APA Citing Guide for Strat Comm - Butler Libraries
May 2023
Sally Neal, Librarian, sneal@butler.edu

The examples below are for those resources you will be using most often in your research for Strat Comm and Arts Admin. classes. Contact Librarian Sally Neal, sneal@butler.edu, with questions.

Journal Article - with DOI assigned / found in a Library Database such as EBSCOhost, ProQuest, or Google Scholar:

Lastname, F. M., & Lastname, F. M. (Year). Title of article. Title of Periodical, Vol.(Issue), page numbers. DOI

Pompe, J., Tamburri, L., & Munn, J. (2020). Marketing strategies for performing arts audiences: characteristics of ticket purchasers. *Journal of Nonprofit & Public Sector Marketing*, 32(5), 453–464. https:/doi.org/10.1080/10495142.2019.1589631

Note: if you are copying and pasting the APA citation from ***off-campus***, some databases include the Butler proxy address for the doi address, so it will look like this:

> https://doi-org.ezproxy.butler.edu/10.1016/j.ejor.2020.06.018

In these situations, remove the Butler proxy part: .ezproxy.butler.edu. Or, check with your instructor to see if they want the Butler proxy included; the ez-proxy Butler address allows Butler faculty, students, and staff to access the article if not on campus.

If you are retrieving an article from Google Scholar and the site where the article is accessible has the DOI, include it. (Just clicking on the " " cite image on the Google Scholar listing will not include the DOI).

Article with <u>*no DOI*</u> / found in a Library Database such as EBSCOhost, ProQuest or Google Scholar:

Ordabayeva, N., Cavanaugh, L. A., & Dahl, D. (2022). A new strategy for counteracting the impact of negative online brand reviews. *Marketing News*, *56*(2), 26–27.

When *no DOI* is available and it **comes from a database**, such as EBSCOhost or ProQuest,, APA indicates to cite it as a print journal. Or, ask your instructor if they want you to include a permalink to the citation.

Ebook (that you retrieved from WorldCat)

Lastname, F. M. (Year). *Title of book*. Publisher.

Chambers, L., Morehead, J., & Sallee, H. (2020). *Make your business social : Engage your customers with social media*. Business Expert Press.

Chapter in an ebook (edited book with a chapter author(s)):

Allen, K-A, Svendsen, G. T., Marwan, S., Arslan, G. (2021). Trust and belonging in individual and organizational relationships. In M. A.Camilleri (Ed.), *Strategic corporate communication in the digital age*. (pp. 19-32). Emerald Publishing Limited.

Website

Lastname, F. M. (Year, Month Date). *Title of page*. Site name. URL

Harris, J. (2022, February 22). *How to create inclusive content to make your audience feel seen (and heard)*.
https://contentmarketinginstitute.com/articles/create-inclusive-content-marketing

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Specialized Databases

==MRI Simmons Crosstab==

MRI-Simmons. (2021). *2021 Spring MRI Simmons USA: Crosstab on consumers who drink/eat drinkable smoothies the most and generations* [Data Set].
https://insights.mrisimmons.com

==MRI Simmons Quick Reports==

MRI-Simmons (2021). *2021 Spring MRI Simmons Connect: Demographics report, consumers who drink/eat drinkable smoothies the most* [Data Set].
https://insights-mrisimmons-com.eu1/

Tips:

- For the Title of the Data set, include the name of the survey used, ex. 2021 Spring MRI Simmons USA, Consumers that visited Einstein Bagels Restaurant once in the last six months.

- For the Title of the Dataset for Quick Report, be sure to indicate what report you are using, ex:
  - Demographics Report
  - Segmentations Report
  - Social Media Usage Report

Mintel Report

Allman, E. (2021). *Fast casual restaurants-US-2021*. Mintel. https://www.mintel.com

Mintel Dataset

Failla, J. (2019, May). Databook: Quick service restaurants-US. [Data set]. Mintel.
https://www.mintel.com

Tips
- The author of the report is listed on the first page of the report.
- Mintel Databook: Mintel databooks are available as Excel files linked to Mintel reports. Use the author that is listed for the report associated with the databook.

SAVI

SAVI Zipcode Profiles:

SAVI (2022). *Community Profile: Zipcode 46220* [Dataset]. The Polis Center, IU Luddy School of Informatics, Computing, and Engineering at Indianapolis. https://www.savi.org/

SAVI Premade Report:

SAVI. (2019). *Working Age Profile*. SAVI. https://www.savi.org

Prizm

PRIZM Premier (2024). *Lifestage Group: Zipcode 46220* [Dataset]. Claritas.
https://claritas360.claritas.com/mybestsegments/#zipLookup

First Research

First Research. (2020, July 20). *Fast food & quick service restaurants*. First Research.
https://www.firstresearch.com

(SBRnet) Sports Business Research Network / Sports Market Analytics

SBRnet. (2022). *Basketball: College fan market summary*. Sports Market Analytics.
https://sportsmarketanalytics.com/

- For the date field, cite the most recent date of data you are using or a range, ex. 2017-2022.

