When you write a paper, one of the things your professor expects you to do is include a reference list. The reference list should include every source that you used when researching and writing your paper. In addition to the reference list, you must cite each direct quote or use of others’ ideas in your paper; these citations in the body of the paper are called in-text references. This combination of an in-text reference to a source along with a reference list entry is commonly referred to as “citing your sources.” This guide explains why you must cite your sources, what it means to quote and paraphrase others’ works, and how to “cite your sources!”

Although there are a number of ways to cite, this guide focuses on the style specified by the American Psychological Association (APA) for its publications. This style is used in a number of business disciplines and journals. As a result, the APA citation style is appropriate for papers written in a business school setting. Because of this, business students should be familiar with the APA citation style.

WHY CITE SOURCES?
There are three primary reasons to cite the source of any information that you use when writing a paper. The first is to acknowledge the person who actually came up with the idea you are using. The second is to provide your audience with a way to learn more about the topic you are discussing. The third is to reduce the likelihood of being accused of plagiarism and facing the potential consequences associated with plagiarism. A general tip is, if you have to look up something, you must cite the source of the information.

Recognize the Creator of the Source Material
When you read something on the web or in a magazine, book, or other printed document, someone has put time and effort into writing the material. The author of a paper has invested considerable time developing a topic, researching the topic, writing countless rough drafts, and convincing an editor or reviewer that the work is worthy of publication. As a result, the author deserves to be recognized for their contribution.

Enable the Reader to Find More Information
Your work should inspire the reader to want to learn more about the topic. One good way for the reader to learn more is to read the same papers, books, web pages, and other sources that you used in your paper. The citations and references provide a connection from your paper to the sources you used.
Avoid Plagiarism!
Plagiarism is bad! There are many possible definitions of plagiarism; however, in general, plagiarism is

the use of another person’s ideas, words, or structure of presentation without providing proper acknowledgement of the source of the material.

You may use someone else’s work by directly quoting or by paraphrasing the work. A direct quote is a word-for-word copy of the original. You paraphrase material if you use the original idea presented but you state the idea in your own words. In either case, you must cite the source. As describe later, to properly cite the source of information you must include an in-text reference in the body of the paper where you use someone else’s work and then provide an entry for the work in the reference list at the end of the paper. If you omit either of these parts, you have failed to provide proper acknowledgement. If you do not properly cite someone else’s work, you are claiming the work as your own. In contemporary terms, you are engaging in intellectual property theft.

QUOTES AND PARAPHRASING
When you quote or paraphrase information from a source, you must take steps to ensure you properly incorporate the material in your paper.

Direct Quotes
A direct quote is when you copy text from a source without modifying the words used. Generally, direct quotes should be avoided. If direct quotes are used, the method for indicating them depends on the number of words quoted.

Short Quotes: To document a direct quote of less than 40 words, place the quote inline with the rest of the text and identify the page from which the quote is taken. The following are examples.

There are various ways for an organization to distribute information. “Web servers distribute information in an electronic form on demand directly to the information user” (Lunsford, 1999, p. 341).

or

There are various ways for an organization to distribute information. According to Lunsford (1999), “Web servers distribute information in an electronic form on demand directly to the information user.” (p. 341).

The need to use quotation marks is not limited to when you copy whole sentences. You must use quotation marks when you use short phrases directly from a source, unless these short phrases are phrases generally used in the field, e.g., personal computer, operating system, intellectual property, access control rule, or database administrator.
Long Quotes: To document a direct quote of 40 or more words, place the direct quote on a separate line from the rest of the text and indent the direct quote. This is called a block quote.

One issue when evaluating information sources is the currency of information.

With regard to currency, the Web has an inherent advantage over most other information sources. Web servers distribute information in an electronic form on demand directly to the information user. As a result, there is no need to produce printed pages or electronic copies of information on diskettes. Additionally, people or organizations publishing information on the Web do not have to conform to any schedule; they can publish information as they create the information. (Lunsford, 1999, p. 341)

Based on this, the Web provides a useful tool for distributing current information.

