



[1. Forms of presentation](#)

[2. British English spelling](#)

[3. Style](#)

[3.1. Use engaging language](#)

[3.2. Write in the active voice, not the passive](#)

[3.3. How to write about people, their names and functions](#)

[3.4. Commas](#)

[3.5. em/en dashes](#)

[3.6. Title and headings always in lowercase](#)

[3.7. Punctuation should fall outside quotation marks](#)

[3.8. Abbreviations: assume nothing](#)

[3.9. Companies and institutions](#)

[3.10. Numbers](#)

[3.11. Capitalisation](#)

[4. Metadata](#)

[4.1. Think of a specific title](#)

[4.2. Write an abstract](#)

[4.3. Identify up to five keywords](#)

[4.4. Write a short teaser](#)

[5. Formatting elements](#)

[5.1. Structure with subheadings](#)

[5.2. Tables and Figures](#)

[5.2.1. Tables](#)

[5.2.2. Figures](#)

[6. Attribution of sources and further information](#)

[6.1. We use APA 7th Citation Style](#)

[6.1.1. Examples of in-text citations](#)

[6.1.2. Examples of entries in the “References” section](#)

[6.2. Keep footnotes to a minimum](#)

[6.3. We encourage you to use a reference manager software](#)

1. Forms of presentation

The *Internet Policy Review* publishes the following formats:

- Research articles (i.e. papers or scholarly essays)
- Concepts of the digital society
- Glossary of decentralised technosocial systems
- Opinion pieces (“op-eds”)

Research papers and scholarly essays range between 6,000 and 8,000 words and are subject to an academic peer review and proofreading process. For submissions, please use our manuscript guidelines as stated here: [template for Internet Policy Review research paper or essay](#). The manuscript is submitted via our editorial system: pub.policyreview.info.

Opinion pieces (“op-eds”) are checked for plausibility and proofread by our editorial staff. To submit an idea for an opinion piece, please send an email to the journal editor with a tentative title, one paragraph summary and three references at editor@policyreview.info.

2. British English spelling

Make sure the language in the document you are working in is set to **British English** to avoid spelling mistakes. If in doubt, consult Lexico.com, which is based on the Oxford Dictionary of English.

Please pay particular attention to:

- *neighbour*
- *programme*
- *capitalise* (NB: “-ize” would also be correct in BE; we favour -ise as the journal’s stylistic preference)

3. Style

3.1. Use engaging language

Write in a straightforward manner and be concise. Omit unnecessary words. Keep paragraphs short.

Most people are not going to read to the end of the article. There is no harm caused by 'giving

the story away' in the first paragraph. Go directly to the most important finding of your narrative – even in research articles.

Avoid directly addressing the reader. The exception that proves the rule is an explicit call to users, for instance, to gather their comments to an article.

3.2. Write in the active voice, not the passive

Name actors where possible.

The Greens demanded transparency in government spending.

Do not hide actors in passive expressions.

It was demanded that government spending should be transparent.

3.3. How to write about people, their names and functions

In each article, we use name and surname when mentioning people on the first occasion. In subsequent mentions, only use the surname. The main occupation should be at least mentioned once on the first occasion, along with the name and surname. Titles (Dr or Prof) are only named when deemed relevant for readability.

3.4. Commas

We do not use serial commas (“Oxford comma”).

“Internet, governance and policy” (without the serial comma) instead of “Internet, governance, and policy” (with the serial comma).

3.5. em/en dashes

We use en dashes (and no em dashes) with a space on either end.

This – to be clear – is how it should look like.

3.6. Title and headings always in lowercase

The allocation of frequencies: a patchwork

3.7. Punctuation should fall outside quotation marks

“In any case”, she added, “it should look like this, thank you”.

3.8. Abbreviations: assume nothing

Some short forms such as NATO, EU or BBC are well known and need no explanation, but think twice before using others. Write out abbreviations when using them for the first time.

2013 is said to be the very year of the 4th generation mobile network roll out, labelled 4G or Long Term Evolution (LTE).

3.9. Companies and institutions

With company names such as eBay, freenet or DaWanda, we respect the mix of lowercase and capital letters. This does not apply to company names that are only in capital letters though, or those that make use of punctuation marks, e.g., ROSSMANN and Yahoo! If the sentence starts with a company name, the company name’s first letter is put in caps, e.g., Ebay.

