



QA Apprenticeships: Harvard Referencing Guide

This guide is for learners on the following Degree and Higher Apprenticeship programmes:

- CMDA (Roehampton)
- BSc DTS (Roehampton)
- MSc DTS (Northumbria)
- BSc Project Management (Northumbria)
- BSc Cyber Security (Northumbria)
- BSc Digital UX (Northumbria)
- SLMDA (Middlesex)
- SLA Level 7 (QA)
- AI Level 7 (QA)

Learners on the DMDA (Solent) programme should consult the Solent University referencing guide.

Purpose of referencing

References are meant to help readers do three things:

- **Find and access the sources of your research**
- **Understand these sources**
- **Evaluate how you use the sources**



The first reader of your research is going to be your tutor who is marking it. They will pay attention to your references, since these **indicate the quality and range of your research.**

Plagiarism

Plagiarism is using work somebody else has created without acknowledging them. This can include published and unpublished work of almost any form: printed, electronic, or audio-visual. Using a fellow learner's work is also a form of plagiarism.

Plagiarism is essentially stealing other people's intellectual property. However, it is perfectly acceptable to use other people's ideas provided you reference them properly.

Harvard (Cite Them Right 11th Edition)

Your references should be made in the Harvard style. There are a few variants of the Harvard style, and if you are *required* to choose one of them (for example, by a referencing platform), choose the **Cite Them Right 11th Edition version of Harvard.**

Harvard is an **inline, parenthetical referencing style.** This means it does not use footnotes or endnotes. Instead, you put your citations in the text, inside parentheses (brackets).

Inline referencing requires two parts: the **in-text citation** and a **reference list** at the end of the document.

The in-text citation generally looks like this:

① Strategy can be defined as a process of identifying a way of thinking to facilitate lasting success (Kvint, 2009).

The in-text citation appears **in the main body of the text**, directly adjacent to the source you have used. The name and year in the brackets tell the reader **who** is being referenced and **when** the referenced material was published*. If there is a direct quote, the **page number** will also be included.

*If no date of publication is available, use 'no date' e.g. '(Kvint, no date).'

The second half of the citation is the reference list entry, which generally looks like this:

② Kvint, V. (2009) *The Global Emerging Market: Strategic Management and Economics*. Abingdon: Routledge

The reference list appears **at the end of the document** and must be **in alphabetical order**.

The general rules for Harvard in-text citations and references are as follows:

In-text citation	Reference entry
"Quote" or paraphrase (Author surname, Publication year, Page number).	Author's surname, Initial of first name. (Publication year) <i>Title</i> . Place of publication: publisher.



These rules are for books, but there are many more sources you are likely to use in your research, including journal articles, chapters from edited collections, and conference papers. **For a full list of examples, see [Appendix I](#).**

In-text citations

An in-text citation is an acknowledgement you include in the main body of your assignment directly adjacent to where you have either quoted, paraphrased or summarised a source.

In the Harvard style, **in-text citations take the same format for ALL sources** (see exceptions on pp. 5-8)

There are two ways you can format in-text citations: **integral citations** and **non-integral citations**.

Integral citations

Integral citations are “integral” to the sentence. They are also known as **“author prominent”** citations as **the name of the cited author is a grammatical part of the sentence**. The author’s name is then followed by the date of publication in brackets. Integral citations are often used to **place more emphasis and focus on the author**. For example, if you are challenging the author’s ideas or want to use their academic reputation to strengthen your point.

Example:

Author

Date of publication

According to Whittington (1996), the ways in which leaders and specialists work together are of crucial importance in appreciating strategy as a whole.



Non-integral citations

Non-integral citations are “not integral” to the sentence. They are also known as **“research prominent”** citations as they **place more emphasis on the idea being expressed** as opposed to the author. The author’s name and the date of publication appear in brackets at the end of the quotation/paraphrase/summary. **Most of your in-text citations will be in this format** as we are primarily interested in ideas, processes and events in academic writing, instead of the individuals involved.

Example:

The ways in which leaders and specialists work together are of crucial importance in appreciating strategy as a whole (Whittington, 1996).

Author

Date of publication

Exceptions

Multiple authors (four or more)

In-text citations for sources with four or more authors are formatted differently:

Example of source:

> [BMC Public Health](#). 2011 Jun 2;11:424. doi: 10.1186/1471-2458-11-424.

