

BSP STYLE SHEET

The style sheet consists of two parts: general style points and a step-by-step guide to manuscript formatting.

STANDARD REFERENCE WORKS FOR CONSULTATION:

Merriam-Webster.com Dictionary: <https://www.merriam-webster.com/>

APA Dictionary of Psychology: <https://dictionary.apa.org/>

Publication Manual of the American Psychological Association (7th ed.):

<https://doi.org/10.1037/0000165-000>; <https://apastyle.apa.org/>

The Chicago Manual of Style (18th ed.): <https://doi.org/10.7208/cmos18>

GENERAL STYLE POINTS

CAPITALIZATION:

Cap following colon when colon introduces a complete sentence.

Chapter 1

day 6

vitamin C

note A

ABBREVIATIONS AND ACRONYMS:

BSP, *Behavioral Science & Policy*

AD (caps, no period, per *CMS*)

U.S.

7:30 a.m.

Be careful not to repeat part of the acronym following the acronym. For example, don't use *HIV virus*; the *V* in *HIV* stands for *virus*. And don't use *ACT therapy*; the *T* in *ACT* stands for *therapy*.

Do not use *i.e.*, *e.g.*, *vs.*, *etc.*; spell out instead.

NUMBERS:

Spell out one through nine; 10 and up except with units. Except for years in ages, units of time do not fall under this rule: Spell out five hours, two days, etc. Use 10% and 5 kilometers, etc.

3 years old, 3-year-old (adj)

6 meters

1,000

1 million *except* magnification (1,000,000 times)

three-quarters

26% (not 26 percent); use the word in non-numerical contexts, as in a few percentage points.

18°C to 22°C, 3% to 6%, *but* 5 to 10 meters (space between number and unit of measurement)

23° north and south (latitude)

50-milliliter beaker

24/7

three-dimensional, 3-D

40× (magnification)

reference 1

PUNCTUATION:

Close up space around em dashes.

Serial comma

Generally takes the typographic style (bold, italic) of the word that precedes it with the exception of em dashes and close parentheses.

Use en dashes between two entities of equal weight: police–community interactions

SPECIFIC WORDS:

adultlike

African American

Amazon Basin

Arctic Circle, e.g., *else* arctic

asymmetrical (*not* asymmetric)

backup (n and adj), back up (v)

birthrate

Black, when describing social group. Capitalize White too

by-product

cell phone

childcare (per M-W)

cleanup (n, adj)

cold-blooded (adj, adv)

consensus-building

copay, copayment

cross section (n)

data (plural), datum (singular)

day care

decision-making, decision-maker

disk (n) except disc for compact disc

disk-shaped (adj, adv)

dislike

Earth (planet), no *the*

Ebola virus

email (updated for seventh edition APA Style)

endnote

ethics (treat as a plural: *ethics are this, ethics were that*)

fishlike

flextime

flu-like
freshwater (n, adj)
frontline (adj.), front line (n)
geographical
geotracking (NY Times and PC Magazine)
handwashing (M-W)
health care
hot spot
housing first approach
humanlike
lifestyle
long-standing
mindset
nonexpert
on-site
Paris Agreement
policymaking, policymaker
problem-solving
pro-environmental
randomized controlled trials
ridesharing
riverbank
risk-taking
road map
robo-advice, robo-advisor
role-play (per M-W)
Save More Tomorrow (an employee retirement savings program; sometimes abbreviated the SMarT program)
seafloor
semiarid
sensemaking, sensemaker
smartphone
state-controlled
Supplemental Material
sub-Saharan Africa
take-up (n)
time stamp (n), time-stamped (v) per [Webster's](#)
touch screen
trade off (v); trade-off (n & adj)
up front (adv.), up-front (adj.)
tool kit (per Webster's) BUT toolbox (also per Webster's)
U.S. for adj. and for abbreviation
wait-list control design
X-ray (n)
x-ray (v, adj)

AMPERSANDS

Use ampersand (&) in title and heading text. This includes the titles of tables, figures, and text boxes.

Always used in *Behavioral Science & Policy*

Always used in Behavioral Science & Policy Association

MANUSCRIPT FORMATTING

RIGHT RUNNING HEAD

If one is not supplied in the submitted manuscript, suggest a right running head that is a shortened version of the article title. Put the running head text in sentence case at the top of the first page of the manuscript (see below for an example of the text). Query the author regarding whether the suggested running head is acceptable.

