



What is referencing?

Referencing is a standard method of acknowledging the sources of information you have consulted in compiling your assignment. Anything – words, figures, graphs, theories, ideas, facts, images – originating from another source and used in your assignment must be referenced (i.e. acknowledged).

In your assignment (e.g. essay, seminar paper, dissertation, project, etc.) you must provide the reader with precise information pertaining to every source referred to in your written work or consulted as part of your research.

What is Harvard Referencing?

Harvard referencing is a specific style of referencing. This style is often referred to as the 'author-date' style. As there is no single authority to define this style, several different versions of Harvard Referencing exist. Please refer to this guide for the specific version used within Dublin Business School. All Business students within Dublin Business School are required to use the Harvard referencing format in their assignments.

NOTE:

The information and examples contained in this guide are chiefly derived from the following publication: Pears, R. and Shields, G. (2008) *Cite them right: the essential referencing guide*. Durham: Pear Tree Books.

Why reference?

Referencing is a vital part of academic research and writing. There are several reasons why it is so important, some of which are listed below:

- To avoid plagiarism
- To back up your argument(s)
- To establish credibility
- To verify your research and quotations
- To provide your reader with the details needed to source the original documents, etc. used in your research

What is plagiarism?

Plagiarism is defined by the College as the act of presenting the work, written or otherwise, of any other person, including another student or institution, as your own. The only way to use another person's work without committing plagiarism is to fully and precisely reference the original author(s) in your own work.

You must cite and reference all materials, including both print and electronic, which you have used or presented in your own work. Whether you use another author's words directly or you summarise someone else's ideas and write about them in your own words, you must cite and reference the original work in your assignment. Not to do so would be an act of plagiarism. Please follow the examples detailed in this guide to ensure you cite and reference correctly in all your assignments.

What about common knowledge?

Widely known information or facts such as names, events and/or dates do not always have to be referenced. This is known as common knowledge. For example, it is commonly known that Neil Armstrong was the first man to walk on the Moon in 1969, thus there is no need to cite or reference such a statement in your work.

If you are in doubt over whether or not something is common knowledge, cite it!

What's the difference between a reference list and a bibliography?

Reference list – only includes sources cited in the text of your assignment.

Bibliography – includes all materials used in the preparation of your work.

How to reference: a three-step process

There are 3 basic steps to citing and referencing throughout your research and writing:

1. **Record the details of all materials used in your research and reading as you go along** – this will ensure you have all the requisite information to create your citations and references when you begin writing your assignment.
2. Create an **in-text citation** every time you use or refer to someone else's work within your own assignment
3. Build your **reference list** as you go along (in alphabetical order), listing **every source cited** within the text of your assignment.

Types of use

Direct Quotation

1. Direct quotes should be used sparingly and only when relevant to your argument. Short and long quotes are treated differently.
2. **Short quotes** (less than 40 words) should be contained within the main body of your text with a citation which includes the page number and quotation marks, as in the following example:

Example

Pilbeam (2010, p. 137) stated that a “motive for a firm issuing a convertible bond is that it regards its stock valuation as too low and does not wish to raise a given amount of cash by a rights issue”.

3. **Long quotes** (40 words or more) should be entered as a separate paragraph from the main body of your text. The quotation should be indented and contain a full citation. Quotation marks are not required.

Example

Pilbeam (2010) describes stock market crashes such as the global collapse on 19 October 1987 as:

such crashes represent the effects of irrational market speculation, or so-called speculative bubbles; there is too much self-fulfilling speculation which is detached from company fundamentals. It is argued that stock markets are sometimes subjected to speculative manias during which the market gets pushed well out of line with fundamental valuations. Speculators start to believe that a price rise signals a further future rise and consequently they purchase more shares, and for a while speculation becomes a self-fulfilling prophecy (Pilbeam, 2010, p. 252).

4. If you omit a section of a quote, place three dots (...) in place of the removed text.
5. If you want to explain a section of the quote in more detail (with your own words), place your explanation inside square brackets within the text of the quote, as in the following example:

Example

“More critically, it [the Labour Party] needed to find a new set of messages for it to connect with the changed circumstances of the 1990s” (Negrine, 2008, p. 57).

Paraphrasing

1. Paraphrasing is re-writing or re-stating another person’s idea or argument in your own words, rather than using a direct quote.
2. You must always cite (including page number) and reference the original material when you paraphrase another writer’s work.
3. Paraphrasing is often more appropriate than a direct quote as it does not disrupt the natural flow of your own writing style.

Example

O’Toole (2003, p. 17) highlights the irony of the fact that although the Republic of Ireland is held up as an ideal to those who advocate small government, the economics of the Republic are in many ways those of big government.

