JCR Style Guide

This style guide is for accepted manuscripts. Before you submit your final materials, please read the instructions for authors of accepted manuscripts.

Note: If you are preparing a manuscript for review, you must follow the submission guidelines but may use this style guide for details on reporting statistics or formatting the main text and references.

GENERAL INFORMATION

By following the style guide carefully, authors can avoid publication delays and reduce the possibility of errors caused by the conversion of improperly formatted manuscripts or portions of such manuscripts that have to be rekeyed. Authors are responsible for the correct formatting of their manuscripts.

All manuscripts must be double spaced (this also pertains to references and interviews) in 12-point Times New Roman font with one-inch margins on all sides. Use the one font style throughout and align text to the left margin. Number pages consecutively in the upper right corner throughout (the title page is page 1).

For all matters not covered by this style guide, *JCR* follows the *Chicago Manual of Style*. If you need assistance with proofreading or copyediting, our submission guidelines include a list of suggested professional editing services.

MANUSCRIPT ORDER AND CONTENT

- Title
- Authorship List
- Author Note
- Abstract
- Keywords
- Main Text
- Data Collection Information
- Appendixes
- References
- Tables
- Figures
- Headings List

SPECIFIC DETAILS OF MANUSCRIPT FORMATTING AND ORGANIZATION

Title (appears on page 1; no headers or footers)

The title of the manuscript is centered on the first page and appears in upper and lower case. Manuscript titles follow *Chicago Manual of Style* rules on headline style capitalization:

- Capitalize the first and last words.
- Capitalize all other major words.
- Lowercase articles (the, a, an).
- Lowercase coordinating conjunctions (for, and, nor, but, or, yet, so).
- Lowercase prepositions regardless of length except when they are used as adverbs or adjectives.

Our website provides guidance for crafting a well-constructed and informative title.

Authorship List (appears on page 1; no headers or footers)

The authorship list is centered on the first page below the title. List names in order of authorship and capitalize each word (e.g., Annabelle L. Arthur). The author order and the styling of print names (e.g., Jan Smith vs. Jan M. Smith) must match the order and styling in the author note on the second page.

Author Note (appears on page 2; no title, headers, or footers)

The author note denotes the following information for each author:

- Full name
- Email address
- Current position
- Current affiliation (i.e., department and university/institution)
- Acknowledgments of financial, technical, or other assistance (use third person throughout, e.g., "The authors thank…").

The author note should also denote the following additional information as applicable:

- The designated corresponding author
- If your manuscript has a web appendix, include a sentence explaining that supplementary materials are included, e.g., "Supplementary materials are included in the web appendix accompanying the online version of this article."
- If you wish to be considered for the Ferber Award, include a sentence stating that the manuscript is based on the lead author's dissertation

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Abstract (appears on page 3; no title, headers, or footers)

Provide a brief abstract of no more than 200 words that substantively summarizes the article and addresses the following:

- Topic/Issue
- Approach/Methods
- Results/Findings
- Implications/Conclusions

Note:

- Do not include any citations, tables, or figures in your abstract.
- Do not include any information that is not in your article.
- Write in the third person (*avoid using "I" or "we"*).
- Be concise; avoid expressions such as "we found that consumers…" (i.e., omit "we found that…" and just write "consumers…" instead).

Our website provides guidance for [crafting a well-constructed and informative abstract](#).

Keywords (appears on page 3; no title, headers, or footers)

In a separate paragraph after the abstract, a list of three to six keywords. Type *Keywords:* (italicized) and then list the keywords (roman, lowercase, and separated by commas).

Main Text (begins on page 4; no title, headers, or footers)

Capitalization within Text

- Use lowercase for referencing: table 1, equation 1, appendix A, hypothesis A, study 1, experiment 1.

Citations

- Citations enclose within parentheses the given author name followed by publication date: (Kinsey 1960).
- Multiple citations are listed alphabetically and separated by semicolons: (Gatignon and Robertson 1985; Green and Gold 1981).
- Multiple citations by the same author(s) are separated by a comma: (Moschis and Moore 1978, 1979).
- Entries on the bibliography page listed in alphabetical order. Articles by a single author precede coauthored works by that author. Coauthored works are listed alphabetically, name by name: (Green 1978; Green and Gold 1981; Green and White 1980).
- The citation should stand just within a punctuation mark. When it is necessary to reference a particular page, section, or equation, the page number should be placed within the parentheses:

(Andreasen 1984, 785). NB: no "p." or "pp." for page or pages.

