

# Week 9

Comm 1133

Writing Strategies

David Laing

# Warm-up

- Say you create a survey for Tim Hortons customers. On it, you ask them to rate their satisfaction with their service, on a scale of 1-10. What type(s) of research are you doing?
- Say you find a peer-reviewed study, published in 2016, claiming that heavy use of social media websites causes increased intelligence. What else do you need to know about this finding before you can gauge how much you should trust it?

# Plan for today

- Why we should document
- What we should document
- In-text citations vs reference lists
- How to integrate research material
  - Quoting
  - Paraphrasing
- Portfolio exercise

# Why you should document

- Ethics
  - Credit & recognition
  - Copyright law
- Efficiency
  - Network for organizing & locating knowledge
- Authority
  - Lends support to your claims

# What you should document

- Any insight, assertion, fact, finding, interpretation, or judgment that you encountered in someone else's work
- Any source from which you use exact wording
- Any source from which you adapt material in your own words
- Any visual illustration: charts, graphs, drawings, etc

# What you shouldn't document

- Your own ideas
- Common knowledge
  - When in doubt, document

# In-text citations vs reference lists

- In-text citations are *in the text* of your essay
  - They tell the reader which source you got each specific piece of information from
- References are found at the *end* of the essay
  - They give general information about each source, and tell the reader how to track those sources down

# In-text citations vs reference lists

- Which of the following is an in-text citation, and which is an entry in a reference list?
  - According to DesMarteau (1994), a recent study linked sewing machine use to Alzheimer's disease (p. 36).
  - DesMarteau, K. (1994, October). Study links sewing machine use to Alzheimer's disease. *Bobbin*, 36, 36-38.



# How to integrate research material

- **Quoting** means to use the exact words of the original author. Quotations are always enclosed in quotation marks.
- **Paraphrasing** means to adapt the author's idea into your own words. Paraphrases do **not** use quotation marks.
  - What zoos teach children is that human beings have full control over powerful animals (Fong, 2011), which Vickie Burns (2011) believes, “sends the wrong message about our role in the natural world” (para. 20).

# How to integrate research material

- Reasons to quote:
  - The original wording makes perfect sense within the context of your own paragraph
  - The original wording is especially memorable
- Reasons to paraphrase:
  - The original wording includes too many extraneous details
  - The original wording doesn't fit with the flow of your paragraph
  - The original wording uses technical jargon that your readers won't understand
  - The original wording explains the details in an order that won't make sense to your reader

## Example (long paraphrase)

A bat and a ball cost \$1.10 together, and the bat costs \$1.00 more than the ball. How much does the ball cost?

Most people confidently answer 10¢. But then the bat would cost \$1.10, making the combined price \$1.20. Think more carefully, and you'll see that the correct answer is 5¢. This is a classic demonstration of how cognitive biases—in this case, overconfidence in one's intuitions—can derail one's thinking (Trémolière & De Neys, 2014, p. 486).

## Example (integrated quotation)

Despite the fact that people with high SAT scores are better at avoiding this particular type of error, it is clear that there is something missing in our current measures of intelligence. Stanovich and West (2014) put it best: **“Have you ever observed smart people acting stupidly?”** (p. 80). If so, they say, you have discerned something about intelligence that IQ tests cannot (p. 80).

# In-text citations

- Used for both paraphrases and quotations
- Includes three pieces of information:
  - Last name(s) of author(s)
  - Year of publication
  - Page number / paragraph number (for quotations and for paraphrases of specific ideas)
- E.g.
  - (Stanovich & West, 2014, p. 80)
  - (Fong, 2011)

# In-text citations for quotations

- If you mention the names of the authors in the part of the sentence that is your own, you don't need to include them again within the parentheses.
- Include the year directly after mentioning their names, and include the page/paragraph number *after the quotation and before the period.*

Stanovich and West (2014) put it best: “Have you ever observed smart people acting stupidly?” (p. 80).

# In-text citations for quotations

- If you *don't* mention the names of the authors in your sentence, include all the information after the quotation.

Ask yourself the following question: “Have you ever observed smart people acting stupidly?” (Stanovich & West, 2004, p. 80).

# Integrating quotations

- *Never start a sentence with somebody else's words.*
  - ~~“Have you ever observed smart people acting stupidly?” (Stanovich & West, 2014, p. 80).~~
- Always introduce quotations with a **signal phrase**.
  - **Stanovich and West (2014) put it best:** “Have you ever observed smart people acting stupidly?” (p. 80).
  - **According to Katherine Monk (2013),** “the most disturbing image in the movie is not the attacks, but the image of a mother orca after being separated from her baby” (para. 21).



# In-text citations for paraphrases

- If you're paraphrasing multiple sentences from a single work, just provide the author and the year once, and provide page numbers as needed.
- (Example on next page)

# In-text citations for paraphrases

There are studies being done that are addressing the concern that some “childrearing practices” meant to develop healthy self-esteem are instead producing attitudes that are strongly associated with narcissism **(Thomaes, Stegge, Bushman, Olthof & Denissen, 2008, p.389)**. The Childhood Narcissism Scale was created to measure narcissistic self-views in children and explore the correlation with adult narcissism **(p.382)**.

# How to paraphrase

- *Understand the original idea.*
- Try explaining it orally.
- Write down what you said.
- Check back on the original source to make sure you haven't misrepresented it.