Researchers' experience with project management in health and medical research: results from a post-project review

Janet M Payne¹, Kathryn E France, Nadine Henley, Heather A D'Antoine, Anne E Bartu, Elizabeth J Elliott, Carol Bower

This source has 7 authors in total

Example of in-text citation:

Utilising a range of appropriate project management methodologies can be advantageous to both management and scientific outcomes of health and medical research projects (Payne et al., 2011).

Use the author that appears first in the list

This is followed by et al.,

Date of publication

Example of reference list entry:

Payne, J., et al. (2011) 'Researchers' experience with project management in health and medical research: results from a post project review', *BMC Public Health*, 11(1). Available at: <http://dx.doi.org/10.1186/1471-2458-11-424> (Accessed: 22 November 2023)

Multiple citations

You may wish to cite **multiple sources which explore the same ideas, arguments, viewpoints or conclusions.**

This can help strengthen and add further credibility to your point/argument.

When citing multiple sources, **place the citations in order of publication date** (earliest-latest), **separating them with semi-colons.**

Example:

Many studies have demonstrated at least a 40% rate of co-occurrence, as well as a shared genetic basis for dyslexia and ADHD (August and Garfinkel, 1990; Cantwell and Baker, 1991; Dykman and Ackerman, 1991; Gilger et al., 1992; Wilcutt, Pennington and Oslon, 2007; Gagliano and Curatolo, 2010).



Each source will have its own individual reference list entry

Sources with the same author and year

When citing **different sources with the same author and year**, these are **differentiated by adding a letter beside the year**, following the order in which these sources first appear in your assignment.

Example of in-text citations:

This advance in computing technology is considered revolutionary (BBC News, 2023a) and emerges alongside similar recent developments in fields such as artificial intelligence (BBC News, 2023b).

Example of reference list entries:

BBC News (2023a) *Quantum breakthrough could revolutionise computing*. Available at: <https://www.bbc.com/news/science-environment-64492456> (Accessed: 22 November 2023).

BBC News (2023b) *Bill Gates: AI is most important tech advance in decades*. Available at: <https://www.bbc.co.uk/news/technology-65032848> (Accessed: 22 November 2023).

Acts of Parliament

In-text citations for Acts of Parliament are also formatted differently:

Example of in-text citation:

Schedule 29 of the *Coronavirus Act 2020* offered protection to residential tenants.

The name of the Act must be in italics

No brackets required



See [Appendix I](#) for the reference list entry example.

How Sources Can be Used

Paraphrasing

Paraphrasing is **using your own words to rephrase somebody else's ideas**. Here is an example of a paraphrase:

Maintaining records methodically is an issue encountered by both beginners and experienced researchers alike (Bell and Jones, 2017).

Paraphrasing is generally preferred to direct quotation as it indicates a deeper engagement with the text as you have re-presented the writer's ideas in your own language. **Most sources used in your assignment will be paraphrased.**

Direct quotation

Direct quotation means **copying out the important parts of what somebody else has said or published**. Here is an example of the direct quotation which is paraphrased above:

Keeping your records systematically is an important issue, "no matter how sophisticated we may consider ourselves to be as learners and researchers" (Bell and Jones, 2017, p. 63).

The quote should be in double quotation marks

Add a page number (if applicable)



Direct quotation can be useful for defining **very specific concepts** and when the **language used is pertinent to your main point** along with the actual idea being expressed.

Secondary referencing

It is always preferable to engage with original texts as far as possible. For example, if you read about a study by Konstantinou (primary source) in an article by McGurl (secondary source), **you should try to locate and read the original work** by Konstantinou. You can thus check that Konstantinou has not been misinterpreted by McGurl.

Occasionally this may not be possible, and you will need to indicate that you engaged with an original source through an intermediate text – this is known as **secondary referencing**. Here is an example:

Konstantinou (2010, cited in McGurl, 2014) argues that...

If you cannot locate the primary source (in this case Konstantinou), you should not include it in your reference list, as this is a list of texts you have engaged with directly. You are, however, expected to include the original author in your in-text citations, as above.



Reference List

Example:

Reference List

DuBrin, A. (2012) *Management essentials*. 9th edn. Edited by J. Calhoun. London: Cengage Learning.

