



# **MANUAL FOR THE FORMAL COMPOSITION OF SCHOLARLY PAPERS**

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## Preface

The composition of scholarly manuscripts is a permanent part of the studies of students starting with short papers, seminar and pro-seminar papers up to issuing a Bachelor's paper and Master thesis. All papers mentioned need to be composed according to scientific integrity on the one hand, and, on the other hand, have to meet good scientific practice regarding their formal composition.

Since the overall goal of this manual is to help with the **formal** composition of written (scholarly) papers, it mainly includes information on formatting and correct citations but hardly addresses content issues. The APA Style guide (Edition 6) as an example serves as the basis of reference.

Questions related to the content aspects of scholarly papers are dealt with in the respective courses anchored in all curricula; basic information on Bachelor papers and Master theses can be found in the respective guidelines. Furthermore Chapter 6 "*Further Recommendations*" refers to common and compact textbooks for self-study.

**All papers and theses must be prepared in accordance with the Austrian Agency for Research Integrity (OeAWI) Guidelines for Good Scientific Practice and the data protection provisions of the EU's General Data Protection Regulation (GDPR).**

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## **1. Formal composition**

Scholarly papers, but also written shorter papers, must have a formally consistent and a content-wise meaningful outline. The numeric classification must be applied and the importance as well as the level of each outline point must be considered. It must be borne in mind that each outline point requires as a minimum of two sub-points and that verbatim identical headings must not be repeated. For seminar papers maximally four outline levels are recommended while for BA papers/MA theses a maximum of five outline levels should be applied. For each outline point, a textual minimum of a ½ A4 page ought to be covered.

### **1.1. Structure/components of an academic paper and their formal order**

Each academic paper can be characterized by several components and their formal order as shown below:

1. Cover page (for Bachelor papers and Master theses see edesktop)
2. Declaration of honour (see edesktop)
3. Clause of confidentiality (optional) (see edesktop)
4. Notification of the Ethical Review Committee (optional)
5. Preface (optional) (Roman numerals, commencing with „I“)
6. Abstract in English (German optional), approx. ½ A4 page
7. Table of contents (consecutive Roman numerals)
8. Table of figures & illustrations and annex (consecutive Roman numerals)
9. List of abbreviations (consecutive Roman numerals)
10. Text (introduction, main body, concluding body) (Arabic numerals, commencing with „1“) Depending on the discipline, the main part consists of different subchapters (e.g. literature review, theoretical framework, method, results, discussion, implications)
11. Bibliography (consecutive Arabic numerals)
12. Annex (consecutive Arabic numerals)

## 1.2. Basic Formatting

For scholarly papers various basic settings must be considered to ensure comparability among as well as to facilitate scholarly papers the compositions of scholarly/written papers. You may use templates uploaded on the edesktop or adjust the setting yourself conforming to the requirements below. Please note that the use of templates requires good knowledge of Word.

- Page format: portrait
- Margins: left: 3.5 cm, right: 2 cm, top/bottom: 3 cm
- Header: single line spacing; from top/bottom margin 1.5 cm
- Section headings
- Footer: Arabic numerals right

## 1.3. Formatting Fonts

In preparing the scholarly paper some font-related formatting must be observed.

- Fonts: Arial
- Font size and line spacing:
  - Text and indexes: 12 point, 1.5 spaced
  - Footnotes/annotations: 10 point, single spaced, hanging 0.75 cm
  - Header/Footer: 11 point, single spaced, hanging 0.75 cm
  - Captions for figures and illustrations: 11 point, single spaced
- Section design
  - Section format: justified, automatic hyphenation
  - Paragraph spacing: After 8 Pt

## 1.4. Formatting in Headings

According to academic rigour, headings do not bear footnotes, final punctuation marks, colons. Please consider that a heading is at all times preceded and followed by a blank line; please also consider that a heading cannot be the last line on a page.