- If an author has published two or more works in the same year, list them alphabetically by title in the references, differentiated by letters after the date in both the reference list and the text: (1988a, 1988b).
- Two authors: **always** cite both authors (e.g., Green and Smith 1978).
- Three authors: after first mention (e.g., Black, Jones, and Gould 1990), use first author's name and *et al.* (e.g., Black et al. 1990).
- Four or more authors: **always** use first author's name and et al.
- No need to use *cf.*, *i.e.*, *e.g.*, *refer to*, *compare*, *see*, or other abbreviations before proper names in citations. It's obvious that you want the reader to refer to the citation.

Footnotes

- You may use footnotes, which appear at the bottom of the given page (not to be confused with endnotes, which appear at the end of the manuscript and are not allowed at JCR).
- Create notes that are linked to the text using the footnote function on your word processor so that the footnotes are automatically and accurately renumbered when you make changes.
- Use footnotes sparingly. If you have extensive footnote-like material, it should be included in a web appendix instead.

General Formatting

- **Use 12-point Times Roman font throughout text**. All text must be double spaced; do not set the spacing at "exactly 12" or anything else (use double spacing only). Do not use condensed characters.
- Format the manuscript with one-inch margins on all sides.

Headers and Footers

- Except for page numbers, omit all headers and footers from all pages. Page numbers should appear in the top right corner of each page.

Headings

- You may use up to three levels of headings.
- You must have more than one secondary heading per section (or no secondary headings).
- You may have a primary heading and two secondary headings, but never a single secondary heading in a section; there are no restrictions on tertiary headings.
- *Primary headings:* all capital letters, centered, and in bold typeface; add an extra return (i.e., an additional double space) before and after.
- *Secondary headings:* capital and lowercase letters, flushed left; add an extra return before and after.
- *Tertiary headings:* capital and lowercase letters, paragraph indented, italicized, and punctuated with a period; add an extra return before heading. Text follows on same line.

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Hypotheses

- Bold, indented, syllabus style (double spaced in your manuscript):
  - **H1:** Classifier-related clustering in recall should be more likely to occur for speakers of classifier languages than for speakers of nonclassifier languages.
- Use lowercase and spell out in text (hypothesis 2).

Numbers

- Numbers under 10 are spelled out except in special circumstances (six to 10 hours, but 5%).
- Use (Western) Arabic numerals for number 10 and above.
- Numbers followed by the percent sign (%) are always numerals (6%, 25%) unless the number starts a sentence (e.g., "Twenty-three percent of those surveyed…").
- Use numerals with percent signs (5%), units of measurement (4 inches long), money ($4), dimensions (2 x 2 contingency table), and in technical and mathematical contexts.
- Spell out numbers that begin sentences ("Twenty-three children began the program…").

Statistics

- Double-check all technical and quantitative features (including those in tables, figures, equations, and captions).
- *Standard deviation*: abbreviate as "SD" (roman)
- *Not significant*: abbreviate as "NS" (roman).
- Italicize all letters as indicated here (e.g., *p, F, M, df, r, t*). Do not italicize Greek letters. Use x, not an asterisk, for interactions.
- No zero before decimal point in probabilities (e.g., p = .035).
- Use p for probabilities and M for means (for singular and plural).
- Use italicized M when reporting means in the text (e.g., M_{males} = 3.5). Do not use space bar.
- Leave one space on either side of operational signs and signs of relation.
- Reporting p-values:
  - Be as specific as possible; e.g., opt for p = .035 instead of p < .05
- Indicating significance:
  - Indicate a result is significant if p < .05 (but report using the specific p-value, e.g., p = .043).
  - Indicate a result is marginally significant if p is between .05 and .10 (but report using the specific p-value, e.g., p = .065).
  - Indicate a result is not significant if p > .10 (but report using the specific p-value, e.g., p = .670).
  - Please do not use terms such as "approaching significance" or "directionally significant."
- Report effect sizes when appropriate.
- Format example for statistical test results: (F(1, 139) = 4.65, p = .033).
- Format when statistical test results follow a mean: (M = 5.12; F(1, 139) = 4.65, p = .033).
- Format when results follow differences in means: (4.67 vs. 5.68; F(1, 81) = 2.94, p = 090).
- χ^2(12) (chi-square number in regular font, not subscript). Spell out chi-square in text, and use χ^2 with statistics.
- F(7, 12) not $F_{(7, 12)}$. Be sure there is one space after the comma.

