

July 1998

Chapter 9 : Referencing

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Recommended Citation

Power, Mary R., "Chapter 9 : Referencing" (1998). *Working Through Communication*. Paper 10.
http://epublications.bond.edu.au/working_through_communication/10

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CHAPTER 9: REFERENCING

Introduction:

At university you are rarely asked to write about something you know all about. The days of topics such as “What I did over the holidays” are over! What is required is usually to find an answer to a problem. Research is the key to finding out what you need to know. Research is necessary to find out if anyone else has already solved the problem or, if they have, whether their solution is the optimum one. Most libraries provide tours to help you discover sources of information in books, journals, CD-ROMS, videos and the Internet. When you have decided on a topic a reference librarian can help you sort out key words that will aid in your search. Your skills in finding information mark you as a professional.

Tactics

Know your topic before you go to the library and underline its key dimensions. Narrow the topic so that you can go into sufficient detail in the set word limit: An essay on health could be narrowed down to an essay on “the effects of regular exercise” or “the effects on health of stress in the workplace”.

A general text by an expert in the field can give you a broad overview of the topic out of which you can carve a small area of specialisation. Beware, though, of “not answering the question.” When you narrow the field connect up your part of it with the whole issue, showing that you are consciously specialising.

Individual tasks

Photocopy a research-based journal article from a communication journal in an area which interests you and use it to develop skills in reading journal articles.

Aim:

To enable you to understand–

- (a) the structure of a research article
- (b) the kind of reading expected of university students in terms of complexity and sophistication of:
 - (i) vocabulary
 - (ii) style
 - (iii) argument
 - (iv) formation of hypotheses
 - (v) use of evidence
 - (vi) drawing of conclusions

Steps in reading a journal article–

1. How are journal articles different from magazine articles and books?

2. What kind of journal article is the one you have chosen? (Circle answer)
 - a) research
 - b) opinion
 - c) overview/review of current research
3. What issue is being researched in this article?

4. Make a list of vocabulary new to you.

5. Pick out the paragraph you found most difficult to understand and bring it along to class for discussion.

6. What is the purpose of the first two or three pages of the article?

7. Summarise the key findings of previous research or major points of opinion under headings

a)

b)

8. Answer the following questions from the first 4 pages.

What am I being asked by previous research to accept?

What evidence is available to support the assertion?

Are there alternative ways of interpreting the evidence?

What additional evidence would help to evaluate the alternatives?

What conclusions are most reasonable?

Why do these researchers consider it important to do this study?

9. What is an hypothesis?

10. What hypotheses were developed by these researchers?

Explain the terms used in these hypotheses in simple English.

11. The Structure of Experiments (if you have chosen an experimental study)

“Experiments are situations in which the researcher manipulates one variable and then observes the effect of the manipulation on another variable. The variable manipulated by the experimenter is called the independent variable. The variable to be observed is called the dependent variable because it is affected by, or depends on, the independent variable” (Bernstein, 1991. p. 20). List the independent variables in this study. List the dependent variables.

12. What is the hypothesis? - The hypothesis may be introduced by the words “It was expected that...,”

13. A Methods Section of a scientific article usually includes:

- Sample or subjects _____
 - Equipment or apparatus _____
 - Procedure or what was done _____
 - Analysis and discussion _____
- (Fill in these details for the methods section)

14. Results

This section describes what the procedure found in general terms first, followed by enough detail to persuade readers that the results support the claims made in the general statement. Following this are **Statistics, Tables,** and **Figures** or illustrations or graphs. Summarise what this section told you:

15. Discussion, Recommendations and Conclusions Section

What conclusions are reached? What interpretations of evidence has the author made?

16. How did this study advance your knowledge of the topic?

Sources of information

Writing and Referencing

[Material in this paper has been adapted from the *Publication Manual of the American Psychological Association* (American Psychological Association, 1995)].