Notice that you must include the page number from the source when including any direct quote.

Paraphrased Material
You are paraphrasing when you use another person’s ideas, but state them using your own words, with different sentence structures, and in a different order. You must ensure that your paper contains properly paraphrased material. Some general guidelines for increasing the likelihood of properly paraphrasing include:

- Ensure that you understand the ideas presented in a source before taking notes.
- When taking notes, do not write down sentences word-for-word from the source. Summarize the ideas presented.
- Use “old fashioned” index cards for taking notes, and include one idea from a source on each index card. Be sure to document where the idea came from.
- Put the ideas in a logical order before writing your paper, without concern for which source each idea came from.
- Do not look at the original source when writing your paper, use the note cards.
- Review your paper carefully to ensure that you are not improperly paraphrasing.
- Remember: different words, different sentence structure, and different order of ideas.

Examples of Proper and Improper Paraphrasing
The following examples are based on the original passage from Lunsford (1999, p. 341):

With regard to currency, the Web has an inherent advantage over most other information sources. Web servers distribute information in an electronic form on demand directly to the information user. As a result, there is no need to produce printed pages or electronic copies of information on diskettes. Additionally, people or organizations publishing information on the Web do not have to conform to any schedule; they can publish information as they create the information.
Example 1 (Bad):

When considering currency, the Internet has an inherent advantage over many information sources. Servers provide information in an electronic form when requested directly to the information user. There is no need to print pages or make electronic copies on diskettes. In addition, companies publishing information on the Internet do not have to follow a schedule. They can publish information as created.

Problems: the source is not identified, ideas are presented in the same order, the words used are identical in a number of places, and the sentences structures are almost identical.

Example 2 (Bad):

When considering currency, the Internet offers advantages over other information sources. Servers provide information in an electronic form when requested directly to the information user. There is no need to print pages or make electronic copies. In addition, companies putting information online may do so on their own schedule. They can place information online as the information is created.

Problems: the source is not identified, ideas are presented in the same order, and the sentences structures are almost identical.

Example 3 (Bad):

From the standpoint of currency, the Internet is better than many information sources. Information is provided on demand by web servers. Printed pages and electronic copies are not needed. Organizations may publish information online whenever they want, without concern for a publication schedule. As a result, they can publish the information as created.

Problems: the source is not identified and ideas are presented in the same order.

Example 4 (Good):

As described by Lunsford (1999), in terms of currency there are several advantages to using the Internet to distribute information. Information may be published as it is created. Organizations do not have to worry about publication schedules defined by others. Users may request information when they want it and the information goes directly to the user. Finally, there is no need to transfer the information to physical media such as printed pages or diskettes.

Comments: Since all material in the block of text is from the same source, you do not have to identify the author in each sentence. However, if you include material from other sources or your own ideas with the material from the specified source, you must clearly identify the source of each block of paraphrased material as shown in the next example.
Example 5 (Good):

As described by Lunsford (1999), in terms of currency there are several advantages to using the Internet to distribute information. Information may be published as it is created. Organizations do not have to worry about publication schedules defined by others. This enables an organization to update material as needed. Lunsford (1999) also reported that users may request information when they want it and the information goes directly to the user. Finally, there is no need to transfer the information to physical media such as printed pages or diskettes. Based on this, users get the information when they need it.

Note: In this example, the underlined text is not part of the paraphrased material. Underlining is used here for emphasis; do not underline the material in your own paper.

Citing Works Used
To properly cite another person’s work, you must acknowledge the source of the material in the body of the text using an in-text reference and provide a complete description of the information source in a reference list at the end of the paper. The structure of the in-text reference and the entry in the reference list varies based on source. Additionally, there are three common ways to refer to others’ works in the body of your paper.