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- Equations: centered and not numbered, if only one equation. If more than one equation, center equation and put bold number flush right in parentheses. Example:

$$\hat{y} = B_0 + B_2 \times f.$$ **(2)**

Units of Measurement

- Spell out units of measurement whenever preceded by numerals (4 minute task; NB: no hyphen between numeral and unit).
- However, units of measurement may be abbreviated in tables.

Other General Formatting Requirements

- *Abbreviations:* Use abbreviations such as "i.e." and "e.g." (followed by comma) within parentheses only. Spell out "that is" and "for example" in the text.
- *Aesthetic:* This spelling is preferred (not "esthetic").
- *Amazon Mechanical Turk:* Spell out in full on first mention. Subsequent mentions may be abbreviated as "Amazon MTurk" or simply "MTurk" (never "mTurk")
- *Ampersands:* Do not use this symbol ("&").
- *Article:* Change all mention of "paper" or "manuscript" to "article."
- *Blank pages:* Avoid. Do not leave any blank pages within text or between sections.
- *Boldface:* Use for primary headings only.
- *Commas:* Use the serial comma; that is, include a comma before the conjunction: "Green, Smith, and Jones."
- *Dashes:* should connect the text on both sides—thank you! (That was an example of the dash format.)
- *Hyphens:* Avoid using hyphens after "-ly" modifiers—for example, there is no hyphen in "poorly arranged" and "randomly selected."
- *Italics:* Use for in-text emphasis sparingly, if at all.
- *Participants:* When describing a study, replace the term "subjects" with "participants" or "respondents" throughout the manuscript, except where the term is technical (e.g., "between subjects") or theoretical.
- *Percent:* Use "%" following numerals. Do not spell out "percent" (unless it stands alone without a numeral or follows a number beginning a sentence, as in "Twenty-three percent of respondents…").
- *Quotation marks:* Do not use in text unless you are directly quoting a work or defining something. Do not use for emphasis. Always place commas and periods inside quotation marks, not outside.
- *Respondents:* When describing a study, replace the term "subjects" with "participants" or "respondents" throughout the manuscript, except where the term is technical (e.g., "between subjects") or theoretical.
- *Spaces:* Use only one space-bar space (not two) at the end of sentences and after colons.
- *Special formatting, section breaks:* Do not use. Use hard page returns to start a new section.
- *Subjects:* When describing a study, replace the term "subjects" with "participants" or "respondents" throughout the manuscript, except where the term is technical (e.g., "between subjects") or theoretical.
- *Underlining:* Do not underline text in any instance.
- *Versus:* Spell out in text. Abbreviate if in parentheses ("vs." in parentheses).

This style guide is for accepted manuscripts. If you are preparing a manuscript for review, you must follow the submission guidelines *but may use this style guide for detailed instructions on reporting statistics or formatting the main text and references.*

Data Collection Information

A data collection paragraph must be included in all manuscripts accepted for publication. This should appear on a new page just before the appendixes (or before the references if there are no appendixes) in the final version of the manuscript. Use the following heading: DATA COLLECTION INFORMATION

Please write in the third person (e.g., "The authors jointly analyzed the data.") and provide the following information for each study:

- Where the data were collected (including university name, if applicable)
- When the data were collected
- Who collected the data
- Who analyzed the data
- Where the data are currently stored

If a research assistant or lab manager collected data under the supervision of one of the authors, this should be acknowledged (however, the names of research assistants and lab managers are not required).

If you are uploading data files to an open-access third party data repository and would like to share a link in your published article, include a sentence noting the availability of uploaded data files and provide a link to the data.

