

**REFERENCING IN ACADEMIC DOCUMENTS**  
**Official guidelines of the**  
**Department of Marketing and Communication Management**

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# REFERENCING IN ACADEMIC DOCUMENTS

## 1 WHY ARE REFERENCES USED?

All academic documents (including research reports, assignments, dissertations, theses, research scripts, journal articles and conference papers) must include in-text citations and a list of references at the end listing the sources of information used in compiling the document. Referencing is a standardised method of acknowledging the sources of information and ideas that a researcher have used in a way that uniquely identifies each source. Referencing is necessary to:

- provide support for factual statements/claims made in an academic document,
- enable the reader to verify quotations and/or information,
- enable the reader to follow up and read more fully the cited author's arguments, and
- avoid plagiarism.

## 2 PLAGIARISM

### 2.1 WHAT IS PLAGIARISM?

The University of Pretoria's Plagiarism Prevention Policy (University of Pretoria, 2009:3) defines plagiarism as follows:

"Plagiarism is the presentation of someone else's work, words, images, ideas, opinions, discoveries, artwork, music, recordings or computer-generated work (including circuitry, computer programs or software, websites, the Internet or other electronic resources) whether published or not, as one's own work, or alternatively appropriating the work, words, images, ideas, opinions, discoveries, artwork, music, recordings or computer-generated work (including circuitry, computer programs or software, websites, the Internet or other electronic resource) of others, without properly acknowledging the source, with or without the source's permission."

Plagiarism occurs whenever you present another person's words, ideas or opinions – whether published or unpublished and regardless of the form or media in which the words, ideas or opinions were originally expressed – as your own **without acknowledging the source**. In essence, plagiarism refers to the "theft" of someone else's intellectual capital. Plagiarism does not only occur when you use the exact words or expressions of the original source without acknowledgement, but even if you paraphrase the original source without acknowledgement.

From a practical point of view, you will be committing plagiarism whenever you:

- copy information from **any original source**, including a journal article, book, web page or CD ROM (either directly or in an amended (paraphrased) format), and present it as your own thoughts, opinions and/or conclusions without acknowledging the original source;
- translate information taken from any original source and present it as your own thoughts, opinions and/or conclusions without acknowledging the original source;

- copy from a current or previous student's assignments or submit a current or previous student's assignments as your own;
- copy and paste information **directly** from an electronic source (e.g., a web site, electronic journal article or CD ROM) without paraphrasing or placing it in quotation marks **even if you acknowledge the source**;
- resubmit the whole or sections of your own previously graded (evaluated) work for a new assignment;
- copy information from course material, including study guides, PowerPoint class slides, course notes/handouts, previous test or exam memoranda or previous homework answers without acknowledging the source;
- present work as your own independent work when, in fact, it has been produced in whole or in part in cooperation (collusion) with other people; **or**
- submit work as your own independent work when, in fact, it has been produced in whole or in part by a "ghost-writer", professional agency or any other party on your behalf.

## 2.2 WHY IS PLAGIARISM WRONG?

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Because plagiarism constitutes the theft of someone else's "intellectual property", it is regarded as **unethical** and even **illegal** (i.e., in some instances, plagiarism may constitute a criminal offence in terms of the Copyright Act). Plagiarism is unethical because:

- it is in conflict with the University's values of trust and academic integrity;
- it is dishonest;
- it shows disrespect for the rights of the original author and for the values of the academic community;
- it may tarnish the reputation of the University, your home department and your supervisor; and
- it casts suspicion on the honest work of other students.

## 2.3 WHAT ARE THE POTENTIAL CONSEQUENCES FOR STUDENTS WHO COMMIT PLAGIARISM?

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Because plagiarism is regarded as a very serious violation of the University's ethical values, it is regarded as a serious form of misconduct which can lead to a student's expulsion from the University (University of Pretoria, 2009:3).

The University's policy in this regard can be found on the Internet at:  
<http://www.library.up.ac.za/plagiarism/index.htm>

Please note the following extract from the University's Plagiarism Prevention Policy (University of Pretoria, 2009:2):

"(a) Irrespective of whether plagiarism occurred with or without the intent to plagiarise, it remains plagiarism.

(b) Plagiarism is a form of misconduct for which a student may be disciplined in terms of the University's disciplinary code (when an assignment is submitted for assessment, plagiarism is the equivalent of cheating in an exam).

(c) Plagiarism is also not dependent on the verbatim presentation of a specific number of words, as, under certain circumstances, the use of a single phrase or idea can be judged to constitute plagiarism.”

The Department of Marketing and Communication Management regards plagiarism in a very serious light. Students who commit plagiarism by copying the work of others or by using the ideas of other researchers without due recognition will receive a zero mark for the particular assignment and may also face formal disciplinary charges in accordance with the University’s Plagiarism Prevention Policy.

In addition, you have to include a signed copy of the prescribed declaration regarding plagiarism in all your assignments (see Annexure A, p. 50).

## **2.4 HOW CAN I AVOID COMMITTING PLAGIARISM?**

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You can prevent plagiarism by considering the following guidelines:

- Make sure that you understand what plagiarism is by consulting the following web pages:
  - <http://www.library.up.ac.za/plagiarism/index.htm>
  - <http://www.plagiarism.org/>
- Do not intentionally commit plagiarism (e.g., if you are pressed for time). It may spell the end of your academic career.
- Only hand in original work that you have prepared yourself. Do not copy another student’s work, submit work that someone else has prepared on your behalf or submit work that you have previously submitted as an assignment in the same or a different course.
- Always put information taken from another source into your own words and remember to acknowledge the source by including an appropriate citation (i.e., in-text reference).
- Use the correct referencing methods outlined in this document.
- Do not cut and paste information directly from electronic sources, such as the Internet or electronic journal articles. Either paraphrase the information in your own words or present it as a direct quotation. Always use the correct referencing method whenever you take information from an electronic source.
- **IMPORTANT:** Always check a document before submission for possible instances of plagiarism via the Turnitin module built into the relevant course web site in clickUP (see section 9 on p. 44).

You must complete and sign the declaration regarding plagiarism contained in **Annexure A** of this document and include it in all written documents submitted in this department. No written work will be accepted unless the declaration has been completed and signed, and is included in the document.

## **3 WHEN TO USE REFERENCES**

According to McLean (2001:9), there are five basic sources of information for anything you write in an academic document:

- You have observed it directly yourself.
- Everyone in your intended audience knows it from own previous experience (i.e., it is “common knowledge”).
- It follows logically or mathematically from other things you have said or reported (e.g., from statistical research findings).
- You have made it up yourself (e.g., you have formulated a hypothesis based on previous research findings or have reached a conclusion based on an argument substantiated by previous research findings).
- **You have learnt it from someone/somewhere else.**

Any statement of information that falls into the last category – i.e., information that you have learnt from someone/something else – must be referenced. This, *inter alia*, means that references should be used whenever you:

- quote the exact words of another author (also see section 5.2.1 below);
- refer to, paraphrase or summarise someone else’s ideas, theories, arguments and/or research in your own words;
- present another author’s interpretation, point of view, opinion or understanding about an issue in your own words;
- state specific factual information, such as statistics, graphs, facts, verbal interviews or diary entries that you have learnt from someone/somewhere else;
- present a table, graph, figure or diagram taken or adapted from another source **or** when you construct a table, graph, figure or diagram from data or information taken from another source (i.e., a source other than data that you have collected yourself).

You will be committing plagiarism if you fail to use proper references in the situations mentioned above (also see section 2 above).

Two types of references can be distinguished, namely:

- **in-text references**, also known as citations (e.g., “Larsen (2002:13) recommends that ...”), and
- detailed references contained in a **list of references** at the end of a scientific document.

These two types of references go hand in hand. In other words, whenever you have an in-text reference (or citation), you should also have a corresponding entry in the list of references at the end of your document (and *vice versa*).

Section 5 discusses the basic format of in-text references, while section 6 discusses the basic format of the list of references. The detailed methods used to refer to specific information sources are discussed in section 7. You should carefully study all three these sections.

## 4 EVALUATING AND SELECTING SOURCES

When searching for relevant literature for an academic assignment, it is important to carefully consider the **authority, credibility, recency, quality** and **relevance** of the literature sources that you are reading.

When writing an academic document, one should give precedence to:

- articles from peer-reviewed academic journals, such as those available on the Library's e-journal platforms (see: <http://www.library.up.ac.za/journals/journalsplatforms.htm>);
- textbooks or monographs (i.e., books) written by academic authors that are primarily aimed an academic audience;
- articles from reputable professional journals or magazines aimed at practitioners in a particular industry (e.g., the Harvard Business Revbiew);
- reports published by government departments (e.g., Statistics South Africa), parastatal organisations (e.g., the South African Reserve Bank) or credible international as well as non-governmental organisations (e.g., the United Nations);
- subject-specific dictionaries, encyclopaedia as well as reference works compiled by acknowledged subject-specialists.

The following literature sources are problematic and should best **not** be used in an academic document:

- Anonymous or undated sources
- Wikipedia
- Articles in popular (non-academic) magazines such as Cosmopolitan, FHM, Popular Mechanics, Huisgenoot / You and Fair Lady.
- Any sources that are not in the public domain (e.g., internal company reports)
- Entries in blogs, wikis, and chat rooms
- Newspaper articles (especially where factual claims cannot be verified)

Consider the following general guidelines when searching for relevant sources:

- Be sceptical about everything you read (especially on the Internet) until its credibility and quality have been verified.
- Quinton and Smallbone (2006:79-80) provide the following checklist for evaluating the authority, credibility, recency and quality of sources found on the Internet:
  - Is the identity of the author, publisher or organisation responsible for the document known?
  - Are the affiliations of the author clearly stated?
  - Is there any information available about the person or organisation responsible for the document that can be used to judge how credible/authoritative/reputable it is?
  - Is the publication date or revision date of the document clearly stated?
  - Is a printed version of the document available? (This may reinforce its credibility)



- Are the sources used in compiling the document clearly listed? (This should add to the document’s credibility and make it possible to verify its contents.)
- Is there an editor or any evidence that has the document been through an editorial or peer review process?
- Is the grammar and spelling used in the document correct?

The more negative answers you get to these questions, the lower the credibility and authority of the particular source.

- Reports, books and articles by consultants, “industry experts” or consulting firms may be used but should generally be treated with caution unless their perspectives and/or prescriptions have been subjected to academic/industry scrutiny.
- Many academics publish working papers, draft articles and non-peer-reviewed conference papers on the Web. While these are legitimate sources of information, one should always look for and preferably use the published, peer-reviewed versions of such papers.
- If you cannot find the answer you want in a reputable subject-specific reference work, then be sure to use **reputable** general dictionaries (e.g., the Oxford Dictionary) or encyclopaedias (e.g., the Encyclopaedia Britannica).

**TIP:** Several subject-specific dictionaries and encyclopaedia are available on Level 2 of the UP Library. See the following links to the Library catalogue:

For dictionaries:

[http://explore.up.ac.za/search~S9/X?SEARCH=\(dictionary\)&SORT=D&b=eco](http://explore.up.ac.za/search~S9/X?SEARCH=(dictionary)&SORT=D&b=eco)

For encyclopaedia:

[http://explore.up.ac.za/search~S9/X?SEARCH=\(encyclopedia\)&SORT=D&b=eco](http://explore.up.ac.za/search~S9/X?SEARCH=(encyclopedia)&SORT=D&b=eco)

- Wherever possible, try to verify factual information or statistics from multiple sources.

## 5 GENERAL PRINCIPLES: IN-TEXT REFERENCING

### 5.1 THE BASIC FORMAT OF IN-TEXT REFERENCES (CITATIONS)

- In-text references (also known as citations) generally have the following basic structure:  
In-text references included as part of a sentence: According to Smith (1999:23), consumers prefer ...  
 or  
In-text references included at the end of a sentence: South Africa has one of the highest per capita HIV prevalence and infection rates in the world (Van Aardt, 2002:1).
- It is best not to refer to an author’s first name or to the title of a source in an academic document.

<b>x</b>	<u>Wrong:</u> In his book <i>Constructing a Good Dissertation</i> , Erik Hofstee (2006:5) argues that ...
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Correct: Hofstee (2006:5) argues that ...

- When writing a paragraph, one should include an in-text reference in every sentence that is based on information taken from another source. If a whole paragraph is based on information taken from a single source, then the in-text reference is either placed at the start of the first sentence or at the end of the last sentence (see the examples below).

Example of a paragraph including sentences based on information taken from different sources:

Although society is increasingly becoming educated, marketers must recognise that there is also a sizable group of consumers who are functionally illiterate (London & Della Bitta, 1993:51). This is notable in a developing country such as South Africa where more than 20% of the adult population are illiterate (Statistics South Africa, 2001:43). Harrison-Walker (1995:61) emphasizes that illiteracy is an area demanding the immediate attention of marketers if they are to continue to function effectively in the field of marketing communication. Marketing to functionally illiterate consumers implies that adjustments have to be made in advertising messages, packaging and usage instructions to account for their lower levels of information processing skills (London & Della Bitta, 1993:51). Simplified language on packages will lead to greater initial product choice because functionally illiterate consumers will be better able to evaluate the product. This in turn may lead to repeat purchases as they are able to derive more satisfaction from the products they buy (Jae & Delvecchio, 2004:352).

Example of a paragraph based on information taken from a single source:

Functionally illiterate consumers struggle with the elements of the shopping environment that most consumers take for granted. They spend considerable energy and cognitive resources assessing value and making decisions from information that literate consumer process automatically. Moreover functionally illiterate consumers incur different emotional and behavioural costs from shopping while displaying creativity in coping with such costs (Viswanathan *et al.*, 2005:16).

The last example indicates that the whole paragraph is based on information taken from the source written by Viswanathan *et al.* (2005). Note that in this case, the in-text reference is placed at the end of the last sentence in the paragraph and **before** the full stop. There should not be a full stop before the left-hand bracket of the in-text reference; only one after the right-hand bracket.

- In most cases, it is best to place an in-text reference at the end of a sentence as is shown in option 1 below. This saves space and improves the readability and flow of an academic document. For example:

Option 1: There is some disagreement on how best to report extremely small  $p$ -values. Some researchers prefer to report  $p < 0.001$  if a statistical programme prints the  $p$ -value as 0.000 (Wright, 2003:125).

Option 2: Wright (2003:125) points out that there is some disagreement on how best to report extremely small  $p$ -values. Some researchers prefer to report  $p < 0.001$  if a statistical programme prints the  $p$ -value as 0.000.

One would use option 2 (i.e., refer to the author as part of the sentence) in cases where you:

- want to emphasise that a particular argument or point was raised by a specific author or authors;
- are discussing and comparing the points of view of different authors; or
- are presenting a specific definition or explanation by a particular author.

It is not appropriate to use option 2 (i.e., refer to the author as part of the sentence) when the “author” of a source is an organisation or institution and not an identifiable human being (see the examples below).

