First name Surname

**Writing guidelines**

Possible specifying subheading

School of XXX

Discipline and level of thesis

Degree programme

Vaasa 20XX

|  |  |  |  |
| --- | --- | --- | --- |
| **UNIVERSITY OF VAASA**  **School of XXX** | | | |
| **Author:** | First name Surname | | |
| **Title of the thesis:** | Writing guidelines : Possible specifying subheading | | |
| **Degree:** | Master of Example Sciences | | |
| **Discipline:** | Own degree programme | | |
| **Supervisor:** | First name Surname | | |
| **Year:** | 20xx | **Pages:** | 55 |

**ABSTRACT :**

The thesis must be accompanied by a page-long abstract placed after the cover page. The font of the abstract is Calibri, and the font size is 11. The line spacing is 1. The abstract is written primarily in the passive form and its recommended verb tenses are present and perfect. The first person can be used, if necessary, to clarify one’s own choices. No citations are included in the abstract. Also, specific research results such as percentages are not included.

The abstract is equivalent to the maturity test in the master's thesis. It includes information on the background or starting point of the research, the research problem or research objective, theory, key concepts, methods used, data, key findings and research results, as well as conclusions and interpretations. The length of the abstract should be one full page (approximately 400-450 words), in accordance with these guidelines. No abstract is included in the course assignments.

If the thesis is written in English, the abstract must be written in Finnish. If the author has received his/her basic education in a language other than Finnish, the abstract may be written in English or in another language agreed on with the supervisor.

The abstract is added when the thesis is stored in the database and it is publicly visible and searchable by search engines.

Keywords describe the key concepts of the work. The keywords of the thesis (5–8) are listed at the end of the abstract. Keywords are written in the same language as the dissertation and can be discussed with the supervisor. Keywords are important for the thesis to be retrievable. The purpose of a keyword is not to be unique, but to indicate which field the thesis is related to. When storing theses in the Osuva database, only words found in the general Finnish ontology (YSO) can be used.

|  |
| --- |
| **KEYWORDS:** (5–8 keywords, check if necessary in the term bank). |

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Abbreviations

# Using the writing guidelines

This text presents the writing guidelines of the University of Vaasa. The writing guidelines apply to all degree programs and specialization options. Instructions on possible exceptions are given separately by the thesis supervisor (for example in the legal sciences).

The writing guidelines explain the layout of the thesis, the use of sources and the finish of the text. The writing instructions also apply to other written assignments from the beginning of university studies: in this way, the writing instructions become familiar before the thesis is written. The writing guidelines do not cover all possible cases. In uncertain cases, your supervisor should be consulted.

The purpose of these writing guidelines is to help students understand the structure of the thesis or assignment and to illustrate how the writing guidelines are to be applied in their own work. The layout of this text follows the layout requirements of the thesis. All the pages presented in this document are mandatory in a thesis. There is no abstract page for university assignments, and there may be separate instructions for the title page and table of contents.

The examples used in this document have either been invented or have been extracted from various publications. The sources mentioned in the list of sources are also partially invented. For the sake of clarity, the source references are not marked separately for each example. The most common examples are presented in this text. More examples are available on the writing guidelines website.

# Format and layout requirements

This chapter discusses the layout requirements for written works and the structure of chapters, paragraphs, and headings. Instructions for images, figures and tables, as well as example settings are also given. The layout follows the guidelines of the University of Vaasa, and the APA 7 style is the basis for referencing sources. Dissertations follow the guidelines of the University of Vaasa's publication series.

## Title page

The title of the work is written on the title page. The name must be concise and correspond to the content of the work. The title of the work can consist of two parts, in which case it is divided into a main heading and subheadings. The main heading usually summarizes the topic of the dissertation, but it can also be, for example, a quote from the material used in the research. A subheading is often necessary to outline the delimitation of a research subject.

The margins on the cover page of written works are the same as elsewhere in the work (see Section 2.3). The title page uses the font Calibri and the line spacing is 1. The logo of the University of Vaasa is centered at the top of the page. The name of the author of the work in font size 16 appears centrally in the middle of the page. Below the name, the emboldened main title is written in font size 20. The subheading, if used, is written in font size 14. On the right side of the cover page there is information about what type of work this is in font size 12. At the bottom of the page, the last line is written centrally and gives the university's location: Vaasa 20XX (font size 12). The year is marked according to the year of approval of the thesis. For assignments other than theses, the guidelines for the cover page apply according to the course in question.

## Page numbers and table of contents, as well as other lists

After the title page, all pages are numbered sequentially so that the abstract is on page 2 and the table of contents is after the abstract page. The page numbering extends to the last page of the appendices at the end of the study. The page number is placed in the center of the page, 1.5 cm from the top of the page. The font for the page number is Calibri in font size 11.

In all written works, the table of contents is formatted and positioned in the same way as the table of contents in these instructions (see pages 3-4). The table of contents is titled “Contents”. It is recommended that the table of contents be created with the automatic function of a word processor. The line spacing is 1.5. In the table of contents, the content of the study is divided and organized by title and page number, following the consecutive order of the thesis. The subheadings are indented so that the two-stage subheadings are located 0.5 cm and the three-stage subheadings 1 cm from the left margin. The sources are placed at the end of the table of contents, followed by any other lists. In the table of contents, Sources and Appendices are not preceded by a number. If there is one appendix, it is entered in the table of contents as follows: Appendix. Title of the Appendix. If there are several, they are numbered consecutively. The table of contents does not use dotted lines between headings and page numbers. The abstract page is not included in the table of contents.

Other lists include lists of images, figures, tables, symbols, terms, and abbreviations. They are placed on a separate page after the table of contents. Images, figures and tables are listed one below another, by title and page number. List titles use font size 14 and are emboldened. The list does not include possible sources. If there are no more than three pictures, patterns or tables, they do not necessarily have to be presented in list form.

Signs, abbreviations, symbols, and terms that are unlikely to be self-evident to the reader are listed with explanations, in groups in alphabetical order: for example, first the Greek alphabet, then the Roman alphabet, and finally the abbreviations. The list of abbreviations is titled Abbreviations, and includes established abbreviations, regulatory and other abbreviations used in the study. Established abbreviations include, for example, HS (Helsingin Sanomat) and Yle (Yleisradio Oyj). For decrees, their full name is written together with their number. The abbreviations list only includes cases where an actual abbreviation has been used. For example, a decree is not included in the list of abbreviations unless an abbreviation is used when referring to it. When a list of abbreviations is used, the abbreviations do not need to be explained in the text. If there are not many abbreviations, consider writing the full concept when first referring to it in the text, instead of creating a list of abbreviations.

## Text layout and font

The body of the thesis is written in the font Calibri and in font size 12. **Bold** font and *italics* are used in accordance with the supervisor's instructions. Italics often indicate the substance of the language (e.g., the word *word* contains four letters). In terms of accessibility, a bold font is better than italics. Underlining text is not recommended because underlining is often associated with a link. Colours may be used, but the use of these must not be the only way of conveying information. Efficiency measures must be used consistently when used, but should be used sparingly.

The text is positioned so that the left and right margins and the margins at the bottom and top are the same (3 cm). Both edges must be aligned. All written papers use a line spacing of 1.5. Line spacing 1 is used in the abstract, in codes, or in direct quotes longer than three lines. Line spacing 1 is also used in table, image and figure texts, examples and possible footnotes. In the source list, the line spacing is 1.5. Finally, no lines of text standing alone (so-called orphan lines) should be left at the bottom or top of the pages. This especially applies to chapter headings. The entire document is automatically hyphenated. No blank pages should be included.