Our research ethics guidelines provide sample data collection paragraphs.

Appendixes

Appendixes (if included; this is not required) appear on a new page after the data collection paragraph and before the references.

- A manuscript appendix is distinct from a web appendix containing supplementary materials. A manuscript appendix contains content that is integral to the manuscript.
- Multiple appendixes are labeled with letters (Appendix A, Appendix B, etc.). A single appendix is labeled without the letters (Appendix).
- Manuscript appendixes must follow all manuscript formatting guidelines (exceptions include stimuli, instruments, and other content included in its original form).
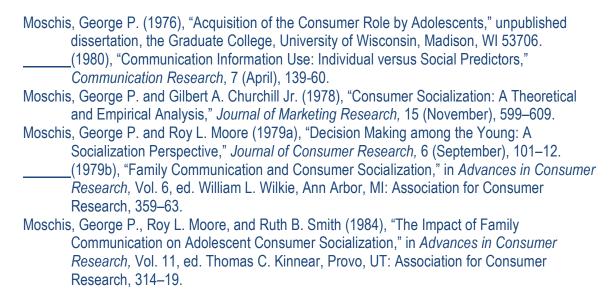
References

Each reference should be cited in the text at an appropriate place. Do not include references that have no corresponding citations in the text, and be sure that you have provided the complete reference for every citation. There must be a reference for every citation, and a citation for every reference.

References must be double spaced with a half-inch (1.27 cm) hanging indent and begin on a new page following the text (or appendixes, if any). Authors should cite references judiciously, with the goal of

including only those prior works of direct relevance and importance to the research reported. The reference list is not intended to serve as a bibliography; all unnecessary, redundant, or tangential references should be eliminated.

List references alphabetically by last name of the first author. Subsequent authors in the entry are listed by first and last name. Articles by a single author precede coauthored works by that author. If a single author has more than one article, substitute a one-inch line for the name in the second and subsequent references. If an identical group of authors has more than one article, substitute a one-inch line for the same (identical) group of authors in the second and subsequent references. **Never use a line followed by names. If the names change, list them all.** Arrange more than one work by an author or team of authors from the oldest to the most recent work, and alphabetically by title within the same year:

> Moschis, George P. (1976), "Acquisition of the Consumer Role by Adolescents," unpublished dissertation, the Graduate College, University of Wisconsin, Madison, WI 53706.
> _____(1980), "Communication Information Use: Individual versus Social Predictors," *Communication Research*, 7 (April), 139-60.
> Moschis, George P. and Gilbert A. Churchill Jr. (1978), "Consumer Socialization: A Theoretical and Empirical Analysis," *Journal of Marketing Research,* 15 (November), 599–609.
> Moschis, George P. and Roy L. Moore (1979a), "Decision Making among the Young: A Socialization Perspective," *Journal of Consumer Research,* 6 (September), 101–12.
> _____(1979b), "Family Communication and Consumer Socialization," in *Advances in Consumer Research,* Vol. 6, ed. William L. Wilkie, Ann Arbor, MI: Association for Consumer Research, 359–63.
> Moschis, George P., Roy L. Moore, and Ruth B. Smith (1984), "The Impact of Family Communication on Adolescent Consumer Socialization," in *Advances in Consumer Research,* Vol. 11, ed. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 314–19.

General Reference Guidelines

- For in-text citation formatting, please see the citation instructions on pages 3-4 of this style guide.
- Provide volume plus issue month, season, or number, plus pages for each journal article reference.
- Spell author and editor names as they appear in the source works to reflect their publication-name preferences.
- Page numbers (e.g., 148–49, but 188–204). Please delete the first digit of the second number if the first digit of the second number is the same as the first digit of the first number.
- Do not use eds. (always use ed.) This stands for "edited by." The exception is when there are multiple editors (instead of authors) before the year of publication.
- Do not use "in press." Use "forthcoming" in place of the date when the date is not known and in place of page numbers when the date is known.
- Question marks in titles are never followed by a comma or a period. Example: "Why Me? Because I Said So."
- Zip code abbreviations for U.S. states (e.g., CA, IL, NY) and Canadian provinces (e.g., BC, ON, QC).
- Shortened form for publishers (e.g., Sage, Routledge).
- Works by a single author or same team of authors arranged chronologically (oldest to most recent).
- Works by different teams of authors are arranged alphabetically by second and third authors.