Example

Right running head: Shortened version of title

ARTICLE TITLE

Article title is in sentence case. You may want to increase the font size to make it stand out on the title page (I usually set it around 18 pt.).

Use &, not *and*, in article title (as well as in headings, and table and figure titles).

AUTHOR AND AUTHOR AFFILIATION

Put the word **Author** in bold. The authors are listed underneath this heading. After each bolded author name, add the author's affiliation in italics, which consists of the institution and its location (city, state abbreviation, and country or city, province abbreviation, and country). In most cases, a department name is not needed, but there may be times when greater specification than the overall institution name (e.g., specific location or campus name) is desired. The United States is identified as *USA*, and the United Kingdom is identified as *UK*.

Example

Author

Author's Name

Name of Affiliated University or Business, City, ST, Country

Add the label **Corresponding authors:** (note the bold and colon). The corresponding author's name and mailing address are set in nonbold italic. The email address appears on its own line.

Corresponding author:

Author Name, Street Address, City, ST Zip Code, USA.

Email: email@email.com

Author Name, Street Address, City, Province or Territory followed by Postal Code, Country.

Email: email@email.com

KEYWORDS

The word **Keywords** appears on one line, and multiple keywords (in the neighborhood of four to six) appear on the next line with no special formatting, separated by commas. Keywords are for article searches, so let the authors choose whatever keywords they like, given that they will likely be more familiar than we are with what words people will use to find works like theirs.

Keywords

theory, concept, Title of Test, descriptive phrase

ABSTRACT

The abstract (which should be unstructured) is a single paragraph that summarizes the article. The authors can use first-person or third-person perspective, as preferred. If at all possible, do not include citations, because the endnote citation style does not lend itself to supporting citations in the abstract (usually an abstract is general enough not to need citations). Include the word **Abstract** in bold before the abstract text.

BODY OF TEXT

The paragraphs are not indented; instead, include an extra return between paragraphs. Choose a font, font size, and line spacing that works for you and apply it throughout the manuscript.

How to include URLs in running text is an issue that is still being worked out with Sage. Ideally, URLs for websites (and not specific webpages on websites, which require references) can be shared in the running text using live links. It is not clear yet how these links will be identified for readers (a different color? underlining?), and thus it is also not clear whether the link should be written out in the text in addition to being clickable. Guidance from Sage's typesetting team is needed.

HEADINGS

There are three levels of headings: A heads, B heads, and C heads.

- A head is the top level. It is in regular font, title case, and bold.
- B head is the next level. It too is in regular font, title case, and bold; it will be set at a small font size in the typeset article.
- C head is the last level. It is in italics and title case.

Identify heading levels in the manuscript for the typesetter using some sort of note. I prefer identifying the heading levels using comments; this is so that "A head," "B head," and "C head" are less likely to be accidentally typeset as part of the heading.

No colon appears after headings that are differentiated by style (that is, by level). Initial caps for all words of four letters or longer. This follows APA Style's title case capitalization rules.

Use & instead of *and* in headings (as well as in the title of the article and of tables and figures).

Here is what the three heading levels look like in the final typeset article:

To be fair, business leaders sometimes start their engagement with behavioral science initiatives with genuine interest and positive intent. But when budgets get tight, funding for behavioral science initiatives often falls by the wayside. This is particularly the case when initiatives that are viewed or framed as “behavioral science projects” compete for funding and resources against well-established programs—that is, when new ideas and initiatives fight against the status quo.

Ironically, the funding issue may be exacerbated by the way behavioral science has been popularized. Books, articles, and podcasts have often highlighted quick wins and solutions that do not require a significant investment, such as changes in the wording of reminder letters to taxpayers or the setting of default contribution levels to promote retirement savings.^{1,4} Ted Utoft of BVA Nudge Consulting holds this view:

I think we have to take some responsibility that, for many clients and organizations, behavioral science only means novel nudges with big impact. We may have done ourselves a disservice by highlighting a few outstanding examples of very low-cost, contextual interventions that had a huge impact. This expectation of silver bullets can set us up for resistance when we then insist on rigor, patience, and ultimately incremental change.

