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 APA Referencing?
APA referencing is a specific style of referencing which has been set out and standardised by the American Psychological Association (APA). This guide provides students with a brief introduction to using this referencing style, with examples for the most commonly used source-types provided on the following pages. For further details and examples, students should refer to the APA’s official Publication manual and Concise rules of APA style, which are available in the Library.

All Arts students within Dublin Business School are required to use the APA referencing format in their assignments.

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!

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.

Dublin Business School Library
http://library.dbs-students.com
13/14 Aungier Street | Dublin 2 | Phone: 01-417 7572
19/22 Dame Street | Dublin 2 | Phone: 01-417 8745
Email: thelibrary@dbs.ie
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
   Hallin (1989) stated that even though research has shown that people regularly watch television news programmes, “it is not clear how much, or in what way, the news will affect their opinions” (p. 107).

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
   Monaco (2009) describes the complexity of the image of women within early American films:
   
   It seems likely that in the twenties movies did much to popularize the image of the independent woman. Even sirens such as Clara Bow and Mae West, while serving as males fantasies, were at the same time able to project a sense of independence and a spirit of irony about their stereotyped roles. (p. 304)

4. If you cite the author and year in your introductory sentence, only the page number is required at the end of the quote (as above).
5. If you omit a section of a quote, place three spaced dots (. . .) in place of the removed text.
6. 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
   “Young men were keen to enter the [telegraph] business as messengers, since it was often a stepping stone to better things” (Standage, 2007, p. 64).

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
   Monaco (2009, p. 628) highlights the vast amount of information not only consumed but also produced on a daily basis by today’s youth and the impact this has, not only on films and media but also on society in general.

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
   Berkowitz’s (1997) study of the news media today and its social impact and meaning, holds at its core the premise that news is a human construction shaped by the social world from which it emerges.

Secondary referencing
1. When a book or article references another source use the phrase “as cited in” to refer to both the original author and the source which you have found it in.

   Example
   Lèvi-Strauss’s studies (as cited in Branston and Stafford, 2006) on the myths and kinship systems of tribal cultures in North and South America...

   or

   Homophobia manifests itself in many forms, ranging from verbal and physical harassment to more subtle, but equally effective, forms of discrimination (Harrison as cited in Jones, 2010, p. 15).

2. In your reference list, you should only add the source that you referred to directly.
3. 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.
## BOOKS

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| Book – two authors | ... the impact of media messages can be seen in simple things such as how the weather forecast can influence the clothes people wear (Branston and Stafford, 2006, p. 273). OR Branston and Stafford (2006, p. 273) highlight the impact of media messages ... | Branston, G., & Stafford, R. (2006). *The media student’s book* (4th ed.). [London]: 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 – three to five authors  
(*NOTE: For six or more authors, use ‘et al.’ for all in-text citations*) | **First citation:** Share, Tovey, and Corcoran (2007, p. 11) highlight the transformative influence of ...  
**Second citation:** Share et al. (2007, p. 169) found that ... | Share, P., Tovey, H., & Corcoran, M. P. (2007). *A sociology of Ireland* (3rd ed.). Dublin: Gill & Macmillan. |
**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.** |
| Book – multiple works by same author | Singer (1986, 1993) explains that ...  
**NOTE:** If works were published in the same year, enter a symbol or letter beside the year in the in-text citation to link it to the relevant reference list entry, e.g. Singer (2009a, 2009b) | Singer, P. (1986). *Applied ethics*. Oxford: Oxford University Press.  
| Book – organisation as an author | **First citation:** ... as a standardised approach (American Psychological Association [APA], 2010, p. 17).  
**When the author and publisher are the same, use the word ‘Author’ as the name of the publisher.** |


**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.
### JOURNALS & NEWSPAPERS

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### HARDCOPY VERSION / TRANSLATED / CLASSICAL WORKS (E.G. FREUD)

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<td>Reference List: Freud, S. (1923). The Ego and the Id. <em>Standard Edition</em> (Vol. 19). [Electronic version]. Retrieved from PEP Archive database. [Note: As the PEP Archive version splits the original work into sections, you should cite each section separately.]</td>
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### WORLD WIDE WEB (WWW)

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