- Works published in the same year by an author or team of authors arranged alphabetically by title.
- Do not underline anything. Article titles should be in quotation marks, while journal and book titles should be in italics.
- Include last accessed dates for websites and URLs.

Formatting Guidelines for Specific References

- **Periodicals**: List author names, including first names, publication date, article title in quotation marks, unabbreviated name of the periodical in italics, volume number, issue designation (month, season, or number), and full page numbers:

    McCracken, Grant (1986), "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," *Journal of Consumer Research*, 13 (June), 71–84.

- **Books**: List author names, including first names, publication date, book title in italics, place of publication, and name of publisher:

    Lincoln, Yvonna S. and Egon G. Guba (1985), *Naturalistic Inquiry,* Beverly Hills, CA: Sage.

- **Excerpts from books:** List author names, including first names, publication date, article/chapter title in quotation marks, book title in italics, editors, place of publication, name of publisher, and excerpt page numbers:

    Taylor, Shelley E. and Jennifer Crocker (1981), "Schematic Bases of Social Information Processing," in *Social Cognition: The Ontario Symposium,* Vol. 1, ed. E. Tory Higgins, Hillsdale, NJ: Erlbaum, 89-134.

- **Unpublished papers:** References to working papers, preprints, presented papers, unpublished dissertations, and such include author names, title in quotes, and year of submission or presentation. The words "working paper," "preprint," "report," "review paper," etc., are not capitalized unless the work is part of a numbered series. Include information about the sponsoring university or organization, such as department, college, city, state, and zip code. For preprints, include the date and the DOI.

    Anderson, Paul F. and John G. Thatcher (1986), "On Borrowing, Epistemology, and Category Mistakes in Business Research," Working Paper No. 1–786–035, Harvard Business School, Boston, MA 02163.

    Dai, Tinglong and Shubhranshu Singh (2022), "Overdiagnosis and Undertesting for Infectious Diseases," preprint, October 27, https://doi.org/10.2139/ssrn.3725057.

    Simmons, Carolyn J. (1986), "Effect of Missing Information on Product Evaluation," unpublished dissertation, Marketing Department, College of Business Administration, University of Florida, Gainesville, FL 32611.

    Wallendorf, Melanie (1987), "On Intimacy," paper presented at the American Marketing Association Winter Educators' Conference, San Antonio, TX.

- **Proceedings, edited works**: Proceedings citations are treated as excerpts from an edited book. References must list author names, including first names, publication date, article title in quotation marks, conference proceedings title in italics, volume number, first and last names of the editors, place of publication, name of publisher, and page numbers:

   Olson, Jerry C. (1981), "Toward a Science of Consumer Behavior," in Advances in Consumer Research, Vol. 9, ed. Andrew A. Mitchell, Ann Arbor, MI: Association for Consumer Research, v-x.

   Lastovicka, John L. and David M. Gardner (1979), "Components of Involvement," in Attitude Research Plays for High Stakes, ed. John C. Maloney and Bernard Silverman, Chicago: American Marketing Association, 53–73.

- **Government publication**

   U.S. Bureau of the Census (1983), S*tatistical Abstract of the United States,* Washington, DC: Government Printing Office.

- **Different co-authors, forthcoming works**

   Wittink, Dick R. and Phillipe Cattin (1981), "Alternative Estimation Methods for Conjoint Analysis: A Monte Carlo Study," Journal of Marketing Research, 18 (February), 121–26.

   Wittink, Dick R. and Lakshman Krishnamurthi (forthcoming), "Rank Order Preferences and the Part-Worth Model: Implications for Derived Attribute Importances and Choice Predictions," in Proceedings of the Third Annual Market Measurement and Analysis Conference, ed. John W. Keon, Providence, RI: Institute of Management Sciences.

- **Websites and URLs**

   The Learning Now Foundation. "Learning from the Web." Last Accessed May 11, 2022. http://www.learning.org/now/.

- **Newspapers**

   Frank, Robert H. (1999), "The Gasoline Powered Raise," *New York Times*, June 30, A23.

