

How to Reference and Avoid Plagiarism (Harvard Style)

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The library offers a wide range of classes to help you in your studies, including:

- Cite Right for Success (Business)
- Cite Right for Success (Arts)
- Zotero Workshops
- Six Steps to Assignment Success
- Library Sources for Success
- How is My Essay Marked
- Using Ouriginal (Urkund) to Enhance Academic Writing
- Preparing A Literature Review
- Critical Thinking for Academic Research

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Learning Objectives

During this class, you will learn:

- Standard referencing principles
- The advantages of proper referencing
- Common referencing techniques
- The specifics of the Harvard referencing style

Referencing: What is it and Why bother?

- Although an assignment is your own opinion, it needs to be **backed up by evidence** (research, reports, case studies, theories, etc.).
- Referencing is how we allow the reader to know **which evidence you used**, either to formulate or back up your own opinion.
- There are many different referencing styles, in DBS School of Business the **Harvard style** is used. Specifically the style found in the “Cite them Right” series of books.

The Advantages

- To **give weight to your argument**, the more evidence supplied the better.
- To **give credit** to those whose knowledge you've utilised
- To prove that you **conducted your own secondary research**.
- To **avoid committing plagiarism** (respect the principles of academic integrity).
- To **establish academic credibility**.
- To show that you know who the important thinkers, writers and information sources are in your field of study.
- To **instruct others** where to find the information that you used (reference lists are a great source of information).

How to cite...

1. Direct Quote

- When using someone else's exact words, always place them within **"quotation marks"**. Treat long quotes (40+ words) as separate paragraph.

2. Paraphrase

- Instead of using a direct quote you can **rewrite someone else's idea or theory in your own words**. This is called paraphrasing. However, **you must completely re-write the original text – you cannot simply change it around a little!**

3. Summarise

- If you want to give a **brief synopsis of the entire content of another work**, you can briefly summarise it without going into a lot of detail.

Direct Quote

1. Only quote directly from a text when it's important for your reader to see the actual language used by the author of the source.

Example

Prime Minister May provided her interpretation “brexit means brexit” (2016)

2. Use a direct quote to provide a definition.

Or

3. Make you observation/claim and then back it up by inserting a quote.

Example

Research has shown that “acts of plagiarism are often conflated with other intellectual property crimes...”
(Lampert, 2008, p. 15).

Reference List

Lampert, L. D. (2008). *Combating student plagiarism: an academic librarian's guide*. Oxford: Chandos.

Paraphrasing

- Preferred method to cite academically for numerous reasons.
 - The **flow of the language** is maintained.
 - The author demonstrates knowledge by **articulating in own words**.
 - **Plagiarism** incidents **reduced**.

Original text must
be completely
rewritten in your
vocabulary when
paraphrasing!

Example

Original	Paraphrased
In some cultures selling and trade in general have low social approval. A company selling overseas may thus have difficulty in recruiting appropriate sales personnel.	Finding local employees to sell products in foreign countries can be challenging, as trading may not be viewed in as favourable as light as in the company's home country. (Jobber and Lancaster, 2006, p. 178)

Reference List

Jobber, D., and Lancaster, G. (2006) *Selling and sales management*. Harlow: Financial Times/Prentice Hall.

Paraphrasing

- Poor paraphrasing is the **most common form of plagiarism**.
- Paraphrasing **does not mean making trivial changes to a piece of work**. For instance replacing the word joint learning with collective learning or simply changing some words or sentences around (i.e. “Copy, shake and paste”). Paraphrasing involves **using your own phrasing and sentence structure to describe the work**.
- You do not need place quotation marks around shared language or common vocabulary. Examples of common vocabulary are *empirical research report, persons with disabilities, physician’s assistant or chronic lower back pain*.

Paraphrasing

- Paraphrasing technical terms can be difficult. Therefore it is recommended **use info from several sources** when paraphrasing technical terms.

Summarising

- Very like paraphrasing, except **a complete body of work** (book/chapter) is summarised in the author's own words.
- Normally a quick description of the **main points or a brief synopsis**.
- You should include a signal or phrase to identify who/what you are summarising.

Example

In the article “Getting Down to Business” the author outlined the measures that the company has adopted to reinvent itself by improving customer service and targeting business customers (Dunn,2014, pp 26-29).