Reference Orientation
Generally, there are three ways to refer another person’s work in your papers. You may refer to referenced works by focusing on the ideas presented, the researcher, or the chronological order in which works were published.

Ideas: Place the in-text reference in the sentence or at the end of the sentence, identifying the researcher and date of publication for the work used.

When using graphical models, three key elements impact the outcome from a person’s use of the model, including the person, stimulus, and task (Salomon, 1989). In a systems development setting, other elements that may have an impact are the modeling method and application domain (Lunsford and Muhanna, 1998).

Researcher: Identify the researcher when introducing the idea. Put the date in parentheses immediately after identifying the researcher.

Ingram and Lunsford (2003) identified three ways to send date to a web server from a web browser: cookies, URL encoding, or form fields.
Chronology: Start the discussion by identifying the date of the work and the researcher who developed the idea. Generally, list the information in either chronological or reverse chronological order.

In 1999, Lunsford found that undergraduate students felt that business periodicals were more accurate than the World Wide Web.

Types of Citations
There are a number of possible sources that you may draw on when writing a paper. Today, sources often come from printed publications or the Internet. If you use other sources, including personal interviews, movies, and speeches, you must document these sources of information; various websites provide information about how to document these sources using the APA style.

Printed Sources
When documenting sources published in a printed form, be sure to provide adequate information for a reader to locate the printed material.

| Journal Article |
|-----------------|-----------------|
| **Direct Quote:** | **Paraphrased:** |
| Subsequent: | Subsequent: |
| (Lunsford et al., 2004, p. 61) | (Lunsford et al., 2004) |
| **Reference List Entry:** | |

Note: Include the issue number after the volume number (as shown here) if each individual issue is paginated starting with page one. Otherwise, you may omit the issue number.

| Magazine Article |
|-----------------|-----------------|
| **Direct Quote:** | **Paraphrased:** |
| (Udell, 2005, p. 34) | (Udell, 2005) |
| **Reference List Entry:** | |

| Newspaper Article with Author |
|-----------------|-----------------|
| **Direct Quote:** | **Paraphrased:** |
| (Guernsey, 1999, 7A) | (Guernsey, 1999) |
| **Reference List Entry:** | |
| Guernsey, L. (1999, December 16). Ever feel like you’re being watched @ work?. *Tuscaloosa News*, pp. 1A, 7A. | |
### Newspaper Article without Author

**Direct Quote:**
(“Shoppers Complaining,” 1999, p. 5B)

**Paraphrased:**
(“Shoppers Complaining,” 1999)

**Reference List Entry:**

### Authored Book

**Direct Quote:**
(Tanenbaum & Woodhull, 1997, p. 337)

**Paraphrased:**
(Tanenbaum & Woodhull, 1997)

**Reference List Entry:**

### Edited Book

**Direct Quote:**
(Robinson, 1992, p. 3)

**Paraphrased:**
(Robinson, 1992)

**Reference List Entry:**

### Article/Chapter in Edited Book

**Direct Quote:**
(Rychlak, 1992, p. 49)

**Paraphrased:**
(Rychlak, 1992)

**Reference List Entry:**

### Conference Proceedings

**Direct Quote:**
(Lunsford & Muhanna, 1999, p. 198)

**Paraphrased:**
(Lunsford & Muhanna, 1999)

**Reference List Entry:**

### Dictionary Entry

**Direct Quote:**
(*Merriam-Webster Thesaurus*, 1989, p. 525)

**Paraphrased:**
(*Merriam-Webster Thesaurus*, 1989)

**Reference List Entry:**
### Encyclopedia Entry

**Direct Quote:**
(Phillips, 1979, p. 374)  

**Paraphrased:**
(Phillips, 1979)  

**Reference List Entry:**

### Electronic Sources

Some materials appearing on the Internet are reprints of materials originally published in a printed form, while other materials are unique to the Internet. As a result, you must be sure to document the original source of any reference work that appeared in a printed form.