Statista - Statista is an *aggregator* of statistics. Any references should be made to the original source of information.

Watch this quick video to learn how Statista provides citations to the original source for you: **Citing Statista**.

To find other citing for other Butler databases, consult: Citing Information from Butler Business Databases.

GuideStar

GuideStar (2019). *United Way Worldwide*. GuideStar. https://www.guidestar.org

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Infographics

Salesforce. (n.d.). *Need -to-Know Statistics Digital Marketing for Nonprofits* [Infographic].
Salesforce.
https://nonprofits.twenti.com/need-to-know-digital-marketing-statistics-for-nonprofits-an-infographic/

Images

Basic Format for Stock Image: Author. (Year). Title of image [format]. Website. URL

Image With No Author, Title, or Date: [Subject and type of work]. (n.d.). URL

Google for Nonprofits World Image. (n.d.).
    https://urstore.ca/blog/7-tools-that-will-change-nonprofit-marketing/

Where to retrieve public domain images (so you don't have to worry about copyright issues)

- Penn Libraries LibGuide with Public Domain image listings: Finding Open Access Images
- Butler's LibGuide on: Find Images & Media

**Citation Style for Professor Campbell's STR 327 Research Methods in Strategic Communication course:

Wang, L., & Miller, L. C. (2020). Just-in-the-Moment Adaptive Interventions (JITAI): A
    Meta-Analytical Review. *Health Communication*, 35(12), 1531–1544.
    https://doi.org/10.1080/10410236.2019.1652388

Permalink:
    https://ezproxy.butler.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip&db=ufh&AN=145890318&site=ehost-live&scope=site

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Tips about this Cheat Sheet
- We live in two worlds: the most recently published APA style is the 7th ed., published in 2019; however, some databases, like ProQuest, still use the 6th for their citation style for older citations. The style explained below is the 7th edition and should be the one you follow.
- For *scholarly research* articles, APA requires a **DOI** instead of a web address. This is a universal address that will always lead to the journal article *citation* (not always the full text).
  - DOI stands for: "Digital Object Identifier" and is a numeric string of numbers, ex. 10.1002/nml.21346
  - In a citation the format will look like this: https://doi.org/10.1002/nml.21346.
  - *You may have to add in the address prefix manually, which is the: https://doi.org*
  - The DOI Resolver Tool: http://dx.doi.org is a publicly available resolution service for all DOIs. You can go to this resolution site and type in the DOI to locate the citation.

- The references below are single spaced to shorten the length of this document. When creating your APA Reference List, use double spacing with the hanging indent.
- What are permalinks? Permalinks are persistent links that will lead you back to the source, it is different from the browser URL, which is usually a non-permanent, or dynamic link. If your instructor wants you to provide permalinks to articles or ebooks, I would copy and paste it *under* the citation. Dr. Campbell's STR 327 course requires this. See the example at the end of this document.**
- Don't forget presentation citing! Provide a Reference List at the end of your PowerPoint/Google Slides presentation.
  - And, provide a brief title citation, at the bottom of the slide, for slides that have data on them.
  - LSB's Citing Sources LibGuide provides examples of how to cite within a PowerPoint presentation.
- The examples below are for those resources you will be using most often in your research for Strat Comm and Arts Admin. classes.
- Contact Librarian Sally Neal, sneal@butler.edu, with questions.

Databases that use 7th or 6th Edition of APA:

Communication & Mass Media Complete - 7th
Business Source Complete - 7th
ABI Inform Complete - 6th, 7th (for newer)
Academic Search Complete - 7th

When in doubt, consult the Purdue OWL (Online Writing Lab) APA Style Guide, particularly the following pages:
- Reference List: Articles in Periodicals
- Reference List: Electronic Sources

In-Text Citation

Called the Author-Date style

- No direct quoting (paraphrasing or summary), use: (author's last name, year).
- Direct quoting, use: (author's last name, p. 100, year) or (author's last name, pp. 100-102, year).

Again, go to the Purdue Owl, specifically, these pages, for further clarification:
- In-Text Citations: The Basics

- [In-Text Citations: Author/Authors](#) - provides direction when a work has multiple authors