

# JCR Style Sheet

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## GENERAL INFORMATION

The following instructions are necessarily detailed. By following them carefully, authors can avoid delays in the publication of their articles and can reduce the possibility of errors caused by the conversion of improperly formatted manuscripts or errors introduced if portions of such manuscripts have to be rekeyed. Authors are responsible for the correct formatting of their manuscripts, and must submit their manuscripts in the correct style. Be sure to refer to the samples in the Author Packet.

All manuscripts must be double-spaced (including references and interviews) in 12-point Times Roman font with pages numbered consecutively in the upper right corner throughout the entire paper (title page is page 1). Allow margins of at least one inch on all four sides. Use the one font style only throughout text. Papers must be left justified. There is no size constraint on papers (Word files) that are **accepted for publication** (only papers submitted for review). Please refer to the manuscript submission guidelines for this information. Please note: the following information is for accepted manuscripts. There are slightly different instructions online for manuscripts submitted for review.

## MANUSCRIPT ORDER AND CONTENT

- **Title page** (page 1)
- **Author note** (page 2)
- **Abstract** (page 3) (no titles)
- **Text** (begins on page 4) (no title)
- **Appendixes** (if any)
- **References** (double spaced with hanging indent)
- **Tables** (include labels, titles, and notes)
- **Figure legend page** (required for accepted manuscripts only)
- **Figures** (include labels, titles, and notes)
- **Headings List** (required for accepted manuscripts only)

## SPECIFIC DETAILS OF MANUSCRIPT FORMATTING AND ORGANIZATION

### Title page (page 1)

The title of the manuscript is centered on the first page and appears in upper and lower case; author names are listed below the title and appear in all caps. Page number appears as page 1 in the upper right corner.

### Author note page (page 2)

The Author note page (double spaced) includes (for all authors) present position, complete address (including email address), and any acknowledgment of financial or technical assistance. This page is numbered as page 2 in the upper right corner. Nothing else appears on this page (no titles, headers, or footers). Use third person throughout.

### Abstract page (page 3, no titles)

Provide a brief abstract of no more than 150 words that substantively summarizes the article. This page is numbered page 3 in the upper right corner. Nothing else appears on this page (no titles, headers, or footers).

### Text (begins on page 4, no title)

#### Headers and Footers

- Omit all headers and footers (i.e., author names or article running title) from all pages.

#### Headings (three levels only)

- Major headings are centered, capitalized, and in bold type; add an extra return (an additional double space) before and after heading.
- Subheadings are in caps and lowercase, flush left; add an extra return before and after heading.
- Tertiary headings are in capital and lowercase letters, paragraph indented, italicized, and punctuated with a period; add an extra return before heading. Text follows on same line.
- Please make sure that you have more than one secondary heading per section (or no secondary headings). You may have a primary heading and two secondary headings, but never a single secondary heading in a section. There are no restrictions on tertiary headings.

#### Numbers

- Numbers under ten are spelled out except in special circumstances (six to 10 hours, but 5%).
- Numbers followed by % are always numerals (6%, 25%) unless the number begins a sentence (Twenty-three percent of those surveyed...).
- Use numerals with percent (5%), units of measure (4 in. long), money (\$4), dimensions (2 x 2 contingency table), and in technical and mathematical contexts.
- Spell out numbers that begin sentences (Twenty-three children began the program...).

#### Units of Measure

- Spell out units of measure whenever preceded by numerals (4 minute task; NB: no hyphen between numeral and unit).

- Units of measure may be abbreviated in tables.