#### Article Originally Published in a Printed Source Retrieved from a Website

<table>
<thead>
<tr>
<th>Direct Quote:</th>
<th>Paraphrased:</th>
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</thead>
</table>

**Reference List Entry:**

**Unmodified Article:**

**Article Believed to be Modified in Electronic Form:**

#### Article Retrieved from an Online Article Database (E.g. Proquest)

<table>
<thead>
<tr>
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<tr>
<td>(Cormier, 2005, p. 18)</td>
<td>(Cormier, 2005)</td>
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</tbody>
</table>

**Reference List Entry:**

#### Article from an Internet Journal

<table>
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<th>Paraphrased:</th>
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<tbody>
<tr>
<td>(Henschen, 2005, para. 3)</td>
<td>(Henschen, 2005)</td>
</tr>
</tbody>
</table>

**Reference List Entry:**
### Article from an Internet Newsletter

**Direct Quote:**
(Jones, 2005, ¶7)

**Paraphrased:**
(Jones, 2005)

**Reference List Entry:**

### Stand-alone Document

**Direct Quote:**
(Hamilton, 1998, para. 12)

**Paraphrased:**
(Hamilton, 1998)

**Reference List Entry:**

### Document from an Organizational Website

**Direct Quote:**
(High Point University [HPU], n.d., ¶5)

**Paraphrased:**
(High Point University, 2005)

**Reference List Entry:**

### SPECIAL ISSUES

When researching a paper and creating citations, a number of special issues arise that must be addressed, including the quality of electronic sources, the number of authors on a work, organizational and corporate authors, as well as other issues.

### Quality of Electronic Sources

Researchers must be careful when using information obtained on the Internet. The Internet presents at least three information quality problems. First, anyone who wants may post “information” on the Internet, without concern for the accuracy of the material posted. As a result, you must exercise care to ensure that the sources you use are posted by people who have knowledge of the topic at hand. Second, material originally reviewed for accuracy may be posted or copied on the Internet in a modified form, thereby introducing inaccuracies in the information. Therefore, you should refer to the original source of the information whenever possible, rather than an Internet copy. Finally, individuals or groups may publish information on sites that appear to be authoritative, but are really just covers for partisan groups not concerned with providing real evidence. For this reason, you should always attempt to confirm any information using a second, independent source.

### Number of Authors

If there are one or two authors for a referenced work, list all authors each time you reference the work in the body of the paper.
If there are three to five authors for a referenced work, list all authors the first time you reference the work in the body of the paper. For subsequent references to the same work, list the first author followed by et al. (e.g., Smith et al.)

If there are six or more authors for a referenced work, list the first author of the work followed by et al. each time you reference the work in the body of the paper.

Use an ampersand (&) instead of “and” before the last author.

**Organizational and Corporate Authors**
Documents prepared by corporations, government agencies, and other organizations often do not identify the individual or individuals who actually wrote the documents. In this case, the in-text reference identifies the entity. If the entity has an easily recognizable acronym, this acronym may be used in subsequent references.

The Evening Degree Program (EDP) is designed for working adults (High Point University [HPU], n.d.).

**Anonymous versus No Author**
If no author information is available for an article, use the title or the first few words of the title, enclosed in quotation marks, in place of the author’s name for the in-text reference (e.g., “Making PCs Work”).

If no author information is available for a book, use the title in italics in place of the author’s name for the in-text reference (e.g., *Building a Slow Computer*).

If “anonymous” is used for the author name, use this in the in-text reference and the reference list.

**Multiple Sources from the Same Set of Authors in the Same Year**
In both the text and the reference list place a sequentially assigned alphabetic character after the year for each unique reference (e.g., 1999a, 1999b, etc.) The alphabetic suffix is assigned based on the order the works are used in the body of the paper. Be sure to match the in-text reference and reference list entries based on this alphabetic suffix.