## Chapters, headings and paragraphs

The text is divided into chapters, which are titled and numbered. All headings are in bold font and are preceded by two blank lines. The titles of the chapters are written in bold, font size 16. The main chapters (1) in the thesis begin on a new page. In other written works, the main title is separated from the preceding text by two blank lines. The subchapters continue on the same page as the preceding text.

The titles of the two-stage subchapters (1.1) are written in bold, font size 14. There must be at least two subchapters: for example, if the work has subchapter 1.1, it must also contain subchapter 1.2. The headings of two-stage subsections are separated from the previous text by two blank lines (line spacing 1.5, spacing in Word 0). If a two-stage subsection follows the title of the chapter, one blank line between the titles is sufficient. In theses, however, it is recommended to have an introductory text between the main chapter and the subchapter.

A multi-stage subsection (1.1.1) is separated from the previous heading or text by two line breaks. The font size is 12, and these headings are also in bold. There must be at least two subsections: if the work has, for example, subsection 1.1.1, it must also have subsection 1.1.2. A maximum of three steps (1.1.1) is the recommendation. A fourth level heading may be used if necessary, for clarity. Its layout corresponds to the third level heading. After the title there is always one blank line before the text.

The text is divided into paragraphs separated by a single blank line. It is recommended that the paragraphs are approximately equally long. For example, there must be no full-page or single-sentence paragraphs. Long lists, such as those marked with dashes or numbers, should be avoided.

By using word processor styles, the file can be made accessible. Formatting the title simply by changing the layout is not allowed. More information on accessibility is available on the LibGuides writing instructions website.

## Images, figures, tables and examples

Images, figures and tables complement the text. Their content must be so precise that they can be viewed and understood without seeing the actual text. The actual text must include a reference to each figure, image, table, and example. Figures, images and tables must be clearly visible and appropriate in size. For example, they must not include unnecessary blank space and must fit within the set margins and on one single page.

Images, figures, and tables are separated from the body of text by a single line break (spacing with the Word programme 0) both above and below. Figures and tables must have a unified overall graphic appearance, in keeping with the academic design used in the particular field in question. Captions and explanatory texts for tables are written in font size 11. The contents of figures and tables may not be repeated verbatim or numerically in the text but must be adequately interpreted and explained. The actual text should refer to each image, figure or table at least once. The explanation can be placed before or after it, as long as it forms a natural part of the text.

Figures and tables can be referred to in the text, for example as follows:

1. Process writing involves different steps (see Figure 2).
2. Table 1 summarizes the numbers and percentages of Facebook content categories.

Images, figures and tables can also be presented in appendices. Images, figures and tables must include alternative text, so-called alt text. For all images, figures and tables, including those translated into or from Finnish by the writer, the original source must always be mentioned. If the image, figure or table has been modified, the source is marked (adapted from…).

### Figures and images

Images and figures must either be the author's own or include the original source title and a reference. The source reference is marked according to the instructions (author, year and, if necessary, page number). Images exceeding the work threshold must be authorized by the author. For example, a screenshot of a website is subject to copyright. The images and figures are each numbered in their own series and given their own separate lists after the table of contents. Figures and images are separated from the body of text by one blank line above and below the figure or image. The title of the figure, i.e., the caption, is written below it and ends with a full stop. Any source references are included in parentheses after the caption. In this case, the caption ends at the full stop after the source reference. The text **Figure 1.** or **Image 1.** is in bold, but the caption itself is not in bold. The font is Calibri, the font size is 11, and the line spacing is 1. Captions must be specified. If the caption continues on the second line, it is indented to start at the same point as the caption on the first line. Figures and images must be adequately explained in the text. The alternative text must state what information will be lost to the reader if the image or figure is not visible.

Figures can be used to illustrate and simplify the topic that is presented. There are several good tools for creating patterns, such as Word SmartArt. Figure 1 shows how the research results can be illustrated graphically.

**Figure 1.** Degrees completed at the University of Vaasa in 2020.

Figure 1 is made with the Word SmartArt programme, which can be used to produce various figures based on research data. This is how statistical information can be presented. Figure 1 shows the number of degrees completed at the University of Vaasa in 2020.

When designing figures, keep in mind that even a small symbol has a significant impact. For example, the direction in which the arrow points will crucially change the content and meaning of the figure, as shown in Figure 2. When a student is able to design a figure, it often indicates understanding of the relationship between the different components. Any technical drawings or diagrams must use standardized drawing symbols and symbols for physical quantities. In case the figure is borrowed from another source, the original title must be used and a reference to the source must be given. In some cases, a figure or table can only be borrowed in part, in which case a reference is also made to the original source. In these cases, the text must clearly indicate what the author's own contribution is and what is borrowed from the original source.

**Figure 2.** The phases of process writing (Kniivilä et al., 2007).

Images, i.e., for example photographs or screenshots, should be used in the thesis only if the purpose of the thesis and the method used deem it necessary. If the thesis method is image analysis, it is natural to use images in the analysis. In this case, however, the copyright of the images must be taken into account. Photographs are likely to always exceed the so-called ‘work threshold’, in which case, permission to use it must be requested from the creator of the work. If the creator has transferred his/her rights to the work to another party, such as a publisher or producer, permission to use the work must be directed to them. Permits should be requested at the beginning of the thesis writing process, so that a possible prohibition to use the images can be taken into account when planning the research.

In theses, images can be used to some extent within the so-called quoting right, without permission. The quoting right means that quotes from published works can be used for scientific presentation when the image is closely related to the subject matter discussed in the work. A part of the image or the whole image can be used only to the extent necessary for the examination of the subject, i.e., so-called illustration images must not be used. The use of images is justified when it clarifies and illustrates one's own content. The source reference of the image is the name of its creator or of the publication in which it can be found.

### Tables

Tables can be used in the thesis, for example, to describe the data and to present the results of the analysis in a concise form. The table consists of rows and columns in which the data are presented in a simplified manner.

Tables are also often used to present statistical data. Statistical data are presented as a separate table, either within the text or as an appendix. If the numerical data are scarce, they can also be presented untitled and unnumbered. It is not necessary to present all statistical data separately when focusing on findings relevant to the study. The same information must not be presented in both a table and a figure. Quantitative description presented in a qualitative study may be based on very small samples. In this case, the text should critically discuss numerically presented information which may be generalized. When introducing percentages, it is advisable to also include in the table the numbers on which the percentage calculation is based.

The text must include a reference to each table before the actual table is presented. Statistical data must be introduced in accordance with the principles of statistical presentation. The tables must be clear in appearance and appropriate in size. For example, they must not have unnecessary blank space and must fit within the set margins and primarily on one page. The title bar of the table must be marked.

In Table 1, the order in which the content categories are presented is based on the number, but the criteria may be something else. Alphabetical order often does not function well, as it may affect the interpretation of the table and the information appearing in it.

**Table 1.** The total number of Facebook content categories and their percentage share (Koiranen, 2015, p. 62).

|  |  |  |
| --- | --- | --- |
| **Content categories** | **Number** | **Share (%)** |
| Relationships | 60 | 17,7 |
| Opening hours | 55 | 16,2 |
| Marketing | 51 | 15,0 |
| Content sharing | 44 | 13,0 |
| Events | 43 | 12,7 |
| Information search | 43 | 12,7 |
| Space disruptions | 20 | 5,9 |
| Training | 13 | 3,8 |
| Instructions | 10 | 3,0 |
| **In total** | **339** | **100,0** |

Tables are separated from the body of text by one blank line above the table description and one below the table. The table description is written above the table and ends with a full stop. Possible source references are enclosed in parentheses after the table description. In this case, the description ends with a full stop after the source reference. The text **Table 1** is in bold, but the description itself is not. The font is Calibri, the size is 11, and the line spacing is 1. If a table description continues on a second line, this is indented to begin at the same point as the text on the first line.

