

# REFERENCING & CITATIONS GUIDE

Ensuring Academic Integrity



*Dr Stephen Akandwanaho*

# PRESENTATION GUIDE

What is referencing?

Why do we reference?

When do we reference?

How do we reference?

What to reference?

Harvard Style of Referencing

What is Plagiarism?

Types of Plagiarism

How can I avoid Plagiarism?

Interpreting Turnitin Reports



# WHAT IS REFERENCING

Referencing can be described as giving credit, with citation, to the source of information used in one's work.

(Koen, 2020)



# Why do we reference?

- To make clear when a particular piece of information, idea, etc. is not our own and to tell our readers where it came from. This allows us to:
  - show where we got our facts from
  - use other people's work to support our own argument (evidence, examples, findings, etc.)
  - discuss what other people or organisations have said and done and give our own analysis of it to provide useful definitions, explanations, etc.
- To allow other people to find the material we used to support our claims
- To prove that substantial research has been done to support our analysis
- To avoid plagiarism



# How do we reference?

## Citation

You make a short reference (author's last name and year of publication) in the text of your essay every time you refer to someone else's work.

## Reference List

You make a list at the end of your essay of all the sources you have referred to in your work – you give complete details here including publisher, etc.

The citation acts as a key so that your reader can find the full reference easily on the list of references at the end of your essay.



# EXAMPLE

Pillay (2020) argues that machine learning is a subset of artificial intelligence.....

.....and that machine learning is a subset of artificial intelligence (Pillay, 2020)



# DIRECT QUOTATIONS

Small quotations (less than 50 words) are included in your writing with the text in single quote marks:

.....and that machine learning is a subset of artificial intelligence. In other words “all machine learning is AI, but not all AI is machine learning” ( Pillay 2021)





# DIRECT QUOTATIONS

The use of Artificial Intelligence to spur innovation and bring exponential growth. As Pillay (2020, p. 167) states:

Companies deploying Artificial Intelligence (AI) grew from 4% to 14% between 2018 and 2019. As its applications and capabilities spread, many companies are looking for more ways to use AI in their businesses, but are struggling to understand how and why.

Or

The use of Artificial Intelligence to spur innovation and bring exponential growth :

Companies deploying Artificial Intelligence (AI) grew from 4% to 14% between 2018 and 2019. As its applications and capabilities spread, many companies are looking for more ways to use AI in their businesses, but are struggling to understand how and why. (Pillay 2020, p. 167)





# REFERENCING

Journal Article

Book

Website



# JOURNAL ARTICLE

- Author's name
- Year the article was published
- Title of the article
- Title of the journal
- Volume and issue
- Publisher
- Page range of the article



# JOURNAL ARTICLE

In-text citation:

Pillay (2021) defines machine learning as....

Reference:

Pillay, C. (2021). Artificial Intelligence Branches. *International Journal of Artificial Intelligence*, 56(1), pp.51-71.



# BOOK

Author's name

Year the book was published

Title of the book

Edition

Name of the publisher

Place the book was published



# BOOK

In-text citation:

Pillay (2021) defines machine learning as....

Reference:

Pillay, C. (2021). Artificial Intelligence for Business. 1<sup>st</sup> ed, Oxford University Press, London



# WEBSITE

Author's name

Year the page was created/updated

Title of the webpage

The full URL

The date you accessed the webpage





Machine Learning Open License — Image Credits: [IoT World Today](#)

ARTIFICIAL INTELLIGENCE, MACHINE LEARNING

# Machine Learning (ML) vs. Artificial Intelligence (AI) — Crucial Differences

Unfortunately, some tech organizations are deceiving customers by proclaiming to use machine learning (ML) and artificial intelligence (AI) on their technologies while not being clear about their products' limits



Roberto Iriondo

Follow

Oct 16, 2018 · 3 min read ★





# WEBSITE

In-text citation:

Iriondo (2018) defines machine learning as....

