources have not yet been standardised, but there are numerous different types of guidelines available. However, these various guidelines have something in common: they are concerned with the type of document in question and its availability data. By contrast, the order of presentation of data varies between different style sheets.
Seinäjoki University of Applied Sciences recommends that students abide by the following rules when citing electronic sources:

Author’s surname, Initial(s) of first name(s). Publication date or year or time of last update. Title or heading. [Type of electronic source]. Place of publication: Publisher. [Reference date, i.e. when source was used/read]. Available at: URL.

If the name of the author is not available, the source is recorded in the bibliography based on its title or the name of the publisher community, i.e. that of a company or an organisation (e.g. National Institute for Health and Welfare THL, Ministry of Education and Culture, Statistics Finland, Tekes, Nokia, etc.). The way of referencing can be chosen based on clarity, or if you want to emphasize the content or the publisher community. If the reference is started with the page title, the community is marked as the publisher of the page.

A bibliographic reference to a film, video, or radio or TV programme (etc.) can also be started with the title of the film, video or the programme. The authors (directors, screenwriters, editors, etc.) are mentioned after the date of publication. These source types represent a very heterogeneous group, and depending on whether you want to emphasize the authors or the content, the reference is started with the authors or the title of the source. Below, you will find examples of both ways.

The time of publication should be cited by date if it is contained in the source. If there is no date available, the year of publication is mentioned. If no date or time is available, the source is listed as “Undated”.

The type of document is indicated in square brackets:

– [Web page] and [Online document] are generic names that apply in many cases.

– [Website] is the entire site that relates to a single topic.

– [E-book], e.g. the books in Ebrary

– [Online publication], e.g. PDF reports, research, etc.
– [Online article], e.g. articles in professional and scientific journals

– Other types of electronic source may include: [PPT presentation], [Excel spreadsheet], [Forum post], [Photograph]. [Video].

The date of access, i.e. the day the source was consulted, is mentioned under "Ref.”.

Hyperlinks are activated. Linking is done to a permanent address if available. Sometimes, web pages have been constructed in such a way that the URL does not change even if the visible page changed. In such a case, the exact location of the document cannot be seen in the address field. In that case, it is advisable to indicate the link leading to the desired page in the reference.

If the source cannot be freely accessed by everyone, the database or service where the source may be found is cited. In addition, the note "Registration required" is added. In other words, the actual web address is not indicated. Sources of this kind include articles, books and other materials found e.g. in the databases of the Seinäjoki Academic Library.

**Online books and publications**


**Online articles**


Other online sources


Other sources

Below, there are models for some special types of sources. If there are no authorial or editorial details available, they are left out and the source is listed by title. The type of source is specified, e.g. DVD, TV and radio programmes, etc. If the source is available on Internet, see the examples mentioned below.


Author, A. Year of publication. Name of video. [Video]. Place of publication: Publisher.

Or
Name of video. Year of publication or publication date. [Video]. Place of publication: Publisher.

10 largest libraries of the world. 10 August 2013. [Video]. New York: New York Public Library. [Ref. 1 July 2015]. Available at: http://www.youtube.com/watch?v=mrl7GdILQwE

Author, A. Year of publication. Title of DVD. [DVD]. Place of publication: Publisher.

Reporter, R. Year of publication. Title of radio programme. [Radio programme]. Radio channel, e.g. YLE radio 1, date of broadcast.

Reporter, R. Year of publication. Name of TV programme. [TV programme]. Name of channel, e.g. TV 2, date of broadcast.

Or

Name of TV programme. Year of publication. [TV programme]. Name of channel, e.g. TV 2, date of broadcast.

BIBLIOGRAPHY AND OTHER LITERATURE

Art University Copyright Service. Updated 13.6.2012. [Wiki]. Helsinki: Art University Copyright Advice. [Ref. 11 March 2013]. Available at: https://wiki.aalto.fi/display/copyright/Art+University+Copyright+Advice


Basic Writing. [Online publication]. [Ref. 4 June 2009]. Available at: http://en.wikibooks.org/wiki/Basic_Writing