How to refer to sources if the author is not an identifiable human being:

- ✘ Wrong: According to Statistics South Africa (2007:23), nearly 20% of all adult South Africans are functionally illiterate.
- ✘ Wrong: The World Food Programme (2006:23) argues that global warming poses a serious threat to the sustainability of current agricultural practices.
- ✔ Correct: Nearly 20% of all adult South Africans are functionally illiterate (Statistics South Africa, 2007:23).
- ✔ Correct: Global warming poses a serious threat to the sustainability of current agricultural practices (World Food Programme, 2006:23).

To summarise: You may use option 2 to emphasise the identity of the authors of the source from which you have borrowed information, but only if the authors are identifiable human beings, not an organisation. In all other cases, one should rather use option 1 by placing the in-text reference at the end of a sentence.

- When in-text references are included as part of the sentence, this should be done in such a way that the references fit into the flow of your writing. Some useful phrases are:

Findings from Russell (1999:10-13) indicate that ...  
 McKenzie (1998:112) challenges the view that ...  
 Lee (2000:367-369) contends/declares/postulates/asserts that ...  
 Briggs and Stratton (1990:10) state/mention/posit that ...  
 As Wolston (1997:34) reports ...  
 Black, Anderson and Tatham (1999:112) argue/are of the opinion that ...  
 According to Smith *et al.* (1996:118-120), ←  
 As is explained by Smith and Jones (2009:12), ...  
 Huynh and Kuhn (1992:10) point out that/provide evidence that ...  
 Patel (1989:11) refers to ...  
 The study by Chen and Yi (1993:12-24) identifies ...  
 Watts (1999:2) comments/argues/claims/asserts/maintains/notes that ...  
 Hansen (1988:4) has investigated ...  
 Nguyen (1995:112) discusses ...

When using “According to ...” one should always place a comma here. The same principle applies to the next example.

- If a source has multiple authors, then the authors should be listed in an in-text reference in the exact same order in which they are list in the source. Never rearrange the order in which the authors are listed.

- If a source has **three or more** authors, then the surnames of all the authors must be listed in the first in-text references to the specific source. Thereafter, only the surname of the first author is shown in all subsequent in-text references. The surnames of the second and later authors are replaced with the abbreviation *et al.* Since *et al.* is an abbreviation for the Latin words *et alii*, it must always be typed in italics with a full stop at the end (see the example on p. 20). This principle applies to all source types.
  
- If a source has multiple (two or more) authors, the ampersand (&) sign may be used in place of the word “and” but only where authors are listed in in-text citations that appear in brackets as well as in the list of references. However, the ampersand sign (&) may not be used when the authors are listed as part of a normal sentence.
  - ✗ Wrong: According to Gardner & Sheldon (1967:12), all diagnostic procedures should be explained to the patient.
  - ✓ Correct: According to Gardner and Sheldon (1967:12), all diagnostic procedures should be explained to the patient.
  - ✗ Wrong: All diagnostic procedures should be explained to the patient (Gardner and Sheldon, 1967:12).
  - ✓ Correct: All diagnostic procedures should be explained to the patient (Gardner & Sheldon, 1967:12).
  
- In-text references should always include page numbers whenever page numbers are included in the original source. Page numbers may only be omitted in the case of information obtained from the World Wide Web in .html format or in the case of an original source without any page numbers (also see section 7.13 below).
  
- Variations on the basic structure of in-text references are discussed in the next section.

## 5.2 SPECIAL CASES OF IN-TEXT REFERENCING

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Four special cases of in-text referencing are discussed in this section. These include the use of direct quotations, in-text references to sources that you have not read/consulted directly, in-text references to more than one source and references to two or more sources by the same author(s) published in the same year.

### 5.2.1 Direct quotations

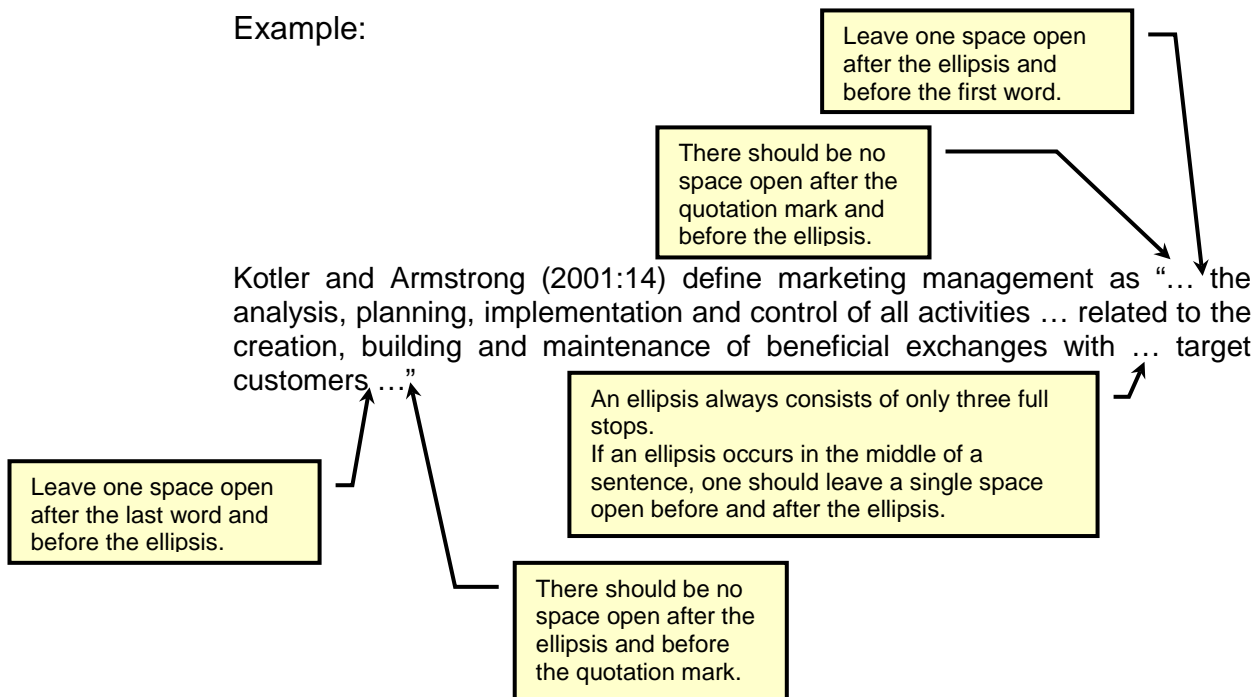
Direct quotations of the exact words of another author should be used very sparingly. One should rather paraphrase the ideas, arguments and opinions of others into your own words. Direct quotations should only be used if the original is so well stated that putting it in one’s own words would be detrimental to the final effect (e.g., in the case of a very striking statement by another author), or if the

original words are needed for purposes of analysis or discussion (e.g., in the case of a definition).

Consider the following rules when quoting directly:

- **Use direct quotations sparingly!** Only quote directly if the original author stated something in a particularly striking way or if the author's precise wording is very important in your discussion. As a general rule of thumb, one should not have more than about two short direct quotations per page.
- The original author's exact words, including any spelling or grammatical errors, should be quoted.
- If the original wording contains spelling or grammatical errors, one has to point these errors out by placing the word [sic] in square brackets in the quote directly after the error. For example: "It is a common concept [sic] to use marketing as a tool for ..." It is not necessary to use [sic] to highlight the American spelling of quoted words such as "color" or "fulfill" when quoting from an American source.
- If one leaves out part of the original text in a direct quotation, this is indicated with an ellipsis (see example below). Be careful not to overdo the use of ellipses. If the quotation becomes very fragmented, it is better to paraphrase the original author(s) in your own words.

Example:



Note the following:

- An ellipsis consists of only three full stops (...).
- If an ellipsis follows directly after or before a quotation mark, there should be no space between the quotation mark and the ellipsis (see example above).
- There should, however, be one space after the ellipsis and before the first word at the start of a direct quotation. Similarly, there should be one space open after the last word and before the ellipsis at the end of a direct quotation (see example above)

- If an ellipsis occurs in the middle of a sentence, one should leave a single space open before and after the ellipsis (see example above).
- Words may be inserted into a direct quotation to improve the readability and clarity of the quoted sentences. The inserted words are placed in square brackets [ ]. For example: Firms should give serious attention to market segmentation to ensure that they "... thoroughly understand and adequately respond to the core values and needs of [their] customers" (Ter Hofstede *et al.*, 1999:1). Be careful not to overdo the use of insertions.
- Try to avoid long quotations. It is acceptable to quote a single striking sentence or one short paragraph at a time. If you have to use a long quotation (say, a quotation of more than three lines), then consider indenting the quotation away from both the left- and right-hand text margins with 1 cm. See the following example in which the box borders represent the text margins:

Hofstee (2006:xvii) has the following to say about the goals of a postgraduate dissertation of thesis:

"Dissertations are written in order to demonstrate competence to examiners so that they may, in good conscience, award you the degree that you enrolled for. Given that truth, in order to maximise your chances of getting the degree, your primary goal should not be making *the* major contribution in your field; it should not be to dazzle the people in your department with your brilliance – it should be to hand in a solid work within a reasonable amount of time."

- Quotations within a quotation are enclosed in single quotation marks, e.g. "It was Richard Branson, entrepreneurial owner of the Virgin Group, who is credited with the saying 'agents are more important than customers'." (Munday, 1996:21).
- One may emphasise part of a direct quotation by typing it in bold or italics, but one then has to indicate that this is one's own emphasis by including the words (own emphasis) in round brackets after the quotation. Own emphasising should be restricted to a minimum. Choose one method of emphasis (i.e., bold or italics) and use it consistently throughout your document.

Example: According to Smith (1977:70), the ancients believed that "... a baby born with teeth already formed would 'bite the world' and was **made for villainy**" (own emphasis).

- Quotations should be carefully integrated with rest of the text. It is best **not** to:
  - start a new section of an academic document with a quotation;
  - have paragraphs that consist only of direct quotations; or
  - use quotations that are not clearly connected to the preceding or subsequent paragraphs.

The following example shows the **incorrect** use of a direct quotation:

#### **2.4.2 Service brand evidence**

“Brand evidence is the set of brand associations directly experienced by the consumer during the pre-purchase and consumption stage of decision-making. The brand evidence provides the descriptors of the brand in the form of the brand name, price, servicescape, core service, employee service, self-image congruence and feelings aroused during usage.” (O’Cass & Grace, 2005:126.)

The following approach is a more appropriate:

#### **2.4.2 Service brand evidence**

O’Cass and Grace (2005:126) define brand evidence as: “... the set of brand associations directly experienced by the consumer during the pre-purchase and consumption stage[s] of decision-making. [B]rand evidence provides ... descriptors of the brand in the form of the brand name, price, servicescape, core service, employee service, self-image congruence and feelings aroused during usage.” These seven elements of service brand evidence are discussed in this section.

As is shown in the last example above, all direct quotations should preferably follow after an introductory sentence or sentence part.

- If a quotation forms part of a comprehensive argument, the punctuation is part of the argument and a full stop is, therefore, placed outside the brackets or inverted comma.

Example: Visser (1983:12) contends that “... there must be a conclusion for all sentences”.

When a sentence in brackets or inverted commas starts with a capital letter, it indicates that the sentence is used independently and, therefore, requires a full stop inside the brackets or inverted comma.

Example: Visser (1983) asserts: “There must be a conclusion for all sentences.”

- As a general rule, you should **not** cut and paste information directly from an electronic source, such as the Internet, an electronic journal article, an e-mail message or a CD, to an assignment, even if you acknowledge the source. Rather paraphrase the information (i.e., rewrite it in your own words) and include the required in-text references. **Information pasted directly from an electronic source should be treated as a direct quotation** and is, therefore, subject to the principles mentioned above.

#### Examples of direct quotations:

Dwyer (1999:195) stated: “We should aim to create associations that are favourable rather than unfavourable.”

or

“It was anciently believed that a baby born with teeth already formed would ‘bite the world’ and was made for villainy.” (Smith, 1977:70).

## 5.2.2 Secondary or indirect citations: Referring to sources that you have not directly read/consulted yourself

You should, as a general rule, only cite sources in the text and in the list of references that you have read or consulted directly (i.e., sources from which you have directly taken information). However, it is sometimes necessary to use secondary (or indirect) citations to sources that you have not read directly.

Consider the following example:

Brown (in Jones & Thomas, 2000:34) argues that relationship marketing initiatives can improve customer retention and, in this way, increase a firm's profitability.

This sentence refers to a specific argument of Brown. The in-text reference used here indicates that the student did not consult the source by Brown (i.e., the primary source) directly. Instead, she read an article by Jones and Thomas (i.e., a secondary source) in which Brown's arguments were mentioned. In such a situation, one has to acknowledge both the primary (original) and the secondary sources in an in-text reference.

You should use the same basic approach whenever you need to refer to a primary source that you have not read or handled directly, but that is mentioned by the authors of a source that you have consulted.

The following convention is used in such cases:

Brown (in Jones & Carter, 2000:34) argues that ...

or

According to Freud (quoted by Williams, 1996:10), dreams are ...

or

Relationship marketing initiatives can improve customer retention and, thus, increase a firm's profitability (Brown in Jones & Carter, 2000:34).

Only the secondary sources that one has directly read/consulted are included in the list of references.

**IMPORTANT: You should limit the use of secondary citations to a minimum.** Always try to find the primary (original) source before you opt for secondary citations. As a general rule, secondary citations are only acceptable when:

- the primary (original) source is not available electronically or in South Africa and cannot be obtained through an inter-library loan from an overseas library at a reasonable cost and in a reasonable period of time;
- the original author's specific arguments, definitions, or explanations, or a direct quotation from the original author as presented in the secondary source, are very important for your study; AND
- you want to highlight/accentuate the original author's identity in your writing.



Consider the following example:

The following paragraph appeared in an article by Duman and Matilla (2005:313):

“Most human behavior is intrinsically pleasure-seeking (Holbrook & Hirschman, 1982), and consumers typically desire a feeling of pleasure from a service experience (Carbone & Haeckel, 1994). The hedonic consumption paradigm suggests that in many situations consumers seek “fun, amusement, fantasy, arousal, sensory stimulation and enjoyment” (Holbrook & Hirschman, 1982). Holbrook and Hirschman further argue that the level of hedonic responses varies across product categories. For example, compared to the consumption of consumer durables (e.g., automobiles), the consumption of aesthetic products such as performing arts is more likely to elicit emotional responses. Similarly, hedonic behavior is an integral part of leisure experiences (Hightower et al., 2002). Enjoyment, pleasure and relaxation are common terms used to define leisure experiences (Mannell & Kleiber, 1997). In Petrick’s (2003) study, emotional responses (i.e., how a service makes one feel) were directly linked to perceived value associated with the cruise experience. Accordingly, we propose that hedonic benefits should be among the main drivers of the perceived satisfaction and value of cruise vacation experiences”.