Reference:

Iriondo, R. (2018). Machine Learning (ML) vs. Artificial Intelligence (AI) — Crucial Differences.  
<https://pub.towardsai.net/differences-between-ai-and-machine-learning-and-1255b182fc6> [Accessed 19 April 2021]



# SUMMARY EXAMPLES - REFERENCES

Abber, C. and Smith, T. (2020) Research study methodology. 2<sup>nd</sup> ed. Dover University Press. Cape Town.

Book, two authors

Wharton, C., Pail, R. and Crumb, F. (2021) 'Why businesses fail', *Business Review*, 7 (10), pp. 160-172.

Journal Article

National Health Service (2020) Covid-19 Symptoms. Available at: [www.nhs.uk/livewell/symptoms.aspx](http://www.nhs.uk/livewell/symptoms.aspx) (Accessed: 02 July 2017).

Website



# MORE THAN THREE AUTHORS

→ ↺ link.springer.com/article/10.1007/s11747-019-00696-0

pps



Bookmarks



shake - definition o...



classpath



ISTN100 test questi...



research



PhD



Conceptual/Theoretical Paper | [Open Access](#) | Published: 10 October 2019

# How artificial intelligence will change the future of marketing

[Thomas Davenport](#), [Abhijit Guha](#), [Dhruv Grewal](#) & [Timna Bressgott](#) 

[Journal of the Academy of Marketing Science](#) **48**, 24–42(2020) | [Cite this article](#)

**110k** Accesses | **92** Citations | **31** Altmetric | [Metrics](#)

# MORE THAN THREE AUTHORS...

Davenport et al. (2020) defines artificial intelligence as....

Artificial Intelligence has upended the marketing landscape (Davenport et al., 2020).

N.B. Give ALL the names in your reference list:

Davenport, T., Guha, A., Grewal, D., and Bressgott, T. (2020) How artificial intelligence will change the future of marketing. *Journal of Academy of Marketing Science*. 48, pp.24-42.



# BIBLIOGRAPHY & REFERENCES

A bibliography acknowledges all sources of information consulted on the topic, whether or not cited in text.

A reference list contains details of only those sources cited in text.



# WHAT DO I NEED TO REFERENCE?

You should always provide a reference to all material that you:

- Quote
- Paraphrase
- Summarise

You should also provide a reference to any:

- Ideas you are using in your work that originate with someone else
- Data or statistics that originate from somewhere else



# PLAGIARISM

From either an ethical or legal viewpoint, plagiarism is a behavior infringing upon others' rights. For an act to be considered plagiarism, the plagiarized material must have already been openly published.

(Lin, 2020)

Plagiarism is using and presenting someone else's work as one's own, without properly crediting the original author and source. Plagiarism is academic dishonesty or academic misconduct.

(Nicholson, 2019)





# TYPES OF PLAGIARISM

Type	Definition
Global Plagiarism	Presenting an entire text by someone else as your own work.
Paraphrasing Plagiarism	Rephrasing someone else's ideas without citation.
Verbatim Plagiarism	Directly copying a passage of text without citation
Mosaic Plagiarism	Combining text and ideas from different sources without citation
Self-Plagiarism	Reusing passages and ideas from your own previously submitted work.
Incorrect Citation	Failing to give all the necessary information in your source citation.

(Streefkerk 2018)



# HOW TO AVOID PLAGIARISM

There are many ways to avoid plagiarism, including:

developing good writing/research habits

good time management, and

taking responsibility for your own learning.



# HOW TO AVOID PLAGIARISM...

Do not procrastinate with your assignments and research

Commit to doing your own work

Be scrupulous in your note taking

Cite your sources

Understand good paraphrasing



# INTERPRETING TURNITIN REPORTS

Turnitin is software that identifies the matched material by checking the electronically submitted documents against its database of academic publications, internet, and previously submitted documents.

