

Researching and Referencing

Certificate IV Business Administration

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What this session will cover:

- Research process - think about your assignment
- Search techniques - find what you need for the assignment
- Referencing - correctly cite/reference what you use



The Research Process - an overview

TOPIC STAGE

- ✓ define topic
- ✓ gather background information
- ✓ refine topic

INFORMATION SEARCH STAGE

- ✓ search Library catalogues
- ✓ search Journal Databases
- ✓ search Online sites
- ✓ conduct Literature Review

SYNTHESIS, DRAFTING & WRITING STAGE

- ✓ prepare final document

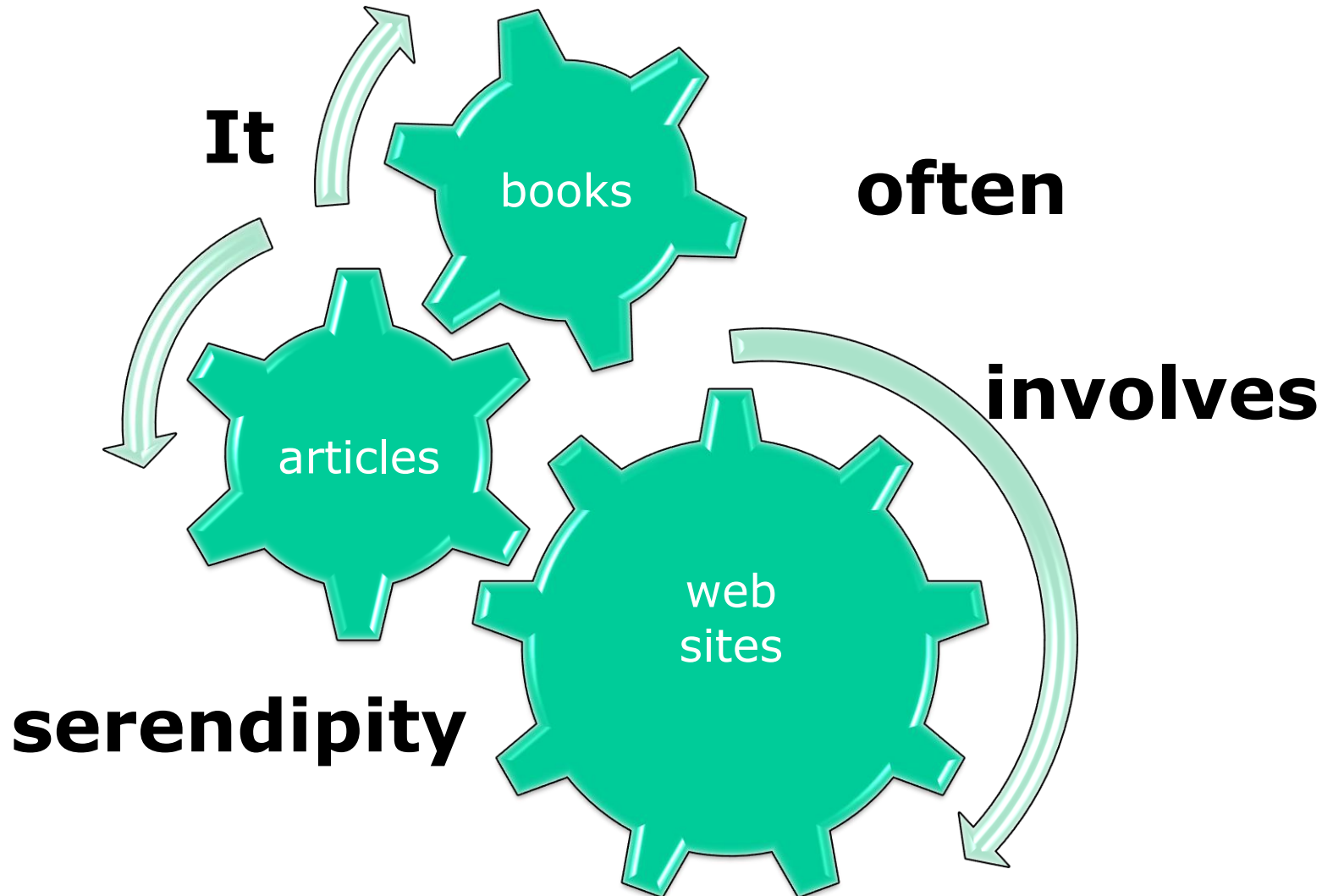
ANALYSIS & EVALUATION STAGE

- ✓ check information for accuracy
- ✓ assess information quality
- ✓ judge relevance of information
- ✓ access latest / most recent information



Finding something nice while looking for something else

Good research is not linear...



