Guidelines for scientific papers at IKMZ

November 2023

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> **Changes as of fall semester 2023**
>
> - A section on the use of artificial intelligence (AI) has been added to Chapter 6 on plagiarism and ghostwriting.

1   Aim of the Guidelines

This guideline is not intended to impose a strict formal structure on students that restricts their individual creativity. It would not do justice to the wide variety of academic papers that are written throughout the course of studying at IKMZ (term papers, bachelor's or master's theses, etc.). It is also essential to consider adapting the formal structure to the content and objectives of the work.

Nevertheless, there is a special duty of care for academic papers that must be met by adhering to certain formal requirements: Used content from other authors as well as one's own previously submitted works must be properly cited and accurately represented (to avoid plagiarism and self-plagiarism). References must be complete, and methods used must be disclosed, etc.

The regulations in these guidelines are largely of a fundamental nature and, therefore, long-lasting. However, some recommendations and rules may change over time. It is best to use this guideline as a checklist for each of your written works at IKMZ, to ensure compliance and to adjust any updates as needed.

The formal rules build on APA style rules. Papers that conform to APA will be accepted even if they do not fully comply with individual rules in these guidelines. The APA style guides can be found here https://apastyle.apa.org/.

In addition, attention must be paid to inclusive language. Please refer to the information in the UZH English writing guide.

2   Formal Guidelines

2.1   Typographic Design

The main text of the paper should be written in Times New Roman 10-12 point, Helvetica or Arial 11 point (or a comparable font) with 1.5 line spacing and as justified text.

The margin should be sufficient for annotations (e.g. 3.5cm). If you are to submit your work electronically only, ask your lecturer whether double line spacing and a correction margin are necessary.

Apart from the cover, all pages are to be numbered. The prelims of the paper (everything before the introduction, i.e. cover, table of contents, list of tables and list of figures) are numbered with Roman numerals. With the beginning of the actual work (from the introduction to the last page), Arabic numerals (1, 2, 3...) are used.

Bullet points are visually emphasized in the main text. Tables are numbered consecutively and given a title. Likewise, figures (independent of the tables) are numbered consecutively and provided with a title (further details in the section "Tables and Figures").

One of the most important criteria for scientific work is the consistency of presentation. Once a style has been adopted, it must be maintained within the work. This refers to different areas, such as a consistent citation, numbering, use of chapter transitions or references.

2.2   Formal Structure of the Work

The contents of a paper should be arranged according to the following scheme:
- Cover
- Table of Contents
- (List of Tables)
- (List of Figures)
- (List of Abbreviations)
- Main text
- (Appendix)
- Bibliography

The work does not necessarily have to contain all the parts listed here. Whether the contents in brackets are necessary depends on the individual case. For example, a list of tables and figures is only necessary if there is more than one table or figure. In the list of abbreviations, care should be taken not to list abbreviations that are generally known or defined in the dictionary (i.e. "e.g.", "Unesco"). Rather, the aim is to include abbreviations of laws, manuals, encyclopedias, journals, offices, associations, etc. They are listed in alphabetical order.

2.3   Information on the Cover Page

The cover page must contain the following information:
- Type of the paper (e.g. active participation or master thesis),
- Title of the paper,
- Name, e-mail address and Student ID no. of the author(s)
- Title of the course, module number, name of the instructor and, if applicable, the supervisor of the thesis,
- The semester in which the course was held,
- Date of submission.

See chapter 7 «templates» for an example of a cover page.

2.4   Structure of the Table of Contents

The table of contents is located on the second page of the document. Each section of the table of contents is accompanied by the page number where the corresponding section can be found in the main text.

The table of contents must be coherent and logically structured. It reflects the "common thread" or the intellectual framework of the paper.

The individual levels of the table of contents are numbered in decimal format (1., 1.1., 1.1.1., etc.), unlike APA 7 style. In general, for seminar papers, the table of contents should not exceed the fourth level (e.g., 1.1.1.1.). For very short sections, subheadings can also be used, but they should not be numbered and should not be included in the table of contents.

Example: table of contents

Table of Contents

Example: list of abbreviations

List of abbreviations
AMA   American Marketing Association B2B   Business-to-Business BAG   Bundesamt für Gesundheit BV   Bundesverfassung CD   Corporate Design CI   Corporate Identity GFfK   Gesellschaft für Konsumforschung OLS   Ordinary Least Squares StGB   Strafgesetzbuch

2.5   Tables and Figures

Tables and figures are a good way of presenting extensive information in a clear form. The presentation must be self-explanatory, i.e. it must be clear what the facts presented refer to.

All tables and figures are numbered with Arabic numerals. Each table and figure must be referred to and explained in the text. When referencing, the words "table/figure" are written out in full and the numbering is indicated, e.g., "As can be seen in Table 1/Figure 1, ...". Tables and figures are inserted at appropriate places in the text, preferably directly after the section in which the illustration is referred to.

2.5.1   Design of Tables

The table heading is placed above the table. The annotation below the table summarizes the explanations and the sources.

