

Dublin Institute of Technology
College of Business
STYLE GUIDE

1. Using Sources

It is an essential part of submitting an essay/assignment/project/dissertation that you reference your sources. There is a good practical reason for this: a reader of your work may want to know where you read about a particular issue, idea, company or case study, in order to follow up on it and read it for themselves. This is part of the process of academic research; one of the ways academics keep current with developments and thinking in their field is by reading articles in journals and papers at conferences, and then following up on references used.

In addition, if references are not used, then the writer is essentially passing off ideas read elsewhere as their own. This is fundamentally dishonest, and is referred to as plagiarism. **The College of Business has a strict policy on plagiarism and severe penalties will apply where students do not reference their sources, as outlined in Section 6 below.**

Citations are the way you acknowledge what sources you have used. There are a number of different conventions used for handling citations. The College of Business has chosen to adopt the **APA (American Psychological Society)** system of referencing which is a Harvard (name-date or “in-text”) referencing system. The in-text, system or parenthetical system as it is often referred to, means that the citation is listed in the text in parentheses (brackets). This is the most widely used referencing system with an abundance of informational literature relating to the specifics of the APA convention.

There are two stages to acknowledging the sources of any information or ideas you use. The first is:

In-text citation: this is where you acknowledge the use of a source **in the body of the text**. It is your way of letting the reader know that you have taken an idea or perspective from a source, used the writer's ideas in your own words, or quoted directly. At this stage in the text you give the reader an abbreviated version of the reference.

The second stage is

Reference list: this is where you give the source of the information in full. In other words you give the reader the full reference so that they can go and look the source up for themselves if they wish. This is done in a list **at the end of the work** which is headed **References**. Only materials cited in the body of the text are included in the reference list.

2. In-text citation

Once you have decided to use a source in your text there are three different ways in which you can introduce the material within the body of your work: quotation, paraphrase or summary.

Quotation - When to use

This is where you take the words directly from a source, without changing anything, and where **you must use quotation marks**. Beware of overuse of quotation. If you feel that the original expresses the idea much better than you can ever do, then there will be a temptation to quote at length from what you have read. This can lead to a situation where your work is dominated by quotations and simply punctuated with your links. As a result the chapter can seem disjointed, and it can be difficult for a reader to assess whether you have actually understood what you have read.

The main exception to this is where you are analysing a primary source. Primary sources are first-hand accounts, interviews, research, surveys, experiments and so on. A student of literature who was commenting on a poem, novel or play would have to quote extensively from this primary source. A student of business who was asked to evaluate or comment on a specific piece of research, report or set of results would have to do likewise. Qualitative research, for example is a primary source, and if using this you would quote extensively from interviews.

However, many of the texts you cite will be secondary sources, which draw together information and research from a variety of primary sources. A journal article or a newspaper article are examples of secondary sources. Many of your textbooks will be secondary sources. Where you are using secondary sources the use of direct quotations need not be as extensive.

A useful set of criteria for the use of direct quotation from secondary sources is suggested by Fowler and Aaron (2007) in *The Little Brown Handbook*:

Tests for direct quotations

The author's original satisfies one of these requirements:

- The language is unusually vivid, bold, or inventive
- The quotation cannot be paraphrased without distortion or loss of meaning
- The words themselves are at issue in your interpretation
- The quotation represents and emphasises the view of an important expert
- The quotation is a graph, diagram, or table

The quotation is as short as possible:

- It includes only material relevant to your point
- It is edited to eliminate examples and other unneeded material

Source: *The Little Brown Handbook* (2007, p. 557)

Quotation - Handling the in-text citation

When quoting directly from another author you must give the author, year and page number and ensure the full reference is given in the reference list. Normally quotations should be enclosed in double inverted commas in the text. Use single inverted commas only for quotes within a quote. Quotations over about forty words in length or four lines of text should not be enclosed in inverted commas but should be block indented from the left and typed in double line spacing, for example:

Kotler (2011) notes:

Sellers can take three approaches to a market. Mass marketing is the decision to mass-produce and mass distribute one product and attempt to attract all kinds of buyers. Product variety marketing aims to offer a variety of products to broaden the customer base. (pp. 290-291)

- Indent the block quote five spaces or half an inch
- Do not use quotation marks
- Double space the quote
- Notice that the full stop goes before the parentheses (brackets) not after

Making changes to direct quotes:

As long as you do not change the meaning it is possible to make minor changes to direct quotations.

The following rules apply:

If you omit parts in the middle of the quotation, use an ellipsis. For example:

Kotler (2011, pp. 290-291) notes that “Product variety marketing aims ... to broaden the customer base.”

If you want to insert your own words, or different words into a quotation put them into square brackets = []: “The module [in the course] was well designed.”

