

DIT Library APA Quick Guide

This handout is a quick guide to using the APA (American Psychological Association) 6th edition referencing style. Examples are given on how to correctly reference the most commonly used sources such as books, journal articles, market research reports, websites and newspapers. In-text quotation, paraphrasing and reference examples are also given.

Whether you are quoting (using an author's exact words) or paraphrasing (putting an author's idea into your own words) you still need to give credit to that author. Need a bit more help? Get in touch ast.library@dit.ie

There are two parts to APA referencing:

In-text Citation:

Give enough basic information about the original source you used

Reference List:

Provide comprehensive information so that your lecturer can track down the original source

In-text Citation Examples:

In-text Citation: Direct Quotation:

(Surname, Year, Page Number)

Jobber (2007, p.419) argues that, "the lifeblood of corporate success is bringing new products to the marketplace."

OR

It can be argued that, "the lifeblood of corporate success is bringing new products to the marketplace" (Jobber, 2007, p.419).

In-text Citation Paraphrase:

To achieve corporate success it is essential to introduce new products (Jobber, 2007).

OR

Jobber (2007) states that the introduction of new products is essential to a company's success.

Reference List Examples (NOTE: Title of source is always in italics):

Book:

Book with One Author:

Author's Last name, Initial. (Year). *Title* (Edition).
Place of publication: Publisher.

Jobber, D. (2007). *Principles and practice of marketing* (5th ed.). Maidenhead: McGraw Hill Higher Education.

Book with Multiple Authors:

Author(s) Last name, Initial. & Author(s) Last name, Initial. (Year). *Title* (Edition). Place of publication: Publisher.

Doyle, P., & Stern, P. M. (2006). *Marketing management and strategy* (4th ed.). Harlow, England: Financial Times Prentice Hall.

Journal Article:

NOTE: There are different reference list formats depending on where you located the journal article.

Print Journal Article:

Author(s) last name, Initial. (Year). Article title.
Journal Title, Volume number(Issue number),
Page numbers.

Mittal, B. (2016). Retrospective: Why do customers switch? The dynamics of satisfaction versus loyalty. *Journal of Services Marketing*, 30(6), 569–575.

Online Journal Article:

Include the doi number if available:

Mittal, B. (2016). Retrospective: Why do customers switch? The dynamics of satisfaction versus loyalty. *Journal of Services Marketing*, 30(6), 569–575. doi:10.1108/jsm-07-2016-0277

If no doi number available:

Mittal, B. (2016). Retrospective: Why do customers switch? The dynamics of satisfaction versus loyalty. *Journal of Services Marketing*, 30(6), 569–575. Retrieved from: <http://0-www.emeraldinsight.com.ditlib.dit.ie/doi/full/10.1108/JSM-07-2016-0277>

Market research reports from online databases:

With an author:

Author(s) Last name, Initial. (Year) *Report title*.
Retrieved from URL

Wilson, J. (2016) *Attitudes towards Advertising – Ireland – August 2016*. Retrieved from <http://0-academic.mintel.com.ditlib.dit.ie/display/786954/>

With no author:

Corporate author. (Year, Month Day). *Report title*.
Retrieved from URL

Euromonitor. (2016, June 17). *Alcoholic Drinks in Ireland*. Retrieved from <http://www.portal.euromonitor.com/portal/analysis/tab>

Websites:

With an author:

Author(s) Last name, Initial. (year, month day).
Title of article. *Title of website*. Retrieved from URL

NOTE: If there is no date use n.d

Williams-Grut, O. (2016, September 21). The 16 best countries for expats to live in. *Business Insider UK*. Retrieved from <http://uk.businessinsider.com/hsbc-ranking-of-16-best-countries-for-expats-to-live-2016-9>

With no author:

Title of webpage. Retrieved Month Day, Year, from name of website, URL

Market overview and trends. Retrieved November 21, 2016, from Student Market, <http://www.student-market.com/student-travel>

NOTE:

Never use a URL in your in-text citation. Use the author's surname and date e.g. (Williams-Grut, 2016).
If there is no author use the name of the webpage e.g. ("Market overview and trends," 2016)

If there is no date use n.d.

Newspaper:

Print newspaper:

Author(s) Last Name, Initial. (Year, Month Day).
Article title. *Newspaper title*, page number

Barjer, A. (2016, November 21). UK ally takes hard Brexit line. *The Financial Times*, p. 11

Online newspaper:

Author(s) Last name, Initial. (Year, Month Day).
Article title. *Newspaper title*. Retrieved from URL

O'Connor, B. (2016, November 18). Two new appointments to board of horse racing Ireland. *The Irish Times*. Retrieved from <http://www.irishtimes.com/sport/racing/two-new-appointments-to-board-of-horse-racing-ireland-1.2874047>

Secondary Referencing:

This is when you want to cite someone's work but you have not read the original. Mention the original author in-text but only cite the source you have read in your reference list.

In-text citation:

(Author(s) Last name, cited in Author(s) Last name, Year, page number)

"Decline is a separate phenomenon, unique in its own right, and deserves more systematic research." (Jap & Anderson, cited in Zhang, Watson, Palmatier & Dant, 2016, p.54)

OR

Jap and Anderson note that, "Decline is a separate phenomenon, unique in its own right, and deserves more systematic research." (as cited in Zhang, Watson, Palmatier & Dant, 2016, p.54)

Reference List:

Zhang, J. Z., Watson IV, G.F., Palmatier, R. W., & Dant, R. P. (2016). Dynamic Relationship Marketing. *Journal of Marketing*, 80(5), 53-90. Doi: 10.1509/jm.15.0066