(Anaesth 2019)



# DATABASE SIZE

- 70 billion web pages
- 1 billion student papers
- 160 million journals, articles and publications

(Eiffelcorp 2021)



## test assignment

BY STEPHEN WARD

Originality

GradeMark

PeerMark

turnitin

SIMILARITY

87%

INDEX

GRADE

--

OUT OF 0

## Match Overview



1

www.telegraphindia.com

Internet source

26%

2

Zhang, H.. "A coarse-t...

Publication

25%

3

Anderson, M.S.. "The p...

Publication

20%

4

www.ifets.info

Internet source

15%

4

Plagiarism is a problem that has hit the education world even harder since the inception of the World Wide Web.

With information readily available in electronic form from the Internet, it has become easier for students to copy and paste material into their assignments or reports and submit it for grading as their original work.

3

Researchers' careers are built on their ideas and their contributions to the research record. It should be no surprise, then, that plagiarism is viewed by the research community as a serious violation of the norms of research. It constitutes tampering with the system by which researchers' work is recognized and rewarded, and it is a personal affront and act of disrespect to the individual who wrote the original words or expressed the original idea.

It was proposed in 2007 by the then Qualifications and Curriculum Authority to raise public confidence in GCSEs, which had been dogged by concerns that coursework encouraged plagiarism and cheating.

1

OXFORD University's degrees risk being tarnished because of a failure to clamp down on cheating, senior academics have warned. Two dons said the small number of plagiarism cases referred to them represented "the tip of the iceberg". Nick Bamforth and Colin Thompson, the university's proctors, who both sit on Oxford's governing council, said that in some cases, students' work had shown "only the barest grasp of good practice", while others lifted entire passages from the internet and the work of fellow students to paste straight into their theses. Dr Thompson, who is in charge of student discipline, also criticised the university for being "supine" in the face of government cuts.

2

The internet has, undoubtedly, become an indispensable component of our daily life ranging from restaurant booking to technology research. The online fashion is, however, posing a severe challenge to textual intellectual property because the Internet and computer technology have made disseminating knowledge across the world facile. People can search, copy, save, and reuse online sources in ease. The most flagrant instance of plagiarism is to copy a document from another source without any kind of modifications. But this type of plagiarism is easy to be identified using the plagiarism detection (PD) system.



## Match Breakdown

1 [www.telegraphindia.com](http://www.telegraphindia.com) 26%  
Internet source



Match 1 of 3



• [www.telegraphindia.com](http://www.telegraphindia.com) 26%  
Internet source

• [www.telegraph.co.uk](http://www.telegraph.co.uk) 25%  
Internet source - 2 urls

• [www.medindia.net](http://www.medindia.net) 23%  
Internet source



Click here to view the source in its original form.



# The Telegraph

calcutta, india



Today's Edition

| Tuesday , March 29 , 2011 |

### IN TODAY'S PAPER

[Front Page](#)  
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Originality

Gradesix

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Similarity index - the percentage of text within the assignment that has been matched with other sources

54%

Match Overview

5 matches

The 'Match Overview' provides the source of the original material and a percentage breakdown of how of your text is matched against each source

which act as filters around the aggregate drainage system. The introduction of geotextile lined drained systems has enhanced the technical properties and economic application of blanket and trench drains under and adjacent to pavement structures. The excellent filtration and separation characteristics associated with geotextiles permit the use of a single layer of open graded aggregate base or trench aggregate enveloped in a geotextile.

Matched text - highlighted and number/colour-coded for easy reference

control, they enhance the pavement structure and lengthen its performance by reducing the influence moisture has on the pavement materials.

- When used for soil walls, some advantages of geotextile-reinforced walls over conventional concrete walls are the following:

1	www.researchgate.net	32%
2	www.ahaf.com	4%
3	www.lencate.com	2%
4	en.wikipedia.org	2%
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7	www.wbdg.org	1%
8	www.storm26.org	1%
9	onlinemanuals.txdot.gov	1%
10	illinoisbiggestoffenders.com	1%

**Match Overview**

3 matches

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Internet source

The number of matches indicates the number of times the source is matched in your assignment

Click here to see the full list of suggested original sources (the 'Match Breakdown.'