Tables are inserted with indentation of at least 2.54 cm. The heading and the annotation text are placed flush with the table margins. Tables should contain vertical lines only when groups of multiple columns would otherwise not be clearly delineated. Horizontal lines are used to separate sections of meaning. If the table does not fit on one page, it is continued on the new page. The heading then says "Continuation table x", then the table heading and the continuing values.

Example: Table

Tabelle 4.3: Medienprioritäten bei der Informationssuche

Prioritäten	Schweiz		Region		Ausland	
	Anzahl	% Befragte	Anzahl	% Befragte	Anzahl	% Befragte
SRG TV	1556	37%	402	10%	1165	28%
Regionalfernsehen	356	9%	435	10%	248	6%
SRG Radio	235	6%	52	1%	118	3%
Lokalradio	162	4%	310	7%	36	1%
Online CH	490	12%	243	6%	245	6%
www	706	17%	456	11%	766	18%
Zeitung	1772	43%	2186	53%	1107	27%
Auslandsmedien	87	2%	56	1%	856	21%
Anderes	297	7%	246	6%	261	6%
keine Angabe	418	10%	782	19%	685	16%
Gesamt	6079	147%	5168	124%	5487	132%

[a] Die offene Frage nach der Priorität bei den jeweiligen Informationssuchen, wurde in vielen Fällen mit mehreren Angaben beantwortet. Gezählt wurde je Person, ob die Kategorien ('Prioritäten') vorkommen. Durch die Mehrfachnennungen addieren sich die Prozente auf mehr als 100%.
Source: Fretwurst/Bonfadelli, 2021, p. 24.

2.5.2   Design of Figures

Traditionally, captions are placed below the figure. In the case of diagrams and infographics, however, explanatory texts and source information are often placed below. For the sake of standardization and ease of use, figures such as tables should be provided with a caption that is placed above the figure.

Figure 1: Bewertung der Fernsehangebote
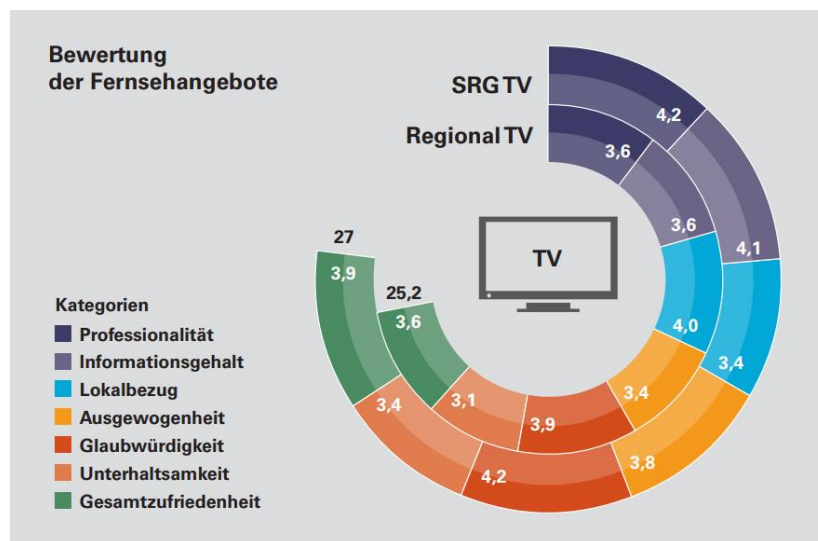
Source: Fretwurst/Bonfadelli, 2021, p. 27.

3   Content Structure

3.1   Language and Stylistic Expression

Another important criterion for academic writing is objectivity, which should also be reflected in the linguistic style of a scholarly work. Therefore, personal expressions (such as "I," "my work," "our participants," etc.) should be avoided.

It is also crucial to write in a clear and understandable manner. For example, defining terms, maintaining a clear sentence structure, arranging arguments logically, etc., are essential. To enhance comprehensibility, it is helpful to introduce subsequent sections with short pre-texts. These are inserted directly after main headings (e.g., after the heading for "1." and before "1.1."), providing readers with an overview of the upcoming content.

Furthermore, for better comprehensibility, it is advisable to conclude longer chapters with a summary, helping readers recall the key aspects of the content.

3.2   Content Outline

The main text of a scholarly work generally consists of three elements: Introduction, Main Body, and Conclusion. While the functions and content elements of the introduction and conclusion apply to any form of written academic work, the structure and organization of the main body heavily depend on the methodological design, the topic, and the formal nature of the work (e.g., seminar paper or thesis). The main body is composed of several chapters of the highest level of hierarchy.

3.2.1   Introduction

The introduction serves to introduce the content of the paper. For this purpose, in a first part, an overview of the topic is provided, focusing also on the research question to be addressed. The research question forms the starting point for all further considerations and serves as a criterion to distinguish relevant information from irrelevant. It aids in navigating through the abundance of theories, studies, and empirical methods. By consistently adhering to the research question, it is ensured that only theories and empirical methods are utilized in the paper that contribute directly to its clarification. In the introduction, you should also discuss the relevance of the research question. This involves presenting the research interest or the goal that one aims to achieve at the end of the paper. This highlights the usefulness of the study and the contribution it can make.