In tables, text is usually left-aligned, and numbers are right-aligned. For accessibility, the table header should be specified. Once the table has been created, mark the top line of the table as the title bar, as follows: Place the cursor on the top row of the table to display the Table Tools on the Word command line. From the table tools, select “Layout” and then select “Repeat Header Rows”. This will repeat the title bar of the table, even if the table is spread over several pages. The font of the table is the same as the font of the text, and depending on the size of the table, the font size can be either the same or smaller than the font size of the text. The layout of all tables used in the work should be consistent and excessive enhancement should be avoided. Tables should not be used merely to emphasize the appearance of text.

Tables are listed sequentially as a separate list after the table of contents, images and figures.

### Examples

All **examples** presented from the research material must be numbered consecutively, as the following example illustrates.

1. However, neutral verbs may have their own function in referential structures in addition to communication. This is shown in example (1).
2. Juha Korkeaoja, Deputy Chairman of the party's parliamentary group, said: “It would be worth asking those concerned first. That would clarify the situation considerably.” (Here information on the origin of the example is recorded, e.g., HS September 2, 2017.)

In the example (1), saying something does not in itself form the core of the news, but − −.

The examples must be distinguished from the rest of the text by indentation (1.5 cm: example number, 2.5 cm: example text) and line spacing 1. Usually, there is text after an example, so that it is not the last part of a chapter. All examples must be referred to in the text and also adequately explained. The interpretation of the examples should not be left to the reader. Examples are not marked by quotation marks and are not italicized.

## Special cases

Special cases concern in particular the fields of technology and law.

### Mathematical equations

Mathematical equations should be numbered consecutively and integrated into the text using normal spelling rules, including commas. Each equation is written on its own line and separated from the rest of the text by one blank line before and after. The sequential number of the equation is written in parentheses to the right, and the equation itself should be indented, so that the equation part of all equations starts at the same point. This is illustrated in example (4).

1. The variable is examined with a CS equation

, (1)

where [– –].

The actual variable is introduced first, and the comma preceding the subordinate clause comes at the end of the equation. The quantities of the equation should be explained in connection with the equation only to the extent that they have not been previously explained in the text or in other equations. If the sentence does not continue after the equation, a full stop should be placed at the end of the equation. In this case, the possible source reference comes at the end of the text preceding the equation.

The mathematical representation shall use standardized signs and symbols, in so far as they exist. Standards can be found e.g., in the following publications:

* SFS-ISO 1000 + A1 (1999). SI units and recommendations for the use of their multiples and selected other units.
* SFS-ISO 31-0 + A1 (1999). Quantities and units. Part 0: General principles
* SFS-ISO 31-11 (1999). Quantities and units. Part 11: Mathematical signs and symbols in the physical sciences and technology.

In the absence of standardized symbols, other established signs are used, and as a last option, signs that have been created by the author are used.

### Codes and programme snippets

The programme or programme snippet is indented and separated from the rest of the text by one blank line before and after. The font used is a flat-panel font, such as Courier, with the exception of pseudocode examples, for which it is recommended to use a relative font. If a programme snippet is less than ten lines, there is no need to create a title or list, as in example (5).

1. For example, the following Robot Framework test sequence could be created with which the version of the injection logic block is read into a variable called version and executes a test step depending on the version.

${version}=Get Version

Run Keyword If

${version} == '0.2' Inject CRC Fault 1234 2

This snippet of a Robot Framework example test sequence would inject a CRC fault twice to address “1234” if the fault injector version was 0.2. (Mäenpänen, 2019, p. 60).

If there are ten lines or more, they are treated as images or figures, i.e., they are named **Algorithm 1.** or **Programme 1.**, as in algorithm 1.

**\*\*\* Settings \*\*\***

Library CalculatorLibrary

**\*\*\* Test Cases \*\*\***

Additions

Calculate 12 + 2 + 2 16

Calculate 2 + -3 -1

Subtractions

Calculate 12 - 2 - 2 8

Calculate 2 - -3 5

Calculation errors

Calculation should fail 1 / 0 Division by zero.

**\*\*\* Keywords \*\*\***

Calculate

[Arguments] ${expression} ${expected}

Push buttons C${expression}=

Result should be ${expected}

Calculation should fail

[Arguments] ${expression} ${expected}

${error} = Should fail C${expression}=

Should be equal ${expected} ${error}

**Algorithm 1.** Example of a Robot Framework test sequence, containing a test case and custom keywords (Mäenpänen, 2019, p. 37).

Other details on guidelines in the field of technology can be obtained from the thesis supervisor.

### Footnotes

In public law, parenthetical citation is used only for regulations, while all other references are marked with footnotes. In business law, regulations can be cited either using footnotes or using in-text citations according to the APA style. The chosen way of referencing should be used consistently throughout the work. When using footnotes, the number should be before the dot. The font size for footnotes is 10 pt and line spacing is 1.

Thesis writers in the field of law should observe the established citation practices in their field. It is advisable to discuss these with a supervisor before beginning the thesis work.

### Summaries of legal case resolutions and legal case lists

In public law theses, legal case summaries and high court resolution summaries are to be separated from the actual text by indenting the line 1 cm from the left margin, and by using the font size 11 and line spacing 1. These are summarized in the writer’s own words, not given as quotations.

In the legal case list, legal cases referred to in the thesis are listed in chronological order according to the time of court jurisdiction. The numbers of the pages on which the case is discussed should also be given. The legal case list can be placed either after the table of contents and before the summary page, or after the references and before the appendices.

## Appendices

Possible appendices are placed after the sources list in the thesis. They are titled, numbered consecutively and page numbered, as well as listed in the table of contents. Appendices can be, for example, the questionnaires or interview forms used, other documents related to the collection of the material, or examples of the material. The entire body of material is never enclosed in the thesis. Thesis appendices may also include figures and tables that illustrate the content of the study, but are too large to be included in the text.

# Referencing

This chapter discusses how references are marked in compliance with the writing guidelines of the University of Vaasa. In academic writing, the manner of marking references varies depending on the publication or publisher, so this guide only applies to assignments and theses completed at the University of Vaasa. All sources used in the examples in these guidelines are compiled in a list of sources at the end.

## General information about using references

The use of references is part of good scientific practice. References enable the reader to follow what source material has been used in the study and how. References allow the content of the text to be verified, and they enable the reader to identify when the author relies on the production of another researcher. All sources used are meant to be easily found in the source list. With proper use of references, a student demonstrates mastery of good scientific practice, as an expert in their field.

When citing sources, a distinction is made between references and direct quotes. When referring to a text, the central idea related to one's own research design is formulated in **one's own words.** This is the main reference method in all scientific work. It is not enough for the author to, for example, change every third word or change the original order of the words in his/her own text. It is important that the author has internalized the text that has been read, otherwise it will be impossible to present its message correctly and in a manner relevant to the author’s own research design.

In direct citations, the source is cited in exactly the same form as in the original text. Direct quotes are marked with quotation marks if they are at least three words long, or three lines long at the most. A short quotation is separated from the text by quotation marks. Quotes longer than three lines are written in line spacing 1 indented (1.5 cm) and without quotation marks. However, long direct quotes should be avoided. If the source text contains a typo, it can be indicated in a direct quote by marking [*sic*] after the incorrect word (*sic* (Lat.) = thus, in that way; indeed so). Direct citations always include the page number of the source. Example (6) presents a direct quote of at least three words and three lines at most.

1. One possibility is that “rational myths are embedded in the institutional structures of socio-technical marketing systems […] (Berg, 2021, p. 83).

