When writing a piece of work, you need to refer in your text to material written or produced by others. This procedure is called citing or quoting references. Failure to do so amounts to plagiarism which is against University Regulations and is regarded as a serious offence. Note that it is also an offence to self-plagiarise and this is defined by the University as occurring when ‘a student’s own work is re-presented without being properly referenced’.

Consistency and accuracy are important to enable readers to identify and locate the material to which you have referred. The same set of rules should be followed every time you cite a reference.

In the Ulster Business School (UBS), you need to use our version of the Harvard System, also known as the ‘Author Date’ method. Our guidance is based on the Bournemouth Guide to Citation (which uses both the British Standard for the citation and referencing of published material in the Harvard Style and interpretations of that system used in academic and research institutions).

The UBS version of the Harvard Style is available as an option to users of the RefWorks bibliographic management software. For help with RefWorks contact your UBS library staff.

We recommend that references to person-to-person communications such as letters and emails are given only within the running text and are not detailed in the reference list.

When you submit work for external publication please follow the guidelines for authors issued to you by your publisher. These may differ from the guidelines set out here.

The Harvard System (Author Date Method)

All statements, opinions, conclusions etc. taken from another writer’s work (print, online or multimedia) should be cited, whether the work is directly quoted, paraphrased or summarised. Paraphrasing is rewriting an argument using your own words, phrasing and interpretation.

Referencing is a two part process:

1. Citing within the text
2. References at the end of the work
In the Harvard System cited publications are referred to in the text by giving the author’s surname and the year of publication (see Citing in the text) and are listed in a reference list or bibliography at the end of the text (see References at the end of a piece of work).

Note: A bibliography is usually interpreted as complete list of all references you have consulted, including those cited in the text. A Reference list comprises only those cited in the text. It is important that you check whether you are required to submit a reference list OR a bibliography OR both when you submit a piece of work.

Originators/authors: name(s) of the person or organisation shown most prominently in the source as responsible for the content in its published form should be given. This includes Editors who have been responsible for the editorial aspects of publication but may not have written an individual contribution. For web sites, this may be the publisher of the web site in the absence of any identifiable individual.

If an item is the co-operative work of many individuals, none of whom have a dominant role, the title may be used instead.

Where neither of these options are apparent and there is clearly no identifiable person/body responsible, use ‘Anon.’.

Dates: if an exact year or date is not known, an approximate date preceded by ‘ca.’ may be supplied e.g. (ca.1940). If no such approximation is possible, use (no date). For web pages, it may be preferable to cite the year in which the page was accessed, e.g. (ca.2009), rather than use (no date).

Person-to-person communication (letters, emails, interviews etc)
We recommend that references to person-to-person communications such as letters and emails are given only within the main body of the text and are not detailed in the reference list.

Citing in the text

Quotations: as a general rule, if the quotation is less than a line it may be included in the body of the text in double quotation marks. Longer quotations should be indented, single-spaced and appear in double quotation marks.

Pagination: for citing quotations from particular parts of the document the relevant page number(s) should be given after the year within the brackets. If pagination is absent (e.g. on a web page) this detail is not required.

Summaries or paraphrases – give the citation where it occurs naturally or at the end of the relevant sentence or paragraph. Page numbers are not required.

Diagrams, illustrations, photographs – should be referenced as though they were quotations taken from a published work. So page numbers are after the year within the parentheses. Diagrams etc. are usually accompanied by a brief description and are listed throughout a piece of work by figure number.

e.g. Figure 1. Forces Governing Competition in an Industry (Porter, 1979 p.141)

Text or script from videos, films or broadcasts – should be referenced as though it were a quotation taken from a published work, but without page numbering.
e.g. In Love with the Groove (Walkers Snacks Advertisement, 2011)

**Online sources** – when citing a corporate web page use the corporate author e.g. “Tesco suggest... (Tesco, 2011). *Do not* insert the web address in the body of the text.

