Citation and Referencing (APA)

What is a *Citation*?

A 'citation' is the way you tell your readers that certain material in your work came from another source.

Be consistent and precise!
Accuracy and completeness are important
Keep track of all your sources throughout your research process

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There are **2** places that you need to include your citation:

1.In text citation

2.References List

IN TEXT CITATION

How do you include people's ideas in your work……

Quote: use exact words of the source with quotation marks (" ").

Paraphrase: restate in your own words

Summarize: condense a longer passage

In ALL cases, you must <u>cite</u> the sources!

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Useful verbs and phrases for introducing direct quotes

- As X states/ believes/ suggests /indicates/ points out / observes/ explains/ argues/ outlines/ contradicts / proposes, "…….".

- For example, X has argued that "……".

- According to X, "…….".

- X suggests/ believes/ observes that "…..".

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Citation in the text

How to do it??

1. Include author's last name/surnames/family names
   - If two authors: include both last names

     - If six or more authors: put "et al." after the first author's last name/surname
2. Include year of publication
3. Put page number (if available)

Examples that you may use:

- **Kalakota and Whinston (1996) define a security threat as a circumstance, condition, or event with the potential to cause economic hardship to data or network resources in the form of destruction, disclosure, modification of data, denial of service, and fraud, waste, and abuse.**

or

- **According to Kalakota and Whinston (1996) a security threat as a circumstance, condition, or event with the potential to cause economic hardship to data or network resources in the form of destruction, disclosure, modification of data, denial of service, and fraud, waste, and abuse.**

or

- **"A security threat as a circumstance, condition, or event with the potential to cause economic hardship to data or network resources in the form of destruction, disclosure, modification of data, denial of service, and fraud, waste, and abuse".(Kalakota and Whinston 1996)**

What is the connection between in text citation and references?

- **In text citation are just brief description of the source (author, year)**

- **References are detailed description from in text citation which include author, title, year of publication, publisher and etc.**

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APA Style

Citation in the text

"People can identify a star system of architects with a recognizable 'signature' skyscraper style that appears in projects around the world" (McNeill, 2002).

Complete reference list at the end

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APA Style (Examples of In Text Citation)

An executive summary for managers and executive readers can be found at the end of this article.

Introduction

The aim of this paper is to examine the relationship between the architecture of retail stores and the communication of brand identity. The relationship between visual corporate and brand identity is a complex one (Balmer and Gray, 2003). Visual identity is defined by Balmer (2001, 2006, p. 5) as "the creation of favourable public images via visual means" through logos and symbolism. With this approach, communication and image-projection are "traditionally underpinned by a graphic design perspective". Olins (1995) is generally cited as the chief proponent of the "primacy of design" as the principle vehicle for corporate identity.

In establishing the relationship between corporate identity and corporate branding, Balmer (2006, 2008) proposes that the corporate brand is based on the foundations of corporate identity and consequently, corporate identity and corporate branding display an overlap of constructs (Knox and Bickerton, 2003; Stokes, 2008). Vaux Halliday and Kuenzel (2008) explain external communications as positively impacting on the prestige of the corporate brand through its visibility and reputation. The corporate brand has a competitive differentiation function (Leitch and Richardson,

2003) in which identity is a key aspect of communication (Knox and Bickerton, 2003). Where corporate visual identity is defined by corporate name, logotype or symbol, typography and colour (Melewar, 2001; Melewar and Saunders, 1999) so in corporate branding, visual identity is normally the crucial name and/or logo that play an important part in creating awareness and recognition (Balmer and Greyser, 2006). Furthermore, the brand integrates a company's stakeholders by creating a common ground and a sense of community (Hatch and Schultz, 2001; Balmer and Gray, 2003). Its identity forms part of how it is "known" as well as a stable point of reference for customers (Alsem and Kostelijk, 2008).

Architecture and location tends to be under-represented in these research perspectives (Melewar and Jenkins, 2002; Melewar and Akel, 2005). Jorda-Albinana *et al.* (2009) cite AEG and Olivetti in Italy as the pioneers in identity design for the formal and coherent design for their buildings, advertising, products and sales outlets. Architecture reflects the brand in the consistency of its design and visual appearance. For retailers these distinctions are particularly important, since retail identity is communicated in and experienced through their stores, both internally and externally (Din, 2000).

