

TECHNICAL GUIDELINES FOR ACADEMIC TEXTS

University of Lapland

Tourism Research

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YMATXXXX

Technical guidelines, basic course

Assignment 1: Example text

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(Figure and table lists are required in theses; in smaller assignments they are optional.)

ABSTRACT

These technical guidelines concern a variety of texts dealing with tourism research: assignments, reports, essays, summaries, course diaries, and theses. The document also serves as a report model. The layout of written works and this report should therefore be similar. This document focuses on academic texts in terms of their layout, organization, tables, figures, referencing, list of references, and to some extent their linguistic form.

Short assignments need not have an abstract, but it is worth your while to start practicing them right away. Master's theses and Doctoral dissertations must have an abstract.

1. INTRODUCTION

It is best to write an introduction to all texts, even short ones. Introduce the background and topic of your work to the reader in this chapter. Describe broadly what your text deals with and what to expect in the upcoming chapters.

This document contains the technical guidelines for carrying out written assignments and for writing other academic texts in the subject of tourism research at the University of Lapland. The guidelines can be found on the [university's web pages](#). The background of the guidelines is described in Appendix 1. In addition to these guidelines you are to follow applicable case-specific instructions.

The faster you learn to write according to instructions, the less time you need to spend on them at a later stage. Having learned the proper technique you can concentrate on the essence of your text.

2. GENERAL RULES

2.1 Layout

Since there are separate instructions concerning the title page and abstract of a thesis, the following instructions on the title page do not apply to theses. Note also that in theses each main chapter begins on a new page. In other respects these guidelines apply to theses as well as other documents.

A written assignment is to have a separate **title page** with the following information:

- Title of the work
- Term and the date of completion or the date of presentation (e.g. at a seminar)
- Course: code and course name. If several assignments are included in a course, specify them: for example the number and/or name of the assignment or its part
- Author's name followed by the student number in parentheses
- Author's email address
- Name of the teacher in charge

This basic information ensures the proper handling and registration of your study attainments. In other words, it is not enough to specify your assignment in the covering

letter because they sometimes get separated from the actual texts. The reader should notice right away the course, author, date, and intended reader of the assignment. Naming the teacher in charge ensures that papers gone astray end up in the right address. You may use a picture or some other type of animation on the title page. In general, you may compose your title page at will, as long as the above-mentioned basic issues are included.

Set reasonable **margins**: left and right 2½ cm, upper and lower 2½ cm.

Use a readable **font** and **point size**. The combination used in this document is recommended (Times New Roman, point size 12).

If you choose **justification** (flush left and right), be sure to use hyphenation to avoid loose lines. You may also leave the right-hand side ragged by choosing the flush left option.

Use **line spacing** 1.5, separate **paragraphs** with a blank line, and do not indent paragraphs. A paragraph must contain more than one sentence.

A *paragraph* is not the same as a *chapter*. For example, the three sentences in this passage of text form a paragraph. A chapter, on the other hand, has a main heading (usually numbered) and may contain several *sections*.

Start **page numbering** from the title page. Although included in page numbering, hide the title page number. Continue page numbering on the pages of the reference list and the appendices whenever they are part of the text file (see instructions in Appendix 2).

To be able to automatically update your **table of contents** (TOC), learn to create it using the appropriate function on your word processor. By doing so you will save plenty of time and avoid mistakes which typically occur when updating the TOC manually.

As already mentioned, chapters always start on a new page in theses. In shorter texts you may start a new chapter on the same page where the previous one ends. Make sure that

- there are no headings at the bottom of a page (the actual text starting on the following page)

- figure and table headings are on the same page as the corresponding figures and tables
- there are no unnecessary blank lines in the text
- the layout is flawless as a whole.

To avoid extra work, do not finalize the layout until your text is more or less ready.

2.2 Linguistic form

Always strive for clear and proper language. You may vary your style somewhat depending on the assignment – for example a learning diary can be written in a more personal style than a research report. But make sure that your text is always written in standard language. Avoid informal expressions. Even standard language can be personal and colourful.

