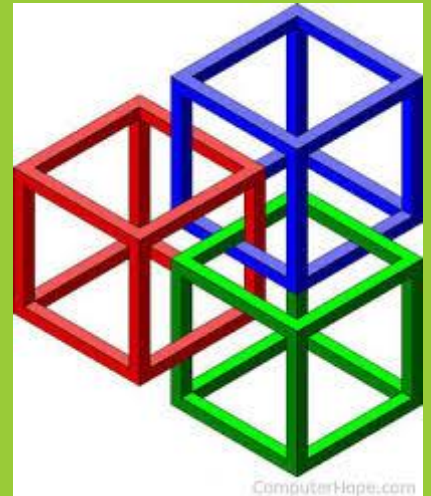


# BEST PRACTICES IN REFERENCING & RESEARCH WRITING

---

Dr. Madhavi R  
Associate Professor,  
JAIN (Deemed-to-be University)



LONG TIME AGO, PEOPLE WHO  
SACRIFICED THEIR SLEEP, FAMILY,  
FOOD, LAUGHTER AND OTHER JOYS  
OF LIFE WERE CALLED

**SAINTS**

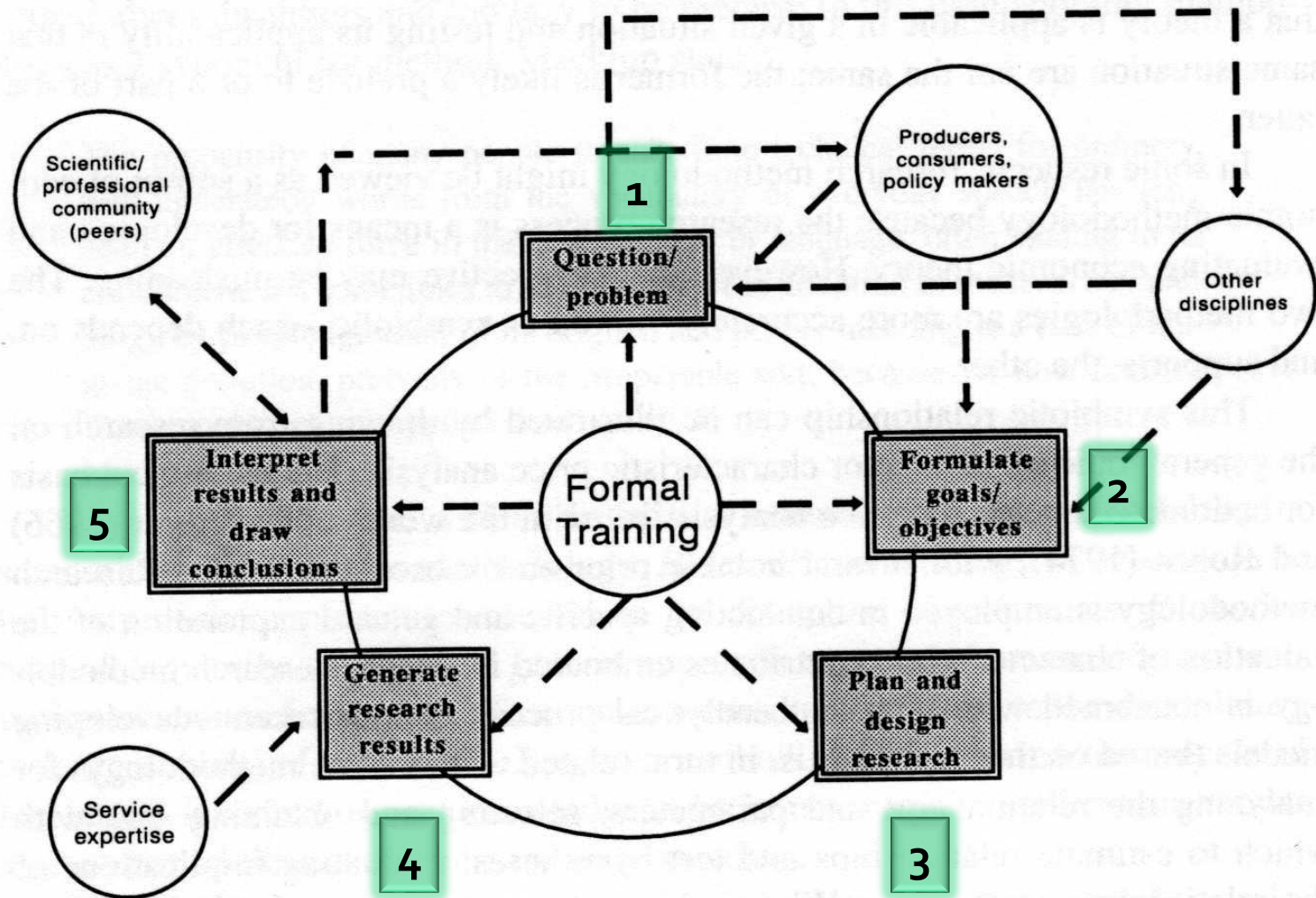
NOW, THEY ARE CALLED

**PhD Students**

© Rp

# **Acknowledgements!**

# The Process of Research



**Figure 2.2.** Schematic of research process.

**So, what was the original question with which you began your research journey?**



They do something important ...

- Are courageous
- give their best in their work!
- Are role model in many ways in front of our eyes!
  
- Can we apply this to research?

For eg., ***What is the best research done in my area of study?***

**What makes Research outstanding?**

**Let's look at our research efforts**

**A few examples:**

Area of Research	Researcher/s



- **Daniel Goleman on Emotional Intelligence**

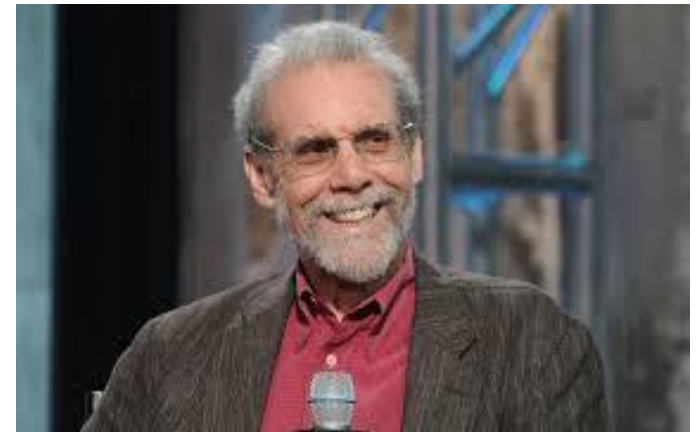
**Celebrated works include:**

**Emotional Intelligence in 1995**

**Working with Emotional Intelligence in 1999**

**Social Intelligence in 2007**

**Focus – The hidden driver of Excellence  
amongst others**



- **Raghuram G Rajan in International Finance and Economics**
- **Celebrated work: Fault lines in 2010 (a book explaining the 2008 financial crisis is a research based work, awarded with many laurels)**
- **Professor of Economics in Chicago**
- **Held positions in IMF, etc.**
- **Former RBI Governor**



## - Amartya Sen in Economics

### - Celebrated work:

- Amartya Sen's books have been translated into more than thirty languages, and include *Choice of Techniques* (1960), *Growth Economics* (1970), *Collective Choice and Social Welfare* (1970), *On Economic Inequality* (1973, 1997); *Poverty and Famines* (1981); *Utilitarianism and Beyond* (jointly with Bernard Williams, 1982); *Choice, Welfare and Measurement* (1982), *Commodities and Capabilities* (1985), *The Standard of Living* (1987), *On Ethics and Economics* (1987); *Hunger and Public Action* (jointly with Jean Drèze, 1989); *Inequality Re-examined* (1992); *The Quality of Life* (jointly with Martha Nussbaum, 1993); *Development as Freedom* (1999); *Rationality and Freedom* (2002); *The Argumentative Indian* (2005); *Identity and Violence: The Illusion of Destiny* (2006), *The Idea of Justice* (2009), *An Uncertain Glory: India and Its Contradictions* (jointly with Jean Drèze, 2013), and *The Country of First Boys* (2015).