The following examples show a direct quote that is more than three lines long. For the sake of clarity, the examples have not been numbered consecutively in order to better illustrate the layout of the direct presentation in the text.

Berg (2021) describes the five rational energy myths in the Finnish agora:

The rational myths follow cultural plots: The Rock solid – romance myth that lives in the nostalgia of preferring the past; Big brother – ironic myth accepts change but does not trust appearances; Smart & flexible – comic myth believes in the transformation and evolution of society and that we (technology) will solve the big challenges; Rural resilience – satiric myth makes fun of the nonsense of the ideals of change; Global village – tragedy sees mankind doomed by their actions and a need for a collective effort to avoid disaster. (p. 83)

**OR**

The different rational myths can be described as follows:

The rational myths follow cultural plots: The Rock solid – romance myth that lives in the nostalgia of preferring the past; Big brother – ironic myth accepts change but does not trust appearances; Smart & flexible – comic myth believes in the transformation and evolution of society and that we (technology) will solve the big challenges; Rural resilience – satiric myth makes fun of the nonsense of the ideals of change; Global village – tragedy sees mankind doomed by their actions and a need for a collective effort to avoid disaster. (Berg, 2021, p. 83)

Whenever another author's text is used as an aid to one's own interpretation, or when a text is quoted directly, the reference to the source must be marked. The reference must be made to the source that has been used. The starting point is that the student uses primary sources. If a secondary source is used, this must be evident in the text. The following examples illustrate how references should be marked when secondary material is used.

1. Director Kilpeläinen (Kunelius, 2010) has concluded [– –].
2. Director Kilpeläinen has in Kunelius’s work (2018) concluded that [– –].

The APA 7 style is applied for the source references in the University of Vaasa's writing guidelines. References in the main body of text are marked as in-text citations, i.e., references placed within the text. The references are either **content-based references** or **narrative references.** In a content-oriented reference, the author, comma, blank space, year of publication, comma, blank space, the abbreviation p. (for a single page), or pp. (for multiple pages), blank space, and the page(s) used are placed in parentheses. In a narrative reference, the year of publication and page or pages are placed in parentheses. In both citation methods, the exact pages to which the citation refers are indicated in parentheses. The pages are separated by a dash, which is one line longer than the common hyphen. When referring to the entire article, no page numbers are required. Instead of a page number, a chapter number or name, a slide number, a video timestamp, or a similar specification can be added to the source reference.

**A content-based reference**

Text text text text (Saleem & Larimo, 2016, p. 248).

**A narrative reference**

Saleem and Larimo (2016, p. 248) assert that [– –].

According to Koskela (2003, p. 225) [– –].

In a content-based reference the & symbol is used inside the parentheses, and the word *and* is used in the body text (see also subsection 3.3.2). In a narrative reference, it is possible to use various summarising verbs, such as to *claim, state, present,* and *reflect*.

Sometimes not all source reference information is available. For example, if the date is not found on a website, the term n.d. (no date) is used. The abbreviation n.d. is marked both in the citation and in the list of sources. See chapter 4 (Table 3) for more information on such cases.

## The positioning of references

The source reference must indicate which part of the text in question is based on the source. If the reference concerns **only one sentence**, either a content-based or a narrative reference can be used in the text. It is important to note the scope of the reference, which is illustrated in example (9).

1. Here is an example of a paragraph that uses a content-based reference. If the source reference is marked as in this example, it means that only the last sentence is cited, and all other text represents the author's own voice. Thus, only this sentence is cited (Teikari, 1990, p. 60).

Example (10) illustrates content-based referencing regarding one single sentence and examples (11) and (12) illustrate narrative referencing.

1. The concept of change communication has become increasingly criticized (Ahola & Zafar, 2010 pp. 14–15).
2. Ahola and Zafar (2010, pp. 14–15) assert that the concept of change communication has become increasingly criticized.
3. Ahola and Zafar (2010) assert that the concept of change communication has become increasingly criticized (pp. 14–15).

When the source reference refers to only one sentence, the narrative reference may indicate page numbers or similar information either at the beginning of the sentence or at the end of the sentence. In both content-based and narrative referencing, it should be noted that the full stop comes only after the parentheses.

When the author uses a narrative reference and wants to focus on **several** subsequent **sentences**, the linguistic choices (text wording, vocabulary, theme) must tell the reader when the quoted part of the source work ends and when the author's own thoughts begin. This is illustrated in examples (13) and (14).

1. Saleem and Larimo (2016) reviewed 127 studies conducted between 1972 and 2002 that focused on examining the relationship between responsible business operations and their financial performance. Half of the studies supported their positive relationship, for some the result was neutral, but only a fraction of the studies produced a negative correlation between CSR and financial performance. However, the strong position of financial responsibility in the responsibility debate is not entirely unproblematic. This discussion is continued in the next section, which emphasizes the importance of a critical perspective.
2. Koskela (2003) asserts that [– –]. He/she reminds readers [– –]. Additionally, he finds it important [– –]. Thus, the conclusion is that [– –].

The scope of the reference can be clarified in the text by using transition words or contrasting expressions as *on the other hand, however*, or *in my own work*. The shift can also be indicated by a changing the tenses. For example, if the same source is used in the first sentence of a paragraph and in the next sentence one’s own voice is used, after which the source of the first sentence is referred to again, the source reference must be fully rewritten. Similarly, if the same source is still used in the next paragraph, the source should be recorded again.

Both content-based and narrative referencing can be used alternately in the chapters as demonstrated in example (15).

1. There are a few ways to construct a paragraph. According to Kunelius (2010, p. 14), when quoting a source for the first time, it is worth presenting the author’s name of the source. He also notes that for example, pronouns can be used so that there is no need to repeat the surname. After this, another borrowed idea can be presented and the source reference given (Koiranen, 2015). The author's own idea can be added to this.

In the example above, the first and last sentence, written in black, are the author's voice. The sentences that begin with the word *Kunelius* and *He*, i.e., those written in blue, represent the voice of Kunelius. The sentence beginning with the words *After this*, written in purple, is Koiranen's voice.

Also in the following examples, the content-based and narrative referencing methods are used alternately.

1. Begin with your own thought, your own speech, or present the main idea as your own statement. According to Vartiainen (2020), one could then continue with another person’s voice. According to her, it can be done like this, for example. Ahola and Zafar (2010, p. 70) also state that it is worth beginning with one's own voice, continuing with another voice using a source reference, and then continuing again in one's own voice. On the other hand, there are other ways (Tiainen, 2018, p. 114). This is where the author’s own idea or the author’s conclusion (s) would begin. This way, dialogue can also be included in the text.

It is important to note that the page number cannot be given as the only source information in the sentence, but each sentence mentioning the page number must also include other source information (author, year of publication).

## Further information on references

The following subsections discuss examples of references that all thesis writers must observe when working on a text.

### The writer’s name in the middle of a sentence

The source reference can be placed at the end of a sentence or paragraph (see section 3.2). However, the author's name may appear in the middle of the sentence, in which case the citation is immediately followed by the name. This is illustrated in example (17).

1. Text types can also be approached from the perspective of the sociology of knowledge: Günthner and Knoblauch (1995, p. 5) suggest that where there is socially relevant information to be “transferred”, there are also conventions.

Using different ways of referencing in the same paragraph or text helps bring the text to life.

### Publications by multiple authors

If the same source has two authors, both authors are included in the citation. When the source reference is in parentheses, the ‘&’ character is used between the names. When the names are written in the body of text, i.e., at the beginning or in the middle of a sentence, the word *and* is written between the names.

If the same source has three or more authors (more than two), only the surname of the first author is written in the text and parentheses, followed by "and others" in a Finnish text and "et al." in an English text. This is illustrated in the following examples.

