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**1. INTRODUCTION**

Text in Verdana 11. When you start to write the introduction, bear in mind:

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The article should be between 4,000 and 7,000 words long, including the references, etc.

**SECTIONS**

The sections and sub-sections will be numbered, in normal or Roman type, with no indentation.

The section heading will be in bold, upper case.

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**1.1.1. THIRD HEADING**

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All direct citations must be accompanied by their corresponding bibliographic reference at the end of the article.

Insert citations between double quotation marks (" "). Use single quotation marks (' ') within double quotation marks when necessary.

When a passage is left out of the citation, the omission should be indicated with ellipsis marks within square brackets. For example: "En un lugar de la Mancha […], no ha mucho que vivía un hidalgo".

If a comment is included within a direct citation, the comment should be put between square brackets. For example: "Convergencia mediática [media convergence, en inglés] reúne acontecimientos en un orden".

Citations that are over four lines long will be indented (the entire paragraph, not just the first line), with no quotation marks, and written in Verdana 10.

Según este planteamiento teórico, las diferencias en NC afectarían al comportamiento de los receptores de un mensaje persuasivo. Por ejemplo, a mayor necesidad de cognición del receptor, se generarían más pensamientos relevantes al objeto de actitud, se percibiría un mayor esfuerzo en el análisis del mensaje y se produciría un mejor recuerdo de la información presentada. (Falces, *et al*., 2001, p.623)

If you're directly quoting more than 40 words, use a blockquote. If you're quoting the exact words of someone else, introduce the quote with an in-text citation in parentheses. Any sentence punctuation goes after the closing parenthesis.

As Falces *et al*. (2001) described:

Everyone on the research team belonged to a stigmatized group but also held privileged identities. Throughout the research process, we attended to the ways in which our privileged and oppressed identities may have influenced the research process, findings, and presentation of results. (p. 311)

The correct way to cite a work is to use upper case for the first letter and lower case for the following letters (Jenkins, 2008).

When another author is cited verbatim, the citation should be put in inverted commas, and the number of the page from which the citation is taken should be included.

**Citation with 3 or more authors:**

If there are 3 or more authors use et al., which means "and others."

González *et al*. (2019)

(González *et al*., 2019)

**Cited by**

When a text has been cited by another author and we have not obtained the original work, the citation should contain the expression “cited by”.

Example:

Some works are not reviewed (Greenberg and Fisher, 1996, p. 267 cited by Sollod, Wilson and Monte, 2009).

Note: avoid excessive use of footnotes.

**REFERENCES**

At the end of the article, include a list of all the cited references.

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Below are examples for PRINTED material:

**Books:**

**Print book**
Author Surname, First Initial. Second Initial (year). *Title*. Publisher of the book.

Sapolsky, R. M. (2017). *Behave: The biology of humans at our best and worst.* Penguin Books.

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Author Surname, First Initial. Second Initial (year). *Title*. Publisher of the book. DOI or URL

Jackson, L. M. (2019). *The psychology of prejudice: From attitudes to social action*. American Psychological Association. https://doi.org/10.1037/0000168-000

If the book does not have a DOI and is an ebook from an academic research database, end the book reference after the publisher name. Do not include database information in the reference. The reference in this case is the same as for a print book.

Include any edition information in parentheses after the title, without italics.

Jackson, L. M. (2019). *The psychology of prejudice: From attitudes to social action* (2nd ed.). American Psychological Association

If there is an edition or volume, include it in parentheses and use abbreviations of ed. or vol.

**Book chapters:**

List each chapter author's last name and initials as Author, A. A., Author, B. B., & Author, C. C. Use an ampersand (&) before the final author's name. (Year). For works that are part of a greater whole (e.g. articles, chapter), use sentence case. Only the first word of the title and subtitle and proper nouns are capitalized. List each editor's last name and initials as A. A. Editor, B. B. Editor, & C. C. Editors, include (Ed.) or (Eds.) in parentheses, and end with a comma. For works that stand alone (e.g. books, reports), italicize the title. Only capitalize the first word of the title and subtitle and any proper nouns. (pp.xx-xx). You do not need to include the publisher location or databases where you retrieved it.

McCormack, B., McCance, T., & Maben, J. (2013). Outcome evaluation in the development of person-centred practice. In B. McCormack, K. Manley, & A. Titchen (Eds.), *Practice development in nursing and healthcare* (pp. 190-211). John Wiley & Sons.

**Journal Article:**

List each author's last name and initial as Author, A. A., Author, B. B., & Author, C. C. Use an ampersand (&) before the final author's name. Read more from the APA Style website if there are 21 or more authors. (Year). For works that are part of a greater whole (e.g. articles, chapter), use sentence case. Only the first word of the title and subtitle and proper nouns are capitalized. Italicize and capitalize each word in the journal. Italicize the journal volume. If there is no issue, include a comma before the page range. If there is a issue number in addition to a volume number, include it in parentheses. Add Page range and DOI.

Ashing‐Giwa, K. T., Padilla, G., Tejero, J., Kraemer, J., Wright, K., Coscarelli, A., Clayton, S., Williams, I., & Hills, D. (2004). Understanding the breast cancer experience of women: A qualitative study of African American, Asian American, Latina and Caucasian cancer survivors. *Psycho‐Oncology*, 13(6), 408-428. https://doi.org/10.1002/pon.750

**More than 20 authors:**

For more than 20 authors, list the first 19, followed by an ellipses, then list the final author.

In-Text Citation (Quotation):

(Yonkers et al., 2001, p. 1859)

References:

Yonkers, K. A., Ramin, S. M., Rush, A. J., Navarrete, C. A., Carmody, T., March, D., Heartwell, S., Leveno, K. J. (2001). Onset and persistence of postpartum depression in an inner-city maternal health clinic system. American Journal of Psychiatry, 158(11), 1856-1863. http://doi.org/10.1176/appi.ajp.158.11.1856

**New/Magazine Article:**

Kennedy, M. (2018, October 15). To prevent wildfires, PG&E pre-emptively cuts power to thousands in California. *NPR*. https://www.npr.org/2018/10/15/657468903/to-prevent-wildfires-pg-e-preemptively-cuts-power-to-thousands-in-california

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Miranda, C. (2019). *Exploring the lived experiences of foster youth who obtained graduate level degrees: Self-efficacy, resilience, and the impact on identity development* (Publicación No. 27542827) [Tesis doctoral, Pepperdine University]. PQDT Open. <https://pqdtopen.proquest.com/doc/2309521814.html?FMT=AI>

**Unpublished Theses, master’s degree projects, bachelor’s degree projects:**

Honer, C.J. (1947), *The influence of citric acid in milk on the body texture and flavor characteristics in Mississippi cheddar cheese* [Unpublished master's thesis]. Mississippi State University.

**Conference papers:**

**Paper published in conference proceedings, book form:**

Cismas, S. C. (2010). Educating academic writing skills in engineering. In P. Dondon & O. Martin (Eds.), *Latest trends on engineering education* (pp. 225-247). WSEAS Press.

**Paper published in conference proceedings, journal form:**

Chaudhuri, S., & Biswas, A. (2017). External terms-of-trade and labor market imperfections in developing countries: Theory and evidence. *Proceedings of the Academy of Economics and Economic Education*, 20(1), 11-16. https://search-proquest com.elibrary.jcu.edu.au/docview/19286121

**Paper or session presented at conference, not formally published in proceedings (also used for Poster Presentations):**

Bland, A. (2017, November). *The implementation of a junior Samoan language programme in a South Island, New Zealand secondary school context* [Paper presentation]. Australian Association for Research in Education (AARE) Conference 2017, Canberra, Australia. https://bit.ly/37DvrHR

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List each author's last name and initials as Author, A. A., Author, B. B., & Author, C. C. If there is no author, spell out the name of the organization or site. (Year, Month Date). Provide as specific a date as is available, but may be only the year. If there is no date use (n.d.). Italicize the title of the page. Usually the official name of the website. If the source would be the same as the author, you can omit the source to avoid repetition. URL

Basagaña, L. (2014). *El meu clàssic: Maria Barbal explora la prosa de Mercè Rodoreda*. Retrieved on 15 July 2014, from http://www.nuvol.com/noticies/maria-barbal-i- merce-rodoreda/

**Blog posts:**

Include the title of the blog message post as well as the URL. You do not italicize the titles for items in online communities such as blogs, newsgroups or forum. If the author’s name is not available, provide the screen name.

Sánchez, C. (2019, dicember 11). Actualizaciones en la 7ma (séptima) edición de las Normas APA. *Normas APA (7ma edición)*. <https://normas-apa.org/introduccion/actualizaciones-en-la-7ma-septima-edicion-de-las-normas-apa/>

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Example:

**Figure 1**

*Browsers*



Note: Students using browser in Cuenca.

**Table 1**

*Validación final de las medidas del modelo – fiabilidad y validez convergente*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Variables | Indicadores | Cargas estandarizadas | Valor t | CA | CR | AVE |
| Actitud hacia el anuncio | AA1 | 0.891\*\* | 5.12 | 0.86 | 0.86 | 0.67 |
|  | AA2 | 0.832\*\* | 7.29 |  |  |  |
|  | AA3 | 0.733\*\* | 9.35 |  |  |  |
| Calidad percibida | CP1 | 0.897\*\* | 5.06 | 0.79 | 0.80 | 0.68 |
|  | CP2 | 0.739\*\* | 9.66 |  |  |  |
| Actitud hacia la marca | AM1 | 0.822\*\* | 9.26 | 0.90 | 0.90 | 0.65 |
|  | AM2 | 0.825\*\* | 9.21 |  |  |  |
|  | AM3 | 0.780\*\* | 9.74 |  |  |  |
|  | AM4 | 0.839\*\* | 9.00 |  |  |  |
|  | AM5 | 0.754\*\* | 9.95 |  |  |  |
| Intención de compra | IC1 | 0.919\*\* | 3.54 | 0.80 | 0.81 | 0.69 |
|  | IC2 | 0.726\*\* | 9.50 |  |  |  |
| S-B *X²* (48df) = 89.57 (*p* < .01); NFI  = 0.96; NNFI = 0.97; CFI = 0.98; IFI = 0.98; RMSEA = 0.04 |

Nota: \**p* < .05; \*\**p* < .01. CA = α de Cronbach; CR = fiabilidad compuesta; AVE = varianza extraida promedio.

**CRITERIA FOR PUBLICATION**

Authors must indicate that their manuscript meets all the criteria listed below:

- The contribution is original, unpublished and is not being considered for publication in another journal. If this is not the case, explain why in the "Comments for the editor."

- The file is submitted is in the requested format.

- The URL of the references have been checked as far as possible.

- The text is single spaced, using the indicated font (Verdana); italics are used instead of underlining (except in URL addresses); and figures and tables are within the text, rather than at the end of the document as attached data.

- The text meets the bibliographic and style requirements indicated in the “Instructions to authors”.

- To ensure that a blind peer review protocol is implemented for submitted articles, **authors must send them without any identification**.

If any of the above criteria are not met, the article will be rejected.