Should you have problems with sentence structures, compounds or other basic issues, focus on them and refer to language guides. You can ask an outsider to read your text and to say if it is clear and intelligible. We are often blind to our own text in terms of mistakes or obscurities. Even a job well done may be worthless if the reader is distracted by repeated language errors or unintelligible passages. These issues are not mere formalities – they are essential to getting your message through.

3. CHAPTERS AND SECTIONS

3.1 First section

There must be at least two section headings of the same level. In other words, if you have section heading 3.1, then you must also have heading 3.2. Remember what was said on page 6 about the terms *chapter*, *section*, and *paragraph*. Also make sure not to add a period after the last digit of a section heading.

Pay special attention to the organization and headings of your text. Headings help you and the reader to outline the structure of your work. When finished, read the text through and with each chapter and section heading, ask yourself the question, does this chapter or section discuss the issue mentioned in the heading? If the answer is no, revisit the organization or headings. The same applies to the entire work and its title, of course.

3.2 Second section

Recap: If you have section heading 3.1, then you must also have at least heading 3.2 – each section dealing with the issue mentioned in its heading.

A well-organized text and good headings reveal the topics under discussion at one glance. This helps the reader and yourself: By reading the table of contents and by scrolling through the text you can easily check whether you have discussed all the required issues.

It is always worth the effort to re-read your text carefully at least once – preferably after a refreshing break. Once you return to the text you can see it from a slightly new angle and discern possible mistakes and obscurities more easily. You should therefore reserve some time to finalize your text.

4. FIGURES AND TABLES

4.1 Figures

All figures must be numbered and they must have a heading. The heading is placed underneath the figure. Make sure you refer to each figure in your text. When referring, capitalize the ‘f’ (e.g. Figure 1).

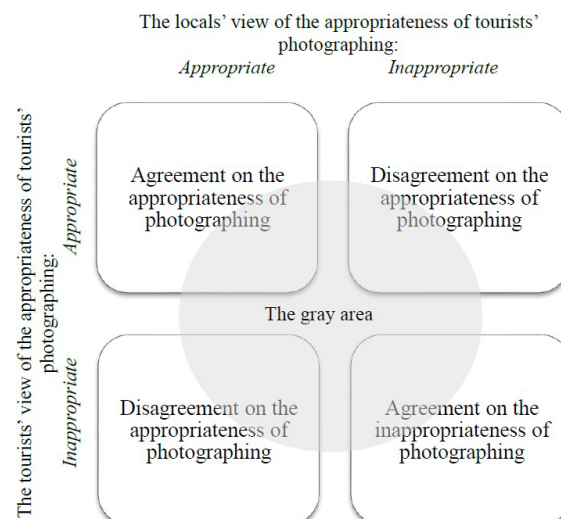


Figure 1. The locals' and tourists' views of the appropriateness of tourists' photographing. Source: Stewart, Ilola, & Lüthje, 2014, p. 20.

Always mark the source when the information is not from your own material or if it did not originate with you. Use figures that are clear, easy to understand, and stylistically coherent.

4.2 Tables

Tables must also have a number and a heading. Place table headings above the tables. Refer to each table in your text (Table 1). You may choose your technique freely as long as the tables are clear, easy to understand, and stylistically coherent.

Table 1. Background information on respondents.

Background information	Frequency	%
<i>Gender (n=308)</i>		
Male	141	45.8
Female	167	54.2
<i>Age (n=305)</i>		
–18 years	22	7.2
18–35 years	99	32.5
36–50 years	139	45.6
50+ years	45	14.8
<i>Country/continent of residence (n=307)</i>		
Finland	224	73.0
Europe	71	23.1
Asia	12	3.9

If a table is not based on your own material or does not originate with you, mark the source right underneath it.

5. IN-TEXT REFERENCES

5.1 General principles and the APA style

Be sure to use referencing whenever a piece of information is from a literary or some other source. Referencing is not needed if you present widely known issues (general knowledge or commonly accepted facts in a given field). So the reader must be able to tell apart someone else's thoughts from your own.