In this section, it should also be evident which aspects one wants to address primarily or exclusively. It may be particularly interesting to examine the research question from the perspective of a specific theory or to focus on particular subjects of investigation. With this delimitation, you can set your own accents and ensure that the focused question can be thoroughly discussed with the necessary depth. Simultaneously, this underscores your expertise by choosing a content-wise meaningful approach and logically justifying the focus.

Furthermore, it is conceivable to address any necessary preliminary clarifications of key terms and potential challenges in dealing with the topic (e.g., difficulties in obtaining relevant literature). However, a scientifically precise and comprehensive clarification of terms and an in-depth discussion of relevant theories will be carried out in the main part of the paper.

Indeed, the more thoroughly one engages with these aspects beforehand, the easier the writing and argumentation process will be later on. By having a clear focus and well-defined boundaries for the topic, a clear guideline is established, which pre-structures the subsequent

steps. This preparation allows for a smoother and more coherent development of the paper, making the writing and presentation of arguments much more effective.

Example: Important Aspects of an Introduction

Source: Rinallo, D. & Basuroy, S. (2009). Does advertising spending influence media coverage of the advertiser? *Journal of Marketing, 73*, 33-46.

▪ **Observation** (What is the starting point of the investigation? What is the problem?):
Certain media regularly describe, evaluate, or recommend products and services, such as books, movies, cars, restaurants, PC accessories, fashion, etc. Frequently, the providers of these products/services are also advertisers in the media (p. 33).

▪ **Research Question** (What is the research guiding question?):
To what extend do media report neutrally on the products/services of their advertisers? (p. 33)

▪ **Knowledge Interest / Research Objective** (What insights do the authors aim to gain with the study?):
The authors aim to empirically investigate to what extent the extent of advertising of a company influences the media coverage of the products and services offered by that company (p. 33).

▪ **Delimitation** (What are the authors focusing on, and why? What exactly is to be examined?) (For the sake of clarity, without explanation here):
The authors will analyze Italian fashion companies, their advertising activities, and the media coverage of these firms in US and European magazine publishers (p. 33 f.).

▪ **Relevance** (Why is it important to address the research question?):
Among other reasons: Consumer decisions are influenced by media reports and recommendations, particularly because they appear more credible than advertising claims; hence, consumers could be deceived by biased media coverage. Additionally, the study can contribute to the question of the functioning of media in capitalist economic systems... (p. 34).

The second important part of the introduction consists of describing how the paper is structured. Typically, the reader is provided with a brief overview of each main heading. From a broader perspective, the introduction serves as a preview of all the subsequent chapters. An exemplary subdivision of this initial section of a scientific paper can be found in chapter 2.3.

3.2.2 Main Part

For empirical studies that involve collecting data using methods of empirical social research, the following structure is recommended:

Chapter on Approach and Theory: In this section, the theoretical framework of the topic and the current state of empirical research on the subject are presented. Based on this foundation, the own research question can be contextualized, and hypotheses can be derived (see example "Table of Contents" in chapter 2.3).

Chapter on Method: In this section, detailed information is provided about the design, type, and implementation of the empirical data collection. This includes specific details about the target population and sample, the employed data collection instruments and techniques, as well as the utilized statistical methods and measures.

Chapter on Analysis and Results: In this section, the findings of the study are presented, typically following the order of the hypotheses. However, a more in-depth discussion of the data and its interpretation in relation to the research question and hypotheses is not conducted at this stage.

Chapter on Interpretation: In the context of data interpretation, the significance of the empirical results regarding the research question and hypotheses is explained. The individual findings are elucidated, and their implications are evaluated in terms of their importance.

For theoretical papers where the presentation of self-collected empirical data is not the primary focus, the content structure of the main part (e.g., a seminar paper) strongly depends on the topic and research question. Due to the multitude of possible topics and research questions, a general outline that is applicable to all types of papers cannot be provided here.

In general, the individual chapters should be oriented around the central research question. Regardless of the chosen organizational principle, the main part of a theoretical work should include the following elements:

- Presentation of relevant theories and concepts from the research literature.
- Fundamental concepts (scientific definitions, distinctions between different concepts, and their interrelationships).
- Premises and main hypotheses of the theories and concepts, supported by empirical evidence.

3.2.3 Conclusion

In the conclusion, the findings from the individual chapters of the main part are summarized, potentially compared, related to each other, discussed, and finally evaluated in the context of the research question. Similar to the introduction, the conclusion of the paper serves an overarching function by presenting the overall context of all chapters and results. Additionally, the conclusion aims to place the own findings in relation to existing empirical data and established theories, subjecting them to a final evaluation: What new insights does the paper offer, and what are the implications for the scholarly understanding of the research subject? Furthermore, the conclusion may provide an outlook on open questions and further research needs.

