

ACADEMIC INTEGRITY USING AND REFERENCING MATERIAL PROPERLY¹

With the proliferation of the internet, textual material has never been so readily accessible. Indeed, it is relatively straight forward to copy text from a document on the web and paste it into another document. Although all of the comments here apply to information found on the web, it also applies to all material published in other forms (e.g., printed material such as books, brochures, lecture notes, manuscripts, journal articles, etcetera).

DOING DILIGENCE

The nature of the citation (e.g., the specific website referenced) is not usually a pressing concern with respect to *academic misconduct*. This having been noted, in most circumstances, students are encouraged to seek out reference material that is as objective as possible (e.g., journal articles that are reviewed by other scholars prior to publishing). Issues of grading are left to the instructor, but many instructors will not consider all references to be of equal merit (e.g., a person who uses ten websites located by using Google may receive an inferior grade relative to a person who employs two journal articles in refereed publications). In furtherance of this point, while some search programs, such as Google may yield some interesting information, students should be aware that there is also an abundance of exceptional material via databases available through the University of Alberta libraries. You are strongly encouraged to explore these options and speak with a reference librarian regarding the extent of relevant material available to you. Note, the University of Alberta library system also contains an extensive array of hard copy material (e.g., books, maps, journal articles, etcetera). In short, when completing a research project, you should seek to inform the discussion with the best material available to you.

USING REFERENCE MATERIAL APPROPRIATELY

The University of Alberta Calendar lays out behavior that must be followed in the *Code of Student Behaviour 30.3.2(1)*. “No Student shall submit the words, ideas, images or data of another person’s as the Student’s own in any academic writing, essay, thesis, project, assignment, presentation or poster in a course or program of study.” Further information regarding this is available in the University of Alberta Calendar.² Note, it is the

¹ This document was prepared by the MBA Office, School of Business, University of Alberta. Comments or questions regarding this document may be sent to Dr. Douglas Olsen, Associate Dean – MBA Programs, douglas.olsen@ualberta.ca. We would like to thank Debra Eerkes, for her assistance regarding this material.

² <http://www.registrar.ualberta.ca/calendar/Regulations-and-Information/Code-Student-Behavior/26.html>

responsibility of the student to be familiar with the policies and procedures presented in the calendar.

Section A. Types of Referencing Within a Document

It is always advisable to consult with the instructor of a course to determine if there are any special referencing requirements. Simply providing a bibliography (i.e., a list of material used) is NOT sufficient for scholarly writing. It is imperative that the body of the document directly indicate where this information is used. For example, if you use material from a book, it is not sufficient to simply put the reference for the book at the end of the document. You MUST indicate where in the document this information was used. Material should be REFERENCED DIRECTLY IN THE DOCUMENT through one of the following means.

Footnote or Endnote. Footnotes occur at the bottom of each page. End notes occur at the end of the document.³ These may be easily added in Microsoft Word by selecting “Insert” from the menu, then “Reference” then “Footnote”. The “Footnote” option gives the opportunity to change it to an end note.

If you use a footnote for a reference, the complete reference must occur in footnote. For example, if you wanted to make note of research that had supported your idea, you would put this entire reference in the footnote. For example:

...this has also been seen in other work regarding assimilation and contrast effects.⁴

Reference to Author and Year. Alternatively, I could have made the same statement and provided a reference to the last names of the author(s) and the year of publication. The complete reference information (i.e., the full names of authors, year of publication, title, name of the journal, volume, issue, page numbers) would be in a section at the end of the paper entitled “References”.

...this has also been seen in other work regarding assimilation and contrast effects (Myers-Levy and Sternthal, 1993).

In the examples below, examples of each will be used. In your paper you should choose one style and stay with it throughout.

Note, some instructors will have a preferred method of referencing (i.e., footnotes, endnotes or author(s) and year). Some may also have a preferred format (e.g., MLA, American Psychological Association, etcetera). You are advised to ask your instructor about what policy will be adopted for purposes of the class.

³ This is an example of a footnote. It occurs on the bottom of the page where the reference number, in this case “¹” occurred. Endnotes would look like this but they would all occur at the end of the document.

⁴ Myers-Levy, Joan and Brian Sternthal (1993). “A Two-Factor Explanation of Assimilation and Contrast Effects.” *Journal of Marketing Research*, 30, 359-368.

Section B. Knowing When to Cite Others

If you are using the exact words of others, you must put these words in quotation marks and provide the citation and the page number of the citation.

“I realized that so many of the problems we face begin when we fail to honor the greatness in each other.” (Cooper, 2001, p. 55)

or

“I realized that so many of the problems we face begin when we fail to honor the greatness in each other.”⁵

If the quote is longer, you should single space and indent the quote. Again, this information must be contained in quotation marks and the reference and page number must be provided.

“Jointly prepare your negotiation agenda as far ahead of your first session as possible. In complex multi-issue negotiations, consider how you will order the issues. Beginning with big-picture issues (like deciding on the goal for your alliance) often makes it easier to resolve teailed or harder issues later on by providing the framework or philosophy for resolving subissues.” (Lum, 2005, p. 69). *Note, if this reference format is used, additional details regarding this source (see Section C of this document) should be placed in the “Reference” section of the paper*

If you are paraphrasing the ideas of someone else, you must provide the citation – even if you change the words.