A student took information from the aforementioned paragraph and constructed the two paragraphs shown below. Note the use of primary and secondary citations:

Leisure services, such as cruise liners and the performing arts, provide hedonic benefits (Duman & Matilla, 2005:313) which allow consumers to experience feelings of “... fun, amusement, fantasy, arousal, sensory stimulation and enjoyment” (Holbrook & Hirschman in Duman & Matilla, 2005:313). Holbrook and Hirschman (in Duman & Matilla, 2005:313) have, however, argued that the level of hedonic benefits and the associated emotional responses they elicit vary across product categories. The same should also be the case in the context of leisure services.

Previous research has found a direct positive relationship between these pleasurable emotional responses and consumers’ perceptions of value in the context of cruise line vacations (Duman & Matilla, 2005:313). It is logical to expect that same direct relationship between positive emotional responses and perceived value will also occur in the context of a theme park, although the strength of this relationship may differ. The following hypothesis is, therefore, stated:

H<sub>2</sub>: Visitors’ perceptions of the hedonic benefits involved in the theme park experience will be positively correlated with their value perceptions.

Refers to a direct quotation of a specific definition of hedonic benefits by Holbrook and Hirschman.

Refers to a specific argument by Holbrook and Hirschman. The writer wanted to accentuate the identities of Holbrook and Hirschman.

As you can see, in the first instance, the student used a secondary citation to Holbrook and Hirschman’s description of hedonic benefits as quoted directly in the article by Duman and Matilla (2005). In the second instance, the student used a secondary citation to accentuate Holbrook and Hirschman’s identity when referring to their specific argument.

In the list of references, the student only included the source by Duman and Matilla (2005) as this is the source that she consulted directly. The primary source of Holbrook and Hirschman is not included in the list of references because the student did not read this source directly.

**WARNING! Students often overdo the use of indirect citations.** Please consult your study leader if you are uncertain about the use of indirect citations.

### 5.2.3 In-text references to more than one source

It is usually not necessary to list more than one source in an in-text reference to support a factual statement made in an academic document. However, if one wishes to indicate that **several** sources have made the same point or have reached the same conclusion, the sources listed in an in-text reference should be ordered as they appear in the list of references – alphabetically based on the surname of the first author and then by date. Separate the different sources with a semicolon (;).

Example: Several studies have found a relationship between ... (Chan, 1997:13; Johnston & Abratt, 1995:200; Stace, Zimmer & Dunphy, 1990:117).

In the aforementioned example, the writer referred to three sources to substantiate her statement that “several studies” have found a specific relationship between specific constructs. Given that the author specifically referred to “several studies”, a single citation would have been inappropriate.

Note that the authors of a specific source (such as Johnston and Abratt) are never placed in alphabetical order in an in-text reference, but remain in the order in which their surnames appear in the source. It is only when you have references to multiple sources, as is the case in the abovementioned example, that the **sources** (not the individual authors) are arranged in the same order in which they would appear in the list of references.

**Key point:** When multiple sources are cited together in a single in-text reference, then the **sources** must be listed in the same order in which they appear in the list of references. The authors of each individual source remain in the order in which they are listed on the source. Never change the sequence of the authors of a specific source!

### 5.2.4 Citing two or more publications by the same author(s) published in the same year

When referring to more than one source by the same author(s) published in the same year, one has to distinguish between the different sources by putting an a, b or c after the date. In the list of references, the different sources are arranged alphabetically according to their titles.

In-text reference:	Dwyer (1999a:195) suggests that ..., while Dwyer (1999b:176) points out that ... or Communicators should always create associations that are favourable rather than unfavourable (Dwyer, 1999a:195).
List of References:	Dwyer, J. 1999a. <i>Communication in business: strategies and techniques</i> . Sydney: Prentice Hall.  Dwyer, J. 1999b. <i>Introduction to organizational communication</i> . Sydney: Prentice Hall.

## 6 GENERAL PRINCIPLES: THE LIST OF REFERENCES

As was mentioned previously, all the sources cited in the text (except primary sources that one has not directly read) must be listed in the list of references at the end of an academic document. Keep the following general principles in mind when preparing the list of references:

- The list of references is placed on a separate page at the end of an academic document after the conclusion and before any appendices.
- The list of references should have a numbered, first level heading in UPPERCASE and bold. For example: **4. LIST OF REFERENCES**
- The term “Bibliography” may not be used as a heading for the list of references, as this term refers to all possible sources of information that have even been published on a specific topic.
- The list of references contains details of all the sources that have been cited in the text. Sources that were consulted or read, but that have not been cited in the text, are not included. Always double-check that all sources cited in the text are included in the list of references and *vice versa*.
- In the case of secondary citations (see section 5.2.2), only the sources that were read (i.e., the secondary sources that you have physically taken information from) are included in the list of references.
- Enough information should be provided in the list of references to enable the reader to locate the exact sources cited in the text.
- The entries in the list of references should be arranged alphabetically according to the first author’s surname or, in the absence of an identifiable author, according to the title of the referenced item.
- Do not create a separate list of references for different types of publications (e.g., for books, journals and Internet sources). All sources should be listed together in a single list of references with no sub-sections.
- Do not number the entries in the list of references or place the entries in a bulleted list.
- If more than one publication of the exact same author(s) are used that were published in different years, they are arranged chronologically from old to new in the list of references according to the date of publication.
- If more than one publication of the same author(s) are used *and* these publications have been published in the same year, arrange them in alphabetical order according to their titles (see section 5.2.3). These publications are then numbered by adding a letter of the alphabet to the date, for example:  
Foxall, G.R. 1984a. Consumers’ intentions and behaviours. *Journal of the Market Research Society*, 26(1):71-92.  
Foxall, G.R. 1984b. Evidence for attitudinal-behavioural consistency: implications for consumer research paradigms. *Journal of Economic Psychology*, 5(4):71-92.
- Leave a line open between the entries in the list of references to prevent a squashed-in appearance.

- All entries in the list of references should be justified (i.e., aligned evenly to form a block with straight margins on both the left and right-hand sides of the page).
- Where spaces are included in entries in the list of references, these are always **single** spaces. These single spaces may appear larger when the text is justified. The shaded spaces in the example below are all single spaces although some may appear larger than others because the text is justified:

Foxall, G.R. 1984. Evidence for attitudinal-behavioural consistency: implications for consumer research paradigms. *Journal of Economic Psychology*, 5(4):71-92.

- Each entry in the list of references should have a full stop at the end.
- If a source was obtained from the UP Library, then most of the information you need to create an entry in the list of references should be available on the Library's electronic catalogue at <http://explore.up.ac.za/screens/mainmenu.html>. You can use the catalogue to *inter alia* search for a source by title, author or ISBN number. Carefully read the information provided on the results screen:

The image shows a library catalogue entry for the book 'Research methods for business students' by Mark Saunders, Philip Lewis, and Adrian Thornhill. The entry includes fields for Author Name, Title, Publisher, Edition, Rating, and a table with columns for LOCATION, CALL NO, STATUS, and NOTE. Below the table is a 'Details' section with fields for Add Author, Phys Descr, Notes, Contents, Subject, and ISBN. Yellow callout boxes with arrows point to specific parts of the entry, explaining the format of the information.

**Author Name:** Saunders, Mark, 1959-  
**Title:** Research methods for business students / Mark Saunders, Philip Lewis, Adrian Thornhill.  
**Publisher:** Harlow, England ; New York : FT/Prentice Hall, 2009.  
**Edition:** 5th ed.  
**Rating:** ★★★★★

LOCATION	CALL NO	STATUS	NOTE
Study Collection Level 4 MKY	GV 658.0072 SAUNDERS	IN	---

**Details**

**Add Author:** Lewis, Philip, 1945-  
Thornhill, Adrian.  
**Phys Descr:** xxxi, 614 p. : col. ill. ; 27 cm.  
**Notes:** Includes bibliographical references (p. 561-572) and index.  
**Contents:** The nature of business and management research and structure of this book -- Formulating and clarifying the research topic -- Critically reviewing the literature -- Understanding research philosophies and approaches -- Formulating the research design -- Negotiating access and research ethics -- Selecting samples -- Using secondary data -- Collecting primary data through observation -- Collecting primary data using semi-structured, in-depth and group interviews -- Collecting primary data using questionnaires -- Analysing quantitative data -- Analysing qualitative data -- Writing and presenting your project report.  
**Subject:** Business -- Research.  
Business -- Research -- Data processing.  
**ISBN:** 9780273716860 (pbk. : alk. paper)  
0273716867 (pbk. : alk. paper)

**Callouts:**

- Surname, first name and year of birth of first author. The date shown here is not the publication date, but the first author's date of birth.
- Source title and names of all authors.
- Place(s) of publication, publisher and year of publication. Use first place of publication if multiple places are listed.
- Edition.
- Surnames and first names of **second** and later authors not listed under "Author Name" above.

## 7 REFERRING TO SPECIFIC SOURCE TYPES

This section discusses the referencing methods that are used to refer to specific types of sources. Please note that, in some cases, there are different options for referring to a specific source type. Choose one option and use it consistently throughout your document.

Carefully study the referencing approach used for books (see section 7.1), as many of the basic principles that apply to books also apply to other source types.

Table 1 below lists the different source types in alphabetical order and will guide you to the appropriate sub-section. Please study the whole sub-section on a specific source type carefully as there are often special cases to consider.

**Table 1: Finding the correct referencing method for a particular source type**

Type of source	Sub-section
Bible or other religious texts	7.4, p. 22
Books	7.1, p. 18
Books with chapters by different authors (edited publications)	7.2, p. 21
Books: Online (web-based) books	7.3, p. 22
Conference papers	7.7, p. 26
Court cases	7.10.5, p. 32
Electronic documents downloaded from the Internet	7.13.6, p. 40
E-mail messages	7.13.3, p. 38
Government publications	7.10, p. 28
Journal articles: electronic	7.13.1 & 7.13.2, p. 34
Journal articles: paper-based	7.5, p. 23
Legislation (Acts of Parliament)	7.10.4, p. 30
Newspaper articles	7.6, p. 25
Online dictionaries and encyclopaedia	7.13.7, p. 40
Personal interviews	7.11, p. 33
Press releases	7.12, p. 33
Study guide and class notes	7.8, p. 27
Theses or dissertations	7.9, p. 28
Web-pages	7.13.5 - 7.13.7, p. 39

### 7.1 BOOKS

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#### 7.1.1 Basic format

In-text reference:	Dwyer (1999:195) suggests that ... / According to Dwyer (1999:195), ... or Communicators should always create associations that are favourable rather than unfavourable (Dwyer, 1999:195).
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List of References:	Author surname, Initials. Date. <i>Title in sentence case and italics</i> . Place of publication: Publisher.  Dwyer, J. 1999. <i>Communication in business: strategies and techniques</i> . Sydney: Prentice Hall.
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Note the following regarding the entry in the list of references:

- The title page verso (i.e., the page following directly after the title page of a book) usually contains information on the date of publication, edition, place of publication, and publisher of a book.
- The date of publication of a book is usually indicated on the title page verso directly after the copyright sign ©.
- In some cases, both edition and impression dates are given. The latter indicates that a specific edition was printed more than once. Always use the edition date, not the impression date.
- If more than one place of publication is listed on the title page verso then 1) use the place of publication included in the publisher’s physical or postal address (if given) or 2) use the first place of publication in the list.
- The title of the book must be typed in italics.
- Use sentence case in the title and sub-title of a book. This means that only the first word of the title and all proper nouns (Afr: “eiename”) are capitalised. All the other words in the title and sub-title are written in small letters.
- If the book has a sub-title, then place a colon after the main title followed by the wording of the sub-title in lower case. Only proper nouns in the sub-title should start with a capital letter. For example:

Belcher, W.L. 2009. *Writing your journal article in 12 weeks: a guide to academic publishing success*. Thousand Oaks, CA: Sage.

↑ The word following the colon will normally be in small caps except if it is a proper noun.

- Where spaces are included in in-text references (e.g., after the comma and before the date) or in entries in the list of references, these are always **single** spaces. These single spaces may appear larger when the text is justified.
- There is a single space after the colon and before the name of the publisher.
- Note the full stop at the end of each entry in the list of references.

### 7.1.2 Special cases

- **Two authors**

In-text reference:	Gardner and Shelton (1967:74-75) refer to the problem of ... or All procedures must be explained to the patient (Gardner & Shelton, 1967:74-75).
List of References:	Gardner, E.K. & Shelton, B. 1967. <i>The intensive therapy unit and the nurse</i> . London: Farber and Farber.

**IMPORTANT:** As is indicated in the examples above, the word “and” should be used to separate author surnames when the surnames are included as part of the main sentence. The ampersand (&) sign may only be used in place of the word “and” in in-text citations that appear in brackets as well as in the list of references. **This principle applies to all source types.**

▪ **Three or more authors**

When a book (or any other source) has **three** or more authors, the surnames of all the authors have to be listed in the first in-text reference to that source. In subsequent citations, only the surname of the first author is shown. The surnames of all other authors are replaced with the abbreviation *et al.* (Typed in italics with a full stop at the end). Since *et al.* is an abbreviation for the Latin term *et alii*, it must always be typed in italics with a full stop at the end.

In-text reference:	<p><u>First reference to source:</u> According to Meyer, Anderson, Bohning and Fratanna (1973:74), photosynthesis is ...</p> <p>or</p> <p>Photosynthesis is defined as ... (Meyer, Anderson, Bohning &amp; Fratanna, 1973:74).</p> <p><u>Second or later references:</u> Meyer <i>et al.</i> (1973:74) describe osmosis as ...</p> <p>or</p> <p>Osmosis may be defined as ... (Meyer <i>et al.</i>, 1973:74).</p>
List of References:	Meyer, B.S., Anderson, D.P., Bohning, R.H. & Fratanna, D.G. 1973. <i>Introduction to plant physiology</i> . New York: Van Nostrand.

The verb following after *et al.* must always take the plural form.

Note that the abbreviation *et al.* (typed in *italics* with a full stop at the end) indicates that a source has three or more authors. The verb following the *et al.* must, therefore, always take the plural form.

▪ **Including the edition in the list of references**

The first edition of a source is never mentioned. Subsequent editions should be indicated and can be abbreviated as follows:

English	Afrikaans
2nd ed.	2de uitg.
3rd ed.	3de uitg.
4th ed.	4de uitg.

List of References:	Cooper, D.R. & Schindler, P.S. 2008. <i>Business research methods</i> . 10th ed. New York, NY: McGraw-Hill.
---------------------	---

Some publishers have international book editions that differ from the book edition published in the home country. Since the “home country” and international editions are usually distinguished by the date of publication, it is not necessary to specify that a book was published as an international edition. If you want to include the international edition, then do the following:

List of References:	Cooper, D.R. & Schindler, P.S. 2008. <i>Business research methods</i> . 10th international ed. New York, NY: McGraw-Hill.
---------------------	---

If multiple impressions (Afr: = “drukke”) of a second or later edition have been published, only the edition is specified. The impression number is never specified.