The subject of tourism research applies the APA style in referencing and reference lists. The abbreviation refers to the American Psychological Association, whose guidelines are widely used in referencing. The APA style manual has also other instructions related to academic writing, but in the assignments and theses of tourism research it is only applied to in-text citations and reference lists.

APA style referencing was chosen because it is one of the most recognized standards in the field of tourism research. It is used for example by the *Annals of Tourism Research* and the *Finnish Journal of Tourism Research (Matkailututkimus)*. However, some other academic journals in the fields of tourism and social sciences use slightly different referencing systems (e.g. *Journal of Travel Research*). Different referencing styles are also used in different disciplines. Learn to use one style, in this case APA, but also remember that it is not the only referencing system around. When you have learnt one style thoroughly, it is easy to apply other ones as well.

For more detailed information, instructions, and examples regarding the APA style, go to www.apastyle.org; www.waikato.ac.nz/library/study/guides/apa.shtml; www.library.arizona.edu/search/reference/citation-apa.html; owl.english.purdue.edu/owl/resource/560/01/

This chapter discusses the basic principles of referencing according to the APA 7th style. The instructions have been simplified to some extent. Please note that there are some differences in writing an English text and a Finnish text. These guidelines can be found also in Finnish. Always follow the guidelines according to the language of your text. If you intend to publish using the APA style, study the publisher's instructions in more detail or refer to the Publication Manual of the American Psychological Association (see www.apastyle.org).

This chapter deals with in-text references. The list of references is discussed in chapter 6.

5.2 Books and articles

From this section on, there will be examples of in-text citations. The font colour of the examples is grey for the sake of clarity. When writing your own in-text citations, do not alter the font in any way.

In in-text citations, mark the **author's** last name, the year of publication, and the relevant page(s) using the abbreviation "p." or "pp.". Separate the author's name and the year of publication with a comma. Example: Western tourists' ethical considerations are usually based on the

Western Eurocentric interpretations of the feelings, emotions, and gestures of the encounter (Scarles, 2013, p. 911). Leave out page numbers when referring to an entire work or article. Always write the entire reference and year; do not use abbreviations such as “ibid.” or “etc”.

If a work or an article has **two authors**, include both last names in the parenthetical reference and separate them by an ampersand (&). Example: Further, the observation of the private lives of host groups will produce the greatest social conflict (Urry & Larsen, 2011, p. 61).

If there are **three or more authors**, write only the first author's last name followed by “et al.” right from the start. Example: The posing may eventually result in posing as a full-time occupation (Cohen et al., 1992, p. 224).

If works published in the same year have **partly the same authors**, always include enough names so that the reader can tell which source is in question. Example (an invented example not included in the reference list of this report): Virtanen, Lahti, Kivijärvi, Alatalo & Nummi, 2013 and Virtanen, Lahti, Nieminen, Vesala & Maunula, 2013 would be later abbreviated as Virtanen et al. 2013, but if both are referred to in the same publication, it is done as follows: Virtanen, Lahti, Kivijärvi et al., 2013 and Virtanen, Lahti, Nieminen et al., 2013.

When citing an article or chapter in an edited (compiled) work, write the author of the cited **article or chapter**, not the editor of the entire work. Example (cf. the list of references): He or she is a tourist who does not take responsibility for the social situation of which he or she is a part (see Jokinen & Veijola 1997, pp. 35, 48). But if you refer to an edited work as a whole, include the editor(s) in the parentheses.

If there is no author or editor, include the **title of the publication or article**, or the first three words thereof if the title is long. Example (cf. the list of references): When you think

of Prince Edward Island, you probably imagine the smooth warm sand, red sandstone cliffs, and soft blue sky (Prince Edward Island..., p. 20).

When citing the publications of organizations such as Statistics Finland, name the **organization** if the author is not mentioned. The chosen word in the parentheses is not the major issue, but be sure to enter the **source in the reference list as mentioned in the in-text citation**. If you refer to an organization with a well-known abbreviation, give both the organization's whole name and the abbreviation at the first time. Example: The most important destinations for outbound snow holidays for the Russians were Austria and Finland as well as destinations in Eastern Europe (Finnish Tourist Board [MEK]), 2002, p. 4). In subsequent citations use the abbreviation only, for example (MEK, 2002, p. 5). As for the list of references, enter the source there as MEK.