Paraphrase - When to use

To avoid excessively long quotations it is sometimes necessary to paraphrase a writer’s words. In addition, a paraphrase may be chosen over a quotation:

- Where you feel that the author’s expression, language or presentation is likely to obscure the understanding of the reader
- In order to make it clear to the reader that you have read and understood the material
- For variety, to alternate with quotations

Through paraphrasing you restate the author’s idea or line of argument, in your own words. The ideas are not enclosed in quotation marks but must still be acknowledged. It is not essential to give page numbers, however where a paraphrase contains controversial viewpoints or a starting point for a detailed analysis, a page reference may be included following the author and date.

Example:

Mass marketing is an approach which aims to attract a wide spectrum of buyers through the mass production and distribution of one product (Kotler, 2011).

or

Kotler (2011) argues that mass marketing is an approach which aims to attract a wide spectrum of buyers through the mass production and distribution of one product.

Summary - When to use

This is where you record the gist of an author's idea. You may want to summarise a paragraph, a section, a chapter or indeed a whole article or book. Summary allows you to bring together the thread of an idea which runs throughout a text. For example, you may not wish to summarise an entire article, but rather to summarise what the author says throughout that article on a particular theme. A summary is shorter than the original. Obviously the longer the text you are summarising, the shorter the summary in proportion to the original, and the more skill you will need to achieve brevity without sacrificing accuracy. Capturing the essence of what has been said is a skill.

Introducing material from sources

Whether you are using a quotation, paraphrase or summary, you must at all times try to integrate the material as smoothly as possible into your own text. The way in which material from any source is integrated should help to inform your line of thought, and the reader's understanding. You can help to achieve this by giving your reader additional information which can aid their understanding of the material, or by putting it in context. For example you could let the reader know:

1. Whether the material supports or contradicts your line of thought.

For example: This approach to product positioning is endorsed by the Chief Executive of Coca Cola Ireland who said at a recent conference "..."

2. Whether the material is in agreement with most of the other sources you have read. For example: Unlike most other writers on the subject however, McCarthy (1996) contends that...
3. Who the writer is where relevant. For example: Subsequent research (Cook, 2010; Kotler, 2011; Thompson, 2009) argues...
4. Who the writer is, from which text you are drawing, and what the writer's credentials are - where relevant. For example: This report, "Consumer Research after the Millennium" (Fitzgerald, 2011) is particularly relevant in the context of this paper, as its author, Ian Fitzgerald, now head of research with IIR, was for many years a Director of Consumer Marketing with Proctor & Gamble.

You do not always have to name the author, source or credentials in your text, as the last three examples above do. In fact, you should be careful that such introductions are only done where they will enhance your text, and not obstruct the smooth flow of your thought in any way. Introducing sources smoothly is helped by choosing the right verb to introduce the material as discussed in the next section.

Verbs for introducing summaries, paraphrases, and quotations

Introduce borrowed material with a verb that conveys information about the source author's attitude or approach to what he or she is saying. In the sentence **Smith_____ that the flood might have been disastrous**, filling the blank with **observes**, **finds**, or **insists** would create different meanings. (Note that all these verbs are in the present tense, the appropriate tense for discussions of others' writings).

Table 1: Verbs for Introducing Material From Another Source

AUTHOR IS NEUTRAL	AUTHOR INFERS OR SUGGESTS	AUTHOR ARGUES	AUTHOR IS UNEASY FOR DISPARAGING
Comments	Analyses	Claims	Belittles
Describes	Asks	Contends	Bemoans
Explains	Assesses	Defends	Complains
Illustrates	Concludes	Disgraces	Condemns
Notes	Considers	Holds	Deplores
Observes	Finds	Insists	Deprecates
Points out	Predicts	Maintains	Derides
Records	Proposes		Laments
Relates	Reveals	AUTHOR AGREES	Warns
Reports	Shows	Admits	Speculates
Says	Suggests	Agrees	
Sees	Supposes	Conceded	
Thinks		Concurs	
Writes		Grants	

Source: *The Little Brown Handbook* (2007, p. 558)

Acknowledging quotations using the APA System

The APA system, which as previously mentioned is an example of the Harvard or author–date system is the most widely used method of acknowledging quotations both direct and indirect. It consists of a citation in-text that points forward to a list of references. Readers then may refer to a list of references, ordered alphabetically at the end of the work, for the source of the quotation. The citation is enclosed in parentheses followed by a full stop thus linking the citation to the sentence where it belongs. The abbreviation for page (p.) is used, or, if the quotation extends over two pages, the abbreviation for pages (pp.) is used. There are a number of alternative methods of referencing authors within a body of text under the APA system. Some of the more common methods are as follows:

- Where reference is to an author's work, but not to a specific page or volume for example when one is paraphrasing the arguments of a specific author, the author's name is followed just by the date. The alternatives in the author-date system are

(Holt, 2011)... Or Holt (2011)...

