

PLAGIARISM AND CITATION

1.0 What is Plagiarism?

You are guilty of plagiarism if you copy something from another author's work (e.g. a book, an article or a website) without acknowledging the source and pass it off as your own. In effect you are stealing something that belongs to someone else. This is not only the case when you copy work word-for-word (verbatim), but also when you submit someone else's work in a slightly altered form (paraphrase) or use a line of argument without acknowledging it. You are not allowed to use work previously produced by another student. You are also not allowed to let anybody copy your work with the intention of passing it off as his/her work

2.0 How can you avoid plagiarism?

Apply proper citations both in-text and reference list using any of the following referencing technique – APA, Harvard & Vancouver reference technique.

2.1 APA referencing technique

Printed books	Printed journal articles	Sources from the Internet	e-books	Electronic journals	In-text referencing
Author surname, author initial(s). (Year of public). Title of the book (edition number if it is not the 1 st edition). Place of publication: Name of the publisher	Author surname, author initial(s). (Year of public). Title of the journal, volume number (issue number), page numbers of the article	Author/editor surname, author/editor initial(s). (Year, month and date of last update or copyright). Title of the page/document. Month, date and year of retrieval (If necessary), and the URL.	Cite electronic books as printed books unless it is only available electronically. To reference the entire book use "Available from" and the URL. Use retrieved from when directing readers to specific material.	Cite the same as for the print version but include either a digital Object Identifier or a URL at the end.	For example, this was seen in Ugandan study (Conger, 1979). OR Conger (1979) argued that ...

2.2 Vancouver referencing technique

Printed books	Printed journal articles	Sources from the Internet with author	e-books	Electronic journals	In-text referencing
Carlson BM. Human embryology and development biology. 3 rd ed. St. Louis: Mosby; 2004.	Author's surname initials. Title of the article. Title of the journal. [abbreviated] . Year of publication month date; volume number (issue number): page numbers.	Author/Editor/ Organisation's name. Title of the [homepage on the Internet]. Place of publication: Publisher's name; [updated year month day; cited year month day]. Title of page being cited. [number of screens]. Available from:	Foley KM, Gelband H, editors. Improving palliative care for cancer [monograph on the Internet]. Washington: National Academy Press; 2001 [cited 2002 Jul 9]. Available from URL.	Author's surname initials, Title of article. Abbreviated title of Journal [serial on the Internet]. Year of publication Month day [cited year Month Day]; Volume number (issue number): [about number of	Example: ...as one author has put it "the darkest days were still a head" [1]: which is well documented in the literature . [2-3] This proves that "the darkest days are still a head". [1] When multiple references are cited at a given

		URL.		pages or screens]. Available from: URL	place in a text, use a hyphen to join the first and last numbers that are inclusive, eg. [6-8]. ...
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2.3 Harvard referencing technique

It is used here in the examples that follow.

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)

2.3.1 In-text in Paragraph

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.

X	Wrong: In his book <i>Constructing a Good Dissertation</i> , Erik Hofstee (2006:5) argues that ...
✓	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).

2.3.2 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). HarrisonWalker (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).

2.3.3 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.

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

x	Wrong: According to Statistics South Africa (2007:23), nearly 20% of all adult South Africans are functionally illiterate.
x	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).

2.4.1 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 ...
When using "According to ..." one should always place a comma here. The same principle applies to the next example.
- 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 ...

2.4.2 Three or more authors

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. This principle applies to all source types.

2.4.3 Use of ampersand (&) sign for three or more authors

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.

Examples:

X	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.
X	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 below).

2.5 Special cases of in-text referencing

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.

2.5.1 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).

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.