**Examples of citing in the text**

1) **If the author’s name occurs naturally in the sentence**, the year is given in brackets:-

   e.g. According to Cottrell (2008) there are 8 things you can do before starting university...

   e.g. As Cottrell (2008, p.61) indicates, “your performance as a student is likely to improve if you...reflect on *how* you learn”, so that you...

2) **If the name does not occur naturally in the sentence**, both name and year are given in brackets:-

   e.g. More recent research (Lee, 2010) has examined environmental issues related to supply chains and supply chain management.

   e.g. More recently, environmental issues relating to supply chains and supply chain management have been examined (Lee, 2010).

3) **When an author has published more than one cited document in the same year**, these are distinguished by adding lower case letters (a,b,c, etc.) after the year and within the brackets:-

   e.g. Johnson (1994a) discussed the subject...

   NB: The addition of letters is determined by the order of appearance within the main text, not by the alphabetical sequence of the items themselves. Thus, a citation “Johnson (1994a)” will always precede “Johnson (1994b)”.

4) **When more than one source is cited**, the sequence of citations may be either chronological, e.g. (Smith, 1999; Jones, 2001; Turner, 2006) or in order of academic relevance.

5) **If there are two authors** the surnames of both should be given:-

   e.g. Whiteacre and Buckley (2010) have proposed that...

6) **If there are more than two authors** the surname of the first author only should be given, followed by et al.:-

   e.g. As part of their research, Comstock et al. (2010) examined marketing management at General Office Co. (GE).

   NB: A full listing of names should appear in the list of references.

7) **If the work is anonymous** then “Anon.” should be used:-
e.g. In a commentary referring to the global financial collapse (Anon., 2009) the responsibility of financial regulators was discussed.

8) **If it is a reference to a newspaper article with no author** the name of the paper can be used in place of “Anon”:-

e.g. Although it is believed that the UK economy is growing slowly, others suggest that the economy is on a ‘plateau’ (The Guardian, 2011)

NB: You should use the same style in the list of references.

9) **If you refer to a source directly quoted in another source** you cite both in the text:-

e.g. A study by Allen (2001 cited Parker, 2009) showed that…

(You should list only the work you have read, i.e. Parker, in the list of references.)

10) **If you refer to a contributor in a source** you cite just the contributor:-

e.g. While questioning may appear to be a straightforward form of communication, it is in fact a more complex and versatile occurrence (Dickson and Hargie, 2006).

See **References at the end of a piece of work** below for an explanation of how to list contributions (chapters in books, articles in journals, papers in conference proceedings) in the list of references.

11) **If you refer to a person who has not produced a work, or contributed to one**, but who is quoted in someone else’s work it is suggested that you should mention the person’s name and you must cite the source author:-

e.g. Richard Hammond stressed the part psychology plays in advertising in an interview with Marshall (1999).

e.g. “Advertising will always play on peoples’ desires”, Richard Hammond said in a recent article (Marshall 1999, p.67).

(You should list the work that has been published, i.e. Marshall, in the list of references.)

**Person-to-person communications (letters, emails, interviews, etc):**


  - They do not provide recoverable data and so are not included in the reference list.
  - Cite personal communications in the text only. Give initials as well as the surname of the communicator and provide as exact a date as possible.
  - When citing research data which you have collected, it is advisable to also include copies or summaries of source data in Appendices.
  - e.g. According to Professor J.O. Reiss, many designers do not understand the needs of disabled people (personal communication, April 18, 1997, see Appendix 1).
References at the end of a piece of work

At the end of a piece of work, list references to documents cited in the text. This list is called References or Reference List. Materials or sources used in ‘reading around’ the subject should be listed in a separate Bibliography section, where sources are listed following the same rules as the Reference section. It is important that you check whether you are required to submit a reference list OR a bibliography OR both when you submit a piece of work.