If you cite **several sources** at a time, place them in alphabetical order and separate them with a semi-colon. Example: There are only a few studies focusing on the ethics of tourist photography or the interaction between photographing tourists and local people more generally (Cohen et al., 1992; Gillespie, 2006; Scarles, 2013). Note the following technical detail: page numbers in a range of pages are separated by an en dash.¹

If an author has published several works during one calendar year, use lower-case letters (a, b, c...) to separate them. Place the works in alphabetical order and then assign the letters to them. Example: Larsen (2006a, p. 241) calls tourism and photography "modern twins". Certain aspects of tourist photography have been studied; among these are the nature of the tourist gaze and the question of the hermeneutic circle, and – related to these – the reasons for and meaning of photographing (Caton & Santos, 2008; Garrod, 2009; Haldrup & Larsen, 2003; Jenkins, 2003; Larsen, 2006b; Snow, 2012).

If a source has not yet been published but the publication decision has been made, indicate it for example as follows: (in print, forthcoming). Do not give the publication year even if you know it.

¹ Make sure that you do not use an en dash where there should be a hyphen. Your word processor may automatically change the length of dashes or hyphens, producing a wrong character in certain cases. You are therefore recommended to remove any unwanted settings.

If you are not citing the first edition, your reference list should include the edition of the book that you read (see the following example in the reference list: Helfer, Kempe, & Krugman, 1997). If you are citing something that has been republished or reprinted, cite both years in text, first the date of the original version, then the version you read, separated by a slash: MacCannell, 1976/1999. The entry in the reference list should use the date of the version you read. At the end, append the date of the original work (see the reference list).

5.3 Internet sources

The same principles apply to both Internet sources and print sources. The primary focus is on the **author**. If you can find the production year, indicate it normally. If you cannot find the author, give the **title** or the first two or three words of it. If the production year is unknown, just leave it out. Do not use the year when you personally retrieved the information from the Internet!

5.4 Statistics

If possible, apply the same referencing principles to statistics as you do to other literary and Internet sources. Example: The largest markets for overnight stays were the neighbouring countries of Russia (1,339,526 nights) and Sweden (534,358 nights) (Statistics Finland, 2015). The year in the parentheses in this example denotes the announced year of page update.

5.5 Unpublished sources

Unpublished sources include conference presentations, seminar presentations, and learning material. They are governed mostly by the same principles as print and Internet sources. When referring for example to a conference presentation, provide the name of the speaker and the year of presentation. Example (cf. the list of references): As Veijola (1999) has stated,...

This also applies to course materials. If the author of the material is known, provide the author's name and the year. Example: The relevance of contrast means an opportunity for

peripheral regions in tourism (Aho, 2011). If the production year of the material differs from the implementation year of the course, use the production year.

5.6 Interviews and other personal communication

According to the APA style, interviews and other personal communication are not entered into the reference list. Instead, they are marked as “personal communication” in the in-text citation. Example: According to M. Jones (personal communication, August 15, 2015), tourism is... Personal communication also includes telephone conversations and email communication.

5.7 Placement of the parenthetical reference

The parenthetical reference need not be at the end of a sentence; it can be inserted in the text as well. In this case the actual reference word, typically the author's name, is part of the text, while the year and possible page numbers are in parentheses. Example: Chalfen (1979, p. 440) points to the fact that appropriate camera use varies from culture to culture. When you mention two authors as part of the text, separate them with the word "and" instead of an ampersand: Urry and Larsen (2011, pp. 60–63) specify eleven determinants of the social relations between hosts and guests.

Please note that end-of-paragraph citations are not used in English (unlike in Finnish) academic texts. See, for instance, [this link](#).

If a cited researcher is vital to your study, make at least the first reference by mentioning the researcher's name as part of the text. If, on the other hand, a researcher or some other source repeats or sums up general information, a parenthetical reference will suffice.