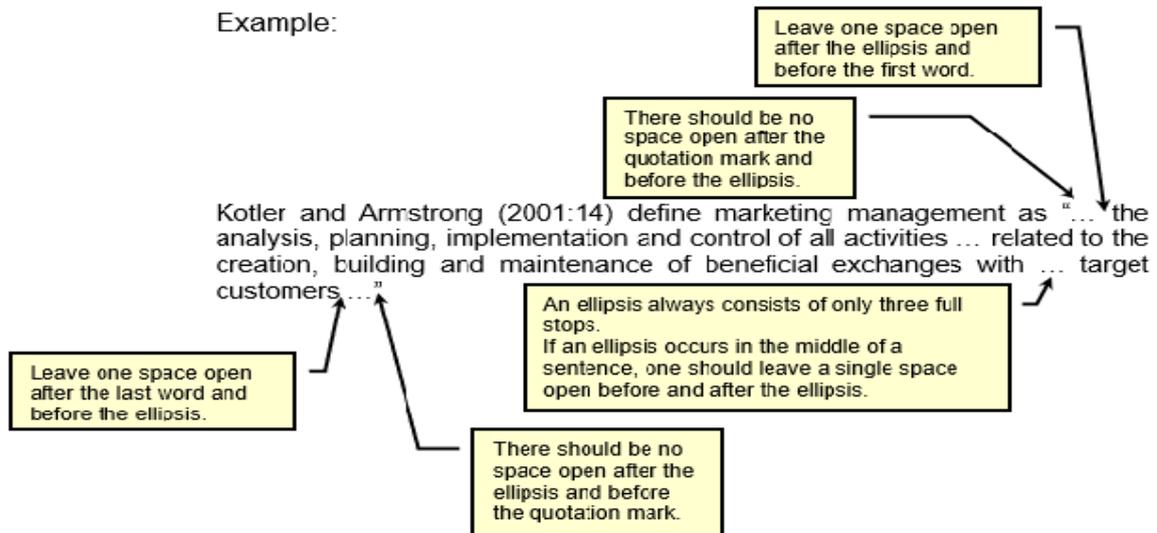
The original author's exact words, including any spelling or grammatical errors, should be quoted. If the original wording contains spelling or grammatical errors, one has to point these errors out by placing the word [sic] in square brackets in the quote directly after the error. For example: "It is 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:

2.5.2 Leaving out part of the original text in a direct quotation

Kotler and Armstrong (2001:14) define marketing management as "... the analysis, planning, implementation and control of all activities ... related to the creation, building and maintenance of beneficial exchanges with ... target customers ..."

Example:



Note the following:

- There should be no space open after the quotation mark and before the ellipsis.
- Leave one space open after the ellipsis and before the first word.
- An ellipsis always consists of only three full stops. If an ellipsis occurs in the middle of a sentence, one should leave a single space open before and after the ellipsis.
- There should be no space open after the ellipsis and before the quotation mark.
- Leave one space open after the last word and before the ellipsis.
- 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" (TerHofstede 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:

Hotstee (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 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 emphasis 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 of only direct quotation 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:

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 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:

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, services cape, core service, employee service, self-image congruence and feelings 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).

2.5.3 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 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/accenuatethe original author's identity in your writing.

2.5.4 In-text references to more than one source

Source: Theuns Kotzé Department of Marketing and Communication Management UNIVERSITY OF PRETORIA

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.

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!

3.0 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 communication should always create associations that are favourable rather than unfavourable (Dwyer, 1999a:195).
List of References:	Dwyer J. 1999a. Communication in business: strategies and techniques. Sydney: Prentice Hall. Dwyer, J. 1999b. Introduction to organizational communication. Sydney: Prentice Hall.

3.1 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: **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 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 5.6.2), 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.

Source: Theuns Kotzé Department of Marketing and Communication Management UNIVERSITY OF PRETORIA

- 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 3.0). 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 singlespaces. These single spaces may appear larger when the text is justified.

4.0 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.

4.1 BOOKS

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.

One author

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).
List of References:	Author surname, Initials. Date. Title in sentence case and italics. Place of publication: Publisher. Dwyer, J. 1999. <i>Communication in business: strategies and techniques</i> . Sydney: Prentice Hall.

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.