▪ **Other special considerations**

- i) When a book is part of a series, the series title and series number are included in brackets after the book’s title, for example:  
Mol, H. 1985. *The faith of Australians*. (Studies in Society: 25). Sydney: Allen & Unwin.  
Strydom, J. 2002. *Distribution management: the place decision*. (New Africa marketing series). Claremont, South Africa: New Africa Books.
- ii) Omit words such as Publishers, Co., Inc., Pty. Ltd., & Sons that are not necessary to identify a publisher.
- iii) If the place of publication is not well known, include the town/city, province and/or country, for example:  
Malhotra, N.K. 1993. *Marketing research: an applied orientation*. Upper Saddle River, New Jersey, USA: Prentice-Hall.
- iv) In the case of a book published in the United States of America or the United Kingdom, the countries may be abbreviated as USA and UK respectively.
- v) In the case of a book published in one of the US states, the name of the state can be abbreviated using the US Postal Service abbreviations. See the following web pages for the correct abbreviations:
  - [http://www.usps.com/ncsc/lookups/usps\\_abbreviations.html](http://www.usps.com/ncsc/lookups/usps_abbreviations.html)
  - [http://en.wikipedia.org/wiki/List\\_of\\_U.S.\\_state\\_abbreviations](http://en.wikipedia.org/wiki/List_of_U.S._state_abbreviations)

## **7.2 BOOKS WITH CHAPTERS BY DIFFERENT AUTHORS (EDITED PUBLICATIONS)**

An edited publication refers to a book with chapters by different authors that have been published under the name of an editor or several editors.

In-text reference:	Cite the author(s) of the specific <b>chapter</b> you are referring to as is shown in section 7.1.  For example, when referring to information taken from the chapter by Weaver mentioned below in an in-text reference, you would cite Weaver (1996:23) in the in-text reference and <u>not</u> the editor (Smith).
List of References:	Weaver, W. 1996. The mathematics of communication. In: Smith, A.G. (ed.) <i>Communication and culture</i> . New York: Holt, Rinehart & Wilston. or Smith, A.R. & Stone, E.C. 1976. The philosophy of manpower planning. In: Bartholomew, D.J. & Samuels, E.S. (eds.) <i>Manpower planning: selected readings</i> . Aylesbury, UK: Hazell, Watson & Viney.

Note that the abbreviation (ed.) is used if the book has a single editor, while the abbreviation (eds.) is used when the book has more than one editor.



If a chapter in an edited publication has **three or more** authors, one would use *et al.* in the second or later in-text references to the source (see section 0).

### 7.3 ONLINE (WEB-BASED) BOOKS

In-text reference:	<p>Treat the same as a paper-based book or edited publication. If the online book does not contain page numbers, then the page numbers may be omitted.</p> <p>Dwyer (1999) suggests that ... / According to Dwyer (1999), ...</p> <p>or</p> <p>Communicators should always create associations that are favourable rather than unfavourable (Dwyer, 1999).</p>
List of References:	<p>Treat the same as a paper-based book or edited publication, <b>but</b> add the following after the normal information:</p> <p>[Online] Available from: URL [Downloaded: Date accessed]. For example:</p> <p>Jackson, S. 2009. <i>Cult of analytics: driving online marketing strategies using Web analytics</i>. Amsterdam: Elsevier/Butterworth-Heinemann. [Online] Available from: <a href="http://0-site.ebrary.com.innopac.up.ac.za/lib/pretoria/docDetail.action?docID=10300165">http://0-site.ebrary.com.innopac.up.ac.za/lib/pretoria/docDetail.action?docID=10300165</a> [Accessed: 2010-11-17].</p>

Note the following:

- The URL (web address) provided in the list of references should be presented in normal text format and not as a clickable (active) URL address in blue.
- The date on which the source was accessed should always be provided numerically in the format YYYY-MM-DD.
- The word [Online] in square brackets should be typed in sentence case. Also note the colon and single space after [Accessed: YYYY-MM-DD ] and before the date on which the source was accessed.

### 7.4 THE BIBLE OR OTHER RELIGIOUS TEXTS

In-text reference:	<p>The words in Psalm 23:6 "... Goodness and mercy shall follow me" (Bible, 1989) are translated in the New International Version (Bible, 1995) with: "... Goodness and love will follow me".</p>
List of References:	<p>Bible. 1989. <i>Life application Bible: King James version</i>. Wheaton, Ill: Tyndale.</p> <p>Bible. 1995. <i>The Holy Bible: New International Version</i>. Cape Town: Bible Society of South Africa.</p>

Other religious texts can be referenced in a similar manner.

## 7.5 JOURNAL ARTICLES: PAPER-BASED

Academic journals can be published in a number of formats. This section covers references to articles in traditional paper-based journals. See **section 7.13** for guidelines on citing electronic journal articles.

### 7.5.1 Basic format

In-text reference:	Rabbi (1995:52) points out that ... or Previous research indicates that more than half of first year students ... (Rabbi, 1995:52).
List of References:	<p>Surname of author, Initials of author. Year of publication. Title of journal article in sentence case. <i>Title of Journal in Title Case</i>, Volume(Number):Page numbers of article.</p> <p>There is no space here.      Note full stop here.      Note full stop here.      Note comma here.</p> <p>Rabbi, J.S. 1995. Drinking among college students. <i>Journal of Alcohol and Drug Education</i>, 40(3):52-64.</p>

Note the following:

- Use normal sentence case for the title of the article. This means that only the first word of the title and any proper nouns (Afr: “eiename”) are capitalised. All the other words in the title are written in small letters.
- If the article has a two-part title or sub-title, then use a colon to separate the two title parts. For example:  
Sackett, P.R., Laczo, R.M. & Arvey, R.D. 2002. The effects of range restriction on estimates of criterion interrater reliability: implications for validation research. *Personnel Psychology*, 55(4):807-825.  
The word following after the colon should start with a lower case letter except if it is a proper noun.
- Use title case and italics for the name of the journal. Title case means that all the major words in the name of the journal are typed in capital letters. Minor words, such as ‘in’, ‘of’, ‘and’, ‘the’, or ‘an’, are not capitalised.
- There are no spaces between the volume, issue number and page numbers.
- Where spaces are included in in-text references (e.g., after the comma and before the date) or in entries in the list of references, these are always **single** spaces. These single spaces may appear larger when the text is justified.
- The easiest way to find the full bibliographic information for a journal article is to:
  - search for the **article title** on Google Scholar via the following link: <http://0-scholar.google.co.za.innopac.up.ac.za> (select the SFX@UP option to the right of the article URL if the article is found);
  - search for the **name of the specific journal** in which the article was published via the search box at the bottom of the following web page: <http://www.library.up.ac.za/journals/journalsplatforms.htm>

- search for the **name of the specific journal** in which the article was published via the UP Library's catalogue at:  
<http://explore.up.ac.za/screens/mainmenu.html>

## 7.5.2 Special cases

- **Two authors**

In-text reference:	North and De Vos (2002:33) list a number of advantages of conjoint analysis ... or One of the major advantages of conjoint analysis is its ability to present respondents with realistic choice tasks (North & De Vos, 2002:33).
List of References:	North, E.J. & De Vos, R. 2002. The use of conjoint analysis to determine consumer buying preferences: a literature review. <i>Journal of Family Ecology and Consumer Sciences</i> , 30(1):32-39.

Note that the word “and” is used in full sentences, while the ampersand sign (&) is used in in-text citations that appear in brackets as well as in the list of references.

- **Three or more authors**

When there are **three or more** authors, all the authors have to be cited in the text the **first** time when the specific reference is used. Thereafter the abbreviation *et al.* (typed in *italics* with a full stop at the end) is used in the text.

In-text reference:	<p><u>First reference to source:</u> Bohlen, Schlegelmilch and Diamantopoulos (1993:417) define consumer ecological concern as ... or Consumer ecological concern has three components, namely knowledge about environmental issues, attitudes about the environment and environmentally sensitive behaviour (Bohlen, Schlegelmilch &amp; Diamantopoulos, 1993:417).</p> <p><u>Later references:</u> Bohlen <i>et al.</i> (1993:416) argue <u>e</u> that ...</p> <p>or Environmental consciousness is more than a passing fad (Bohlen <i>et al.</i>, 1993:416).</p>
List of References:	Bohlen, G., Schlegelmilch, B.B. & Diamantopoulos, A. 1993. Measuring ecological concern: a multi-construct perspective. <i>Journal of Marketing Management</i> , 9(1):415-430.

The verb following after *et al.* should always take the **plural** form.

Note that the abbreviation *et al.* (typed in *italics* with a full stop at the end) indicates that a source has **multiple** authors. The verb following the *et al.* must, therefore, always take the **plural** form.

- **When the volume and/or number is unknown**

Every effort should be made to provide a complete reference to journal articles cited in a scientific document. Sometimes, however, the volume and/or issue number are unknown. In such cases, the article should be cited as follows in the list of references:

Volume known, number unknown	Bohlen, G., Schlegelmilch, B.B. & Diamantopoulos, A. 1993. Measuring ecological concern: a multi-construct perspective. <i>Journal of Marketing Management</i> , 9:415-430.
Volume and month known, number unknown	Bohlen, G., Schlegelmilch, B.B. & Diamantopoulos, A. 1993. Measuring ecological concern: a multi-construct perspective. <i>Journal of Marketing Management</i> , 9(March):415-430.
Month known, volume and number unknown	Bohlen, G., Schlegelmilch, B.B. & Diamantopoulos, A. 1993. Measuring ecological concern: a multi-construct perspective. <i>Journal of Marketing Management</i> , March:415-430.
Only number known	Bohlen, G., Schlegelmilch, B.B. & Diamantopoulos, A. 1993. Measuring ecological concern: a multi-construct perspective. <i>Journal of Marketing Management</i> , (1):415-430.

- **When the author is unknown**

While it is best to avoid the use of anonymous sources, the abbreviation “Anon.” (without the inverted commas) may be used in place of the author when the author of a journal or newspaper article is unknown. In the case of information published by an organisation, the name of the organisation is used in the place of the author.

In-text reference:	Information on the Internet must be carefully evaluated (Anon., 1996:3).
List of references:	Anon. 1996. Don't believe your eyes. <i>Financial News</i> , 45(3):3.

## 7.6 NEWSPAPER ARTICLES

### 7.6.1 A paper-based newspaper article where the author is named

In-text reference:	Same as journal article (see section 7.5)
List of References:	Peterson, C. 1987. Falklanders fear weakening of UK resolve. <i>Pretoria News</i> , 21 January:12. Buys, W. 1987. Motorversekering: polishouers nou voor twee keuses gestel. <i>Sake-Beeld</i> , 26 January:4-5.

There should be no space after the colon and before the page numbers.

### 7.6.2 An anonymous newspaper article

Three options are available:

Option 1: Use the term “Anon.” (without the inverted commas) in the place of the author.

In-text reference:	E-mail is society's new time waster (Anon., 2000:17).
List of References:	Anon. 2000. E-mail is society's new time waster. <i>Business Day</i> , 15 January:17.

Option 2: Use the name of the newspaper in the place of the author.

In-text reference:	E-mail is society's new time waster (Business Day, 2000:17).
List of References:	Business Day. 2000. E-mail is society's new time waster. <i>Business Day</i> , 15 January:17.

Option 3: Use the title of the article in the place of the author.

In-text reference:	Research indicates that e-mail is reducing worker productivity (E-mail is society's new time waster, 2000:17).
List of References:	E-mail is society's new time waster. 2000. <i>Business Day</i> , 15 January:17.

Choose one of these options and use it consistently in your document.

### 7.6.3 An electronic newspaper article

In-text reference:	The in-text referencing approaches outlined in sections 7.12.1 and 7.12.2 may be used, but no page numbers are included.  According to Musgrave (2008), ... or The Government recently published a 15 year review in which several structural issues affecting development were highlighted (Musgrave, 2008).
List of References:	Combine the approaches outlined in sections 7.12.1 and 7.12.2 above with the following: [Online] Available from: URL [Accessed: Date accessed].  Musgrave, A. 2008. SA will prosper by curing its structural ills, says review. <i>Business Day</i> , 7 October. [Online] Available from: <a href="http://www.businessday.co.za/articles/national.aspx?ID=BD4A857698">http://www.businessday.co.za/articles/national.aspx?ID=BD4A857698</a> [Accessed: 2008-10-07].

Because electronic newspaper articles do not contain page numbers, no page numbers are included in in-text references and in the list of references.

## 7.7 CONFERENCE PAPERS

In-text reference:	Use the same approach used in the case of a paper-based journal article (see section 7.5.1).
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	According to Kritzinger and Du Plessis (2001:110), a general lack of strategic approaches exists among organisations that embrace the Internet as a marketing tool.
List of References:	<p>Kritzinger, H.L. &amp; Du Plessis, P.J. 2001. <i>An exploratory study of the practice of relationship marketing by South African small-to-micro enterprises using the Internet as an enabler</i>. Paper presented at the Thirteenth Annual Conference of the Southern Africa Institute for Management Scientists, Stellenbosch, 9-11 September:110-120.</p> <p>or</p> <p>Kritzinger, H.L. &amp; Du Plessis, P.J. 2001. An exploratory study of the practice of relationship marketing by South African small-to-micro enterprises using the Internet as an enabler. In: Van den Berg, M. (ed). <i>Proceedings of the Thirteenth Annual Conference of the Southern Africa Institute for Management Scientists</i>, Stellenbosch, 9-11 September:110-120.</p> <p>Electronic conference papers:</p> <p>Combine the approach outlined above with the following: [Online] Available from: URL [Accessed: Date accessed].</p> <p>Or</p> <p>Treat the document as an electronic document downloaded from the World Wide Web (see section 7.13.6).</p>

## 7.8 STUDY GUIDES AND CLASS NOTES

- **Author indicated**

In-text reference:	Same as for book (see section 7.1)
List of References:	<p>Du Plessis, P.J., Kotzé, T.G. &amp; North, E.J. 2002. <i>Study guide for Marketing Management 361: Strategic Issues in Marketing</i>. Pretoria: Department of Marketing and Communication Management, University of Pretoria.</p> <p>Grobler, A.F. 2003. <i>Finding an appropriate research topic: some practical guidelines</i>. Lecture to the EBW 801 class on 2003-03-15.</p>

Note that the names of academic disciplines (e.g., Marketing Management, Communication Management or Tourism Management) or the names of specific modules/courses (e.g. Strategic Issues in Marketing or the Marketing of Services) are treated as proper nouns and are, therefore, typed in title case.

- **Author not indicated**

In-text reference:	A fact can be defined as ... (University of Pretoria, 2002:21).
List of References:	University of Pretoria. 2002. <i>Study guide for Marketing Management 361: Strategic Issues in Marketing</i> . Pretoria: Department of Marketing and Communication Management, University of Pretoria.

	University of Pretoria. 2007. <i>Research Methodology 703 – Study guide and course notes</i> . Pretoria: Department of Marketing and Communication Management, University of Pretoria.
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- **Electronic study material**

In-text reference:	Same as above.
List of References:	Use the following format where study material were obtained from the clickUP system:  University of Pretoria. 2011. <i>Study guide and course notes for Research Methodology 703</i> . Pretoria: Department of Marketing and Communication Management, University of Pretoria. [Online] Available from NME 703 course web site: <a href="http://elearn.up.ac.za">http://elearn.up.ac.za</a> [Accessed: 2011-02-14].