Summarising

1. Summarising is different to paraphrasing. When you summarise something you create a brief synopsis or list the main points of another piece of work without providing minute detail of the arguments or ideas portrayed in that work.
2. As with quotations and paraphrasing, you must always cite (no page number needed) and reference the original author(s).

Example

A popular study in the field of global economics is one produced by Harford (2006) in which he describes the fundamental principles of the modern economy and the reasons why the gap between rich and poor nations is so vast by explaining that scarcity dictates price (supply and demand) and that prices are set according to the information available to both buyer and seller.

Secondary referencing

1. If you are reading a source by one author and they cite or quote work by another author, you may in turn cite or quote the original work.
2. In such cases you use the phrase “cited in” to refer to both the original author and the source which you have found it in.

Example

Current studies in this area use regulatory focus theory to explain how sales promotion cues can influence and motivate consumers (Higgins, 1998, cited in Ramanathan and Dhar, 2010, p. 542).

3. In your reference list, you should only add the source that you referred to directly.
4. Although secondary referencing is acceptable, ideally you should try to locate and read the original work in order to confirm and critically evaluate the point or issue being referred to in the secondary source.

Fair Use or Copyright Infringement?

- It is important to note that extensive use (either quotes or paraphrasing) of another person’s work can constitute unfair use and be deemed a case of copyright infringement.
- Therefore, although you may reference everything correctly you may still commit an act of plagiarism if your assignment is made up of a significant amount of another person’s work.
- **Your assignment should be your own thoughts and words** based on a critical analysis of the ideas, theories, discussions and arguments that you have researched and read.

Type	In-text citation	Reference List
Book - single author	According to Cooper (2009, p. 309) the Central Bank had ...	Cooper, M. (2009) <i>Who really runs Ireland?: the story of the elite who lead Ireland from bust to boom... and back again</i> . Dublin: Penguin.
Book – two to three authors	It is therefore difficult to legally differentiate between a contractual transaction and a gift of promise (Clark and Clarke, 2008, p. 121)	Clark, R. and Clarke, B. (2008) <i>Contract cases and materials</i> . 4 th edn. Dublin: Gill & Macmillian.
Book – four or more authors	Turban <i>et al.</i> (2008, pp. 25 - 27) highlight the transformative influence of social networks ...	Turban, E., Leidner, D., McLean, E. and Wetherbe, J. (2008) <i>Information technology for management: transforming organizations in the digital economy</i> . 6 th edn. Hoboken, NJ: John Wiley & Sons.
Book - editor	... native cooks whose recipes they appropriate.” (Counihan and Van Esterik, 1997, p. 5).	Counihan, C. and Van Esterik, P. (eds.) (1997) <i>Food and culture: a reader</i> . 2 nd edn. New York: Routledge. Use the name of the city in your reference. If there is more than one city listed (e.g. New York, London, etc.) use the nearest geographical place or the location of the publisher's head office.
Book – chapter in an edited book	Mantrala (2006, p. 151) discusses the idea that ...	Mantrala, M.K. (2006) 'Allocating marketing resources', in Weitz, B. and Wensley, R. (eds.) <i>Handbook of marketing</i> . London: SAGE, pp. 409-435.
Book – multiple works by same author (published in different years)	Laudon and Laudon (2001, 2009) explain that... If the town/city is not well known, you may add a county, region or state. Note, in the USA states are denoted by a two letter code, e.g. NJ = New Jersey.	Laundon, K.C. and Laudon, J.P. (2001) <i>Management information systems : managing the digital firm</i> . 7 th edn. Upper Saddle River, NJ: Prentice Hall. Laundon, K.C. and Laudon, J.P. (2009) <i>Essentials of management information systems</i> . 8 th edn. Upper Saddle River, NJ: Pearson Education.
Book – multiple works by same author (published in same year)	The view proposed by Kotler (2005a, 2005b)...	Kotler, P. (2005a) <i>According to Kotler: The World's Foremost Authority on Marketing Answers Your Questions</i> . New York: AMACOM. Kotler, P. (2005b) <i>FAQs on marketing : answered by the guru of marketing</i> . London: Cyan.
Book – no identifiable author	Debenture is defined as ... (<i>Dictionary of Business Terms</i> , 2008, p. 40).	<i>Dictionary of Business Terms</i> (2008) Wokingham: Kaplan Publishing.
eBook – from a Kindle etc. (no page numbers)	1. According to Stiglitz (2013, loc. 1956) the.. 2. Smith (2012, cha. 5, sec. 4, para.9) stated... 3. Jones (2011, no pagination) warned that...	Stiglitz, J. (2013). <i>The price of inequality</i> . [Name of e-book reader] London: Penguin. 1. Kindles allow users to see the location of text, use this as an identifier (loc.). 2. For other formats use chapter (cha.), section (sec.) and paragraph (para.) where possible. 3. If none exist use no pagination
eBook - from Dawsonera.com (DBS eBook collection)	The fundamentals of good accounting practice, as set out by Dyson (2007, p. 19) ...	Dyson, J.R. (2007) <i>Accounting for non-accounting students</i> . 7 th edn. Harlow: Pearson Education. Dawsonera [Online]. Available at: http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781408212066 (Accessed: 24 May 2010).