Lofgren, J. (2020) *The Approachable Leader: Adapting Your Style To Work For Your Employees*. Available at: <https://www.forbes.com/sites/forbescoachescouncil/2020/10/15/the-approachable-leader-adapting-your-style-to-work-for-your-employees/> (Accessed: 3 November 2023).

Maylor, H. (2010) *Project management*. 4th edn. Harlow: Pearson Education Ltd.

Porter, M. (2008) 'The five competitive forces that shape strategy'. *Harvard Business Review*, 86(1), pp. 25-40.

Vergidis, K., Tiwari, A. and Majeed, B. (2008) 'Business process analysis and optimization: beyond reengineering', *IEEE Transactions on Systems, Man, and Cybernetics, Part C (Applications and Reviews)*, 38(1), pp. 69–82. Available at: <https://doi.org/10.1109/TSMCC.2007.905812> (Accessed: 11 October 2023).

Begins directly beneath your assignment with the **title** 'Reference List'

Different sources (e.g. books, journal articles) are **referenced differently** (see [Appendix I](#))

It must be in **alphabetical order**, with **clear spaces** between each entry.

You **only** need to **include the first initial** of a named author.

If using an online source, **hyperlinks** provided should be **clickable** in the **full URL format** and include **the date you accessed the source**.



Reference List vs. Bibliography

A reference list is a list of publications that have been cited in a piece of research. A **bibliography** is different: it **is a list of publications that have been read in preparation for a piece of research**. A bibliography will be longer and more diverse than a reference list.

Different assignments have different requirements. Some assignments require that you include a reference list only. Other assignments need a bibliography as well (most often longer pieces of work, like dissertations).

This is up to the lecturer who gives you the assignment and if you are unsure about it: ask them.

Still unsure?

If you have difficulty identifying how you should cite a particular source, consult *Cite Them Right*, available on VLeBooks. If you have further questions, please book your place on an upcoming **referencing workshop** or **Q&A drop-in session**:

<https://outlook.office365.com/book/ACEWorkshops1@galelearning.onmicrosoft.com/>

Alternatively, **book a one-to-one** session to discuss your query:

<https://outlook.office365.com/owa/calendar/ACEDASTudySkillsSupport@galelearning.onmicrosoft.com/bookings/>



Appendix I: Citation Examples

Contents

[Printed books](#)

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[Journal articles](#)

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[Unpublished materials \(including documentation on your company intranet, interviews with colleagues and emails from managers\)](#)

[Media and art](#)

[Company annual reports](#)

[Acts of Parliament and Government Reports](#)

[Generative AI](#)



Printed books

Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year of publication (in round brackets)• Title (in italics)• Edition (where relevant - 2nd edition or later)• Place of publication: Publisher
Books with one author	
Reference list	Maylor, H. (2010) <i>Project management</i> . 4th edn. Harlow: Pearson Education Ltd.
Books with two or three authors	
Reference list	Masterson, R., Phillips, N. and Pickton, D. (2017) <i>Marketing: an introduction</i> . 4th edn. London: Sage Publications.
Books with four or more authors	

Reference list	Whittington, R., et al. (2020) <i>Exploring strategy: text and cases</i> . 12th edn. Harlow: Pearson Education Ltd.
Books with authors and editors	
Reference list	DuBrin, A. (2012) <i>Management essentials</i> . 9th edn. Edited by J. Calhoun. London: Cengage Learning.
Books with no authors	
Reference list	<i>The Oxford dictionary of business and management</i> (2016) 6th edn. Oxford: Oxford University Press.
Chapters of edited books	
Citation order	<ul style="list-style-type: none"> • Author of the chapter/section (surname followed by initial of first name) • Year of publication (in round brackets) • Title of chapter/section (in single quotation marks) • 'in' plus author(s)/editor(s) of book • Title of book (in italics) • Place of publication: Publisher • Page numbers



Reference list	Yukl, G. (2011) 'Contingency theories of effective leadership', in Bryman, A., Collinson, D., Grint, K., Jackson, B. and Uhi-Bien, M. (eds.) <i>The Sage handbook of leadership</i> . London: Sage Publications, pp. 289-298.
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E-books

Note: When an e-book looks like a printed book, with publication details and pagination, you should reference as a printed book.