A head

Overcoming the Barriers

To overcome these barriers, behavioral scientists can engage in two complementary approaches. First, they can take immediate opportunities to frame discussions with business leaders in ways that more effectively convey the value of behavioral science to their organizations. Second, they collaborate with colleagues in the field and other partners on long-term efforts to build a strong foundation

for the adoption of behavioral science in the private sector. (Figure 2 summarizes the actions I recommend.)

Conveying the Value of Behavioral Science
I recommend the following three strategies to frame discussions about where behavioral science fits into a corporation’s strategies for achieving its goals.

B head

C head

Focus on Priority Areas & Use Cases

In previous publications, I have outlined several promising areas of opportunity for behavioral science, such as preventing cybersecurity breaches and promoting employee retention.¹⁰ Clearly, though, priorities will inevitably vary by company or business sector. As a general rule, I have found it best to start discussions by trying to uncover and understand the challenges that are already taking up considerable time, energy, and effort at the organization. If behavioral science can be presented as a new way to address high-profile issues, it is likely to receive consideration and funding.

On the project level, I often apply a relatively simple rubric to initially evaluate which challenges might be the best ones to tackle in a given organization. It takes into account the potential business value or ROI of a desired behavior change, the anticipated likelihood of success, and the anticipated ease of implementation. Finally, and perhaps most importantly, ethical considerations are taken into account as I attempt to gauge whether this is a “win-win-win” opportunity for the organization.¹¹

Regardless of the exact criteria applied, the most important action is to frame behavioral science as a vehicle to help address a company’s primary business challenges so that leaders not only recognize its value but also come to identify certain issues or opportunities as behavioral science challenges. Zarak Khan, chairperson of the board at Bescy, encapsulates the approach well:

TABLES AND FIGURES

The titles of tables and figures consist of the table or figure number and a period, followed by the title in sentence case, ampersands for “and,” and no ending punctuation.

Examples:

Figure 2. Photo depiction of some amazing evidence

Table 8. Another table illustrating important data & projected trends

The note beneath a table or figure should begin with the word *Note* followed by a period and any relevant information. Be sure that all abbreviations are defined. If abbreviations are already defined in the title or in the table or figure, then the abbreviation does not need to be defined again in the note. When specific notes or probability notes are needed, please follow the standard specific note (using superscript letters as callouts) and probability note formatting (using asterisks and providing the *p* values) as described [here](#) and [here](#) and as modeled [here](#) and [here](#).

BASIC TABLE FORMATTING:

Initial cap for column heads and entries.

Bold for column heads.

No end punctuation in the entries unless an entry is a sentence.
Vertical rules are not needed, and horizontal ones should be kept to a minimum (as they clutter the table very quickly; see guidelines [here](#)).

BASIC FIGURE GUIDANCE:

Figure formatting has quite a bit of latitude, because figures can be many different things and take many different forms. Focus on proofreading figures, when there is writing within them. Be sure that elements are labeled or explained in the note, the existing labels are legible, and the figure is understandable.

Be sure that each table and figure is called out in the text. This may be done in the running text or in parentheses.

Examples

The results of our study can be seen in Table 1.

The results of the study were definitive (see Figure 3).

NOTES FOLLOWING THE MAIN TEXT

Various notes can appear after the main text; the only note required of the following is the Declaration of Conflicting Interests. This is the standard order:

Author Note

Declaration of Conflicting Interests

Funding

Supplemental Material

Notes (i.e., end notes)

Author ORCIDs

NOTES

1. In the main text, put callouts for the text notes in parentheses and use numbers to differentiate them. For example, (See note A.) or (For a technical explanation of this phenomenon, see note B.) Use a letter even if there is only one note.
2. Put the actual notes after the main text. Add the label **Note** if there is only one note and **Notes** if there is more than one.

STANDARD QUERIES

The following text and queries can be copied and pasted after the text but before the references:

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding

The authors disclosed receipt of the following financial support for the research, authorship, and/or publication of this article:

REFERENCES & CITATIONS

We want authors to number their in-text citations so that readers are referred to the correspondingly numbered references in the numbered reference list at the end of the article. This matches *Science* and *PNAS*. The references are in seventh edition APA Style. Reference examples may be found in Chapters 10 and 11 of the *Publication Manual of the American Psychological Association*, seventh edition, and throughout the APA Style website, but especially here:

<https://apastyle.apa.org/style-grammar-guidelines/references>

The reference list is formatted with hanging indents, but the specific numbers appear before each reference, which is ordered sequentially by number rather than alphabetically. I don't know how others number their reference list, but I type in my own numbers rather than using the numbering function. The only reference tricky to number is the first one, because once Word catches on that you are typing "1." it tries to automatically finish and format a numbered list for you. I create the reference

Historically, the superscript numbers in the final text sent to the typesetter have been manually added by the copy editor. Also historically, typesetters have not wanted to work with citation software like Endnote. However, if the current typesetter is OK with automated citation programs, then they could be used (although I am not familiar enough with any of them to recommend one, either as one that the typesetter approves of or as one that accurately formats APA Style references). Sage's manuscript formatting guidelines do not explicitly approve or disapprove of using citation software:

<https://us.sagepub.com/en-us/nam/preparing-your-manuscript#4>

As for the in-text citations themselves, numbers are superscript, sequential, and placed after punctuation (except for dashes), ideally at the end of the sentence. When a citation is for text within parentheses, the superscript number goes outside of the close parenthesis except on the rare occasion when it would be more appropriate to appear inside the parentheses, such as if the note applies to a specific term within the parentheses. In short, follow the instructions and examples available in *The Chicago Manual of Style*, 18th edition, Section 13.29, regarding citation callout placement. When two citations or multiple nonsequential sources need to be cited for the same phrase or sentence, separate the two numbers with a comma but no space. When three or more in sequence apply to the same phrase or sentence, use an en dash to indicate the range.

Examples (assume that when nonsequential numbers are provided as part of the example citations in a sentence, all numbered sources between the first and last have already been called out in order in the text):

Here is the sentence.¹

Here is the sentence.^{1,2}

Here is the sentence.^{1,5,22}

Here is the sentence.¹⁻⁵

Here is the first phrase;¹ here is the second phrase.²

Here is the sentence (and here is some more information).¹

Here is the sentence (and here is where I provide reference 1's unique definition of "word"¹).

Here is the proposed theory¹—and here is some additional information from another source.⁵

When references are referred to in the running text (and this should be done infrequently, if possible), write out the word "reference" and add the number.

Example

An exhaustive explanation for this scenario is provided in reference 22.

Should citations appear in parts of the manuscript other than the main text, number the citations in this order:

1. Citations in main text.
2. Citations in end notes.
3. Citations in tables and figures (in the order in which they appear in the article).

Citations in tables (I can't remember any being in figures, maybe some figure notes) have not been handled consistently over time. Sometimes the whole references have been added to the table note either alphabetically or with sources identified using capital letter callouts (to avoid having the numbered citations without further explanation in the table regarding what the numbered citations denote; in such cases, the references are not also added to the reference list), sometimes "reference X" has been written out (so readers need to refer to the main reference list at the end of the text), and sometimes superscripts have been added (again, readers then need to refer to the reference list at the end of the text; these are sometimes paired with APA Style author–date in-text citations so that readers know what the numbered superscripts are referring to). As this diversity of approaches implies, decisions regarding ideal citation formats for tables may need to be made on a case-by-case basis.

A source can be discussed in the text by title (and author, if desired). If the mention of a published source in the text is in the context of something other than an introduction to an issue, include the numbered citation for the reference where appropriate, so readers can easily find the rest of the source's publication and retrieval information. Provide the authors' names when mentioned in text as they appear on the source (so, for example, include initials if given).

Example

Richard H. Thaler and Cass R. Sunstein's book *Nudge: Improving Decisions About Health, Wealth, and Happiness* is essential reading on this topic.³

For an introduction to an issue of *BSP* in which the editors are introducing the individual articles found in the specific issue, be sure to write out the authors' full names as they appear in their article, but a citation for the article being introduced is not needed.

Example (from [this introduction](#)):

Juan David Robalino, Alissa Fishbane, Daniel G. Goldstein, and Hal E. Hershfield provide a critical field test of a behavioral insight that was previously established only in laboratory settings.

SUPPLEMENTAL MATERIAL

Please note that Supplemental Materials are no longer edited, but the title and authors are included at the top of each Supplemental Material file as an identifier. Do not refer to the Supplemental Material as online Supplemental Material. The journal is entirely online.

The tables and figures that are part of the Supplemental Materials have their numbers preceded by an S to indicate that fact (Table S1, Figure S5).