

Department of Communication Studies
University of Salzburg

PRACTICAL INFORMATION ON CITING

Manual for using APA Style 7 in academic papers
(March 2023)

Compiled by:
Manuela Grünangerl, Nora Junkert & Peter Winkler

A guide to dealing with scientific sources...
...Why do I need all of this?

Citing and processing scientific sources are among the fundamental techniques of your studies at university.

With this guide, we would like to provide you with a reference work that can accompany you throughout your studies. In addition to the formal basics of academic writing (such as the applicable citation rules), we also address more general questions about the use and processing of sources. However, it is important to note that academic texts are not a rigid text type, but are strongly influenced by your own research project and research goal(s). We therefore advise you not to try to implement this guide too dogmatically, but to see it as a framework and guide for your own implementation of academic ideas. Where we think you may want to go into more depth, we therefore refer you to further reading on the techniques of academic writing.

Always consult the specific requirements of the course for which you are writing an academic paper, and be sure to consider the target audience for whom you are writing your scholarly text. At the Department of Communication Studies at the University of Salzburg, for example, there is a dedicated information sheet for writing academic papers (see the department's website: <https://www.plus.ac.at/wp-content/uploads/2022/06/Merkblatt-wiss.-Arbeiten.pdf>), which outlines both formal and content-related requirements for written work. Similarly, academic journals or publishers often provide "instructions for authors" that must be followed if you intend to publish with them. Therefore, there is no single "correct" citation style.

In this guide, we will introduce you to an English version of APA Style 7, as it is one of the most widely used citation styles in the social sciences. You will frequently encounter this citation style in your studies when reading academic texts, and most reference management programs (e.g., Endnote, Zotero, etc.) already include templates for it. As another example of citation guidelines within the field of communication studies, you can also refer to the "Instructions for Authors" of the department's own journal kommunikation.medien. The editors of this journal place particular emphasis on including full first names of authors to improve visibility, especially for female scholars. More information is available here: https://eplus.uni-salzburg.at/JKM/domainresource/k.m_HinweisezurManuskripterstellung_2022_1.pdf.

The guide is divided into the following three parts:



Part 1: Tabular overview of citation rules according to APA Style 7



Part 2: Explanations of the most important types of sources



Part 3: Helpful tips for processing the content of sources

This guide is structured in such a way that **Part 1** provides you with a **compact tabular overview** of the topic, which is then explained in **more detail in Part 2** and **explained in concrete terms in Part 3**. This is intended to provide you with the best possible support in creating your own academic texts, regardless of whether you are a beginner at citing or already have experience. To make it easier for you to navigate between the individual parts, the respective elements are marked as follows:



The right-facing arrow takes you to a section where the topic just mentioned is discussed in more detail. Click on the arrow to go to the detailed explanation.



The left-pointing arrow takes you back to the beginning of a chapter or to a tabular overview.



The text sheet shows how a source is cited in the text.



The list shows how a source is cited in the list of sources and bibliography.



The speech bubble indicates that this section is an example or an excerpt from the text. These are also highlighted in light blue.

Table of contents

TEIL 1: TABELLARISCHER ÜBERBLICK ÜBER DIE ZITATIONSREGELN NACH APA STYLE 7.....	1
Zitieren im Text im Überblick	1
Verarbeitung direkter Zitate im Überblick	3
Angaben im Quellen- und Literaturverzeichnis im Überblick	5
TEIL 2: ERLÄUTERUNGEN ZU DEN WICHTIGSTEN QUELLENARTEN NACH APA 7	12
Formale Vorgaben für Belege im Text	13
Was aber mache ich	14
...wenn Zitate etwas länger sind?	14
...wenn im Originaltext etwas hervorgehoben wurde?	15
...wenn man selbst Teile im Text hervorheben möchte?	16
...wenn der Originaltext sonstige Besonderheiten aufweist?	16
...wenn ein Text mehrere Autor:innen hat?	18
...wenn ich mir bei der Schreibweise von Namen unsicher bin?	19
...wenn ich mehrere Texte von einer:m Autor:in zitiere?	20
...wenn mehrere Autor:innen denselben Nachnamen haben?	21
...wenn die Autorin eines Textes eine Institution ist?	21
...wenn bestimmte Bestandteile des Belegs fehlen?	22
...wenn ich etwas zitieren möchte, das schon jemand anderes zitiert hat?	22
Formale Vorgaben für Angaben im Quellen- und Literaturverzeichnis (QLV)	24
Was gebe ich an	25
...wenn die Quelle eine Monografie ist?	25
...wenn die Quelle ein Sammelband ist?	26
...wenn die Quelle ein Beitrag in einem Sammelband ist?	26
...wenn die Quelle ein Beitrag in einer Fachzeitschrift ist?	27
...wenn ein Artikel (noch) nicht veröffentlicht wurde?	28
...wenn ich ein Werk mit mehreren Bänden zitieren möchte?	28
...wenn ich eine (unveröffentlichte) Qualifikationsarbeit zitieren möchte?	29
...wenn ich eine veröffentlichte Qualifikationsarbeit zitieren möchte?	30
...wenn ich online veröffentlichte Berichte zitieren möchte?	30
...wenn ich als Quelle einen Datensatz zitieren möchte?	31
...wenn ich einen Konferenzbeitrag zitieren möchte?	32
...wenn es sich um eine journalistische Quelle handelt?	32
...wenn ich Quellen aus dem Internet verwendet habe?	33
...wenn meine Onlinequelle als Autorin eine Institution hat?	34

...wenn meine Onlinequelle ein Blogbeitrag ist?.....	34
...wenn ich einen Eintrag aus Wikipedia zitieren möchte?.....	35
...wenn ich Beiträge auf sozialen Medien zitieren möchte?	35
...wenn ich (audio)visuelle Inhalte zitieren möchte?.....	36
...wenn ich englischsprachige Quellen verwenden oder auf Englisch schreiben möchte?	37
...wenn ich Quellen zitieren möchte, die keiner der vorherigen Klassifikationen entspricht?.....	38

TEIL 3: HILFREICHE TIPPS ZUR INHALTLICHEN VERARBEITUNG VON QUELLEN IN WISSENSCHAFTLICHEN

TEXTEN	39
Was aber mache ich	40
...wenn ich Begriffe und Konzepte anderer erläutern möchte?	40
...wenn ich mir unsicher bin, ob ich eine Seitenzahl angeben soll oder nicht?	40
...wenn ich die Autor:inn:en direkt im Text nennen möchte?	41
...wenn ich den Eindruck habe, der Text liest sich etwas trocken?	41
...wenn ich darauf hinweisen möchte, dass sich mit dem Argument schon viele andere vor mir beschäftigt haben?	42
...wenn ich mehrere Seiten einer Quelle nennen möchte?.....	43
Quellen- und Literaturverzeichnis	44

PART 1:

TABULAR OVERVIEW OF THE CITATION
RULES ACCORDING TO APA STYLE 7

Citing in the text at a glance

<i>Guideline</i>	<i>Link</i>	<i>implementation proposal</i>
1 author in parentheses	→	(LastName, Year, p. XX)
1 author in running text	→	LastName (Year, p. XX) argues that ...
1 author and year in running text	→	LastName already argued in 2011 that ...
2 authors in parentheses	→	(LastName & LastName, Year, p. XX)
2 authors in running text	→	LastName and LastName (Year, p. XX) argue that ...
3 or more authors in running text	→	LastName and colleagues (Year, p. XX) suggest that ... or LastName et al. (Year, p. XX) examine in their study ...
1 author, multiple works (different years)	→	(LastName, 2002, p. XX; 2010, p. XX) or as a summary citation: (LastName, 2002, 2010)
1 author, multiple works (same year)	→	(LastName, 2007a, p. XX; 2007b, p. XX) or summary: (LastName, 2007a, b)
Different authors, different years (alphabetical)	→	(Adams, 2003, p. XX; Baca, 2004, p. XX; Burton & Cohen, 2002, p. XX)
Authors with same last name	→	A. Schmidt (2004, p. XX) argues ... C. Schmidt (2016, p. XX) argues ...
Same first author & year, multiple co-authors		(Schmidt, Kent et al., 2006; Schmidt, Holt et al., 2006)
Source from institution (no personal author)	→	(Daimler, Year, p. XX)

<i>Guideline</i>	<i>Link</i>	<i>implementation proposal</i>
Institution as author (abbreviated upon first mention)		(Arbeiterkammer [AK], Year, p. XX)
Institution as author (abbreviation used in later citations)		(AK, Year, p. XX)
Reprints / republications (include original year and reprint year)		(LastName, 1890/2013, p. XX)
Missing publication year		(LastName, n.d.)
Source accepted for publication (in press)		(LastName, in press)
Reference to a single page		(LastName, Year, p. 15)
Reference to a page range (consecutive)		(LastName, Year, pp. 15–30)
Reference to non-consecutive pages		(LastName, Year, pp. 65, 120)
No page structure (e.g., e-books or online sources)		(LastName, Year, Chapter XX, Section XX, para. XX, Table XX, or Figure XX)
Reference to entire work (no page numbers)		(LastName, Year)
Missing author		(First 2–3 words of the title, Year, p. XX) — Use italics or quotation marks depending on the source type
Secondary citation (citing a source cited in another source)		(OriginalAuthor, Year, as cited in SecondaryAuthor, Year, p. XX)
Online source without page numbers		(LastName, Year) – <i>no page reference necessary if none exists</i>

<i>Guideline</i>	<i>Link</i>	<i>implementation proposal</i>
Online article without a named author		(First 2–3 words of the title, Year) — in italics or quotation marks depending on the source type
Interactive web content with a named author (e.g., YouTube, blogs, forums, comments)		(BibisBeautyPalace, 2018) — use real name or screen name as listed
Article with author in a print newspaper or magazine		(LastName, Year, p. XX)
Article with author in an online newspaper or magazine		(LastName, Year)
Article in newspaper/magazine (author known, cite article title)		(First 2–3 words of the article title, Year, p. XX) — in italics or quotation marks depending on formatting
Radio broadcast with editor/reporter		(LastName, Year) — <i>use name of editor or journalist if available</i>

Overview of how to use direct quotations

<i>Type of Quotation</i>	<i>Link</i>	<i>Example</i>
Fewer than 40 words in running text (same font size, with quotation marks, punctuation after citation)		“Direct quote under 40 words” (LastName, Year, p. XX).
Block quote (40 words or more) (indented paragraph, no quotation marks, punctuation before citation)		A block quotation consists of 40 or more words. It should be set off from the rest of the text as its own paragraph (usually indented) to clearly mark it as a distinct unit. Quotation marks are not used in this case. (LastName, Year, p. XX)

Quotation includes quotation marks (quote within a quote)		"The direct quote includes 'quotation marks' and continues" (LastName, Year, p. XX).
Error or unusual spelling in original (reproduced with sic)		"The computer [sic] will..." (LastName, Year, p. XX).
Original wording is unusual but kept (error awareness without [sic])		"It is worth noting that spelling variations in words not aligned with standard orthography... should not be marked as errors" (LastName, 1982, p. XX).
Omissions (full sentence) (four dots: one for the period + three for ellipsis)		"The direct quote [...] continues after the omission" (LastName, Year, p. XX).
Insertions (clarifications, explanations)		"The direct quote ends. [...] The next sentence begins." (LastName, Year, p. XX).
Author emphasis within quote (indicate emphasis in square brackets)		"The quote includes an emphasis [emphasis added by author]" (LastName, Year, p. XX).
Translation of a quote (translated by author)		"This is a translated quote from Spanish." (LastName, Year, p. XX; trans. by author)

