

11 In-text referencing conventions

In your academic writing, it is very important that you acknowledge the source of the words and ideas where these are neither your own nor common knowledge. You will learn about conventions for in-text referencing in this unit.

11.1 Look at this extract from a student's essay on the impact of advertising on child behaviour. Are in-text references 1–10 correct (✓) or incorrect (X)? Where they are incorrect, correct them or explain what is wrong.

1 X date needed, e.g. (Lee, 2010)

It is now well established that food promotion influences children's food preferences and their purchasing behaviour 1 (Lee). For example, a study of primary school children by 2 Teresa Cairns (2006) found that exposure to advertising influenced which food they said they liked. A more recent study showed that labelling on a vending machine had an effect on what was bought by secondary school children 3 Willis (2012). A number of studies have also shown that food advertising can influence what children eat 4 (e.g. Barry, 2011, May 2010, White, 2010). One, for example, showed that advertising influenced a primary class's choice of daily snack at playtime 5 (May, P, 2010). However, it is more difficult to establish whether a link exists between food promotion and obesity 6 (Levin, Advertising in focus, 2008), although some studies have attempted this by using the amount of television viewing as a measure of exposure to television advertising 7 (e.g. Marks, 2006, in Allen, 2008). They may have established a link between television viewing and diet, obesity and cholesterol levels, but as 8 Alvin 2010 has pointed out, it is impossible to say whether this effect is caused by the advertising itself or other factors. One study tried to resolve this problem by taking a detailed diary of children's viewing habits 9 (Collins, 2011), showing that the more food adverts they saw, the more snacks and calories they consumed. In summary, while the literature does suggest that food promotion influences children's diet in a number of ways, 'incontrovertible proof of a link simply isn't attainable' 10 (Petersen, 2012, page 13).

Focus on your subject

It is important that you become familiar with the in-text referencing conventions used in your subject. If you are not given information about these on your course, follow the conventions used in a leading journal in your subject.

8 Reference lists

At the end of every academic text you write, you will normally be expected to give a reference list (i.e. a list giving details of all the books, articles, websites, etc. that you mentioned). It is important to become familiar with the conventions used in writing reference lists. Note that some people use the term 'bibliography' to mean reference list. However, this can also mean a list of publications on a particular subject, not necessarily publications that you have read or mentioned.

8.1 a Look at the reference list on page 35 from a student's essay. What type (1–13) is each source (A–M) in the reference list?

- 1 book with a single author
- 2 book with two or more authors
- 3 edited book
- 4 publication without a named author
- 5 article in a journal
- 6 paper in an edited book
- 7 article in a magazine or newspaper
- 8 unpublished dissertation
- 9 handout from a lecture
- 10 article in an online publication
- 11 article in a journal; originally printed, but found online
- 12 article in an online reference source
- 13 information or statistics from a government or other organisation online

References

- A** Baumol, W., Litan, R., & Schramm, C. (2007). *Good capitalism, bad capitalism, and the economics of growth and prosperity*. Yale University Press.
- B** Block, James., & Wagner, Mark. (2006). Necessity and opportunity entrepreneurs in Germany: Characteristics and earnings differentials. *MPRA Paper no. 610*. Retrieved 2 November 2011 from <http://www.mpra.ub.uni-muenchen.de/610/>
- C** Carayannis, E. G & Campbell, D. F. J. (eds) (2006). *Innovation networks and knowledge clusters*. Westport, CT: Greenwood.
- D** Caliendo, M., F. M. Fossen, & A. S. Kritikos (2009). Risk attitudes of nascent entrepreneurs – new evidence from an experimentally validated survey. *Small Business Economics*, 153–167.
- E** Davidsson, P. (2004). *Researching entrepreneurship*. New York: Springer.
- F** European Fair Trade Association (2010). *Fair Trade Yearbook 2010*. Retrieved 11 February 2011 from <http://www.european-fair-trade-association.org/Efta/yb.php>.
- G** Innovation. (n.d.). In *Wikipedia*. Retrieved 21 May 2011 from <http://en.wikipedia.org/>
- H** OECD (2010). *SMEs, Entrepreneurship and Innovation*. Paris: Organisation for Economic Cooperation and Development.

- I** Rauch, A., Wiklund, J., Lumpkin, G. T., & Frese, M. (2009). Entrepreneurial orientation and business performance: An assessment of past research and suggestions for the future. [Electronic Version]. *Entrepreneurship: Theory & Practice*, p. 761.
- J** Peters, M. (2010). *Innovation and invention*. MBA lecture notes, 2009/10, Southport University, Business School.
- K** K. Roback (2006), Medical device innovation – The integrated processes of invention, diffusion and deployment. Unpublished PhD. Linköping, Sweden: Linköping University.
- L** Samuelson (2009). Advances in total factor productivity and entrepreneurial innovation. In Z. J. Acs, D. Audretsch, & R. Strom (eds) *Entrepreneurship, growth and public policy*. Cambridge: Cambridge University Press.
- M** Woolridge, A. (2009, March 14). *Global heroes: A special report on entrepreneurship*. *The Economist*, 1–19.

b Find any mistakes in the reference list and discuss ways to correct them.

