Why is referencing important?
Referencing is an essential part of writing at university and may account for a portion of your marks. Consistent and accurate referencing:

- means readers can identify and find the material you have used in your work
- helps you avoid accusations of plagiarism (copying others' work)
- demonstrates that you have carried out the necessary research.

Your lecturer will tell you which referencing style to use.

How do I reference a.....

**Book**

**Chapter/contribution in an edited book**

**Journal article**

**Newspaper article**

**Web page**

How do I reference e-books and electronic journal articles?
- Reference any e-books from the library as if they were print.
- If the journal article is available as a pdf document, you can reference it as if it was print – even if you got it from an online database.
- If a newspaper reference contains the page number it can be referenced as print, even if you read it online.

How do I cite within my written work?
- If the author's name occurs naturally in the sentence, then the year of the work is in brackets.
  e.g. According to Cottrell (2008)...
- If the author's name does not appear naturally, the author's surname and the year are in brackets.
  e.g. Recent research (Lee, 2010) indicates...

How do I insert quotations?
- If a quotation is less than a line, include it in the body of the text in double quotation marks, e.g.
  According to Bruce (2011, p.3) marketing involves "selling people things they do not need."
- If a quotation is longer than a line it should be indented, single spaced and appear in double quotation marks, e.g.
  According to Bruce (2011, p.3) "Over the last fifty years the approach, practice and techniques of marketing have transformed the commercial world and its provision of goods."

How do I cite a source quoted in another source (secondary referencing)?
- Cite both sources in the text.
  e.g. A study by Allen (2001 cited by Parker, 2009)
  Only cite the source you have read, i.e. Parker, in your reference list.

How do I order my references at the end?
- References should be in alphabetical order by author's surname (family name) or by organisational name if relevant.

Examples in this Guide are based on Ulster University Guides to Citation in the Harvard Style. For more examples see [guides.library.ulster.ac.uk/harvardref](http://guides.library.ulster.ac.uk/harvardref)