

Guideline

Writing academic papers & theses

Department of Sociology
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1 General information

1.1 Aim of the thesis

The goal of completing written assignments is to show a profound knowledge of a specific topic and to share one's own thoughts about a scientific question or an issue. Students should refer to a number of scholarly sources and need to integrate source materials into the discussion. All sources (books, articles from a scientific journal, publications on online resources) that have been cited, introduced, analysed or explained should be included on a reference list in the bibliography page.

1.2 Recommended length for each type of paper/thesis

Type of paper/thesis	Length
Term paper, Handout, Essay	1,000 to 2,000 words
Seminar paper	4,000 to 6,000 words

The recommend length may vary and should be agreed in consultation with the supervisor. Students must adhere to the provisions as stipulated by the respective course instructor or Bachelor's/Master's thesis supervisor.

It is, of course, possible, reasonable and desirable that students shall put forward their own suggestions for topics or shall define their own key areas of focus and emphasis in their work. These, as well as the relevant literature, should nonetheless be jointly agreed upon with the course instructor. As the work progresses, regular contact with the course instructor is recommended to ensure that, for instance, a key area of focus, which may have shifted during the process of researching and writing, is comprehensively discussed.

In the case of any doubts relating to the content, the formal process, or in any other regard, students are also advised to seek the guidance of the course instructor. This applies generally to all courses taught in the Bachelor's and the Master's degree programme, as well as to scientific theses.

2 Formatting

Please pay particular attention to the rules pertaining to the delivery and submission of papers/theses. Term papers and seminar papers must be made available to the course instructor in both printed and electronic form.

Title page, affidavit, table of contents, list of figures, list of tables or list of abbreviations (if applicable) represent the so-called front matter of the paper/thesis.

The following guidelines apply:

- The page format is DIN A4.
- The left- and right-hand margins of the document are set to 2.5 cm.
- Times Roman or Times New Roman are suitable fonts, both in font size 12. Sans serif fonts such as Arial or Helvetica impair the legibility of longer texts, and are therefore deemed less suitable.
- The line spacing is set to 1.5 lines.
- Footnotes are single-spaced, using font size 10.
- Longer quotations (in excess of three lines) are indented and single-spaced.
- Pages must be numbered consecutively. There must be no page number on the cover page.

2.1 Margins / Fonts

The page format is DIN A4. Use full justification for the text and activate automatic hyphenation. The left- and right-hand margins of the document are set to 2.5 cm. Times Roman or Times New Roman are suitable fonts, both in font size 12. Sans serif fonts such as Arial or Helvetica impair the legibility of longer texts, and are therefore deemed less suitable. The line spacing is set to 1.5 lines. Footnotes are single-spaced, using font size 10. Longer quotations (in excess of three lines) are indented and single-spaced.

2.2 Footnotes

Footnotes serve to provide substantive additions and comments. In other words, for the most part, they contain information which is not directly related to the train of thought presented in the text, but which is conducive or necessary for supplementary instruction. They can also be used to provide a general reference to websites. Footnotes should be articulated as full sentences. Each footnote begins with a capital letter and ends with a full stop.

2.3 Page number

Number all pages consecutively throughout the research paper in the upper right-hand corner, half an inch from the top and flush with the right margin. There must be no page number on the cover page.

2.4 Running head

Your writing program will probably allow you to create a running head of this kind that appears automatically on every page. Some teachers prefer that no running head appear on the first page. Follow your teacher's preference. Unless otherwise stated, type your last name and the title of the course (e.g. SE Sociology).

2.5 Main text and chapters

The main text of the paper/thesis comprises the scientific discussion of your topic. It is composed of an introduction (Chapter 1), the structured and numbered chapters, and the numbered final chapter (Résumé, Summary, Conclusion, Prospects, or the like). Each of these parts should form a self-contained presentation within itself, and taken together they must follow a common thread.