Heading formats:

**1 Heading Level 1 (16 pt, bold, new page, alignment left)**

**1.1 Heading Level 2 (14 pt, bold, alignment left)**

**1.1.1 Heading Level 3 (12 pt, bold, alignment left)**

1.1.1.1 Heading Level 4 (12 pt, alignment left)

*1.1.1.1.1 Heading Level 5 (12 pt, italics, alignment left)*

Heading paragraphs

**1 Heading Level 1 (24pt bevor, 12pt after heading)**

**1.1 Heading Level 2 (22pt bevor, 10pt after heading)**

**1.1.1 Heading Level 3 (20pt bevor, 8pt after heading)**

1.1.1.1 Heading Level 4 (20 pt bevor, 8pt after heading)

*1.1.1.1.1 Heading Level 5 (20 pt bevor, 8 pt after heading)*

The body text before a header has a distance of 0 pt

## 1.5. Formatting in Footnotes & Annotations

The usage of footnotes is permissible and recommendable for explanations of terms and abbreviations which are not core content of the academic paper. The numbering of footnotes is consecutive in Arabic, separating the very footnote from the text by a line of approx. 5 cm. The alignment is left in 10pt in the main text font. All footnotes must begin with a capital letter and finish with a punctuation mark.

## **1.6. Figures /Tables/Annexes**

Figures/ tables and annexes present condensed data in addition to the information given in the text. As a consequence, they need to be legible, quintessential, demonstrative and lucid and should focus on core statements. Their font size should not be less than 9 pt of the main text fonts. Categorically, it has to be advised against the use of hardly decipherable figures and tables (originating from scans, graphs from the www, etc.) The resolution should at least have 300dpi. To the left and right of the figure/table text must be omitted. Each figure/table includes at least one figure/table caption. Captions are allowed above the figure/table, 11 pt, left-aligned, single-line with a figure/table source (below the figure/table, 11 pt, left-aligned, single-line). Alternatively, the caption for images can also be created below (11pt, left-aligned, single-line) in combination with the source. Tables are always labeled above.

The citation of figures/tables has to consider the following: Is the figure taken from a source without changes, the reference is cited directly. In case figures/tables are modified or created in reference to another source, „referring to”/”modified after” must be placed in front of the source. If figures/tables are created by the author himself/herself on the basis of genuine data, in addition to the source the remark “author’s chart” is cited. The above mentioned formal rules apply to tables, too. It must be pointed out that columns and lines in tables must be accurately lettered; also in figures this and the proper measuring/dimensional unit (e.g. turnover in bn. EUR) must be appended.

## **1.7. Legal information on the use of images in scientific papers**

Which images are protected by copyright?

1. Any artwork (drawings, graphics, watercolours, illustrations, etc.)
2. Movies (also screenshots of them)
3. Photos

When is it allowed to use copyrighted images in scientific work?

Within the framework of the freedom of citation, copyrighted works (including images) may be cited in scientific works.

The following three conditions must be met completely in order for you to move within the scope of citation freedom:

1. The picture serves exclusively as evidence to explain the content and not just for decoration. A pure visual enhancement of the work, without the image being necessary from a scientific point of view, is not covered by the freedom from citation.
2. The scope of the image quote must be scientifically justified. When using multiple images, it is necessary to check whether this is necessary.
3. The picture was published with the consent of the author. You can assume this for official publications of publishers, but special care should be taken with pictures from the Internet.

As an alternative to the three requirements, it is also possible to obtain the explicit consent of the rights holder.

What else do you have to pay attention to?

1. The source must be indicated for cited images.
2. If persons are recognizable on the photos used, the image and data protection must also be considered. In this case, it is advisable to make the persons unrecognizable or to obtain their consent. Under no circumstances may degrading, disparaging or exposing images be included, or if this exposes the private life to the public.
3. If you take photos of building or artwork, keep in mind that they may also be protected by copyright. You may use photos of protected buildings if they were taken from public transport areas (street, sidewalk) (location of the photographer), but not if they were photographed from a non-public area.

Important note: This information does not claim to be complete. Apart from the right to quote presented here, other possibilities of the so-called "free use of works" are also provided for in the Copyright Act. What is applied in individual cases must always be assessed in the specific case and depends on what is to be used for which purpose. Please note the applicable regulations.



