



**PACE**  
UNIVERSITY

International Academic Support

## Avoiding Plagiarism – Citing Sources

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SELF-GUIDED ACTIVITIES

# What is it?

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**Academic Integrity** is when you acknowledge ideas or thoughts you've found elsewhere. When you hand in a paper in your classes or publish research, it is assumed that it's all your own work – unless otherwise stated. If you do not accredit these outside sources, you are **plagiarizing**, which is a serious offense anywhere in the U.S.

## The University Academic Integrity Code

<https://www.pace.edu/sites/default/files/2022-02/academic-integrity-code.pdf>



# What is it?

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- ❖ File Notation
- ❖ Reprimand
- ❖ Academic Disciplinary Probation
- ❖ Suspension
- ❖ Expulsion



# When do I need to cite?

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As a rule-of-thumb, always cite when you include information that you did not produce yourself. Generally, **we cite facts – not our personal opinions or observations.** When in doubt, however, always cite.

An exception to this rule is with ‘**common knowledge,**’ when we include facts that all readers should already know, such as “it’s hot in summer and cold in winter” or “dogs and cats are animals.”

Which of these sentences need citation?

- A. 70% of what students learn in a class come from their peers – not the instructor. **Yes**
- B. I like blue and purple flowers more than red flowers. **No**
- C. Birds can fly. **No**
- D. I sleep better when I stop drinking coffee at 3pm. **No**
- E. People tend to sleep better when they stop drinking coffee at 3pm. **Yes**



# Why do I need to cite?

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Avoiding the sanctions listed in the University Academic Integrity Code should be reason enough, but you also want to cite to...

- ❖ ...give credit to those who originated the ideas you use in your papers;
- ❖ ...establish credibility for the claims you make in your papers;
- ❖ ...allow for your readers to track down the source of your claims.



# How do I cite?

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Any idea, information, or knowledge you borrow from any source needs an **in-text citation** as well as an entry in your **list of references/works cited**. Remember that you also need to cite any visual you're using, if you didn't create it yourself.

In the next slides we'll go over how to do this step-by-step, but note that this will be done following **APA formatting guidelines**. MLA and other formatting style guides are not very different from APA, but if your professors request another formatting style guide, look up how these are different. For APA, always refer to Purdue OWL at:

[https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_style\\_introduction.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html)

# How to structure In-Text Citations

## INTRODUCING A SOURCE

The most important part of this is that you clearly indicate where you have used an outside source and distinguish this from your own thoughts by indicating where these citations start and end. A great way to achieve this is by using **signal phrases** to introduce your sources.

According to Adam Smith (1994)...

Noam Chomsky (2012) agreed that...

Reporting verbs | For a list of these, see the Verbs of Reporting material.

Name of Author

Year of Publication

Avoid introducing sources the same way every time, but make sure to always include the three components.

Attachment I

Avoiding Plagiarism  
Exercises (Page 1)

Attachment II

Verbs of Reporting

# How to structure In-Text Citations

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## QUOTATIONS

With quotations, you incorporate information **word-for-word**, exactly as it appears in the source. You cannot change anything about the original source without showing what's edited using proper APA formatting.

Let's look at all the components using a properly formatted quotation example!

Avoid using a lot of quotations, as they can disrupt the flow of your paper.



# How to structure In-Text Citations

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## QUOTATIONS

**According to Kotler and Keller** (2016), globalization trends -as well as the increased reach of digital technology- has led to "increasingly shared needs and wants... [which have, in turn] created global markets for more standardized products, particularly among the young middle class" (p. 248). This appears to mainly hold true for the retail market in Vietnam, with a young, dynamic, and thriving middle-class, as we discussed in the strategy section above.

**1: Start by introducing the source with a signal phrase.**

# How to structure In-Text Citations

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## QUOTATIONS

According to Kotler and Keller (2016), globalization trends -as well as the increased reach of digital technology- has led to "increasingly shared needs and wants... [which have, in turn] created global markets for more standardized products, particularly among the young middle class" (p. 248). This appears to mainly hold true for the retail market in Vietnam, with a young, dynamic, and thriving middle-class, as we discussed in the strategy section above.

*2: Whenever you introduce a source using the authors' names, include the year it was published in a parenthesis immediately following the authors' names. Page reference is mandatory in quotations and always go in the second parenthesis after the end of the quotation.*

# How to structure In-Text Citations

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## QUOTATIONS

According to Kotler and Keller (2016), **globalization trends -as well as the increased reach of digital technology- has led to** "increasingly shared needs and wants... [which have, in turn] created global markets for more standardized products, particularly among the young middle class" (p. 248). This appears to mainly hold true for the retail market in Vietnam, with a young, dynamic, and thriving middle-class, as we discussed in the strategy section above.

**3: To best fit the quotation into a paragraph, parts can be reworded but do not get quotation marks (“”). Be careful not to get too close to the source here, though!**

# How to structure In-Text Citations

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## QUOTATIONS

According to Kotler and Keller (2016), globalization trends -as well as the increased reach of digital technology- has led to "increasingly shared needs and wants... [which have, in turn] created global markets for more standardized products, particularly among the young middle class" (p. 248). This appears to mainly hold true for the retail market in Vietnam, with a young, dynamic, and thriving middle-class, as we discussed in the strategy section above.

4: Always start and end the part you take word-for-word from the source with quotation marks (“”).