3.10. Numbers

Simplify wherever you can, round up or down and try to tell the story without getting bogged down in numbers.

Spell out from one to nine, then numerals from 10 to 999,999. Thereafter use m, bn or tn for sums of money or quantities, e.g., 5m tonnes of coal, 30bn doses of vaccine, 50tn Euro; but million or billion for people or animals, e.g., 1 million people, 25 million rabbits, the world population is 7 billion, etc. In headlines always use m, bn or tn.

3.11. Capitalisation

Names with caps, all the rest lowercase. This includes “internet” and “cloud computing”.

4. Metadata

4.1. Think of a specific title

Keep your titles specific and literal so that they make sense. They should have an active and engaging tone, which will also give them more prominence in search engines. Always remember that the title is reflected in the URL.

Keep titles to 60 characters of length or even less than that ← Like this example

The title provides the storyline. It needs to be different from the first sentence of the teaser. The main text needs to refer back to the title in the second or third paragraph.

4.2. Write an abstract

The abstract should be between 150 and 200 words long. It should summarise the article's academic vantage point, highlight the main findings and provide information about the methodology that has been employed.

4.3. Identify up to five keywords

Include words that people would use to find your article.

4.4. Write a short teaser

The teaser is an extra short, preferably **a one-sentence description**, that advertises the text and makes readers curious. It should be on-point, inviting, informative and catchy – and not too long.

5. Formatting elements

5.1. Structure with subheadings

Split up your text with subheadings. Conceive of them as mini-headlines that include keywords from the text that will follow. They help readers scan over your text and provide orientation. Search engines also like subheadings.

5.2. Tables and Figures

Include tables, charts, and figures insofar as they illustrate the arguments' points or provide data. Please provide figures in high resolution, with **300 dpi** as the absolute minimum.

Tables and figures are numbered. They are numbered separately; an article with two tables and three figures will contain Table 1, Table 2, as well as Figure 1, Figure 2 and Figure 3.

Captions precede tables and follow figures. Consider the following examples:

5.2.1. Tables

Table 1: Publishing institutions of Internet Policy Review

	Location	Website
Alexander von Humboldt Institute for Internet and Society	Berlin, Germany	https://www.hiig.de/
UK Copyright and Creative Economy Centre	Glasgow, United Kingdom	https://www.create.ac.uk
Centre Internet et Société	Paris, France	http://cis.cnrs.fr/
Internet Interdisciplinary Institute	Barcelona, Spain	https://www.uoc.edu/portal/en/in3/index.html
Johan Skytte Institute of Political Studies	Tartu, Estonia	https://skytte.ut.ee/en