From an architectural perspective buildings have been understood to symbolise good taste, power, and status

APA Style (Examples of References)

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References

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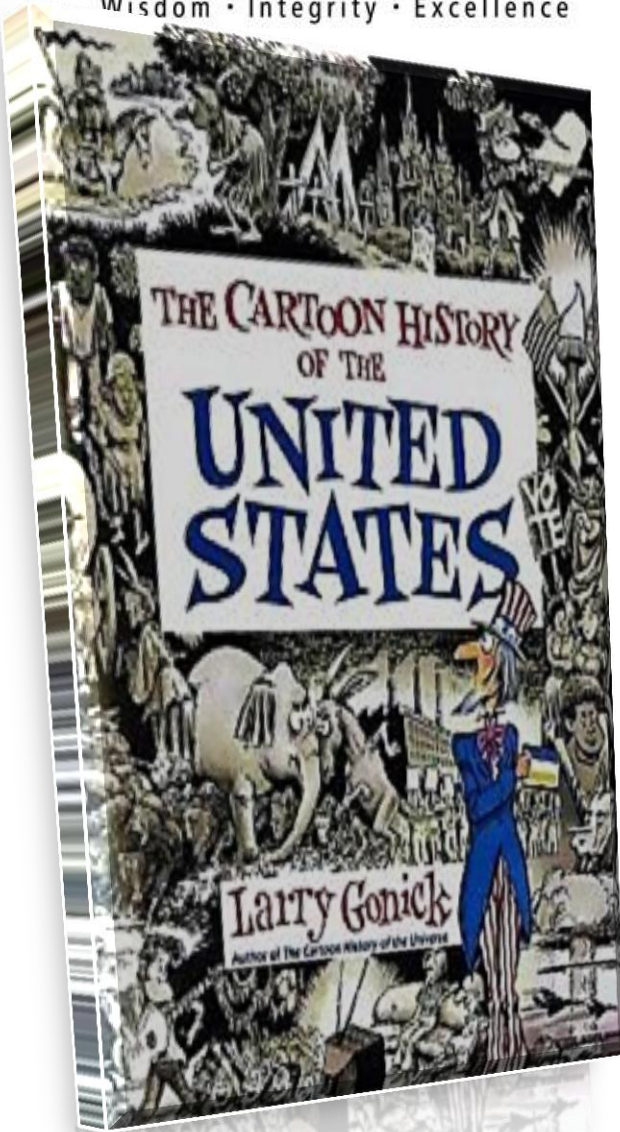
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REFERENCES

Referencing at the end of your assignment

References or Bibliography – what's the difference?

- **Reference list** – a single alphabetical list by author of everything you have **specifically mentioned** in your assignment

- **Bibliography** – a list of sources you have read but *not* specifically mentioned in your assignment

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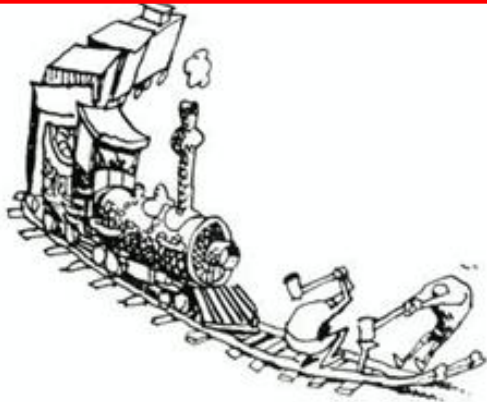
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Book Cover

THE CARTOON HISTORY OF THE UNITED STATES

Larry Gonick

Author of The Cartoon History of the Universe

Step 1: Identify book(s) to be referenced and the information given at the **Cover page**

Sample 1

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Books

THE CARTOON HISTORY OF THE UNITED STATES

Larry Gonick

Collins Reference
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Title

Step 2: Go to the **Title page** (Title page is the page at or near the front). You may see the title of the book, author's name and the publisher.

Author's Name

Publisher's name

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Books

Step 3: Flip the book and you will see the **Verso page** (verso page is generally on the opposite side of the title page). From there, you may find the title and year of publication.

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Portions of this work originally appeared in *Whole Earth Review*.