# Special rules for different sources

- Check these pages to find more information:
  - <https://owl.english.purdue.edu/owl/resource/560/02/>
  - <https://owl.english.purdue.edu/owl/resource/560/03/>

# Practice: identify the errors

Integrating research material isn't always easy. "Students often had difficulty using APA style, especially when it was their first time" (Jones, 1998, p. 199).

According to (Jones, 1998), APA style is a difficult citation style for first-time learners (p. 199).

# Practice questions (fixed)

Integrating research material isn't always easy. According to Jones (1998), "Students often had difficulty using APA style, especially when it was their first time" (p. 199).

According to Jones (1998), APA style is a difficult citation style for first-time learners (p. 199).

OR

APA style is a difficult citation style for first-time learners (Jones, 1998, p. 199).

# Portfolio exercise

- Complete the worksheet
- Use either paraphrases or quotations or both —whatever you think makes the most sense.
- You don't have to worry about writing a *strong* argument or a *truthful* explanation; the point of this exercise is simply to integrate information that you found in an outside source.





# Warm-up

- What is wrong with the integration of research material in the following paragraph?

Whether or not animals have been bred in captivity, they do not have the characteristics of domestic animals such as cats or dogs. “Life in the wild is complex, unpredictable and frequently dangerous, but it is there that wild animals have evolved to meet the challenges of survival.” (Daniel Turner, 2004) Keeping wild animals held captive will both mentally and physically affect their bodies.

# Plan for today

- How to write a reference list
- Portfolio exercise

# How to write a reference list

- For each of your sources, find the following information (which may or may not be applicable, depending on the type of source):
  - Author(s)
  - Title
  - Publication
  - Date of publication
  - Place of publication
  - Volume number
  - Issue number
  - Page/paragraph numbers
  - URL or DOI (digital object identifier)

# How to write a reference list

- List that information in APA format, which is explained in detail here:
  - <https://owl.english.purdue.edu/owl/resource/560/05/>
- You need to be comfortable navigating that website, because there are so many different types of source, with different rules for each.

# How to write a reference list

- Articles in periodicals
  - In magazines, journals, newspapers, etc
- Books
  - Different rules for different numbers of authors, for translations, for multiple editions, for anthologies, etc
- Other print sources
  - Entries in encyclopedias, secondary sources, abstracts, government documents, etc
- Electronic sources
  - Online periodicals, online journals, Kindle books, etc
- Other non-print sources
  - Interviews, emails, movies, videos, music recordings, etc

# How to write a reference list

- Articles from online periodicals

Author, A. A., & Author, B. B. (Date of publication).

Title of article. *Title of Online Periodical*, volume number(issue number). Retrieved from <http://www.someaddress.com/full/url>

Bernstein, M. (2002). 10 tips on writing the living Web. *A List Apart: For People Who Make Websites*, 149. Retrieved from <http://www.alistapart.com/articles/writeliving>

# How to write a reference list

- Online scholarly journal article with DOI

Author, A. A., & Author, B. B. (Date of publication).

Title of article. *Title of Online Periodical*, volume number, page range. doi:00000000/000000000000 or <http://dx.doi.org/10.0000/0000>

Brownlie, D. (2007). Toward effective poster presentations: An annotated bibliography. *European Journal of Marketing*, 41, 1245-1283. doi:10.1108/0309056710821161

# How to write a reference list

- Online scholarly journal article with no DOI

Author, A. A., & Author, B. B. (Date of publication).

Title of article. *Title of Online Periodical*, volume number(issue number). Retrieved from <http://www.journalhomepage.com/full/url>

Kenneth, I. A. (2000). A Buddhist response to the nature of human rights. *Journal of Buddhist Ethics*, 8. Retrieved from <http://www.cac.psu.edu/jbe/twocont.html>



# How to write a reference list

- Newspaper article

Author, A. A. (Year, Month Day). Title of article. *Title of Newspaper*. Retrieved from

<http://www.someaddress.com/full/url/>

Parker-Pope, T. (2008, May 6). Psychiatry handbook linked to drug industry. *The New York Times*.

Retrieved from

[http://well.blogs.nytimes.com/2008/05/06/psychiatry-handbokk-linked-to-drug-industry/?\\_r=0](http://well.blogs.nytimes.com/2008/05/06/psychiatry-handbokk-linked-to-drug-industry/?_r=0)

# How to write a reference list

- Nonperiodical web document or report  
Author, A. A. & Author, B. B. (Date of publication).  
*Title of document*. Retrieved from  
<http://www.someaddress.com/full/url/>  
Angeli, E., Wagner, J., Lawrick, E., Moore, K.,  
Anderson, M., Soderland, L., & Brizee, A. (2010,  
May 5). *General format*. Retrieved from  
<http://owl.english.purdue.edu/owl/resource/560/01/>

# Portfolio exercise—write reference entries for these two sources:

- Authors: Keith Stanovich and Richard West
- Title: What intelligence tests miss
- Date published: 2014
- Journal title: The Psychologist
- Volume number: 27
- Issue number: 2
- Page range: 80-83
- Author: Evelyn Kwong
- Title: House fire in Markham after explosion
- Date published: Mar 15, 2016
- Publication title: The Toronto Star
- URL: <http://www.thestar.com/news/gta/2016/03/15/house-fire-in-markham-after-explosion.html>

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical*, volume number(issue number), page range.

Author, A. A. (Year, Month Day). Title of article. *Title of Newspaper*. Retrieved from <http://www.someaddress.com/full/url/>