

**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.

**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.
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
   Bernanke (2015, p. 137) stated “since 1934, the federal government has protected bank depositors against losses, up to a limit, even if their bank fails”.

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
   Bernanke (2015) suggests that John Maynard Keynes ideas depended on
   “ the notion that wages and at least some prices are “sticky”- that is, they do not adjust rapidly enough to always ensure full employment and full utilization of the capital stock (factories and equipment). In Keynesian theory, an unexpected decline in demand- says, a fall in business investment in new equipment or reduction in government spending- can lead to increased unemployment, as companies, facing lower sales, reduce production and lay off workers” (Bernanke, 2015, p. 27).

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
   Farage declared “the old guard [British civil servants] all need clearing out, every single one of them” (Connelly, 2017, p. 158).

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
   In a recent book, Dessler (2017, p.176) demonstrates how firms are using social media tools to screen potential employees.

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
   Reich (2017) points out the influence the super-rich have over the US economy and government.

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
   In 2000 the market value of a homeowner’s interest in their real property had become a strong driver of consumption in consumer durables. (Mian and Sufi, 2014, cited in Thaler, 2015, p. 78).

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.
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**eBook - from Dawsonera.com** *(DBS eBook collection)*

The principles of good accounting practice, as set out by Dyson (2017, p. 19) ...

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<td>... Google is in danger of incurring large fines from the EU ([The Irish Times], 2018).</td>
<td>The Orange Times 2018 ‘Google accused of abusing location tracking tools’, <em>The Irish Times</em>, 27 November 2018 [Online]. Available at: <a href="https://www.irishtimes.com/business/technology/google-accused-of-abusing-location-tracking-tools-1.3711963">https://www.irishtimes.com/business/technology/google-accused-of-abusing-location-tracking-tools-1.3711963</a> (Accessed: 27 November 2018).</td>
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