Many of our ideas come from someone else. Since these ideas rightly “belong” to the person who first thought of them or synthesised them from other people’s ideas it is right that we should acknowledge those sources. Passing off someone else’s writing or ideas as our own is called “plagiarism” or “intellectual theft” and, in students, is often punished by failure, or among scholars, by ostracism from the academic community. Do not present substantial portions of another’s work as your own. Occasional citing of the original source is not sufficient identification. Another reason for quoting sources is so that the reader can explore the field more deeply or can check on quoted figures or data in more detail. For this reason it is necessary for you to quote sources accurately. There is nothing more annoying than to look up “Smith 1984, p. 27” only to find that reference not in the reference list at the end or that the quotation is not on p. 27. An inaccurate or incomplete reference “will stand in print as an annoyance to future investigators and a monument to the writer’s carelessness” (Bruner, 1942, p. 68).

Various publishers and professional associations have developed their own “house” styles of referencing. When you are writing for a particular History or English or Economics Professor you will need to ask which referencing style your teacher prefers.

Many communication courses standardise on the American Psychological Association (APA) style because it is used by many journals in the social science area which communication scholars use. It is a variation of the Harvard style which is very popular because it is basically simple, consisting of brief author–date citations in the text linked with an alphabetical reference–list at the end of the work.

APA style uses as the basic formula for books:

Author, I. N. (Date). *Title italicised or underlined with only the first word capitalised*. Place of Publication: Publisher.

Two examples follow. What difference do you see in their punctuation and capitalisation?

Henningham, J. (1988). *Looking at television news*. Melbourne: Longman Cheshire.

Bate, D., & Sharpe, P. (1990). *Student writer’s handbook: How to write better essays*. Sydney: Harcourt Brace Jovanovich.

Note that there is a comma before the ampersand (&) and that the first letter after the colon in the title is capitalised.

When you list journal articles the name of the journal is italicised or underlined rather than the name of the article itself, although the name of the article is included. Many journals carry pagination through the volume. In that case you do not need the issue number. Like the journal name, the volume number is italicised or underlined and the issue number (where used) is in brackets and is followed by the p. numbers, with a comma between each element.

If you retrieve an abstract but do not also retrieve and read the full article, your reference should be identified as an abstract.

Examples

Take note of the following examples and for further examples see American Psychological Association. (1995) *Publication manual of the American Psychological Association* (4th ed.). Washington, DC: American Psychological Association.

1. Journal article, one author

Paivio, A. (1975). Perceptual comparisons through the mind's eye. *Memory & Cognition*, 3, 635–647.

2. Journal article, two authors, journal paginated by issue

Becker, L. L., & Seligman, C. (1981). Welcome to the energy crisis. *Journal of Social Issues*, 37(2), 1–7.

3. Magazine article

Gardner, H. (1981, December). Do babies sing a universal song? *Psychology Today*, pp. 70–76.

- Note that the month is included for magazines and newspapers, but not for journals.

4. Newspaper article, no author

Policy the chief cause of strikes. (1990, May 26–27). *The Weekend Australian*, p. 35.

- Alphabetise works with no author by the first significant word in the title.
- In text, use a short title for the parenthetical citation: ("Policy the chief", 1990).

5. Newspaper article, discontinuous pages

Knuckey, D. (1990, May 19–20). Employees share schemes can increase productivity. *The Weekend Australian*, pp. 37, 39.

6. Monograph with issue number and serial (or whole) number

Hood, L., & Bloom, L. (1979). What, when, and how about why: A longitudinal study of early expressions of causality. *Monographs of the Society for Research in Child Development*, 44 (6, Serial No. 181).

- Give the volume number and immediately after, in parentheses, the issue and serial (or whole) numbers. Use the word Whole instead of Serial if the monograph is identified by whole number.

7. Elements of a reference to an entire book

Bernstein, T. M. (1965). *The careful writer: A modern guide to English usage*. New York: Atheneum.

8. Elements of a reference to an article or chapter in an edited book

Hartley, J. T., Harker, J. O., & Walsh, D. D. (1980). Contemporary issues and new directions in adult development of learning and memory. In L. W. Poon (Ed.), *Aging in the 1980s: Psychological issues* (pp. 239–252). Washington, DC: American Psychological Association.

9. Article or chapter in an edited book, two editors

Gurman, A. S., & Kniskern, D. P. (1981). Family therapy outcome research: Known and unknowns. In A. S. Gurman & D. P. Kniskern (Eds.), *Handbook of family therapy* (pp. 742–775). New York: Brunner/Mazel.