3.2.4 Appendix

The appendix is intended for supplementary documents such as questionnaires, interview transcripts, statistical data, etc. It should provide additional topic-related information that is not necessarily essential for understanding the main body of the work. Therefore, it is not permissible to "relegate" the actual text of the paper to the appendix.

If extensive additional material is to be provided, it is advisable to create an appendix list (similar to the "Table of Contents") to facilitate readers' orientation.

4   Transparency of Sources

The use of external intellectual property must be clearly indicated. Readers must be informed of the sources of the respective statements or where they can be found. This applies to both direct quotations and the paraphrasing of thoughts, opinions, etc., from other authors. The referencing of content and statements follows specific rules. Failure to acknowledge external intellectual property is considered plagiarism (see also "Plagiarism and Self-Plagiarism", chapter 6)!

At IKMZ, the citation style of the American Psychological Association (APA) is used (https://apastyle.apa.org/). All guidelines mentioned here are excerpts from these guidelines; specific cases not listed here should be cited according to the APA Manual or information available on the official APA website.

4.1   Direct Quotations

For direct quotations, the text is taken word-for-word, i.e., in the original and in its entirety, into the own text. Any spelling and grammar errors present in the original are also retained and marked with [*sic*] directly after the error.

When directly quoting, the author, publication year, and page from which the text was taken are always provided. The author and year can be inserted before or after the quote, while the page number is always placed after the quote. Short direct quotes with less than four lines are included directly in the running text and enclosed in quotation marks.

Example

> Effective teams can be difficult to describe because "high performance along one domain does not translate to high performance along another" (Ervin et al., 2018, p. 470).
>
> Nowak (2019) wrote that "people have an obligation to care for there [*sic*] pets" (p. 52).

Longer direct quotations of four or more lines are indented on the left. Quotation marks are omitted. **Caution**: The parenthetical citations come after the closing punctuation.

Example

> Researchers have studied how people talk to themselves:
>
>> Inner speech is a paradoxical phenomenon. It is an experience that is central to many people's everyday lives, and yet it presents considerable challenges to any effort to study it scientifically. Nevertheless, a wide range of methodologies and approaches have combined to shed light on the subjective experience of inner speech and its cognitive and neural underpinnings. (Alderson-Day & Fernyhough, 2015, p. 957)

If there are quotation marks («...») within a directly quoted text, they are replaced by single quotation marks (‹...›).

Changes in Direct Quotations

Minor adjustments in direct quotations are allowed without annotation, such as capitalizing or lowercasing the first letter of the first word in the quote, or adapting punctuation marks at the end of the sentence. However, all other changes must be clearly indicated.

Omissions within a quote are marked with three dots, each separated by a space and enclosed in parentheses. This also applies to omitted sentences. No ellipses are inserted at the beginning or end of the quote.

Inserted words not present in the original text are placed in square brackets.

Example

> De Backer and Fisher (2012) noted that "those [adults] who read gossip magazines, watch gossip-related television shows, or read gossip articles from internet sites . . . may feel guilty about wasting their time on a leisure pursuit" (p. 412).

The emphasis present in the original text is retained and not marked. If you want to add your own emphasis to one or more words, it should be formatted in italics and directly followed by [emphasis added].

Example

> They emphasized that "it is important to remember that *gossip helped our ancestors survive* [emphasis added]" (De Backer & Fisher, 2012, p. 421).

4.2   Indirect (Paraphrased) Citation

An indirect (paraphrased) citation occurs when you non-literally adopt the ideas and perspectives of an author. In indirect quoting, the author and the year are also provided in parentheses. The page number is indicated if the source does not pertain to the entire work.

Example

> Webster-Stratton (2016) described a case example of a 4-year-old girl who showed an insecure attachment to her mother; in working with the family dyad, the therapist focused on increasing the mother's empathy for her child (pp. 152–153).

If a statement is supported by multiple sources, the authors are listed in alphabetical order, separated by semicolons, for example, (Bentele, 1999, p. 65; Röttger, 2001, p. 297).

Further regulations for in-text citations:
When citing sources with multiple authors, special regulations apply:
- Author names are separated by commas. In parentheses, an ampersand "&" is inserted before the last author's name, while in the text, "and" is spelled out.
- When citing a source with two authors, both authors are always mentioned.
  Example for direct quoting: (Glaser & Strauss, 1998, p. xx).
  Example for indirect quoting with reference to the entire work: (Glaser & Strauss, 1998).

- When citing from a source with three or more authors, only the first author's name followed by "et al." is given.
  Example for direct quoting: (Wirth et al., 2004, p. xx).
The author of a text can also be an institution or an organization.

Example

> SRG was again able to generate revenues in 2000 (SRG SSR idée suisse, 2001).

When citing sources without an author, the first two to three words from the title are placed in quotation marks and followed by the year, for example, ("Smartphone and Tablet," 2016).

4.3   Rules for Citing and Bibliographing Legal Documents

There are different conventions and standards for citing or bibliographing legal documents (laws, materials, judgments, etc.). Often, for example, laws or materials (documents related to legislative work or legislative processes such as drafts, reports, consultations) are not listed in the reference list but are only cited in the text or footnotes. **However, for term papers at IKMZ, every citation must be clearly traceable (including, for example, URLs) and listed in a bibliography.** When citing and referencing such sources, you are allowed to choose the format, but it must be systematic and consistent.