General tips for searching

→ Understand the assignment - what are you being asked to do?

- Find two or more definitions of networking in books and online sources
- List the professional associations that are relevant to your chosen qualification and career path

→ Identify the concepts (main ideas)

Networking

Professional associations

→ Translate the topic into concepts and keywords:

networking or business networks

**business and “professional associations” or
“professional organisations”**



Some options for your research...

The [Library Website](#) - your "research portal" where you can find:

- [DIY@ the Library](#)
- [Subject guides for your course](#)
- [Library catalogue](#)
- [Online databases](#)
- [Study Skills workshops and online tutorials](#)

Find two or more definitions of networking and list the professional associations that are relevant to you

Where to start? It depends on the topic, but...

◆ **Books, really?**

- Books can give you a broad overview and general definitions for your the topic
- You might learn more about the historical development of a topic
- Books can cover different levels of readers:
 - Basic, knowledgeable, expert



Catalogue search

- ◆ *Networking in the title* - Why?
 - + High probability that you will get relevant items
 - - May not get everything

- ◆ *“Business networks”* in the subject - Why?
 - + Will usually get most relevant
 - - you have to know the subject heading beforehand!
 - - need quotes around phrase

- ◆ Sorting options - alphabetical by title, alphabetical by author, **most recently published**



What about ebooks?

- ◆ We have three different collections of ebooks that are relevant to business
- ◆ You can access all of them from the library website > [Online databases page](#)
- ◆ Or, you can search for them in the catalogue

Students: Use your usual Login (same as Blackboard or Student Portal)

Staff: Use your student network login (04+staff number)



Most library eResources can be accessed on campus without logins (except wireless).

eBooks

eBooks can also be found within databases and the library catalogue. Below are some of the key services

eBook Services

Civil Engineering & Construction Materials

EBook Library (EBL)

EBSCO - eBooks

Electrical & Power Engineering

Electronics & Semiconductors

Mechanics & Mechanical Engineering

Mining Engineering & Extractive Metallurgy

Nursing Made Incredibly Easy!

Oil & Gas Engineering

ProQuest Safari

Sustainable Energy & Development

eBooks on civil engineering, earth moving & structure design (Knovel)

Covers many areas

eBooks on a broad range of subjects

Power generation, plant design, transmission lines & safety (Knovel)

Circuit design, semiconductor properties & manufacture process (Knovel)

Hydraulics, fluid mechanics, vehicle design & energy efficiency (Knovel)

Geophysics, mineral processing, waste treatment & mine design (Knovel)

A series of eBooks covering a wide range of nursing practice issues

Geology, drilling, petrophysics, seismology, refinery design & safety (Knovel)

Covers many areas

Hydroelectrics, wind power & other sustainable energy systems (Knovel)

student login

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<http://wactafe.eblib.com.au.ezproxy.central.wa.edu.au/patron/FullRecord.aspx?p=1058090>



◆ Articles in newspapers and journals

- Articles are **more specific**, usually covering a particular issue or an aspect of a larger topic
 - e.g. *Using social media for networking*
- Articles are **timely** - they are the most up-to-date sources on a topic.
- Articles can point you to **other articles** (through their references)
- Articles are how professionals **communicate** with each other and their industry at large.



