

Author Guidelines for the DC-2002 Conference Proceedings

Please follow the steps outlined below when submitting your paper for the Proceedings of the DC-2002 Conference and read the following instructions carefully. For any queries, send a message to the following e-mail: e-press@unifi.it.

Paper should be submitted via a web form at <http://www.bncf.net/dc2002/papers> in one of the following document formats:

Microsoft Word (doc)

Rich Text Format (rtf)

Adobe PDF (pdf)

Postscript (ps)

Instructions

The paper should, if possible, be structured following a coherent style sheet.

1. *Language*

The language of the conference is English; all the papers presented must be in English.

2. *Paper length*

The maximum length of papers is 10 pages.

3. *Margins and page numbering*

All papers (text, illustrations, and charts) must be kept within a print area of 16.0 cm wide by 24.2 cm high (left and right margins 2.25 cm, bottom and top margins 2.5 cm).

The page number should be centred at the bottom of each page.

The main title (on the first page) should be positioned 3.5 cm from the top edge of the page. The second and following pages should begin 2.5 cm from the top edge.

4. *Abstract*

The ABSTRACT should be written in fully justified text, below the author and affiliation information. Use the word "Abstract" as the title, in 12-point Times Roman, boldface type, centred relative to the column, initially capitalized. The abstract is to be in 10-point, single-spaced type. The abstract may be up to 7.5 cm long.

5. *Keywords*

The keywords should follow the abstract without a blank line, accompanied by the heading "Keywords:" in Times Roman 12-point boldface, initially capitalized. Leave two blank lines after the keywords, and then begin the main text.

6. *Type-style and fonts*

Times Roman is the font adopted, If it is not available on your word processor, please use the font closest in appearance to Times Roman that you have access to.

MAIN TITLE.

Centre the title 3.5 cm from the top edge of the first page. The title should be in Times Roman 14-point, boldface type. Capitalize the first letter of nouns, pronouns, verbs, adjectives, and adverbs; do not capitalize articles, coordinate conjunctions, or prepositions (unless the title begins with such a word). Leave two blank lines after the title.

AUTHOR NAME(s), AFFILIATION(s), E-MAIL ADDRESS(s) are to be centred beneath the title and printed in Times Roman 12-point, non-boldface type. This information is to be followed by two blank lines.

MAIN TEXT. Type main text in 10-point Times Roman, single-spaced. Do NOT use double-spacing. All paragraphs should be indented 1 pica (approx. 0.4 cm). Make sure your text is fully justified that is, flush left and flush right. Please do not place any additional blank lines between paragraphs. Figure and table captions should be 10-point Helvetica boldface type as in **FIRST-ORDER HEADINGS**. (For example, 1. Introduction) should be Times Roman 12-point boldface, initially capitalized, flush left, with one blank line before, and one blank line after.

SECOND-ORDER HEADINGS. (For example, 1.1. Database elements) should be Times Roman 11- point boldface, initially capitalized, flush left, with one blank line before, and one after. Please avoid third-order heading.

7. *Quotations in the text*

The citation of texts must contain, enclosed within parentheses, the author or editor's last name, the date of publication and if necessary, the page number(s) to which the author refers, as in the following examples:

(Mayr 1969)

(Culler 1989, p20)

(Giles & Eliot 1962)

(Smith et al. 1990)

et al. can be used when there are more than 3 authors, unless the abbreviation creates ambiguity, in which case the names of all the authors must be written in full.

8. *Footnotes*

Please use footnotes sparingly and place them at the bottom of the page on which they are referenced. Use Times Roman 8-point type, single-spaced.

9. *Illustrations, graphs, and photographs*

All graphics, illustrations and photographs should be centred.

For photographs and illustrations, as well as graphs and charts, you should bear in mind that good resolution is essential for good printing (example: images should be scanned at 300 dpi and saved in tiff format not in jpeg).

10. *Colour*

The colour images will be converted into black and white for the print on demand.
The online version will maintain the original colour resolution.

11. **References**

List all bibliographical references in 9-point Times Roman, single-spaced, at the end of your paper. The DC-2002 Conference Proceedings adopt the **Harvard System** of referencing. Therefore the bibliography should be ordered alphabetically according to the Harvard System rules, for example:

Journal article

Greco, A.J. and Swayne, L.D., 1992. Sales response of elderly customers to point-of-purchase advertising. *Journal of Advertising Research*, 32 (5), 43-63.

Essay within a book

Wright, P., 1986. Reactions to an Ads contents versus judgements of Ads impact. *In*: J. Olsen and K. Sentis, eds. *Advertising and consumer psychology*. Vol. 3. New York: Praeger, 1986, 108-117.

Conference paper

Silver, K., 1989. Electronic mail: the new way to communicate. *In*: D.I. Raitt, ed. *9th international online information meeting, London 3-5 December 1988*. Oxford: Learned Information, 323-330.