1. Giles et al (2015) consider the applicability of discourse analysis in the study of digital materials.
2. According to Giles et al. (2015) [- -].
3. In addition, the application of discourse analysis in the study of digital materials has been considered (Giles et al., 2015).

If the first or first few authors are the same ones quoted from different sources, the authors must be indicated until the difference can be distinguished. The terms "and others" and "et al." are plural expressions, meaning that there must be at least two names to give. If this is not the case, the names of all the authors must be written. The names of the authors are listed in the order in which they appear in the source, i.e., they may not be rearranged into alphabetical order.

### Multiple sources in one reference

An idea presented in the same sentence or paragraph may relate to more than one source.[[1]](#footnote-1) In this case, the sources are marked in the same brackets in alphabetical order. The references are separated by semicolons. This is illustrated in example (21).

1. Communication as a discipline has been described by many names, from information science to media studies (see Ampuja et al., 2014; Karvonen, 2005; Väliverronen, 2000).

If there are several publications from the same year, these are listed in the alphabetical order of the authors’ surnames.

### The same author, different publications

Different publications by the same author are distinguished by years, which are listed in publication order. Publications of the same author from the same year are separated in the citations and bibliography by lowercase letters a, b, c, etc., as shown in example (22).

1. The diversity of social media as research material has been shown, for example, in Laaksonen (2016a; 2016b).

Lowercase letters are added as publications are mentioned in the text: the first mentioned in the text is a, the second b, etc. If the sources have two authors with the same surname, the source reference is specified with the authors’ initials. If the year is unknown, enter n.d. -a, n.d. -b.

### Abbreviations

Abbreviations can be used in citations. The abbreviations should be in the same language as the rest of the text (in a text in English, use English abbreviations). See Table 2 below for examples:

**Table 2.** Abbreviations in Finnish and English.

| **Meaning** | **Finnish** | **English** |
| --- | --- | --- |
| Compare | vrt. | cf. |
| See | ks. | see |
| For example | esim. | e.g. |
| and others | ja muut | et al. |
| page(s) | s. | p.  pp. |
| Chapter | luku | Ch. |
| Paragraph | kpl | Par. |
| Table | taulukko | Table |
| Slide | dia | Slide |
| Part | osa | Pt. |

If needed, an in-text citation can be clarified with abbreviations such as cf. (*compare*) and see e.g. (see for example). The former of these emphasises an alternative approach of the cited source. The latter indicates that the topic at hand is further discussed by other scholars in the given sources. The same could also be used to direct the reader to another source or another part of the paper or thesis.

## Citing different types of sources

In the past, scholarly and scientific research has utilised mainly printed sources. Because of this, most citation and reference methods are based on the characteristics of printed books, journals, magazines, and compilation publications. Today, most of the source materials used, even literary sources, are digitalised. In addition, there are special sources such as interviews, statistics and statutes or decrees of law. The use of visual and audio-visual material as sources in research papers is also increasing. The following subchapters explain how to cite different types of sources in academic papers.

### Books, e-books and articles

When citing books, e-books and articles, the same citation methods that were explained in chapter 3 are used. If the source is an article which was published online before the publication of the journal in which it appears, and the more detailed publication information and page numbers are not available, the article may be accompanied with phrases such as "first publication online", "advance online publication", "In Press, Corrected Proof" or "Ahead-of-print". These phrases are combined in the citation into ”advance online publication”. E-books which will be updated are cited with both publication years, meaning the original publication year and the year of the most recent update.

### Theses and dissertations

Theses and dissertations are cited in the same way as published books.

(Reijonen, 2018, p. 16).

In their dissertation, Brown (2019) states that [– –].

Doctoral dissertations are academic publications. It is advisable to ask the thesis supervisor whether or not it is acceptable to use lower level theses, such as Master’s theses, as sources in one’s own dissertation or thesis.

### Official sources (statistics and legislation, such as statutes and decrees)

Finlex is an online database of up-to-date legislative and other judicial information of Finland: <https://www.finlex.fi/en/>. When using printed books of laws, statutes and decrees, please note that the information may be outdated. The database of translations of Finnish acts and decrees into other languages contains appr. 600 full-text translations of Finnish Acts of Parliament (mostly in English): <https://www.finlex.fi/en/laki/kaannokset/>. Finlex also provides [a Glossary of Legislative Terms](https://www.finlex.fi/data/muut/saadkaan/laki.pdf) and a [Glossary of Court Terms](https://www.finlex.fi/data/muut/saadkaan/tuomio.pdf). Parliamentary documents such as government proposals, committee reports and statements are available only in Finnish and Swedish.

Citing a law, statute or decree for the first time in the text:

According to the Act on Financial Aid for Students (65/1994) 15 f §, text text text.

**OR**

Text text text (Act on Financial Aid for Students 65/1994, 15 f §).

Citing the same law again in the same text:

Text text text text (Act on Financial Aid for Students 15 f §).

Citing several sections/paragraphs of law:

Text text text text (Act on Financial Aid for Students 2 §, 15 a §).

Use the abbreviation CD when citing committee deliberations

(CD 1988, 11 p. 25).

Cite statistics with the author (publisher) of the statistic, its publication year and page number.

1. Every other Finn follows at least one social networking site online (Statistics Finland, 2013, p. 13).

The author of statistics is usually a community or an institution.

### Research material, standards, patents

Cite research material, standards and patents in the following ways:

(Finnish Standards Association SFS, 2017).

In the Finnish Standards Association SFS (2017) standards [– –].

(Arrasvuori et al., 2019).

In the patent by Arrasvuori et al. (2019) [– –].

### Online material

Online material tends to be very varied in content and level of reliability, ranging from ministry reports to private blogs. It is advisable to practice caution when using online material and consult the thesis supervisor in any unclear cases. Many online sources do not have a permanent identifier and in such cases the URL address is used in the citation. In addition, the citation must include a retrieval date so that if needed, the reader can verify whether the source has changed since that date. The date is not included in the in-text citation, only in the reference list entry.

### TV and films

The author is usually the director. Since many sources accessed via a streaming service may be available only for a limited time, no URL link is included in a streaming service source reference.

### Emails, interviews and discussions

Personal communication comprises emails, unarchived forum messages, personal interviews, phone conversations and other equivalent discussions.

(S. Smith, personal conversation, 11.12.2019).

Personal communication is not included in the list of references. For example, online pages with limited accessibility, such as Moodle or the intranet of a company, are categorised as personal communication in publications that are aimed at professionals or readers from the general public. Personal communication sources can be cited in the same way as online sources in all papers and Bachelor’s and Master’s theses written at the University of Vaasa.

# Compiling a list of references

All the cited sources are compiled into a list of references, and correspondingly, each entry in the list of references must be cited in the text of the paper or thesis. The in-text citation and the beginning of the reference list entry must match. The list of references is placed after the text of the paper or thesis, but before the appendices, if applicable. The line spacing of the list is 1,5 and there is no empty line between the reference entries. All references (including, for example, research material sources) are compiled into one list in alphabetical order.

The sources are listed in alphabetical order by the author’s last name or by their pseudonym. If the list includes several publications by the same author, they are listed chronologically from the oldest to the newest. All reference list entries should have a 1,25cm hanging indent. This means that each entry is indented from the second line onwards. This chapter gives examples of how to write reference list entries for different types of sources.

The list of references must include the following elements, in the given order and with the details required for the particular type of source.

The first element is the **author.** This means the writer, editor, director, photographer or other creator of the source. The list of references is alphabetised according to this element. When there are **20 or fewer authors,** all of them are included in the reference entry and an ampersand (&) is added before the last author’s name. If there are **21 or more authors**, the first 19 are listed after which there is a comma and a space, three full stops, a space, and after that the very last author’s name.