4.1.1 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:	<u>First reference to source:</u> According to Meyer, Anderson, Bohning and Fratanna (1973:74), photosynthesis is ... or Photosynthesis is defined as ... (Meyer, Anderson, Bohning & Fratanna, 1973:74).
	<u>Second or later references:</u> Meyer <i>et al.</i> (1973:74) describe osmosis as ... or Osmosis may be defined as ... (Meyer <i>et al.</i> , 1973:74).
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:

List of References:	Cooper, D.R. & Schindler, P.S. 2008. Business research methods. 10th ed. New York, NY: McGraw-Hill.
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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. Business research methods. 10th international ed. New York, NY: McGraw-Hill.
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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://en.wikipedia.org/wiki/List_of_U.S._state_abbreviations

4.2 ONLINE (WEB-BASED) BOOKS

In-text reference:	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. Dwyer (1999) suggests that ... / According to Dwyer (1999), ... or Communicators should always create associations that are favourable rather than unfavourable (Dwyer, 1999).
List of References:	Treat the same as a paper-based book or edited publication, but add the following after the normal information: [Online] Available from: URL [Downloaded: Date accessed]. For example: Jackson, S. 2009. Cult of analytics: driving online marketing strategies using Web analytics. Amsterdam: Elsevier/Butterworth-Heinemann. [Online] Available from: http://0-site.ebrary.com.innopac.up.ac.za/lib/pretoria/docDetail.action?docID=10300165 [Accessed: 2010-11-17].

Note the following:

Source: Theuns Kotzé Department of Marketing and Communication Management UNIVERSITY OF PRETORIA

- 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.

4.3 JOURNAL ARTICLES: PAPER-BASED

This section covers references to articles in traditional paper-based journals.

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>Rabbi, J.S. 1995. Drinking among college students. <i>Journal of Alcohol and Drug Education</i>, 40(3):52-64.</p>

Note full stop here.

There is no space here.

Note full stop here.

Note comma here.

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., Laczó, 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.

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

Source: Theuns Kotzé Department of Marketing and Communication Management UNIVERSITY OF PRETORIA

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 ...</p> <p>or</p> <p>Consumer ecological concern has three components, namely knowledge about environmental issues, attitudes about the environment and environmentally sensitive behaviour (Bohlen, Schlegelmilch & Diamantopoulos, 1993:417).</p> <p><u>Later references:</u> Bohlen <i>et al.</i> (1993:416) argue that ...</p> <p>or</p> <p>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

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.

4.4 NEWSPAPER ARTICLES

A paper-based newspaper article where the author is named

In-text reference:	Same as journal article (see section 7.11)
List of References:	<p>Peterson, C. 1987. Falklanders fear weakening of UK resolve. <i>Pretoria News</i>, 21 January:12.</p> <p>Buys, W. 1987. Motorversekering: polishouers nou voor twee keuses gestel. <i>Sake-Beeld</i>, 26 January:4-5.</p>

4.4.1 An anonymous newspaper article

Option 1: Use the name of the newspaper in the place of the author

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

Option 2: Use the title of the article in the place of the author.

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

Same as ONLINE (WEB-BASED) BOOKS. But because electronic newspaper articles do not contain page numbers, no page numbers are included in in-text references and in the list of references.

4.5 CONFERENCE PAPERS

In-text reference:	Use the same approach used in the case of a paper-based journal article (see 4.3). 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:	Kritzinger, H.L. & 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. Paper presented at the Thirteenth Annual Conference of the Southern Africa Institute for Management Scientists, Stellenbosch, 9-11 September:110-120. or Kritzinger, H.L. & 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). Proceedings of the Thirteenth Annual Conference of the Southern Africa Institute for Management Scientists, Stellenbosch, 9-11 September:110-120. Electronic conference papers: Combine the approach outlined above with the following: [Online] Available from: URL [Accessed: Date accessed]. or Treat the document as an electronic document downloaded from the World Wide Web (ONLINE (WEB-BASED) BOOKS).

4.6 THESES AND DISSERTATION

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

In-text reference:	Same as for a book (see section 7.7)
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 7.7)
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: http://upetd.up.ac.za/thesis/available/etd-06132002-085415 [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.

The End