- Note that the first letter of a word after the colon in a subtitle is capitalised.

10. Periodical published annually

Cialdini, R. B., Petty, R. E., & Cacioppo, J. T. (1981). Attitude and attitude change. *Annual Review of Psychology*, 32, 357–404.

- Treat annually published series, like the Annual Review of Psychology, that have specified, regular publication dates as periodicals, not books.

11. Report available from the Education Resources Information Center (ERIC).

Gottfredson, L. S. (1980). *How valid are occupational reinforcer pattern scores?* (Report No. CSOS-R-292), Baltimore, MD: Johns Hopkins University, Center for Social Organisation of Schools. (ERIC Document Reproduction Service No. ED 182 465)

- Give the ERIC number in parentheses at the end of the entry.

12. Citation of a work discussed in a secondary source

Beatty, J. (1982). Task-evoked pupillary response, processing load, and the structure of processing resources. *Psychological Bulletin*, 91, 276–292.

- Give the secondary source in the reference list and cite the original work with the secondary source in text. For example, if Johnson's unpublished manuscript is cited in Beatty, cite Beatty in the reference list. In text, use the following citation: Johnson's study (cited in Beatty, 1982).

13. Citing an abstract only

Misumi, J., & Fujita, M. (1982). Effects of PU organisational development in supermarket organisation. *Japanese Journal of Experimental Social Psychology*, 21, 93–111. (From Psychological Abstracts, 1982, 68, Abstract No. 11474)

14. Video recording

Latimer, I. (Producer), & Innam, J. (Director). (1982). *The art of negotiating* (videorecording). Brentford, Middlesex: Rank Aldis.

15. Book, group author (government agency) as publisher

Australian Bureau of Statistics. (1991). *Estimated resident population by age and sex in statistical local areas*, New South Wales, June 1990 (No. 3209.1). Canberra, Australian Capital Territory: Author.

- Alphabetise group authors by the first significant word of the name.
- When the author and publisher are identical, use the word Author as the name of the publisher.

16. Diagnostic and Statistical Manual of Mental Disorders

American Psychiatric Association. (1994). *Diagnostic and statistical manual of mental disorders* (4th ed.). Washington, DC: Author.

- The association is both author and publisher.
- Cite the edition you need, with arabic numerals in parentheses.
- In text, cite the name of the association and the name of the manual in full at the first mention in the text; thereafter, you may refer to the traditional DSM form (underlined) as follows:

DSM-III (1980) third edition
DSM-III-R (1987) third edition, revised
DSM-IV (1994) fourth edition

17. Brochures, corporate author

Research and Training Center on Independent Living. (1993). *Guidelines for reporting and writing about people with disabilities* (4th ed.). [Brochure]. Lawrence, KS: Author.

- Format references to brochures in the same way as those to entire books.
- In brackets, identify the publication as a brochure.

18. Chapter in a volume in a series

Maccoby, E. E., & Martin, J. (1983). Socialisation in the context of the family: Parent–child interaction. In P. H. Mussen (Series Ed.) & E. M. Hetherington (Vol. Ed.). *Handbook of child psychology: Vol. 4. Socialisation, personality, and social development* (4th ed., pp. 1–101). New York: Wiley.

- List the series editor first and the volume editor second so that they will be parallel with the titles of the works.

19. Entry in an encyclopedia

Bergmann, P. G. (1993). Relativity. In *The new encyclopedia Britannica* (Vol. 26, pp. 501–508). Chicago: Encyclopedia Britannica.

- If an entry has no byline, begin the reference with the entry title and publication.

20. Report from a university

Broadhurst, R. G., & Maller, R. A. (1991). *Sex offending and recidivism* (Tech. rep. No. 3). Nedlands, Western Australia: University of Western Australia, Crime Research Centre.

- If the name of the state is included in the name of the university, do not repeat the name of the state in the publisher location.
- Give the name of the university first, then the name of the specific department or organisation within the university that produced the report.

21. Review of a film

Webb, W. B. (1984). Sleep, perchance to recall a dream [Review of the film *Theater of the night: The science of sleep and dreams*]. *Contemporary Psychology*, 29, 260.

22. Television broadcast

Crystal, L. (Executive Producer). (1993, October 11). *The McNeill/Lehrer news hour*. New York and Washington, DC: Public Broadcasting Service.