E-books without pagination	
Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year of publication (in round brackets)• Title of book (in italics)• Format of book (in square brackets)
Reference list	Brophey, K. (2018) <i>Meet your dog: the gamechanging guide to understanding your dog's behavior</i> . San Francisco, CA: Chronicle Books [Kindle].
E-books without publication details	



Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year of publication (in round brackets)• Title of book (in italics)• Available at: URL (Accessed: date)
Reference list	Wickham, H. and Grolemund, G. (2016) <i>R for data science: import, tidy, transform, visualize, and model data</i> . Available at https://r4ds.had.co.nz/index.html (Accessed: 14 September 2023).

Journal articles

Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year of publication (in round brackets)• Title of article (in single quotation marks)• Title of journal (in italics – capitalise first letter of each word in title, except for linking words such as and, of, the, for)• Issue information - that is, volume (unbracketed) and, where applicable: part, number, month or season (all in round brackets)• Page numbers (if available)• DOI or Available at: URL (Accessed: date) (if available)
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Reference list	Porter, M. (2008) 'The five competitive forces that shape strategy', <i>Harvard Business Review</i> , 86(1), pp. 25-40.
Journals with Digital Object Identifiers (DOIs)	
Reference list	Vergidis, K., Tiwari, A. and Majeed, B. (2008) 'Business process analysis and optimization: beyond reengineering', <i>IEEE Transactions on Systems, Man, and Cybernetics, Part C (Applications and Reviews)</i> , 38(1), pp. 69–82. Available at: https://doi.org/10.1109/TSMCC.2007.905812 (Accessed: 11 October 2023).

Conference papers

Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year of publication (in round brackets)• Title of paper (in single quotation marks)• Title of conference: subtitle (in italics)• Date and location of conference (if available)• Page numbers for the paper <p>If accessed online:</p> <ul style="list-style-type: none">• Available at: DOI or URL (Accessed: date)
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Reference list	Shen, Q. (2022) 'A machine learning approach to predict the result of League of Legends,' <i>2022 International Conference on Machine Learning and Knowledge Engineering (MLKE)</i> . 25-27 Feb. pp. 38-45. Available at: http://dx.doi.org/10.1109/MLKE55170.2022.00013 (Accessed: 14 November 2023).
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Websites

Webpages with individual/organisational authors	
Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year that the web page was published/last updated (in round brackets)• Title of web page (in italics)• Available at: URL (Accessed: date)
Reference list	Lofgren, J. (2020) <i>The Approachable Leader: Adapting Your Style To Work For Your Employees</i> . Available at: https://www.forbes.com/sites/forbescoachescouncil/2020/10/15/the-approachable-leader-adapting-your-style-to-work-for-your-employees/ (Accessed: 3 November 2023).
Reference list	BBC News (2023) <i>Post-Brexit import checks on food delayed again</i> . Available at: https://www.bbc.co.uk/news/business-66394235 (Accessed: 14 November 2023)
Webpages with no authors	



Citation order	<ul style="list-style-type: none">• Title of the web page (in italics)• Year that the web page was published/last updated (in round brackets)• Available at: URL (Accessed: date)
Reference list	<i>Beall's List</i> (2022). Available at: https://beallslist.net/ (Accessed: 14 September 2023).
Blogs	
Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year that the webpage was published/last updated (in round brackets)• Title of post (in single quotation marks)• Title of internet site (in italics)• Day/month of post• Available at: URL (Accessed: date)
Reference list	Bergstrom, C. and West, J. (2016) 'Is the CiteScore metric fair?' <i>Eigenfactor.org</i> . 10 December. Available at: http://eigenfactor.org/projects/posts/citescore.php #Fair (Accessed: 20 September 2023).
Social media: Facebook	



Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author (if available; if not, use title)• Year that the page was published/last updated (in round brackets)• Title of page (in italics)• [Facebook]• Day/month of posted message• Available at: URL (Accessed: date)
Reference list	History In Pictures (2014) [Facebook] 18 August. Available at: https://tinyurl.com/46zckrwh (Accessed: 20 September 2023).
Social media: Instagram	
Citation order	<ul style="list-style-type: none">• Author (Instagram account holder/poster)• Year posted (in round brackets)• Title of post (in single quotation marks)• [Instagram]• Day/month of posted message• Available at: URL (Accessed: date)
Reference list	@selfprogrammer (2020) [Instagram] 8 June. Available at: https://tinyurl.com/mcpjm64f (Accessed: 20 September 2023).