The second element is **time**. This means the publication year of the source. The year is given at least to the nearest year, but with online material even greater accuracy is often needed. If the publication year is not available (for example in the case of websites), it is indicated with n.d.

The third element is the **title**. This means the title of the book, article, blog post, photograph, etc.

The fourth element is the **origin** of the source. This means the publisher, journal, compilation book, or website. If the *name of the website* is the same as the *author* element, it does not have to be repeated. The DOI and the URL address belong to this element. If a book or an article has a permanent identifier (DOI, URN), it should be used also when referring to a printed book. A permanent identifier is written into the list of references as a URL (DOI <https://doi.org/10.1007/978-3-658-15220-8_18> or URN <http://urn.fi/URN:ISBN:978-952-476-861-0>). If a source has a permanent identifier, the reference entry does not have to include the retrieval date or information regarding an online source. Such a source is comparable to a printed source and the reference entry can be created accordingly.

When a source has no permanent identifier, only an ordinary web address, the reference needs more information. In such a case, the reference entry has to include the retrieval date on which the source was viewed so that the reader can compare whether the page has been updated since then. The retrieval date is written in the following way:

Retrieved yyyy-mm-dd from URL

There is a full stop after each element, unless the element itself ends in a full stop, exclamation mark or question mark, for example Surname, A.A. No full stop is added after web addresses. An automatic line break inserted into the link by Word (or some other word processing programme) is acceptable. However, the author of the thesis should not manually insert line breaks into URL links because it must be ensured that the links work properly in the final version of the thesis.

Sometimes some of these listed elements are not available. Table 3 below displays how to write a reference list entry when one of the elements is missing. In the in-text citations, page numbers are always mentioned if they are available.

**Table 3.** One element missing (APA, 2019).

| **Missing element** | **Solution in the list of references** | **Solution in an in-text citation** |
| --- | --- | --- |
| **Nothing is missing** | Author. (year). Title. Origin. | (Author, year)  Author (year) |
| **Missing author** | Title. (year). Origin. | (Title, year)  Title (year) |
| **Missing year of publication** | Author. (n.d.). Title. Origin. | (Author, n.d.)  Author (n.d.) |
| **Missing title** | Author. (year). [Description]. Origin. | (Author, year)  Author (year) |
| **Missing author and year of publication** | Title. (n.d.). Origin. | (Title, n.d.)  Title (n.d.) |
| **Missing author and title** | [Description]. (year). Origin. | (Author, n.d.)  Author (n.d.) |
| **Missing year of publication and title** | Author. (n.d.). [Description]. Origin. | (Author, n.d.)  Author (n.d.) |
| **Missing author, year of publication and title** | [Description]. (n.d.). Origin. | ([description], n.d.)  [description] (n.d.) |

If access to the source material is limited to a specific group of users, for example the employees of a company (a company intranet) or the participants of a course (Moodle), such sources are referred to and cited in the same way as ordinary web pages. However, the reader must be notified about the restricted availability, for example by adding [restricted availability] in the reference entry. This particular instruction concerns only papers and theses written at the University of Vaasa. If the paper is a professional publication, sources such as these are categorised as personal communication and they are not listed in the references.

These writing instructions demonstrate the most common examples of reference list entries. More examples can be found on the writing instructions’ LibGuides page online.

## Monographies

A monography is a research publication about a specific, coherent topic written by a single author or a group of authors. It can be a printed book or an e-book, and sometimes it can be published in both formats. Both versions are referred to and cited in the same way. If a printed book has a permanent identifier, such as DOI or URN, it is included in the list of references as a link with a https:// prefix. If the e-book link is not a direct link to the book, or the name of the database is not useful to the reader, they are not included in the list of references. The place of publication is not included in a reference entry. A monography is listed in the references in the following way (for the sake of clarity, in these writing instructions the reference list examples are separated with a horizontal line):

**Last name, A. A. (Year). *Title of the book.* Publisher. https://doi.org/10.xxx**

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Kunelius, R. (2010). *Viestinnän vallassa*. Alma Talent Oy. <http://urn.fi/URN:ISBN:978-952-476-823-8>

Piippo, I., Vaattovaara, J. & Voutilainen, E. (2016). *Kielen taju.* Retrieved April 17, 2020 from <http://www.imafi.fi/imafi_dokument/HVVSHyhteenveto%20Uusi>

Slade-Brooking, C. (2016). *Creating a brand identity: A guide for designers*. Laurence King Publishing.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last names with a prefix are alphabetised[[2]](#footnote-2) by the name proper, not the prefix. In such cases the prefix is placed after the first name. Names of different nationalities have different practices and therefore, when citing such a name, it is advisable to check the correct spelling and reference practice preferably from the personal information of the author.

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Leeuwen, T. van (2008). *Discourse and practice: New tools for critical discourse analysis.* Talentum.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­\_\_\_\_

When citing two or more sources by the same author which are published in the same year, they are listed in alphabetical order and separated with a lower case letter added after the publication year (a, b, c). This is also done with article publications.

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Klemola, A. (2019a). *Review of Behavioral Finance*. Laurence King Publishing. <https://doi.org/10.1108/RBF-02-2018-0019>

Klemola, A. (2019b). *Finance Research Letters*. Laurence King Publishing. <https://doi.org/10.1016/j.frl.2019.06.022>

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**Last name, A. A. & Last name, B. B. (Year). *Title* (edition).In E. E. Editor (Ed.), *Name of the book* (pp. 1–123). Publisher. https://doi.org/**

**10.xxx**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Saleem, S. & Larimo, J. (2016). *Hofstede Cultural Framework and Advertising Research: An Assessment of the Literature.* In G. Christodoulides, A. Stathopoulou & M. Eisend (Eds.), *Advances in Advertising Research (Vol. VII): Bridging the Gap between Advertising Academia and Practice* (pp. 247–263). Gabler Verlag. <https://doi.org/10.1007/978-3-658-15220-8_18>

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Last name, C. C. (Ed.). (Year). *Title of the book.* Publisher. https://doi.**

**org/10.xxx**

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Ahonen, G. (Ed.). (2002). *Henkilöstöraportointi, johtaminen ja työssä jaksaminen: Henkilöstövoimavarojen seuranta ja sen hyödyntäminen – tutkimuksen keskeiset havainnot.* [Työministeriö]. Retrieved 11.6.2020 from <http://www.imafi.fi/imafi_dokument/HVVSHyhteenveto%20Uusi.pdf>

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## Articles

If an article has a permanent identifier (DOI, URN) it must be included in the reference entry of its printed version.

**Last name, A. A. (Year). Name of the article. *Journal title*, volume(number), 1–123. https://doi.org/10.xxx**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Kazmi, S. A. Z., Naaranoja, M., & Kytölä, J. (2016). Integrating Strategic Thinking and Transformational Leadership for NPD Idea Support Process.*Procedia - Social and Behavioral Sciences*, 229, 387–397. <https://doi.org/10.1016/j.sbspro.2016.07>

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If the source has no permanent identifier but an ordinary web address, that address is not included in the reference entry, provided that the source is available in print.