### Statistics

- All technical and quantitative features must be carefully double checked for precision, including those in tables, figures, equations, and captions. Do not underline anything.
- Standard deviation is abbreviated as SD, and not significant as NS (both roman).
- Italicize all letters as indicated here (e.g.,  $p$ ,  $F$ ,  $M$ ,  $df$ ,  $r$ ,  $t$ ). Do not italicize Greek letters. Use  $x$  for interactions, not an asterisk.
- No zero before decimal point in probabilities (e.g.,  $p < .05$ ).
- Suggestions for reporting p-values. Significant:  $p < .05$ . Marginally significant:  $p$  is between .05 and .10 (e.g.,  $p = .06$ ). Not significant:  $p > .10$ . Please do not use terms such as “approaching significance” or “directionally significant.”
- Use  $p$  for probabilities and  $M$  for means (for singular and plural).
- Use italicized  $M$  when reporting means in the text (e.g.,  $M_{\text{males}} = 3.5$ ). Do not use  $\bar{X}$ .
- Leave one space on either side of operational signs and signs of relation.
- Format example for statistical test results:  $(F(1, 139) = 34.65, p < .05)$ .
- Format when statistical test results follow a mean:  $(M = 5.12; F(1, 139) = 34.65, p < .05)$ .
- Format when results follow differences in means:  $(4.67 \text{ vs. } 5.68; F(1, 81) = 2.94, p < .05)$ .
- $\chi^2(12)$  (chi-square number in regular font, not subscript). Spell out chi-square in text, and use  $\chi^2$  with statistics.
- $F(7, 12)$  not  $F_{(7, 12)}$ . Be sure there is one space after the comma.
- Equations: centered and not numbered, if only one equation. If more than one equation, center equation and put bold number flush right in parentheses. Example:

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

### Capitalization within text

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

### Hypotheses

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

### Footnotes

- **No footnotes.** Please include all information in the body of the text itself.
- If you wish to thank a reviewer or editor for something, put it in the author note.
- If you have extensive footnote-like material, it can be included as an attachment in the online-only version of the published document. Please provide a sentence in the author note if you intend to include this attachment in the online-only version of your article.

### Citations

- Citations are by the author’s last name and date of publication enclosed in parentheses without punctuation: (Kinsey 1960).

- Multiple citations are listed alphabetically and separated by semicolons: (Gatignon and Robertson 1985; Green and Gold 1981).
- Multiple citations by the same author(s) are separated by a comma: (Moschis and Moore 1978, 1979).
- Citations are alphabetical. Articles by a single author precede coauthored works by that author. Coauthored works are listed alphabetically, name by name: (Green 1978; Green and Gold 1981; Green and White 1980).
- The citation should stand just within a punctuation mark. When it is necessary to reference a particular page, section, or equation, the page number should be placed within the parentheses: (Andreasen 1984, 785). NB: no “p.” or “pp.” for page or pages.
- If an author has published two or more works in the same year, list them alphabetically by title in the references, differentiated by letters after the date in both the reference list and the text: (1988a, 1988b).
- Two authors: **always** cite both authors (e.g., Green and Smith 1978).
- Three authors: after first mention (e.g., Black, Jones, and Gould 1990), use first author’s name and et al. (e.g., Black et al. 1990).
- Four or more authors: **always** use first author’s name and et al.
- Be sure to use a comma at the end of a series before the conjunction (Green, Smith, and Jones).
- No need to use cf., i.e., e.g., refer to, compare, see, or other abbreviations before proper names in citations. It’s obvious that you want the reader to refer to the citation. (This is new.)