## 1.8. Abstract

An abstract is defined as an abbreviated accurate representation of the contents of a text or paper to help the reader quickly ascertain the paper's purpose. Thus, it helps the reader to gather information from a paper without reading it completely. Consequently the reader can then decide, if the complete paper is relevant or not. The length of an abstract ranges from 10 lines to half a page (A4-format).

The following points will help you to structure your abstract.

### Structure of an abstract:

- **Introduction, purpose and research question/s:** Introduce the topic and purpose of the paper and which questions are being answered.
- **Design und Methodology:** which sources have you used for your paper and which methods have you applied to answer your questions?
- **Findings** say what you have found out.
- **Discussion of results:** critically analyse the results in view of the starting point and research questions.
- **Conclusion:** incorporate a essence at the end of your abstract. You can integrate a forecast with your bottom line. Refer to the practical implications of your results for the professional fields, the area of research or for further studies.
- **Key Words:** you should include five to six keywords for your paper.

### Example of an English abstract:

Greg Bond, Physics Engineering, University of Applied Sciences Wildau

Abstract of Master Thesis, Submitted 29 February 2009:

Development of NonoXYZ Technologies to Ascertain the Existence of Cheese on the Moon.

The aim of this thesis is to test the use of Nono XYZ technologies in ascertaining the existence of cheese on the moon.

NonoXYZ technologies have been successfully used to test the existence of Water in Wildau, but to date no further applications are known. For this reason the author decided to test further applications, with the aim of describing the technology's suitability for further development.

This thesis first examines the testing procedures for the water in Wildau experiment, and presents the results. In a second stage several adaptations to NonoXYZ for the testing of the existence of cheese on the moon are undertaken. Finally the technology is applied to the question of cheese on the moon, within a six-week testing phase. At the end of each week the testing apparatus is fine-tuned, and experiment results are charted every twenty-four hours.

The results of the experiment show that NonoXYZ technologies are well suited to ascertaining the presence of water in Wildau, but were unable to be sufficiently modified for the purpose of ascertaining the existence of cheese on the moon. The author recommends further modification to the technology before any other uses are considered.

Keywords: Nono XYZ Technologies/Water in Wildau Experiment/Cheese on the moon

Bond, G. (2009). Writing Abstracts for Bachelor's and Master's Theses. Online unter: [http://www.th-wildau.de/fileadmin/dokumente/studiengaenge/europaeisches\\_management/dokumente/Dokumente\\_EM\\_Ba/Abstracts\\_in\\_English.pdf](http://www.th-wildau.de/fileadmin/dokumente/studiengaenge/europaeisches_management/dokumente/Dokumente_EM_Ba/Abstracts_in_English.pdf)

### **Example of a German abstract:**

Simon, Bernd (2001) *Wissensmedien im Bildungssektor. Eine Akzeptanzuntersuchung an Hochschulen*. Doctoral thesis, WU Vienna University of Economics and Business.

Die Gestaltung von elektronischen Märkten von Bildungsinhalten, in der Arbeit kurz 'Wissensmedien' genannt, wurde bisher von der Literatur noch nicht hinreichend aufgearbeitet. Diese Arbeit präsentiert Erfolgsfaktoren für Wissensmedien und Maßnahmen zu deren Beeinflussung. Nach einer kurzen begrifflichen Einführung,

im Rahmen derer die Wissensvermittlung an Hochschulen im Kontext von Organisation und Informationstechnologie beleuchtet wird, konzentriert sich der Autor auf die Gestaltung von Wissensmedien. Er präsentiert ein Referenzmodell für die Entwicklung solcher Systeme. Dabei werden vier abstrakte 'Gestaltungsräume' unterschieden, in denen unterschiedliche konzeptionelle Entscheidungen getroffen werden können. Wissensmedien sind naturgemäß stark mit anderen Systemen vernetzt. In diesem Zusammenhang wird deshalb die besondere Bedeutung von Standards herausgearbeitet. Ein vom Autor entwickeltes, generisches Akzeptanzmodell ist Basis der Fallstudie. Die Studie besteht aus einem deskriptiven Teil, der das Akzeptanzproblem am Beispiel der Virtuellen Universität der Wirtschaftsuniversität Wien illustriert, einer qualitativen, explorativen Untersuchung, die durch eine quantitative Befragung an vier Wirtschaftshochschulen abgerundet wird. U.a. wurden in der Untersuchung die Einstellung zu unterschiedlichen Geschäftsmodellen untersucht und auch potentielle Zahlungsströme für die Bereitstellung qualitativ hochwertiger Lehrmaterialien ausgelotet. Dabei konnten zwei unterschiedliche Anwendertypen ausgemacht werden, die signifikant unterschiedliche Anforderungen an die Gestaltung von Wissensmedien stellen. (Autorenreferat)