Appendices

Appendix 1

In-text references

1 The author–date system

- In an *integral* reference the author's surname is used as an element of the sentence.

Bygate (1987) points out that spoken text is generally grammatically simpler than written text.

- The author's surname is followed by the date of publication in brackets. Integral references focus attention on the author.
- In a *non-integral* reference the author's surname and the date of publication are put in brackets.

75 percent of journeys by men and 52 percent by women were by car (**Oxley 2000**).

- A number of sources by different authors can be listed in non-integral references.

Since 1990, authors of numerous articles have recommended the use of problem-centered instruction in secondary social studies classes (e.g. **Benoit 1998; Gallagher 2000; Maxwell, Bellisimo & Mergendoller 2001; Savoie & Hughes 1994**).

- Items in the list are usually given in alphabetical order.
- Commas can be placed between the surname and date.

... by car (**Oxley, 2000**).

... social studies classes (e.g. **Benoit, 1998; Gallagher, 2000; Maxwell, Bellisimo & Mergendoller, 2001; Savoie & Hughes, 1994**).

- When a publication has more than two authors, only the surname of the first author is given, followed by *et al.* (*et alia* = and others).

Owen et al. (2009) found that 45% of patients had home internet access. Although these errors are rare, they occur in spontaneous speech (**Clark et al. 1986**).

- For a quotation, it is usual to give a page number in addition to the date:

Jenkins (1995, p. 121) argues that "customers are individuals whose individual wants and needs can be ascertained and fulfilled".

- When we report one writer mentioned by another writer, 'cited in' or just 'in' is used.

Schools often give conflicting messages about the value of sport in the curriculum (**Barrett 2001, cited in Adams 2008**).

2 The numeric or endnote system

- A number is placed in the text, usually in superscript, or sometimes in square brackets. This links to a source given in the reference list.

A growing number of universities are offering modules in communication skills.¹

Porter noted that "in choosing among technologies to invest in, a firm must base its decision on a thorough understanding of each important technology in its value chain". [1]

Appendix 2

Reference lists

The example reference list on page 169 follows the very common APA (American Psychological Association) style of referencing:

- the list should be headed *References*;
- it should include *all* the sources (books, journal articles, newspaper articles, websites, etc.) you have referred to in your text;
- it should *not* include any sources you have read but not referred to;
- references are normally listed in alphabetical order.

Some different conventions may be used in your subject from those shown here. Your department may give you details of what you need to do. If not, follow the conventions used in a leading journal in your subject or use the conventions shown here.

References

- Ball, K., Timperio, A. & Crawford, D. (2009). Neighborhood socioeconomic inequalities in food access and affordability. [Electronic version]. *Health and Place*, p. 578.
- Article in a journal; originally printed, but found online
- Barnett, C., Cloke, P., Clarke, N. & Malpass, A. (2005). Consuming ethics: Articulating the subjects and spaces of ethical consumption. *Antipode*, 37, 23–45.
- Article in a journal
- Carrell, K. (2011). *The end of cheap food?* MSc lecture notes, 2011/12, Nottingham City University, Department of Geography.
- Handout from a lecture
- Castree, N., Demeritt, D. & Liverman, D. (eds) (2009). *A Companion to Environmental Geography*. Oxford: Wiley-Blackwell.
- Edited book
- DeLind, L. (2003). Considerably more than vegetables, a lot less than community: the dilemma of community-supported agriculture. In J. Adams (ed) *Fighting for the Farm: Rural America transformed*, pp. 192–206. Philadelphia: University of Pennsylvania Press.
- Paper in an edited book
- Doubleday, R. (2004). *Political innovation: corporate engagements in the controversy over genetically modified foods*. Unpublished PhD dissertation. London: University College London, Department of Geography.
- Unpublished dissertation
- Elliott, V. (2009, August 10). Food crisis could force wartime rations and vegetarian diet on Britons, *The Times*, p.31.
- Article in a newspaper or magazine
- Food and Agriculture Organization. (2006). *The State of Food Insecurity in the World*. Retrieved February 9, 2012 from www.fao.org/docrep/009/a0750e/a0750e00.htm.
- Information or statistics from a government or other organisation online
- Food Research and Action Center (2007). *State of the States: 2007*. Washington, DC: Food Research and Action Center.
- Book without a named author
- Geography of food. (n.d.). In *Wikipedia*. Retrieved 21 May 2011 from http://en.wikipedia.org/wiki/Geography_of_food.
- Article in an online reference source
- Magdoff, F. (2008, May 2008). The world food crisis: sources and solutions, *Monthly Review*. Retrieved May 16, 2011 from <http://www.monthlyreview.org/080501magdoff.php>.
- Article in an online publication
- Marsden, T., Flynn, A. & Harrison, M. (2000). *Consuming Interests: The social provision of foods*. London: UCL Press.
- Book with two or more authors
- Patel, R. (2007). *Stuffed and Starved: Markets, power and the hidden battle for the world food system*. London: Portobello Books.
- Book with a single author