*For more information and examples please refer to the following publication (available in the Library):
Pears, R. and Shields, G. (2008) *Cite them right: the essential referencing guide*. Durham: Pear Tree Books.

MANAGING YOUR REFERENCES

You can use a software package such as **Zotero** to manage your references. Check out the Library's guide to **Zotero**, available online & in the Library.

More examples...

JOURNALS, NEWSPAPERS & REPORTS

Type	In-text citation	Reference List
Journal - article from a print journal	...these funds are now redomiciling in Ireland (Camlin and O'Leary, 2010, p. 13).	Camlin, M. And O'Leary, C. (2010) 'Ireland's onshore funds model', <i>Finance Dublin</i> 15(3), pp. 13-14. <div>Volume & Issue information: 15 = Volume number 3 = Issue number</div>
eJournal – full text article in an electronic database	According to Wieckowski (2010, p. 23), "the suburbs have lost their sheen".	Wieckowski, A. (2010) 'Back to the city', <i>Harvard Business Review</i> , 88 (5), pp. 23-25. Business Source Complete, EBSCOhost [Online]. (Accessed: 25 May 2010).
eJournal – full text article from a free open-access online journal	Analysis by Busato, Chiarini and Marchetti (2010, pp. 16 - 20) depicts tax evasion as...	Busato, F. Chiarini C. and Marchetti E. (2010) 'Tax Shocks, Sunspots and Tax Evasion', <i>The Open Economics Journal</i> , 3, pp. 14-24. Directory of Open Access Journals [Online]. Available at http://www.bentham.org/open/toeconsi/openaccess2.htm (Accessed: 25 May 2010).
Newspaper – article from a print newspaper	... to curb their public debts and deficit spending (Peel, 2010).	Peel, Q. (2010) 'Berlin pushes for global curbs', <i>Financial Times</i> , 21 May, p. 6.
eNewspaper – article from an online newspaper (accessed directly through the newspaper's website)	... which is currently running close to 11 per cent of GDP (<i>The Irish Times</i> , 2010). <div>If an author's name is given, enter in the citation & reference list, as in the example above.</div>	<i>The Irish Times</i> (2010) 'British chancellor unveils £6.25bn in spending cuts', <i>The Irish Times</i> , 24 May [Online]. Available at: http://www.irishtimes.com/newspaper/breaking/2010/0524/breaking29.html (Accessed: 24 May 2010).
eReport – from an electronic database	It was noted recently by Mintel (2009)...	Mintel (2009) 'Non-traditional Financial Services Providers - Evaluating the role of NTPs in Ireland', <i>Mintel oxygen reports platform</i> , Irish series [Online]. (Accessed: 25 May 2010).

WORLD WIDE WEB (WWW)

EVALUATING WEBSITES: You should always ask the question *'Is this website reliable?'* when using the internet for research. Check out the guide to 'Evaluating Websites' for further details.



Type	In-text citation	Reference List
Web page with an individual author	In a bid to create a more profitable service (Todd, 2010).	Todd, S. (2010) 'Fine tuning spa menus with CRASE', <i>Leisure Management</i> . Available at: http://www.leisuremanagement.co.uk/detail1.cfm?pagetype=detail&subject=news&codeID=193993&site=LM (Accessed: 24 May 2010).
Web page with an organisation as author	... should help in identifying those patterns." (Department of Enterprise, Trade and Innovation, 2010).	Department of Enterprise, Trade and Innovation (2010) 'Credit Supply Clearing Group'. Available at: http://www.entemp.ie/enterprise/smes/creditsupply.htm (Accessed: 24 May 2010).
Web page with no author	... as the burden of policing lies primarily on ISPs ('Music sales get more social with Spotify', 2010).	'Music sales get more social with Spotify' (2010) <i>ENN click</i> . Available at: http://ennclick.com/blog/music-sales-get-more-social-with-spotify (Accessed: 25 May 2010).
Web page with no author and no date	...can only be traded on a recognised exchange ('A Reuters guide to Equity Derivatives', no date).	'A Reuters guide to Equity Derivatives' (no date). Available at http://www2.reuters.com/productinfo/s/equity_derivatives/ (Accessed: 25 May 2010).