Reference List

Dunn, G. (2014) 'Getting down to business', *Airline Business*, 30 (5), pp. 26-29. Business Source Complete, EBSCOhost [Online]. (Accessed: 1 February 2015).

Secondary Referencing

- You read a book by **Boyle** and she cites **Hill** on page 12.
- If possible try and locate **Hill's** book.
- If not possible, secondary reference.

Example

A large minority, 38 per cent, of the cinema audience of Reservoir Dogs were women, according to the Cinema Adverting Association (Hill, 1997, cited in Boyle, 2005, p. 12).

Reference List

Boyle, K. (2005) *Media and violence*. London: Sage Publications.

Three Step Process

1. **Take notes** of all of the materials that you used as you go along.

Tips

- **Zotero** is great for this.
- Save sources *in Zotero*.
- Could use *Excel* or a *Word document*
- Make notes on the eBook version of the book (Proquest Central)
-

1. **Create an in-text citation** every time you mention someone else's work (possibly several citations for each book, article, etc.).
1. Build an **alphabetised Reference List** which contains every source cited, this goes at the end of your assignment.

To Cite or Not to Cite?



You must reference when..

- 1. You give **words, figures, graphs, facts, dates and images.**
- 1. The information is **unique and not known by most people.**
- 1. The reader might ask, **“How do you know that?”**
- 1. You **use a direct quotation** from someone else.
- 1. You **use someone else’s ideas.**
- 1. You **paraphrase** / take info from elsewhere.

No need when...

1. The **information is commonly known** (either by the general population, or commonly known within the particular discipline).
1. When it is **your own original thought or opinion**.



When you're not sure... Cite it
Anyway!

Harvard Style Citation Example

Book with one author

(Cooper, 2009, p. 309)

or

According to Cooper (2009, p. 309)

Sometimes things not so straightforward though..

Citation Example

As information is all around us, you'll use lots of different sources when compiling assignments and they all need to be referenced:

- ★ **Book (2,3, more authors)**
- ★ **Book with an editor (Different chapters written by different authors)**
- ★ **eBook**
- ★ **Journal Article from print journal**
- ★ **Webpage**
- ★ **Newspaper**
- ★ **eJournal article**
- ★ **And more....**

Reference Lists

Your Reference List should appear at the **end of your assignment**, it provides the information necessary for a reader to locate and retrieve any source you cite in the assignment.

Reference List entries answer key questions:

- ★ **Who** created this? (most important)
 - ★ **When** was it created?
- ★ **Where** is this information found?
- ★ **Where** was the source created?
- ★ **Who** created the source?

	BOOK	JOURNAL ARTICLE	WEBPAGE
Who created this?	Author(s)	Author(s)	Author (s)
When was it created?	Year of Publication	Year of Publication	Year of Creation
What is this information called?	Title of Book/Title of Chapter	Title of Article	Title of Webpage
Where is it found?	N/A	Title of Journal – Volume – Issue – Page numbers	Title of Website
Where was the source created?	Place of Publication	N/A	N/A
Who created the source?	Publisher	Publisher	N/A
Where can it be viewed?	N/A	Url Link/ doi	URL link
When did you view it?	N/A	Date you used this resource	Date you used this resource

Some Good News

- You can copy and paste reference list entries from both *Discovery* and *ProQuest* (some formatting required).
- You can create book references with *ISBNs* via the *citethisforme* website (some formatting required).
- You can download software called *Zotero*, this is reference management software that both manages your bibliographic data and creates reference lists (minimal formatting required).
- Best news is that *Zotero* is officially supported by DBS and the Library runs a workshop in it.

Zotero

- A research tool that allows you to Collect, Organise, Cite and Sync your data.
- Zotero standalone available also, works by installing Zotero connectors to *Chrome, Safari* or *Firefox*.
- Plugin for word processors available;
 - Word
 - Mac Word
 - Google Docs
 - Libre Office/Open Office

Zotero

- Business students choose the Harvard ***Cite them Right 11th Edition*** from list of styles.
- Minimal formatting required (All done in Zotero).
- Create personal account;
 - Sync content
 - Access to content via Zotero website

Questions?