Amartya Sen's awards include Bharat Ratna (India); Commandeur de la Legion d'Honneur (France); the National Humanities Medal (USA); Ordem do Merito Cientifico (Brazil); Honorary Companion of Honour (UK); the Aztec Eagle (Mexico); the Edinburgh Medal (UK); the George Marshall Award (USA); the Eisenhower Medal (USA); and the **Nobel Prize in Economics** (1998).



## Theories of multiple intelligences – Howard Gardner

- Eight different intelligences
- Logical/Mathematical, Linguistic, Musical, Spatial, Bodily-Kinesthetic, Naturalist, Interpersonal, Intrapersonal.



## Micro Finance – Md. Yunus, Bangladesh

- Grameen Bank
- \$27 loan
- Women empowerment
- Women's bank
- Micro entrepreneurs



## **MORE CELEBRATED WORKS:**

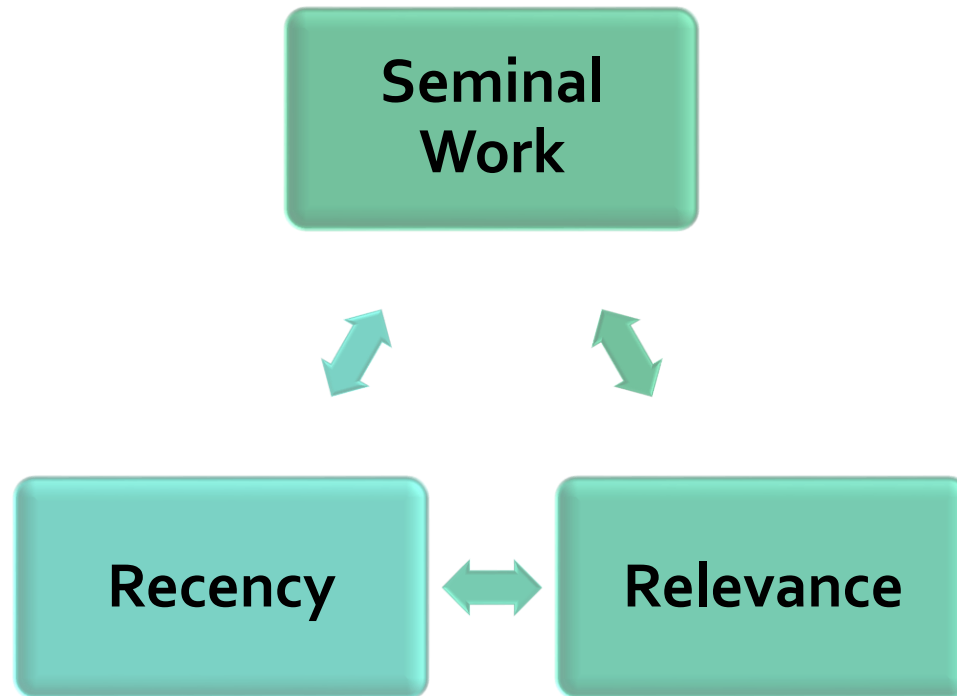
**Advertising – David Ogilvy, etc.**

**The Raman Effect in Physics**

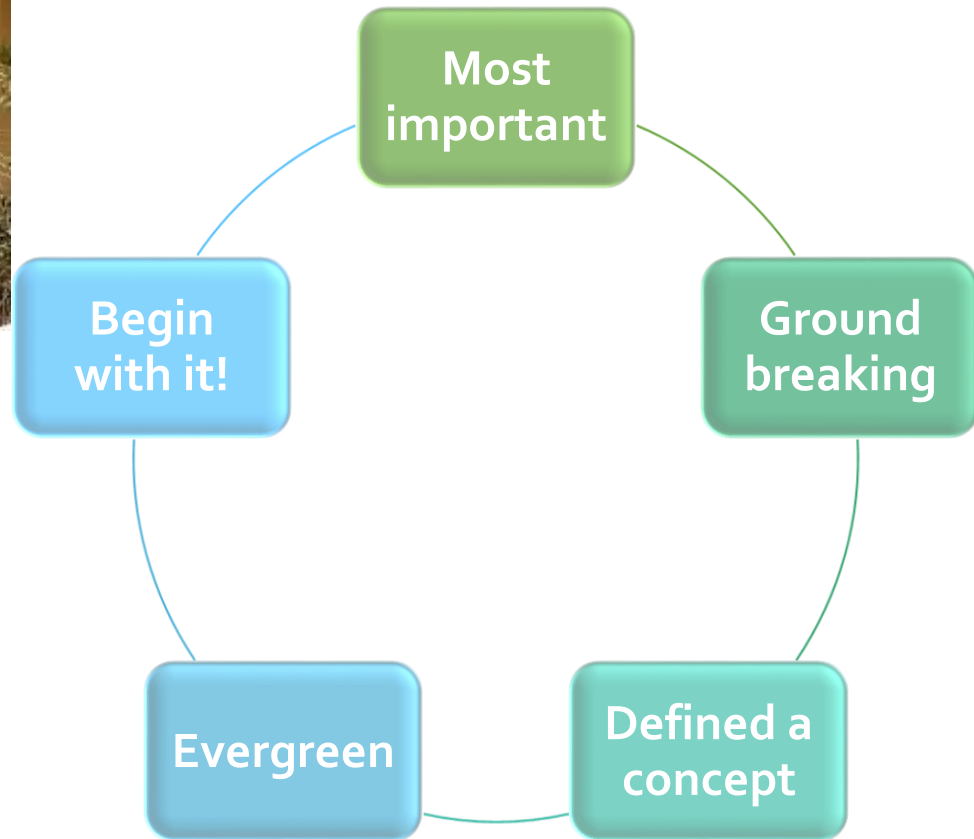
**Dmitri Mendeleev's Periodic table**



# Beginner's best practices (ROL)

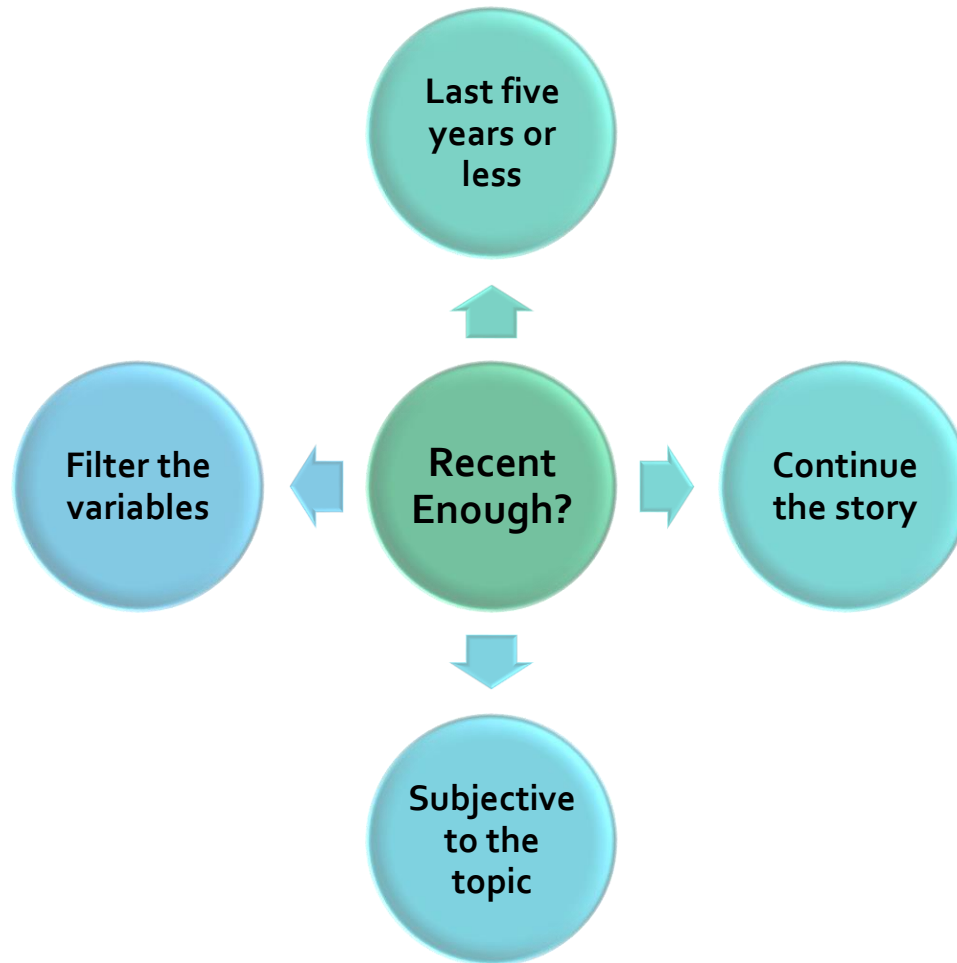


# What is *Seminal* work?





## Recency – What and why?



# Relevance defined

In the context of the  
direction of your  
research topic

Scrutinize research  
design

Filter anomalies

Draw a time line

Important to remember:

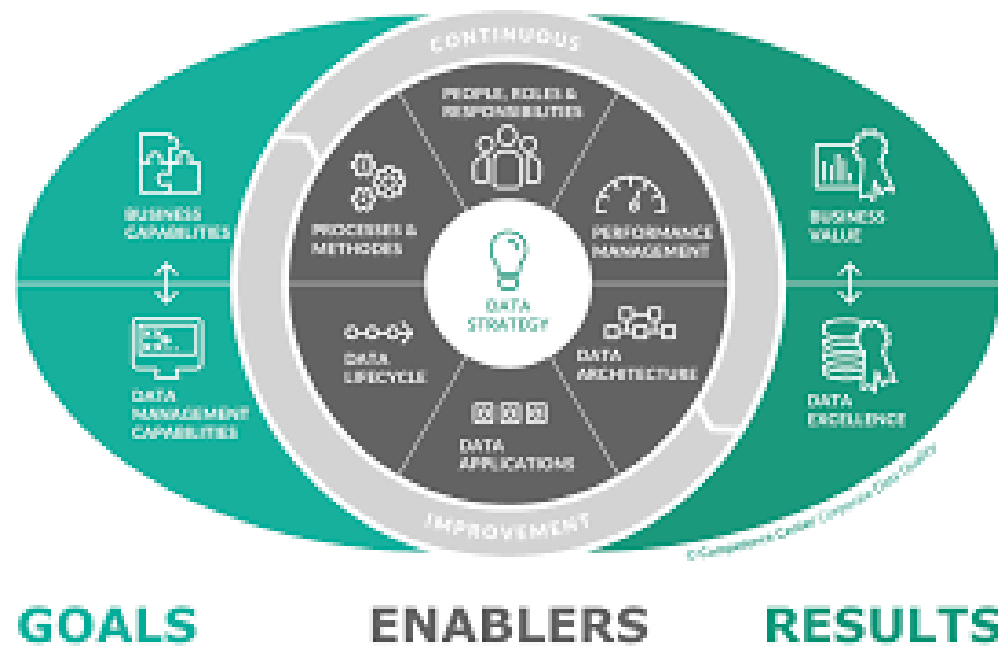
**No overnight success**

Lot of discipline

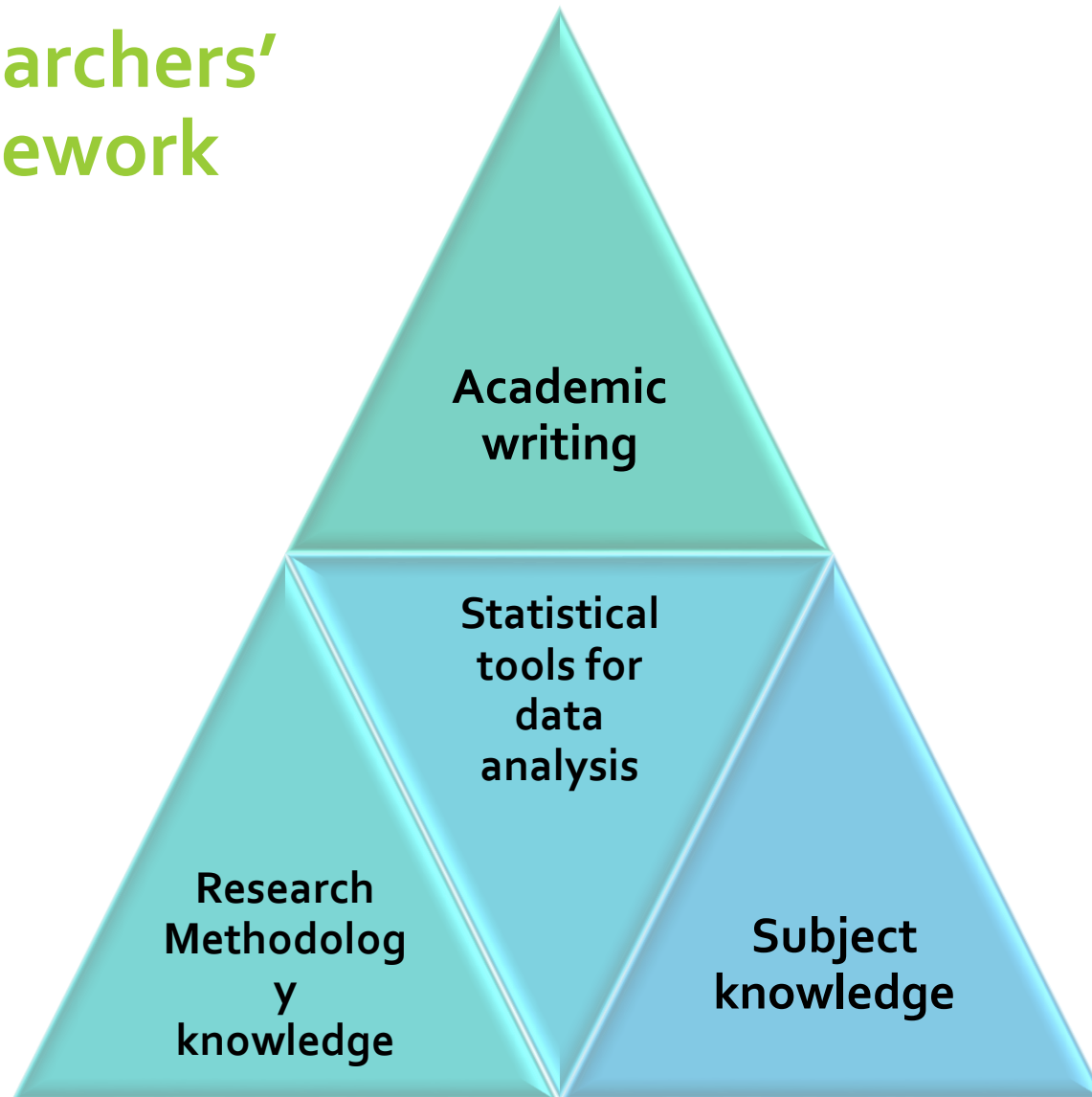
And

**Consistency** is the key!

# Data Excellence Framework



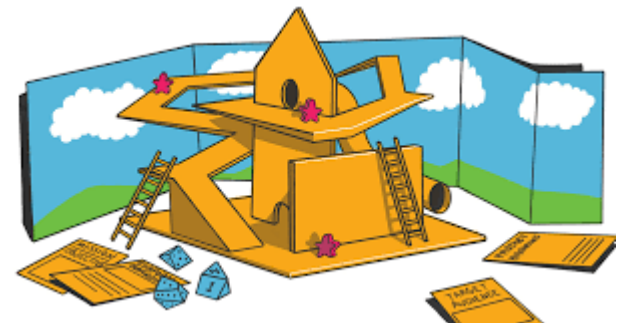
# Researchers' framework



**What are the two important challenges in Research apart from getting the tedious process right in itself?**

**a. Referencing**

**b. Academic Writing (also known as Research writing or Scientific Writing)**



## **APA style of referencing**

### **Sources for learning:**

**apa.org**  
**(American Psychological Association)**

**Online writing lab (OWL)**



**APA  
STYLE**

STYLE AND GRAMMAR GUIDELINES ▼

PRODUCTS ▼

# Write With Clarity, Precision, and Inclusion

APA Style is used by writers in many disciplines around the world for concise, powerful, and persuasive scholarly communication.

[ABOUT APA STYLE](#)

[7TH EDITION NOW AVAILABLE](#)



# APA Citation Decision Tree

START HERE

Is the sentence, phrase, or paragraph your own original thinking?

Yes

No citation needed



Quote your source directly if:  
- the source author's language is so unique, specific, or powerful that the passage will lose meaning if you paraphrase

- the source author's idea is so original or unique that your readers should hear it in her or his language directly

Otherwise, paraphrase

No

So it is based on, taken from, or influenced by someone else's work? Then you must provide an in-text citation

(see current APA guide for the few exceptions to this rule)



Are you quoting the source directly?

Unsure???

Yes

No

If direct quote (fewer than 40 words), must use quotation marks

Quotation marks are not needed.

If quote is 40 or more words, must block indent when including quote in your paper (no quotation marks when block indent)



Any source that is referenced in your paper (either paraphrased or quoted directly) must be included in your reference list (except personal communications).