When you are not referring to a particular bit of information but rather wish to tell the reader where to find more data on the issue, use the abbreviation "see". Example: In spite of these and other critical views about tourism and photography (see Bruner, 2005, p. 56; Palmer & Lester, 2007), the ethical questions and host-guest interaction in tourist photography have attracted little attention in research. If you wish to point out various viewpoints or other usages concerning an issue, use the abbreviation "cf.". But do not use it

unless the viewpoint you have just presented differs from or contradicts with the source in question.

5.8 Direct quotations

When quoting a source directly, i.e. word for word, tell the reader about it. Place short quotations (less than 40 words) within quotation marks. Example: Among the determinants is also “the degree to which tourists demand the right to gaze at hosts, to use and move through their everyday spaces and gaze upon them with curiosity and to photograph them close hand or secretly at distance” (Urry & Larsen, 2011, p. 62).

A longer (more than 40 words) direct quotation forms a paragraph of its own, it is indented, and no quotation marks are used. Reduce line spacing in indented citations. Example:

Locals and tourists engage in renegotiations of self and other as differences are momentarily blurred and togetherness arises through mutual trust, comfort and playfulness. Thus, the effects of tourist photography should not be imprisoned within disempowering practices that reinforce negative cycles of dependency, commodification and social repression. Rather, existing within a complex web of agency and power, photography simultaneously represses and ignites opportunity as locals become immersed in a series of intersubjective negotiations between agents of the photographic encounter. (Scarles, 2012, pp. 946–947)

Use quotation marks when citing your own interviews or research material. When citing one sentence shorter than two lines, you can include it in the paragraph without indenting. Citations of two lines or longer are to be indented, but be sure not to separate them from the preceding text with an additional line break. Also, reduce line spacing in indented citations. Do not use quotation marks in indented citations. A text containing citations from your material should look like the following:

One of the interviewees did not consider it important to advance tourism in the region: “I think our village is not meant for tourism; we should develop other businesses instead” (H4). All other interviewees thought that tourism should be advanced and that it does not clash with other businesses. This was stated for example by two agricultural entrepreneurs:

Tourism should definitely be developed. It could bring in new people, even young ones. I myself could consider providing accommodation for tourists, and, who knows, they might also become fond of our animals. (H2)

Tourism would surely breathe life into the village in many ways at least in summer, which is a good thing. It could also bring extra money to many of us. Although I

don't want to see tourists here on our farm, it could be good for those who are genuinely interested in the issue. (H1)

You are not recommended to close an issue with any type of quotation. Instead, try to sum up each section with an independent paragraph.

5.9 Referring to a source at second hand

If you cite a secondary source, you can make a secondhand reference. You should always try to use original sources. Use a secondary source only when the original source is inaccessible and the piece of information is vital to your study. Remember, however, that you must mark your sources truthfully. If you have to resort to a secondary source, say it: If *researcher Y* has cited *researcher X* and you use the text of researcher Y, do not give the reader the false conception that the information originated with researcher Y. Nor should you give the false image that you have cited the original source (researcher X). Always tell the reader the original source of the information and how you accessed it. Example:

According to Teymour (1993, as cited in Scarles, 2012, p. 929), photography is not an end in itself and reflexive questioning of the relationship between the photographer and those being photographed is vital. The above citation tells the reader that you got your information from the work of Scarles who, in turn, has retrieved it from Teymour (the original source). You must name only Scarles in your reference list.

6. LIST OF REFERENCES

6.1 General principles and the APA style

Like in-text citations, also reference lists are made according to the APA style in the subject of tourism research (see section 5.1). You should therefore learn this style, keeping in mind that it is not the only one available. In accordance with in-text citations, the reference list instructions have also been simplified here to some extent.

Enter into the reference list **all – and only – the sources that you have referred to and used**. If you use a secondary source (see section 5.9), do not mention the original one in the list. The reference list must truthfully present all the sources that you have studied and used in your work.

Each in-text reference must be entered into the reference list in the **appropriate place**, and the list entries must contain the reference words that were used in the text. Should there be multiple sources with the same author, place them in chronological order starting from the oldest. As noted in section 5.6, interviews and other personal communication are not entered into the reference list.