- If reference is being made to a specific volume of a work, the volume, and page number too if appropriate are included within the parentheses:

Holt (2011, Vol. 2, p. 67) notes...

If there is more than one author, all are included in the citation

Arsel and Thompson (2011) describe...

Note: and as opposed to & (called ampersand) when the authors' names are used in the text however & is used in within parentheses. For example:

Many authors have discussed consumer identities in detail (Arsel & Thompson, 2011)...

Because it is cumbersome to list all names with multiple authors, **the usual practice with six or more names is to use the abbreviation for *and others* (et al.). Full details on the use of et al are given in Table 2.**

- Sometimes reference is made to different works. You must order the citations of two or more works within the same parentheses alphabetically in the same order in which they appear in the reference list. The citation then becomes:

(Freeman, 2009; Spiggle, 1994; Tadajewski, 2008) agree that ...

- If reference is to works by the same author published within the same year, the different works are distinguished by the letters a, b, c ... after the date. Label each of these citations and corresponding references a, b, c etc in alphabetical order of the title. For example:

It has been found (Cook, 2004a; Cook, 2004b) that...

- On occasion, an author may not be stated. If the work is a book, the title of the work takes the place of the author; if the work is a newspaper article, the newspaper replaces the author; if the work is a website the name of the page or website replaces the author:

Politics in Fiji (1992) is a...

It was reported (The Irish Times 8th June 2012, p. 14)...

- In situations where there is no author and no date you indicate this by specifying “no date” and abbreviate to n.d. as follows:

McDonald’s claim to be committed to sustainability (“Sustainability,” n.d. para. 1)...

Table 2: Basic Citation Styles For in Text Citations

Type of citation	First citation in text	Subsequent citations in text	Parenthetical format, first citation in text	Parenthetical format, subsequent citations in text
One work by 1 author	Walker (2007)	Walker (2007)	(Walker, 2007)	(Walker, 2007)
One work by 2 authors	Walker and Allen (2004)	Walker and Allen (2004)	(Walker & Allen, 2004)	(Walker & Allen, 2004)
One work by 3 authors	Bradley, Ramirez, and Soo (1999)	Bradley et al. (1999)	(Bradley, Ramirez, & Soo, 1999)	(Bradley et al., 1999)
One work by 4 authors	Bradley, Ramirez, Soo, and Walsh (2006)	Bradley et al. (2006)	(Bradley, Ramirez, Soo, & Walsh, 2006)	(Bradley et al., 2006)
One work by 5 authors	Walker, Allen, Bradley, Ramirez, and Soo (2008)	Walker et al. (2008)	(Walker, Allen, Bradley, Ramirez, & Soo 2008)	(Walker et al., 2008)
One work by 6 or more authors	Wasserstein et al. (2005)	Wasserstein et al. (2005)	(Wasserstein et al., 2005)	(Wasserstein et al., 2005)
Groups (readily identified through abbreviation) as authors	National Institute of Mental Health (NIMH, 2003)	NIMH (2003)	(National Institute of Mental Health [NIMH], 2003)	(NIMH, 2003)
Groups (no abbreviation) as authors	University of Pittsburgh (2005)	University of Pittsburgh (2005)	(University of Pittsburgh, 2005)	University of Pittsburgh, 2005)

Basic Citation Styles (Table 6.1) from American Psychological Association. (2010). *Publication manual of the American Psychological Association* (p. 171). Washington, DC: APA.

3. The list of references

The reference list should contain a full reference of every work *directly referred to in the text*. If you have read something as background, but have not used it in the body of your text then it should not appear in your reference list. Your reference list should be in alphabetical order by surname of the author, followed by the initials of the authors' forenames. In the scholarly disciplines that use the APA Style of author–date citation, the purpose of the reference list is twofold: (a) It allows the author to credit the work of others that directly influenced the present work and document any facts that are not common knowledge; and (b) it gives interested readers the information necessary to identify and retrieve those sources. Thus, there is no reason to include un-cited sources in the reference list.

The rules are outlined below along with a number of examples.