Keywords: Hochschule/ Wissensvermittlung/ Bildungsinhalt/ Elektronischer Markt/ Informationstechnik

Quelle: Simon, B. (2001). *Wissensmedien im Bildungssektor. Eine Akzeptanzuntersuchung an Hochschulen*. Doctoral thesis, WU Vienna University of Economics and Business. Abgerufen am 06. März 2014 von : <http://epub.wu.ac.at/1869/>

## **1.9. Appendix**

The appendix documents sections or materials which - due to their substantial, expansive or extensive nature - cannot be shown in the main text. Examples of such annexes are questionnaires, minutes, interview transcripts, calculation details, extensive technical or figurative material and sources difficult to access which are often referred to. The appendix is supposed to allow effortless orientation. Consecutive numerals in Arabic are continued in the appendix.

### **1.10. Raw data and transcripts**

At the request of the supervisor, transcripts of interviews or raw data (e.g. SPSS output files or Excel sheets) are to be submitted with the digital version for the accountability of the surveys and their interpretation but are not to be included in the final version.

### **1.11. Online-surveys**

For online-surveys the online tools Lime Survey and Unipark are available free of charge.

Please note:

No surveys must be carried out via spam mails. Surveys which form part of papers on demand of IMC FH Krems can be published on the eDesktop. The logo of IMC FH Krems must not be used on the questionnaires (see also Guideline for Bachelor Papers and Bachelor Exams and Guideline for Master Thesis and Master Exam).

## 2. Citations in the text

The guidance in this manual refers to the APA Style Guide. Other citation guidelines may be applicable, depending on the degree programme in question.

Guide-lines	APA	<a href="#">IEEE</a>	<a href="#">ACS</a>	<a href="#">CSE</a>	<a href="#">Vancouver</a>
Degree programme	All Department of Business degree programmes and Health Sciences	Informatics  Applied Chemistry	Applied Chemistry	Medical and Pharmaceutical Biotechnology	Medical and Pharmaceutical Biotechnology  All Department of Health degree programmes

Subsequently, the regulatory frameworks and the correct application of citation methods will be explored.

### 2.1. Regulatory frameworks

According to § 57 sec. 2 of the Copyright Law, on the duplication of a work, you are obliged to clearly state its source. In the list of references the title and the author of the work are to be cited according to § 21 sec. 1 Copyright Law. In case passages or parts of literary works are duplicated according to § 42, they must be denoted in the indication of the source so that they can be easily detected in the used work. Should - for legal duplication according to §§ 42 and 46 Copyright Law- the literary work be taken from a collection, it is also to be cited in pursuance of § 57 sec. 2 Copyright Law; in doing so the title of the work can be substituted by a reference of the relevant passage from the collection. <sup>1</sup>

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<sup>1</sup> §§ 21 sec. 1, 42, 46 and 57 sec. 2 Copyright Law

## 2.2. Implementation

In their implementation direct quotations are distinguished from indirect quotations.

**Direct quotations** are a report of the exact words of a source in one's own text. Too many direct quotations as well as too long reports of the exact words should be avoided. Direct quotations are placed inside quotation marks at the beginning (“) and at the end (”). A direct quotation can be part of the text if its length does not exceed 40 words. With a direct quotation comprising more than 40 words it should start with a new line and be cited in a separate indented block (APA, 2009, p. 170-17). In the case of direct quotations, a specific page indication must always be given.