The heading of the reference list is simply “References”. Use hanging indentation: indent (for example 0.5 cm) all other lines except the first one. Remove hyphenation and use flush left text alignment.

6.2 Books

The reference list is to include the author’s last name and first name initial(s), the publication year in parentheses, the title of the book, and the publisher. Italicize the title of the book. Use only small letters in the title of the book, except for the first word, possible proper names, and the first word of a possible subtitle. Leave out abbreviations in the publisher’s name (Inc., Ltd, Oy, GmbH etc.).

Example:

Bruner, E. M. (2005). *Culture on tour: Ethnographies of travel*. The University of Chicago Press.

Fennell, D. A. (2006). *Tourism ethics*. Channel View Publications.

Pearce, P., Filep, S., & Ross, G. (2011). *Tourists, tourism and the good life*. Routledge.

If the book is part of a publication series, add the name and number of the series in parentheses right after the book’s title. Do not repeat the name of the city if, for example, it is part of the name of a university.

Example:

García-Rosell, J.-C. (2013). *A multi-stakeholder perspective on sustainable marketing: Promoting sustainability through action and research*. (Acta Universitatis Lapponiensis 247.) Lapland University Press.

Tyrväinen, L. (1999). *Monetary valuation of urban forest amenities in Finland*. (Academic dissertation. Finnish Forest Research Institute, Research papers 739.)

Enter an edited work in the reference list only if you have cited the work as a whole.

Example:

Leslie, D. (Ed.) (2012). *Responsible tourism: Concepts, theory and practice*. CABI.

Robinson, M. & Picard, D. (Eds.) (2009). *The framed world: Tourism, tourists and photography*. Ashgate.

If you have cited an article or chapter in an edited (compiled) work, enter the article or chapter in the reference list as well as the relevant information on the edited work (see section 6.3).

6.3 Articles or chapters in (edited) collections

When referencing an article in a collection, write down the last name(s) of the author(s) and their first name initials, the publication year in parentheses, the title of the article or chapter, the work in which the article was published, and the page numbers.

Example:

Coles, T., Hall, C. M., & Duval, D. T. (2009). Postdisciplinary tourism. In J. Tribe (Ed.), *Philosophical issues in tourism* (pp. 80–100). Channel View Publications.

Veijola, S. (2006). Heimat tourism in the countryside. Paradoxical sojourns to self and place. In C. Minca & T. Oakes (Eds.), *Travels in paradox: Remapping tourism* (pp. 77–95). Rowman & Littlefield Publishers.

Note the following: Italicize the title of the work. Write the first name initials of the editor(s) first and then the last name in full. The title of the work is followed by the abbreviation “p.” and the relevant page number. In the case of a range of pages, the abbreviation “pp.” is used.

6.4 Articles in periodicals and journals

The reference list must always show the author's last name and first name initials, the publication year in parentheses, the title of the article, and the name and volume of the journal. Place the issue number in parentheses right after the volume number if each issue has its own page numbering. Write the name of the article in small letters, excluding the

first word, possible proper names, and the first word of a possible subheading. Italicize the name and volume of the journal. If you cite a journal with no volume number, give the issue number and year of publication after the name of the journal. If you cite an electronic version of an article, write down all the previously described information supplemented by the DOI identifier (digital object identifier) as a full URL link, the database you used, or the homepage URL of the journal/publisher.

Example:

Dinhopl, A. & Gretzel, U. (2016). Selfie-taking as touristic looking. *Annals of Tourism Research*, 57, 126–139. <https://doi.org/10.1016/j.annals.2015.12.015>

Haahti, A. & Yavas, U. (2004). A multi-attribute approach to understanding image of a theme park: The case of SantaPark in Lapland. *European Business Review*, 16, 390–397.