## 7.9 THESES AND DISSERTATIONS

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- **A paper-based thesis or dissertation**

In-text reference:	Same as for a book (see section 7.1)
List of References:	Smithers, R.H.N. 1970. <i>The mammals of Botswana</i> . Unpublished doctoral thesis. Pretoria: University of Pretoria.

- **An electronic thesis or dissertation**

In-text reference:	Same as for a book (see section 7.1)
List of References:	Hebst, F.J. 2001. <i>An investigation of the product life cycle concept as an instrument in marketing decision-making for selected small organisations in Africa</i> . Unpublished doctoral thesis. Pretoria: University of Pretoria. [Online] Available from UPeTD: <a href="http://upetd.up.ac.za/thesis/available/etd-06132002-085415">http://upetd.up.ac.za/thesis/available/etd-06132002-085415</a> [Accessed: 2004-12-14].

Use the terms unpublished doctoral thesis, unpublished master's dissertation or unpublished honours script or research article depending on the qualification level involved.

## 7.10 GOVERNMENT PUBLICATIONS AND PUBLICATIONS BY INTERNATIONAL ORGANISATIONS

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Government publications are often published in a paper-based format, as well as on the World Wide Web. This section primarily focuses on references to paper-based government publications. One should combine the formats described in this section with those in section 7.13.6 when referring to government publications published on the World Wide Web. You will find electronic copies of most publications by the South African government here: <http://www.gov.za>

When a paper-based government publication has an identifiable person as the author, it is treated as a book (see section 7.1).

Also note that government publications often have reference or series numbers. Include these numbers in round brackets after the title of the publication to enable the reader to easily identify the relevant publication.

Since most government publications and publications by international organisations, semi-government institutions, councils and commissions do not have identifiable humans as the authors, it is best to place in-text citations to such sources at the end of a sentence or paragraph.

**x** Wrong: According to the World Bank (2008:13), debt is an important inhibitor of growth in the developing world.

**✓** Correct: Debt is an important inhibitor of growth in the developing world (World Bank, 2008:13).

### 7.10.1 Publications by international organisations

In-text reference:	Debt is an important inhibitor of growth in the developing world (World Bank, 2008:13).
List of References:	Hard copy format: World Bank. 2008. <i>World development report 2008: agriculture for development</i> . Washington: Word Bank.  Electronic format: World Bank. 2008. <i>World development report 2008: agriculture for development</i> . [Online] Available from: <a href="http://go.worldbank.org/ZJIAOSUFU0">http://go.worldbank.org/ZJIAOSUFU0</a> [Accessed: 2008-10-07].

### 7.10.2 Publications by national and provincial government departments

In-text reference:	The production of the platinum group of metals remained unchanged (Department of Minerals and Energy Affairs, 1995:14).
List of References:	Department of Mineral and Energy Affairs. 1995. <i>Annual report</i> . Pretoria: Government Printer.
In-text reference:	Technology can reduce the workload of women (Department of Arts, Culture, Science and Technology, 1996:89).
List of References:	Hard copy format: Department of Arts, Culture, Science and Technology. 1996. <i>White paper on science and technology: preparing for the 21<sup>st</sup> century</i> . Pretoria: Government Printer.  Electronic format: Department of Arts, Culture, Science and Technology. 1996. <i>White paper on science and technology: preparing for the 21<sup>st</sup> century</i> . [Online] Available from: <a href="http://www.dst.gov.za/publications-policies/legislation/white_papers/Science_Technology_White_Paper.pdf/view">http://www.dst.gov.za/publications-policies/legislation/white_papers/Science_Technology_White_Paper.pdf/view</a> [Accessed: 2008-10-07].



### 7.10.3 Publications by semi-government institutions, councils and commissions

In-text reference:	... (South African Reserve Bank, 2002:23).
List of References:	Hard copy format: South African Reserve Bank. 2002. <i>Quarterly bulletin – September 2002</i> . (no. 225). Pretoria: South African Reserve Bank.  Electronic format: South African Reserve Bank. 2002. <i>Quarterly bulletin – September 2002</i> . (no. 225). [Online] Available from: <a href="http://www.reservebank.co.za/">http://www.reservebank.co.za/</a> [Accessed: 2008-10-07].
In-text reference:	... (Statistics South Africa, 2002:23).
List of References:	Hard copy format: Statistics South Africa. 2002. <i>Midyear estimates – 2002. Statistical Release P0302</i> . 1 July. Pretoria: Statistics South Africa.  Electronic format: Statistics South Africa. 2002. <i>Midyear estimates – 2002. Statistical Release P0302</i> . 1 July. [Online] Available from: <a href="http://www.statssa.gov.za/publications/statsdownload.asp?PPN=P0302&amp;SCH=790">http://www.statssa.gov.za/publications/statsdownload.asp?PPN=P0302&amp;SCH=790</a> [Accessed: 2008-10-07].

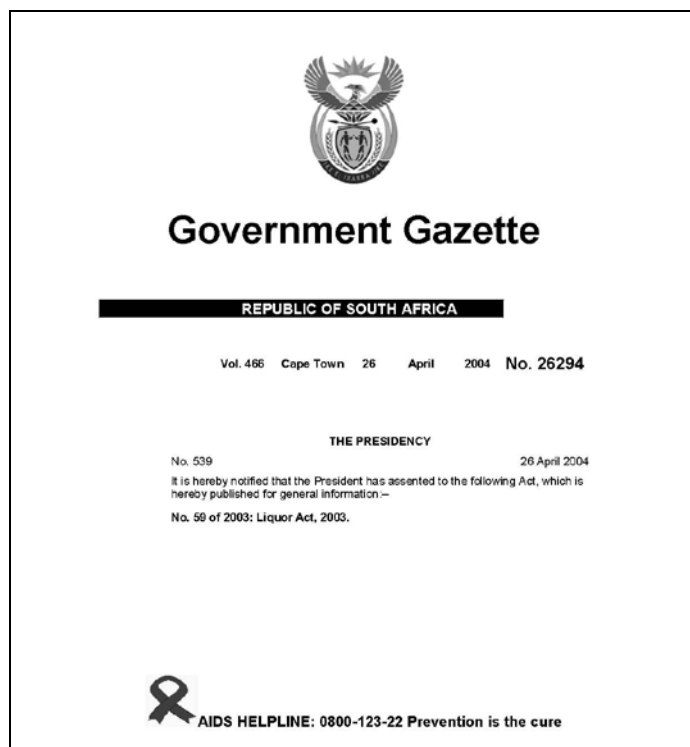
### 7.10.4 Legislation (Acts of Parliament)

Electronic copies of Acts of Parliament are available on the following web sites:

- <http://www.info.gov.za/view/DynamicAction?pageid=544>
- [http://www.polity.org.za/searchadvanced\\_lb.php](http://www.polity.org.za/searchadvanced_lb.php)

Figure 1 below shows the front page of the Government Gazette in which the Liquor Act (59/2003) was published.

Figure 1: Front page of Government Gazette



The Gazette was downloaded from <http://www.info.gov.za/gazette/acts/2003/a59-03.pdf> on 2005-12-15.

You should refer to the Liquor Act as follows:

In-text reference:
1 <sup>st</sup> in-text reference: Section 9(1)(a) of the Liquor Act (59/2003) (hereafter referred to as the Act), <i>inter alia</i> , states that a person may not advertise liquor in a manner intended to target and attract minors.
2 <sup>nd</sup> or later in-text references: According to section 9(1)(b) of the Liquor Act ... Section 9(1)(b) of the Act states ...
List of References:
South Africa. 2004. Liquor Act, No. 59 of 2003. <i>Government Gazette</i> , 466(26294):1-50. [Online] Available from: <a href="http://www.info.gov.za/gazette/acts/2003/a59-03.pdf">http://www.info.gov.za/gazette/acts/2003/a59-03.pdf</a> [Downloaded: 2005-01-24].

Note the following:

- In the example above, the Liquor Act was promulgated in 2003, but only published in the Government Gazette in 2004. In a case like this, the date of the Act (i.e., 2003) are used in in-text references in brackets, while the year of publication of the Government Gazette in which the Act was published is shown as the year of publication in the list of references. In most cases the promulgation date of the Act and the year of publication of the Government Gazette will correspond.
- In-text references to Acts have a format that differs from that of other in-text references. Consider the following principles:
  - When you refer to an Act in an in-text reference, you should always use the format shown above for the first in-text reference to the Act by stating the relevant section(s), the full name of the Act as well as the Act's number and year of promulgation in brackets.
  - If you are repeatedly going to refer to the same Act in an academic document, then use the following convention: Write out the full name, number and promulgation date as is shown above the first time you refer to the Act. Add the following information in parenthesis: Hereafter referred to as the Liquor Act (if you will also be referring to others Acts in the same document) or the Act (if you will only be referring to this one Act in the document). For example:

1<sup>st</sup> reference to a specific Act in a document only referring to the one Act:

Section 9(1)(a) of the Liquor Act (59/2003) (hereafter referred to as the Act), *inter alia*, states ...

2<sup>nd</sup> or later reference: The Act also requires liquor store owners to ...

1<sup>st</sup> reference to a specific Act in a document also referring to other Acts:

Section 9(1)(a) of the Liquor Act (59/2003) (hereafter referred to as the Liquor Act), *inter alia*, states ...

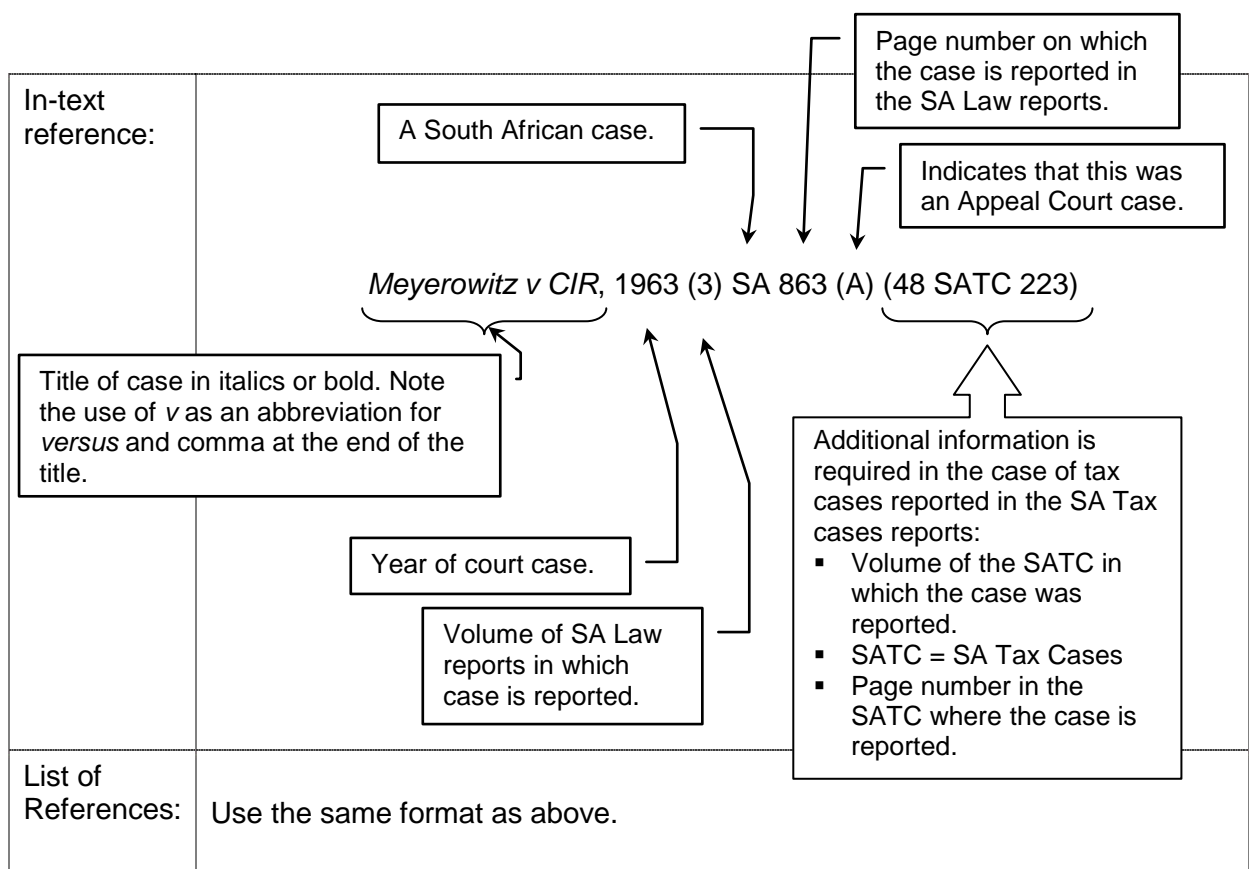
2<sup>nd</sup> or later reference: The Liquor Act also requires liquor store owners to ...

- If you obtained the wording of an Act from a book, then you should use the in-text citation format shown above and the following possible format in the list of references:

South Africa. Income Tax Act, No. 58 of 1962. In: SA Institute of Tax Practitioners. 2010. *SAIT compendium of tax legislation 2010*. Cape Town: Juta.

### 7.10.5 Court cases

One would use a special approach to refer to court cases which are reported in the **SA Law reports** or in specialised compendiums such as the **SA Tax Cases (SATC) reports**.



Note the following:

- The title of a court case (e.g., *Meyerowitz v CIR*) may be typed in *italics* or **bold**. Choose one option and use it consistently throughout your document.
- You have to include the full reference to a court case in the first in-text reference to the case. Thereafter you may use the title of the case only. For example:

First in-text reference: Since the judgement passed in *Stander v CIR*, 1997 (3) SA 617 (C) (59 SATC 212), taxpayers' opinion ...

Second and later in-text references: As was the case in *Stander v CIR*, ...

- Court cases should not be listed separately in the list of references, but should be sorted alphabetically based on the case title along with the other entries in the list of references.

## 7.11 PERSONAL INTERVIEWS

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There are two options for referring to personal interviews. While the first option is preferable, you may choose one of these options and then use it consistently.

Option 1: In terms of the first option, personal communications are not included in the list of references, as the reader cannot trace them. Details are included in the text:

In an interview conducted with Mr. A.J. Chang, marketing manager of Edgars, on 2002-11-28, he mentioned that ...

Option 2:

In-text reference:	According to a communication by Mr. J.J. van der Merwe (1979), mampoer was already being distilled in the Marico area as early as 1841.
List of References:	Van der Merwe, J.J. 1979. Verbal communication with the author on 2 February. Zeerust. (Cassette recording in possession of author).  or  Van der Merwe, J.J. 1979. Verbal communication with the author on 2 February. Zeerust. (Transcript / notes in possession of author).

## 7.12 PRESS RELEASES

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The following is an extract from a press release published on the web site of SAB Miller plc.