3 Citation Format

Correct citation is one of the fundamental pillars of performing scientific work. There are many formally correct solutions to choose from. In the spirit of the guidance offered here, the following describes one specific citation option, which does not preclude other correct possibilities. However, within any given piece of work, one form of citation and bibliography must be applied consistently.

Quotations are the verbatim (direct quotation) or analogous (indirect quotation) reproduction of statements or utterances expressed by others. The quoted literature must be cited briefly in the text (brief reference). The complete set of bibliographical details (extended reference) must be provided in the list of references. As a general rule, this also applies to online sources.

3.1 Direct quotation

A direct quotation is the verbatim, true to the original reproduction of a passage taken from a text that is used as a source. It is placed between double quotation marks (“...”). Any deviation from the original must be indicated by the use of square brackets. For instance, if parts of a quoted sentence are omitted, this is indicated by the insertion of square brackets with three dots: [...]. In the case of errors in the original text, these are also reproduced and marked as error by adding “sic!” in square brackets immediately after the error. In general, direct quotations should be used sparingly. Their primary purpose is to reproduce definitions and succinct turns of phrase. Longer and self-contained quotations must be indented in the text and are displayed using single line spacing. Please do not use italics for direct quotations.

„Jeder Mensch, jede Subkultur und jede Gesellschaft scheinen ihr eigenes charakteristisches Repertoire an Praktiken zur Wahrung des Images zu haben.“
(Goffman 1986, S. 18)

If you are quoting from a text, which uses French or German quotation marks, these should be adjusted:

„Diskursives ‚Wissen‘ ist nicht das Produkt der unmittelbaren Erscheinung des ‚Realen‘ in der Sprache.“ (Hall 1999: 99)

3.2 Indirect quotation

Indirect quotations serve the analogous reproduction of the ideas of others or of significant passages of text, using one’s own words (paraphrase). Paraphrases/paraphrasing should be prevalent in a scientific paper/thesis. Of course, a bibliographical reference is indispensable to introduce and/or to conclude the paraphrase. It is not permissible to identify text passages that have been adopted (almost) verbatim as indirect quotations.

Vernuccio (2014) mentions three strategic elements referring to branding.

or

In branding, there exist three independent strategic elements (Vernuccio 2014).

or

The three strategic elements that have to be taken into account when it comes to branding are strategic vision, organizational culture and corporate image (Vernuccio 2014: 212).

3.3 Secondary citation

The ‘second-hand’ quotation is only permitted in exceptional cases, when the original source is generally not available or can only be obtained by means of a disproportionately great effort. Use of the inter-library loan service is deemed reasonable in any case! The frequent use of secondary citations is not permissible.

“Even given the fear that corporations have disproportionate influence because of their ability to engage in ‘deep-pockets’ spending, they do not dominate the opinion arena, and may even be at certain disadvantages because of their apparent size and questionable credibility.” (Heath 1992: 318, as quoted in Toth 2000: 127)

In the example provided, Heath 1992 is the unavailable original source, which is cited according to the available source, Toth 2000. Note: old before new! The list of references must include an extended reference for both sources (complete set of bibliographical details).

3.4 Notes on the brief reference

In the case of texts co-authored by several authors, the names are connected by oblique:

“Social media has changed the traditional marketing methods which is a one-way flow of information (for example, television and radio) while encouraging a two-way communication flow. The use of social media allows easy sharing of information to a wider audience while increasing brand awareness and promoting company’s products and services.” (Ogbuji/Papazafeiropoulou 2016: 4)

If you are quoting from a text with more than three authors, only the first author is named, and the others are indicated by et al. However, the list of references must include the full names of all authors.

“In a world of constant change and progress, business management must not stop but is in need for subsequent adaption.” (Diehl et al. 2013: 353)

If you are quoting from a contribution to an anthology, name the author(s) of the contribution in the brief reference, rather than the editor(s) of the book. This also applies to quotations taken from the introduction!