#### Other general formatting requirements

- Use % following numerals. Do not spell out “percent” (unless it stands alone without a numeral or follows a number beginning a sentence, as in “Twenty-three percent of respondents...”).
- Use abbreviations such as “i.e.” and “e.g.” (followed by comma) within parentheses only. Spell out “that is” and “for example” in the text.
- Change all mention of “paper” or “manuscript” to “article” (accepted manuscripts only).
- Replace the term “subjects” with “participants” or “respondents” throughout the manuscript, except where the term is technical (e.g., “between subjects”).
- Spell out “versus” in text (vs. in parentheses).
- Use **boldface** for primary headings only.
- Use italics (only very sparingly if at all) for emphasis in text.
- Do not use quotation marks in text unless you’re quoting something directly or defining something.
- Do not use quotation marks for emphasis.
- Use one space only at the end of sentences and after colons (not two).
- There is no hyphen in “poorly arranged,” “randomly selected,” etc. (no hyphen after **ly** modifiers).
- Commas and periods always go inside quotation marks.
- Use a comma at the end of a series before the conjunction (John, Peter, and Mary will receive...).
- **Do not use special formatting or section breaks.** Use hard page returns to start a new section.
- Do not leave any blank pages within text or between sections.
- Dashes should connect the text on both sides—thank you! (That was an example of the dash format.)
- Do not use ampersands (&) and do not underline anything.
- Just to confirm, DO NOT UNDERLINE ANYTHING.
- **Use 12-point Times Roman font throughout text (do not use narrow fonts).** All text is double spaced (text, references, abstract, quotations from respondents, etc.). Do not set the spacing at

“exactly 12” or anything else (use double spacing only). Do not use condensed characters or text of any kind.

## Appendixes

If appendixes are provided (not necessary), they appear on a new page after the text and before the Reference section. Multiple appendixes are labeled with letters (Appendix A, Appendix B). A single appendix is labeled without the letters (Appendix).

## Online-Only Supplemental Materials/Enhancements

If your final materials include an online-only supplement (separate attachment) for special figures or data that will enhance your article but cannot be included in the print version because of space constraints, please provide a **separate Word file that follows the same style sheet instructions for regular articles**. In the author note of your main paper, add a sentence explaining that supplemental materials (include a brief description) will be included as an attachment in the online-only version of the article.

## References

References must be double spaced with a hanging indent and begin on a new page following the text (or appendixes, if any). Authors should cite references judiciously, with the goal of including only those prior works of direct relevance and importance to the research reported. The reference list is not intended to serve as a bibliography; all unnecessary, redundant, or tangential references should be eliminated. Each reference should be cited in the text at an appropriate place. **Do not include uncited works in the reference list.**

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

- Moschis, George P. (1976), “Acquisition of the Consumer Role by Adolescents,” unpublished dissertation, the Graduate College, University of Wisconsin, Madison, WI 53706.
- \_\_\_\_\_ (1980), “Communication Information Use: Individual versus Social Predictors,” *Communication Research*, 7 (April), 139-60.
- Moschis, George P. and Gilbert A. Churchill Jr. (1978), “Consumer Socialization: A Theoretical and Empirical Analysis,” *Journal of Marketing Research*, 15 (November), 599–609.
- Moschis, George P. and Roy L. Moore (1979a), “Decision Making among the Young: A Socialization Perspective,” *Journal of Consumer Research*, 6 (September), 101–12.
- \_\_\_\_\_ (1979b), “Family Communication and Consumer Socialization,” in *Advances in Consumer Research*, Vol. 6, ed. William L. Wilkie, Ann Arbor, MI: Association for Consumer Research, 359–63.

Moschis, George P., Roy L. Moore, and Ruth B. Smith (1984), "The Impact of Family Communication on Adolescent Consumer Socialization," in *Advances in Consumer Research*, Vol. 11, ed. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 314–19.

### General reference guidelines

- Provide volume plus issue month, season, or number, plus pages for each journal article reference.
- Spell out all authors' and editors' first names (even if the first name does not appear in the original reference). Check with your university reference librarian if necessary. This information is often found in the PsychInfo database.
- Page numbers (e.g., 148-49, but 188-204). Please delete the first digit of the second number if the first digit of the second number is the same as the first digit of the first number.
- Do not use eds. (always use ed.) This stands for "edited by." The exception is when there are multiple editors (instead of authors) before the year of publication.
- Do not use "in press." Use "forthcoming" in place of the date when the date is not known and in place of page numbers when the date is known.
- Question marks in titles are never followed by a comma or a period. Example: "Why Me? Because I Said So." NOT "Why Me?, Because I Said So." Again, NO commas or periods after question marks.
- Zip code abbreviations for states and Canadian provinces (AB, BC, MB, NB, NF, NS, ON, PQ, SK).
- Shortened form for publishers (e.g., Sage, Routledge).
- Works by a single author or same team of authors arranged chronologically (oldest to most recent).
- Works by different teams of authors are arranged alphabetically by second and third authors.
- Works published in the same year by an author or team of authors arranged alphabetically by title.
- **DO NOT UNDERLINE ANYTHING.** Titles should be in quotation marks (articles) or italics (journals, books).