Overview of information in the list of sources and bibliography

In-text citation (short form)	Full reference (APA 7 format)	Notes
Monograph		
(LastName, Year)	LastName, F. M. (Year). Title. Publisher.	Minimum citation
(LastName, Year, p. XX)	LastName, F. M. (Year). Title: Subtitle (Xth ed.). Publisher. https://doi.org/xxxxx	If edition or DOI is available
(Atteslander, 2010, p. 3)	Atteslander, P. (2010). Methoden der empirischen Sozialforschung (13th ed.). Erich Schmidt Verlag.	
(Donges & Jarren, 2022, p. 23)	Donges, P., & Jarren, O. (2022). Politische Kommunikation in der Mediengesellschaft: Eine Einführung (5th ed.). Springer VS. https://doi.org/10.1007/978-3-658-37079-4	
(Backhaus et al., 2021, S. 3)	Backhaus, K., Erichson, B., Gensler, S., Weiber, R., & Weiber, T. (2021). Multivariate Analysemethoden: Eine anwendungsorientierte Einführung (16th ed.). Springer Gabler. https://doi.org/10.1007/978-3-658-32425-4	
Edited Book (Sammelband)		
(LastName, Year)	LastName, F. M. (Ed.). (Year). Title. Publisher.	Minimum citation
(LastName, Year, p. XX)	LastName, F. M. (Ed.). (Year). Title: Subtitle (Xth ed.). Publisher. https://doi.org/xxxxx	If available
(Franck & Sary, 2013)	Franck, N., & Sary, J. (Eds.). (2013). Die Technik wissenschaftlichen Arbeitens. Eine praktische Anleitung (17th ed.). Ferdinand Schöningh.	
(Wiedemann & Lohmeier, 2019)	Wiedemann, T., & Lohmeier, C. (Eds.). (2019). Diskursanalyse für die Kommunikationswissenschaft: Theorie, Vorgehen, Erweiterungen. Springer VS. https://doi.org/10.1007/978-3-658-25186-4	
Chapter in Edited Book		
(LastName, Year)	LastName, F. M. (Year). Title of the chapter. In F. M. EditorLastName (Ed.), Title of the edited book (pp. xx–xx). Publisher.	Minimum citation
(LastName, Year, p. XX)	LastName, F. M. (Year). Title of the chapter. In F. M. EditorLastName (Ed.), Title of the edited book (Xth ed., pp. xx–xx). Publisher. https://doi.org/xxxxx	If edition/DOI is available

<i>In-text citation (short form)</i>	<i>Full reference (APA 7 format)</i>	<i>Notes</i>
(Busselle & Bilandzic, 2011, p. 33)	Busselle, R., & Bilandzic, H. (2011). Images in readers' construction of news narratives. In S. Dente Ross & P. M. Lester (Eds.), <i>Images that injure: Pictorial stereotypes in the media</i> (3rd ed., pp. 31–42). Praeger.	Book chapter citation (edited volume)
(Drüeke, 2019)	Drüeke, R. (2019). Digitale Öffentlichkeiten und feministische Protestkulturen. In J. Borer, G. Geiger, B. Hipfl, & V. Ratkovic (Eds.), <i>Handbuch Medien und Geschlecht. Perspektiven und Befunde der feministischen Kommunikations- und Medienforschung</i> (pp. 1–11). Springer VS. https://doi.org/10.1007/978-3-658-20120-2_42-1	Book chapter with DOI
(Hepp, 2005, p. 140)	Hepp, A. (2005). Medienkultur. In A. Hepp, F. Krotz, & C. Winter (Eds.), <i>Globalisierung der Medienkommunikation. Eine Einführung</i> (pp. 137–164). Springer VS. https://doi.org/10.1007/978-3-322-80452-5_7	Multiple editors, chapter in anthology
Journal Article		
(LastName, Year)	LastName, F. M. (Year). Title of the article. Title of the Journal, Volume(Issue), pp–pp.	Minimum format
(LastName, Year, p. XX)	LastName, F. M. (Year). Title of the article. Title of the Journal, Volume(Issue), pp–pp. https://doi.org/xxxxx	If DOI is available
(Badr, 2020)	Badr, H. (2020). The Egyptian syndicate and (digital) journalism's unresolved boundary struggle. <i>Digital Journalism</i> , 10(7), 1178–1197. https://doi.org/10.1080/21670811.2020.1799424	APA 7 example with DOI
(Dominiak & Röser, 2022)	Dominiak, J. M., & Röser, J. (2022). Wie alte und neue Medien im Alltag koexistieren: Dynamik und Beharrung in alltäglichen Medienhandeln mit Musikmedien. <i>journal.kommunikation-medien</i> , 10(14), 1–23. https://doi.org/10.25598/JKM//2022-14-1	German-language APA article
(Fraser, 1990)	Fraser, N. (1990). Rethinking the public sphere: A contribution to the critique of actually existing democracy. <i>Social Text</i> , 8(3), 56–80.	Classic article, no DOI
(Mutsvairo et al., 2021, p. 1010)	Mutsvairo, B., Borges-Rey, E., Bebawi, S., Márquez-Ramírez, M., Mellado, C., Mbayeazaa, H. M., Demeter, M., Głowacki, M., Badr, H., & Thussu, D. (2021). Ontologies of journalism in the Global South. <i>Journalism & Mass Communication Quarterly</i> , 98(4), 996–1061. https://doi.org/10.1177/10776990211048883	Multiple authors
(Neuberger et al., 2019)	Neuberger, C., Bartsch, A., Reinemann, C., Fröhlich, R., Haimitsch, T., & Schindler, J. (2019). Der digitale Wandel der Wissensordnung. Theorierahmen für die Analyse von Wahrheit, Wissen und Rationalität in der öffentlichen Kommunikation. <i>Medien & Kommunikationswissenschaft</i> , 67(2), 167–186. https://doi.org/10.5771/1615-634X-2019-2-167	German-language article with DOI

Guide to citing sources in academic papers according to APA style, 7th edition

<i>In-text citation (short form)</i>	<i>Full reference (APA 7 format)</i>	<i>Notes</i>
(van Deursen & van Dijk, 2010, p. 891)	van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2010). Measuring internet skills. <i>International Journal of Human-Computer Interaction</i> , 26(10), 891–916. https://doi.org/10.1080/10447318.2010.496338	Published article with volume/issue and DOI
Article in press / online first		
(LastName, in press)	LastName, F. M. (in press). Title. Publisher.	For accepted but not yet published works
(LastName, Year, p. XX)	LastName, F. M. (Year). Title of article. Name of Journal, Advance online publication, xx–xx. https://doi.org/xxxxx	For online-first journal articles
(Steensen et al., 2023)	Steensen, S., Kalsnes, B., & Weslund, O. (2023). The limits of live fact-checking: Epistemological consequences of introducing a breaking news logic to political fact-checking. <i>New Media & Society</i> , Advance online publication, 1–19. https://doi.org/10.1177/14614448231151436	Online early publication with DOI
Book series / volumes		
(LastName, Year)	LastName, F. M. (Year). Title of the volume (Vol. XX). Publisher.	Volumes with a shared title
(LastName, Year)	LastName, F. M. (Year). Title of the volume: Subtitle (Vol. XX). Publisher.	Volumes with their own distinct title
(Nachname, Jahr)	LastName, F. M. (Year). Title of the volume (Vol. XX). Publisher. https://doi.org/xxxxx	Add DOI if available
(Grünangerl et al., 2021)	Grünangerl, M., Trappel, J., & Tomaz, T. (2021). Chapter 3. Austria: Confirmed democratic performance while slowly digitalising. In J. Trappel & T. Tomaz (Eds.), <i>The Media for Democracy Monitor 2021: How leading news media survive digital transformation</i> (Vol. 1, pp. 95–152). Nordicom. https://doi.org/10.48335/9789188855404-3	Book chapter in a volume with DOI
(Altmeppen, 2006)	Altmeppen, D., & Karmazin, M. (Eds.). (2006). <i>Media and the economy: Vol. 3. Fields of application in media economics</i> . Springer VS. https://doi.org/10.1007/978-3-531-90195-4	Edited volume with volume number in the title

<i>In-text citation (short form)</i>	<i>Full reference (APA 7 format)</i>	<i>Notes</i>
Theses and Dissertations		
(LastName, Year)	LastName, F. M. (Year). Title [Unpublished type of thesis/dissertation]. University XYZ.	Unpublished thesis/dissertation
(LastName, Year)	LastName, F. M. (Year). Title: Subtitle [Type of thesis/dissertation, University XYZ]. Database Name. https://xxxxx	If available via academic database
(LastName, Year)	LastName, F. M. (Year). Title. Publisher. https://doi.org/xxxxx or https://xxxxx	Published version of the thesis = treated as a monograph
(Parrilla Guix, 2022)	Parrilla Guix, R. (2022). A European public sphere based on a common identity in the coverage of the euro crisis? The Cyprus bailout in 2013 and the Greek referendum in 2015 in the Austrian, German, Spanish, French and British press [Unpublished dissertation]. University of Salzburg.	Unpublished doctoral dissertation
(Ebert, 2017)	Ebert, J.-M. (2017). Media bias in political news coverage: Revisiting sources, effects and perceptions [Dissertation, University of Vienna]. PHAIDRA Repository, University of Vienna. https://phaidra.univie.ac.at/o:1332529	Online archived dissertation
(Schreiber, 2020)	Schreiber, M. (2020). Digitale Bildpraktiken: Handlungsdimensionen visuell vernetzter Kommunikation. Springer VS. https://doi.org/10.1007/978-3-658-30788-2	Published thesis as monograph
Research Reports		
(LastName, Year)	LastName, F. M. (Year, Date). Title: Subtitle. https://doi.org/xxxxx or https://xxxxx	Minimum APA format
(LastName, Year, p. XX)	LastName, F. M. (Year). Title: Subtitle. Publishing Organization. https://xxxxx	Add organization if relevant
(Gadringer et al., 2022)	Gadringer, S., Holzinger, R., Sparvierro, S., Trappel, J., & Kuzmanov, K. (2022). Digital News Report 2022: Country report for Austria. https://zenodo.org/record/6649495/files/DNR_2022-AT.pdf?download=1	Online report with PDF link
(Grünangerl & Prandner, 2022, p. 61)	Grünangerl, M., & Prandner, D. (2022). Digital Skills Austria. RTR – Rundfunk und Telekom Regulierungs-GmbH. https://doi.org/10.5281/zenodo.7333304	Government research report with DOI

Guide to citing sources in academic papers according to APA style, 7th edition

<i>In-text citation (short form)</i>	<i>Full reference (APA 7 format)</i>	<i>Notes</i>
Datasets		
(LastName, Year)	LastName, F. M. (Year). Title of the dataset (Version, if applicable) [Data set]. Publisher. https://doi.org/xxxxx	If individual author(s) known
(LastName, Year)	Institution. (Year). Title of the dataset [Data set]. https://doi.org/xxxxx	If published by institution
(ESS ERIC, 2022)	European Social Survey European Research Infrastructure. (2022, December 8). ESS10 edition 2.0. Norwegian Agency for Shared Services in Education and Research. https://doi.org/10.21338/NSD-ESS10-2020	Institutional dataset
(Kittel et al., 2020)	Kittel, B., Kritzinger, S., Boomgaarden, H., Prainsack, B., Eberl, J.-M., Kalleitner, F., Lebernegg, N. S., Partheymüller, J., Plescia, C., Schiestl, D. W., & Schlogl, L. (2020). Austrian Corona Panel Project (SUF edition) [Data set]. S. AUSSTDA. https://doi.org/10.11587/28KQNS	Multiple authors, structured data
Conference Papers / Presentations		
(LastName, Year)	LastName, F. M. (Year, Month). Title of the paper or presentation [Type of contribution]. Conference Name, City, Country.	Minimum format
(LastName, Year)	LastName, F. M. (Year, Month). Title of the paper or presentation [Type of contribution]. Conference Name, City, Country. https://doi.org/xxxxx or URL	If online or published
(van Deursen & van Dijk, 2008)	van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2008, May). Measuring digital skills: Performance tests of operational, formal, information, and strategic internet skills among the Dutch population [Paper presentation]. 58th Annual Conference of the International Communication Association (ICA), Montreal, Canada. https://www.utwente.nl/en/bms/vandijk/news/measuring_digital_skills/MDS.pdf	Example of full APA 7 citation for a paper presentation