APA System – Rules for Reference List:

- **Arrange entries in alphabetical order by last name of author.**
- **Full stop used after initials and date**
- **If there are two authors, they are joined by &.**
- **If two or more authors are listed, use an ampersand (&) in front of the last author**
- **List up to seven authors; if there are more than seven authors, list the first six followed by an ellipsis, then the last author.**
- **If no author is given, start with the title and then the date. Incorporate these into the list in proper alphabetical order, ignoring the initial articles (e.g. a/an/the where they appear).**
- **Article titles are formatted lowercase. Only the first word, first word after a colon and proper nouns are capitalised.**
- **For journal titles each major word of the title is capitalised (e.g. *Qualitative Market Research: An International Journal*)**

- **Book and journal names are given in italics**
- **Edition is given with brackets and punctuation**
- **Page numbers for book chapters are given immediately after the title of the book in round brackets and before publication details**
- **Place of publication is followed by publisher**
- **Full stop at the end of the reference unless the end of the reference is a URL**
- **Internet sources should be indicated by Retrieved day/month/year from URL (e.g. *GSK: Corporate Social Responsibility* (2012). Retrieved May 24, 2012 from <http://www.gsk.com>**
- **All citations must be in the hanging indent format with the first line flush to the left margin and all other lines indented.**

Referencing a book with one author

In-text:

Kotler (2012, p. 54) argues that...

Another approach (Kotler, 2012, p. 54) highlights that...

Reference list:

Kotler, P. (2012). *Marketing management* (8th ed.). NJ: Prentice Hall.

Referencing a book with multiple authors

In-text:

Elliot and Percy (2007, p. 19) argue...

As argued elsewhere (Elliot & Percy, 2007, p. 19)...

Reference list:

Elliot, R., & Percy, L. (2007). *Strategic brand management*. Oxford: Oxford University Press.

Referencing a book with a corporate author

In-text:

Economic and Social Research Institute (2008) highlight that...

or

Research (Economic and Social Research Institute, 2008) highlighting that...

Reference list:

Economic and Social Research Institute. (2008). *ESRI Research Strategy 2008-2013: Research for a Changing Ireland*. Dublin: ESRI.

Referencing a book with an editor

In-text:

Among the proposals in Tadajewski and Brownlie (2008)...

or

Others (Tadajewski & Brownlie, 2008) also proposed...

Reference list:

Tadajewski, M., & Brownlie, D. (Eds.). (2008). *Critical marketing: Issues in contemporary marketing*. UK: John Wiley & Sons.

Referencing a chapter or article within an edited work

When reference is made to a chapter or article in an edited book, both the author and title of the chapter or article, together with the editor and other details of the book are included in the one bibliographical entry. Thus the reference has three components:

- name(s) and initials of author(s) together with date of edited work
- title of chapter or article
- name(s) of editor(s), title of edited work, page numbers, publisher and place of publication. This component is preceded by the word “In”.

In-text:

Arvidsson (2008, p. 329) argues...

Reference list:

Arvidsson, A. (2008). The function of cultural studies in marketing: A new administrative science? In M. Tadajewski & D. Brownlie (Eds.), *Critical marketing: Issues in contemporary marketing* (pp. 329-344). Chichester: John Wiley & Sons.

Referencing two publications by the same author from one year

Reference list:

Kotler, P. (2010a). *Ingredient branding: Making the invisible visible*. Berlin: Springer.

Kotler, P. (2010b). *Marketing 3.0: From products to customers to the human spirit*. Hoboken, NJ: Wiley.

Note: If in different years arrange by date of publication; if in same year arrange alphabetically.

Referencing a forthcoming publication

In-text:

Lusch and Vargo (in press) argue...

This point is discussed further by others (Lusch & Vargo, in press)

Reference list:

Lusch, R. F., & Vargo, S. L. (in press). *An introduction to service-dominant logic*. US: Cambridge University Press.

Referencing journal articles

A journal is a blanket term for scholarly publications that are published periodically (generally monthly or quarterly). **It is important to note that journals hosted on library databases, unless listed specifically as an e-journal, constitute print journals as they represent journal articles that were originally printed and are then disseminated via online database platforms.**

In-text:

Gabrielli, Silvia, and Baghi (2012) contend that...

This point is counter-argued by others (Gabrielli, Silvia, & Baghi, 2012)...

Reference list

In the case of journal articles, the place of publication and the publisher are not included in the reference list since this information is usually well known. However, the volume number and the inclusive page numbers for the article are given.

The following information is required in the reference list when citing a journal article:

Author(s) of article	Can be found in either the table of contents or on the first page of the article.
Year of publication	Is almost always included on the front cover of the journal, or on the journal's title page. Often the publication year can be found on the first page of each article, at the top of each page, or on the journal's spine.
Title of article	Is printed in the table of contents and on the first page of the article
Title of journal	Is indicated on the journal's front cover or title page. Sometimes it will also be printed at the top of each page.
Volume number	Is usually noted on the front cover or title page of the journal.
Issue number	Is used only if the journal paginates each issue individually; the issue number can usually be found either on the front cover or title page. Sometimes the issue number is also found on the first page of the article.
Page numbers	Are sometimes specified as a range in the table of contents; otherwise make note of the first and last page numbers of the actual article

The following are citation formats to follow for journal articles:

Author, A. A. (2012). Title of journal article. *Title of Journal*, *Volume number*, first page-last page.