23. Television series

Miller, R. (Producer). (1989). *The mind*. New York: WNET.

24. Single episode from a television series

Restak, R. M. (1989). *Depression and mood* (D. Sage, Director). In J. Sameth (Producer), *The mind*. New York: WNET.

Hall, B. (1991). *The rules of the game* (J. Bender, Director). In J. Sander (Producer), *I'll fly away*. New York: New York Broadcasting Company.

- Place the name of the script writer in the author position and use this name in the text citation (eg., Hall, 1991).
- Give the director of the program as parenthetical information after the program title.
- Place the producer of the series in the editor position.

25. Personal communications

Personal communication may be letters, memos, some electronic communications (eg., E-mail, discussion groups, messages from electronic bulletin boards), telephone conversations, and the like.

Because they do not provide recoverable data, personal communications are not included in the reference list. Cite personal communications in text only. Give the initials as well as surname of the communicator, and provide as exact a date as possible:

K. W. Schaie (personal communication, April 18, 1993)

(V. G. Nguyen, personal communication, September 28, 1993)

Electronic Media

As with any published reference, the goals of an electronic reference are to credit the author and enable the reader to find the material. Electronic correspondence, such as E-mail messages and conversations via bulletin boards and electronic discussion groups, is cited as personal communication in the text.

Elements of references to on-line information

Author, I. (date). Title of article. *Name of Periodical* [On-line], xx. Available: Specify path

Author, I., & Author, I. (date). Title of chapter. In *Title of full work* [On-line]. Available: Specify path

Author, I., Author, I., & author, I. (date). *Title of full work* [On-line]. Available: Specify path

- An availability statement replaces the location and name of a publisher typically provided for text references. Provide information sufficient to retrieve the material. For example, for material that is widely available on networks, specify the method used to find the material, such as the protocol (Telnet, FTP, Internet, WWW etc.), the directory.

1. Hypertext Documents

- WWW

(a) Without an author

Bachelor of Communication (1996, June). [On line]

Available: <http://bond.edu.au/Bond/Schools/HSS/under.htm#boc>

(b) With an author

Smith, C. (1996, April). How can parents model good listening skills? [On line]

Available: <http://www.parentsplace.com/readroom/feature2.html>

2. On-line journal, general access

- E-mail

Funder, D. C. (1994, March). Judgmental process and content: Commentary on Koehler on base-rate (9 paragraphs). *Psychology* [On-line serial], 5 (17). Available E-mail: psyc@pucc Message: Get psyc 94-xxxxx

- WWW

Funder, D. C. (1994, March). Judgmental process and content: Commentary on Koehler on base-rate (9 paragraphs). *Psychology* [On-line serial], 5 (17).

Available: <http://cogsci.ecs.soton.ac.uk/cgi-bin/psychology?5.17>

3. Abstract on CD-ROM

Author, I. (date). Title of article [CD-ROM]. Title of Journal, xx, xxx-xxx. Abstract from: Source and retrieval number

Meyer, A. S., & Book, K. (1992). The tip-of-the-tongue phenomenon: Blocking or partial activation? [CD-ROM]. *Memory & Cognition*, 20, 715-726. Abstract from: SilverPlatter File: PsycLIT Item: 80-16351

Bower, D. L. (1993). *Employee assistant programs supervisory referrals: Characteristics of referring and nonreferring supervisors* [CD-ROM]. Abstract from: ProQuest File: Dissertation Abstracts Item: 9315947

Abbreviations

Acceptable abbreviations in the reference list for parts of books and other publications include:

chap.	Chapter
ed.	edition
Rev. ed.	revised edition
2nd ed.	second edition
Ed. (Eds.)	Editor (Editors)
Trans.	Translator(s)
n.d.	no date
p. (pp.)	page (pages)
Vol.	Volume (as in Vol. 4)
vols.	volumes (as in 4 vols.)
No.	Number
Pt.	Part
Tech. Rep.	Technical Report
Suppl.	Supplement

Citing References in the Text

You compile a *reference list* from *only* those references which you have actually referred to in your report or essay. When citing references in the text use the author–date citation method: insert the surname of the author and the year of publication in the text at the appropriate point as in the following examples.