Tuesday, 17 September 2002

### **Results and EPS for first five months ahead of prior year, integration of Miller Brewing Company underway**

London and Johannesburg, 17 September 2002. Prior to the commencement of the close period ahead of the interim results due in November, Graham Mackay, Chief Executive of SABMiller plc, has provided an update to the AGM statement issued on 31 July 2002.

Mr Mackay said: "For the five months ended 31 August 2002, the group has delivered results and earnings per share ahead of prior year - a very satisfactory performance in the light of the significant depreciation of some Southern African currencies in 2001.

Europe's results are especially pleasing. Our Central and Eastern European businesses produced good volume growth, despite the impact of flooding in the Czech Republic. Both Poland and the Czech Republic have performed particularly well. In Russia, volumes are ahead of last year but behind expectations."

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Use the following referencing methods to refer to this press statement:

In-text reference:	... (SAB Miller plc., 2002).
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List of References:	SAB Miller plc. 2002. <i>Results and EPS for first five months ahead of prior year, integration of Miller Brewing Company underway</i> . Press statement issued on Tuesday, 17 September 2002. [Online] Available from: <a href="http://www.sab.co.za">http://www.sab.co.za</a> [Accessed: 2002-12-02].
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## 7.13 ELECTRONIC SOURCES

This section deals with references to electronic sources including articles downloaded from web-based electronic journal platforms, web-based electronic journals, web pages, electronic documents downloaded from the World Wide Web, online dictionaries and encyclopaedia, e-mail messages and postings in online discussion forums or chat groups.

### 7.13.1 Articles downloaded from web-based electronic journal platforms

The University of Pretoria is subscribed to several electronic journal platforms (see <http://www.library.up.ac.za/journals/journalsplatforms.htm>). These platforms provide access to electronic copies of academic journal articles. The journal articles in these platforms can usually be viewed in .html format (i.e., as a web page without page numbers) or may be downloaded as Portable Document Files (.pdf files) with page numbers. Articles from a web-based electronic journal platform are cited as follows:

In-text reference:	<p>Articles viewed as web pages in <b>.html format</b>:</p> <p>When an electronic journal article is printed or viewed in .html format, the number of pages will differ depending on the page set-up and font size used when the article is printed. As a result, page numbers are <u>not</u> mentioned in in-text citations.</p> <p>For example: Johnston (2002) argues that ...</p> <p>Articles downloaded in <b>.pdf format</b>:</p> <p>In-text citations for full text articles downloaded in .pdf format are the same as for paper-based journal articles (see section 7.5). These citations must include page numbers.</p> <p>For example: Johnston (2002:23-24) argues that ...</p>
List of References: (article viewed in <b>.html format</b> with no page numbers)	<p>Coviello, N.E., Brodie, R.J. &amp; Munro, H.J. 1997. Understanding contemporary marketing: development of a classification scheme. <i>Journal of Marketing Management</i>, 13(6):501 (22p). [Online] Available from: EBSCOHost: Business Source Premier: <a href="http://search.global.epnet.com/">http://search.global.epnet.com/</a> [Accessed: 2002-11-29].</p> <p>The page indication of 501 (22p) indicates that the article started on p. 501 of the original paper-based journal and that it was 22 pages long when printed from the Web. This page indication also alerts the reader to the fact that the article was viewed in <b>.html</b> format.</p>
List of References: (article downloaded in <b>.pdf format</b> with page numbers)	<p>Coviello, N.E., Brodie, R.J. &amp; Munro, H.J. 1997. Understanding contemporary marketing: development of a classification scheme. <i>Journal of Marketing Management</i>, 13(6):501-522. [Online] Available from: EBSCOHost: Business Source Premier: <a href="http://search.global.epnet.com/">http://search.global.epnet.com/</a> [Downloaded: 2002-11-29].</p>

The inclusion of page numbers indicates that this article was downloaded in .pdf format. If page numbers are included here, page numbers must also appear in all in-text references to this source.

Note the following:

- Always try to get the PDF version of an online article where available. The PDF version of an article is an exact replica of the article as it was printed in the paper-based version of the journal with all the figures, tables and mathematical formulae included. In some cases, articles in .html-format do not include all the figures, tables and formulae.
- Some web-based electronic journal platforms consist of a collection of different databases. The EbscoHost platform, for example, contains several different databases including Academic Search Premier and Business Source Premier. In such a case, it is important to specify the e-journal platform and the specific database in which an article is located.
- When referring to an electronic journal article, one should indicate the specific platform, database and URL (web address) from which it was accessed. The URL should ideally refer to the unique URL of the specific article (see Example 1 on p. 36). Alternatively, the specific electronic journal platform's general URL may be used (see Table 2 on p. 37).
- The URLs included in entries that appear in the list of references should not be hyperlinked. In other words, these URLs are not highlighted in blue and one cannot click on a URL to connect to the specific web page. To "deactivate" a hyperlinked URL in MS Word, right click on it and then select the "Remove Hyperlink" option from the pop-up menu.
- Sometimes the URLs of electronic journal articles are very long and lead to awkward-looking entries with lots of white space when the text is justified. For example:  
Hudson, S., Hudson, P. & Miller, G.A. 2004. The measurement of service quality in the tour operating sector: a methodological comparison. *Journal of Travel Research*, 42(3):305-312. [Online] Available from: EbscoHost: Academic Search Premier: <http://0-search.epnet.com.innopac.up.ac.za:80/login.aspx?direct=true&db=aph&an=12216933> [Accessed: 2005-01-24].

Do the following to deal with this problem:

- Make sure that the problematic entry in the list of references is justified. To check, highlight the entry and then choose Format, Paragraph from the top menu bar in MS Word. The "Paragraph" dialogue box will appear. Choose the "Justified" option in the "Alignment" drop-down list under the heading "General" and click the OK button.
- Reduce the font size of the URL in the entry to 11 pt. The rest of the text should remain at 12 pt.
- Choose a natural break point (such as :, /, = or &) towards the end of the URL. Place the MS Word insertion point (cursor) at this break point and simultaneously press the Shift and Enter buttons on the keyboard to insert a "soft line" break. The text of the URL will move back to fill the preceding white space. You may have to experiment until you find an optimal break point to fill the white space (see example below).

Hudson, S., Hudson, P. & Miller, G.A. 2004. The measurement of service quality in the tour operating sector: a methodological comparison. *Journal of Travel Research*, 42(3):305-312. [Online] Available from: EbscoHost: Academic Search Premier: <http://0-search.epnet.com.innopac.up.ac.za:80/login.aspx?direct=true&db=aph&an=12216933> [Accessed: 2005-01-24].

A "soft" line break was inserted here.

### **Example 1: Examples of articles from electronic journal platforms with unique URL addresses**

#### **• Articles from the EBSCOHost database**

An abbreviated version of the full database reference to an article by Simon, Paul and Graham (2004) appear below. This article is available on the EBSCOHost's Academic Search Premier database. When referencing this article, one would include the name of the specific database (i.e., Academic Search Premier) and the specific URL shown in the second last row of the table. The complete reference to this article, as it would appear in the list of references, is shown below the table.

Title:	The Measurement of Service Quality in the Tour Operating Sector: A Methodological Comparison.
Authors:	Hudson, Simon; Hudson, Paul; Miller, Graham A.
Source:	Journal of Travel Research; Feb2004, Vol. 42 Issue 3, p305-312, 8p
ISSN:	0047-2875
DOI:	10.1177/0047287503258839
Accession Number:	12216933
Persistent link to this record:	<a href="http://0-search.epnet.com.innopac.up.ac.za:80/login.aspx?direct=true&amp;db=aph&amp;an=12216933">http://0-search.epnet.com.innopac.up.ac.za:80/login.aspx?direct=true&amp;db=aph&amp;an=12216933</a>
Database:	Academic Search Premier

Entry in 'List of references':

Hudson, S., Hudson, P. & Miller, G.A. 2004. The measurement of service quality in the tour operating sector: a methodological comparison. *Journal of Travel Research*, 42(3):305 (8p). [Online] Available from: EbscoHost: Academic Search Premier: <http://0-search.epnet.com.innopac.up.ac.za:80/login.aspx?direct=true&db=aph&an=12216933> [Accessed: 2005-01-24].

#### **• Articles from the Emerald e-journal platform**

An abbreviated version of the full reference to an article by Lievens, Moenaert and Jegers (2004) appears below. This article is available on the Emerald e-journal platform. When referencing this article, one would include the name of the specific database (i.e., Emerald) and the specific URL shown in the last row of the table. The complete reference to this article, as it would appear in the list of references, is shown below the table.

Title:	Linking communication to innovation success in the financial services industry: a case study analysis
Authors:	Annouk Lievens, Rudy K. Moenaert, Rosette S Jegers
Journal:	International Journal of Service Industry Management
ISSN:	0956-4233
Year:	Mar 1999

Volume:	10
Issue:	1
Page:	23- 48
DOI:	10.1108/09564239910255361
Article URL:	<a href="http://0-www.emeraldinsight.com.innopac.up.ac.za:80/10.1108/09564239910255361">http://0-www.emeraldinsight.com.innopac.up.ac.za:80/10.1108/09564239910255361</a>

Entry in 'List of references':

Lievens, A., Moenaert, R.K. & Jegers, R.S. 1999. Linking communication to innovation success in the financial services industry: a case study analysis. *International Journal of Service Industry Management*, 10(1):23-48. [Online] Available from: Emerald: <http://0-www.emeraldinsight.com.innopac.up.ac.za:80/10.1108/09564239910255361> [Accessed: 2007-01-12].

**Table 2: The general URLs (web addresses) of selected web-based electronic journal platforms**

Platform / database	URL (web address)
EBSCO Host <ul style="list-style-type: none"> <li>▪ Academic Search Premier</li> <li>▪ Business Source Premier</li> </ul>	<a href="http://search.ebscohost.com">http://search.ebscohost.com</a>
EBSCO Host EJS	<a href="http://ejournals.ebsco.com">http://ejournals.ebsco.com</a>
Emerald	<a href="http://www.emeraldinsight.com">http://www.emeraldinsight.com</a>
Informaworld	<a href="http://www.informaworld.com">http://www.informaworld.com</a>
Infotrac <ul style="list-style-type: none"> <li>▪ Expanded Academic ASAP</li> <li>▪ General Business File International</li> </ul>	<a href="http://infotrac.galegroup.com/itweb/up_itw">http://infotrac.galegroup.com/itweb/up_itw</a>
IngentaConnect	<a href="http://www.ingentaconnect.com">http://www.ingentaconnect.com</a>
JStor	<a href="http://www.jstor.org">http://www.jstor.org</a>
SABINET (SA ePublications)	<a href="http://www.sabinet.co.za">http://www.sabinet.co.za</a>
Proquest <ul style="list-style-type: none"> <li>▪ ABI/Inform Global</li> <li>▪ Accounting &amp; Tax</li> </ul>	<a href="http://proquest.umi.com/login">http://proquest.umi.com/login</a>
Sage	<a href="http://online.sagepub.com">http://online.sagepub.com</a>
Science Direct	<a href="http://www.sciencedirect.com">http://www.sciencedirect.com</a>
Springerlink	<a href="http://www.springerlink.com">http://www.springerlink.com</a>
Swetswise	<a href="http://www.swetswise.com">http://www.swetswise.com</a>
Wiley Online Library	<a href="http://onlinelibrary.wiley.com">http://onlinelibrary.wiley.com</a>

### 7.13.2 Web-based electronic journals

Web-based electronic journals are academic journals that are exclusively published in electronic format on the World Wide Web. These journals, which include many Open Access Journals, are usually not hosted in an electronic journal platform, but have their own dedicated web sites. Examples include:

- The directory of business-related open access journals:



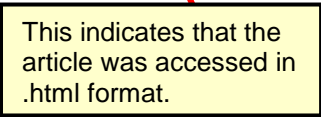
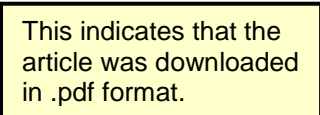
<http://www.doaj.org/doaj?func=subject&cpid=18>

- Marketing Bulletin (<http://marketing-bulletin.massey.ac.nz/>)
- Electronic Journal of Business Research Methods (<http://www.ejbrm.com>)
- SA Journal of Human Research Management (<http://www.sajhrm.co.za>)
- SA Journal of Industrial Psychology (<http://www.sajip.co.za>)

The contents of web-based electronic journals can usually be viewed in .html format and can often also be downloaded in PDF format. When viewed in .html format, a journal article would normally not have page numbers, while articles downloaded as PDF files generally have their page numbers indicated.

When citing web-based material in the list of references it is essential to provide a **complete** URL (web address) so that the reader can easily access the material on the Internet. It is also advisable to print copies of articles in .html format and keep them in a file for reference purposes as the content of web pages are frequently updated.

Articles from web-based electronic journals are cited as follows:

In-text reference:	Same as for a journal article downloaded from an e-journal platform (see section 7.13.1)
List of References: (article viewed in .html format without page numbers in the original)	Farrell, M. 2002. A critique of the development of alternative measures of market orientation. <i>Marketing Bulletin</i> , 13 (10 p). [Online] Available from: <a href="http://marketing-bulletin.massey.ac.nz/V13/MB_V13_A3_Farrell.htm">http://marketing-bulletin.massey.ac.nz/V13/MB_V13_A3_Farrell.htm</a> [Accessed: 2002-11-29]. 
List of References: (article downloaded in .pdf format with page numbers)	Farrell, M. 2002. A critique of the development of alternative measures of market orientation. <i>Marketing Bulletin</i> , 13:1-13. [Online] Available from: <a href="http://marketing-bulletin.massey.ac.nz/V13/MB_V13_A3_Farrell.pdf">http://marketing-bulletin.massey.ac.nz/V13/MB_V13_A3_Farrell.pdf</a> [Downloaded: 2002-11-29]. 

### 7.13.3 E-mail messages

In-text reference:	According to Swanepoel (2010), students require information about ...
List of References:	Surname of sender, Initials of sender. (sender's e-mail address) Year. Title or subject of e-mail message. [E-mail to:] Receiver's surname. Receiver's initials. (Receiver's e-mail address) Date received.  Swanepoel, C.B. (cbs@info.rau.ac.za) 2010. Discussion of library statistics. [E-mail to:] Van der Walt, E.J. (fpbjvdw@puknet.puk.ac.za) 2010-11-17.

### 7.13.4 Discussion forums / chat groups

In-text reference:	Drabenstott (1996) points out that students require information about ...
List of References:	Surname of sender, Initials of sender. (sender's e-mail address) Year. Title or subject of e-mail message. [Discussion group:] e-mail address of the discussion group. Date received.

	Drabenstott, K.M. (Karen.drabenstott@umich.edu) 1996. Strategic planning. [Discussion group:] crystal-ed@sils.umich.edu. 1996-10-29.
--	--

### 7.13.5 Web pages

Web pages refer to any information (other than articles from web-based electronic journal platforms or web-based electronic journals) that is published on the World Wide Web. A web page includes a single page within a larger corporate or organisational web site as well as a posting on a blog or wiki.