Author, A. A., & Author, B. B. (2002). Title of journal article: Subtitle of journal article. *Title of Journal*, *volume number*, first page-last page.

Author, A. A., Author, B. B., & Author, C. C. (2010). Title of journal article. *Title of Journal: Subtitle of Journal*, *volume number*(issue number), first page-last page.

Examples:

Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4, 291-295.

Kim, S., & Labroo, A. A. (2011). From inherent value to incentive value: When and why pointless effort enhances consumer preference. *Journal of Consumer Research*, 38, 712-742.

Rego, L., Billett, M. T., & Morgan, N. A. (2009). Consumer-based brand equity and firm risk. *Journal of Marketing*, 73(6), 47-60.

[*Note when referencing page numbers of the article it is important to provide the most amount of information e.g. 332-340 not 332-40, page numbers are specified without accompanying abbreviations (p.) or (pp.)].

Referencing a journal with multiple authors

In-text:

This point is also made by Sviri, Sletten, Svensson and Evardsson (2011)...

or

Many academics dispute this point (Sviri, Sletten, Svensson, & Evardsson, 2011)....

Reference list:

Sviri, S., Sletten, T., Svensson, G., & Evardsson, B. (2011). A SOS construct of negative emotions in customers' service experience (CSE) and service recovery by firms (SRF). *Journal of Services Marketing*, 25, 323-335.

Referencing case studies

Case study in a textbook (where Lovelock, Vandermerwe and Lewis are the authors of the book and the contributing author of the case study is different):

In-text:

Vandermerwe (1999) suggests...

Reference list:

Vandermerwe, S. (1999). Royal Automobile Club: Repositioning a service brand. In C. Lovelock, S. Vandermerwe, & B. Lewis, *Services marketing: A European perspective* (pp. 444-453). Essex, England: Pearson Education.

Harvard Business School case study (or similar)

In-text:

Hagiu and Halaburda (2010) outline...

Reference list:

Hagiu, A., & Halaburda, H. (2010). *Responding to the Wii?* HBS No. 9-709-448, Boston, MA: Harvard Business School Publishing.

Referencing using reference materials

Dictionaries

In-text:

The Oxford dictionary (2005) defines advertising as ...

Reference list:

Advertising. (2005). *Oxford dictionary* (7th ed.) Hindsale, IL: Penguin Press.

Online dictionaries

In-text:

Game theory (n.d.) is defined as...

Reference list:

Game theory. (n.d.). In *Merriam-Webster's dictionary*. Retrieved from <http://www.merriam-webster.com>

Encyclopedia article

In text:

Walt Disney established The Walt Disney Company in 1923 (Kinni, 2004) and since that time...

Reference list:

Kinni, T. B. (2004). Disney, Walt (1901-1966): Founder of The Walt Disney Company. In *Encyclopedia of leadership* (Vol. 1, pp. 345-349). Thousand Oaks, CA: Sage Publications.

Referencing newspaper articles

Where the author of the newspaper article is identified

In-text:

According to Pope (2012), houses owned by NAMA have already fallen 80 per cent from the peak of the market...

Reference list:

Pope, C. (2012, May 15). NAMA throws the market a lifeline. *The Irish Times*, p. 4.

Where no author is given

In-text:

In an attempt to resolve their ongoing dispute over patents, Apple's Tim Cook and Samsung's Choi Gee-sung were instructed to appear for mediation in San Francisco (The Irish Times, 2012, p. 14).

Reference list:

The Irish Times (2012, May 21). Apple, Samsung head for mediation. *The Irish Times*, p. 14.

Newspaper article online

In-text:

As above

Reference list:

O'Brien, C. (2012, May 19). The jobless generation. *The Irish Times*. Retrieved from <http://www.irishtimes.com>

Referencing conferences

Conferences

In-text:

Stokkok, Bergaus, and Gorra (2011) describe...

Reference list:

Stokkok, B., Bergaus, M., & Gorra, A. (2011). *Colour coding: An alternative to analyse empirical data via grounded theory*. Paper presented at the 10th European Conference on Research Methodology for Business and Management Studies, Caen, France.

Posters at conferences

In-text:

Vohra and Adair (1991) note significant changes in...

Reference list:

Vohra, N., & Adair, J. G. (1991). *Reference patterns in social psychology journals*. Poster session presented at the annual meeting of the Canadian Psychological Association, Calgary, Alberta, Canada.

Referencing dissertations and theses

Kelly, A. (2008). *Mediators of meaning: A critically reflexive study of the encoding of Irish advertising*. Unpublished doctoral dissertation, Dublin Institute of Technology, Dublin, Ireland.

Referencing electronic sources

The primary objective in making reference to an item, whether in print or electronic format, is to give enough information so that it can be located by the reader. Punctuation must be used correctly, in line with APA guidelines, as a stray full stop, comma, or slash can be mistaken for part of an address.

