



TOURO UNIVERSITY

WORLDWIDE

Avoid Plagiarism

Understanding citations and bibliographies

Objectives

- Learn what plagiarism is and how to avoid it.
- Learn what citations are and why to use them.
- Understand when to cite.
- Learn the elements of a citation.
- Learn how to properly create citations in APA format.



What is Plagiarism?

Plagiarism is when the work or ideas of others are presented as your own. Making up a source is also included in plagiarism.

Plagiarizing can result in grade penalties and course failure up to and including expulsion.

Please read Touro's full statement on Academic Integrity here:

<http://www.tourolib.org/services/guides-tutorials/plagiarism>



How do you Avoid Plagiarism?

First of all, don't do it on purpose! Never copy another person's work or make up a source to support your ideas. Not only are there harsh penalties if you get caught, you are also harming the scholarly community.

However, it is also possible to commit plagiarism by accident, such as forgetting to cite sources in a paper.

This tutorial will show you how to cite sources and avoid committing accidental plagiarism.



What are Citations?

When presenting any kind of research or scholarly work, credit must be given to every source of information that is used.

You do this by including citations and bibliographies with your work.



Why use Citations?

Other than to avoid plagiarism, citations:

- Add legitimacy to your work by showing you retrieved the information from credible sources
- Acknowledge the work of others
- Help interested readers located the same source materials you used



In-Text Citations

In-text citations are how sources are cited in a paper.

Our example comes from:

Te'eni-Harari, T., Lampert, S. I., & LehmanWilzig, S. (2007). Information Processing of Advertising among Young People: The Elaboration Likelihood Model as Applied to Youth. *Journal Of Advertising Research*, 47(3), 326-340.

THIS STUDY APPLIES an important model from psychology and advertising—the Elaboration Likelihood Model (ELM) (Cacioppo and Petty, 1989; Petty and Cacioppo, 1981)—to young people. This model remains a major framework for explaining advertising effects (Agostinelli and Grube, 2002; Chang, 2002; Chebat, Charlebois, and Gelinasc-Chebat, 2001; Chebat, Vercollier, and Gelinasc-Chebat, 2003; Coulter, 2005; Coulter and Punji, 2004; Livingstone and Helsper, 2006; Scholten, 1996; Whittler and Spira, 2002). Yet, the ELM has rarely been applied to research with young people or to distinguish between persuasion processes at different stages of cognitive development (Livingstone and Helsper, 2006).

Whenever this paper mentions someone else's work, a citation is included.

This citation tells us the author of the source and year of publication.



Bibliographies

At the end of our example article, there is a list of references. This includes complete information about materials cited within the text.

BRUCKS, M., G. M. ARMSTRONG, and M. E. GOLDBERG. "Children's Use of Cognitive Defenses against Television Advertising: A Cognitive Response Approach." *Journal of Consumer Research* 14, 4 (1988): 471–82.

CACIOPPO, J. T., and R. E. PETTY. "The Need for Cognition." *Journal of Personality and Social Psychology* 42, 1 (1982): 116–31.

———, and ———. "The Elaboration Likelihood Model: The Role of Affect and Affect-Laden Information Processing in Persuasion." In *Cognitive and Affective Response to Advertising*, P. Cafferata and A. M. Tybout, eds. Lexington, MA: Lexington Books, 1989.

———, and G. N. PUNJI. "The Effects of Cognitive Resource Requirements, Availability and Argument Quality on Brand Attitudes: A Melding of Elaboration Likelihood and Cognitive Resource Matching Theories." *Journal of Advertising* 33, 4 (2004): 53–64.

DAY, E., M. R. STAFFORD, and A. CAMACHO. "Research Note: Opportunities for Involvement Research—A Scale Development Approach." *Journal of Advertising* 24, 3 (1995): 69–78.

DONOHUE, T. R., L. L. HENKE, and W. A. DONOHUE. "Do Kids Know What Television Commercials Intend?" *Journal of Advertising Research* 20, 5 (1980): 51–57.

LIEBERT, D. E., J. N. SPRAFKIN, R. M. LIEBERT, and E. A. RUBINSTEIN. "Effects of Television Commercial Disclaimers on Product Expectations of Children." *Journal of Communications* 27, 1 (1977): 118–24.

LISOSKY, J. M. "For All Kids' Sake: Comparing Children's Television Policy-Making in Australia, Canada and the United States." *Media, Culture & Society* 23, 6 (2001): 821–42.

LIVINGSTONE, S., and E. J. HELSPER. "Does Advertising Literacy Mediate the Effects of Advertising on Children? A Critical Examination of Two Linked Research Literatures in Relation to Obesity and Food Choice." *Journal of Communication* 56, 3 (2006): 560–84.



When do you Cite?

The only time you do not need to cite a source is when:

- The idea is **original** – you thought it up yourself or it is your own opinion.
- It is **common knowledge** that everyone can be expected to know – for example, that Albany is the capital of the state of New York.

Everything that is not original or common knowledge must be cited!



Quotations and paraphrasing

If you are quoting a piece of text exactly, you must cite. Here is an example:

Te-Eni Harari et al. found that “with young people, one cannot assume the conventional wisdom that popularity = effectiveness”(2007).

However you must also cite when you paraphrase or put it into your own words. For example:

Research by Te-Eni Harari et al. suggests that popularity does not necessarily impact effectiveness (2007).

It is in my own words, but *not* my own idea so I have to cite it.



The Elements of a Citation

There are several different citation styles, most styles include enough elements or information to enable someone else to locate the source. The elements included in this journal article are:

Author

Date of Publication

Article Title

Journal Title or Source

Journal Volume Number

Journal Issue Number

Article Page Numbers



APA Style

Social sciences and business publications tend to use the American Psychological Association (APA) style. Look at the following example, can you identify all the elements in this citation?

Te'eni-Harari, T., Lampert, S. I., & LehmanWilzig, S. (2007).
Information Processing of Advertising among Young People:
The Elaboration Likelihood Model as Applied to Youth. *Journal
Of Advertising Research*, 47(3), 326-340.



Additional Information

APA Style Guide Official Website – for more information on how to create citations for books, articles, websites, images, etc.

- Main:
<http://www.apastyle.org>
- APA Style Tutorial:
<http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

The Purdue Online Writing Lab – another excellent resource for information on how to create citations for books, articles, websites, images, etc.

- APA Style:
<https://owl.english.purdue.edu/owl/section/2/10/>
- APA Style Workshop:
<https://owl.english.purdue.edu/owl/resource/664/01/>