1. In the Harvard System, the references are listed in alphabetical order of authors’ names.
2. Only include the reference once in the reference list, regardless of how many times it has been cited in the text.
3. If you have cited more than one item by a specific author they should be listed chronologically (earliest first), and by letter (1993a, 1993b) if more than one item has been published in the same year.
4. Whenever possible, elements of a reference should be taken from the title page of the publication.
5. For place of publication give the city. If more than one town/city is listed give the first one or the location of the publisher’s head office. If the town/city is not well known, you may in addition add a county, region or state. Note that in the United States of America states are denoted by a two letter code, for example Hillsdale, NJ.
6. For the publisher’s name omit superfluous terms such as Publishers, Co., or Inc. Always retain the words Books or Press.
7. Where the publisher is a university and the place or location is included in the name of the university, do not include the place of publication.
8. Where authorship is attributed to an organisation or corporation instead of an individual author, ascribe authorship to the organisation e.g. The Economic and Social Research Council.
9. In academic writing, names of organisations may be abbreviated once they have been given in full e.g. Office of National Statistics (ONS, 2010). You must always give the FULL version of organisational names in the Reference List.
10. Each reference should use the elements and punctuation given in the following examples for the different types of published work you may have cited.

Referencing Printed (and Recorded) Materials

Reference to a book

Author’s Surname, INITIALS. (Year of publication) Title of book. Edition (only if it is not the first). Place of publication: Publisher.

e.g. **One author**

e.g. One editor


e.g. Two or more authors


Reference to a contribution in an edited book

Contributing author’s Surname, INITIALS. (Year of publication) Title of contribution. Followed by In: Surname, INITIALS., of author or editor of publication followed by ed. or eds. if relevant. Title of book. Place of publication: Publisher, Page number (s) of contribution.


Reference to an encyclopaedia or dictionary entry (without an editor)

Short form title/publisher (Year of publication) Title of contribution. In: Title of source. Edition (if not the first) Media type (if not print). Place: Publisher.


Reference to an article in a journal

Author’s surname, INITIALS. (Year of publication) Title of article. Title of journal, Volume number and (part number), Page numbers of the article.


Reference to a newspaper article

Author’s Surname, INITIALS. (or Newspaper Title,) (Year of publication) Title of article. Title of newspaper, day and month, page number/s.

e.g. Timmons, N. (2011) Pay divide between top executives and public widens. Financial Times, 16 May, 3.
Reference to a conference paper

Contributing author’s Surname, INITIALS. (Year of publication) Title of contribution. Followed by In: Surname, INITIALS., of editor of proceedings (if applicable) followed by ed or eds. if relevant. Title of conference including date and place of conference. Place of publication: Publisher, Page numbers of contribution.


Reference to an unpublished conference paper (including poster presentation)

Contributing author’s Surname, INITIALS. (Year presented) Title of contribution. Followed by Unpublished poster presentation/conference paper at: Title of conference including date and place of conference.


Reference to a report from a corporate author
(e.g. a government department, company or other organisation)

Name of Issuing Body (Year of publication) Title of publication. Place of publication: Publisher, Report Number (where relevant)

e.g. Key Note (2011) Childrenswear market report. London: Key Note


Reference to a thesis or dissertation

Author’s Surname, INITIALS. (Year of publication) Title of thesis. Designation, (and type). Name of institution to which submitted.


Reference to government/official publications

Command papers

Country of publication. Name of Department/Committee/Royal Commission (Year of publication) Title of publication. Place of publication: Publisher (Command Paper Abbreviation. Number).

**Parliamentary papers**

**Great Britain**
Country of publication. House. Name Of Committee (Year of publication) *Title*. Place of Publication: Publisher (House Session Years Paper Number)

e.g. Great Britain. House of Commons. Home Affairs Committee (2011)

**Northern Ireland**
Northern Ireland Assembly. Name of Committee (Year of publication) *Title*. Place of Publication: Publisher (Report Number)


**Hansard**
HC or HL Deb (Session Years) Date of proceedings Vol. number c number

e.g. HC Deb (2010-2012) 5 December 2011 vol.537 c8

**Reference to a video, film or broadcast**
*Title* (Year) [For films, the preferred date is the year of release in the country of production] Media format. Subsidiary originator. [Optional but director is preferred] Production details i.e. Place: Organisation.


**Programmes and series:** the number and title of the episode should normally be given, the year of broadcast, as well as the series title, the transmitting organisation and channel, the date and time of transmission.

e.g. *Business nightmares*, Episode 1, Doomed designs (2011) TV, BBC2. May 9. 2100 hrs.