Check current APA Style Guide for reference list formatting. Format will depend on the source type (journal article, book, website, etc.)

Additional Resources:

\*[apastyle.org](http://apastyle.org)

\*[blog.apastyle.org](http://blog.apastyle.org)

\*[owl.english.purdue.edu/owl](http://owl.english.purdue.edu/owl)

\*your university writing center

Created by:  
Harriet L. Schwartz, PhD  
[harrietschwartz14@gmail.com](mailto:harrietschwartz14@gmail.com)  
[www.harrietschwartz.com](http://www.harrietschwartz.com)

Special thanks to Jackie Smith for consulting on this project

Designed using easel.ly

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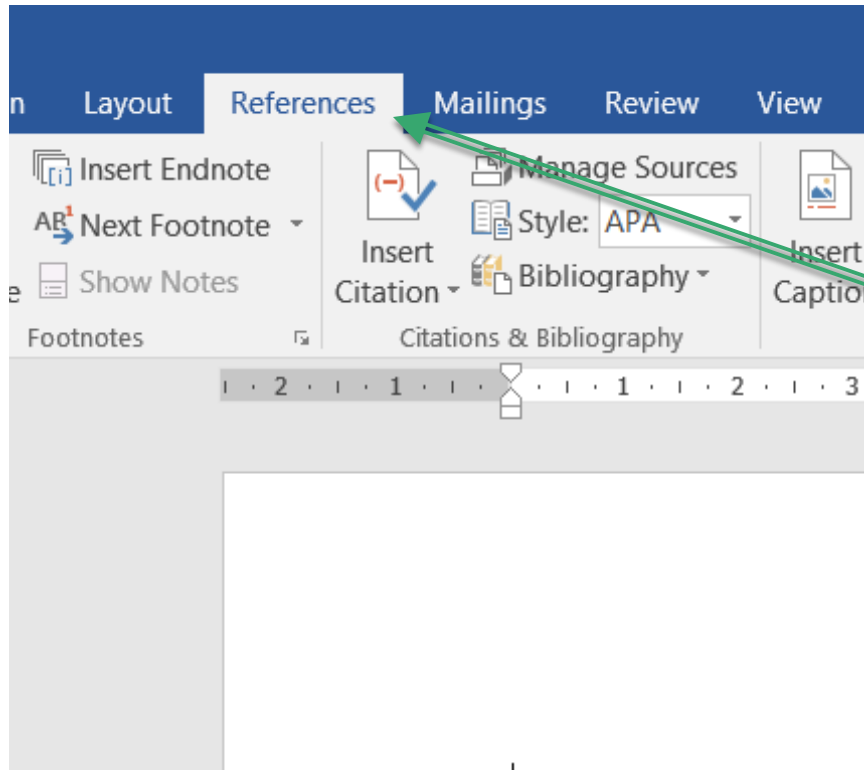


**How to use apa referencing style in a easy way?**

**Try it in Microsoft word!**

**(It's in-built into MS Word)**

**Let's learn that process!**



**1. Place the mouse at the desired spot in a sentence (in the word doc where you are working on the research article) and then;**

**Click on the References tab in Microsoft Word**

2. Click on **Insert citation** (a small drop down menu appears), then on **Add New Source**. A new box appears as shown

The screenshot shows the Microsoft Word interface with the 'References' tab selected. The 'Insert Citation' dropdown menu is open, showing 'Add New Source' as the first option. An arrow points from the text in the first block to this option. Below the ribbon, the 'Create Source' dialog box is displayed. It has a title bar with a question mark and a close button. The 'Type of Source' is set to 'Book' and the 'Language' is 'Default'. Under 'Bibliography Fields for APA', there are input fields for Author, Title, Year, City, and Publisher. The 'Corporate Author' checkbox is unchecked. At the bottom, there is a 'Show All Bibliography Fields' checkbox (unchecked), a 'Tag name' field with 'Placeholder1', and 'OK' and 'Cancel' buttons.

