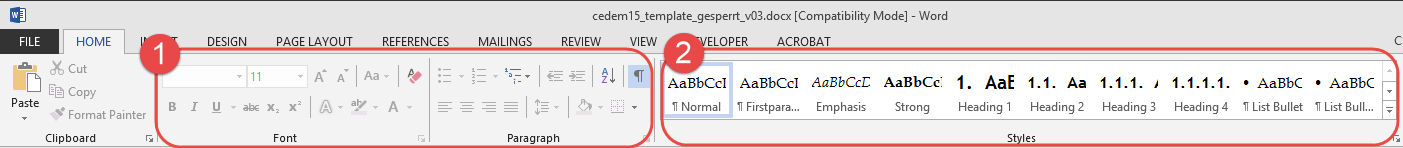
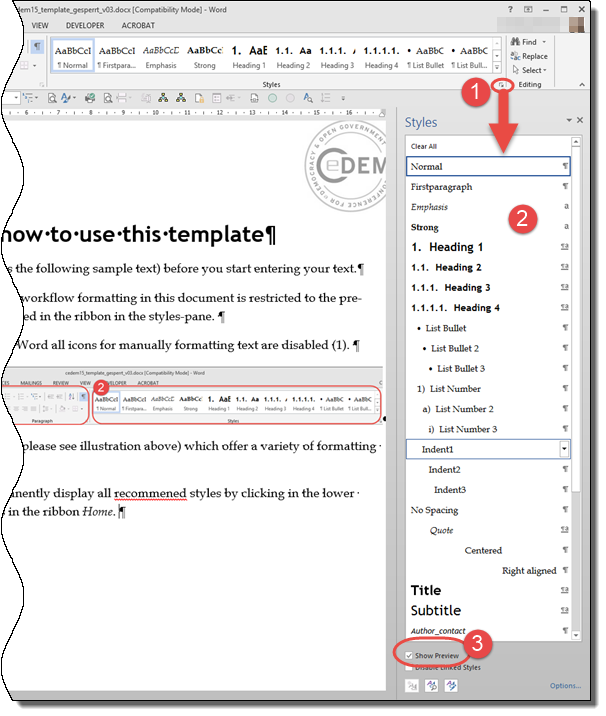
**Instructions on how to use this template**

Please delete this instruction (as well as the following sample text) before you start entering your text on the next pages

In order to assure a time-efficient workflow, formatting in this document is restricted to pre-defined styles. Therefore in the Home-Ribbon in Word all icons for manual formatting are disabled (1).

Please use the pre-defined styles*[[1]](#footnote-2)* (please see illustration above) which offer a variety of formatting possibilities.

In order to apply a style either select word or paragraphs and then assign the desired style. The sample text on the following pages shows you proposed styles [in square brackets].

Furthermore you can also permanently display all recommended styles by clicking in the lower right corner of the group Styles in the ribbon Home (see illustration on the right (1))

The Styles pane will appear (2).

You can display a preview for all styles by clicking Show preview (3) which makes it easier to select the proper style.

You can also see which style is selected for a word/paragraph by clicking in this paragraph/word. Then the relevant style is highlighted in the styles pane.

Article Title [Title| Titel[[2]](#footnote-3)]

First name Last name [Subtitle| Untertitel]

Address, e-mail [Style: Author\_contact]

Abstract: [maximum 150 words; Style: Abstract etc.] Sample text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text abstract text

Keywords: [maximum 5 words; Style: Abstract etc.] Keyword, keyword, keyword, keyword, keyword,

Acknowledgement: [Style: Abstract etc.] Acknowledgement text … text text Acknowledgement text … text text Acknowledgement text … text text Acknowledgement text … text text

# Heading 1 [Style: Heading 1| Überschrift 1]

[Style: Firstparagraph] Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

[Style: Article\_Normal]: Lorem[[3]](#footnote-4) ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est.

## Heading 2 [Style: Heading 2| Überschrift 2]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.

Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede.

### Heading 3 [Style: Heading 3| Überschrift 3]

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Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

#### Heading 4 [Style: Heading 4| Überschrift 4]

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As Niklas Luhmann (1988) has shown....

“[Style: Article\_Quote] Allocative resources refer to capabilities - or, more accurately, to forms of transformative capacity - generating command over objects, goods or material phenomena. Authorative resources refer to types of transformative capacity generating command over persons or actors” (Giddens, 1984, p. 33).

One might classify non-voters into three types: the dissatisfied, the interested, and the uninterested type (see Figure 1).

Figure 1: [Style: Caption| Beschriftung] Types of Non-Voters

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Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Table 1: [Style: Caption| Beschriftung] Facebook and Twitter Enquiry Response Rates – the following table uses the table style cedem\_table

|  |  |  |
| --- | --- | --- |
| Year | Facebook | Twitter |
| 2010 | 50% | 0% |
| 2011 | 35% | 30% |
| Total | 86% | 30% |

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This is a sorted list:

1. List number level 1 [Style: 1) List Number| 1) Listennummer]

[Style: Indent 1] Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.Item

* 1. List number level 2 [Style: a) List Number2| a) Listennummer 2]

[Style: Indent 2] Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.Item

* + 1. List number level 3 [Style: i) List Number3| i) Listennummer 3]

[Style: Indent 3] Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document.

And this is a bulleted list:

* List bullet level 1 [Style: • List Bullet | • Aufzählungszeichen]

[Style: Indent 1] Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.Item

* + List bullet level 2 [Style: • List Bullet2| • Aufzählungszeichen 2]

[Style: Indent 2] Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.Item

* + - List bullet level 3 [Style: • List Bullet3 | • Aufzählungszeichen 3]

[Style: Indent 3] Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document.

And this is a normal text again.

References

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Firstname Lastname

[Style: Author\_Text] Firstname Lastname works as the chair for public sector and business informatics at … Germany. After her Bachelor’s degree in Marketing Management from the … She speaks all the respective languages and strives to achieve the same in Arabic.

1. More information on how to use styles in Microsoft Word can be found here: <https://support.office.com/en-US/article/Style-basics-in-Word-D38D6E47-F6FC-48EB-A607-1EB120DEC563> [↑](#footnote-ref-2)
2. As some styles have different names in Word with German language settings, these style names will be listet after the “|” sign. [↑](#footnote-ref-3)
3. Text build with =lorem(x,y) [↑](#footnote-ref-4)