Searching for articles and relevant journals

- ◆ You now have two ways to search for articles:
 - By individual database (Ebsco, ProQuest, APAFT)
 - Search TIPS:
 - Use the Advanced search
 - Limit to last 3 years
 - Put quotes around phrases
 - Search using subject terms
 - Use limiters on left side:
 - Source type - Trade publications
 - Subject: Thesaurus terms
 - Titles of specific journals
 - Supersearch



◆ Websites, webpages

- The best of them tend to have:
 - An ‘About us’ section that establishes their credentials
 - A ‘Publications’ section where you might find free pdfs or other information
- Look for:
 - [Library subject guides](#)
 - Industry group websites
 - Government websites
 - Educational websites
- Use both [Google](#) and [Bing](#)

Always evaluate information you get from the Web!

<http://youtu.be/lhwB4zQD4XA>



Time to practice searching (using a search engine) - 15 min.

Count off 1 - 2 - 3

- ◆ All 1's - search for a **definition of networking**
- ◆ All 2's search for **mind maps in business**
- ◆ All 3's search for **professional business associations or organisations**

We'll discuss your search strategies and results

Switching gears...



What is Referencing?

- Referencing is a standardized way to acknowledge the **sources of information (and ideas)** that you have used in your written work
- The APA style is used at Central Institute of Technology

When do you have to reference?

If you:

- quote (use someone else's exact words)
- copy (use figures, tables, graphics, etc)
- paraphrase (convert someone else's ideas into your own words)



Why paraphrase?

- Paraphrasing shows that you have understood the passage you are referencing and **can put it in your own words in a coherent manner.**
- Paraphrasing is **an alternative to quoting directly**, but as the paraphrase is still dependent on someone else's ideas, the source material must be referenced.



What if you don't reference?

You commit plagiarism! ☹️

Plagiarism is the term used when you copy another person's ideas or opinions as your own and don't acknowledge the original source of the information



Referencing is made up of in-text and end-text references

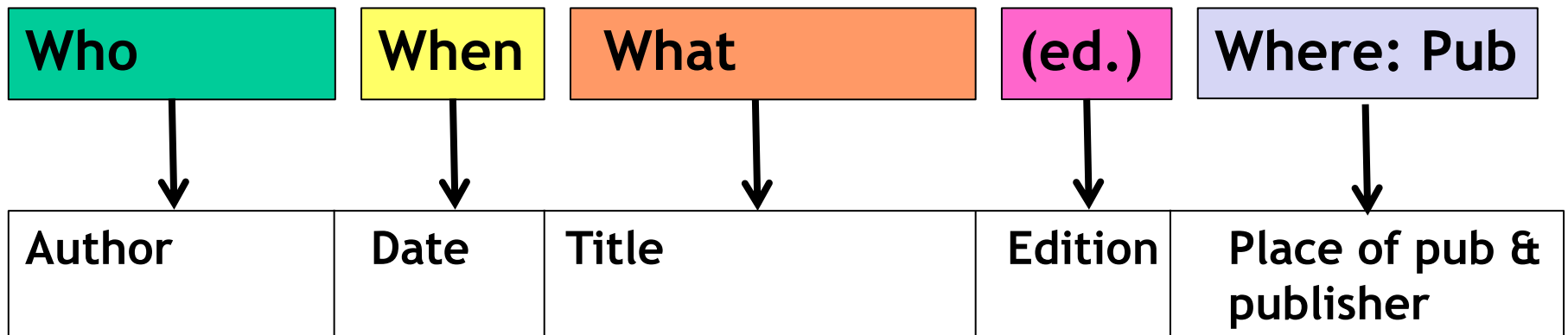
- An **in-text reference** is the shortened version of the reference that you incorporate into the body of your report or paper.
- An **end-text reference** is the full citation that gives enough information about the source so that someone can find it on their own.
- You always have to have **BOTH**



Format for a 'typical' print in-text reference

In the most recent edition of his textbook, Barry (2013, p. 245) provides a thorough account of business practices.

Format for the print end-text reference



Barry, P. (2013). *Modern business practices* (10th ed.).