Turnitin Document Viewer - Windows Internet Explorer

Assignment 1 - Plagiarism DRAFT sub...

What's New ? Help

Originality GradeMark PeerMark

test assignment  
BY STEPHEN WARD

turnitin

SIMILARITY INDEX **87%**

GRADE -- OUT OF 0

Plagiarism is a problem that has hit the education world even harder since the inception of the World Wide Web. With information readily available in electronic form from the Internet, it has become easier for students to copy and paste material into their assignments or reports and submit it for grading as their original work.

[collegeofteachers.ac.uk](http://collegeofteachers.ac.uk) Expand to Full

Internet source

Unless schoolchildren are equipped with more "common sense" workplace skills, employers have Categories: Education news feeds Warning over cheating at Oxford University Sun, 27/03/2011 - 1:13:48 Local councils will be banned from

**Oxford University's degrees risk being tarnished because of a failure to clamp down on cheating**, senior academics have warned. Two dons said the small number of plagiarism cases referred to them represented "the tip of the iceberg". Nick Bamforth and Colin Thompson, the university's proctors, who both sit on Oxford's governing council, said that in some cases, students' work had shown "only the barest grasp of good practice", while others lifted online passages from the Internet and the work of fellow students to paste straight into their theses. Dr Thompson, who is in charge of student discipline, also criticised the university for being "supine" in the face of government cuts.

The Internet has, undoubtedly, become an indispensable component of our daily life ranging from restaurant booking to technology research. The online fashion is, however, posing a severe challenge to textual intellectual property because the Internet and computer technology have made disseminating knowledge across the world facile. People can search, copy, save, and reuse online sources in ease. The most flagrant instance of plagiarism is to copy a document from another source without any kind of modifications. But this type of plagiarism is easy to be identified using the plagiarism detection (PD) system.

**Match Breakdown**

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Internet source

Match 1 of 1

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Internet source
- [www.newkerala.com](http://www.newkerala.com) 23%  
Internet source
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Internet source

PAGE: 1 OF 1

Text-Only Report

# INTERPRETING YOUR REPORT

**Blue (0% similarity)**

**Green ( < 25% similarity)**

**Yellow (25-49% similarity)**

**Orange (50-74% similarity)**

**Red ( > 75% similarity)**



# REFERENCES

Koen, B. (2020). Beginner's guide to Academic Referencing.

<https://www.skillsacademy.co.za/beginnersguidetoacademicreferencing/> Accessed 18 April 2021

Lin, W. (2020). Self-plagiarism in academic journal articles: from the perspectives of international editors-in-chief in editorial and COPE case. *Scientometrics*. 123, pp.299-319.

<https://doi.org/10.1007/s11192-020-03373-0> Accessed 18 April 2021

Nicholson, D. (2019). Does the South African Copyright bill promote plagiarism?

<http://infojustice.org/archives/41511#:~:text=Plagiarism%20in%20essence%20is%20a%20property%20rights%20are%20infringed.&text=There%20are%20many%20ways%20to%20avoid%20plagiarism%20for,the%20original%20author%20and%20source>'. Accessed 18 April 2021

Streefkerk, R. (2018). Types of Plagiarism. <https://www.scribbr.com/plagiarism/types-of-plagiarism/> Accessed 19 April 2021





Anaesth, S.J. (2019). Turnitin: Is it a text matching or plagiarism detection tool? Saudi Journal of Anaesthesia. Wolters Kluwer Medknow Publications,13(1), pp.48-51  
[10.4103/sja.SJA\\_772\\_18](https://doi.org/10.4103/sja.SJA_772_18)

Eiffelcorp, (2020). Turnitin. <https://www.eiffelcorp.co.za/digital-learning-products/technology-solutions-for-education/turnitin-plagiarism-detection/> Accessed 18 April 2021