4.4   Secondary Sources

Secondary sources should only be used when the original source is not accessible. When citing, the original source should be mentioned first in parentheses, followed by the secondary source with "cited in" before it. Only the secondary source appears in the reference list.

Example

> (Rabbitt, 1982, as cited in Lyon et al., 2014)

4.5   Source Citations for Tables and Figures

- An unchanged adoption of a table or figure must be appropriately indicated. For tables, source citations are placed in the footnote, and for figures, they are placed in the caption. The citation format is as follows:
  Adapted from "Publication Title" by A. Author, Year, *Journal Name, Volume*, p. xx.
- If the content and/or format of the presentation are (even slightly) modified, the phrase "Adapted from" is added.
- If you generate a table/figure using text content from other authors, the original author must be cited in the corresponding section of the text that references the representation, e.g.:
  Müller (2002) describes several theoretically possible relationships between the variables (see Figure 4): ....

4.6   Footnotes

Footnotes should be used sparingly. Important steps of the argumentation belong in the main text, while insignificant ones should be omitted. Footnotes are intended for adding supplementary information and explanations that might disrupt the flow of the main text, such as longer annotated references. Footnotes are placed at the bottom of the page where the note is made. They are typically formatted with a 1 to 2 point smaller font size. In the text and the footnote itself, footnotes are identified with superscript numbers. The numbering of footnotes should be continuous. Please note that footnotes should ideally be numbered using the Word function rather than manually.

5   Bibliography

The bibliography contains all the sources that have been directly or indirectly cited in the paper. Literature that has been consulted but not cited directly or indirectly should not be listed in the bibliography. Therefore, you must refer to all the sources that were relevant for the creation of your work in the text. The individual citations in the bibliography are formatted with the same line spacing as the main text of the paper and with a hanging indent, meaning the first line starts at the left margin, and the subsequent lines have an indentation of approximately 0.5 to 1 cm.

When listing the used sources in the bibliography, the following general guidelines apply:
- For authors, the last name and initials are given, separated by a comma. Example: Pürer, H.
- Multiple authors are separated by commas, and before the last author, "&" is inserted. Example: Bonfadelli, H., Jarren, O. & Siegert, G.
- For two to twenty authors, all are listed.
- For 21 or more authors, the first 19 are listed, followed by three ellipsis points, and then the last author is mentioned.
- If the author is not apparent (often in the case of internet sources), the title of the work is placed in the author's position: Title. (Year). Retrieved from URL (Access date).
- If the year is not apparent, "n.d." (no date) is inserted: Author, A. A. (n.d.). ...
- Titles of monographs, anthologies, manuscripts, theses, as well as names of journals and newspapers are formatted in italics.

Below are examples for the most common types of publications. For special cases and more details, please consult the APA Manual or information on the official APA website: https://apastyle.apa.org/

5.1   Monographs

The citation format is as follows:
Author, A. A. (Year). *Title. Subtitle*. Place of publication, Country/US State: Publisher.

In the case of the place of publication, the city and the country code should be given according to the ISO standard (https://www.iso.org/obp/ui/#search). If the place of publication is in the USA, the abbreviation for the US state must be provided. If there are multiple publishers/places

of publication, only the first one should be listed. If a book has a DOI[1], the place of publication and publisher do not need to be included:
Author, A. A. (Year). *Title. Subtitle*. doi: xxxxx

Examples

Jackson, L. M. (2019). *The psychology of prejudice: From attitudes to social action* (2nd ed.).

American Psychological Association. https://doi.org/10.1037/0000168-000

Hargittai, E. (2022). *Connected in Isolation. Digital Privilege in Unsettled Times*. Cambridge,

MA: The MIT Press.

Books translated from other languages are listed just like books in their original language. The name of the translator is provided directly after the title, enclosed in parentheses:
(A. A. Translator, Trans.)

Example

Freud, S. (1970). *An outline of psychoanalysis* (J. Strachey, Trans.). New York, NY: Norton.

5.2   Contributions in Anthologies

When citing contributions in anthologies, the format follows a specific order: the contribution is listed first, followed by the anthology in which it appeared. This order remains the same, even if the author of the contribution is also the editor of the anthology. The page numbers of the respective contribution are indicated in parentheses after the title of the anthology. Please note that the initials of the editor come before their last name.

The citation format is as follows:

Author, A. A. (Year). Title of the contribution. In A. A. Editor (Ed.), *Title of the anthology* (pp. xx-xx). Place of publication, Country/US State: Publisher.

Example

Schäfer, M. S. & Metag, J. (2021): Audiences of science communication between pluralisation,

fragmentation and polarisation. In M. Bucchi & B. Trench (Eds.), *Routledge Handbook of*

Public Communication about Science and Technology (pp. 291-304)*.* Abingdon & New

York: Routledge.