Social media: Twitter	
Citation order	<ul style="list-style-type: none">• Author (Twitter account holder/poster)• Year tweet posted (in round brackets)• [Twitter]• Day/month tweet posted• Available at: URL (Accessed: date)
Reference list	MIT Computer Science and Artificial Intelligence Lab [@MIT_CSAIL] (2022) [Twitter] 17 September. Available at: https://tinyurl.com/579t6rc8 (Accessed: 20 September 2023).

Unpublished materials (including documentation on your company intranet, interviews with colleagues and emails from managers)

Company documentation

Note: When using material from your company which is not readily accessible to lecturers (e.g. documentation on your company intranet, interviews with colleagues, emails from managers etc.) it is best to take a screengrab of the relevant sections and place these in an appendix.



Reference list	<p style="text-align: center;">Not required.</p> <p>Reference list entries are sources that your markers can locate and read themselves, so there would be no purpose in adding inaccessible company documentation to your reference list.</p> <p style="text-align: center;">You can put company documentation in your Appendices.</p> <p style="text-align: center;">e.g. This has been my organisation's explicit strategy for many years (see Appendix A).</p>
Module materials	
<i>Note: It is always best to check with your lecturer whether referring to course materials in your assignments is acceptable. It is usually preferable to conduct independent research into published sources instead.</i>	
Citation order	<ul style="list-style-type: none">• Individual author (surname followed by initial of first name) or corporate author• Year (in round brackets)• Title of lecture (in single quotation marks)• Medium (in square brackets)• Module code: module title (in italics)• Institution or venue• Day/month• Available at: URL (Accessed: date)

<p>Reference list</p>	<p>Peacock, M. (2023) 'Unit 1 - The Foundations of the Strategy-as-Practice Perspective for Organisation Growth' [Lecture]. <i>MGT4873: Growing the Organisation</i>. Middlesex University. 1 February. Available at: https://mdx.mrooms.net/mod/resource/view.php?id=2456779 (Accessed: 4 April 2023).</p>
<p style="text-align: center;">Unpublished essays</p>	
<p>Citation order</p>	<ul style="list-style-type: none"> • Individual author (surname followed by initial of first name) or corporate author • Year of submission (in round brackets) • Title of thesis (in italics) • Degree statement • Degree-awarding body • If accessed online: DOI or Available at: URL (Accessed: date)
<p>Reference list</p>	<p>Parsons, J. (2011) <i>Black holes with a twist</i>. Doctoral thesis. Durham University. Available at: http://etheses.dur.ac.uk/846 (Accessed: 3 November 2023).</p>

Media and art

	Newspaper and magazine articles
Citation order	<ul style="list-style-type: none"> • Individual author (surname followed by initial of first name) or corporate author • Year of publication (in round brackets) • Title of article (in single quotation marks) • Title of newspaper/magazine (in italics – capitalise first letter of each word in title, except for linking words such as and, of, the, for) • Issue information - that is, volume (unbracketed) and, where applicable: part, number, month or season (all in round brackets) • Page number(s) (if available) • DOI or Available at: URL (Accessed: date) (if available)
Reference list	Hershenson, R. (2000) 'Debating the Mozart Theory', <i>New York Times</i> , 149 (51472), p. 22.
Reference list	Ethical Consumer (2022) 'We are in a cost of living and inequality crisis', <i>Ethical Consumer</i> , 198, p. 21.

Photographs from the Internet	
Citation order	<ul style="list-style-type: none"> • Individual photographer (surname followed by initial of first name) or corporate photographer • Year of publication (in round brackets) • Title of photograph (in italics) • Available at: URL (Accessed: date)
Reference list	<p>Martin, P. (2018) <i>Gail and Beaux; Mom (our last one)</i>. Available at: https://www.npg.org.uk/whatson/taylor-wessinghttps://www.npg.org.uk/whatson/taylor-wessing-photographic-portrait-prize-2022/exhibition/past-winnersphotographic-portrait-prize-2022/exhibition/pasthttps://www.npg.org.uk/whatson/taylor-wessing-photographic-portrait-prize-2022/exhibition/past-winnerswinners (Accessed: 23 August 2023).</p>
Reference list	<p>Chancellor, D. (2014) <i>Leopard and Dogs, Namibia</i>. Available at: https://www.davidchancellor.com/works/hunters/ (Accessed: 12 October 2023).</p>
Podcasts	