**Indirect quotations** are analogous reproduction of texts, content and thoughts/ideas. In the text is always quoted by means of a citation in the text, the complete source can be found in the bibliography. A distinction is made between primary quotations and secondary quotes. Indirect quotes can include page numbers (depending on the citation style). It is particularly important where in the text the quotations are set, as the following examples show.

### Positions of primary quotes

- **Word quote**

Word (author,year, page)

- **Half-sentence quotation**

Part of a sentence (author,year, page),

- **Sentence quote**

Complete sentence (author,year, page).

- **Multiple consecutive sentences or paragraph quotes**

As author (year) show in her study ... . Continuing sentences. .etc. – Last sentence follows the quote again (author year, page). OR

Each sentence in the paragraph are quoted with (author, year,page).

Any of these positions can also be used with quotations to several works if more than one of these works have similar results, e.g.:

Studies regarding advergames show that they can elicit persuasion knowledge (Waiguny et al., 2011, VanReijmersdal et al. 2012; Panic et al. 2012, Waiguny et. al 2014, Evans et al. 2016).

## Secondary Quotes

Secondary quotations are adopted quotes from another text (secondary source). You should aim to find the original (primary) source at first. If the original source could not be found or hardly obtained, the quote from the secondary source (adopted quote) can be used. Here, both primary citation (primary source) and secondary citation (secondary source) must be specified and also appear in the bibliography. As a rule, however, one tries to work exclusively with primary quotations, especially for important text passages. Secondary quotations can also accept all the above positions, but with the identification of both sources. Z.B. word (primary-author, year cf. secondary-author, year)

### Example 1: A work by one author

(Last name, year, p. XX) -> for indirect citations

(Last name, year, p. XX) -> for direct citations, the adopted text appears in inverted commas.

**Example:** All work and no play makes Jack a *good* boy (Kuhlmann, 1999, p. 25).

When using an author's name in the text: (author's name, year, p. XX).

**Example:** Luhmann (1992, p. 24) briefly wrote: "Love, too, is a medium".

In 2000, Kuhlmann went as far as to say...

### Example 2: A work by two authors

(Last name & last name, year, p. XX) -> for indirect citations

(Last name & last name, year, p. XX) -> for direct citations, the adopted text appears in inverted commas.

**Example:** All work and no play makes Jack a good boy (Emmer & Wolling, 1999, p.25).

“Investors also remained concerned about the lack of consensus between Eurozone governments on resolving the debt crisis” (Raval & Demos, 2010, p.401).

### **Example 3: A work by 3 to 5 authors**

First time citation: (Last name, last name & last name, year, p. XX)

**Example:** Some of the most controversial measures were not included in the final bill, including a stronger ban on banks trading for their own accounts (Emer, Schumann & Wolling, 1999, p. 798).

Subsequently: (Last name et al., year, p. XX)

**Example:** As earlier mentioned, Emer et al. (1999, p. 12) claim that ...

### **Example 4: A journal article by 3 to 5 authors**

First- time citation: (Last name, last name, & last name, year)

**Example:** What is inexplicable is the assumption that citing is superfluous (Emmer, Schumann, & Wolling, 1999).

Subsequently: (Last name et al., year)

**Example:** As mentioned earlier, Emmer et al. (1999), claim that „...“

### **Example 5: A journal article by 6 or more authors**

As of its first citation (Last name et al., year)

**Example:** As mentioned earlier Emmer et al. (1999), claim that „...“

### **Example 6: A work by an entity**

First time citation: (Name of the entity [ECB], year)



**Example:** Under the proposals, countries will be required to impose an upfront levy on banks, with the proceeds to be paid into national funds to insure against future financial failures (European Central Bank [ECB], 2010).

Subsequently: abbreviations are sufficient.

**Example:** Taxes will be levied (ECB, 2010).

#### **Example 7: Several sources at a time**

To be listed alphabetically (not in chronological order)!

**Example:** Various studies on the U.S. financial sector (Levinson, 2003; Powell, 1999; Rubinovitz, 2008) show...

#### **Example 8: Multiple identical last names**

To be distinguished by initial letters.