Information can be published in a number of formats on the World Wide Web. In general one can distinguish between **web pages** (in .htm, .html, .xml & .asp format) and **files** that can be downloaded from the web (e.g., in .doc and .pdf format). References to information on the World Wide Web are similar to references to web-based electronic journals (see section 7.13.2, p. 37).

The basic structure of a reference to information on the World Wide Web is as follows:

Author, Initials. Year. *Title of article or web page in sentence case*. [Online] Available from: URL [Accessed: Date accessed].

In-text reference:	In his inaugural address, Mandela (1994) stated that ...
List of References:	<p>Author, Initials. Year. <i>Title of article or web page in sentence case and italics</i>. [Online] Available from: URL [Accessed: Date accessed].</p> <p>Mandela, N. 1994. <i>Statement of the president of the ANC, Nelson Mandela, at his inauguration as president of the Republic of South Africa on 10 May 1994</i>. [Online] Available from: <a href="http://anc.org.za:80/ancdocs/speeches/inaugta.html">http://anc.org.za:80/ancdocs/speeches/inaugta.html</a> [Accessed: 1996-10-10].</p>

You should always include the **complete** URL of the specific web page within a web site that you have used as a source of information to enable the reader to find the information again.

Because the content of the Internet is dynamic, it is always best to print a hard copy of the web pages that you have cited in an assignment to ensure that the information you have used remains available when the specific web pages are deleted, changed or moved.

Special considerations:

- When the web page does not have a specific, identifiable human author:
  - Use the name of the company/organisation whose web site it is or the word "Anon." (without the inverted commas) in place of the author.
 

African National Congress. 1994. *Statement of the president of the ANC, Nelson Mandela, at his inauguration as president of the Republic of South Africa on 10 May 1994*. [Online] Available from: <http://anc.org.za:80/ancdocs/speeches/inaugta.html> [Accessed: 1996-10-10].
- When the web page does not have a date of publication:

- Look for the date on which the web page or web site was last modified or updated. This date often appears at the bottom of a web page or on the web site's "home page". Alternatively, use the words "Not dated." or the abbreviation "n.d." (without the inverted comma's).

African National Congress. Not dated. *Statement of the president of the ANC, Nelson Mandela, at his inauguration as president of the Republic of South Africa on 10 May 1994.* [Online] Available from: <http://anc.org.za:80/ancdocs/speeches/inaugta.html> [Accessed: 1996-10-10].

- When the web page does not have a clear title:

- Use the most descriptive heading on the web page as the title.

University of Pretoria. 2010. *Plagiarism prevention.* [Online] Available from: <http://www.library.up.ac.za/plagiarism/index.htm> [Accessed: 2010-12-15].

Because web pages do not have page numbers, page numbers are not included in any in-text citations. Page numbers must, however, be included if a document with page numbers was downloaded from the web.

### 7.13.6 Electronic documents downloaded from the World Wide Web

The referencing method described above is also used for documents that were downloaded from the World Wide Web in .pdf, .doc or any other file format. The only difference is that one should also indicate the date the document was downloaded. If the pages of a downloaded document are numbered, one has to indicate page numbers in all the in-text citations. For example:

In-text reference:	According to Nicholson (2000:8), no standard Harvard referencing method for citing electronic sources of information has yet been agreed upon.
List of References:	Author, Initials. Year. <i>Title of downloaded document in sentence case.</i> [Online] Available from: URL [Downloaded: Date accessed].  Nicholson, I. 2000. <i>Harvard referencing.</i> 2 <sup>nd</sup> ed. Brisbane, Queensland: Moreton Institute of TAFE. [Online] Available from: <a href="http://www.home.gil.com.au/~jandi/harvard/Harvard_v.2.02.pdf">www.home.gil.com.au/~jandi/harvard/Harvard_v.2.02.pdf</a> [Downloaded: 2002-12-02].

### 7.13.7 Online dictionaries and encyclopaedia

One should be wary of using online dictionaries and encyclopaedia as sources of information for academic assignments unless it has been established that the specific online source was compiled by a reputable organisation, institution or author (If in doubt, ask your study leader!).

**PLEASE NOTE:** Since the content of Wikipedia (<http://en.wikipedia.org/wiki/Wikipedia>) is compiled and edited by volunteers (i.e., anyone with a web browser and an Internet connection) and has not been verified through a process of peer review it **should be used with extreme caution** as a source of information for an academic assignment. External examiners usually react negatively to references to Wikipedia.

When referencing online dictionaries or encyclopaedia, one would use the same principles that apply for web pages in general (see the discussion in section 7.13.5). Consider the following examples:

**Example 2: Examples of references to entries in online dictionaries and encyclopaedia**

- **Referring to an online dictionary**

A student looked up the meaning of the word ‘econometrics’ on the AskOxford.com web site. She received the following answer:

**econometrics**

/ikonnmetriks/

- **plural noun** treated as sing. the branch of economics concerned with the use of mathematical methods (especially statistics) in describing economic systems.

— DERIVATIVES **econometric** adjective **econometrician** noun **econometrist** noun

URL: [http://www.askoxford.com/concise\\_oed/econometrics?view=uk](http://www.askoxford.com/concise_oed/econometrics?view=uk)

She referred to this information in the following manner:

In-text reference:	Econometrics can be defined as “... the branch of economics concerned with the use of mathematical methods (especially statistics) in describing economic systems.” (AskOxford.com, Not dated.)
List of References:	Author, Initials. Year. <i>Title of entry or web page in sentence case</i> . [Online] Available from: URL [Accessed: Date accessed].  AskOxford.com. Not dated. <i>Econometrics</i> . [Online] Available from: <a href="http://www.askoxford.com/concise_oed/econometrics?view=uk">http://www.askoxford.com/concise_oed/econometrics?view=uk</a> . [Accessed: 2007-01-11].

- **Referring to an online encyclopaedia**

A student found the following article on “*concurrent validity*” on the Wikipedia web site:

**Concurrent validity**

From Wikipedia, the free encyclopedia

Concurrent validity is a parameter used in sociology, psychology, and other psychometric or behavioral sciences. Concurrent validity is demonstrated where a test correlates well with a measure that has previously been validated. The two measures may be for the same construct, or for different, but presumably related, constructs.

For example, if a test measuring job satisfaction gives similar results to those gathered using a job satisfaction which has been validated in past investigations the new measurement has concurrent validity. Alternately, a measure of job satisfaction might be correlated with work performance. Note that with concurrent validity, the two measures are taken at the same time. This is in contrast to predictive validity, where one measure occurs earlier, and is meant to predict, some later measure.

URL: [http://en.wikipedia.org/wiki/Concurrent\\_validity](http://en.wikipedia.org/wiki/Concurrent_validity)

This page was last modified 10:47, 31 October 2006.

He referred to this information in the following manner:

In-text reference:	Concurrent validity is demonstrated when a measurement scale correlates well with another scale that has previously been validated. In the case of concurrent validity, the two measures are administered at the same time. This is in contrast to predictive validity, where one measure occurs earlier, and is meant to predict a later measure (Wikipedia, 2006).
List of References:	Author, Initials. Year. <i>Title of entry or web page in sentence case</i> . [Online] Available from: URL [Accessed: Date accessed].  Wikipedia. 2006. <i>Construct validity</i> . [Online] Available from: <a href="http://en.wikipedia.org/wiki/Concurrent_validity">http://en.wikipedia.org/wiki/Concurrent_validity</a> [Accessed: 2007-01-11].

### 7.13.8 Other electronic media and audiovisual material

Electronic media and audiovisual material include films, CDs, DVDs, cassette recordings, television broadcasts, radio broadcasts, live performances, podcasts and PowerPoint presentations.

In all cases, you should adapt the following generic format based on the available information:

Author. Date. *Title in sentence case and italics*. Place of publication: Publisher or distributor. [Media type].

In the case of an online source, the following have to be added to the generic format above:

[Online] Available from: URL [Accessed: Date accessed].

Note the following:

- The normal format for an in-text reference is used with the name of the main artist, presenter (narrator), producer, director **or** author (writer) and the date of publication shown.
- If the audiovisual medium does not have a specific author, then use the name of the main artist, presenter (narrator), producer, director **or** author (writer) in place of the author.
- In the case of a television or radio broadcast or live performance, it is advisable to include the broadcast or performance date in round brackets directly after the title.
- The media type must be specified in square brackets after the name of the publisher or distributor. Use one of the following specifications depending on the type of audiovisual material involved:
  - [CD].
  - [DVD].
  - [Video recording].
  - [Video presentation].
  - [Sound recording].
  - [Television broadcast].
  - [Radio broadcast].

- [Podcast].
- [Live performance].
- [PowerPoint presentation].

Here are a few examples:

Farrar, L., Stern, N. & Goralnick, J. 2008. *How to read and understand a research study*. New York, NY: Insight Media. [DVD].

North Carolina State University Library. Not dated. *Literature reviews: an overview for graduate students*. Raleigh, NC: North Carolina State University. [Video presentation]. [Online] Available from: <http://www.lib.ncsu.edu/tutorials/lit-review/index.html> [Accessed: 2010-11-19].

Petty, N. (developer). Not dated. *Hypothesis testing (difference of two means)*. [Video presentation]. [Online] Available from: <http://www.youtube.com/watch?v=BX9iMIC6mcg> [Accessed: 2010-11-19].

Robinson, F. (presenter). 2009. *Focus*. (2009-06-20). Auckland Park, Johannesburg: SABC. [Television broadcast].

Samuels, L. (producer). 2010. *Schuks Tshabalala's survival guide to South Africa*. Johannesburg: Out of Africa Entertainment. [DVD].

## 8 REFERENCING WHEN DETAILS ARE NOT KNOWN

Always try to provide complete references to all the sources that you have cited in the text of an academic document. However, it sometimes happens that one does not have all the required information to prepare a complete reference. This section considers how to reference when one does not know certain details.

Unknown details	Solution
Author	While it is best to avoid the use of anonymous sources, the abbreviation "Anon." (without the inverted commas) may be used in place of the author when the author of a journal or newspaper article is unknown.  Where a source with no author was published by an organisation, the name of the organisation should be used in the place of the author.
Date of publication	Use "n.d." or "Not dated." (without the inverted commas) in the place of the year in both the in-text citations and the list of references. One may also use the Latin abbreviation "s.a." (sine anno) without the inverted commas.
Page numbers	If an original document (except a web page) does not have page numbers, one should still indicate to the reader on what page the information can be found. Count the pages from the front and then include that number in an in-text reference, but indicate that the original pages were not numbered by placing the page count in square brackets.

	<u>In-text reference:</u> The Aurion Corporation (1999:[3]) has purchased a 20% share in ...
	<u>List of references:</u> Aurion Corporation. 1999. <i>Annual Report for 1999</i> . [Online] Available at: <a href="http://www.aurion.com">http://www.aurion.com</a> [Downloaded: 2002-12-02].
Publisher	Use the phrase "Not known." (without the inverted commas) in place of the publisher in the list of references.
Place of publication	Use the phrase "Not known." (without the inverted commas) instead of the place of publication in the list of references. One may also use the Latin abbreviation "s.l." (sine loco) without the inverted commas.

## 9 HOW TO INTERPRET A *TURNITIN* ORIGINALITY REPORT

As was mentioned in section 2, you should ways submit a document to Turnitin via the relevant course web site in clickUP to check for possible instances of plagiarism before submitting the document to a lecturer for evaluation.

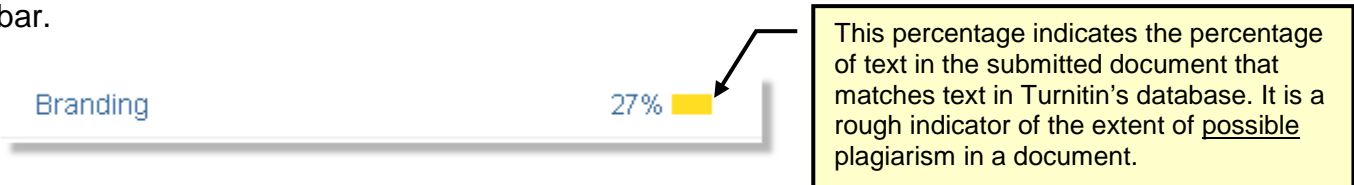
See the "Turnitin for Students" fact sheet on the following web site for additional guidance in this regard: <http://web.up.ac.za/default.asp?ipkCategoryID=9309&subid=9309&ipklookid=1>

Once you have submitted a document to Turnitin, it will be processed and Turnitin will produce an originality report. It may take Turnitin a while to process a document depending on the length of the document and also the amount of web traffic to Turnitin's servers. So, once you have submitted a document to Turnitin, exit clickUP, wait at least an hour and then return back to the Turnitin module on the course web site in clickUP where you have submitted the document to retrieve the originality report.