Suppose that the initial source stated,

“Corporations with an organizational climate that causes managers to act contrary to their individual values need to understand the costs of unethical behavior.”⁶

and you use this information, but change it to:

“...managers in companies where the climate fosters a violation of individual values must understand the costs of doing so.”

In a paper, you would not need to provide quotation marks, but you would need to provide the reference for this idea.

⁵ Cooper, Robert K. (2001). *The Other 90%*. Three Rivers Press, New York, New York, p. 55.

⁶ p.3, Murphy, Patrick E. and Gene R. Laczniak (2006). *Marketing Ethics*, Pearson, Upper Saddle River, NJ.

...managers in companies where the climate fosters a violation of individual values must understand the costs of doing so. (Murphy and Laczniak, 2006)

If you are making a factual statement, you must directly reference the source of this factual statement in your document.

Suppose you read in the Edmonton Journal on December 19, 2005 that the length of time people had to wait for hip and knee replacement surgery had decreased by 90%. In your paper you make reference of this statistic, but do not take any direct words from the paper. You would not need to provide quotation marks, but you should provide the reference. For example:

...with some results suggesting that the wait times for knee replacements could be cut by 90%.⁷

Note, some brochures, magazines and newspapers will not directly (and in some cases even indirectly) source where they get their information. You are writing a scholarly paper and the standards imposed on you are higher.

Section C. Citing Different Types of Sources

You should strive to provide complete information regarding the source. The person reading your document should be able to locate the referenced information if they needed to. Some of the more common sources are provided below. For a more complete list of sample citations for business sources (example: Factiva, GMID, Datastream) see the Winspear Library's *Citing Business Resources* guide here:

<http://www.library.ualberta.ca/subject/business/resources/index.cfm>)

Websites

- Website address,
- Author/organization to whom the website belongs, and
- Date that the information was sourced.

For example,

www.bus.ualberta.ca, University of Alberta School of Business, October 3, 2005.

Books

- Author(s),
- Year of publication,

⁷ p. A1, Cryderman, Kelly (2005). "Waits for hip, knee surgery cut by 90%," *Edmonton Journal*, Edmonton, Alberta, December 19.

- Title of the publication,
- Publishing company,
- City of publication, and
- Page number (if quote used).

For example,

Murphy, Patrick E. and Gene R. Laczniak (2006), *Marketing Ethics*, Pearson, Upper Saddle River, NJ.

Journal Articles/Magazines

- Author(s),
- Year of publication,
- Title of article
- Title of the journal/magazine
- Volume
- Issue
- Page number (if quote used).

For example,

Maison, Dominika, Anthony Greenwald and Ralph H. Bruin (2004), “Predictive Validity of the Implicit Association Test in Studies of Brands, Consumer Attitudes, and Behavior,” *Journal of Consumer Psychology*, Volume 4, Issue 4, pp. 405-415.

NOTE:

- For a more detailed guide to citing business resources go to: <http://www.library.ualberta.ca/subject/business/resources/index.cfm> A PDF version of this guide is also available.
- To see a list of specific database citation examples such as *ABI*, *E-STAT*, *SEDAR*, etc. for your reference list, go to: <http://www.library.ualberta.ca/subject/business/resources2/index.cfm> Also available in PDF.

Section D. Some Possible Questions You Might Have.

What if I change a statistic or a couple of words in a sentence, is this now my own?

No. If you are representing information that is clearly from another as your own, even if you change a word or two, this does not make this yours. Imagine that you changed a word in each sentence of Martin Luther King’s, “I Have a Dream,” speech – most people would find it reprehensible for you to now claim this as your own.

What if I change all/the vast majority of words from the initial source, do I still need to provide the reference? Yes, if you are paraphrasing the person’s idea or if you are providing a statement contains factual information. Any time you provide a factual statement in a paper (e.g., 50,000 people in Canada suffer from Grexitus each year), you should provide the reference, either in a footnote/endnote or by providing the author and the year (with further information regarding this reference being included in a “References” section.

What if I provide all of the references at the end of the document, but do not directly cite where the information in the text came from? Make sure that you directly reference any material used from the reference directly *in the text of the paper* either through a footnote/endnote or by providing the author(s) and year of the paper – with further information regarding the reference occurring in the “References” section of your paper. If you use material from another document, especially if you are using many of the same words, simply providing a reference at the end without providing a direct reference within the text may still leave you in a position where you could be charged with academic misconduct.

What if I forget to change the words or provide the reference? While intent is part of the prosecution of academic misconduct, in almost all cases it will not result in dismissal of charges.

What if I am not familiar with the way of referencing due to my particular academic background? It is your responsibility as a student to make sure that you are referencing material properly. If the nature of referencing described above is not completely familiar to you, you are asked to speak to the instructor of the course and make sure that you understand exactly what will be expected of you.

OTHER SOURCES OF INFORMATION

- Truth In Education (TIE) program www.ualberta.ca/tie
- University of Alberta Libraries *Guide to Plagiarism and Cyber-Plagiarism* <http://www.library.ualberta.ca/guides/plagiarism/>