5.2.2. Figures



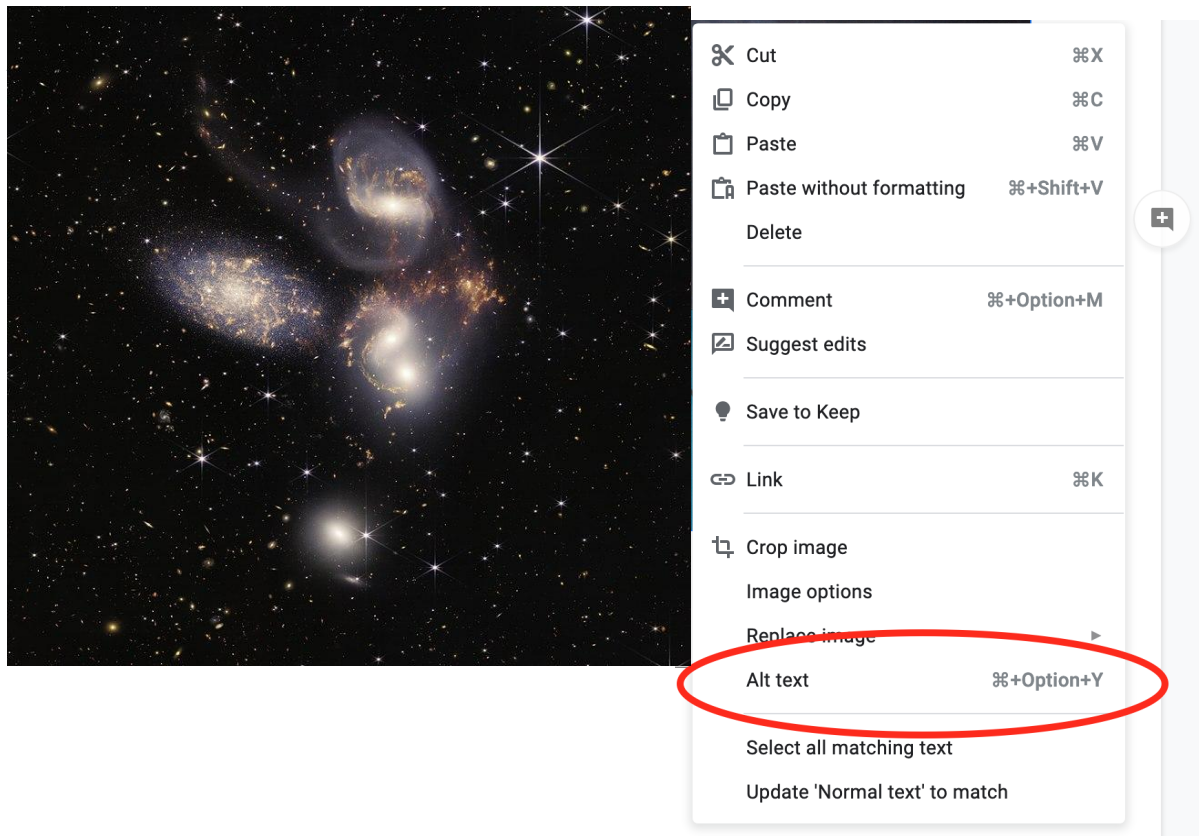
Figure 1: Stephan's Quintet taken by James Webb Space Telescope (NASA, ESA, CSA & STScI, 2022).

We require that all images contain alternative text (alt-text). There are two main reasons for this:

1. It makes the document more accessible:
 - to people using screen readers, such as visually-impaired people.
 - to people who have very slow internet connections and therefore do not load images.
2. Search engines use alt-text to ascertain the content of an image. Alt-text therefore helps optimise your article for search engines, which translates to more readers.

Alt-text should contain a description of the image that allows a person unable to see the image to understand its content. As a rule, if your image contains text, that text should be in the alt-text as well.

You can add alt-text in an image directly in Google Docs. Secondary-click (right- or control-click) the image and select “alt-text” in the context menu:



6. Attribution of sources and further information

6.1. We use APA 7th Citation Style

Please, provide your references in APA 7 style at the end of the text. For orientation see [here](#).

If in doubt you can find additional resources addressing specific questions on references [here](#).

Internet Policy Review orients the final presentation of references along the APA 7 guidelines using CrossRef, which is a public metadata source. We can also accept your references as a Bibtex, Zotero or json file (see 6.3.).

In-text citations should also follow APA 7 guidelines. Detailed information can be found [here](#).

6.1.1. Examples of in-text citations

Short quotations

She summarised the results of her study with a simple statement: “Internet governance is key” (Smith, 2018, p. 123).

Paraphrasing

Smith (2018) conducted a study on the effectiveness of internet governance by comparing policies in four European countries over the course of 10 years (pp. 115–123).

Please note:

- Do not place references in footnotes.
- Add a DOI (digital object identifier) or ISBN (if a DOI is not available, for example for book publications) wherever possible.
- If you use a reference manager such as Zotero, Endnote, or Mendeley, you could also [export the references as structured data](#) and upload them with your submission.
- We are not responsible for the correction of CrossRef metadata if it is incorrect or misaligned with APA 7 style. The production process partly depends on an automatic, machine-readable and script-based interpretation of APA7 rather than the style itself.