Document1 - Word (Product Activation Failed)

Layout References Mailings Review View ACROBAT Tell me what you want to do...

Insert Endnote Insert Citation Insert Table of Figures Insert Index Insert Table of Authorities  
Text Footnote Next Footnote Style: APA Update Table Mark Entry Update Index Mark Citation  
Show Notes Bibliography Cross-reference Table of Authorities  
otes Citations & Bibliography Captions Index

2 1 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 17

Create Source ? X

Type of Source Book Language Default

Bibliography Fields for APA

Author Edit

☐ Corporate Author

Title

Year

City

Publisher

☐ Show All Bibliography Fields

Tag name Placeholder1

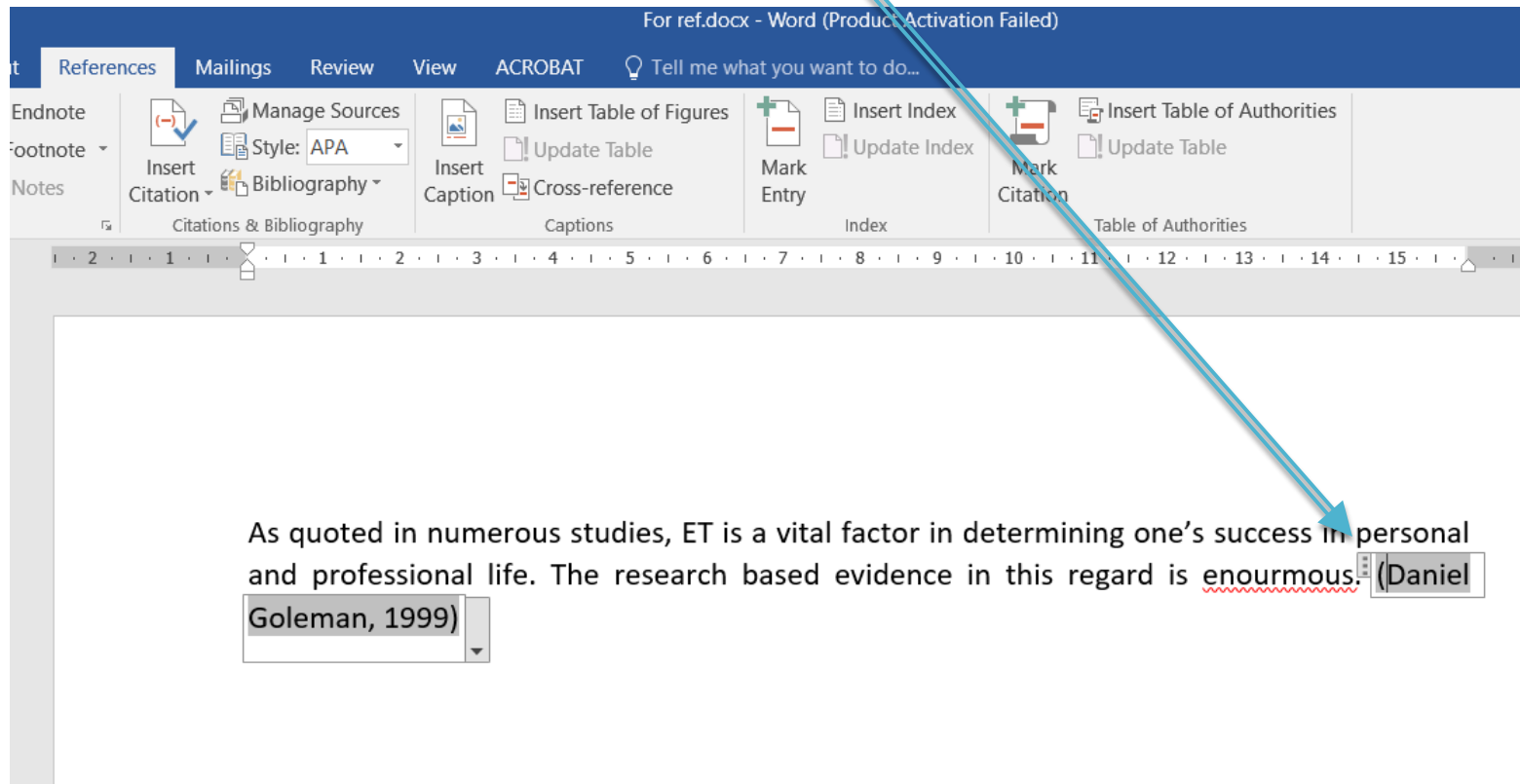
OK Cancel

3. Choose '**Type of Source**' from the drop down menu. In this example, it's a book. Now fill the rest of the details and press **OK**.

The screenshot shows the Microsoft Word interface with the 'References' tab selected. The 'Create Source' dialog box is open, and a green arrow points to the 'Type of Source' dropdown menu, which is set to 'Book'. The dialog box contains the following fields and options:

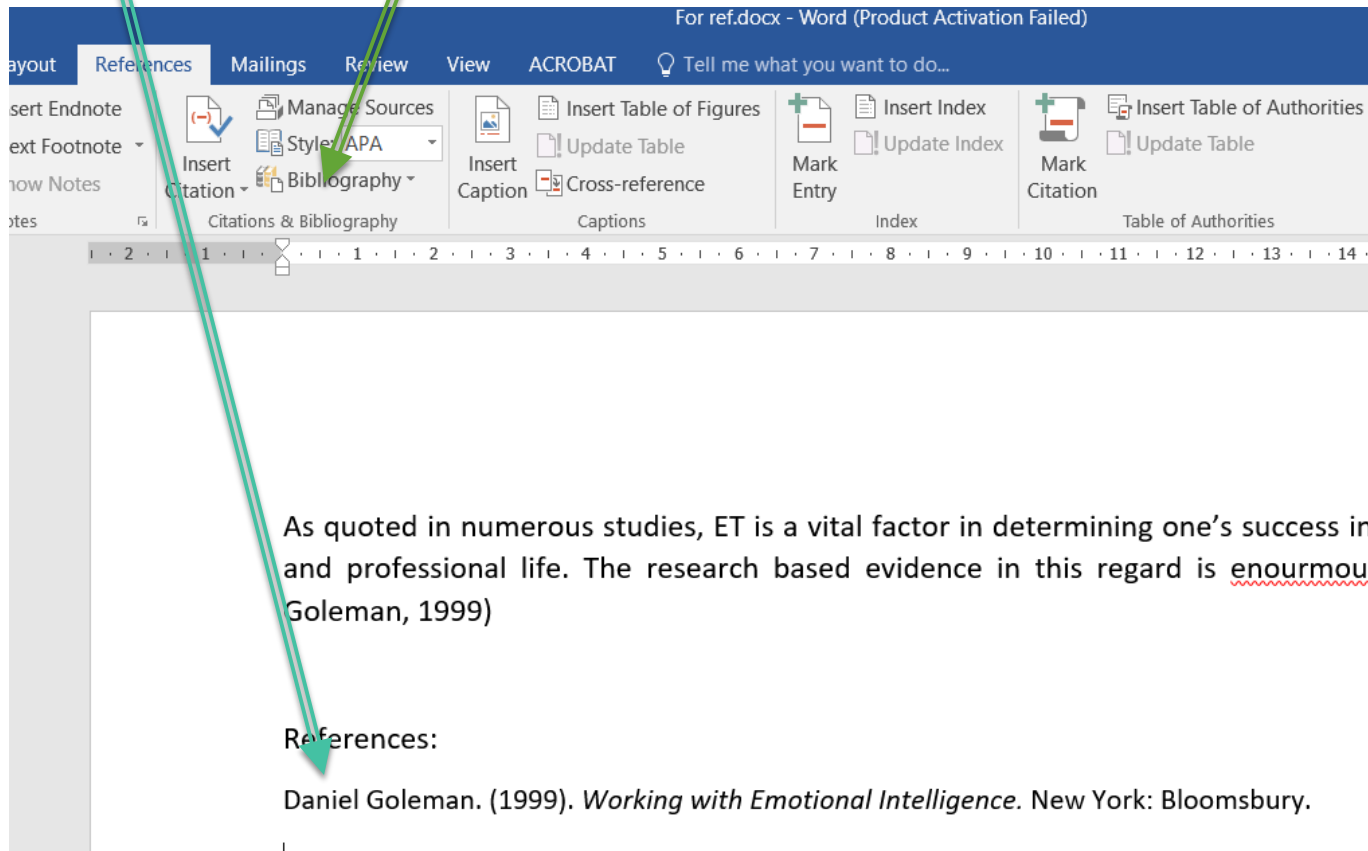
- Type of Source:** Book (dropdown menu)
- Language:** Default (dropdown menu)
- Bibliography Fields for APA:**
  - Author:** [Empty text box] [Edit button]
  - ☒ **Corporate Author:** Daniel Goleman
  - Title:** Working with Emotional Intelligence
  - Year:** 1999
  - City:** New York
  - Publisher:** Bloomsbury
- ☐ **Show All Bibliography Fields**
- Tag name:** Dan99 (text box)
- Example:** Chicago
- Buttons:** OK, Cancel

4. The source is recorded and appears as below at the point where the cursor was initially placed in the sentence.



**5. In this manner, one may record as many references as required!**

6. Now at the end of the article, we need a bibliography. So, again place the cursor in the desired line and click on References tab. Now, click on Bibliography (it opens a drop down menu) and then on Insert Bibliography. (The list of references is generated neatly in apa style without mistakes).





# Notes to remember!

- The reference tab has many other reference styles as well.
- They are standardised and work in the same fashion.
- Just remember to generate the Bibliography in the same word doc in which all the original references were placed as 'Insert citation'
- Simple and powerful!

# Reporting results from Hypothesis testing in APA style

- Example: **Correlation**
- $r(\text{degrees of freedom})$  = the  $r$  statistic,  $p = p$  value.
- IQ and GPA were found to be moderately positively correlated,  $r(38) = .34, p = .032$

Or

- The variables **shoe size** and **height** were found to be strongly correlated,  $r(128) = .89, p < .01$ .

# A source for this...

<https://www.socscistatistics.com/tutorials/correlation/default.aspx>



# **Academic Writing!**

**What is it?**

**How do I achieve it?**

# Few important questions

- What goes into writing a research article/thesis?
- What makes a research article publishable?

# Before writing

1. Read horizontally and vertically
2. Understand and digest
3. Evaluate and establish connections

# While writing

1. Give an overview
2. Funnel the information – Filter
3. Establish relatedness
4. Quote the major experts

# What should be Rejected?

- Unclear and illogical
- Not concise and cogent
- Not significant -results
- Not relevant to your topic
- Not technically sound
- Abstract with poor analysis and interpretation



- **1. Abstract**
- **2. Introduction**
- **3. Research Design**
  - Statement of the Problem
  - Literature Review
  - Objectives
  - Scope
  - Limitations
  - Research Methodology
- **4. Findings and Discussion**
- **5. Suggestions and Conclusion**
- **6. Scope for further Research**
- **7. References**

# Brief Format

**After reading the article thoroughly; one needs to focus on:**

- Whether the title's meaning is connected to the abstract?
- What are the key words and are they identified well?
- Does the abstract's intention/summary match with the mentioned objectives?
- What is the research design used to conduct the research work?

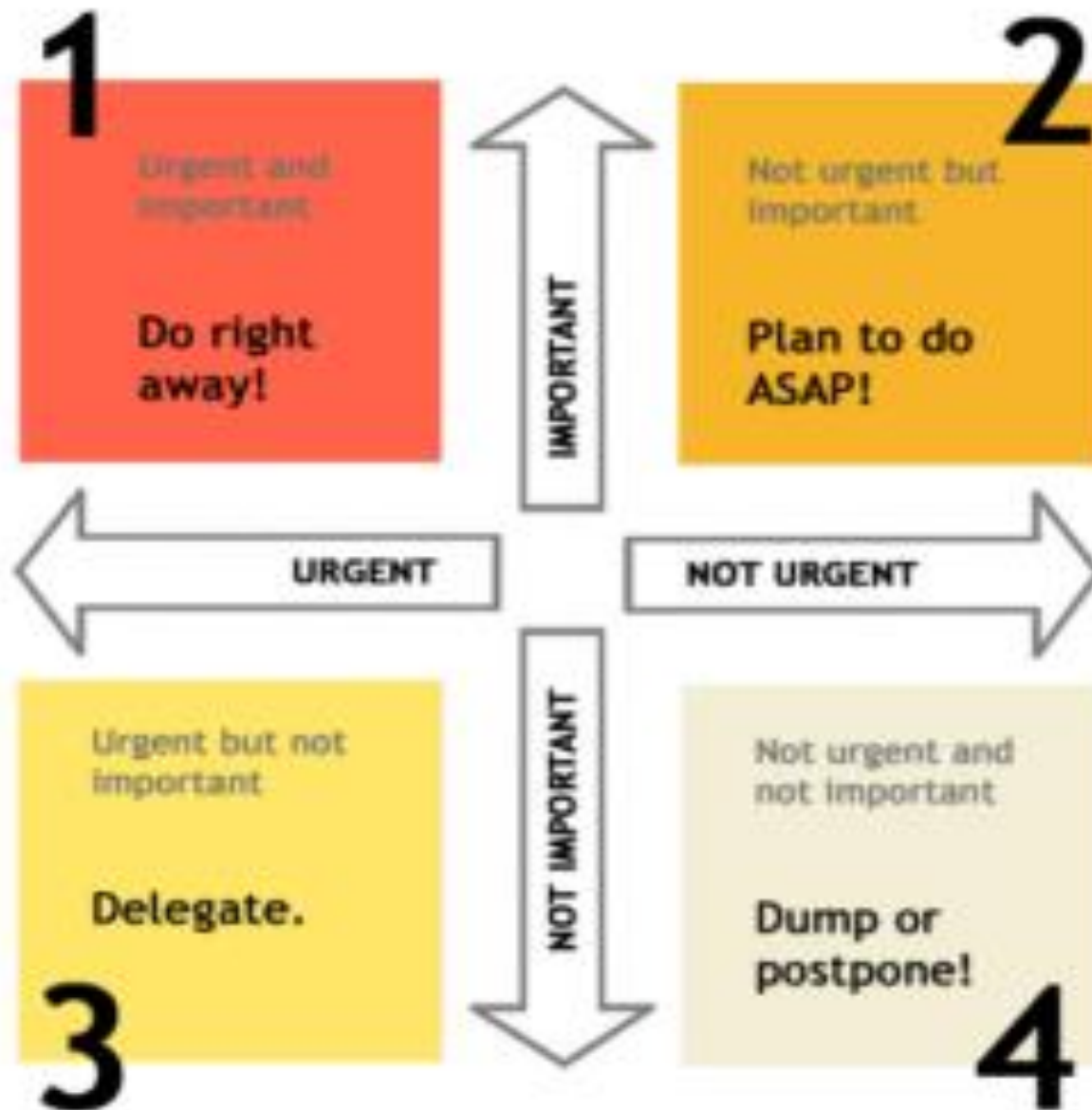
**(The should reflect in your research writing)**