**Different Authors with the Same Surname**
When you are referencing different sources written by authors with the same surname (last name), use the authors’ first initials in the in-text references.

**No Date Available**
If no date is available for a reference, use “n.d.” where you would normally place the date.

**Secondary Sources**
You are using a secondary source when you use one source to obtain information about information provided in yet another source. The primary source is the original source containing
the desired information. The secondary source is the source you are using that references the primary source. Generally the use of secondary sources should be avoided; however, when used, a special form is required to document the secondary source in the body of the text.

In the body of the paper, you refer to the primary source in the text, and then as part of your in-text reference clearly indicate that you are using a secondary source with “as cited in” as part of the in-text reference. For example:

Smith and Jones’ study (as cited in Davis, 2000) showed that ...

In the preceding example, Smith and Jones is the primary source and Davis is the secondary source. In the reference list document the secondary source only.

Citing ... Where does it end?
It is possible to “over cite”. Although you must give credit for the work and ideas of others, you do not have to cite sources for facts or findings that are widely known in general or in the field in which you are writing. For example, you would not need to cite if you stated that Microsoft Windows is often used as the operating system on personal computers, that Steve Jobs was one of the founders of Apple, or that AT&T once had a near monopoly on telephone service in the United States.

Reference List Format
The reference list should conform to several guidelines. First, the reference list must only include sources noted using in-text references. Second, any source listed must be publicly verifiable; in other words, it must be available through a library, inter-library loan, the Internet, or a similar outlet. You must provide enough information in the reference to enable your reader to retrieve the source. Third, sorting of items in the list is quite complex. The following is a summary of the main rules.

- Sort the list by the first author’s surname (last name).
- Put all single authored works by a particular first author before any multi-authored works with the same first author.
- If the reference list contains multiple works by the same author or group of authors, sort by the year of publication.
- If the reference list contains multiple works by the same author or group of authors with the same publication year, sort based on the alphabetic suffix described above.

See the Reference List for In-text Examples in this guide for an example of a reference list using the APA style.
For Additional Information
The American Psychological Association (APA) publishes the *APA Publication Manual* (ISBN: 1557987912), which is the definitive guide for using the APA citation style. In addition, a number of websites provide information and examples.

<table>
<thead>
<tr>
<th>Site</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>APAStyle.org APA Style Tips</td>
<td><a href="http://www.apastyle.org/previoustips.html">http://www.apastyle.org/previoustips.html</a></td>
</tr>
<tr>
<td>APAStyle.org Electronic References</td>
<td><a href="http://www.apastyle.org/elecref.html">http://www.apastyle.org/elecref.html</a></td>
</tr>
<tr>
<td>Capital Guide to Grammar and Writing</td>
<td><a href="http://cctc.comnet.edu/grammar/">http://cctc.comnet.edu/grammar/</a></td>
</tr>
<tr>
<td>Duke: Citing Sources</td>
<td><a href="http://library.duke.edu/research/guides/citing/">http://library.duke.edu/research/guides/citing/</a></td>
</tr>
<tr>
<td>Dartmouth: Citations</td>
<td><a href="http://www.dartmouth.edu/~sources/index.html">http://www.dartmouth.edu/~sources/index.html</a></td>
</tr>
<tr>
<td>Ohio State University: Research Guides</td>
<td><a href="http://library.osu.edu/sites/guides">http://library.osu.edu/sites/guides</a></td>
</tr>
<tr>
<td>University of Southern Mississippi: Research Tools</td>
<td><a href="http://www.lib.usm.edu/research/">http://www.lib.usm.edu/research/</a></td>
</tr>
<tr>
<td>University of Wisconsin/Madison: Writing Center</td>
<td><a href="http://www.wisc.edu/writing/Handbook/index.html">http://www.wisc.edu/writing/Handbook/index.html</a></td>
</tr>
</tbody>
</table>

Reference List for In-text Examples