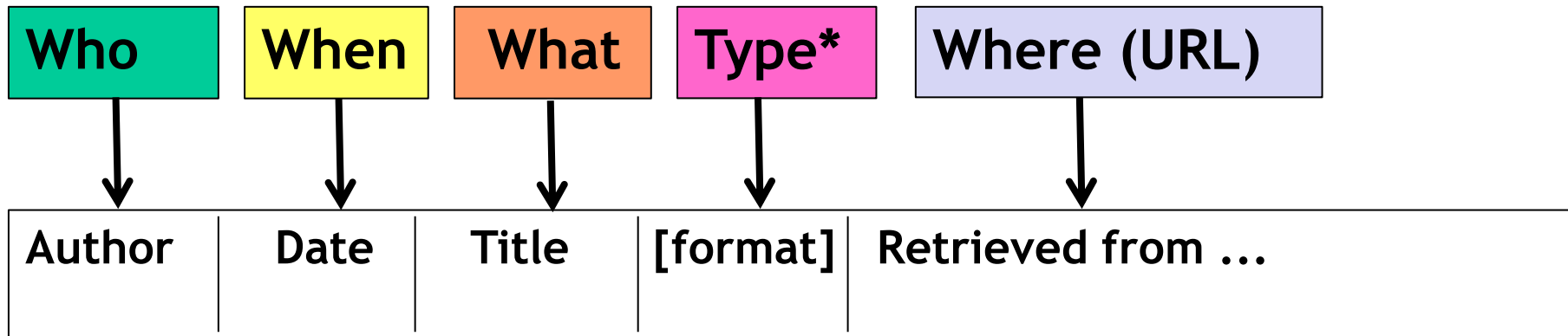
Sydney: Pearson.



Format for an online in-text reference

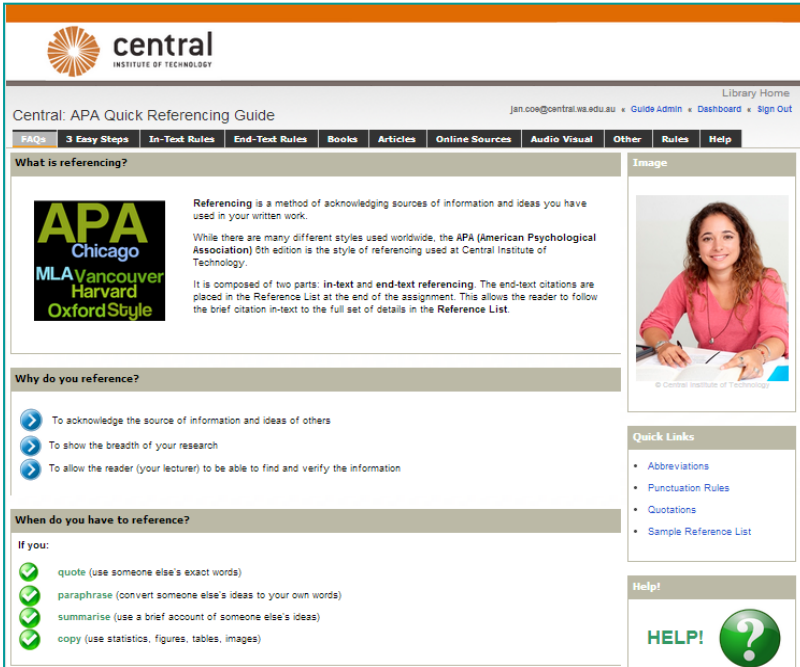
Chapman's *Businessballs* website (2013) features an online dictionary of key business and management terms.

Format for the online end-text reference



Chapman, A. (2013). Business networking. *Business and management terms dictionary*. Retrieved from <http://www.businessballs.com/business-networking.htm>

Two options for more help with APA



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Library Home
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Central: APA Quick Referencing Guide

FAQs | 3 Easy Steps | In-Text Rules | End-Text Rules | Books | Articles | Online Sources | Audio Visual | Other | Rules | Help

What is referencing?

APA Chicago
MLA Vancouver
Harvard
Oxford Style

Referencing is a method of acknowledging sources of information and ideas you have used in your written work.

While there are many different styles used worldwide, the **APA** (American Psychological Association) 5th edition is the style of referencing used at Central Institute of Technology.

It is composed of two parts: in-text and end-text referencing. The end-text citations are placed in the Reference List at the end of the assignment. This allows the reader to follow the brief citation in-text to the full set of details in the Reference List.

Why do you reference?


- To acknowledge the source of information and ideas of others
- To show the breadth of your research
- To allow the reader (your lecturer) to be able to find and verify the information

When do you have to reference?