# How to structure In-Text Citations

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## QUOTATIONS

According to Kotler and Keller (2016), globalization trends -as well as the increased reach of digital technology- has led to "increasingly shared needs and wants... [which have, in turn] ...created global markets for more standardized products, particularly among the young middle class" (p. 248). This appears to mainly hold true for the retail market in Vietnam, with a young, dynamic, and thriving middle-class, as we discussed in the strategy section above.

5: Sometimes you need to edit quotes for them to fit into your paper grammatically or because it has parts that are redundant. Always mark this clearly. If you end a quote early, mark the part you've taken out with three periods (...); if you enter new information, put this in brackets ([ ]).

### Attachment I

Avoiding Plagiarism  
Exercises (Page 2, Task 1)

# How to structure In-Text Citations

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## PARAPHRASING AND SUMMARIZING

These can be viewed as the opposite of quotations, as you must incorporate these **in your own words**. Simply changing words isn't enough; you must create a significant distance between the source and the words you're using.

Let's look at the components using two properly formatted examples of paraphrasing – one with a signal phrase, and one without. You want to use both to make the paper flow better.

Aim to paraphrase or summarize more than you quote, as quoting too often will disrupt the flow of your paper.



# How to structure In-Text Citations

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## PARAPHRASING AND SUMMARIZING (SIGNAL PHRASE)

Because the Vietnamese retail market appears to have tremendous potential for growth, there are already numerous contenders for the dominant position in this market. **According to Nguyen's (2019) analysis of the Vietnamese retail market**, commercial centers have come to dominate the urban retail market by offering their customers a wide range of different facilities, including entertainment and shopping, while convenience stores have come to dominate the rural areas by offering their customers convenience in their many retail locations (p. 10).

**Signal phrase with the year of publication in parenthesis.**

# How to structure In-Text Citations

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## PARAPHRASING AND SUMMARIZING (SIGNAL PHRASE)

Because the Vietnamese retail market appears to have tremendous potential for growth, there are already numerous contenders for the dominant position in this market. According to Nguyen's (2019) analysis of the Vietnamese retail market, commercial centers have come to dominate the urban retail market by offering their customers a wide range of different facilities, including entertainment and shopping, while convenience stores have come to dominate the rural areas by offering their customers convenience in their many retail locations (p. 10).

It is never wrong to include page numbers when you cite sources, but it is not required when paraphrasing or summarizing. If you choose to include it, put it at the end of the paragraph in the format shown above.

# How to structure In-Text Citations

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## PARAPHRASING AND SUMMARIZING (WITHOUT SIGNAL PHRASE)

Although Walmart would benefit significantly from achieving a high level of product standardization, some adaptation strategies will also have to be implemented in order to offset some of the drawbacks associated with standardization as well as to allow Walmart to dominate the retail industry. For instance, even though the Vietnamese government increasingly enact policies and regulation to attract foreign investment, Walmart will have to familiarize itself with and closely monitor the differences in local laws and policies. Furthermore, moving very close to the standardization end of the spectrum might help Walmart differentiate itself from local competitors in the initial phases of its expansion. However, if the company is genuinely aiming for dominance, it will eventually have to adapt at least some products to the local market to avoid customers switching to its competitors for these products (Nguyen, 2019).

Remember to always include the source information (author's name and year) in a parenthesis at the end of the paragraph. If you use the source in another paragraph, cite again.

### Attachment I

Avoiding Plagiarism  
Exercises (Page 2, Task 2)

# How to structure a List of References

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All sources you have cited in your paper need an entry in the list of references located at the end of your paper. In-text citations refer readers to the correct entry in the list of references, and entries in the list of references includes sufficient information for the reader to find the original source.

How you structure each entry in the List of References depends on the kind of source you're using. For instance, an entry for a book will be very different from an entry for a video, a recording, or a journal. We'll go over the general format and refer students to Purdue OWL for the different kinds of sources. See link at the bottom of this slide.

# How to structure a List of References

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1. On a separate page at the end of your paper, create a heading that's centered labelled 'References'
2. Create each entry as it appears for each source type on Purdue OWL, and arrange in alphabetical order, indented half an inch from the left margin (click 'Tab' once).



# How to structure a List of References

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**Brown, E. (2013). Comedy and the feminine middlebrow novel. Pickering & Chatto.**

*Author names appear in inverted format with last names first, then first name initial followed by a period (.), additional authors are separated with a comma (,)*

*The publication year appears in a parenthesis followed by another period (.)*

*The full title of the source appears followed by another period (.)*

*The full name of the publisher appears followed by another period (.)*

## Attachment I

Avoiding Plagiarism

Exercises (Page 2, Task 3)



# Where do I go with questions?

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APA Formatting Guide

[https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_style\\_introduction.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html)

Speak With Instructional Librarians

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APA Sample Paper

[https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/apa\\_sample\\_paper.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_sample_paper.html)

# English tutoring and support

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Would you like to improve your English? As international students at Pace, you have access to English tutors free of charge. We provide one-on-one sessions, conversation groups, Business English seminars, and Legal English support. Click the link at the bottom to find out more and scan the QR to sign up.



# Become an IAS ally

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Are you staff or faculty at Pace and would like to stay up to date on all things international support? Email Martin Molden at [mmolden@pace.edu](mailto:mmolden@pace.edu) and let him know you'd like to be added to our emailing list. For more information see link at the bottom.



# Thank You!

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