**Example:** Various studies on the 2010 Euro crisis (Habermas, 2010; C. Johnson, 2010; W. Johnson, 2010) brought to daylight ...

#### **Example 9: Various works by one author of the same year**

Works to be spelt out.

**Example:** In her studies, Sonntag (1999a, 1999b, 2000, 2001) stressed that....

#### **Example 10: Legal texts**

Normally you can find the relevant abbreviations of a bill called up in RIS (Rechtsinformationssystem des Bundes, [www.ris.bka.gv.at](http://www.ris.bka.gv.at)) under the general information for the required standard in § 0 or § 1.

Paragraphs are to be cited with „par.“, numbers with „N.“, any other numbers or letters/ littera for example with „N.“ or „lit.“. Constitutional provisions are mostly structured in sections and abbreviated by „sec.“. The corresponding paragraphs and articles are to be cited by adding the abbreviated legal regulation (e.g. MTD-G BGBl1 2010/61 § 2 sec. 5). In the footnote the abbreviated version needs to be written out (N.B.: only applies to legal texts).

Reference to the Federal Law Gazette

**Example:** According to MTD-G BGBl<sup>2</sup> 2010/61 § 2 sec. 5 occupational therapists are allowed to treat patients only upon a medical prescription.

Article Paragraph Number Name of legal text

**Example:** § 3 par. 2 N. 1 FHStG

With consecutive citations Article Paragraph Number Name leg.cit.

Leg.cit. = „legis citatae“ – „of the law cited“

**Example:** § 3 par. 2 N. 1 leg.cit.

With 2 or more articles: usage of f. = and following article or ff. = following articles

**Example:** §§ 2 and 3 FHStG or §§ 2 f. FHStG and §§ 3 ff. FHStG resp.

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<sup>2</sup> Federal Act on the higher-level paramedical services, Federal Law Gazette

### 3. Citation in the list of references

Each source used in the text must appear in the list of references. Conversely, in the list of references only those sources are listed which were used in the text.

References to legal texts are excluded. These sources are not to be cited in the list of references.

Sources are shown in alphabetical order while within the alphabet a chronological order is obligatory.

Bauer, A. (1951)...

Kuhlmann, C. (1999)...

Kuhlmann, C. (2000)...

Kuhlmann, W. (2000)...

#### Article in journals/periodicals

Last Name Author, Initial Author (Year). Title of journal article. *Title of Journal*, issue, number, pages.

Last name A, Initial A., Last name B, Initial B., & Last name C, Initial C. (Year). Title of journal article *Title of Journal*, issue (volume) number, pages.

**Example:** Beentjes, J. W., Koolstra, C., & van der Voort, T. H. A. (1996). Combining Background Media with Doing Homework: Incidence of Background Media Use and Perceived Effects. *Communication Education*, 45, 59-72.

An issue can contain the number of the magazine or volume with or without a year; It is important that a fast traceability is guaranteed

#### Journal article by 8 or more authors

Article: Listing of the first six authors, followed by ...last author, year.

Last name , Initial, Last name, Initial., Last name , Initial., Last name , Initial., Last name, Initial , Last name, Initial., ... Last name , Initial. (year). Title of journal article. Title of journal, volume (issue) number, pages XX-XX

#### Monograph

Last Name Author, Initial Author (Year). Title of Book. Place: Publisher.

Last Name A, Initial A, & Last Name B, Initial B (Year). *Title of Book*. Place: Publisher.

**Example:** Dearing, J. W., & Rogers, E. M. (1996). *Agenda Setting*. Newbury Park, CA: Sage.

### Contribution in Anthology/Miscellany

Last Name Author, Initial Author (Year). Title of Article. In Initial Editor. Last Name Editor (Ed.) *Title of Book* (pages). Place: Publisher.

**Example:** Myer, J. (2008). Swede nothings: Contemporary Scandinavian architecture. In K. Wallander, A. Strindberg, & B. Björnson (Eds.), *Scandinavia forever? Views on Denmark, Sweden and Finland* (97-112). Malmö: Eriksson.