If you:

- quote (use someone else's exact words)
- paraphrase (convert someone else's ideas to your own words)
- summarise (use a brief account of someone else's ideas)
- copy (use statistics, figures, tables, images)

Image




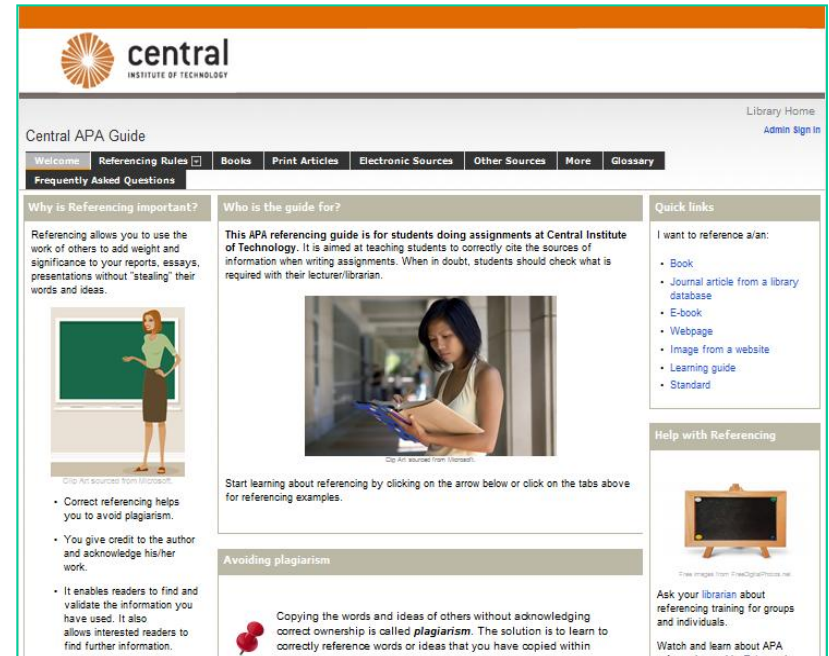
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Quick Links

- Abbreviations
- Punctuation Rules
- Quotations
- Sample Reference List

Help!

HELP! 



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Library Home
[Admin Sign In](#)

Central APA Guide

Welcome | Referencing Rules | Books | Print Articles | Electronic Sources | Other Sources | More | Glossary

Frequently Asked Questions

Why is Referencing important?

Referencing allows you to use the work of others to add weight and significance to your reports, essays, presentations without "stealing" their words and ideas.

Who is the guide for?

This APA referencing guide is for students doing assignments at Central Institute of Technology. It is aimed at teaching students to correctly cite the sources of information when writing assignments. When in doubt, students should check what is required with their lecturer/librarian.

Quick links


I want to reference a/an:

- Book
- Journal article from a library database
- E-book
- Webpage
- Image from a website
- Learning guide
- Standard

Help with Referencing

Avoiding plagiarism

Copying the words and ideas of others without acknowledging correct ownership is called **plagiarism**. The solution is to learn to correctly reference words or ideas that you have copied within

HELP! 

Brand new to referencing

Need more specific information on referencing



Automated referencing tools

Microsoft WORD 2007

<http://office.microsoft.com/en-au/word-help/create-a-bibliography-HA010067492.aspx>

Microsoft WORD 2010

<http://office.microsoft.com/en-au/word-help/create-a-bibliography-HA010368774.aspx?CTT=1>

Mendeley

<http://www.mendeley.com/>

Endnote

<http://endnote.com/>



The main things to take away:

- Keep a list of your references as you are writing your report or paper or **use the 'References' feature in MS WORD 2007 or 2010.**
- If you've used an **in-text** reference in your report or paper, you **MUST** have the **full reference** in the Reference List
- **ASK FOR HELP** if you get stuck!
- Watch Central's APA Referencing video on **You Tube** (highly recommended)

Time to practice - 20 minutes

Go to:

<http://guides.dtwd.wa.gov.au/central-apaprac>

Password is: **apaprac**



You can view this presentation again...

<http://perthlibrarian.wikispaces.com/>