**Contributions:** individual items within a programme should be cited as contributors

e.g. Obama, Barack (2011) Interview. *In: Andrew Marr Show*. TV, BBC1. May 22. 1115 hrs.
Reference to CD-ROMS and DVDs

This example refers to CD-ROMs and DVDs which are works in their own right and not a video, film or bibliographic database.

Author’s Surname, INITIALS. (Year of publication) Title. Edition. Media format. Place of publication: Publisher (if ascertainable). Available from: Supplier/Database identifier or number (optional) [Accessed date] (optional).


Referencing Online Materials

In general, if online material (e.g. electronic journals and electronic books) is available in printed format, then students should reference these as print sources regardless of how they have viewed them. If in doubt, students should reference the material as an online source.

The recommendations outlined below follow best practice in referencing online resources. Remember that scanned chapters, journal articles etc. which are located on the module area of Blackboard Learn have been provided from print sources located within the University Library and therefore should be referenced the same as the original print sources.

Similarly, lecture and tutorial notes, whether downloaded from Blackboard Learn or not, are not regarded as ‘published’ materials and are only intended as pointers toward such sources rather than as source materials in themselves, in other words, students should not reference them in their coursework.

Reference to an electronic book

Author's/Editor's Surname, INITIALS. (Year) Title. Edition (if not the first). Place of publication: Publisher (if ascertainable). Available from: URL [Accessed Date].


Reference to an online journal article

If you are certain that the copy you find on a database is identical to the printed version you may omit the URL and reference it as a printed journal. If you are in any doubt you should use one of the options below.

If the article has been located in a library database e.g. Business Source Premier, ABI Global or Emerald, then also give the ‘core’ database URL e.g. www.emeraldinsight.com, so:

Author’s Surname, INITIALS. (Year) Title. Journal Title, volume (issue), page numbers (if available). Available from: database URL [Accessed Date].

In all other cases, give full URL to the article, so:

Author’s Surname, INITIALS. (Year) Title. *Journal Title*, volume (issue), page numbers (if available). Available from: URL [Accessed date].


**Reference to an online report by a personal author/editor(s)**

Author’s/Editor’s Surname, INITIALS. (Year) Title. Place of publication: Publisher (if ascertainable). Available from: URL [Accessed Date].


**Reference to an online report by a corporate author**

Name of Issuing Body (Year of publication) Title. Place of publication: Publisher. Available from: URL [Accessed Date].


**Reference to an online conference paper**

Contributing author’s Surname, INITIALS. (Year of publication) Title of contribution. Followed by In: Surname, INITIALS., of editor of proceedings (if applicable) followed by ed or eds if relevant. *Title of conference* including date and place of conference. Place of publication: Publisher (if ascertainable). Available from: URL [Accessed Date].


**Reference to web pages with an organisation as author**

Name of Organisation (Year of publication/revision) *Title of web page*. Place of publication: Publisher. Available from: URL [Accessed Date].

*Where a web page has no identifiable author/organisation then students advised to exercise caution in using such a resource given its questionable content for use in academic work.*

**Reference to a podcast**

Although podcasts can be downloaded onto portable devices, you should always reference where it was published or displayed for download.

Author/Presenter's Surname, INITIALS., (Year of production) *Title of podcast*. Day and month of posted message. Available from: URL [Accessed Date].


**Reference to moving images accessed online**

Use originator/author if ascertainable otherwise use title. Originator. (Year) *Title*. Place of publication or production (if ascertainable): Publisher or producer (if ascertainable). Available from: URL [Accessed Date].


**Reference to a blog or Twitter posting**

Author's Surname, INITIALS. (Year of posting) *Title of posting*. Blog name/Twitter. Available from: URL [Accessed Date].


**Reference to photographs/images accessed online**

Photographer/Artist's Surname, INITIALS. (Year of publication) *Title of image*. Media type. Place of publication: Publisher (of online image) if ascertainable. Available from: URL [Accessed Date].