### Contribution in Online Journal

Last Name Author, Initial Author (Year). Title of Article. *Title of Journal*, YY, pages. doi:

**Example:** Beentjes, J. W. (1996). Combining Background Media with Doing Homework: Incidence of Background Media Use and Perceived Effects. *Communication Education*, 45, 59-72. doi:10.1080/03634529609379032

The Digital Object Identifier (DOI) is a permanent digital identifier of electronic documents, mostly of online articles of scholarly journals, and helps to identify digital objects by means of an identification. When compared to URL, the DOI remains unchanged and permanently linked with the object and not only with the location, where the object is placed.

### Online document

Last Name Author, Initial Author (Year). *Title of Document*. Called up on date from URL, Data base, etc.

**Example:** U.S.Department of Justice National Drug Intelligence Center (2011). *National drug threat assessment* 2011. Called up on 06. March 2014 from <http://www.justice.gov/ndic/pubs44/44849/44849p.pdf>

## Interviews/Surveys/Expert interviews

Last name, Initial (year). Reference of the mode of communication, topic of the interview, function and distinctions of the interview partner, which are relevant for their statements. Location of the interview, date

**Example:** Geppert, J. (2002), Personal communication to the ISO 9000 implementation (see interview guide in Appendix II), Quality Manager of Comp & Lain, had been instrumental in his earlier work on an ISO-9000 launch. *Conversation* in the cafeteria of Comp & Lain in Vienna, 17.07.2002.

Please note that the majority of the data generated in the course of a study must be anonymized. When using an original quote, an anonymized report is required that makes the identification of participants impossible.

Thus, it should not be e.g. occupational therapist, aged 43, 20 years of work experience, General Hospital Linz, 23/10/2014: „I imagined something different. Working here is pretty hard ... “.

Instead you should cite as follows: Karina (synonym), aged 43: „I imagined something different. Working here is pretty hard ... “. (Interview I, line 19)

In this way the quotation and the corresponding person can be identified from the original transcripts and the study documentation, however, not by people who were not involved in the generation and management of the data.

## **4. Remarks on keywords for BA papers/MA theses**

For a better content indexing, Bachelor and Master theses must have keywords for which certain rules must be obeyed. Keywords should correspond to the title and the content of the abstract, but not word-for-word. Select keywords which will enable people to find your paper, even if they use words which are not part of the title or abstract in their search. Search engines automatically include all the words contained in the title and abstract. Using these words as keywords will therefore not help people to find your paper if they are searching for related or similar topics.

The following link offers guidance in the matter (in German): <http://www.biblio.at/service/beschlagworten/index.html>

For all further questions, please consult the APA Style Guide as amended: [www.apastyle.org](http://www.apastyle.org) . If further questions arise, please decide on your own considering the scientific state-of-the-art for transparency and consistency. In that regard we would like to refer you once more to the literature for self-study mentioned in chapter six (6)

## **5. Ethical standards in scientific work**

IMC University of Applied Sciences Krems is clearly committed to the values of fairness, commitment, mutual trust, a sense of responsibility, openness to diversity and individual support. We require respect for these values, not only by all teachers and staff, but also by all students at IMC Krems. This applies in particular to the preparation and content of scientific papers. The following principles must be observed by all persons involved without exception:

1. Openness to diversity
2. Respect for human dignity
3. Absolute avoidance of any discrimination regarding the subject or content based on gender, ethnicity, religion or belief, age or sexual orientation
4. Absolute avoidance of inflammatory, offensive or otherwise abusive content in any way

Violations of this will be punished accordingly within the framework of the study and examination regulations as well as the training and service contracts. In the event of (administrative) criminal relevance, such violations will be reported to the competent authorities without exception.

### **5.1. Recommendations for the use of diversity-appropriate language**

See guidelines for diversity-equitable language in studies at UAS Krems.

## 6. Further Recommendations

American Psychological Association as amended. APA style. [www.apastyle.org](http://www.apastyle.org) .

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Skern, T. (2009). Writing Scientific English. Wien: Facultas WUV.

**We wish you success and pleasure while composing your  
scholarly paper!**