



# STUDY GUIDE

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# REFERENCING

## REFERENCING

When you submit an assessment, you will need to show the reader where you have used other people's ideas and words. This is called referencing.

Referencing is an important academic skill to learn at university as it is important that you give people credit for their work. You will also find this skill useful in your working life as it teaches you to find and use evidence for your arguments and recommendations, if you do not use and recognise other peoples' work you are only expressing unsubstantiated opinions and that is not what academic work is about. You will also, lose easy marks if you do not reference your work correctly, so it is important that you learn how to do it.

## WHY REFERENCE

- Referencing gives authors due credit for their work.
- Using references helps to put your work into the wider context of your discipline and encourage people to listen to your arguments and recommendations.
- Referencing gives you the opportunity to show the breadth of your reading.
- Good referencing allows you, and your readers, to trace your sources easily.
- Failure to reference correctly may result in you being accused of plagiarism (presenting someone else's ideas as your own).

## REFERENCING INVOLVES

Referencing involves bringing ideas, facts and arguments together from multiple sources to help them to illustrate a point. The surname and date are provided to show where the information came from and how current it is. This is termed in text citation. A reference list is at the end which provides enough detail so that the reader can find the source.

## Example of a paragraph with in text citations:

The increasing dominance of supermarkets in the United Kingdom (UK) has significantly contributed towards the decline of traditional grocery stores **(Allen, 2009)**. Smaller, independent stores may find it difficult to compete with the buying power and aggressive tactics used by supermarkets to attract consumers. In Withernsea, for example, a new store offered local residents 40 percent off vouchers **(Walton, 2014)**. Proudfoot, a long- established local business saw their custom and profits fall by almost 50 percent within a few months of a major grocery store opening **(Competition and markets authority, 2011)**. **Gibbs (2013)** report suggests this tactic has been used by large supermarkets across the country and have had "...a similar impact on other local businesses". These tactics have been called "aggressive and anti-competitive" **(Singh, 2013)** and it seems that even successful businesses may struggle to compete.

## Example of Reference list:

- Allen, A.D. (2009) *Store wars*. London: McGraw.
- Competition and Markets Authority (2011) *CMA market investigations*. Available at: [www.gov.uk/competition/markets/cma](http://www.gov.uk/competition/markets/cma) (Accessed: 12 June 2020).
- Gibbs, B. (2013) 'The price of your shop: the fall of independents', *The Grocer*. 53 (1), pp. 7-12.
- Singh, K.A. (2013) *Grocery giants: economics, accountability and market domination*. Baltimore: Johns Hopkins Press.
- Walton, G. (2014) *New store offers discounts*. Available at: [www.thewithernseanews.co.uk/newstore](http://www.thewithernseanews.co.uk/newstore) (Accessed: 4 June 2020).

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contact the **HE Study  
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# REFERENCING EFFECTIVELY

Keep a record of what you read and will use in your work. For example:

- Author or organisation
- Title of book or web page
- How you can find it again eg. URL
- If a book the page numbers
- If a journal the DOI

Doing this will make it easier and quicker when referencing your final draft.

There are different referencing styles used at University Centre South Devon (UCSD):

- Harvard, Cite Them Right
- APA, Cite Them Right
- Chicago, The University of Plymouth

Your lecturer will let you know which style you are following

Referencing software **does not align to the Cite Them Right format**, so we would **discourage its use**.

**Referencing** the work of others for the first time can be daunting, so make sure that **you explore the support available to you**.

## CREDIBILITY OF REFERENCES

It is important that you think about the credibility of your sources in a critical way. Peer reviewed journals are considered the most credible for up-to-date research and debate. Governmental sources such as the Office of National Statistics provide reliable data, but could have an ideological bias. Certain key texts are always worth including (e.g. Marx (1848) in Sociology, Porter (1947) in Business, etc.) often regardless of age due to their influence on the subject. However, if you are talking about the current situation then you need recent data. Be careful with websites, the internet is a valuable resource, but the status of the material offered can be dubious. Try to check out the origins of

websites, i.e. government departments. Finally, think about the level you are working at, for example are you quoting from an A-Level text on a degree subject.

## HOW MANY REFERENCES

There is no universal answer to the question of how many references but ask yourself – if each paragraph is making a separate point, each point needs evidence, and evidence is most reliable when it comes from a range of sources – then you could suggest per 500 words minimum:

- Level 4: 3+
- Level 5: 4+
- Level 6: 5+

Higher grades will include increased number of references as research will be broader and more in-depth. Bear in mind that you should not make statements of ‘fact’ without referenced evidence. By the end of Level 4, you will need to be making multiple references to demonstrate wider reading on a point.

## BIBLIOGRAPHY

If there are texts that you have read and used to inform your study, but you have not needed to reference in your assessment, you may include them in a bibliography list. Bibliographies are seldom called for in assessments as you will use most texts as references. You should only include a bibliography if they are specifically required by an assessment or indicated in the brief.

## TABLES AND FIGURES

If your work contains figures (charts, graphs, diagrams, maps, etc.) or tables they need to be referenced inline with Cite Them Right.

All tables and figures should be headed either Table or Figure and numbered sequentially. If the table or figure is from an external source, then a reference should be provided at the bottom of the figure.



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