### Formatting guidelines for specific references

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

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

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

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

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

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

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

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

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

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

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

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

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

- **Government publication**

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

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

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

Wittink, Dick R. and Lakshman Krishnamurthi (forthcoming), "Rank Order Preferences and the Part-Worth Model: Implications for Derived Attribute Importances and Choice Predictions," in

*Proceedings of the Third Annual Market Measurement and Analysis Conference*, ed. John W. Keon, Providence, RI: Institute of Management Sciences.

- **Web sites and URLs**

Doe, John R. and Mary Smith (2000), "Learning from the Web," <http://www.learning.org/now/>.

- **Newspapers**

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

- **Reference with original publication dates**

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

*Please note: There must be a reference for every citation, and a citation for every reference. Please do not include references that have no corresponding citations in the text, and please be sure that you have provided the complete reference for every citation.*

## Tables

Tables follow the list of references. Each table should be numbered consecutively, submitted on a separate page (one per page) and collated at the end of the manuscript. Do not insert tables in the text. Indicate appropriate table placement in the text as follows:

---

Insert table 1 about here

---

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

Tables should consist of *at least* four columns and four rows; otherwise they should be left as in-text tabulations. Tabulations should not have titles or notes but should be described in the text's preceding paragraphs. **Do not insert the entire table in a text box.** Use Word's table feature with columns and rows.

### Specific Table Guidelines

- **Labels:** Tables must be numbered, and labels must be centered and typed in caps and lowercase.
- **Titles:** Tables must have a short descriptive title, centered and typed in caps and lowercase.
- **Capitals:** Only the initial letter of a given word, phrase, or columnar head in a table is capitalized.
- **Heads:** All columns must have headings; each column head must relate to its subhead.
- **Columns:** Decimals are aligned.
- **Notes:** Notes cued by lowercase superscript letters appear at the bottom of the table below the rule, paragraph indented. Descriptive information in addition to any notes should be placed above the notes, paragraph indented.

- **Tables with text only should be treated in the same manner as tables with numbers (formatted as Word tables with rows, columns, and individual cells).** Please do not use tabs and spaces.
- **You can use sans serif fonts in tables (Helvetica, Arial).**

## Figure Legend Page

The Figure Legend Page contains a list of figure labels, titles, and notes as a separate page preceding the actual figures. This is only required if a manuscript has been accepted for publication. See the author packet for a sample (accepted manuscripts only).

## Figures

Each figure should be numbered consecutively, centered at top of page, submitted on a separate page (one per page), and collated at the end of the manuscript—do not insert figures in the text. As described below, all titles, legends, and notes should be included with each figure in the main document. If there is only one figure, number it as figure 1. Indicate appropriate figure placement in the text as follows:

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Insert figure 1 about here

---

Refer to figures in text by number (e.g., figure 1). When referring to figures, do not use “above,” “below,” “preceding,” “the following,” and the like.

Authors whose papers have been accepted for publication in *JCR* must submit excellent quality figures in electronic format. Lettering on all figures must be professional in appearance and large enough to be easily read when reduced to actual size. Labels, titles of figures, and notes should be included with the actual figures themselves in addition to the figure legend page in the main manuscript.