<i>In-text citation (short form)</i>	<i>Full reference (APA 7 format)</i>	<i>Notes</i>
Journalistic Sources		
(LastName, Year)	LastName, F. M. (Year, Month Day). Title of the article. Name of the Newspaper, p. XX.	For newspaper articles
(LastName, Year)	LastName, F. M. (Year, Month Day). Title of the article. Name of the Magazine, Volume(Issue), xx–xx.	For magazine articles
(LastName, Year)	LastName, F. M. (Year, Month Day). Title of the article. Name of the Online Medium. https://xxxxx	For online news sources
(Fidler, 2023)	Fidler, H. (2023, February 20). Wo der ORF spart. Der Standard, p. 2.	Print newspaper
(Buschek et al., 2023)	Buschek, C., Christoph, M., Diehl, J., Höfner, R., Hoffmann, R., Hoppenstedt, M., Lehberger, R., Müller, A.-K., Obermaier, F., Obermayer, B., Rosenbach, M., Schulz, T., & Wiedmann-Schmidt, W. (2023, February 18). Die Wahrheitskiller. Der Spiegel, 77(8), 8–15.	Magazine article
(Fidler et al., 2022)	Fidler, H., Das Gupta, O., & Mark, O. (2022, November 7). Auszeiten nach Chat-Affären für Chefredakteure von „Presse“ und ORF-TV-News. derstandard.at. https://www.derstandard.at/story/2000140617994/auszeiten-nach-chat-affaeren-fuer-chefredakteure-von-presse-und-orf	Online news article
Web Content		
(LastName, Year)	LastName, F. M. (Year). Title. https://xxxxx	Minimum requirement
(LastName, Year)	LastName, F. M. (Year, Month Day). Title: Subtitle. https://xxxxx	If more details are available
(Kaminska, 2020)	Kaminska, O. (2020, July 7). Guide to using weights and sample design indicators with ESS Data. https://www.europeansocialsurvey.org/docs/methodology/ESS_weighting_data_1_1.pdf	Online document with author
Web Content by Institutions		
(Abbreviation Institution, Year)	Institution. (Year, Month Day). Title: Subtitle. https://xxxxx	For web content authored by an institution
(UNESCO, 2022)	United Nations Educational, Scientific and Cultural Organization Institute for Information Technologies in Education. (2022, April 8). Digital inclusion towards real-life equity. https://iite.unesco.org/news/digital-inclusion-towards-real-life-equity/	Institutional web page

Guide to citing sources in academic papers according to APA style, 7th edition

Blog posts		
(LastName, Year)	LastName, F. M. (Year, Month Day). Title: Subtitle. Name of Blog. https://xxxxx	Standard APA 7 format for blog posts
(Lebernegg et al., 2021)	Lebernegg, N. S., & Eberl, J.-M. (2021, June 7). Coronavirus conspiracy theories: Here to stay? Corona-Blog. https://viecer.univie.ac.at/corona-blog/corona-blog-beitraege/blog118/	Translated blog example from your entry

<i>In-text citation (short form)</i>	<i>Full reference (APA 7 format)</i>	<i>Notes</i>
Wikipedia-Eintrag		
("Title of the Entry," Year)	Title of the entry. (Year, Month Day). In Wikipedia. https://xxxxx	If archived: include full date of archive
("Liste der meistabonnierten deutschen YouTube-Kanäle," 2022)	Liste der meistabonnierten deutschen YouTube-Kanäle. (2022, October 23). In Wikipedia. https://de.wikipedia.org/wiki/Liste_der_meistabonnierten_deutschen_YouTube-Kan%C3%A4le	Example from your table
Social Media Posts		
(LastName, Year)	Author, @username. (Year, Month Day). First 20 words of the post [Platform descriptor, e.g., Photo, Video, Status update]. Platform. https://xxxxx	Twitter/X, Instagram, Facebook, etc.
(LastName, Year)	LastName, F. M. (Year, Month Day). Full name of post if available [Type of post]. Social Media Platform. https://xxxxx	Use for Facebook & similar
(Fachbereich Kommunikationswissenschaft, 2022)	Fachbereich Kommunikationswissenschaft [@kowi_salzburg]. (2022, December 5). Morgen steht wieder ein LunchTalk an ... [Photo]. Instagram. https://www.instagram.com/p/ClzCckjOGZd/	Real example from Instagram
Audiovisual Media		
(LastName, Year)	LastName, F. M. (Year, Publication Date). Title of the audiovisual content [Format, e.g., Video]. Platform. https://xxxxx	For standalone videos
(LastName, Year)	Nachname, V. (Jahr, Publikationsdatum). Titel des audiovisuellen Inhalts [Format des Inhalts]. <i>Serie/Reihe</i> . URL	For episodes in a series
(LastName, Year)	LastName, F. M. (Year, Publication Date). Title of the audiovisual content [Format]. Hosting platform. https://xxxxx	Hosted on platform (e.g., YouTube)
(MAXQDA VERBI, 2021)	MAXQDA VERBI. (2021, November 23). Codeieren mit MAXQDA 2022 [Video]. YouTube. https://www.youtube.com/watch?v=dnhJDpMBQo8	YouTube instructional video
(Dausend & Grabitz, 2022)	Dausend, P., & Grabitz, I. (Hosts). (2022, October 21). „Das Regime im Iran hat sich selber satt“ [Podcast episode]. Das Politikteil. https://www.zeit.de/politik/2022-10/walter-posch-iran-proteste-regime	Podcast episode on a podcast platform

PART 2:

EXPLANATIONS OF THE MOST IMPORTANT
SOURCE TYPES ACCORDING TO APA 7

The word “zitieren” (to cite) originates from the Latin term “citare,” which originally meant “to set in motion, to summon, to call upon” (see Digitales Wörterbuch der Deutschen Sprache [DWDS], 2022). While citing does not literally summon the author, in a figurative sense you are indeed “calling them by name” to take responsibility for their statements. Modern dictionaries therefore define “zitieren” as the act of “quoting something (written or spoken) verbatim” (Dudenredaktion, 2020, p. 953). This guide provides you with the key instructions you need for accurate and traceable citations following APA Style (7th edition).

Part 2 focuses on the main source types and illustrates the citation rules with examples. A distinction is made between two sets of formal rules:

1. Rules for placing citations directly within the text you are writing. Here, the guide first addresses the specifics of direct and indirect quotations—although many rules apply to both.
2. Rules for structuring and listing sources in the reference list at the end of your work. This is also discussed in this section of the manual.

Formal Guidelines for In-Text Citations

Direct quotations involve taking over text passages word for word and with precise detail. This may include entire sentences, multiple sentences, or fragments of sentences. It is important that such direct quotes are not merely illustrative but serve a purpose in your argument and are critically engaged with in the surrounding text.

Direct quotations are set apart from the main text using quotation marks, as is customary in APA 7. The short in-text citation includes the author's last name, the year, and the page number (if available). The citation typically appears at the end of the quotation, outside the closing quotation mark, formatted as follows:



(LastName, Year, p. XX)



“Die meisten Kommunikator-Studien sind folglich Versuche, die Wirklichkeit journalistischer Berufe empirisch zu fassen und daraus Merkmale für ein Berufsbild abzuleiten.” (Pürer, 2009, p. 110)



„Empirische Sozialforschung ist die systematische Erfassung und Deutung sozialer Tatbestände.“ (Atteslander, 2010, p. 3)

This is the simplest way to include a source citation. The citation method is the same for both direct and indirect quotations.

When you refer to or summarize content from other sources in your own text, without quoting it word for word, this is called indirect quoting or paraphrasing. **Indirect citations do** not require quotation marks. However, they still require a proper in-text citation that includes the author's last name, the year of publication, and page number(s) if applicable. The citation should be placed directly after the paraphrased content. In the example below, the author paraphrases a source without quoting it directly and refers to a secondary source:



In the debate on media polarization, it is often overlooked that the roots of an enlightened society's culture of discourse lie in strong opinion-based conflicts. Initially, parties were formed through polarization rather than emerging as a result of it (Birkner, 2012, pp. 149–152).

Excerpt from: Birkner, T. (2022). Media-user interaction and political systems. In I. Borucki, K. Kleinen-von Königslöw, S. Marschall, & T. Zerback (Eds.), *Handbuch Politische Kommunikation* (pp. 95–109). Springer VS. https://doi.org/10.1007/978-3-658-26323-4_7 (p. 97, *Historical Context*)

When paraphrasing, make sure your interpretation stays faithful to the original meaning and does not distort the author's intent. Paraphrasing means rephrasing ideas or arguments in your own words, not simply replacing individual terms or omitting parts of the original. Even when reworded, proper citation is required—especially if the idea has been previously published. In academic writing, it is common to build an argument based on multiple sources. If you refer to the same source multiple times within a paragraph, include a citation the first time, and again if needed for clarity. APA guidelines recommend citing a source each time you clearly draw on it in your argumentation.



What if my quote is...

...longer?

If you use a direct quote longer than 40 words, format it as a block quotation. This means:

- Start the quote on a new line
- Indent the entire block from the left margin
- Do not use quotation marks
- Use the same font and spacing as the rest of your text
- Include the citation after the punctuation mark

You may also apply formatting (e.g., smaller font size, different spacing) depending on institutional requirements, but this is not part of APA style itself.



Hugger emphasizes that the term media literacy can be considered a key concept in media pedagogy and defines it as follows:

Sie [die Medienkompetenz, d. Verf.] umfasst die Wissensbestände über Medien sowie die Fähigkeit, Medien souverän bedienen, kritisch beurteilen und kreativ gestalten zu können. Sie kann eigenständig im Rahmen von Selbstsozialisationsprozessen erworben werden, sie wird aber auch mit Hilfe medienpädagogischen Handelns in formalen wie non-formalen Bildungssettings gefördert. (Hugger, 2008, p. 93)

This block quotation is indented to visually separate it from the main text. No additional quotation marks are required, making it clear that this is a direct quotation. This is the standard APA 7 method for presenting block quotes. The phrase “key concept” reflects a direct citation and is therefore not placed in quotation marks. The author is named at the beginning of the passage, and the source is cited at the end. If the introductory phrase “he defines it as follows” is ambiguous (e.g., “he” is unclear), a clarifying editorial note can be added in square brackets (e.g., [ed. note] or initials of the author).



... What if the original text includes emphasis?

If authors of a source have emphasized certain parts of the text—such as italics, ALL CAPS, bold font, or underlining—you must indicate this when quoting directly. The fact that the emphasis comes from the original source should be clearly marked. This is usually done by adding a bracketed note like:

- (Author, Year, p. XX, emphasis in original)
- (Author, Year, p. XX, italics in original)



„Mit der **Mesoebene** ist die Bezugsebene von **Organisationen und Institutionen** angesprochen. Untersuchungsgegenstand sind hierbei Organisationen als Ergebnis sozialer Handlungen, also z. B. politische Organisationen wie Parteien oder Medienorganisationen wie Redaktionen oder Medienunternehmen.“ (Donges & Jarren, 2022, p. 23, emphasis in original)

In this example, the phrases “meso level” and “organizations and institutions” are bold in the original source and were quoted exactly as such. The emphasis was not added by the citing author but was already part of the original publication. This must be made clear in your citation with a transparent and consistent note. If you're publishing in a journal or following a house style that prescribes how to handle emphasis (e.g., converting bold to italics), make sure your formatting matches those requirements.



...when you want to add emphasis yourself?

Sometimes, as the author, you may wish to highlight certain terms that are particularly important for choosing a quotation and emphasize them directly inside the quote. The **emphasis** therefore does not come from the source's authors and is not present in the original text. This added emphasis must be unmistakable and is indicated with the note "emphasis added by author" or "emphasis added" (abbr. "emph. by auth.") at an appropriate place. That place can be either in parentheses at the end of the quotation or—if the emphasis concerns only one word—immediately after the emphasized word. Another possibility is to use your own initials, e.g. "emph. M. M.", to show that Max Mustermann (the author of the current text) supplied the emphasis.



"In diesem Buch werden Verfahren der statistischen Datenanalyse behandelt, die mehrere Variablen simultan betrachten und den Zusammenhang zwischen diesen Variablen quantitativ analysieren." (Backhaus et al., 2021, p. 3, emph. by auth.)



"In diesem Buch werden Verfahren der statistischen Datenanalyse behandelt, die mehrere Variablen simultan betrachten und den Zusammenhang zwischen diesen Variablen quantitativ analysieren." (Backhaus et al., 2021, p. 3, emph. M. M.)



"In diesem Buch werden Verfahren der statistischen Datenanalyse behandelt, die mehrere Variablen [emph. by auth.] simultan betrachten und den Zusammenhang zwischen diesen Variablen quantitativ analysieren." (Backhaus et al., 2021, p. 3)

The term "mehrere Variablen" is italicised in the quotation above. This emphasis does not originate from the authors Klaus Backhaus, Bernd Erichson, Sonja Gensler, Rolf Weiber and Thomas Weiber, but was added by the writer of this paper—here Max Mustermann—to highlight that part of the direct quotation. It must be made unambiguously and consistently transparent (APA 7 allows several variants; choose one you prefer and remain consistent within a single text).