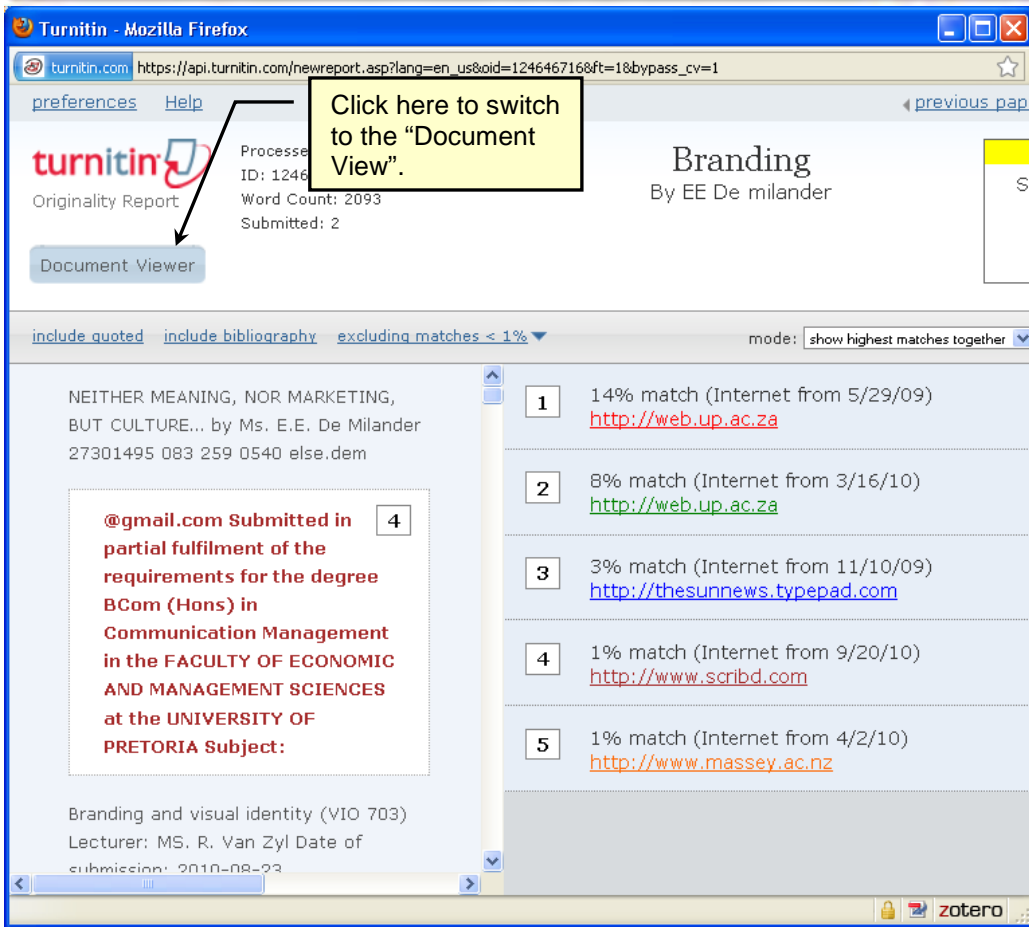
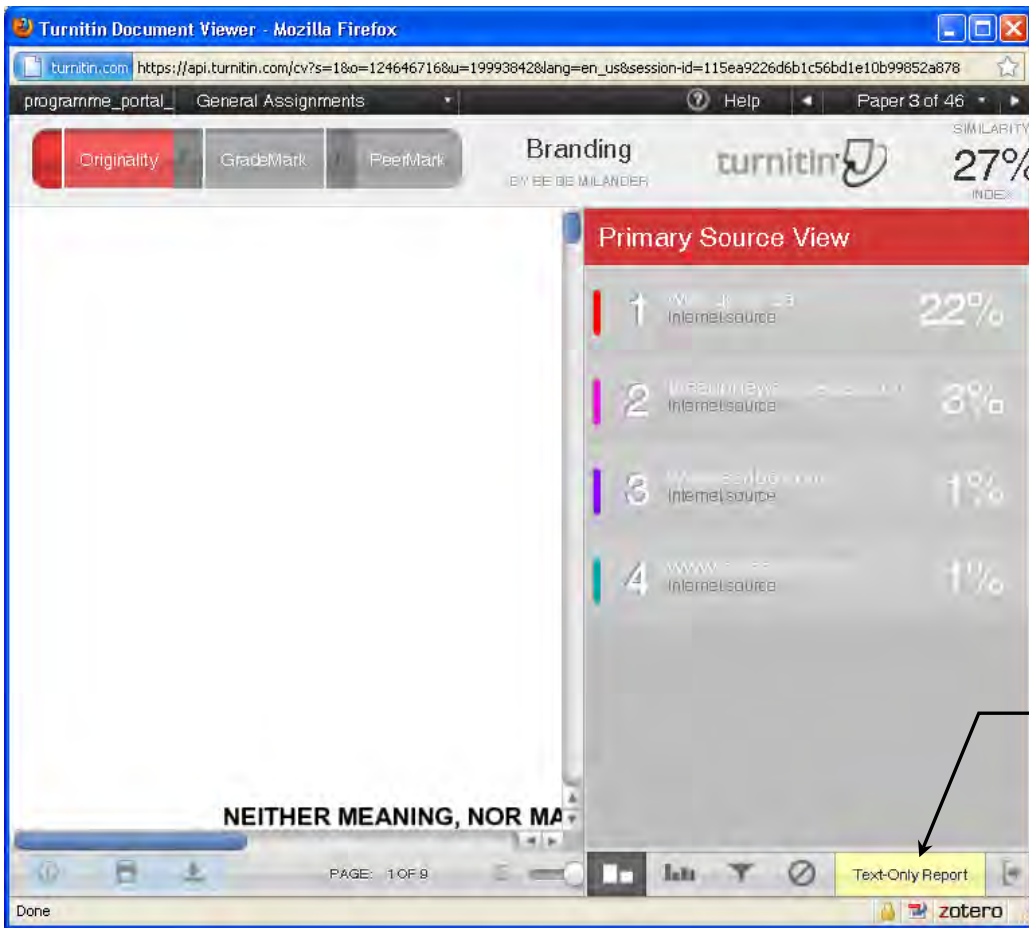
If your document is still being processed, the icon to the left of the document title in the "Report column" in your Turnitin in-box will be greyed out:



Once the document has been processed, the icon will show a percentage and a colour bar.

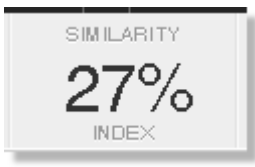


Click on the percentage colour bar icon to access the Turnitin originality report. Depending on the settings of Turnitin, you may see the originality report in either the "Document View" (shown at the top of the next page) or the "Text-Only Report View" window (shown at the bottom of the next page).





If you maximise either view, you will see a “Similarity Index” percentage in the top right-hand corner of the screen:

Document View	Text-Only Report View
	<div style="border: 1px solid black; padding: 5px;"> <div style="background-color: yellow; height: 15px; margin-bottom: 5px;"></div> <div style="text-align: center;"> <p>Similarity Index</p> <p style="font-size: 24px; font-weight: bold;">27%</p> <p><a href="#">What's this?</a></p> </div> <div style="float: right; border-left: 1px solid black; padding-left: 10px; margin-left: 10px;"> <p><b>Similarity by Source</b></p> <p>Internet Sources: 27%</p> <p>Publications: 3%</p> <p>Student Papers: N/A</p> </div> </div>

The similarity index, which indicates the percentage of text in the submitted document that matches text in Turnitin’s database of sources, is a rough indicator of the extent of possible plagiarism in the document. However, **one should never consider the similarity index in isolation (regardless of how high or low it is)**. You should rather scroll through the document and carefully evaluate all the sections that Turnitin has highlighted in colour.

Each section (i.e., sentence fragment, whole sentence or paragraph) that is highlighted in colour indicates a possible instance of plagiarism in the document. Carefully check each section highlighted in colour and apply the following decision rules to each highlighted section:

- Is the highlighted section part of a direct quotation?
  - If **yes**, ensure that the direct quotation is enclosed in quotation marks and that you have included an appropriate in-text reference to the original quoted source. You should limit the use of direct quotations to a minimum. See section 5.2.1 above.
  - If **no**, then the highlighted portion has not been adequately paraphrased. Be sure to substantially restate the highlighted portion in your own words and include an appropriate in-text reference to the original source. When paraphrasing material in your own words, you have to substantially reword the original version. Changing one or two words in each sentence to synonyms are not sufficient.
- Is the highlighted portion part of your own paraphrasing of the original?
  - If **yes**, then the highlighted portion has not been paraphrased adequately. See the discussion of paraphrasing above.
  - If **no**, then the section should be treated as a direct quotation. See the discussion of direct quotations above.

**Frequent question:** How high or low should the originality index be?

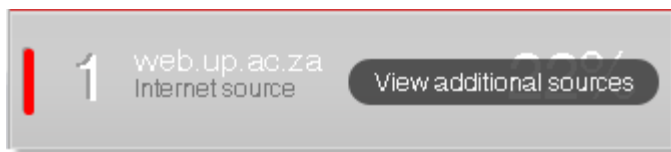
**Answer:** The originality index should preferably be lower than 20%. **HOWEVER**, you should always work through the whole Turnitin report and evaluate each section highlighted in colour against the decision rules mentioned above. This should be done regardless of how high or low the originality index is. Be sure to identify and, where necessary, correct all instances of plagiarism in your document *regardless of the size of the originality index*.

Turnitin will sometimes indicate that you have “plagiarised” from a legitimate source such as the declaration regarding plagiarism that you have to include in all assignments. Do the

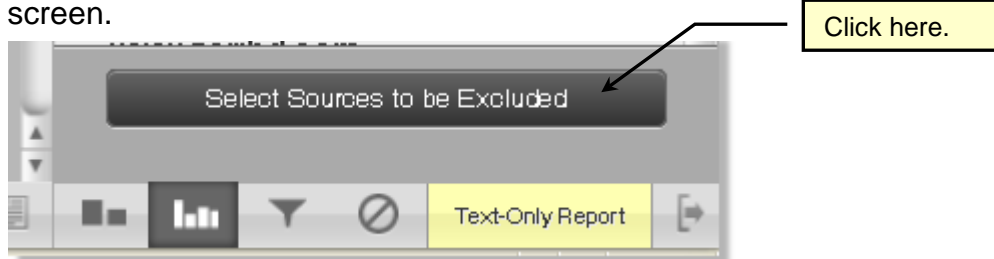
following to exclude such a legitimate source that you know have not been intentionally or inadvertently plagiarised from the similarity index:

- **In the “Document View” window:**

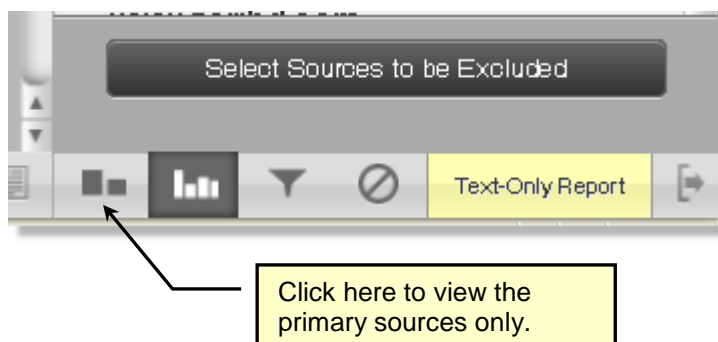
- Move your mouse over the source indicator in the right-hand pane. A “View additional sources” link will appear. Click this link. This will show all the web links to the source that you want to exclude. In most cases, you will only see one web link here, but in some cases you may see many web links to a source if that specific source appears on many different web pages. For example, since all UP students have to include the declaration regarding plagiarism in their assignments, this source may appear on many web pages that will be revealed when you click on the “View additional sources” link.



- Once you can see all the web links associated with a specific source, click on the “Select Sources to be Excluded” button at the bottom right-hand side of the screen.



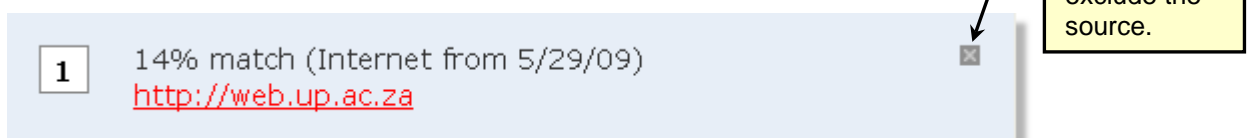
- Tick the tick boxes to the left of the specific source(s) that you want to exclude and click the “Exclude” button. The similarity index will be recalculated.
- Click on the “View Primary Sources” button again to view the primary sources only.



- You may have to repeat this process a number of times to exclude all “legitimate” sources from the similarity index, especially if the legitimate sources appear on several different web pages.

- **In the “Text-Only View” window:**

- Click on the grey cross to the right of the source reference:



- The following message will appear:



Click on the OK button. The similarity index will be recalculated.

- You may have to repeat the process several times to remove all links to the legitimate source, especially if the source appears on many different web pages.
- It is easier and faster to remove legitimate sources in the "Document View" window.

**It is extremely important not to focus solely on the overall similarity index percentage when you interpret a Turnitin originality report.** A similarity index below 20% does not guarantee that a document is free from plagiarism. Similarly, a similarity index higher than 20% does not necessarily mean that a student is guilty of plagiarism. As was indicated earlier, one has to work through the originality report in detail and carefully evaluate each of the sections that Turnitin has highlighted in colour.

## 10 LIST OF REFERENCES

The referencing principles and many of the examples used in this guide were taken from the sources listed below. To avoid confusion, these sources were not cited in the text. Students should, however, include both in-text citations and a complete list of references in all academic documents prepared in the Department of Marketing and Communication Management.

Botha, W.M. & du Toit, P.H. 1999. *Guidelines for the preparation of written assignments*. Pretoria: Academic Information Service, University of Pretoria.

McLean, J.G. 2001. *Physics writing guide: How to write a Physics journal article*. [Online] Available from <http://www.geneseo.edu/~mclean/Dept/JournalArticle.pdf>. [Downloaded: 2004-12-13].

Nicholson, I. 2000. *Harvard referencing*. 2<sup>nd</sup> ed. Brisbane, Queensland: Moreton Institute of TAFE. [Online] Available at: [www.home.gil.com.au/~jandi/harvard/Harvard\\_v.2.02.pdf](http://www.home.gil.com.au/~jandi/harvard/Harvard_v.2.02.pdf) [Downloaded: 2002-12-02].

Potgieter, M. 1996. *Guidelines for the preparation and writing of assignments*. Pretoria: Faculty of Economic and Management Sciences, University of Pretoria.

University of Melbourne, Faculty of Economics and Commerce Teaching and Learning Unit. Not dated. *The American Psychological Association (APA) author-date reference and citation system*. [Online] Available at: <http://wff1.ecom.unimelb.edu.au/tluwww/> [Accessed: 2002-12-02].

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**ANNEXURE A**  
**DEPARTMENT OF MARKETING AND**  
**COMMUNICATION MANAGEMENT**



<b>Declaration Regarding Plagiarism</b>
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The Department of Marketing and Communication Management emphasises integrity and ethical behaviour with regard to the preparation of all written assignments.

Although the lecturer will provide you with information regarding reference techniques, as well as ways to avoid plagiarism, you also have a responsibility to fulfil in this regard. Should you at any time feel unsure about the requirements, you must consult the lecturer concerned before submitting an assignment.

You are guilty of plagiarism whenever you extract information from a book, article, web page or any other information source without acknowledging the source and pretend that it is your own work. This does not only apply to cases where you quote the source directly, but also when you present someone else's work in a somewhat amended (paraphrased) format or when you use someone else's arguments or ideas without the necessary acknowledgement. You are also guilty of plagiarism if you copy and paste information directly from an electronic source (e.g., a web site, e-mail message, electronic journal article, or CD-ROM) without paraphrasing it or placing it in quotation marks, even if you acknowledge the source.

You are not allowed to submit another student's previous work as your own. You are furthermore not allowed to let anyone copy or use your work with the intention of presenting it as his/her own.

Students who are guilty of plagiarism will forfeit all credits for the work concerned. In addition, the matter will be referred to the Committee for Discipline (Students) for a ruling. Plagiarism is considered a serious violation of the University's regulations and may lead to your suspension from the University. The University's policy regarding plagiarism is available on the Internet at <http://www.library.up.ac.za/plagiarism/index.htm>.

For the period that you are a student at the Department of Marketing and Communication Management, the following declaration must accompany all written work that is submitted for evaluation. No written work will be accepted unless the declaration has been completed and is included in the particular assignment.

I (full names and surname):	
Student number:	

**Declare the following:**

1. I understand what plagiarism entails and am aware of the University's policy in this regard.
2. I declare that this assignment is my own, original work. Where someone else's work was used (whether from a printed source, the Internet or any other source) due acknowledgement was given and reference was made according to departmental requirements.
3. I did not copy and paste any information directly from an electronic source (e.g., a web page, electronic journal article or CD-ROM) into this document.
4. I did not make use of another student's previous work and submitted it as my own.
5. I did not allow and will not allow anyone to copy my work with the intention of presenting it as his/her own work.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date