Rantala, O. (2010). Tourist practices in the forest. *Annals of Tourism Research*, 37, 249–264. <https://doi.org/10.1016/j.annals.2009.09.003>

Shepherd, R., Barnett, J., Cooper, H., Coyle, A., Moran-Ellis, J., Senior, V., & Walton, C. (2007). Towards an understanding of British public attitudes concerning human cloning. *Social Science & Medicine*, 65, 377–392. <https://doi.org/10.1016/j.socscimed.2007.03.018>

Wallin, A. (2017). The transnational lives of Finnish retirees in Torre Vieja. *Matkailututkimus*, 13(1–2), 6–20. Retrieved August 17, 2018, from <https://journal.fi/matkailututkimus/article/view/67845>

6.5 Internet sources

Provide the retrieval date and the exact URL of your Internet source in the reference list (see also section 5.3 and what was said previously about electronic versions of articles). To avoid errors, copy the URLs directly from the Internet. When a source ends in a URL address, do not place a period after it.

Example:

Bernstein, M. (2002). 10 tips on writing the living Web. A list apart: For people who make websites, 149. Retrieved October 16, 2015, from <http://www.alistapart.com/articles/writeliving>

New child vaccine gets funding boost. (2001). Retrieved January 10, 2016, from http://news.ninems.com.au/health/story_13178.asp

Statistics New Zealand (2007). New Zealand in profile 2007. Retrieved August 8, 2013, from <http://www.stats.govt.nz>

When using materials retrieved from the Moodle learning environment, do not give its URL because it is not a public domain.

6.6 Other sources

Other sources include conference presentations, unpublished theses, newspaper articles, and learning materials. Enter them into the reference list along the following principles.

Example:

Aho, S. (2011). Uses of regional development theories in tourism contexts. Lectures, University of Lapland, Spring 2011.

Schultz, S. (28.12.2005). Calls made to strengthen state energy policies. *The Country Today*, pp. 1A, 2A.

Veijola, S. (1999). Tourism as a Violent Narrative? Epistemological and Methodological Inquiries. A paper presented at the Mobilities Colloquium, Gregynog, Wales 26–28 November 1999, organized by Centre for the Study of Spaces in Modernity.

Be sure not to italicize an unpublished thesis or the name of a conference presentation. On the other hand, you should italicize the name of a newspaper. When citing a newspaper article, give the issue date, page number, and page letter code, if available.

Further instructions and examples on referencing are available in the APA manual (see section 5.1).

7. SUMMARY

As the name suggests, the summary chapter sums up the content of your text. It is typically devoid of new perspectives, and it hardly ever contains referencing. Depending on the text, the chapter may be titled e.g. “Conclusions” instead of “Summary”. It is also possible to divide the summary and discussion into separate chapters. If provided, make sure you follow special instructions concerning the closing part.

This report model contains the core technical guidelines for writing academic texts. Learning them, especially the referencing practices, is probably not one of your favourite study assignments. But remember that you can save a lot of time and effort by learning the correct writing technique right from the start. If you write a few texts as instructed, you will develop a routine in referencing. Also, you are bound to notice that a clean layout will be a great contribution to the general impression people get from your text.

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APPENDIX 1. Background of the guidelines

This is the translation of an updated version of Finnish guidelines issued originally in autumn 2011. The instructions concerning in-text citations and reference lists are based on the APA style, and they have been made using the Internet sources discussed in section 5.1.

These guidelines were written by researcher Heli Ilola and translated into English by translator Aimo Tattari from the Language Centre of the University of Lapland. Should you find any shortcomings, errors, or obscurities or if you have improvement ideas, please send your feedback to minna.nousiainen@ulapland.fi. Your comments will be observed in the upcoming versions of this document.

APPENDIX 2. Instructions on creating appendices

If you have materials that provide additional information on your research subject or process but it is not rational to add it into the actual text, you can make an appendix of it. Give the appendices a title and number them according to the order in which they are referenced in your text. Remember to enter them into the table of contents as well.

Typical appendices are for example questionnaires and their covering letters, statistical data, brochures, tables, and figures. Tables and figures can also be part of the text, so you must decide which way to present them case by case. If a figure or table hinders rather than assists understanding your message, turn it into an appendix.

Try to make the appendices part of your text file, for example by scanning. If you need to use physical appendices, for example printed brochures, mark clearly their parent work and their topic (titles and numbering). In this way a misplaced appendix can be linked with the appropriate parent document. Do not forget to mark also all physical appendices in the table of contents.