Smith (1983) compared reaction times
 In a recent study of reaction times (Smith, 1983)

In general, avoid quotations as they usually fit the original author’s argument better than they do yours. When you do use quotations follow these rules:

Incorporate a short quotation (fewer than 40 words) in text and enclose the quotation with double quotation marks:

He stated, “The ‘placebo effect,’ . . . disappeared when behaviours were studied in this manner” (Smith, 1982, p. 276).

- Use three ellipsis points separated by single spaces . . . within a sentence to indicate that you have omitted material from the original source.

Display a quotation of more than 40 words in a free–standing block of typewritten lines and omit the quotation marks. Start such a block quotation on a new line, indented five spaces from the left margin. Cite the quoted source in parentheses after the final punctuation marks.

Smith (1982) found the following:

The “placebo effect,” which had been verified in previous studies, disappeared when behaviours were studied in this manner. Furthermore the behaviours were never exhibited again, even when real drugs were administered. Earlier studies were clearly premature in attributing the results to a placebo effect. (p. 276)

- Note the position of the final period differs in the two examples above.

References

Start the reference list on a new page. Include only those works actually referred to in the text of your report or essay. Type the word “References” in uppercase and lowercase letters, centred, at the top of the page.

Double–space all reference entries. Type the first line of each entry flush left; indent the second and succeeding lines three spaces as in the examples above. Arrange entries in alphabetical order by the

surname of the first author. Alphabetise corporate authors, such as associations or government agencies, by the first significant word of the name. If there is no author, the title moves to the author position, and the entry is alphabetised by the first significant word of the title.

References

American Psychological Association. (1995). *Publication manual* (4th ed.). Washington, DC: American Psychological Association.

Bate, D., & Sharpe, P. (1990). *Student writer's handbook*. Sydney: Harcourt Brace Jovanovich.

Bruner, K. F. (1942). Of psychological writing: Being some valedictory remarks on style. *Journal of Abnormal and Social Psychology*, 37, 52–70.

Flower, L. (1989). *Problem solving strategies for writing* (3rd ed.). New York: Harcourt Brace Jovanovich.

Li, X., & Crane, N. (1993). *Electronic style: A guide to citing electronic information*. Westport: Mechsler.

McKernan, J. (1988). *The writer's handbook*. Fort Worth: Holt, Rinehart & Winston.

Strunk, W., Jr., & White, E. B. (1979). *The elements of style* (3rd ed.). New York: Macmillan.

Writing a 'Reference Page'

There are many different formats used for bibliographies and no doubt you will encounter many of these during your university and professional life. Using the APA (American Psychological Association) style as detailed on pp. 82 – 92, compile a reference list from the following details.

Exercises:

Listed below are a number of different sources that have been used in writing an essay on the following topic:

“Women negotiators and their styles”

Rewrite each reference using the correct APA style and place them in the appropriate order.

A book written by Leonie Still called “Enterprising Women: Australian Women Managers and Entrepreneurs”. Allen and Unwin of Sydney were the publishers and it was written in 1993.

An article published in Volume 49 of “Communication Monographs” on pp. 171–191. Linda Putnam and T.S. Jones called their article ‘Reciprocity in Negotiations: An Analysis of Bargaining Interaction’. The article was published in 1982.

In her 1993 article in Volume 9 of the Communication Yearbook “Male and Female communication on the job: Literature Review and Commentary”, G.T. Fairhurst quoted Terborg on p. 108.

List the information required for a correctly assembled reference list which is missing from the above referencing tasks.

In text referencing:

In the body of the text of your essay you must acknowledge any ideas you get from your reading and, if you quote you must either enclose the quotation in quotation marks or indent the quotation. (Depending on whether it is less than or more than four lines and include the exact p. number.)

Exercises for in text referencing:

1. Include the following quotation from p. 100 of Fairhurst’s 1993 article (see above) in a sentence using APA in text referencing “will acquiring unique work-related expertise counterbalance a loss of status due to numerical imbalance and gender?”
2. Write a sentence that might be part of an essay on “Women negotiators and their styles” that refers to Leonie Still’s book (see above) and her suggestion that women are criticised in business for striving too much for consensus.