## **Parameters for ROL**

**How do we take a step in the right direction?**

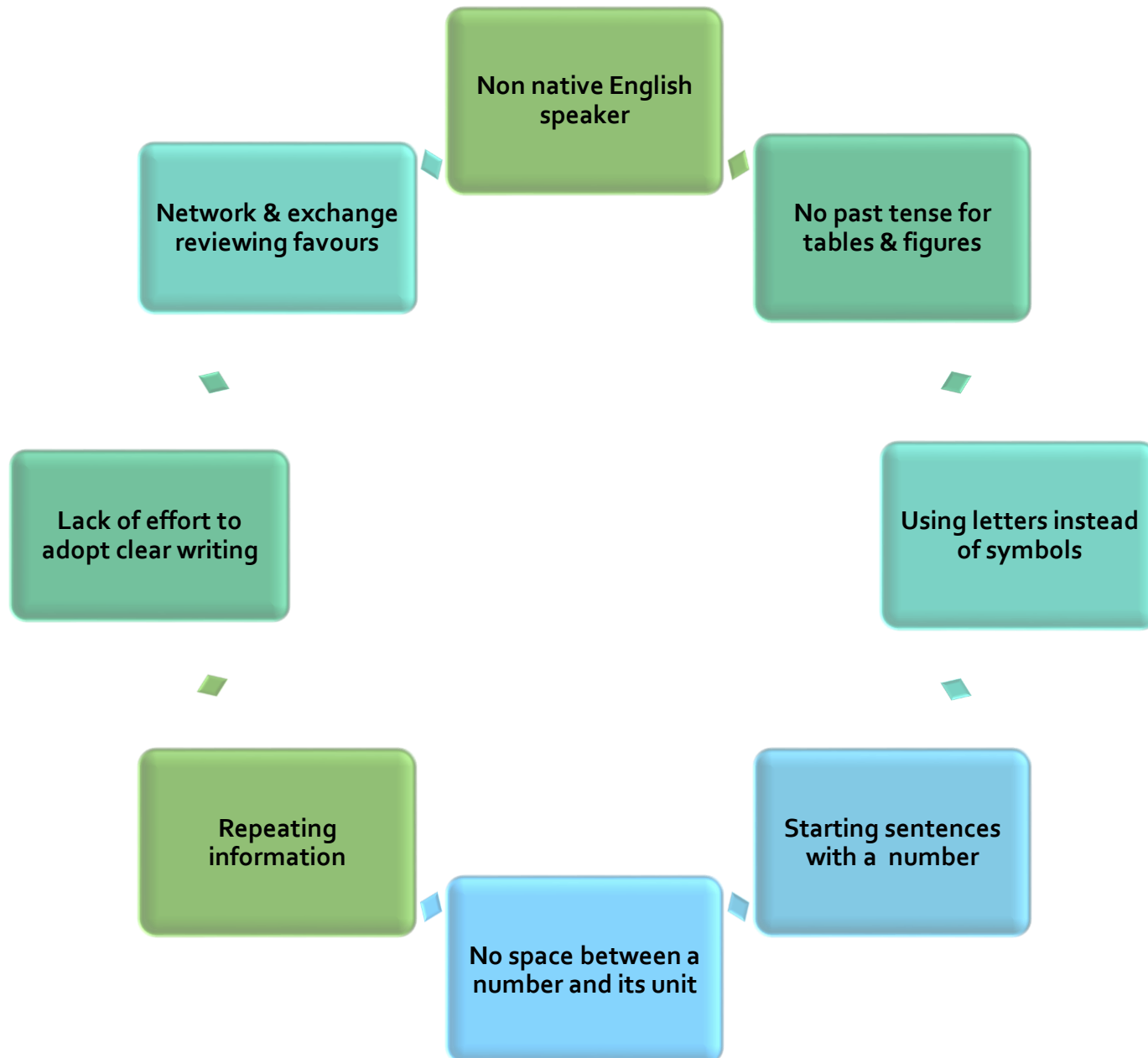
**By prioritizing!**

**Where do we stand in our learning curve?**

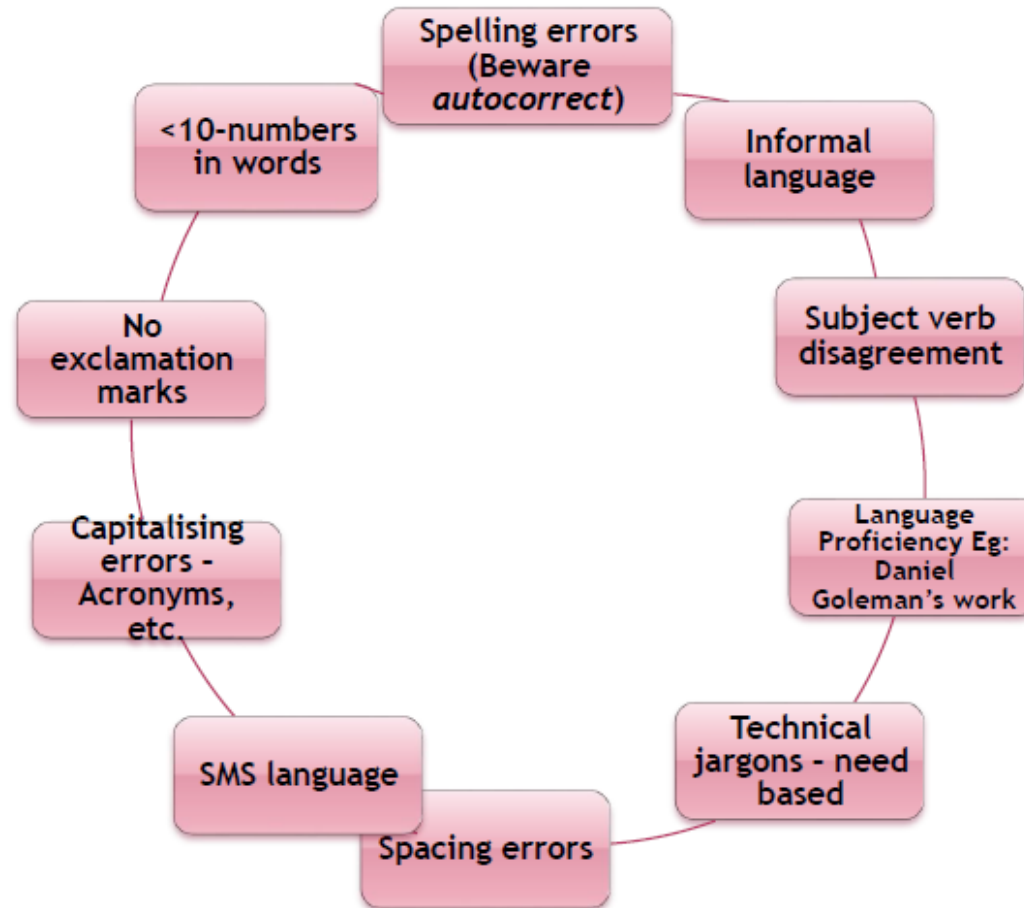


- At least One example from daily life for each quadrant
- At least FIVE examples from your research work for each quadrant