**Last name, A. A. (Year, DD. Month). Article title. *Newspaper/magazine title*, volume(number), 1–123.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tiainen, A. (2018, 15. September). Ihminen ajattelee, tekoäly suorittaa. [Interview with brain specialist Henning Beck]. *Helsingin Sanomat*, pp. D14–D15.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When an article is only available online and it has no permanent identifier, the reference entry must include the retrieval date on which the source was viewed so that the reader can compare whether the page has been updated since then. The retrieval date is written in the following way:

Retrieved yyyy-mm-dd from URL

**Last name, A. A. & Last name, B. B. (Year, DD. Month). Article title. *Newspaper/magazine title*, volume(number), 1–123. http://xxx**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ahola, M. & Zafar, A. (2010, 16. December). Merging and Collaboration of Educational Institutes: New dimension of Open Innovation. *LAMK Pro*. Retrieved 2019-12-31 from <http://www.lamkpub.fi/2019/09/09/merging-and-collaboration-of-educational-institutes-new-dimension-of-open-innovation/>

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If the source is an article which was published online before the publication of the journal in which it appears, and the more detailed publication information and page numbers are not available, the article may be accompanied with phrases such as "online first publication", "advance online publication", "In Press, Corrected Proof" or "Ahead-of-print". These phrases are combined in the citation into “advance online publication”. The reference entry is written in the following way:

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Klemola, A. (2019). Small investors’ internet sentiment and return predictability. *Review of Behavioral Finance*, advance online publication. <https://doi.org/10.1108/RBF-02-2018-0019>

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**Last name, A. A. (Year, DD. Month). Title of the newspaper article. *Title of the newspaper*, volume(number), 1–123. https://link.address**

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Vartiainen, P. (2020, 27. January). Palvelujen valinnanvapaus: sumua ja vaikeita termejä. *Ilkka-Pohjalainen*, p. 16. Retrieved 2020-12-18 from <https://ilkkapohjalainen.fi/xxx>

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**Last name, A. A. & Last name, B. B. (Year). Title of the book chapter. In E. E. Editor (Ed.), *Title of the book* (pp. 1–123). Publisher. https://doi.org/10.xxx**

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Saleem, S., & Larimo, J. (2016). Hofstede Cultural Framework and Advertising Research: An Assessment of the Literature. Teoksessa G. Christodoulides, A. Stathopoulou & M. Eisend (Eds.), *Advances in Advertising Research (Vol. VII): Bridging the Gap between Advertising Academia and Practice* (pp. 247–263). Gabler Verlag. <https://doi.org/10.1007/978-3-658-15220-8_18>

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**Last name, A. A. (Year, DD. Month). Title of the blog post. *Name of the blog*. https://link.address**

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Mäkelä, A. (2020, 3. December). Kohti tasapainoa ja parempaa hyvinvointia. *Bloglovin`*. Retrieved 2020-12-10 from <https://ainomakela.vaikuttajamedia.fi/>

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## Theses and dissertations

If a thesis has no permanent identifier, such as URN or DOI, the phrase “Retrieved yyyy-mm-dd from” is added before the URL link. Doctoral dissertations are academic publications. It is advisable to consult the thesis supervisor to ask whether or not it is acceptable to use lower level theses, such as Master’s theses as sources in one’s own dissertation or thesis.

**Sukunimi, A. A. (Year). *Title of the thesis* [Level of the thesis, Name of the university]. Name of the database. https://urn.fi/URN:xxx**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Perttola, L. (2019). *Kynnyksen yli: julkisoikeudellinen tutkimus vanhuspalvelujen saamisen edellytyksistä* [Doctoral dissertation, University of Vaasa]. Osuva. <http://urn.fi/URN:ISBN:978-952-476-896-2>

Reijonen, J. (2018). *Decentralized Machine Learning for Autonomous Ships in Distributed Cloud Environment* [Master’s thesis, University of Vaasa]. Osuva. Retrieved 2019-12-31 from <https://osuva.uwasa.fi/handle/10024/9493>

Salo, M. (2015). *Hyvä liiketoimintapäätös ja johdon vastuu* [Doctoral dissertation, University of Vaasa]. Talentum.

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## Official sources

The author of a source can also be an institution. When a source has no specified author, it is listed either by its publisher or its title. The method of listing such sources must be consistent and follow the overall method of reference listing.

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*Lainlaatijan opas*. (2012). Oikeusministeriö. <http://urn.fi/URN:ISBN:978-952-476-896-2>

Oikeusministeriö. (2012). *Lainlaatijan opas*. <https://doi.org/10.1007/978-3-658-15220-8_18>

Kielitoimiston sanakirja. (2020). Opponentti. Noudettu 24.10.2020 osoitteesta <https://www.kielitoimistonsanakirja.fi/#/opponentti>

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### Statistics

If the in-text citation mentions the name of the publisher, the following information is included in the reference list entry:

**Institution. (Year). *Title of the statistics.* Name of the publisher. https://urn.fi/URN:xxx**

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Tilastokeskus. (2013). *Yhteisöpalvelut istuvat suomalaiseen sosiaalisuuteen*. Retrieved 2017-12-12 from <http://www.stat.fi/artikkelit/2013/art_2013-06-03_001.html>

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Statutes and decrees

When legal statutes or decrees are included in a list of references, the reference entry should include the full title of the statute or decree, the date of issue, slash, the number of the statute, the name and origin of the publisher.

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*Opintotukilaki 21.1.1994/65*. Finlex. Retrieved 2020-12-11 from <https://finlex.fi/fi/laki/ajantasa/1994/19940065#L2P15b>

*Asetus viranomaisten toiminnan julkisuudesta ja hyvästä tiedonhallintatavasta 1030/1999*. Finlex. Retrieved 2020-11-18 from <http://www.finlex.fi/fi/laki/ajantasa/1999/19991030>

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Usually statutes and decrees are not included in the list of references. It is advisable to consult the thesis supervisor for the correct procedure for the field of study in question. The reference list entries for other official sources must correspond to what is included in the in-text citation. Committee deliberations are an exception to this. They are entered in the list of references with their full name instead of the abbreviation ’CD’.

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HE 248/2001 vp. Hallituksen esitys Eduskunnalle laiksi seutuyhteistyökokeilusta.

Komiteanmietintö 1992: 3. Perusoikeuskomitean mietintö. Oikeusministeriö.

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The thesis supervisors will provide more information on this.

## Research material, standards and patents

**Last name, A. A. & Last name, B. B. (Year). *Name of the material* (version) [dataset]. Name of the publisher.** [**https://urn.fi/URN:xxx**](https://urn.fi/URN:xxx)

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Arrasvuori, J., Eronen, A., Lehtiniemi, A. & Leppänen, J. (2019, 10. September). Apparatus and method for associating images from two image streams (EP3550817A1·2019-10-09). Espacenet. <https://worldwide.espacenet.com/patent/search/family/061912995/publication/EP3550817A1>

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**Institution. (Year). *Name of the material* (version) [dataset]. Name of the publisher. https://urn.fi/URN:xxx**

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Tilastokeskus, Ek, K. & Maanmittauslaitos. (2015). *Paavo - Postinumeroalueittainen avoin tieto, 2015* [tietoaineisto]. CSC – Tieteen tietotekniikan keskus Oy, Etsin. <http://urn.fi/urn:nbn:fi:csc-kata00001000000000000567>

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**Organisation. (Year). *Name of the standard* (number).**

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Suomen Standardisoimisliitto SFS ry. (2017). *Pienjännitesähköasennukset: Osa 1-1, Yleisvaatimukset* (SFS 6000 osat 1–6) = *Low-voltage electrical installations. Part 1-1, General requirements* (SFS 6000 parts 1 to 6).