- **Reference with original publication dates**

   Veblen, Thorstein (1899/1979), *The Theory of the Leisure Classes*, New York: Penguin.

Tables (include titles, labels, and notes)

Tables (if included; this is not required) should be placed within the main text and numbered consecutively.

Refer to tables in text by number (e.g., table 1). When referring to tables, do not use "above," "below," "preceding," "the following," and the like. If there is only one table, refer to it as table 1 in the text.

The typesetter requires an editable version of each table. Use Word's table feature with columns, rows, and individual cells. Do not use tabs and spaces; and do not insert the entire table in a text box.

Specific Table Guidelines

- **Capitals**: Only the initial letter of a given word, phrase, or columnar head in a table is capitalized.
- **Columns**: Decimals must be aligned.
- **Heads**: All columns must have headings; each column head must relate to its subhead.
- **Labels**: Number each table. Table labels must be centered and typed in all capital letters.
- **Notes**: Notes cued by lowercase superscript letters appear at the bottom of the table below the rule, paragraph indented. Descriptive information in addition to any notes should be placed above the notes, paragraph indented.
- **Tables with text only**: Tables with text only should be formatted in the same way as tables with numbers (as Word tables with columns, rows, and individual cells).
- **Titles**: Tables must have a short descriptive title, centered and typed in all capital letters.
- **Typefaces**: Use only sans serif typefaces (e.g., Helvetica, Arial) in tables.

Figures (include titles, labels, and notes))

Figures (if included; this is not required) should be placed within the main text and numbered consecutively.

Refer to figures in text by number (e.g., figure 1). When referring to figures, do not use "above," "below," "preceding," "the following," and the like. If there is only one figure, refer to it as figure 1 in the text.

Specific Figure Guidelines

- **Axes**: Label both vertical and horizontal axes. The ordinate label should be centered above the ordinate axis; the abscissa label should be placed flush right, beneath the abscissa. Place all calibration tics *inside* the axis lines and their values *outside* the axis lines. If the junction of the axes is zero, there should be only one zero.
- **Error bars:** When graphing means, the inclusion of error bars is optional. However, if error bars are reported, they must be the 95% confidence interval.
- **Labels:** Number each figure. Figure labels must be centered and typed in all capital letters.
- **Legends**: Legends should be placed horizontally, if possible, either in an appropriate white space in the figure or centered beneath the figure.
- **Lines:** Clearly differentiate lines within figures. Variations include bold line, fine line, broken line, dotted line, etc. Lines within the figure should be identified by either a legend or a short description in a note.
- **Notes and source lines**: Notes and source lines appear at the bottom of the table or figure, indented and aligned to the left. Descriptive information in addition to any notes should be placed above the notes, paragraph indented.

- **Photography requirements**: Authors who plan to use photographs are required to include these photographs as part of the main manuscript file. Photographs should be treated as figures and uploaded as separate files as outlined above.
- **Space**: When boxes are used to delimit text or freespace drawings in figures, white space inside boxes should be kept to a minimum.
- **Titles**: Each figure must have its own descriptive title, centered and typed in all capital letters.
- **Typefaces**: Use only sans serif typefaces (e.g., Helvetica, Arial) in figures. Lettering on all figures must be professional in appearance and large enough to be easily read when reduced to actual size.

Headings List

Provide a list of headings (ordered as you wish them to appear in your paper), left justified, with primary headings (numbered 1) formatted in bold type in all capital letters; secondary headings (numbered 2) formatted in upper and lower case; and tertiary headings (numbered 3) formatted in italics in upper and lower case. The order should be the same as the text order. The headings list follows the figures in your manuscript (as part of the main manuscript; not a separate file).

Use at least two secondary headings (or no secondary headings) in a section. You may have a primary heading and two secondary headings, but never a section with a single secondary heading. There are no restrictions on tertiary headings.

Sample Headings List:

1) **PRIMARY HEADING**
2) Secondary Heading
3) *Tertiary Heading*
2) Secondary Heading
3) *Tertiary Heading*
1) **PRIMARY HEADING**

Do NOT number 1, 2, 3, 4, 5, 6, etc.; ONLY use 1, 2, and 3 (which designate the type of heading).