- **What are the language related challenges?**



# GRAMMAR PITFALLS





# Refined Academic Writing




- **Appropriate terminology**

- **Quality of language used**

- **Refer seminal work in your discipline**

- **'Working with Emotional Intelligence' – Daniel Goleman**

- **'Fault Lines' – Raghuram G Rajan**



- **Crude usage of language or Lack of refined approach**

- **Is not limited to using the dictionary/terminology**

- **Poor attention to finesse of the concept presented and style**

# An extract from Daniel Goleman's work

## 2

### Competencies of the Stars

It was the dawn of the 1970s, at the height of worldwide student protests against the Vietnam War, and a librarian stationed at a US. Information Agency post abroad had received bad news: A student group was threatening to burn down her library. But the librarian had friends among the group of student activists who made the threat. Her response on first glance might seem either naive or foolhardy—or both: She invited the group to use the library facilities for some of their meetings.

But she also brought Americans living in the country there to listen to them—and so engineered a dialogue instead of a confrontation.

In doing so, she was capitalizing on her personal relationship with the handful of student leaders she knew well enough to trust—and for them to trust her. The tactic opened new channels of mutual understanding, and it strengthened her friendship with the student leaders. The library was never touched.

The librarian exhibited the skills of a superb negotiator or peacemaker, able to read the currents of a tense, swiftly moving situation and manage a response that brings people together instead of setting them against each other. Her facility escaped the damage wreaked on other American outposts manned by those less adept at these human skills.

## An extract from Raghuram G Rajan's work

In preparation for writing the paper, I had asked my staff to prepare graphs and tables. As we looked through them, I noted a few that seemed curious. They were plots of different measures of the riskiness of large U.S. banks, and they suggested that banks had become, if anything, more exposed to risk over the past decade. This was surprising, for if banks were getting risky loans off their balance sheets by selling them, they should have become safer. I eventually realized that I was committing the economist's cardinal sin of assuming *ceteris paribus*, that is, assuming that everything else but the phenomenon being studied, in this case securitization, remained the same. Typically, everything does not remain the same. Most important, deregulation and developments like securitization had increased competition, which increased the incentives for bankers (and financial managers more generally) to take on more complex forms of risk.

Once I saw this trend, the paper quickly wrote itself and was titled "Has Financial Development Made the World Riskier?" As the *Wall Street Journal* reported in 2009 in an article on my Jackson Hole presentation:

Incentives were horribly skewed in the financial sector, with workers reaping rich rewards for making money but being only lightly penalized for losses, Mr. Rajan argued. That encouraged financial firms to invest in complex products, with potentially big payoffs, which could on occasion fail spectacularly.

He pointed to "credit default swaps" which act as insurance against bond defaults. He said insurers and others were generating big returns selling these swaps with the appearance of taking on little risk, even though the pain could be immense if defaults actually occurred.

Mr. Rajan also argued that because banks were holding a portion of the credit securities they created on their books, if those securities ran into trouble, the banking system itself would be at risk. Banks would lose confidence in one another, he said. "The interbank market could freeze up, and one could well have a full-blown financial crisis."

Two years later, that's essentially what happened.<sup>2</sup>



## Series Editor's Note

It's a good thing that research questions have become more complex. Researchers are no longer satisfied with demonstrating simple associations or unqualified multivariate associations. Fortunately, most areas of research have identified and established the important connections among distinguishable constructs. Now, researchers' questions are peering into the realm of process, mechanism, and the conditional features that impact how a process or mechanism might unfold: "How?," "In what way?," "By which pathway?," and "Under what circumstances?" exemplify the burning questions that we now can answer. These kinds of questions now squarely rely on accurate applications of mediation and moderation analysis principles. Enter Andrew F. Hayes. Andy has devoted much of his academic acumen to understanding the causal foundations of mediation and moderation and to effectively applying the statistical tools that will implicate the causal elements of human behavior. He has even gone so far as to develop PROCESS, his free user-friendly tool for SPSS and SAS that simplifies many of the tasks in testing for mediation and moderation.

Readers of the Guilford Methodology in the Social Sciences series may notice now that we have recruited outstanding contributions that are often pitched at different levels of the learning journey. Paul Jose's book on mediation and moderation, for example, is a perfect first course on these topics. The second course, however, is this book by Andrew Hayes. Andy's treatment of these topics provides you with a definitive statement of where both theory and practice with these topics has evolved and where we are headed. Andy's presentation of the cutting edge on these topics is easy to follow and grasp. Beginning with a review of ordinary least squares regression, the book covers the estimation and computation of direct and indirect effects in mediation analysis, modern methods of inference about indirect effects, models with multiple mediators, estimating and probing of interactions in moderation analysis, conditional direct and indirect effects, testing

v



# How different or similar is an article from economic times!

- [https://economictimes.indiatimes.com/nri/forex-and-remittance/view-keralas-remittance-rush-may-be-over-for-good/articleshow/76826829.cms?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=Dailynewsletter&utm\\_content=Story1&ncode=6a7a2e9a70f249fa12f613c57a8b3742](https://economictimes.indiatimes.com/nri/forex-and-remittance/view-keralas-remittance-rush-may-be-over-for-good/articleshow/76826829.cms?utm_source=newsletter&utm_medium=email&utm_campaign=Dailynewsletter&utm_content=Story1&ncode=6a7a2e9a70f249fa12f613c57a8b3742)
- **Article from July 2020**

# Formatting Needs

**Justifying text**

**Paragraph size**

**Bibliography**

**Appropriate/uniform spacing**

**Font size/style**

**Tip: Review instructions and match document before submission**

**How much patience do we need to achieve this?**

pa·tience  
[pāSHəns] *noun*

the ability to tell someone to go to hell in such a way that they actually look forward to the trip



The eternal struggle.



getting stuff  
from here



To here.



# E-resources

- RM text book – free download
- Statistics book – free download
- YouTube videos – free
- Solved problems and discussions – free
- **What's missing?**
- **Prioritising (Please note: Also free)**
- Image courtesy: Google images



How to Write and Publish a Research Paper for a Peer-Reviewed Journal  
Published by Springer (2020)

Download it here:

<https://link.springer.com/article/10.1007/s13187-020-01751-z>



**Thank you**

**Any Questions?**

**madhu4ratna@gmail.com**  
**r.madhavi@jainuniversity.ac.in**