Citation order	<ul style="list-style-type: none">• Individual presenter (surname followed by initial of first name) or corporate presenter• Year that the site was published/last updated (in round brackets)• Title of podcast (in italics)• [Podcast]• Day/month of posted message• DOI or Available at: URL (Accessed: date)
Reference list	<p>Trixie, M. and Zamo, K. (2022) <i>The Bald and the Beautiful</i> [Podcast]. 29 March. Available at: https://podcasts.apple.com/us/podcast/the-baldand-the-beautiful-with-trixie-mattel-and-katyahttps://podcasts.apple.com/us/podcast/the-bald-and-the-beautiful-with-trixie-mattel-and-katya-zamo/id1532816291zamo/id1532816291 (Accessed: 23 August 2023).</p>
Online video sharing platforms	
Citation order	<ul style="list-style-type: none">• Name of person/organisation posting video• Year video posted (in round brackets)• Title of film or programme (in italics)• Date uploaded (if available)• DOI or Available at: URL (Accessed: date)



Reference list	Lindsay Ellis (2021) <i>Tracing the Roots of Pop Culture Transphobia</i> . 22 February. Available at: https://youtube.com/watch?v=cHTMidTLO60 (Accessed: 10 October 2023).
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Company annual reports

Company annual reports	
Citation order	<ul style="list-style-type: none">• Author or organisation• Year of publication (in round brackets)• Title of report (in italics)• Place of publication: Publisher• Or if accessed on the internet: DOI or Available at: URL (Accessed: date)

Reference list	Clarivate PLC (2022) <i>Form 10-K 2021</i> . Available at: https://d18rn0p25nwr6d.cloudfront.net/CIK-0001764046/084b3add-3577-4845-98f3-2201b010d7a8.pdf (Accessed: 11 October 2023).
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Acts of parliament and government reports

Acts of UK Parliament	
Citation order	<ul style="list-style-type: none"> • Title of Act, including year and chapter number (all in italics) • Country/jurisdiction if covering multiple countries • Available at: URL (Accessed: date)
In-text citation	Schedule 29 of the <i>Coronavirus Act 2020</i> offered protection to residential tenants.
Reference list	<i>Coronavirus Act 2020</i> , c. 7. Available at: https://www.legislation.gov.uk/ukpga/2020/7/contents (Accessed: 7 August 2023).
Reports and Government Publications (Printed)	

<p>Citation order</p>	<ul style="list-style-type: none"> • Corporate author • Year of publication (in round brackets) • Title (in italics) • Edition (where relevant - 2nd edition or later) • Place of publication: Publisher • Series and volume number (where relevant)
<p>Reference list</p>	<p>Law Commission (2021) <i>Hate crime laws: final report</i>. London: Law Commission.</p>
<p>Reports and Government Publications (Online)</p>	
<p>Citation order</p>	<ul style="list-style-type: none"> • Corporate author • Year that the web page was published/last updated (in round brackets) • Title of web page (in italics) • Available at: URL (Accessed: date)
<p>Reference list</p>	<p>Law Commission (2021) <i>Hate crime laws: final report</i>. Available at: https://www.gov.uk/government/publications/hate-crime-laws-final-report (Accessed: 7 August 2023).</p>



Generative AI

Always check with your lecturer whether the use of generative AI content is allowed on your module. Depending on your lecturer's guidance, AI tools may be allowed to assist with research, generating ideas and planning; however, you **must not** include AI generated content in assessments whilst representing this as your own work. This is because all learners are expected to act with integrity - a commitment to ethical, honest and fair practice - in their academic study. This means that work that you submit for assessment must be your own and that the work of others, including AI generated content, must be fully acknowledged and referenced. If you are unsure about academic expectations surrounding the use of Generative AI **please confirm with your module lecturer** for each assignment.

Publicly Available Generative AI Content	
Citation order	<ul style="list-style-type: none">• Creator (name of AI)• Year (in round brackets)• Title of work (in italics)• [Medium]• Available at: URL (Accessed: date)
In-text citation	As seen in Figure 1, the factors of cost, time and quality fundamentally influence the nature of a project's scope (Shutterstock.AI, 2024).



