Annotated Bibliography in APA Format

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Abstract

Normally, in APA style, the second page, contains an abstract, but for this assignment **YOU DO NOT NEED TO CREATE AN ABSTRACT! YOUR REFERENCES, INSTEAD, WILL START ON THE 2ND PAGE.** If you were asked to create an abstract, however, the word “Abstract” would be centered and typed in 12-point Times New Roman font. You would not indent the first line of the abstract paragraph. All other paragraphs in the paper would be indented if writing a full paper, but you are writing an annotated bibliography here, so you will see below for the proper style for APA for this type of research tool. Regarding the abstract itself, it is a brief summary of the paper, 150-250 words, allowing readers to quickly review the main points and purpose of the paper. Abbreviations and acronyms used in the paper should be defined in the abstract. Regarding the format of the abstract's body, it is to be double spaced and flush right in alignment. Regarding the formatting of the header on the abstract's page, note that, since you should have chosen "Different First Page" under header on Page 1, the header on the second page will give you another opportunity to create an unique header to be used on the second and all subsequent pages. The only difference between the header on the first page and the second is that you drop the words "Running Head" before the title of the page, as you can see above. Follow the same rules as you did on Page 1, just don't click "Different First Page."
References


I located this website by using one of the suggested subject guides, The Internet Scout Report. As my product is a coin-storage unit, I performed a simple search for the term that means coin-collecting, numismatics, up in the right hand search box that says, “Search Archives.”

This site provides a host of information about money, ranging from its history, forms, and value, to the politics and scandals centered around the love for lucre. Of most interest, Davies offers links to a variety of tools to price old coins.

This site could be helpful in creating value-added services around my coin-storage product, including valuations for coin collectors. Moreover, in understanding the look and value of coins, I could offer additional accessories to aid in better storage for these treasures.

Most notably, this site meets the evaluative criteria by virtue of its authority that includes two academicians with solid backgrounds in economics and its scope readily displayed in its vast and varied selection on many aspects of money. Admittedly, the site could gain some ground in its currency since it has not been updated in over a year.

I located this e-book by going to SPC’s *Library Online* and clicking on the link *Databases by Subject*. I logged in using my Borrower ID and PIN, and then I clicked on the category called *Electronic Books* and then *eBooks (NetLibrary)*. Once into *NetLibrary*, I performed a full-text search for *business Internet marketing*, and this book appeared in the top ten.

Organized in four sections, this e-book provides a historical perspective on Google’s successful business model, provides tips into gaining a greater presence in Web searches, and presents ample ways to promote one’s business on the Internet using a variety of free Google applications.

As the goal is to sell my product online, this e-book is a good primer on how to market successfully on the Web in a very cost-effective way. What is more, it provides advanced functions of a tool which most denizens of the Web are very familiar with: Google.

Regarding the reliability of this source, I have discovered, through a Google search for *Greg Holden author* that the writer of this book has published over forty books, mostly related to technology. I pushed beyond the marketing sites as well and ran a Google
Scholar search for his name. Consequently, I found that another one of his books *Guide to Firewalls and Network Security: Intrusion Detection and VPNs* has been cited 16 times, and two more of his books, a cumulative total of ten times. The accuracy of this text is also concurred because in reading about Google Apps online, I found that Google's documentation corresponds with the text. Further, the scope of the book is beneficial because it is well focused on one form and brand of marketing. The one caveat with the text is that, as with anything addressing technological issues, it already appears somewhat dated, although it is a relatively current publication, with its discussion of using early Web 2.0 features, such as blogging (Chapter 13), to promote a business. After all, social networking has greatly changed the need for blogging.


I found this article through SPC’s *Library Online*. I clicked the link Databases by Subject, logged in, clicked on the General category and clicked on *Academic Search Complete*. Originally, my search terms were *coin storage*, but I did not find anything related to my product for storing coins, so I used the *Subject Terms* controlled vocabulary feature and browsed for the word *coins*. I clicked on *Coins, American* and used that search term and two other narrower search terms, so the search looked like this: ((DE "COINS, American") or (DE "DIME")) or (DE "NICKEL (Coin)").
In this article, Velde presents the regulation taken by the US Mint to preserve nickels and pennies, as their manufacturing costs become greater than their intrinsic value. Velde also gives an historical background on coinage and discusses the coin shortage of 1964-65 and its solutions. He includes helpful charts and tables.

Regarding the discrepancy in manufacturing costs vs. intrinsic values of some coins, this article makes me realize and consider the legal and social issues that could affect my coin-storing product. His argument for the retiring of the penny is convincing, and his history lesson on the debasement of coinage, suggesting that pennies could increase in value and take the place of nickels (since more of the former are produced each year) makes me wonder if legislators may eventually follow this example, thus causing some major issues for me to work out with my coin storing product.

To confirm this article's credibility, I searched Google Scholar to see how many times Velde has been cited. He has co-authored several pieces on similar topics found in this article with some of those publications cited as much as 118 times. Additionally, checking on Velde's credentials, I found that he is, indeed, a senior economist for the Federal Reserve Bank of Chicago. Regarding objectivity, I should note that, while highly educated, this article clearly deals with Velde's opinion.