### **Specific Figure Guidelines (please see <http://www.ejcr.org/artwork.htm> for instructions)**

- **Labels:** Figures must be designated by numbers, and their labels must be centered and typed in all caps.
- **Titles:** Figures must have a separate descriptive title, centered, and typed in all caps.
- **Lines:** Clearly differentiate lines within figures. Variations include bold line, fine line, broken line, dotted line, etc. Lines within the figure should be identified by either a legend or a short description in a note.
- **Axes:** If a figure entails axes, label both vertical and horizontal axes. The ordinate label should be centered above the ordinate axis; the abscissa label should be placed flush right beneath the abscissa. Place all calibration tics *inside* the axis lines and their values *outside* the axis lines. If the junction of the axes is zero, there should be only one zero.
- **Space:** When boxes are used to delimit text or freespace drawings in figures, white space inside boxes should be kept to a minimum.
- **Legends:** Legends should be placed horizontally, if possible, either in an appropriate white space in the figure or centered beneath the figure.

- **Notes:** Notes cued by lowercase superscript letters appear at the bottom of the table below the rule, paragraph indented. Descriptive information in addition to any notes should be placed above the notes, paragraph indented.
- **Photography Requirements:** Authors who plan to use photographs are required to include these photographs as part of the main manuscript file. Photographs should be handled as figures. If the manuscript is accepted for publication, the author includes separate files as outlined at <http://www.ejcr.org/artwork.htm>.
- **Please include the figures in the document in addition to separate figures (they must match).**

## Headings List

Authors must provide a list of headings (in the order they appear in your paper), left justified, with primary headings (numbered 1) formatted in bold type in all caps; secondary headings (numbered 2) formatted in upper and lower case; and tertiary headings (numbered 3) formatted in italics in upper and lower case. The order should be the same as the text order. The headings list is only required for manuscripts that have been conditionally or finally accepted for publication. The headings list follows the figures in your manuscript (as part of the main manuscript, not a separate file).

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

Sample:

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

*Do NOT number 123456, etc. ONLY use 123 (which designate the type of heading).*

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**See final checklist on the next page.**

**Final Materials Checklist**  
**(for Accepted Manuscripts Only)**  
**Log in to your author page to submit your final materials.**

- 1) Manuscript file in Word (conforms to Style Sheet). Be sure you've included your headings page as the final page.
- 2) Identical Manuscript file in PDF.
- 3) A separate supplemental file (an attachment) for online-only special materials in Word (only if applicable).
- 4) Author and manuscript information.
- 5) Separate TIFF figure files (bitmap mode, 800 resolution). Please follow the instructions carefully—very important!  
(<http://ejcr.org/artwork.htm>)
- 6) A plain language 500 to 1000 word summary for publicity purposes.  
Include the manuscript title and author names at the top of this document.  
Ask the managing editor at [jcr@bus.wisc.edu](mailto:jcr@bus.wisc.edu) for a sample if necessary.
- 7) Any necessary permissions. Check with the managing editor prior to contacting companies. Permissions are very rarely needed because we are a nonprofit educational journal.  
(<http://ejcr.org/Permissions-info.html>)
- 8) The publication agreements for all authors.  
Please make sure they have been faxed and received BEFORE submitting your final materials.  
Please TYPE the information at the bottom of the form, sign by hand, and fax.  
(<http://ejcr.org/PA-info.html>)
- 9) Read the “Common Mistakes” section and double check your documents before submission.  
(<http://ejcr.org/Common-Mistakes.html>)
- 10) Please send the journal recommendation form to your librarian.  
Please ask your co-author to do the same.  
(<http://ejcr.org/library-form.pdf>)
- 11) **Please subscribe or renew (it's only \$65/year or \$25/year for students).**  
**Please ask your co-authors to do the same.**  
(<http://journals.uchicago.edu/JCR/order1.html>)
- 12) Submit all final materials online at your author page.

Please contact the JCR Editorial Office if you have any questions ([jcr@bus.wisc.edu](mailto:jcr@bus.wisc.edu)).