If you are quoting from a journal article, name the author(s) of the article, rather than giving the journal’s name or naming the editor(s).

4 List of references

All literature quoted must, in its entirety, be listed in a list of references provided at the end of the text, arranged alphabetically by the surnames of the authors. Under no circumstances should you cite literature in your manuscript and in the list of references, which has not been used.

Do not arrange the list of references by the type of source (reference books, journals, etc.), with one single exception: For other sources, these generally being non-citable sources or research material (e.g., the websites used for a web analysis, films used for a film analysis, etc.), a separate heading can be inserted. Non-citable sources include books on popular science, popular magazines, and mass media, such as, for instance, Kronen Zeitung, News, etc., as well as advertising brochures, lecture notes, and school textbooks and the like. Exceptions must be agreed in consultation with the course instructor or the supervisor. Textbooks should be used very sparingly. Quotations from Wikipedia and similar sources are not permissible in any case! In the spirit of the statement made by the founder of Wikipedia, Jimmy Wales, the following applies: “Wikipedia is a starting point but not a reference”.

Take particular care to ensure that you use consistent punctuation in the list of references.

If you need to list several titles by one or more authors with the same year of publication, add a letter for each separate text, include these letters in the brief reference, and use the letters to determine the alphabetical order within the list of references.

Make sure to provide the following details consistently and for each occurrence:

4.1 Monographs

Author, Initials., Year. *Title of book*. Edition. (only include this if not the first edition) Place of publication (this must be a town or city, not a country): Publisher

Audretsch, D., 2007. *The Entrepreneurial Society*. Oxford: Oxford University Press.

Stehr, N. and Grundmann, R., 2011. *Experts: The Knowledge and Power of Expertise*. London: Routledge.

4.2 Anthology

Author, Initials., ed., Year. Title of book. Edition. Place: Publisher.

Silverman, D.F. and Propp, K.K. eds., 1990. *The active interview*. Beverly Hills, CA: Sage.

4.3 Essays from anthologies

Chapter author(s) surname(s) and initials., Year. Title of chapter followed by In: Book editor(s) initials first followed by surnames with ed. or eds. after the last name. *Title of book*. Place of publication: Publisher. Page number(s).

Samson, C., 1970. Problems of information studies in history. In: S. Stone, ed. *Humanities information research*. Sheffield: CRUS. pp.44-68.

Parsons, T., 1968. Professions. In: D.L. Sills, ed. *International Encyclopedia of the Social Sciences*. London/ New York: Macmillan and The Free Press. pp. 536-547.

4.4 Articles from scientific journal

Author, Initials., Year. Title of article. *Full Title of Journal*, Volume number (Issue/Part number), Page number(s).

Belk, R., 1988. Possessions and the Extended Self, *Journal of Consumer Research*, 15(2), pp 139-168.

4.5 Articles publically available on the internet

Authors, Initials., Year. Title of article. *Full Title of Journal or Magazine*, [online] Available at: web address (quote the exact URL for the article) [Accessed date].

Kipper, D., 2008. Japan's new dawn. *Popular Science and Technology*, [online] Available at: <<http://www.popsci.com/popsci37b144110vgn/html>> [Accessed 22 June 2009].

4.6 Newspaper articles

Author, Initials., Year. Title of article or column header. *Full Title of Newspaper*, Day and month before page numbers and column line.

Slapper, G., 2005. Corporate manslaughter: new issues for lawyers. *The Times*, 3 Sep. p.4.

4.7 Unpublished works

You may occasionally have access to a document before it is published and may therefore not be able to provide full details:

Bonnet, J., Dejardin, M. and Madrid-Guijarro, A., (in press) *The Shift to the Entrepreneurial Society: A Built Economy in Education, Sustainability and Regulation*. Cheltenham: Edward Elgar Publishers (Accepted for publication December 2012).