6.1.2. Examples of entries in the “References” section

Journal article	<p>De Filippi, P., & Loveluck, B. (2016). The invisible politics of Bitcoin: governance crisis of a decentralised infrastructure. <i>Internet Policy Review</i>, 5(3). https://doi.org/10.14763/2016.3.427</p> <p>Daskalova, V. (2015). Consumer welfare in EU competition law: What is it (not) about? <i>The Competition Law Review</i>, 11(1), 131–160.</p>
Chapter in an edited volume	<p>Hui, Y., & Halpin, H. (2013). Collective individuation: The future of the social web. In G. Lovink & M. Rasch (Eds.), <i>Unlike us reader: Social media monopolies and their alternatives</i> (pp. 103–116). Institute of Network Cultures.</p> <p>DeNardis L., & Musiani, F. (2016). Governance by infrastructure. In F. Musiani, D. L. Cogburn, L. DeNardis, & N. S. Levinson (Eds.), <i>The turn to infrastructure in internet governance. Information technology and global governance</i> (pp. 3–21). Palgrave Macmillan. https://doi.org/10.1057/9781137483591_1</p>

Book	<p>Hayles, K. (1999). <i>How we became posthuman: Virtual bodies in cybernetics, literature, and informatics</i>. University of Chicago Press.</p> <p>van Dijck, J., Poell, T., & de Waal, M. (2018). <i>The platform society</i>. Oxford University Press. https://doi.org/10.1093/oso/9780190889760.001.0001</p>
Reports, White Papers, Working Papers, and other grey literature	<p>Engelbart, D. C. (1962). <i>Augmenting human intellect: A conceptual framework</i> (Summary Report AFOSR-3223). Stanford Research Institute.</p> <p>Chiusi, F., & Agosti, C. (2018). <i>The influence industry: Personal data and political influence in Italy</i> [Report]. Tactical Technology Collective, Our Data Our Selves project. https://ourdataourselves.tacticaltech.org/posts/overview-italy/</p> <p>Kamara I., & de Hert P. (2018). <i>Understanding the balancing act behind the legitimate interest of the controller ground: A pragmatic approach</i> [Working Paper No. 12]. Brussels Privacy Hub. https://brusselsprivacyhub.eu/BPH-Working-Paper-VOL4-N12.pdf</p>
Newspaper or magazine article	<p>Santorino, A. (2018, May 24). G.D.P.R., a new privacy law, makes Europe world's leading tech watchdog. <i>The New York Times</i>. https://www.nytimes.com/2018/05/24/technology/europe-gdpr-privacy.html</p>

More examples of additional formats (such as how to reference conference presentations and proceedings, data sets, audiovisual media, etc.) can be found [here](#).

6.2. Keep footnotes to a minimum

You may use footnotes, but should keep their overall number to a minimum. Do not use a footnote to provide a hyperlink.

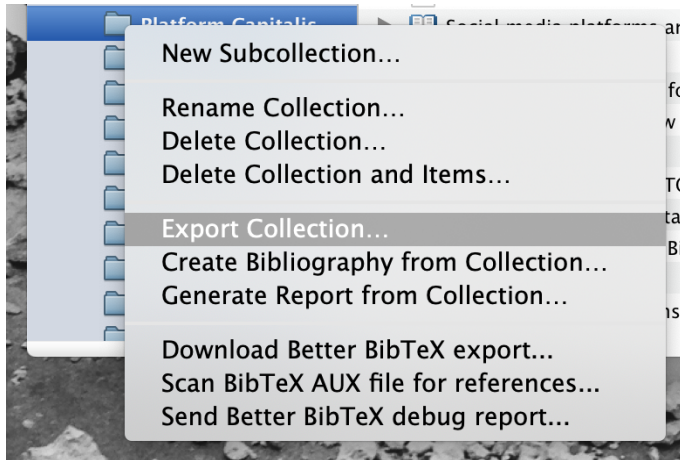
6.3. We encourage you to use a reference manager software

If you use reference manager software such as Zotero, Endnote, Citavi, Mendeley, etc., you can send us your references as structured data (this will save us time parsing them in order to provide CrossRef with citation data – furthermore, we also offer articles' references in a [shared Zotero library](#)).

We accept CSL JSON, BibTeX/BibLaTeX, Zotero RDF, RIS, or [any of the other formats Zotero can import](#). Please attach this as a file to the submission in the [journal publishing system](#).

Zotero

Place the paper's references in a collection. Secondary click (right- or control-click) the collection and choose 'Export Collection':



N.B.: The [Better BibTeX for Zotero add-on](#) may be useful.

Endnote

In order to export citations from Endnote, please [consult this guide](#).

Citavi

In order to export citations from Citavi, please [consult this guide](#).

Mendeley

In order to export citations from Mendeley, please [consult this guide](#).