Web pages with individual authors

In-text:

Cotton (2012) argues there is a need for...

Reference list:

Cotton, L. (2012). Can HR make a strategic contribution to SMEs? Retrieved April 30, 2012 from <http://www.cipd.co.uk/comment-insight/comment/hr-make-strategic-contributio.aspx>

Web pages with organisations as authors

In-text:

CIPD (2012) provide insight into...

Reference list:

CIPD. (2012). Employers signal positive shift in pay prospects for 2012, but uncertainty still prevails. Retrieved May 30, 2012 from <http://www.cipd.co.uk/pressoffice/press-releases/pay-prospects-2012.aspx>

Web pages with no date and no author

In-text:

Because there is no date and no author, your text citation would include the title (or short title) "n.d." for no date, and paragraph number ("Sustainability," n.d., para. 1).

or

McDonald's claim to be committed to sustainability ("Sustainability," n.d. para. 1)...

Reference list:

The entry in the reference list might look something like this:

Sustainability. (n.d.). In McDonald's Corporate website. Retrieved from <http://www.aboutmcdonalds.com/mcd/sustainability.html>

Blogs

In-text:

Lyons (2009) estimates...

Reference list:

Lyons, R. (2009, May 18). How many mortgage-holders are faced with unemployment? Retrieved June 1, 2012 from <http://ronanlyons.wordpress.com/>

Facebook

In text:

Mark Zuckerberg announced via Facebook that the organisation had acquired Instagram (Mark Zuckerberg, 2012)...

Reference list:

Unlike other references, APA recommend alphabetising under the first word in the Facebook page, so for this example Mark Zuckerberg's page will be listed under M, rather than Z in your reference list. APA also recommends including the entire post the reference, however Facebook status updates can be quite long so a truncated version might be needed.

Example:

Mark Zuckerberg. (2012, April 9). I'm excited to share the news that we've agreed to acquire Instagram and that their talented team will be joining Facebook. [Facebook update]. Retrieved from <http://www.facebook.com/zuck>

Twitter

In text:

Mashable (2012) reported that...

Reference list:

Mashable. (2012, May 22). Google's Chrome browser just passed Microsoft's Internet Explorer to become the most-used browser in the world – on.mash.to/LvTkVQ [Twitter post]. Retrieved from <https://twitter.com/#!/mashable/status/204859458558509056>

YouTube videos

In-text:

In particular she has been criticised for her simplistic use of lyrics and rhyming schemes, yet despite this, she has become an Internet sensation having amassed over 30 million hits on YouTube (rebecca, 2011).

Reference list:

rebecca. (2011, September 16). Friday – Rebecca Black – official music video [Video file].
Retrieved from <http://www.youtube.com/watch?v=kfVsfOSbJY0>

Podcasts

In-text:

Edmonds and Warburton (2012) interviewed Julian Savulescu on designer babies...

Reference list:

Edmonds, D., & Warburton, N. (Hosts). (2012, April 2). Julian Savulescu on designer babies.
Philosophy bites. Retrieved from <http://philosophybites.com/2012/04/julian-savulescu-on-designer-babies-.html>

Referencing grey materials and government publications

Company annual reports

In text:

KPMG Europe employ over 32,800 people (KPMG Europe LLP, 2011)...

Reference list:

KPMG Europe LLP. (2011). *Annual Report 2011*. Retrieved from
http://annualreport.kpmg.eu/documents/PDFs/kpmg_ar2011_full.pdf

Market research reports from online databases

In-text:

Mintel (2008) noted problems in the market...

Reference list:

Mintel. (2008). *Car insurance UK*. Retrieved from <http://academic.mintel.com>

Government publications

In-text:

According to the Department of Finance the IMF and World Bank have been in existence since 1944 (Republic of Ireland, Department of Finance, 2011).

Reference list:

Republic of Ireland. Department of Finance. (2010). Ireland's participation in the International Monetary Fund and World Bank. (White Paper PRN. A11/0426). Retrieved from <http://www.finance.gov.ie/documents/publications/reports/2011/worldbankimfeng.pdf>

Other

Advertisements

In-text:

A recent example of nostalgia advertising is Electric Ireland's (2011) 'Coming Home' Christmas advertisement.

Reference list:

Electric Ireland. (2011). Coming home [Advertisement on RTÉ One]. December 15.

Combining all of the above, a sample Reference list is provided as an appendix to this document

4. Other conventions

Use of lecture notes

Do not use citations from your lecture notes. These are intended as the framework and the basis from where your reading and self-study begins. Go to the sources suggested and refer to these directly.

