Referencing skills workshop

21.09 & 24.09
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Today’s program

» The idea and importance of referencing
  » What is it?
  » Why is it important?
» How to do it properly?
  » Harvard system
  » Difficult cases
» Referencing in practice
  » Useful tips & tools
Why referencing?
References

» References are the different sources that you use in your paper (books, articles, texts, pictures, web pages, interviews, videos etc.)

» You will need sources to back up your arguments, make claims and give reasons and evidence.

» In your text you will combine your own thoughts and citations from other sources

» References are used to distinguish between your own ideas and others’ ideas.
Using references (a simplified version)

» I = Introduction
  » Why is your topic interesting/important?
  » Back up with references, academic literature, but also other sources may be suitable (news, articles for practitioners or general public, websites etc.)

» Literature review/theoretical foundations
  » Use ONLY academic literature!
  » Always prefer journal articles

» M = Method
  » Why did you use a particular method, how does it suit your study?
  » Use method literature!

» R = Results
  » Usually references are not needed

» A = Analysis
  » You may need references here!

» D = Discussion
  » Use academic literature!
  » Don’t bring in entirely new information
Using different sources in your own paper

“Plagiarism is the act of taking another person's writing, conversation, song, or even idea and passing it off as your own. This includes information from web pages, books, songs, television shows, email messages, interviews, articles, artworks or any other medium. Whenever you paraphrase, summarize, or take words, phrases, or sentences from another person's work, it is necessary to indicate the source of the information within your paper using an internal citation. It is not enough to just list the source in a bibliography at the end of your paper. Failing to properly quote, cite or acknowledge someone else's words or ideas with an internal citation is plagiarism.” (The University of Southern Mississippi: http://www.lib.usm.edu/legacy/plag/whatisplag.php)
Hanken against plagiarism

» All written assignments are sent to Turnitin
» Copying material without a proper citation may lead to failing the entire course

© Hanken picture: librarygrits.blogspot.com & @plagiarisma
How well do I know plagiarism?

» Let’s do the quiz together!

What is common knowledge?

» Is widely accessible

» Most people are likely to know this

» Can be found in an encyclopedia or dictionary

» Example:
  » Shakespeare was born in 1654
  » Internet shopping is popular nowadays

» But use a reference for:
  » More than half of Finnish consumers prefer internet shopping
  » Shakespeare’s writings have influenced modern drama
  » Advertising makes people buy more

» When in doubt, use a reference!
Using citations in your text

- **Quote**
  - When you use the exact sentence or sentences from some other text
  - Citation marks are needed
  - If longer than five or more lines, make a block citation

- **Paraphrase**
  - Say the idea of the text in your own words
  - Say the same idea more concisely
  - Be careful to change the wording substantially!

- **Summarize**
  - What is the central message
  - If details are not important

ALL these require a citation!
Harvard system
Harvard system

» Double system: citations in text and full reference in the bibliography

» Useful reference guides can be found on LibGuides: 
  http://libguides.hanken.fi/searchandcite

» Remember to stick with one style throughout the paper!

» Exception: in law Oxford system is used instead (footnotes)

» APA is also OK to use (sometimes recommended by the teacher)
Citations in text

» The authors last name and year is given
  » Advertising makes people buy more (Andersson 2010).
  » According to Andersson (2010) advertising makes people buy more.

» If more than 3 authors, write out the authors’ names only once, later give the first name and et al.
  » Advertising makes people buy more (Andersson, Liljander & Eriksson 2010).
  » Social media advertising is more efficient than TV advertising (Andersson et al. 2010).

» If no author name is available, use the organization’s name
  » People buy more new furniture in autumn (IKEA 2015)
Reference list

» Call it “Reference list” or “Bibliography”
  » Avoid “Pdf’s” or “Links” 😊

» References are organized *alphabetically* by the first author’s last name.
  » Organizations or web page’s name if no author available

» The first word should always be the same that you have written in the text reference
  » In text: (Andersson 2015)
  » In bibliography: Andersson, J. (2015) ...
Examples

BOOK


JOURNAL ARTICLE


WEBSITE

More examples

BOOK CHAPTER


CONFERENCE PROCEEDING

Not always a website!

» Electronic material is not automatically a website!
» Most of the sources that we use are electronic but only a few of them websites
» We can find articles, conference proceedings, reports, theses, pdf files, legal documents etc. online
» Always cite according to the type of material!
Tricky cases

» No author?
» Can’t find the publication date!
» Same author and the same year?
» How to cite someone who has been cited in some other work?
» When is it ok to just put a link?
No author

» Use publishing organization’s name instead!

Uppsala University 2017
IKEA 2015
BBC News 2012

» Instead of web address use the website’s or publishing organization’s name

www.visitfinland.fi 2016
Visit Finland 2016

» Use Anonymous if no other information is provided
In recent years the sales of luxury goods online have increased by 20% (Stockmann n.d.).
Same author and year, different documents

» Use a, b, c,...,

» In text:

In relationship marketing ... (Grönroos 2017a)

Grönroos (2017b) argues that....

» In the reference list:

Online or not?

» Use URL links only for online material
» Can anyone access the link?
» Avoid links to licenced databases (EBSCO) and Moodle!


Papacharissi concludes that blogs have been of interest for many researchers because they allow media audience to become producers (as cited in Tremayne, 2007:21).

Oral sources

» Present them separately after the reference list (appendix recommended)


» You don’t have to cite your own data!

» Present the informants in a table in the method chapter

» Ask their permission and make them anonymous
Referencing in practice
Different ways of referencing

» 1. Completely manually
   » Use a good reference guide

» 2. Using shortcuts
   » „Cite“ or „citation“ button in most of the databases

» 3. Using a reference manager program
   » Licence to RefWorks
   » Free options: Mendeley, Citavi, etc
Organizing your references

» Create your own database in a citation manager
  » Less manual work
  » Looks professional

» Make your own Excel file
  » According to your needs
  » Add your own comments

» Save pdf files or not?
  » No need to save everything on your computer
  » Useful if working offline
  » Save free material immediately (for example from Google Scholar)
Good reference guides

» Search and Cite Libguide

» Anglia Ruskin Harvard guide (recommended!)

» Downloadable: University of Exeter Harvard guide (pdf)

» For commercial law: Oxford guide

» In Swedish: Hankens referensguide (Please observe this guide is only for writing texts in Swedish!)
Shortcuts

» Search for “Cite this”, “citation” or simply quotation marks

» Prefer APA citation

Reference manager programs

» Create your own database of references
» Get readily formatted reference lists
» Save references from databases
» Insert citations to your text (doesn’t work well with Hanken document templates)
Join a RefWorks class!

» Tuesday 25.09 at 10.15 in Skills lab (library)

» Thursday 27.09 at 14.15 in Skills lab (library)

» Sign up through library’s course calendar