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## Online material

It is advisable to be careful and critical when using online material in academic work. Web addresses should not be manually hyphenated; rather, switch on automatic hyphenation in the text processing programme being used. Reference list entries for online material are written in the following way:

**Last name, A. A. & Last name, B. B. (Year, DD. Month). *Title of the article.* Title of the website. https://link.address**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Adams, A. (2019, 8. October). *Book and Book Chapter References: No Location Required*. APA Style Blog. Retrieved 2019-12-17 from <https://apastyle.apa.org/blog/publisher-locations-in-book-references>

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**Last name, A. A. & Last name, B. B. (Year, DD. Month). *Title of the text.* Name of the website. https://link.address**

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Malminen, U. (2019, 7. October). *Helsinki luopuu koulujen Wilma-järjestelmästä muutaman vuoden sisällä – parin miljoonan käyttäjän Wilma ei lähtenyt mukaan kaupungin kilpailutukseen.* Yle. Retrieved 2019-10-08 from <https://yle.fi/uutiset/3-11008546>

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**Community/institution. (Year). *Title of the text.* Name of the website. https://link.address**

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Kilpailu- ja kuluttajavirasto. (2017). *Kuluttaja-asiamiehen linjaus: Maksaminen verkkokaupassa*. Retrieved 2018-10-28 from <https://www.kkv.fi/ratkaisut-ja-julkaisut/julkaisut/kuluttaja-asiamiehen-linjaukset/aihekohtaiset/maksaminen-verkkokaupassa/>

Lampimäki, H. (2018). Johtamisen perusteet ayJOHT1010 [lähitapaamisten materiaali]. Moodle. Retrieved 2018-10-30 from <https://moodle.uwasa.fi/pluginfile.php/185252/mod_folder/content/0/Johtamisen_perusteet_25092018.pdf?forcedownload=1>

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**@username. (Year, DD. Month). *Title of the text* [Description of the media].Name of the website. https://link.address**

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Tritonia [@TritoniaLib]. (2020, 22. January). *#univaasa Access to Oxford University Press Journals now available! 368 journals in social sciences, law, science & mathematics, and more. Link* [Tweet]. Twitter. Retrieved 2021-01-27 from <https://twitter.com/TritoniaLib/status/1352581833884651521?s=20>

TEDx Talks. (2017, 13. December). *Susanna Kultalahti: Messages from Generation y* [video]. YouTube. Retrieved 2017-12-22 from <https://youtube/hwhpw9nOPiM>

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**Name of the channel. (Year, DD. Month). *The first 20 words of the post.* [Description of the voice].Name of the website. https://link.address**

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Vaasan yliopisto. (2020, 23. December). *Vaasan yliopiston tutkimusalustat ovat alkaneet kiinnostaa aluesuunnittelijoita ja innovaatiopolitiikan toteuttajia Itämeren alueella ja EU:ssa, kertoo aluetieteen professori Seija Virkkala. Lue* [Picture] Facebook. Retrieved 2021-01-27 from [https://www.facebook.com/univaasa/posts/10160621238227627?\_\_cft\_\_[0]=AZXbHe\_j-3yEYdF7wQLSZq8kA0A\_AJexBLki0P2b-TDFZZYCbwlcj555DBop9Oo0GVQ0B7x0as3gs4NO-l93V-VsI3Jki\_uQdwwoztu1vkKnwSYrjuAqeS4aOus0pQsWYdOTgmDXyILPisevm\_Y6wVhE&\_\_tn\_\_=%2CO%2CP-R](https://www.facebook.com/univaasa/posts/10160621238227627?__cft__%5b0%5d=AZXbHe_j-3yEYdF7wQLSZq8kA0A_AJexBLki0P2b-TDFZZYCbwlcj555DBop9Oo0GVQ0B7x0as3gs4NO-l93V-VsI3Jki_uQdwwoztu1vkKnwSYrjuAqeS4aOus0pQsWYdOTgmDXyILPisevm_Y6wVhE&__tn__=%2CO%2CP-R)

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## TV and films

Films, songs, musical performances, TV and radio programmes and images and videos published online are all possible sources of a thesis. If **the analysis covers** several films or TV programmes, they are listed as research material appendix. This rule concerns also videos that are published for example on YouTube if they are used as research material.

The author of such sources is usually the director. The author can also be the producer, the host or the person who posted the material online. Since many sources accessed via a streaming service may be available only for a limited time, no URL link is included in a streaming service source reference.

**Director,D. D. (Year). *Title of the film.* Production company.**

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Forman, M. (Director). (1975). *One flew over the cuckoo's nest* [film]. United Artists.

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**Director D. D. (Year, DD. Month). Title of the episode (Season number, episode number)*.* In *Title of the series* produced by P. P. Producer. https://link.address**

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Grönberg, M., Nevakare, H. & Urhonen, M. (Eds.), (1988, 18. May). Jäähyväiset Hittimittarille (Episode 61). In *Hittimittari series*. Retrieved 2017-05-06 from <http://areena.yle.fi/1-2749009>

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Director, D. D. (Year, DD. Month). Title of the episode (Season number, episode number)*.* In *Title of the series* produced by P. P. Producer, Production company.**

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Lund, P. (Director). (2017, 26. May). Lauran päivä, (Season 6, Episode 12). *Vain elämää produced by Banijay Finland*. Nelonen.

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**Poster, P. P. (Year, DD. Month). *Title of the Youtube video*. Title of the web page. https://link.address**

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University of Vaasa. (2019, 23. January). *Univaasa – Agents of Change* [video]. YouTube. Retrieved 2019-12-17 from <https://youtu.be/VLO63lQ29Eo>

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## Emails, interviews and discussions

Personal communication comprises emails, unarchived forum messages, personal interviews, phone conversations and other similar discussions. Personal communication is not included in the list of references.

Online pages with limited accessibility, such as Moodle or the intranet of a company, are categorised as personal communication in publications that are aimed at professionals or readers from the general public. Personal communication sources can be cited as online sources in all papers and Bachelor’s and Master’s theses written at the University of Vaasa.

# Conclusions

The purpose of these instructions was to present the University of Vaasa writing instructions which are used for course papers and theses. Further information is available from teachers, thesis supervisors and the LibGuides page.

References

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Ahonen, G. (ed.). (2002). *Henkilöstöraportointi, johtaminen ja työssä jaksaminen: Henkilöstövoimavarojen seuranta ja sen hyödyntäminen – tutkimuksen keskeiset havainnot.* [Ministry of Labour]. Retrieved 2011-11-06 from <http://www.imafi.fi/imafi_dokument/HVVSHyhteenveto%20Uusi.pdf>

Ampuja, M., Koivisto, J. & Väliverronen, E. (2014). Medioituminen: iskusana, analyyttinen työkalu vai uusi paradigma? *Media & viestintä*. 37(2), 22–37. <https://doi.org/10.1016/j.sbspro.2016.07>

APA. (2019, September). *Missing Reference Information*. Retrieved 2020-12-18 from <https://apastyle.apa.org/style-grammar-guidelines/references/missing-information>

Arrasvuori, J., Eronen, A., Lehtiniemi, A. & Leppänen, J. (2019, 10. September). Apparatus and method for associating images from two image streams (EP3550817A1·2019-10-09). Espacenet. <https://worldwide.espacenet.com/patent/search/family/061912995/publication/EP3550817A1>

*Asetus viranomaisten toiminnan julkisuudesta ja hyvästä tiedonhallintatavasta 1030/1999*. Finlex. Retrieved 2020-11-18 from <http://www.finlex.fi/fi/laki/ajantasa/1999/19991030>

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Forman, M. (director). (1975). *One flew over the cuckoo's nest* [film]. United Artists.

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Appendices

**Appendix 1.** Title of the appendix

**Appendix 2.** Title of the appendix

1. Note! Since not all of the authors cited in the citation necessarily agree with everything written in the paragraph, it may be necessary to split multiple citations in a single reference into separate references. [↑](#footnote-ref-1)
2. Names with aristocratic prefixes (von, de, af, etc.) are spelled normally with a capital first letter when they appear in the beginning of a sentence. [↑](#footnote-ref-2)