Abbreviations

- Acronyms should be spelled out in full on first usage, for example European Monetary System (EMS) and as EMS thereafter.
- Omit full stops in abbreviations consisting of capitals, e.g. ERM, SME
- Avoid contractions in the text such as e.g. i.e. viz. as these are a form of shorthand.
- Non-English words should be italicised unless these are reasonably common terms.

Numbers

- Spell out numbers one through nine and use numerals for 10 and greater; use numerals for centuries (20th century)
- Do not hyphenate common fractions used as nouns (two thirds)
- For ordinal numbers, use “nd” and “rd” (2nd, 3rd)
- Never abbreviate range of page numbers (pp. 121-127; NOT pp. 121-7)
- Use numerals for time (3 months, 2 weeks) and age (7 year old, aged 40 years)

Percentages

Use the percentage symbol (25%)

Figures and graphs

Figures and graphs should have a title (which is placed below the figure itself) and should be numbered in separate series by chapter and in order of appearance e.g.

Figure 4.1 Non Media Expenditure is the first figure in section 4 while

Figure 4.2 Trends in Non Media Expenditure is the second figure in section 4.

The axis of graphs should be clearly labelled. Each line in a graph should be labelled or you may provide a 'key' or 'legend' to the diagram. The source for the graph or table should be given. Do not copy and paste figures from .pdf documents into Word. Reproduce the figure in PowerPoint and then copy and paste it into your document, this ensures the pixelation of your figure is correct.

Tables

Again tables must have a title and the source for the table be clearly given. Tables should be numbered in separate series by chapter and in order of appearance. Table number and title are placed above the table.

Footnotes

Footnotes are used to provide additional content or to acknowledge copyright permission status. There are two types of footnotes recognised by the APA system

- 1) **Content Footnotes:** these supplement or amplify substantive information in the text; they should not include complicated, irrelevant, or nonessential information. Because they can be distracting to readers, such footnotes should be included only if they strengthen the discussion. A content footnote should convey one idea; if you find yourself creating paragraphs or displaying equations as you are writing a footnote, then the main text or an appendix probably would be a more suitable place to present your information.
- 2) **Copyright permission footnotes:** these acknowledge the source of lengthy quotations, scale and test items, and figures and tables that have been reprinted or adapted.

Footnotes must appear at the bottom of the page on which they are introduced.

5. Clarity and effectiveness of language

The reader of your work has only your written word on which to base their judgement of your work. Therefore the clearer and more effective your expression and use of language then the better you will be understood. Some tips follow.

Spelling

Microsoft Word has a spell-check option. Always use the UK English version.

Vocabulary

Spell-checking a document does not ensure that you have chosen the correct word in the context in the first place. Microsoft Word also has a thesaurus, which can be useful and once again you should ensure that you are using the UK English version. In general a hardcopy dictionary and a thesaurus are invaluable aids to good writing and correct use of vocabulary.

Grammar

Grammar and the construction of effective sentences is the kernel of clear expression. If in doubt keep it simple. Microsoft Word has a grammar option, but we are cautious in recommending this, having seen some of the more bizarre sentences to emerge from consulting it. As a general rule of thumb use this tool, if at all, with caution. If you are aware that grammar is your weak point we recommend that you avoid this tool in Microsoft Word, and instead purchase, keep close at hand and consult frequently with a good textbook on the subject. There are a number of good textbooks on the market. A particularly good reference, which has been referred to throughout this guide is:

Fowler, H. R., & Aaron, J. E. (2007). *The little brown handbook* (6th ed.) New York: Harper Collins College Publishers.

Common errors

Avoid confusing the words below. As these words are perceived as basic, their misuse gives your work the appearance of illiteracy.

to, two, too

there, their, they're

your, you're

were, where

its, it's

are, our

causal, casual

whether, weather

quiet, quite

Common spelling mistakes

'aswell' should read **'as well'**

'alot' should read **'a lot'**

'definatly' should read **definitely**

'seperate' should read **'separate'**

6. College of Business policy on plagiarism

Plagiarism is the presentation of the work of another as if it was your own. It includes copying whole texts and submitting such work with your name as author, copying extracts from several sources and combining them together without acknowledging the different authors, copying work from another student, resubmitting work (in whole or in part) from another assignment, and presenting sentences from another publication without citing the author and page numbers of such sentences. Consequently, when quoting an author even if the author is cited but the page numbers are not, this constitutes plagiarism. If words from other sources (whether from prestigious academic journals or an internet site) are reproduced without placing them in quotation marks and acknowledging the author (and citing page numbers), e.g. “Consumers have been elusive characters, for scholars as much as for producers and marketers” (Trentmann, 2006, p. 19), then plagiarism has been committed. In other words, if either of the following sentences appears in a submitted document, then an act of plagiarism has occurred:

Consumers have been elusive characters, for scholars as much as for producers and marketers (Trentmann, 2006).