5.3 Journal Articles

The citation format is as follows:

Author, A. A. (Year). Title of the article. *Journal Name*, *Volume*, page numbers.
If a DOI is available, it should be included:
Author, A. A. (Year). Title of the article. *Journal Name, Volume*, page numbers. doi: xxxxx
Unlike contributions in anthologies, for journal articles, the page numbers are provided without the abbreviation "pp." (pages).

Examples

> Wright, K. (2000). Computer-mediated social support, older adults, and coping. *Journal of Communication, 50*, 100-118. doi: 10.1111/j.1460-2466.2000.tb02855.
>
> Geber, S., Frey, T., & Friemel, T. N. (2021). Social media use in the context of drinking onset: The mutual influences of social media effects and selectivity. *Journal of Health Communication*, *26*, 566-575. Doi: 10.1080/10810730.2021.1980636

5.4 Series

When a monograph or an anthology is part of a series, the following citation format is used:

For Monograph:
Author, A. A. (Year). *Title of the series*: Volume xx. *Title of the monograph*. Place of publication, Country/US State: Publisher.

For Anthology Contribution:
Author, A. A. (Year). Title of the contribution. In A. A. Editor (Ed.), *Title of the series: Volume xx*. *Title of the anthology* (pp. xx-xx). Place of publication, Country/US State: Publisher.

Example

> Westerik, H. (2009). *Communications Monograph*: Volume 6. *The Social Embeddedness of Media Use. Action Theoretical Contributions to the Study of TV Use in Everyday Life*. Berlin, New York: De Gruyter Mouton.

5.5 Articles and News Reports in Newspapers

The citations format is as follows:
Author, A. A. (Day. Month Year). Title of the article. Subtitle. *Name of the Newspaper*, pp. xx.

Example

> Stobbe, M. (2020, January 8). Cancer death rate in U.S. sees largest one-year drop ever. *Chi-
> cago Tribune,* pp. 15.

5.6   Unpublished Manuscripts

Unpublished manuscripts are those works that are still in progress, have been submitted for
publication, or are completed but not yet submitted. Unpublished works should be appropri-
ately identified. If known, the institutions where the work is available should be indicated.

The citation format is as follows:

Author, A. A. (Year). *Title of the work*. Unpublished manuscript, Name of Institution, City,
Country code.

Example

> Schneider, V. (1996). *Communication and mediation of interests in national and transnational
> policy networks*. Unpublished manuscript, Max-Planck-Institut für Gesellschaftsforschung,
> Cologne, DE.

If the work has been accepted for publication but not yet officially published, the year is replaced
with the notation "in press," e.g.: Wallace, J. (in press). ...
Before submitting your own written work, it is advisable to check if the cited source has been
published in the meantime to update the reference in the bibliography accordingly.

5.7   Qualifying Papers

Qualifying papers listed in a database, such as dissertations or bachelor's and master's theses,
are cited as follows:
Author, A. A. (Year). *Title of the work* (Doctoral dissertation/Master's thesis). Retrieved from URL
(Access date). or name of database. (accession number)

Example

> Zambrano-Vazquez, L. (2016). *The interaction of state and trait worry on response monitoring
> in those with worry and obsessive-compulsive symptoms* [Doctoral dissertation, University
> of   Arizona].   UA   Campus   Repository.   https://reposi-
> tory.arizona.edu/handle/10150/620615

Unpublished works must be appropriately identified. The university or institution where the work is available should be indicated. The city where the university is located only needs to be mentioned if it is not already included in the university name.

The citation format is as follows:

Author, A. A. (Year). *Title of the work* (Unpublished doctoral dissertation/master's thesis). Name of University/Institution, City, Country code.

Example

> Harris, L. (2014). *Instructional leadership perceptions and practices of elementary school leaders* [Unpublished doctoral dissertation]. University of Virginia.

5.8 Presentation Slides

The citation format is as follows:
Author, A. (Year, Day Month). *Title*. Platform. URL. Access date.

Example

> Jones, J. (2016, March 23). *Guided reading: Making the most of it* [PowerPoint slides]. SlideShare. https://www.slideshare.net/hellojenjones/guided-reading-making-the-most-of-it. Accessed March 25, 2016.

5.9 Own Works (Avoiding Self-plagiarism)

You must list all works that you have independently (or collaboratively) created or are currently creating if you are using parts of them in your submission. Even if the other work has not been submitted yet, you must indicate the course in which the work with identical parts will be submitted. If you are working on two papers simultaneously and wish to use passages in both papers, you must choose which paper you will cite and in which paper you will use the citations. Mixing mutual citations is not allowed because it obscures the extent of exclusive work and the amount of borrowed work in your submissions. Your instructors may require you to submit the other work additionally.

The citation format is as follows:
Your Last Name, A.; co-authors if applicable (Year, Semester). *Title*. Submitted (or To be submitted) in Course (Number). Instructor: at the Institute.

Example

Muster, M. (2021, fall semester). *Adolescent processing of media information.* To be submit-

ted in seminar «Jugend und Medien» (V-Nr: 4402). H. Unger at IKMZ, UZH.