*...when the original text contains other peculiarities?*

When the source text shows **additional peculiarities**, you must always make it transparent where and how you have transferred them into your own text; this must be fully traceable. It is equally important that the meaning of the original statement is not distorted. Typical examples include:

Quotation marks in the text

If double quotation marks already appear in the original, they are replaced by single quotation marks inside your quotation.



‘Die komplexen Öffentlichkeiten brauchen deshalb die Übersetzungs- und Vermittlungsleistung der mittleren, die »kleinen Öffentlichkeiten« deren Möglichkeit, Themen zu bündeln und Interessen als Gruppeninteressen zu artikulieren.’ (Klaus, 2017, pp. 30 – 31)

In this example the term »kleinen Öffentlichkeiten« by Elisabeth Klaus is already enclosed in quotation marks in the original text. You therefore use single quotation marks in the outer quotation; the inner quotation marks remain unchanged.

Omissions

If you do not quote the entire passage but leave out certain parts, either within a sentence [...] or across sentences [...], you show this at the relevant point with an ellipsis in square brackets. If only a single word or short phrase is omitted and the meaning remains clear, four ellipsis dots may also be acceptable (see APA 7, p. 257).



‘Da die Bemühungen um eine Institutionalisierung innerhalb der ARD zunächst vergeblich blieben, wurde die Erforschung der Landesrundfunkanstalten mehr und mehr an private Forschungsinstitute [...] delegiert.’ (Schulz, 2014, p. 204)

In the original source, the specific names of the research institutes are omitted. For the continuation of your quotation this information is not essential, so it may be omitted as shown.

Errors in the quoted text

If the passage you quote contains a printing, spelling, or other error, flag it in square brackets: [sic]. If the source is older and what appears to be a mistake is actually historical spelling, or if the text comes from (for example) a Swiss publisher that omits the sharp ß, treat it as standard and do not add [sic]. The same rule applies when an English quotation uses American spelling and you yourself write in British English—retain the original spelling without comment.

Additions or clarifications

When you need to insert material inside a quotation to improve clarity, place your words in square brackets at the exact point of insertion. If appropriate, add a brief label such as “author’s note” or your own initials (e.g., “[emphasis added — A.B.]”). In every case, take care that your addition does not alter the original author’s meaning.

„Gleichwohl bedient sich die Disziplin [Kommunikationswissenschaft, d. Verf.] oftmals einer Fachsprache, die für Fachfremde mitunter nicht gleich verständlich ist.“ (Pürer, 2009, p. 57)

„Gleichwohl bedient sich die Disziplin [Kommunikationswissenschaft, J. D.] oftmals einer Fachsprache, die für Fachfremde mitunter nicht gleich verständlich ist.“ (Pürer, 2009, p. 57)

„Gleichwohl bedient sich die Disziplin [Kommunikationswissenschaft] oftmals einer Fachsprache, die für Fachfremde mitunter nicht gleich verständlich ist.“ (Pürer, 2009, p. 57)

The specification of the discipline “Kommunikationswissenschaft” does not appear at this point in Heinz Pürer’s original text. Nevertheless, the wider context makes it clear that this is what he is referring to. By inserting the clarification in square brackets, the author of the scholarly paper—in this example Jane Doe [J. D.]—renders the reference explicit and easier to follow without altering Pürer’s wording.



... *when a work has multiple authors?*

For **two authors**, link their last names with an ampersand (&) in every in-text citation.



(Lastname 1 & Lastname 2, Year, p. XX)

(Donges & Jarren, 2022, p. 23)

In den Vorgaben von APA 7 wurden die Vorgaben zur Nennung von **mehr als zwei Autor:innen** APA 7 simplifies citations for works with more than two authors. Beginning with three authors, cite only the first author in the text and add et al. (Latin for “and others”); all names still appear in the reference list. Under no circumstances should you change the authors’ order—keep it exactly as given in the source.



(Lastname 1 et al., Year, p. XX)

(Backhaus et al., 2021, p. 3)



... *when I'm unsure about how to write an author's name?*

If you cite an author whose language and cultural background differs from your own, it can greatly enrich the diversity of sources in your academic writing. What matters is that you follow the spelling conventions of the language from which the name originates. Find out which element is the family name, how diacritical marks (dots, strokes, hooks, tildes, rings, etc.) are used, and what the naming conventions are in that particular country. Below are a few illustrative cases.

... In text: (Mutsvairo et al., 2021, p. 1010)

... In the reference list: Mutsvairo, B., Borges-Rey, E., Bebawi, S., Márques-Ramírez, M., Mellado, C., Mabweazara, H. M., Demeter, M., Glowacki, M., Badr, H., & Thussu, D. (2021). Ontologies of journalism in the Global South. *Journalism & Mass Communication Quarterly*, 98(4), 996-1061. <https://doi.org/10.1177/10776990211048883>

In German, name particles such as the nobiliary “von” are normally placed after the first name. Accordingly, when you cite Jedermann by Hugo von Hofmannsthal, the text citation lists the author simply as Hofmannsthal. Because the edition used is a reprint, the year of the original publication is given in addition to the reprint year (see American Psychological Association [APA], 2020, pp. 318-319, 327 for details).

... In text: (Hoffmansthal, 1911/2000)

... In the reference list: Hofmannsthal, H. von (1911/2000). *Jedermann. Das Spiel vom Sterben des reichen Mannes*. Reclam.

In Dutch (e.g., van), English (e.g., Mc or Mac), and several other linguistic traditions, name particles are not moved to the end. Thus van Deursen is alphabetised under V. The two authors below list all their given names on the article's title page. If you adopt that format, be sure to cite the same authors consistently across your paper.

... In text: (van Deursen & van Dijk, 2010, p. 891)

... In the reference list: van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2010). Measuring internet skills. *International Journal of Human-Computer Interaction*, 26(19), 891-916. <https://doi.org/10.1080/10447318.2010.496338>

In Romance languages, name order and particles vary: several family names may appear, sometimes with particles such as de, du, di, del/la, and so on. In the Brazilian example below, the final family name is chosen for alphabetising and the preceding given-name element is dropped in the in-text citation (so Cláudia Regina Fonseca Lemos is cited simply as Lemos; Antônio Teixeira de Barros becomes Barros). In the Catalan example, however, both family names are retained (so Ricard Parrilla Guix is cited as Parrilla Guix).



In text: (Lemos et al., 2011)



In the reference list: Lemos, C. R. F., Bernardes, C. B., & Barros, A. T. de. (2011). TV Câmara, TV pública? As TVs legislativas brasileiras na transição para a plataforma digital. *Observatorio (OBS*)*, 5(2), 1-22. <https://doi.org/10.15847/obsOBS522011482>



In text: (Jandura et al., 2022)



In the reference list: Jandura, O., Parrilla Guix, R., & Mähr, M. (2022). Orientierungsleistungen von Medien in einer pluralistischen Welt: Mediale Repräsentation von Parteien in Deutschland, Österreich und der Schweiz. *SComS. Studies in Communication Sciences*, 22(1), 251-269. <https://doi.org/10.24434/j.scoms.2022.01.3084>

Tip: If possible, check how the author normally cites themselves—many journals and publishers supply an “author-approved” citation. Follow that spelling exactly. Use the full array of diacritical characters (accents, tildes, cedillas, rings, etc.); modern word-processing programs let you insert them via special-character menus or Unicode shortcuts.



... when I cite several works by the same author in the same year?

If you cite **multiple texts by the same author** (or author team) published in the same year, the basic author–year citation cannot show which work you mean. Distinguish the sources by adding lowercase letters—a, b, c, etc.—immediately after the year.



In text: (Trappel & Tomaz, 2021a, p. 11)



In the reference list: Trappel, J., & Tomaz, T. (2021a). Democratic performance of news media: Dimensions and indicators for comparative studies. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 1, pp. 11–58). Nordicom. <https://doi.org/10.48335/9789188855404-1>



In text: (Trappel & Tomaz, 2021b, p. 450)



In the reference list: Trappel, J., & Tomaz, T. (2021b). Solid performance, but democratic deficits remain: Conclusions. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 2, pp. 425–492). Nordicom. <https://doi.org/10.48335/9789188855428-10>

Note: The suffixes **a** and **b** clearly distinguish sources published in the same year. Assign the letters **alphabetically by chapter title** and use the same letters in both in-text citations and the reference list.



... when several authors share the same surname?

When different authors (or coauthors) have the **same family name**, add their **initials** to the in-text citation **and** list the initials as usual in the reference list. This makes the citation traceable.



In text: (Trültzsch-Wijnen, C. & Trültzsch-Wijnen, S., 2022)



In the reference list: Trültzsch-Wijnen, C., & Trültzsch-Wijnen, S. (2022). Screen time is cool but friends and family are more important: Children's daily life during lockdown in Austria. *Media Education Research Journal*, 11(1), 1–18. <https://doi.org/10.5281/zenodo.6722904>



... when an institution is the author of a work?

If a publication names **no individual author** but only an **institution** (group author), cite the institution as the author.

- **First in-text mention:** Write the **full name** and, if you will use it later, introduce an **abbreviation in brackets**.
(American Psychological Association [APA], 2020)
- **Subsequent mentions:** Use the **abbreviation** only.
(APA, 2020)
- **Reference list:** Give the **full institutional name** as the author.



In text: (European Commission, 2022)



In the reference list: European Commission. (2022). *The Digital Economy and Society Index (DESI)*. <https://ec.europa.eu/newsroom/dae/redirection/document/88764>



In text: (UNESCO, 2022)



In the reference list: United Nations Educational, Scientific and Cultural Organization (UNESCO) Institute for Information Technologies in Education. (2022, April 8). *Digital inclusion towards real-life equity*. <https://lite.unesco.org/news/digital-inclusion-towards-real-life-equity/>



... when certain elements of a citation are missing?

Some sources show no page numbers or no publication date, or the author cannot be identified. You must indicate this transparently in APA style:

- **No page number (for a quotation):** Use an alternative locator such as a paragraph number or section heading, e.g., (Author, Year, para. 4) or (Author, Year, "Methods," para. 2).
- **No date:** Write n.d. in place of the year, e.g., (Author, n.d.) and in the reference list (n.d.).
- **No individual author:** Move the **title** to the author position in the reference; in text, cite a **shortened title** in quotation marks (for works not italicized) or in italics (for stand-alone works), e.g., ("Digital inclusion...", 2022).

If several elements are missing, consider carefully whether the source is reliable enough to cite, since verifiability and traceability may be limited.



... when I want to quote something that someone else has already quoted? (secondary citation)

Sometimes you find a passage that quotes another source you cannot access. Ideally, locate and cite the original. If that is impossible, use a secondary citation:



(Original Author, Year, as cited in Secondary Author, Year, p. xx)



Example sentence (no translation of any direct quotation):

From a stimulus–response perspective, the lack of evaluative measures increases the possibility of influence on the individual, “who believes what he or she hears or reads” and has no opportunity to compare it with other information (Nünlist, 1985, as cited in Jäckel, 1999, p. 93).

Secondary citations (APA 7): use sparingly

The author of the paper has **not** had Cantoni (1985) in hand and has never read it. Jäckel (1999) **does** cite Cantoni, and the author would like to adopt part of that quotation. In this case, list **only Jäckel (1999)** in the **reference list**, because that is the work actually consulted.

Try to avoid second-hand quotations whenever possible—they are essentially *hearsay*, and you cannot fully verify the source. Use the “**as cited in**” format **only** when the original work is genuinely **unavailable**. That is **not** the case here—*The Invasion on Mars* is available. Another acceptable use of a secondary citation is when an author quotes a source written in a language you cannot read, making the original inaccessible to you. (For further details on secondary citations, see **APA, 2020, p. 258**.) The author of the paper has **not** had Cantoni (1985) in hand and has never read it. Jäckel (1999) **does** cite Cantoni, and the author would like to adopt part of that quotation. In this case, list **only Jäckel (1999)** in the **reference list**, because that is the work actually consulted.

Try to avoid second-hand quotations whenever possible—they are essentially *hearsay*, and you cannot fully verify the source. Use the “**as cited in**” format **only** when the original work is genuinely **unavailable**. That is **not** the case here—*The Invasion on Mars* is available. Another acceptable use of a secondary citation is when an author quotes a source written in a language you cannot read, making the original inaccessible to you. (For further details on secondary citations, see **APA, 2020, p. 258**.)



Formal requirements for entries in the list of sources and references

What is listed?

Your **reference list** includes every text or source you used in your paper. Both the list itself and each entry must be **complete** and **consistent** throughout. Use standard APA wording and abbreviations (e.g., use **Ed./Eds.** for editors where applicable) and keep that convention for the whole list.

Do **not** split the list by source type (e.g., print vs. online; books vs. chapters).

Sources that constitute your **own empirical material** (e.g., interview transcripts, news items collected for a content analysis) are usually **not** placed in the reference list but in a **separate appendix/list**.

How is it ordered?

- Use a hanging indent.
- Order entries alphabetically by the surname of the first author.
- If two first authors share the same surname, sort alphabetically by their initials.
- If you cite multiple works by the same author, sort them chronologically (earliest to latest).
- For one author with both solo and co-authored works, list single-author works first, then co-authored works.
- If an author (or author group) has multiple works in the same year, sort alphabetically by title and add letters after the year (2021a, 2021b, ...)—use the same letters in in-text citations.
- If different works share the same first author but have different coauthors, order alphabetically by the second author's surname; continue to the third, etc. When author groups are identical, then order by year (earliest first).

If a DOI exists, include it in URL form (<https://doi.org/...>). Provide enough information for readers to unambiguously identify and retrieve each source.

*What do I enter in the reference list ...
...when the source is a monograph (book)?*

Monographs are stand-alone publications. These are books written by one author or by multiple authors. With multiple authors, list **all** names and separate them with commas; before the final author insert a comma and an **ampersand (&)**.¹ After the author element, give the **year** in parentheses. The **title** is set in italics; if there is a subtitle, add it after a colon. For **editions beyond the first**, place the edition in parentheses **right after the title** and **do not italicize it**. Note, too, that many citation styles—and APA up to the 6th edition—included the **place of publication**; APA 7 **does not**. If you still choose to add a place, keep it consistent throughout. If you include a URL, use it consistently as well.



Last name, F. (Year). *Title*. Publisher.
Last name, F. (Year). Title: *Subtitle* (Xth ed.). Publisher. URL or DOI



Brosius, H.-B., Haas, A., & Koschel, F. (2016). *Methoden der empirischen Kommunikationsforschung: Eine Einführung (7th ed.)*. Springer VS. <https://doi.org/10.1007/978-3-531-19996-2>

Note: If a work has appeared in a second or later edition, indicate this in parentheses after the title. You may (but do not have to) add a subtitle. You do **not** need to state whether the new edition is revised, expanded, updated, or unchanged. If the book is a **first** edition, **omit** the edition element—as in the following example.



Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative research methods in communication: The power of numbers for social justice*. Routledge. <https://doi.org/10.4324/9781003091653>

Note: Some publishers you encounter frequently appear in varying forms (e.g., “SAGE,” “Sage,” or “Sage Publications”). Make sure you use the **same form** consistently across your reference list.



Paus-Hasebrink, I., Kulterer, J., & Sinner, P. (2019). *Social inequality, childhood and the media: A longitudinal study of the mediatization of socialization*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-030-02563-0>

¹ This is the so-called **Oxford comma**, typical for English. Because your paper uses APA style in English, it is required. In German-language prose you might not use it, but in APA references you **must**.



... when the source is an edited book (collection)?

In **edited books/collections**, chapters by different authors are gathered and published by one or more **editors** (or by an institution). In the **reference list**, the editors appear in the **author position** with the label **(Ed.)** or **(Eds.)**. Give the **year** in parentheses, then the **book title in italics and sentence case**; add the **edition** in parentheses after the title if applicable; then the **publisher** and any **DOI/URL**.



Last name, F. M. (Ed.). (Year). *Title*. Publisher.
Last name, F. M., & Last name, F. M. (Eds.). (Year). *Title: Subtitle* (Xth ed.).
Publisher. URL or DOI



Eberwein, T., & Wenzel, C. (Eds.). (2019). *Changing Media – Changing Democracy? Medienwandel – Wandel der Demokratie?* Verlag der Österreichischen Akademie der Wissenschaften.



Franck, N., & Sary, J. (Eds.). (2013). *Die Technik wissenschaftlichen Arbeitens. Eine praktische Anleitung* (17th ed.). Ferdinand Schöningh.



H Hepp, A., & Winter, R. (Eds.). (2008). *Kultur – Medien – Macht. Cultural Studies und Medienanalyse* (4th ed.). Springer VS. <https://doi.org/10.1007/978-3-531-91155-7>



... when the source is a chapter in an edited book?

Name the **chapter author(s)** first, then the **year**, then the **chapter title**. After that, introduce the edited book with **In** and list the editors as **initials before surnames** followed by **(Ed.)/(Eds.)**—this is APA style. Give the **book title in italics**, the **page range in parentheses (pp. xx–xx)**, the **publisher**, and any **DOI/URL**.



Last name, F. M. (Year). Title of chapter. In F. M. Editor & F. M. Editor (Eds.), *Title of the edited book* (pp. xx–xx). Publisher. URL or DOI



Breiniger, B., & Kaltenbacher, T. (2020). De-westernization an impossible epistemic shift? Visual research avenues for a genuine paradigm shift in communication studies. In T. Herdin, M. Faust, & G.-M. Chen (Eds.), *De-westernizing visual communication and culture: Perspectives from the Global South* (Vol. 1, pp. 47–64). Nomos. <https://doi.org/10.5771/9783748906933-47>



Busselle, R., & Bilandzic, H. (2011). Images in readers' construction of news narratives. In S. D. Ross & P. M. Lester (Eds.), *Images that injure: Pictorial stereotypes in the media* (3rd ed., pp. 31–42). Praeger.



Drüeke, R. (2019). Digitale Öffentlichkeiten und feministische Protestkulturen. In J. Dörner, B. Geiger, B. Hipfl, & V. Batković (Eds.), *Handbuch Medien und Geschlecht: Perspektiven und Befunde der feministischen Kommunikations- und Medienforschung* (pp. 1–11). Springer VS. https://doi.org/10.1007/978-3-658-20712-0_42-1



Hepp, A. (2005). Medienkultur. In A. Hepp, F. Krotz, & C. Winter (Eds.), *Globalisierung der Medienkommunikation: Eine Einführung* (pp. 137–164). Springer VS. https://doi.org/10.1007/978-3-322-80452-5_7



Winkler, P., & Kretschmer, J. (2021). Digitale Transformation als Herausforderung der Public Relations. In P. Szyszka, R. Fröhlich, & U. Röttger (Eds.), *Handbuch der Public Relations: Wissenschaftliche Grundlagen des beruflichen Handelns* (4th ed., pp. 1–20). Springer VS. Advance online publication. https://doi.org/10.1007/978-3-658-28149-6_60-1



... when the source is a journal article?

List the **article** first, then the **journal**. Unlike chapters in edited books, journal references give the **page range without “pp.”**. The **volume number is always italicized**; place the **issue number in parentheses** right after the volume (no space between them), followed by the page range. If you need details for special cases, consult the *APA Publication Manual* (APA, 2020, pp. 316–321).



Last name, F. M. (Year). Title: Subtitle of the article. *Journal Name*, Volume(Issue), page–page. URL or DOI



Aldridge, M., & Evetts, J. (2003). Rethinking the concept of professionalism. The case of journalism. *British Journal of Sociology*, 54(4), 547–564. <https://doi.org/10.1111/j.1468-4446.2003.00547.x>



Badr, R. (2020). The journalists’ syndicate and (digital) journalism’s unresolved boundary struggle. *Digital Journalism*, 10(7), 1178–1197. <https://doi.org/10.1080/21670811.2020.1799424>



Domahidi, J. M., & Röser, J. (2022). Wie alte und neue Medien im Alltag koexistieren: Dynamik und Beharrung im alltäglichen Medienhandeln mit Musikmedien. *journal kommunikations-medien*, 10(14), 1–23. <https://doi.org/10.25598/JKM/2022-14.1>



Fraser, N. (1990). Rethinking the Public Sphere: A contribution to the critique of actually existing democracy. *Social Text*, 8(3), 56–80.



Neuberger, C., Bartsch, A., Reinemann, C., Fröhlich, R., Hanitzsch, T., & Schindler, J. (2019). Der digitale Wandel der Wissensordnung. Theorierahmen für die Analyse von Wahrheit, Wissen und Rationalität in der öffentlichen Kommunikation. *Medien & Kommunikationswissenschaft*, 67(2), 167–186. <https://doi.org/10.5771/1615-634X-2019-2-167>



... when an article has not yet been published?

Especially with journal articles, you may find items that are **available online in advance** of the print issue (*advance online publication*, sometimes called *online first*). You may also have a manuscript that is **in press** (already accepted but not yet published). In these cases you often cannot determine the final year, volume, or issue. You can reflect this in the reference as follows.



Last name, F. M. (in press). *Title*. Publisher.
Last name, F. M. (Year). Title of the article. *Journal Name*, Advance online publication, page range. URL or DOI



Steensen, S., Kalsnes, B., & Weslund, O. (2023). The limits of live fact-checking: Epistemological consequences of introducing a breaking news logic to political fact-checking. *New Media & Society*, Advance online publication, 1–19. <https://doi.org/10.1177/14614448231151436>



... when I want to cite a work with multiple volumes?



Last name, F. M. (Year). *Title of the multivolume work* (Vols. XX). Publisher.
Last name, F. M. (Year). *Title of the multivolume work: Vol. XX. Title of the volume*. Publisher. URL or DOI

Sometimes books—both edited collections and monographs—are issued in **several volumes**. This is common for lexicons and handbooks. If the volumes do **not** have their own titles, cite them by **volume number** only. For a book as a whole, place the volume information **immediately after the title in parentheses**: (*Vol. 2*) or (*Vols. 1–3*).

If you are citing a **chapter in a multivolume edited book**, include the volume together with the pages in the same parentheses after the book title: (**Vol. 2, pp. xx–xx**).

When individual volumes **do have titles**, add the volume after the series title with a colon—*Title of the multivolume work: Vol. 2. Title of volume*. Keep this formatting consistent throughout your **reference list**.



Grünangerl, M., Trappel, J., & Tomaz, T. (2021). Chapter 3. Austria: Confirmed democratic performance while slowly digitalising. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 1, pp. 95–152). Nordicom. <https://doi.org/10.48335/9789188855404-3>



Jóhannsdóttir, V., Ólafsson, J., & Guðmundsson, F. (2021). Chapter 7. Iceland. A small media system facing increasing challenges. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 2, pp. 275–314). Nordicom. <https://doi.org/10.48335/9789188855428-7>

Band 1 and Band 2 in the examples above share **the same book title**. Therefore, the **volume** appears in parentheses **after the title**. In the examples below, **Volumes 2 and 3 have their own titles**; here the volume numbering is placed **directly before the volume subtitle**.



Altmeppe, D., & Karmasin, M. (Eds.). (2004). *Medien und Ökonomie: Bd. 2. Problemfelder der Medienökonomie*. Springer VS. <https://doi.org/10.1007/978-3-322-80396-2>



Altmeppe, D., & Karmasin, M. (Eds.). (2006). *Medien und Ökonomie: Bd. 3. Anwendungsfelder der Medienökonomie*. Springer VS. <https://doi.org/10.1007/978-3-531-90195-4>



...when I want to cite an (unpublished) thesis?

Proceed as with a monograph: after the title, specify the **publication status and type of thesis** in square brackets, and name the **university** where the thesis was submitted. If the thesis is also available online, add the **URL**.



Last name, F. M. (Year). *Title. Subtitle* [Unpublished master's thesis/Unpublished doctoral dissertation]. University Name.

Last name, F. M. (Year). *Title. Subtitle* [Doctoral dissertation, University Name]. Database/Repository. URL



Eberl, J.-M. (2017). *Media bias in political news coverage. Revisiting sources, effects and perceptions* [Doctoral dissertation, University of Vienna]. PHAIDRA Repository, University of Vienna. <https://phaidra.univie.ac.at/open/o:1332529>



Parrilla Guix, R. (2022). *A European public sphere based on a common identity in the coverage of the euro crisis? The Cyprus bailout in 2013 and the Greek referendum in 2015 in the Austrian, German, Spanish, French and British press* [Unpublished doctoral dissertation]. University of Salzburg.



... when I want to cite a published thesis?

Theses (e.g., master's theses or dissertations) that have been **published by an academic press** are treated as **monographs** and cited as books.



Last name, F. M. (Year). *Title. Subtitle*. Publisher.
Last name, F. M. (Year). *Title. Subtitle* (Xth ed.). Publisher. URL or DOI



Peil, C. (2011). *Mobilkommunikation in Japan. Zur kulturellen Infrastruktur der Handy-Aneignung*. transcript.



Schreiber, M. (2020). *Digitale Bildpraktiken. Handlungsdimensionen visuell vernetzter Kommunikation*. Springer VS. <https://doi.org/10.1007/978-3-658-30788-2>



... when I want to cite reports published online?

There are several ways to reference an online report. What matters is whether it is clear **who authored it** and **who published or commissioned it**. Aim for maximum traceability. Further examples for reports and other grey literature are in the *APA Publication Manual* (APA, 2020, pp. 329–331).



Last name, F. M. (Year, Month Day). *Title. Subtitle*. URL
Last name, F. M. (Year, Month Day). *Title. Subtitle*. Publishing organization. URL



In text: (Gadringer et al., 2022)



In the reference list: Gadringer, S., Holzinger, R., Sparviero, S., Trappel, J., & Kuzmanov, K. (2022). *Digital News Report 2022. Detailergebnisse für Österreich*. https://zenodo.org/record/5644995/files/DNR_2022-AT.pdf?download=1



In text: (Grünangerl & Prandner, 2022, p. 62)



In the reference list: Grünangerl, M., & Prandner, D. (2022). *Digital Skills Austria*. RTR – Rundfunk und Telekom Regulierungs-GmbH. <https://doi.org/10.5281/zenodo.7333004>

In these examples we're dealing with **research reports** that are not published by a scholarly press but are provided on a website and, in these cases, also assigned a **DOI**. In the first example the **authors** are known; in the second you additionally identify the **issuing organization**.



... *when I want to cite a dataset?*

If you use **secondary data** that are publicly available for analysis, you must **cite the dataset**. You can follow the usual APA elements or adopt the **citation supplied by the repository or institution** that disseminates the data. Further guidance on citing datasets (and also software or scales) is in the *APA Publication Manual* (APA, 2020, pp. 337–341).

If you're searching for relevant datasets, check repositories such as **AUSSDA**, **CESSDA**, **GESIS**, or use Google's **Dataset Search**.



Last name, F. M. (Year). *Title of dataset* (incl. version if needed). Issuing organization.
URL/DOI

Institution. (Year). *Title of dataset*. URL/DOI



In text: (European Social Survey European Research Infrastructure [ESS ERIC], 2022)



In the reference list: European Social Survey European Research Infrastructure. (2022, December 8). *ESS10 edition 2.0*. Norwegian Agency for Shared Services in Education and Research. <https://doi.org/10.21338/NSD-ESS10-2020>



In text (Kittel et al., 2020)



In the reference list: Kittel, B., Kritzing, S., Boomgaarden, H., Prainsack, B., Eberl, J.-M., Kalleitner, F., Lebernegg, N. S., Partheymüller, J., Plescia, C., Schiestl, D. W., & Schlogl, L. (2020). *Austrian Corona Panel Project (SUF edition)*, V.5. AUSSDA. <https://doi.org/10.11587/28KQNS>

... when I want to cite a conference presentation?

Content you heard or saw at a **conference** can be cited—especially when written materials are available. See the *APA Publication Manual* (APA, 2020, pp. 332–333) for more.



Last name, F. M., & Last name, F. M. (Year, Month Day). *Title of the presentation or paper* [Conference presentation]. Conference name, City, Country. URL or DOI



van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2008, May 25). *Measuring Digital Skills: Performance tests of operational, formal, information, and strategic internet skills among the Dutch population* [Conference presentation]. 58th Annual Conference of the International Communication Association (ICA), Montreal, Canada.

... when the source is a journalistic piece?

Journalistic sources should be used with care in academic work because they often lack the same transparency as scholarly publications (and journalists do not always publish their sources). If you rely on journalistic pieces, be as precise and transparent as possible so that readers can relocate the source. Formatting differs slightly for online vs. print items.

Template (newspaper article, print — reference list)

Last name, F. M. (Year, Month Day). Title. *Newspaper Name*, p. xx.



N Template (magazine article, print — reference list)

Last name, F. M. (Year, Month Day). Title. *Magazine Name*, Volume(Issue), pp. xx–xx.

Template (online news/magazine article — reference list)

Last name, F. M. (Year, Month Day). Title: Subtitle of the piece. News Site/Outlet. URL

For the two examples described below (a daily newspaper piece and a magazine article), the **author is unknown**. In such cases, **begin the reference with the article title**. Always italicize the **name of the outlet** (newspaper or magazine). For magazines, include the **volume number** after the title of the outlet.



In text: (Fidler, 2023)



In the reference list: Fidler, H. (2023, February 20). *Wo der ORF spart*. *Der Standard*, p. 2.



In text: (Buschek et al., 2023)



In the reference list: Buschek, C., Christoph, M., Diehl, J., Höfner, R., Hoffmann, H., Hoppenstedt, M., Lehberger, R., Müller, A.-K., Obermaier, F., Obermayer, B., Rosenbach, M., Schulz, T., & Wiedmann-Schmidt, W. (2023, February 18). Die Wahrheitskiller. *Der Spiegel*, 77(8), 8–15.

The third example is an **online newspaper article**. Use the same APA rules as for journalistic sources, and **add the URL** for where the article was accessed.



In text: (Fidler et al., 2022)



In the reference list: Fidler, H., Das Gupta, O., & Mark, O. (2022, November 7). *Auszeiten nach Chat-Affären für Chefredakteure von „Presse“ und ORF-TV-News*. *Der Standard*. <https://www.derstandard.at/story/2000140617994/auszeiten-nach-chat-affaeren-fuer->



... *when I've used sources from the internet (webpages)?*

In general you can model web entries on APA's **webpage** format. Provide as much information as possible to ensure traceability.



Last name, F. M. (Year, Month Day). *Title: Subtitle of the page*. URL



In text: (Kaminska, 2020)



In the reference list: Kamińska, O. (2020, July 7). *Guide to using weights and sample design indicators with ESS data*. https://www.europeansocialsurvey.org/docs/methodology/ESS_weighting_data_a_1_1.pdf

...when some elements of an online source are missing?

With online sources it's common that certain elements aren't available. Indicate this transparently in APA 7:

- **No author:** Move the **title** to the author position; in text, cite a **shortened title**.
- **No date:** Use **(n.d.)** in the reference and **(Title, n.d.)** in text.
Be aware that traceability—and thus citability—drops with each missing element.



...when my online source lists an institution as author?



Institution. (Year, Month Day). *Title. Subtitle.* URL



In text: (European Commission, 2022)



In the reference list: European Commission. (2022). *The Digital Economy and Society Index (DESI)*. <https://ec.europa.eu/newsroom/dae/redirection/document/88764>



In text: (UNESCO, 2022)



In the reference list: United Nations Educational, Scientific and Cultural Organization Institute for Information Technologies in Education. (2022, April 8). *Digital inclusion towards real-life equity*. <https://lite.unesco.org/news/digital-inclusion-towards-real-life-equity/>



...when my online source is a blog post?



Last name, F. M. (Year, Month Day). *Title. Subtitle. Blog Name.* URL



In text: (Lebernegg & Eberl, 2021)



In the reference list: Lebernegg, N. S., & Eberl, J.-M. (2021, June 7). *Coronavirus Verschwörungstheorien: Gekommen um zu bleiben? Corona-Blog*. <https://viecer.univie.ac.at/corona-blog/corona-blogbeitraege/blog/118/>



... when I want to cite a Wikipedia entry?

Whether Wikipedia is a citable source is debated. Traceability is limited and it's usually better to follow the **sources** cited in the article. If you nevertheless need to cite a specific Wikipedia entry, **APA 7** recommends citing a **specific version** of the page.



Title of the entry. (Year, Month Day of the archived version). In Wikipedia. URL



In text: („Liste der meist abonnierten deutschen YouTube-Kanäle“, 2022)



In the reference list: Liste der meist abonnierten deutschen YouTube-Kanäle. (2022, October 23). In Wikipedia. https://de.wikipedia.org/wiki/Liste_der_meistabonnierten_deutschen_YouTube-

Wikipedia pages are not static; they change over time. To show **which version** you used, include the **date of the archived version**. You can find this via the page's “**View history**”.



... when I want to cite posts on social media?

Social media posts are tricky because text, images, and video can change or disappear. If you plan to cite social media, be as **precise and transparent** as possible to help readers relocate the post. See the *APA Publication Manual* (APA, 2020, pp. 348–350) for more.

Suggestion for Twitter/X & Instagram



Author Name [@username]. (Year, Month Day). Text of the post up to the first 20 words [Post type, e.g., Tweet, Video, Photo]. Platform name. URL

Suggestion for Facebook and other apps that use real names



Last name, F. M. (Year, Month Day). Text of the post up to the first 20 words [Post type, e.g., Status update, Video]. Platform name. URL



FB Kommunikationswissenschaft [@kowi_salzburg]. (2022, December 5). *Morgen steht wieder ein Lunchtalk an – dieses Mal mit Corinna Peil und Ricardo Drüeke!* [Photo]. Instagram. https://www.instagram.com/p/CkzCkOjGZd/?utm_source=ig_web_copy_link



... when I want to cite (audio)visual content?

If you cite audiovisual materials, it may be more appropriate to credit someone other than the author, e.g., the director or host. APA Publication Manual (2020, pp. 341–347) suggests the following options; some practical examples follow.

Media type	Who to list as the author
Film	Director
TV serie	Executive producer(s)
Episode of a TV series	Director or writer of the episode
Podcast	Host or executive producer(s)
Podcast episode	Host of the episode
Webinar	Presenter/host of the webinar
Album or track (classical)	Composer
Album or track (popular music)	Performing artist
Artwork	Artist
Online-streamed video	Person or group who uploaded the video
Photograph	Photographer

Podcast:



Dausend, P., & Grabitz, I. (Hosts). (2022, October 21). „Das Regime im Iran hat sich selbst satt“ [Podcast episode]. *Das Politikteil*. <https://www.zeit.de/politik/2022-10/walter-posch-iran-proteste-regime>

YouTube video:



MAXQDA VERBI. (2021, November 23). *Codieren mit MAXQDA 2022* [Video]. YouTube. <https://www.youtube.com/watch?v=dnahDPqMBQ8>

You can cite TV series, webinars, films, and audio contributions in the same way using the table above.



...when I use English-language sources or write in English?

If you integrate non-German sources into a German-language paper, that can enrich your work—especially English-language literature. In general, you apply the **same citation rules you use for German sources**: the **citation language follows the language of your paper**. That means if you are writing in German, you use German abbreviations such as „Hrsg.“, „Aufl.“, and „S.“ even for non-German sources.

If, at some point, you write a paper **in English**, switch to the **English abbreviations**—for example “**Ed.**” (for *editor*), “**ed.**” (for *edition*), and “**p.**” (for *page*). You’ll find common English abbreviations in the *APA Publication Manual* (APA, 2020, pp. 306–307). The most important ones are summarized here:

English abbreviation	English term	German abbreviation	German term
ed.	edition	Aufl.	Auflage
2nd edition	second edition	2. Aufl.	Zweite Auflage
Ed. (Eds.)	editor (editors)	Hrsg.	Herausgeber:innen
Trans.	translator	Übers.	Übersetzer:innen
n.d.	no date	n. d.	nicht datiert
		o. J.	ohne Jahr
p. (pp.)	page (pages)	S.	Seite(n)
Vol. (Vols.)	volume (volumes)	Bd.	Band
No.	number	Nr.	Nummer

For **English-language sources** in your **reference list**, adapt book and article titles to standard English capitalization rules. In APA Style 7, titles in the reference list use **sentence case**: capitalize **only** the first word of the title and subtitle and any proper nouns (APA, 2020, pp. 165–166).

Capitalize English words when...

- they begin a sentence or come after a colon.
- they are **proper nouns** (e.g., “the **Global South**”).
- they name **ethnic groups** or **languages** (e.g., “**Black** women”; “of **Latin** and **Greek** origin”).
- they name specific (academic) **institutions** (e.g., “the **American Psychological Association**”; “the **Department of Communication Studies** of the **Paris Lodron University Salzburg**”).
- they are **brand names** (e.g., “**Minecraft**”, “**Android** phone”).
- they are adjectives derived from proper nouns and treated as such (e.g., “**Freudian** slip”, “**Gaussian** distribution”).



...when I want to cite sources that don't fit any of the previous categories?

Further guidance and examples can be found in the *APA Publication Manual*. In general, your citation should make the origin of the source as clear and traceable as possible. When in doubt, model your entry on the guidance for **monographs (books)** or for **online sources**, and be consistent throughout your reference list.



PART 3:

PRACTICAL TIPS FOR INCORPORATING SOURCES IN ACADEMIC WRITING

Incorporating sources:

In academic writing, you should **not** present sources as a series of summaries (“one source after another”). It’s usually poor style to add a single citation only at the **end** of a paragraph meant to cover the whole paragraph. It’s better to **weave sources together** to support your own argument. The examples below show how this can work.

What should I do...

...when I want to explain other scholars’ terms and concepts?



When the Internet first appeared, early scholars tended to oversimplify the phenomenon of the digital divide by proposing a dichotomic division between those who access the Internet and those who are excluded (Hoffman and Novak, 1999; Katz and Aspden, 1997). They focused on inequalities in accessing the Internet as dependent upon socioeconomic and cultural differences (DiMaggio et al., 2001), what is today known as the first level of the digital divide (Attewell, 2001). Accordingly, these preliminary findings showed how the most socially advantaged people were the first to acquire technologies and access to information and communication technologies (ICTs; DiMaggio et al., 2004).

Excerpt from: Ragnedda, M., Ruiu, M. L., & Addeo, F. (2020). Measuring digital capital: An empirical investigation. *New Media & Society*, 22(5), 793–816. <https://doi.org/10.1177/1461444819869604> (p. 795, literature review)

Ragnedda et al. (2020, p. 795) place citations **exactly where** they introduce key terms they need to define for their own study (e.g., “*first level* of digital divide,” “*second level* of digital divide,” “*third level* of digital divide”). They do the same when they mention findings from other studies that have already investigated topics relevant to them. In such places, it can be appropriate to give **more than one source** as evidence for a single point.

...when I’m unsure whether to include a page number?



However, with the diffusion of ICTs and the spread of the Internet, some scholars expanded this definition by including the different uses of the Internet and the possession of different grades of digital skills, what is today known as the second level of digital divide (Hargittai, 2002). This second level showed a digital ‘stratification’ (Peter and Valkenburg, 2006) and inequalities in terms of both Internet usage (Van Dijk, 2006) and online participation. Finally, researchers have also identified the third level of digital divide (Ragnedda, 2017; Wei et al., 2011) that refers to inequalities in terms of the benefits and concrete outcomes that users can gain from ICT usage (Van Deursen et al., 2015).

Excerpt from: Ragnedda, M., Ruiu, M. L., & Addeo, F. (2020). Measuring digital capital: An empirical investigation. *New Media & Society*, 22(5), 793–816. <https://doi.org/10.1177/1461444819869604> (p. 795, literature review)

The authors of this article cite **paraphrases** in short form (*Author, Year*)—that is, **without** a specific page number. Please note that this is common in many Anglophone journals and is often a house-style requirement. In German-language texts, by contrast, page numbers are frequently added even for paraphrases.

In your own academic writing, proceed like this: make your citations as **precise as necessary** to maximize transparency and retrievability. Give **concrete page numbers** when your borrowing refers to a **specific part** of an article or book chapter. Omit page numbers where you want to signal that the **overall argument** of a work (article, book, or edited volume chapter) is what supports your point.

...when I want to name the authors directly in the text?



Ragnedda and Ruiu (2019) proposed some indicators to measure Digital Capital. However, this model construct has hitherto never been tested. This article fills this gap in the literature by exploring the empirical application of these indicators which were developed only at a theoretical level.

Excerpt from: Ragnedda, M., Ruiu, M. L., & Addeo, F. (2020). Measuring digital capital: An empirical investigation. *New Media & Society*, 22(5), 793–816. <https://doi.org/10.1177/1461444819869604> (p. 794, Introduction)

A citation does not always have to appear in parentheses at the end of a sentence; you can **weave it into the sentence** itself. This often **improves readability**. Do this especially when you use the cited authors for specific purposes in your argument—for example, to note that **Massimo Ragnedda** and **Maria Laura Ruiu** propose a particular analytical instrument on which the article builds. Mentioning authors directly in the text also works when you **critique** them, **raise a question**, or the like—for instance with formulations such as: “X (2022, p. 11) argues that ...,” “X (2022, p. 11) criticizes ...,” “X (2022, p. 11) observes ...”.

...when I feel the text reads a bit dry?

If frequent citations make your prose feel dense, vary your **citation forms**: mix **narrative** and **parenthetical** citations, group several sources that support one claim, and place citations at **natural breakpoints** rather than after every sentence. Avoid **overcitation**: for background points, a few **representative key sources** are enough as long as the source remains clear.



The sociologist Niklas Luhmann (1984) divided contemporary society into social systems, each with a specific function for society as a whole. The political system is responsible for producing and enforcing collectively binding decisions (Luhmann, 1991, p. 159). The function of the mass media, by contrast, lies in „Dirigieren der Selbstbeobachtung des Gesellschaftssystems“ (Luhmann, 2017, p. 118). The media’s contribution vis-à-vis other social systems such as politics consists in the „Erzeugung bzw. Bündelung von öffentlicher Aufmerksamkeit und Akzeptanz für ausgewählte Themen gesellschaftlicher Kommunikation“ (Marcinkowski & Steiner, 2010, p. 61).

Excerpt from: Birkner, T. (2022). Interaktion von Medien- und Politiksystem. In J. Borucki, K. Kleinen-von Königslöw, S. Marschall, & T. Zerback (Eds.), *Handbuch politische Kommunikation* (pp. 95–109). Springer VS. <https://doi.org/10.1007/978-3-658-26233-4> (p. 97, “Historische Einordnung”)

This example by Thomas Birkner shows that **direct and indirect quotations can—and should—be used together**. Vary your practice—as the author does here—by combining both to support your argument and to keep your prose engaging. What matters is that it remains **unambiguous** which idea comes from where, and where **verbatim wording** has been adopted (mark direct quotations with quotation marks).

...when I want to indicate that many others have already addressed this point?

It is often sensible to give **several citations for one claim**. **APA 7** recommends ordering multiple sources **alphabetically** within a single set of parentheses and separating them with **semicolons**. That looks like this:



(Author 1, Year, p. xx; Author 2, Year, p. xx; Author 3, Year, p. xx)

Use this form, for example, when a topic has been widely researched and you list representative key studies. If the list would become very long, **curate** it to the most relevant works (APA also cautions against **overcitation**) or, where permitted, move additional references to a **footnote**.



In the digital-skills literature, a number of instruments have been used to measure digital skills (e.g., Hargittai & Hsieh, 2012; Spitzberg, 2006; Van Deursen et al., 2016). Digital-skills research acknowledges that both basic skills necessary to use the internet and skills required to comprehend and use online content should be accounted for (Bawden, 2008; Brandtweiner et al., 2010; Eshet-Alkalai & Amichai-Hamburger, 2004; Ferrari, 2012; Gui & Argentin, 2011; Mossberger et al., 2003; Spitzberg, 2006; Van Deursen et al., 2016).

Excerpt from: van Laar, E., van Deursen, A., van Dijk, J., & de Haan, J. (2020). Determinants of 21st-Century Skills and 21st-Century Digital Skills for workers: A systematic literature review. *SAGE Open*, 10(1), 1–14. <https://doi.org/10.1177/2158244019900176> (p. 2, Introduction)

The goal of the article cited here is to provide a **systematic overview** of the existing literature on a research topic. The paragraph tries to **name all relevant sources** that could support a given point. Where **exhaustiveness is not intended**, you can flag this by adding **e.g.**, to signal that the sources are **illustrative** rather than complete.

...when I want to cite multiple pages from one source?

If a single in-text citation refers to **several pages** of the **same** source, this must be clear. In the examples below, all citations refer to **Pürer (2009)**. APA 7 uses the following patterns:

(Pürer, 2009, p. 57)	Refers to one specific page (here: p. 57), different from a page cited elsewhere in your document.
(Pürer, 2009, pp. 107-185)	Use for a continuous page range (here: multiple consecutive pages).
(Pürer, 2009, pp. 50; 71)	Refers to two nonconsecutive pages in the same work that support different points. Separate page numbers with a comma.

Please note: If a source covers **several consecutive pages**, **do not** use *f.* or *ff.* in APA 7. Give the **exact range** instead: write **pp. 57–58** (not *p. 57 f.*) and **pp. 57–59** (not *p. 57 ff.*).

Sources and bibliography

- Aldridge, M., & Evetts, J. (2003). Rethinking the concept of professionalism. The case of journalism. *British Journal of Sociology*, 54(4), 547–564. <https://doi.org/10.1111/j.1468-4446.2003.00547.x>
- Altmeppen, D., & Karmasin, M. (Eds.). (2004). *Medien und Ökonomie: Bd. 2. Problemfelder der Medienökonomie*. Springer VS. <https://doi.org/10.1007/978-3-322-80396-2>
- Altmeppen, D., & Karmasin, M. (Eds.). (2006). *Medien und Ökonomie: Bd. 3. Anwendungsfelder der Medienökonomie*. Springer VS. <https://doi.org/10.1007/978-3-531-90195-4>
- American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). <https://doi.org/10.1037/0000165-000>
- Atteslander, P. (2010). *Methoden der empirischen Sozialforschung* (13th ed.). Erich Schmidt Verlag.
- Backhaus, K., Erichson, B., Gensler, S., Weiber, R., & Weiber, T. (2021). *Multivariate Analysemethoden. Eine anwendungsorientierte Einführung* (16th ed.). Springer Gabler. <https://doi.org/10.1007/978-3-658-32425-4>
- Badr, R. (2020). The Egyptian syndicate and (digital) journalism's unresolved boundary struggle. *Digital Journalism*, 10(7), 1178–1197. <https://doi.org/10.1080/21670811.2020.1799424>
- Birkner, T. (2022). Interaktion von Medien- und Politiksystem. In J. Borucki, K. Kleinen-von Königslöw, S. Marschall, & T. Zerback (Eds.), *Handbuch Politische Kommunikation* (pp. 95–109). Springer VS. <https://doi.org/10.1007/978-3-658-26233-4>
- Breiniger, B., & Kaltenbacher, T. (2020). De-westernization an impossible epistemic shift? Visual research avenues for a genuine paradigm shift in communication studies. In T. Herdin, M. Faust, & G.-M. Chen (Eds.), *De-westernizing visual communication and culture: Perspectives from the Global South* (Vol. 1, pp. 47–64). Nomos. <https://doi.org/10.5771/9783748906933-47>
- Brosius, H.-B., Haas, A., & Koschel, F. (2016). *Methoden der empirischen Kommunikationsforschung. Eine Einführung* (7th ed.). Springer VS. <https://doi.org/10.1007/978-3-531-19996-2>
- Buschek, C., Christoph, M., Diehl, J., Höfner, R., Hoffmann, H., Hoppenstedt, M., Lehberger, R., Müller, A.-K., Obermaier, F., Obermayer, B., Rosenbach, M., Schulz, T., & Wiedmann-Schmidt, W. (2023, February 18). Die Wahrheitskiller. *Der Spiegel*, 77(8), 8–15.
- Busselle, R., & Bilandzic, H. (2011). Images in readers' construction of news narratives. In S. D. Ross & P. M. Lester (Eds.), *Images that injure: Pictorial stereotypes in the media* (3rd ed., pp. 31–42). Praeger.
- Dausend, P., & Grabitz, I. (Hosts). (2022, October 21). „Das Regime im Iran hat sich selbst satt“ [Podcast episode]. *Das Politikteil*. <https://www.zeit.de/politik/2022-10/walter-posch-iran-proteste-regime>
- Digitales Wörterbuch der deutschen Sprache. (2022, December 9). Zitieren. <https://www.dwds.de/wb/zitieren>

- Domahidi, J. M., & Röser, J. (2022). Wie alte und neue Medien im Alltag koexistieren: Dynamik und Beharrung im alltäglichen Medienhandeln mit Musikmedien. *journal kommunikations-medien*, 10(14), 1–23. <https://doi.org/10.25598/JKM/2022-14.1>
- Donges, P., & Jarren, O. (2022). *Politische Kommunikation in der Mediengesellschaft. Eine Einführung* (5th ed.). Springer VS. <https://doi.org/10.1007/978-3-658-37079-4>
- Drüeke, R. (2019). Digitale Öffentlichkeiten und feministische Protestkulturen. In J. Dorer, B. Geiger, B. Hipfl, & V. Batković (Eds.), *Handbuch Medien und Geschlecht: Perspektiven und Befunde der feministischen Kommunikations- und Medienforschung* (pp. 1–11). Springer VS. https://doi.org/10.1007/978-3-658-20712-0_42-1
- Dudenredaktion. (2020). *Duden – das Herkunftswörterbuch: Etymologie der deutschen Sprache*. Bibliographisches Institut GmbH.
- Eberl, J.-M. (2017). *Media bias in political news coverage: Revisiting sources, effects and perceptions* [Doctoral dissertation, Universität Wien]. PHAIDRA Repositorium Universität Wien. <https://phaidra.univie.ac.at/open/o:1332529>
- Eberwein, T., & Wenzel, C. (Eds.). (2019). *Changing Media – Changing Democracy? Medienwandel – Wandel der Demokratie?* Verlag der Österreichischen Akademie der Wissenschaften.
- European Commission. (2022). *The Digital Economy and Society Index (DESI)*. <https://ec.europa.eu/newsroom/dae/redirection/document/88764>
- European Social Survey European Research Infrastructure. (2022, December 8). *ESS10 edition 2.0*. Norwegian Agency for Shared Services in Education and Research. <https://doi.org/10.21338/NSD-ESS10-2020>
- Fachbereich Kommunikationswissenschaft [@kowi_salzburg]. (2022, December 5). *Morgen steht wieder ein Lunchtalk an – dieses Mal mit Corinna Peil und Ricardo Drüeke!* [Photo]. Instagram. https://www.instagram.com/p/CkzCkOjGZd/?utm_source=ig_web_copy_link
- Fidler, H., Das Gupta, O., & Mark, O. (2022, November 7). Auszeiten nach Chat-Affären für Chefredakteure von „Presse“ und ORF-TV-News. *derstandard.at*. <https://www.derstandard.at/story/2000140617994/auszeiten-nach-chat-affaeren-fuer-chefredakteure-von-presse-und-orf>
- Fidler, H. (2023, February 20). Wo der ORF spart. *Der Standard*, p. 2.
- Franck, N., & Sary, J. (Eds.). (2013). *Die Technik wissenschaftlichen Arbeitens: Eine praktische Anleitung* (17th ed.). Ferdinand Schöningh.
- Fraser, N. (1990). Rethinking the public sphere: A contribution to the critique of actually existing democracy. *Social Text*, 8(3), 56–80.
- Gadringer, S., Holzinger, R., Sparviero, S., Trappel, J., & Kuzmanov, K. (2022). *Digital News Report 2022. Detailergebnisse für Österreich*. https://zenodo.org/record/5644995/files/DNR_2022-AT.pdf?download=1
- Grünangerl, M., & Prandner, D. (2022). *Digital Skills Austria*. RTR – Rundfunk und Telekom Regulierungs-GmbH. <https://doi.org/10.5281/zenodo.7333004>

- Grünangerl, M., Trappel, J., & Tomaz, T. (2021). Chapter 3. Austria: Confirmed democratic performance while slowly digitalizing. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 1, pp. 95–152). Nordicom. <https://doi.org/10.48335/9789188855404-3>
- Hepp, A., & Winter, R. (Eds.). (2008). *Kultur – Medien – Macht. Cultural Studies und Medienanalyse* (4th ed.). Springer VS. <https://doi.org/10.1007/978-3-531-91155-7>
- Hepp, A. (2005). Medienkultur. In A. Hepp, F. Krotz, & C. Winter (Eds.), *Globalisierung der Medienkommunikation: Eine Einführung* (pp. 137–164). Springer VS. https://doi.org/10.1007/978-3-322-80452-5_7
- Hofmannsthal, H. von. (1911/2000). *Jedermann. Das Spiel vom Sterben des reichen Mannes*. Reclam.
- Hugger, K.-U. (2008). Medienkompetenz. In U. Sander, F. Gross, & K.-U. Hugger (Eds.), *Handbuch Medienpädagogik* (pp. 93–99). Springer VS. https://doi.org/10.1007/978-3-531-91158-8_10
- Jäckel, M. (1999). *Medienwirkungen*. Westdeutscher Verlag.
- Jandura, O., Parrilla Guix, R., & Mähr, M. (2022). Orientierungsleistungen von Medien in einer pluralistischen Welt: Mediale Repräsentation von Parteien in Deutschland, Österreich und der Schweiz. *SComS. Studies in Communication Sciences*, 22(1), 251–269. <https://doi.org/10.24434/j.scoms.2022.01.3084>
- Jóhannsdóttir, V., Ólafsson, J., & Guðmundsson, F. (2021). Chapter 7. Iceland: A small media system facing increasing challenges. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 2, pp. 275–314). Nordicom. <https://doi.org/10.48335/9789188855428-7>
- Kamińska, O. (2020, July 7). *Guide to using weights and sample design indicators with ESS data*. https://www.europeansocialsurvey.org/docs/methodology/ESS_weighting_data_a_1_1.pdf
- Kittel, B., Kritzinger, S., Boomgaarden, H., Prainsack, B., Eberl, J.-M., Kalleitner, F., Lebernegg, N. S., Partheymüller, J., Plescia, C., Schiestl, D. W., & Schlogl, L. (2020). *Austrian Corona Panel Project (SUF edition)*, V.5. AUSSDA. <https://doi.org/10.11587/28KQNS>
- Klaus, E. (2017). Öffentlichkeit als gesellschaftlicher Selbstverständigungsprozess und das Drei-Ebenen-Modell von Öffentlichkeit: Rückblick und Ausblick. In E. Klaus & R. Drüeke (Eds.), *Öffentlichkeiten und gesellschaftliche Aushandlungsprozesse: Theoretische Perspektiven und empirische Befunde* (pp. 17–38). transcript.
- Lebernegg, N. S., & Eberl, J.-M. (2021, June 7). *Coronavirus Verschwörungstheorien: Gekommen um zu bleiben? Corona-Blog*. <https://viecer.univie.ac.at/corona-blog/corona-blogbeitraege/blog/118/>
- Lemos, C. R. F., Bernardes, C. B., & Barros, A. T. de. (2011). TV Câmara, TV pública? As TVs legislativas brasileiras na transição para a plataforma digital. *Observatorio (OBS*)*, 5(2), 1–22. <https://doi.org/10.15847/obsOBS522011482>
- Liste der meist abonnierten deutschen YouTube-Kanäle. (2022, October 23). In Wikipedia. https://de.wikipedia.org/wiki/Liste_der_meistabonnierten_deutschen_YouTube-Kanäle
- MAXQDA VERBI. (2021, November 23). *Codieren mit MAXQDA 2022* [Video]. YouTube. <https://www.youtube.com/watch?v=dnahDPqMBQ8>

- Mutsvairo, B., Borges-Rey, E., Bebawi, S., Márques-Ramírez, M., Mellado, C., Mabweazara, H. M., Demeter, M., Glowacki, M., Badr, H., & Thussu, D. (2021). Ontologies of journalism in the Global South. *Journalism & Mass Communication Quarterly*, 98(4), 996–1061. <https://doi.org/10.1177/10776990211048883>
- Neuberger, C., Bartsch, A., Reinemann, C., Fröhlich, R., Hanitzsch, T., & Schindler, J. (2019). Der digitale Wandel der Wissensordnung: Theorierahmen für die Analyse von Wahrheit, Wissen und Rationalität in der öffentlichen Kommunikation. *Medien & Kommunikationswissenschaft*, 67(2), 167–186. <https://doi.org/10.5771/1615-634X-2019-2-167>
- Parrilla Guix, R. (2022). *A European public sphere based on a common identity in the coverage of the euro crisis? The Cyprus bailout in 2013 and the Greek referendum in 2015 in the Austrian, German, Spanish, French and British press* [Unpublished doctoral dissertation]. Universität Salzburg.
- Paus-Hasebrink, I., Kulterer, J., & Sinner, P. (2019). *Social inequality, childhood and the media: A longitudinal study of the mediatization of socialization*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-030-02563-0>
- Peil, C. (2011). *Mobilkommunikation in Japan. Zur kulturellen Infrastruktur der Handy-Aneignung*. transcript.
- Pürer, H. (2009). *Publizistik- und Kommunikationswissenschaft. Ein Handbuch*. UTB/UVK. <https://doi.org/10.36198/9783838552498>
- Ragnedda, M., Ruiu, M. L., & Addeo, F. (2020). Measuring digital capital: An empirical investigation. *New Media & Society*, 22(5), 793–816. <https://doi.org/10.1177/1461444819869604>
- Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative research methods in communication: The power of numbers for social justice*. Routledge. <https://doi.org/10.4324/9781003091653>
- Schreiber, M. (2020). *Digitale Bildpraktiken: Handlungsdimensionen visuell vernetzter Kommunikation*. Springer VS. <https://doi.org/10.1007/978-3-658-30788-2>
- Schulz, R. (2014). Mediaforschung. In E. Noelle-Neumann, W. Schulz, & J. Wilke (Eds.), *Das Fischer Lexikon Publizistik Massenkommunikation* (2nd ed., pp. 201–234). Fischer Taschenbuch Verlag.
- Steensen, S., Kalsnes, B., & Weslund, O. (2023). The limits of live fact-checking: Epistemological consequences of introducing a breaking news logic to political fact-checking. *New Media & Society*, Advance online publication, 1–19. <https://doi.org/10.1177/14614448231151436>
- Trappel, J., & Tomaz, T. (2021a). Democratic performance of news media: Dimensions and indicators for comparative studies. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 1, pp. 11–58). Nordicom. <https://doi.org/10.48335/9789188855404-1>
- Trappel, J., & Tomaz, T. (2021b). Solid performance, but democratic deficits remain: Conclusions. In J. Trappel & T. Tomaz (Eds.), *The Media for Democracy Monitor 2021: How leading news media survive digital transformation* (Vol. 2, pp. 425–492). Nordicom. <https://doi.org/10.48335/9789188855428-10>

- Trültzsch-Wijnen, C., & Trültzsch-Wijnen, S. (2022). Screen time is cool but friends and family are more important: Children's daily life during lockdown in Austria. *Media Education Research Journal*, 11(1), 1–18. <https://doi.org/10.5281/zenodo.6722904>
- United Nations Educational, Scientific and Cultural Organization Institute for Information Technologies in Education. (2022, April 8). *Digital inclusion towards real-life equity*. <https://lite.unesco.org/news/digital-inclusion-towards-real-life-equity/>
- van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2008, May 25). *Measuring digital skills: Performance tests of operational, formal, information, and strategic internet skills among the Dutch population* [Conference presentation]. 58th Annual Conference of the International Communication Association (ICA), Montreal, Canada. https://www.utwente.nl/en/bms/vandijk/news/measuring_digital_skills/MDS.pdf
- van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2010). Measuring internet skills. *International Journal of Human-Computer Interaction*, 26(19), 891–916. <https://doi.org/10.1080/10447318.2010.496338>
- van Laar, E., van Deursen, A., van Dijk, J., & de Haan, J. (2020). Determinants of 21st-Century skills and 21st-Century digital skills for workers: A systematic literature review. *SAGE Open*, 10(1), 1–14. <https://doi.org/10.1177/2158244019900176>
- Wiedemann, T., & Lohmeier, C. (Eds.). (2019). *Diskursanalyse für die Kommunikationswissenschaft: Theorie, Vorgehen, Erweiterungen*. Springer VS. <https://doi.org/10.1007/978-3-658-25186-4>
- Winkler, P., & Kretschmer, J. (2021). Digitale Transformation als Herausforderung der Public Relations. In P. Szyszka, R. Fröhlich, & U. Röttger (Eds.), *Handbuch der Public Relations: Wissenschaftliche Grundlagen des beruflichen Handelns* (4th ed., pp. 1–20). Springer VS. Advance online publication. https://doi.org/10.1007/978-3-658-28149-6_60-1