Consumers have been elusive characters, for scholars as much as for producers and marketers (Trentmann, 2006, p. 19).

This is because the lack of quotation marks and/or cited page numbers indicates that the student, and not Trentmann, has written this precise form of words. The fact that the author is identified lessens the offence somewhat, but it is plagiarism nonetheless, as it implies that the student has understood and succinctly summarised Trentmann’s argument or position. Students should not rely too heavily on reproducing direct quotes (even when correctly referenced), as the presentation of summaries, commentaries and critiques by the student are necessary to indicate that he or she understands the arguments/theories and can translate them into his or her own form of words.

It is vital, therefore, that students keep a clear record of the author, article title, journal or book, page numbers, year and publisher, when making notes, and always ensure that direct quotes are easily distinguishable from the student's summaries or commentaries. When writing direct quotes or summarising empirical or theoretical detail specific to a page or pages always note the page number(s) from which the quote was taken, as this will need to be cited if you use any part of such quotes in written work you submit as part of the requirements of your degree. Also, always be sure to place the words in quotation marks to indicate clearly in your notes that these are not your words! Students will be asked to submit their notes from reading books and articles throughout the year in preparation for writing their dissertation. **Therefore, you must ensure that you keep separate pages (if handwritten) or computer files (if typed directly into a word processing package) for notes, rough-work and draft chapters.** You should also use the 'save as' function in MS Word when redrafting chapters so that your supervisor can see the development of the dissertation and identify appropriate changes being made.

Plagiarism is considered to be extremely unethical, and a severe breach of exam regulations. As it is intended to secure a higher grade through passing off someone else's work as your own, it is cheating! Not only is it grossly unfair to students who abide by exam regulations, it also potentially reduces the value of the degree in the eyes of employers and other academic institutions. The School reserves the right to use plagiarism detection software in order to identify breaches of exam regulations. While some students may claim to have presented the work of others as their own accidentally, this is not possible if the above note-taking and referencing procedures are followed. Consequently, the defence of 'accidental plagiarism' will not be accepted.

Plagiarism occurs when you fail to acknowledge the words or ideas of others. Specifically it occurs when:

- Phrases, sentences, paragraphs or whole sections are copied from a source and not acknowledged

- Ideas are paraphrased or summarised without citing the source
- Other students' work is handed in as your own
- Papers are written in conjunction with other students where the requirement is for an individual piece of work
- The words of an author are reproduced but are not indicated as such, i.e. only the author's name and the year of publication are identified without specifying page numbers and without using quotation marks.

Knowing what to acknowledge is sometimes a difficult task. After all, students ask, isn't every possible claim you could make already made somewhere? Isn't it impossible to avoid plagiarising someone, somewhere, even if you don't know that you are doing it?

A useful guide is to try and distinguish into which of the three categories below the point you are making falls.

Your independent material

Your thoughts, ideas, observations, research results – none of these need to be acknowledged as they are truly your own. For example it is perfectly acceptable to make a point about crowd behaviour in the relevant context, based on your own experience of attending football matches.

Common knowledge

Standard information in any field of study, together with common-sense observations fall into this category. Standard information includes the major facts of history. So for example the dates of World War II do not have to be referenced, whereas a reference to the causes of the war does, as these are a matter of interpretation, analysis, evaluation and historical scholarship.

Someone else's material

All material that does not fall into the above two categories must come from somewhere, and therefore must be acknowledged. If you are using ideas, perspectives, themes, words, phrases,

paragraphs – *any material* – which are neither your own nor common knowledge then they *must* be referenced.

7. EndNote^{Web}

Endnote Web is freely available to all students and staff of DIT as part of the Library's subscription to Web of Knowledge. Endnote Web helps you to manage your references in an online library, with all the advantages of web accessibility across different computers and devices. The 'Cite While you Write' feature helps you format your in- text references while automatically creating and formatting your reference list using the correct style, in this case the APA 6th, which is incorporated into Endnote Web.

To get started just create your Endnote Web account on a computer within DIT. Go to <http://www.myendnoteweb.com/> and fill in the online registration form and you are ready to start building your reference library and use Endnote Web on any computer, at home, work or even while travelling.

The 'Cite While you Write' feature requires a simple to install plug-in which will load a new Endnote Web tab in your word processing package. From this tab you can simply choose APA 6th from the dropdown Style menu and begin to cite and build your bibliography in the correct style

Help for all levels of user is readily available. The library has useful guides at <http://www.dit.ie/library>. Endnote Web also provide help on their web pages at <http://endnoteweb.com> together with a discussion forum at <http://community.thomsonreuters.com/ts/?category.id=endnote>. Please contact the library at <http://www.dit.ie/library/askalibrarian/> for any further help and news of upcoming Endnote Web classes.

APPENDIX A – Sample Reference List

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