5.10 Audio and Video Recordings

Audio and video recordings must be cited in a clear and understandable manner. After the name of the author or producer, it should be specified in parentheses whether they are the author or producer of the cited source. If the file is available online, the corresponding URL and access date should be provided.

The citation format is as follows:
Author/Producer Last Name, A. A. (Role). (Year or Day. Month Year). *Title* [Format]. Available at: URL (Accession date).

Examples Video / Audio

Harvard University (producer). (2019, August 28). *Soft robotic gripper for jellyfish* [Video].

YouTube. Available at: https://www.youtube.com/watch?v=guRoWTYfxMs (2019, Sep-

tember 15).

Mottram, L. (producer). (2020, January 8). *Hazard reduction burning is not a panacea to bush-*

fire risk: Expert [Radio broadcast]. ABC. Available at: https://www.abc.net.au/radio/pro-

grams/pm/thinned-forests-can-be-more-prone-to-fire,-expert-says/11853280   (2020,

May 8)

If an audio or video recording is used from a physical medium, instead of the URL, the location and the name of the studio should be provided:
Author, A. A. (Author) or Producer Name (Producer). (Year). *Title* [Format]. Location: Studio.

5.11 Online Sources

If a source is available both in print and online, the printed version should always be cited, as online sources may become unavailable shortly after their publication.
   Online publications, such as books without a DOI, journal articles without a DOI, newspaper articles, manuscripts, theses, etc., are cited similarly to printed versions, with the additional information of the URL and the access date. The hyperlink should be removed.

Example Journal Article

Fröhlich, R. (2013). Young future PR-professionals: Perceptions of the future occupational
field and assessement of current PR education. A survey of tertiary level students in Aus-
tria, Germany and Switzerland. *Studies in Communication Sciences, 13*, 24-32. Abgerufen
unter http://www.sciencedirect.com/science/article/pii/S1424489613000052
(13.09.2016).

Example Newspaper Article

Roberts, S. (2020, April 9). Early string ties us to Neanderthals. *The New York Times*.
https://www.nytimes.com/2020/04/09/science/neanderthals-fiber-string-math.html
(10.10.2020).

Websites are cited as follows:
Author, A. (Year or Day. Month Year). Title [Format, if available]. Retrieved from URL (Accession
date).

Example Blog post

Ouellette, J. (2019, November 15). Physicists capture first footage of quantum knots unravel-
ing in superfluid. *Ars Technica*. https://arstechnica.com/science/2019/11/study-you-can-
tie-a-quantum-knot-in-a-superfluid-but-it-will-soon-untie-itself/

Example Organisation

Statistisches Bundesamt. (2016). Demographische und Regionale Standards. Retrieved from
https://www.desta-
tis.de/DE/Methoden/DemografischeRegionaleStandards/Standards.html (13.09.2016).

5.12 Order in the Bibliography

The individual titles in the bibliography are listed in alphabetical order based on the author's last
name. For titles with nobility titles, they are sorted by the main name. For example, "von Beyme,
K." would appear before "Curran, J." in the list.

If an author is mentioned multiple times, the respective sources are ordered in ascending chron-
ological order by the publication year. For example:
Kiefer, M. L. (2004). …
Kiefer, M. L. (2005). …

In the case where individual publications of an author or collective works with the same authors have the same publication year, they are arranged alphabetically based on the initial word of the title (excluding articles). The years are supplemented with lowercase letters (a, b, c, etc.) both in the bibliography and when citing in the text.

Example

> Marschall, S. (1998a). Netzöffentlichkeit - eine demokratische Alternative? In W. Gellner & F. von Korff (Eds.), *Demokratie und Internet* (pp. 43-54). Baden-Baden, DE: Nomos.
>
> Marschall, S. (1998b). Wirkungen von Online-Kommunikation auf das Kommunikationsmanagement von Organisationen - am Beispiel der PR des Deutschen Bundestages. In P. Rössler (Eds.), *Online-Kommunikation. Beiträge zu Nutzung und Wirkung* (pp. 189-205). Opladen, DE: Westdeutscher Verlag.

The journal articles by the same author(s) from the same year are sorted by the issue number, and a lowercase letter is added to the year.

Individual publications of an author are listed before collective works of the same author with additional authors. Works with the same first author and additional authors are sorted alphabetically based on the last name of the second author.

Examples

> von Rimscha, M. B. (2009). Packaging a movie project - a resource based perspective. In A. Albarran, P. Faustino & R. Santos (Ed.), *The media as a driver of the information society* (pp. 491-522). Lisboa, PT: MediaXXI/Formalpress.
>
> von Rimscha, M. B. (2010). *Risikomanagement in der Entwicklung und Produktion von Spielfilmen.* Wiesbaden, DE: VS Verlag für Sozialwissenschaften.
>
> von Rimscha, M. B. & Rademacher, P. (2008). The actor set-up of TV advertising. A new process for hybrid formats. *Studies in Communication Science, 8*, 75-93.
>
> von Rimscha, M. B., Rademacher, P., Thomas, N. & Siegert, G. (2008). The future of TV commercials – not as bleak as proclaimed. *Journal of Media Business Studies, 5*, 23-46. doi: 10.1080/16522354.2008.11073465

6   Plagiarism, Ghostwriting, Self-plagiarism, and use of AI

At the IKMZ, submitted papers are checked for plagiarism, both from external sources and self-plagiarism. Both forms of plagiarism violate copyright laws and are not considered minor offenses. The most common variants and consequences of plagiarism are listed in the [guidelines for handling plagiarism](#) by the Teaching Commission of the University of Zurich (UZH) (in German only).

Partial Plagiarism:
− Text passages are taken from a foreign work without indicating them as quotations in the appropriate place.
− Text passages are taken and slightly modified without immediately providing the source for such paraphrases (simply listing the source in the bibliography is not sufficient).
− Concise terms and statements are taken without directly marking these external contributions as direct quotes (this is also considered plagiarism even if a general source reference follows).
− Sentences are taken in their entirety, with only central terms being replaced with synonyms (also considered plagiarism even if there is a general source reference).
− Texts from the internet must also be accompanied by immediate source references.
− **Use of AI**: If work is presented as one's own (i.e., not otherwise marked), and it was created by artificial intelligence (AI), such as "chat gpt," it will be considered a deliberate attempt at deception (such as "ghostwriting"). It must be clearly indicated where and to what extent AI was used. If AI is used for writing the own work, it may be partially considered in the evaluation as own work. However, if AI is used and produces faulty texts, deductions may occur, as the competence to correct such errors is expected.

Complete Plagiarism:
− Submitting a foreign work under one's own name.
− Submitting a work that was created on behalf of another person ("ghostwriter"). Even if the copyright has been transferred to the submitting person, such plagiarism is considered fraud or an attempted fraud.

Self-plagiarism: Using a work or parts of it for another academic requirement. If you have used a work or parts of it for a previous examination, are using it simultaneously, or plan to use it in the future, it constitutes self-plagiarism, i.e., a second use of your own work. Both examinations would be considered "failed." Such an attempt at deception can also lead to further disciplinary measures. How to cite your own works is explained in Chapter 5.9.

Translation Plagiarism: Partial, complete, and self-plagiarism also apply when the original text has been translated from one language to another.

7   Templates

Template textpage

4. Broadcasting and media policy as an object of journalism and communication studies

In this chapter, the essential scientific approaches and theories on media and communication policy in the German-speaking region are presented in the form of a literature review. The aim of this section is to extract important information for the theoretical model from the analysis of these scientific approaches.

4.1. Approaches to defining media policy

Media or communication policy is recognized as a subfield of communication science, albeit with weak institutionalization (Jarren, 1998b). According to Jarren, this is partly due to the fact that the scholarly reflection on media and communication policy has little resonance in practical politics, where the policy area lacks a noticeable identity. Independent scientific policy consultation is therefore only weakly institutionalized, with short-term commissioned research dominating. Saxer (1994) also concludes that the scholarly treatment of media policy issues primarily occurs as a "response to governance problems within the media system" (Saxer, 1994, p. 23).

On the other hand, several disciplines - in addition to communication and political science, especially law and economics - engage with media policy questions using their highly distinct approaches, models, and methods, which complicates theory-building: "Distinct media and communication policy theories consequently do not exist; descriptive presentations dominate" (Jarren, 1998b, p. 620). In the following, three possible approaches are mentioned, each approaching the subject of media policy from different perspectives.

4.2. Media policy as a government measure

The first of these approaches strongly relates media policy to the state and its actions and conceives it as:

> Die Gesamtheit der Massnahmen des politisch-administrativen Systems (Parteien, Parlamente, Regierungen und Ministerialverwaltungen des Bundes und der Länder), die direkt oder indirekt auf die Produktion, Distribution und dem Konsum (Rezeption) massenmedial verbreiteter Inhalte einwirken.   (Schatz, Habig & Immer, 1990, p. 332).

Template Cover Term Paper

Term Paper

The use of infotainment on television
A survey of adolescents in the city of Zurich

Submitted by:

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Student ID No: 97-202-707	Student ID No: 97-303-808	Student ID No: 97-404-707
Student in the 4th Semester	Student in the 4th Semester	Student in the 4th Semester
Major: Communication Science	Major: Communication Science	Major: Communication Science
Minor: Sociology	Minor: Geography	Minor: Political Science

Topic and timing of the Course:

Seminar «xy»
Spring semester 2023

Module number: 123456

Supervised by:

Prof. Dr. Daniel Süss

Zurich, July 25, 2023

Template Cover Master Thesis

Master's thesis
presented to the Faculty of Arts and Social Sciences
of the University of Zurich

The use of educational media in Switzerland
A study in the context of science communication

Submitted by:

Petra Muster
Email: petra.muster@uzh.ch

Student ID No. 97-202-707

Supervisor:

Dr. Senja Post

Department of Communication and Media Research
of the University of Zurich

Zurich, December 1, 2022