4.8 Statistics / Data sources

Mintel, 2019. Consumer Trends, *Attitudes and Spending Habits for the Home - UK - January 2019*. [online] Mintel. Available through: ARU Library <<http://library.aru.ac.uk>> [Accessed 22 February 2019].

4.9 Websites

Authorship or Source, Year. Title of web document or web page. [type of medium] (date of update if available) Available at: include web address/URL * [Accessed date].

NHS Evidence, 2003. *National Library of Guidelines*. [online] Available at: <<http://www.library.nhs.uk/guidelinesFinder>> [Accessed 10 October 2009].

5 Affidavit

Each paper/thesis must be accompanied by a personally signed affidavit, in which you declare that the work submitted is entirely your own work and that all sources used therein have been quoted conscientiously.

5.1 Template of affidavit in German

Eidesstattliche Erklärung

Ich versichere an Eides statt, dass ich

- die eingereichte Arbeit selbstständig verfasst und keine anderen als die angegebenen Hilfsmittel benutzt habe,
- die während des Arbeitsvorganges von dritter Seite erfahrene Unterstützung, einschließlich signifikanter Betreuungshinweise, vollständig offengelegt habe,
- die Inhalte, die ich aus Werken Dritter oder eigenen Werken wortwörtlich oder sinngemäß übernommen habe, in geeigneter Form gekennzeichnet und den Ursprung der Information durch möglichst exakte Quellenangaben (z.B. in Fußnoten) ersichtlich gemacht habe,
- den Einsatz von generativen Modellen (Künstliche Intelligenz wie z.B. ChatGPT, Grammarly Go, Midjourney) vollständig und wahrheitsgetreu inkl. Produktversion ausgewiesen habe,
- die eingereichte Arbeit bisher weder im Inland noch im Ausland einer Prüfungsbehörde vorgelegt habe und

ich bin mir bewusst, dass eine tatsachenwidrige Erklärung rechtliche Folgen hat.

Ihr Vorname Ihr Familienname e. h.

Ort, Datum

5.2 Template of affidavit in English

Affidavit

I hereby declare in lieu of an oath that

- the submitted paper is entirely my own work and that no auxiliary materials have been used other than those indicated,
- I have fully disclosed all assistance received from third parties during the process of writing the thesis, including any significant advice from supervisors,
- any contents taken from the works of third parties or my own works that have been included either literally or in spirit have been appropriately marked and the respective source of the information has been clearly identified with precise bibliographical references (e.g. in footnotes),
- I have fully and truthfully declared the use of generative models (Artificial Intelligence, e.g. ChatGPT, Grammarly Go, Midjourney) including the product version,
- to date, I have not submitted this paper to an examining authority either in Austria or abroad and that

I am aware that a declaration contrary to the facts will have legal consequences.

Your first name your surname m.p.

Place, date

6 Gender-neutral use of language

The appropriate use of gender-neutral language is one of the fundamental pillars of scientific work nowadays, and represents a formal standard at the Department of Media and Communications. Therefore, care must be taken to maintain gender neutrality in all written work.

7 Titel Page

Every academic paper/thesis begins with a title page, which includes the following de-tails:

- University of Klagenfurt
- Faculty of Management and Economics
- Department of Sociology
- Title
- Subtitle
- Nature of the work (term paper, seminar paper, Bachelor's thesis, etc.)
- Name of the author
- Student/Registration number
- E-mail address
- Course number
- Course title
- Type of course (e.g. SE, PS, etc.)
- Semester (e.g. summer or winter 20XY)
- Instructor
- Date of submission

8 Template of title page

University of Klagenfurt
Faculty of Social Sciences
Studies of Business Administration

Course number: 140.034

Course title and type of course: Sociology

Course instructor: Univ.-Prof. Dr. John Doe

Semester: WS 2023/24



Title of the paper
(subtitle)

Type of paper
(term paper, seminar paper or Bachelor's thesis)

Name:

Matriculation number:

E-mail:

Word count:

Date of submission: