

# Citation Management Formatting Single Citations

Spring 2013

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Park Library

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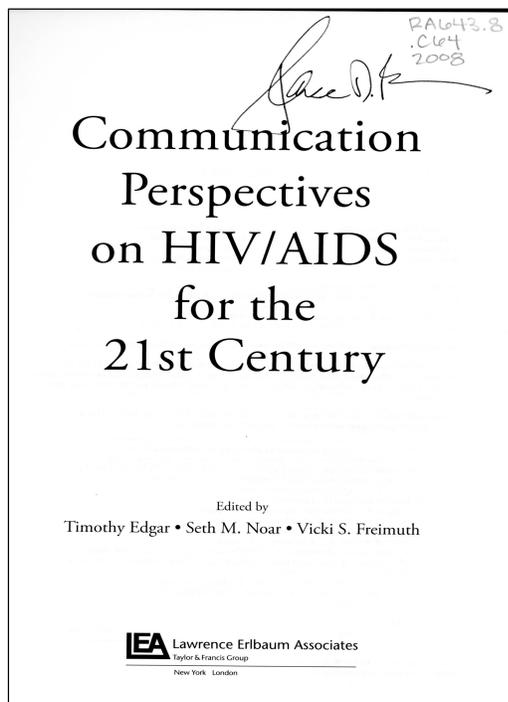


The **Chicago**  
Manual of  
Style  
16  
SIXTEENTH EDITION

MLA Handbook  
for Writers of  
Research Papers  
SEVENTH EDITION



## What is Citation Management Software?



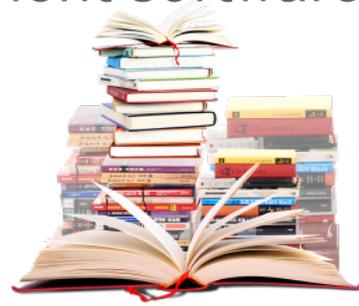
Edgar, T., Freimuth, V. S., & Noar, S. M. (2008).  
*Communication perspectives on HIV/AIDS for the 21st century.*  
New York: Lawrence Erlbaum Associates/Taylor & Francis  
Group.

Edgar, Timothy, Vicki S. Freimuth, and Seth M. Noar. 2008.  
*Communication Perspectives on HIV/AIDS for the 21st Century.*  
New York: Lawrence Erlbaum Associates/Taylor & Francis  
Group.

Edgar, Timothy, Vicki S. Freimuth, and Seth M. Noar.  
*Communication Perspectives on HIV/AIDS for the 21st Century.*  
New York: Lawrence Erlbaum Associates/Taylor & Francis  
Group, 2008. Print.

## Why use citation management software?

- A lot of research to keep track of
- Different citation styles
- Easier and more efficient than other systems



## Options for Formatting Single Citations

### **In the UNC Library online catalog**



### **In Ebsco and other search engines**



# Citing an Item from the Catalog

The screenshot shows the UNC University Libraries catalog interface. At the top, there is a navigation bar with links for UNC HOME, LIBRARIES, COLLECTIONS & HOURS, E-RESEARCH TOOLS, E-JOURNAL FINDER, and MYLIBRARY ACCOUNT. Below this is the UNC University Libraries logo and a search bar. The search results page displays the book "The dynamics of mass communication : media in transition" by Joseph R. Dominick. A sidebar on the right contains citation options: Email, Text, Cite (highlighted with a red circle), Print, Plain Text, Endnote (file), Refworks, and Request / recall this title (2-3 business days). The main content area shows the book's details, including the author, publisher, edition, and a summary. Below the details is a table with tabs for Subjects, Location, Table of Contents, MARC, and Full Record. The Location tab is active, showing a table with columns for Location, Call #, Status, and Notes. The table lists the book's location as Park Library (Journalism & Mass Communication) with call number P90 .D59 2013 and status Available.

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Search for words: [ ] Search

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**The dynamics of mass communication : media in transition**  
Joseph R. Dominick.

Author: Dominick, Joseph R.  
Published: New York : McGraw-Hill, 2013.  
Edition: 12th ed.  
Description: xxi, 470 p. : col. ill. ; 28 cm.  
Format: Book

Summary:  
Well-known for its balanced approach to *media* industries and professions, *Dy* Communication offers a lively, thorough, and objective introduction for *mass* co majors and non-maj... (see more)

Subjects | **Location** | Table of Contents | MARC | Full Record

Location	Call #	Status	Notes
Park Library (Journalism & Mass Communication)	P90 .D59 2013	Available	

Catalog Home | Libraries & Collections | E-Research Tools | E-Journal Finder | Libraries Home  
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# Citing an Item from the Catalog

The screenshot shows a web browser address bar with the URL: www.lib.unc.edu/house/citationbuilder/opensslite.html?url\_ver=Z39.88-2004&rft.title=The+dynamics+of+mass+communication+&... The browser's address bar also shows the UNC University Libraries logo and navigation links.

www.lib.unc.edu/house/citationbuilder/opensslite.html?url\_ver=Z39.88-2004&rft.title=The+dynamics+of+mass+communication+&... Google

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## Citation Formats

### APA

Dominick, J. R. (2013). *The dynamics of mass communication : media in transition* (12th ed.). New York: McGraw-Hill.

### MLA

Dominick, Joseph R. *The Dynamics of Mass Communication : Media in Transition*. 12th ed. New York: McGraw-Hill, 2013. |

### Chicago (Author-Date)

Dominick, Joseph R. 2013. *The Dynamics of Mass Communication : Media in Transition*. 12th ed. New York: McGraw-Hill.

### Chicago (Notes and Bibliography)

Dominick, Joseph R. *The Dynamics of Mass Communication : Media in Transition*. 12th ed. New York: McGraw-Hill, 2013.

## Using UNC's Citation Builder

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- magazine article
- newspaper article
- scholarly journal article
- web site

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**The Citation Builder is based on the following citation manuals:**

*MLA Handbook for Writers of Research Papers, 7th Ed.* ([find in print](#))  
[Sample MLA citations](#)

*Publication Manual of the American Psychological Association, 6th Ed.* ([find in print](#))  
[Sample APA citations](#)

*The Chicago Manual of Style, 16th Ed.* ([find in print](#))  
[Sample Chicago citations](#)

<http://www.lib.unc.edu/house/citationbuilder/>

# Using UNC's Citation Builder

## Citation Builder

Cite a newspaper article [Change](#)

Citation style: [APA](#) | [MLA](#) | [Chicago \(Author-Date\)](#) | [Chicago \(Notes and Bibliography\)](#)

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Contributors: **Author**  First Name  MI  Last Name/Corp

[Add Another](#)

Article title:

Newspaper title:

Date published:

Pages:  ex: 11-20, 30

# Citing from an EBSCO database

**Children's understanding of television advertising: A grounded theory approach.**

**Authors:** Andronikidis, Andreas I.<sup>1</sup>  
Lambrianidou, Maria<sup>2</sup>

**Source:** *Psychology & Marketing*; Apr 2010, Vol. 27 Issue 4, p299-322, 24p, 1 Diagram, 3 Charts

**Document Type:** Article

**Subject Terms:** \*ADVERTISING & children  
\*FOCUS groups  
\*TELEVISION advertising  
\*TELEVISION & children  
TELEVISION advertising & children -- Psychological aspects  
GROUNDED theory  
RESEARCH  
AGE groups

**Abstract:** The study investigates **children's** understanding of **television advertising**, with emphasis on differences between **children** of different ages (6- to 11-year-old **children**). Forty-two focus groups were conducted and grounded theory analysis was employed to generate, analyze, and discuss the findings and their implications. Findings suggest that **children** view **advertising** as more complex than has been suggested by perspectives employed by previous research. Overall, a positive relationship was found between age and understanding of the aims of **advertising**. None of the 6- to 7-, only a few of the 8- to 9-, and most of the 10- to 11-year-old **children** understood the role of **television advertising**. Topics such as sponsorship or the source of **television advertising** seemed to confuse **children** in all age groups. Only a minority of **children** in the older age group recognized the persuasive intent of **television advertising**. © 2010 Wiley Periodicals, Inc. [ABSTRACT FROM AUTHOR]

*Copyright of Psychology & Marketing is the property of John Wiley & Sons, Inc. and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use. This abstract is abridged. No warranty is given about the accuracy of the copy. Users should refer to the original published version of the material for the full abstract. (Copyright applies to all Abstracts.)*

**Cite**

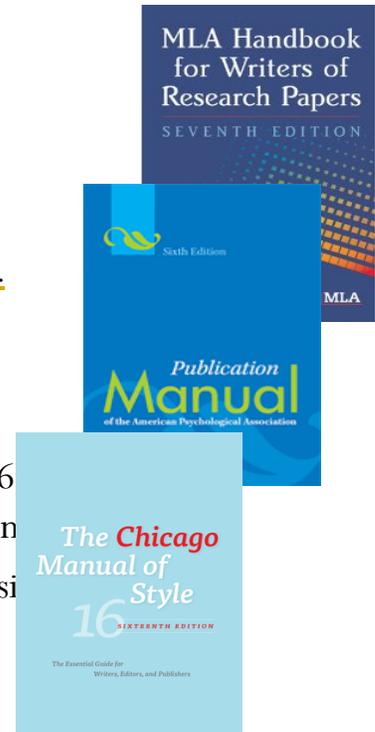
**APA** References  
(American Psychological Assoc.) Andronikidis, A. I., & Lambrianidou, M. (2010). Children's understanding of television advertising: A grounded theory approach. *Psychology & Marketing*, 27(4), 299-322.

## Citation Help Online:

- [Purdue OWL](#) – free MLA & APA citation guides

## Citation Help in Print:

- Gibaldi, Joseph. [MLA Handbook for Writers of Research Papers](#). 7th ed. New York: Modern Language Association of America, 2009. Print.
- American Psychological Association. (2010). [Publication manual of the American Psychological Association](#). (6th ed.). Washington, DC: American Psychological Association
- [The Chicago Manual of Style](#). 16th ed. Chicago: The University of Chicago Press, 2010.



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