Portions of this work were previously published by Harper & Row in 1987 and 1988, respectively, as *THE CARTOON GUIDE TO U.S. HISTORY VOLUME I 1585-1865* and *THE CARTOON GUIDE TO U.S. HISTORY VOLUME II 1865-NOW*.

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First Collins edition published 2005.

Library of Congress Catalog Card Number 91-55037

ISBN 0-06-273098-3   ISBN 978-0-06-273098-5

06 RRD-H 35 34

Title of the Book

Year of Publication

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Books (Single to 7 authors)

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Guidelines:

Authors, Initials. (Year). *Title of book*. Edition (only include this if not the first edition). Place: Publisher.

Example:

Gonicks, L.(1991). *Cartoon History of the United States.* London: Collins Reference.

** Note: *For books where there are more than seven authors, **list the first 6 authors, followed by 3 full stops (…) then spell out the last author's name***

Step 4: Gather all the information from the **Title and Verso page** and then arrange the information according to the guidelines and example.

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Journal articles (Printed)

Step 1: Identify article(s) to be referenced and the information given at the **Main Page**

Name of Journal, Volume number(Issue/Part number), page numbers

Journal of Quantitative Criminology, Vol. 18, No. 2, June 2002 (© 2002)

Growing Up Poor: Examining the Link between Persistent Childhood Poverty and Delinquency

G. Roger Jarjoura,[1] Ruth A. Triplett,[2] and Gregory P. Brinker[3]

Author's Name

Title of article

Findings from aggregate-level and ethnographic research suggest that poverty and delinquency are related. The inability of individual-level quantitative research to demonstrate consistent evidence of this relationship, however, has been used to call into question whether poverty is indeed related to an increased propensity for delinquent involvement. This may be due to the difficulty individual-level analyses have in identifying the group most important in uncovering the relationship of poverty to delinquency—those individuals that experience persistent childhood poverty. This paper provides an assessment of the effects of both the level of exposure to poverty and its timing on delinquent involvement using fourteen years of longitudinal data for a national sample of younger adolescents. Findings indicate that exposure to poverty and the timing of such exposure are indeed related to an increased likelihood of involvement in delinquency.

KEY WORDS: delinquency; poverty; persistent poor; tobit; longitudinal data.

1. INTRODUCTION

We are currently realizing a deepening of poverty for American children, both in terms of the number of children in poverty and in the intensity of the poverty they are experiencing. In terms of the numbers of children in poverty, data shows that nearly 21% of the nation's children are from families living in poverty—about twice that of most other industrialized countries (Huston *et al.*, 1994). For 1995, that means that there are approximately 15.3 million U.S. children living in households defined as falling below the

Sample 2

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Journal articles

Guidelines:

Author, (must put family name/surname). (Year). Title of article. *Name of Journal,* Volume number(Issue/Part number), page numbers.

Example:

Step 2: Gather all the information from the main page of the article and arrange the information according to the guidelines and example.

Jarjoura,G.R,et all. (2002). Growing up poor examining the link between persistent childhood poverty and delinquency. *Journal of Quantitative Criminology ,* 18 (2/3), pp2 - 5.

To know how to cite other resources, kindly follow the steps below.....

Step 2: Go to User Skills tab and click on User Support

Step 3: Click to APA Style tab. There will be drop down option of APA Style of Citation. Choose upon needed.

D. Referencing

Havard Style **MLA Style** **APA Style**

APA is the publishing style established by the American Psychological Association. APA style is used in all of the books and journals that the association publishes, and is widely adopted in the social and behavioural sciences.

Books 📖

[-] Books with single author

Use the title page, for the reference details. Only include the edition where it is not the first. A book with no edition statement is most commonly a first edition.

The required elements for a book reference are:

- Author, Initials. (Year). *Title of book*. (Edition) (only include this if not the first edition) Place of publication (this must be a town or city, not a country): Publisher.

Reference:

- Bower, J. L. (1991). *The craft of general management*. Boston: Harvard Business School.
- Guiltinan, J. P. (1994). *Marketing management: Strategic and programs (5th ed.)*. New York: McGraw-Hill.

An in text reference for the above examples would read:

- "…In Malaysia, Opposition candidates can win and be successful" (Mahathir, 2011)
- Rains (2011, p. 58) claimed that…

[+] Books with two authors

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