Reference list	Shutterstock.AI (2024) <i>Project management process, business concept</i> . [Digital art]. Available at: https://www.shutterstock.com/image-vector/project-management-process-business-concept-275172116 (Accessed: 29 April 2024)
Personal Generative AI Communications <i>Note: Generative AI text responses to prompts (for example, ChatGPT) are available only to their receiver and should be cited as personal communication. The “Medium” element would take the form of (for example) “ChatGPT response to...” Your tutor may require you to provide a copy of the AI work in an appendix; if so, you should not include the reference in your reference list.</i>	
Citation order	<ul style="list-style-type: none">• Creator (name of AI)• Year (in round brackets)• Medium• Receiver• Day/Month
Zoom AI Companion	
In-text citation	The meeting summary noted the variety of strategies debated and described the conversation as “lively” (Zoom AI Companion, 2024).
Reference list	Zoom AI Companion (2024) <i>AI Companion summary of Zoom meeting between Jane Doe and the Author</i> , 25 April.



ChatGPT	
In-text citation	As shown in Figure 2, Stakeholders x and y require closer monitoring than Stakeholder z (ChatGPT, 2024).
Reference list	ChatGPT (2024) <i>ChatGPT response to Create a power interest grid with Stakeholders x and y in quadrant 1 and Stakeholder z in quadrant 4</i> , 29 April.



Appendix II: Bibliographic Management Software

These are applications and platforms that help record the sources you use and convert references into the style of your choice. These include [Zotero](#) (and [ZoteroBib](#)), [Mendeley](#), [RefWorks](#) and [MyBib](#). Some of these platforms require a subscription and some are free.

ZoteroBib

ZoteroBib is a fast, free bibliography generator. It is a website-based version of the Zotero app. You can use ZoteroBib to create a bibliography in a number of different referencing styles (e.g. Harvard). You can save your bibliography and share it with any other type of user. Since the Zotero app is larger and allows for more functions (e.g. saving to PDF), it is recommended for use on larger projects. But ZoteroBib is best for rapidly generating reference lists. It is quick and convenient for smaller projects.

Adding Harvard style

ZoteroBib doesn't automatically produce Harvard references. You need to add Harvard to the list of citation styles. On the [ZoteroBib website](#), click on the drop-down list of citation styles, then click on **10,000+ other styles available** at the bottom. In the **Add a citation style** window, search for "Cite them right 11" then select **Cite Them Right 11th edition - Harvard**.

Now you can produce citations in the Harvard style.



Referencing a paper

On the [ZoteroBib website](#), copy and paste the DOI (digital object identifier - a code used to identify papers in online databases) or URL of the paper you want to reference into the search bar. Click **Cite**, and a reference for the paper you want should appear. The simplest way to use your references or bibliography is to copy and paste it, but you can also download versions of it in HTML, RIS or BibTeX formats (e.g. for use with other reference management software).

Referencing a book

On the [ZoteroBib website](#), copy and paste the title of the book you want to cite into the search bar. Click **Cite**, and select the book you want to cite from the available options. *Please note: it is not recommended to search for books by ISBN.* The simplest way to use your reference list or bibliography is to copy and paste it, but you can also download versions of it in HTML, RIS or BibTeX formats (e.g. for use with other reference management software).



Warning! Whilst these platforms can be useful, they can sometimes produce errors.
Always cross reference your reference list entries with your referencing guide.



Appendix III: Referencing Accessible Formats

When using an accessible format (such as audiobooks), page numbers are sometimes unavailable. This can make referencing seem complicated.

Where there are no page numbers, you can use other location markers for your references. **E-book location markers** "loc" are more accurate than **percentages** ("%"). It is also possible, with textbooks and reference books that are divided into a lot of sections, to use **section headings**.

Note: section headings

If it is long, the section heading does not need to be written in full. It is sufficient if a fact-checking researcher can use a search function to find the section heading in the e-book. Chapter headings do not need to be included.

Note: timestamps

Audio versions of books are frequently divided into multiple files, so you should include both the file number and the time stamp.

Location	
In-text citation	Arthur's argument with the council was interrupted by the Vogon Constructor Fleet (Adams, 1979: loc 876).
Reference list	Adams, D. (1979) <i>The hitchhiker's guide to the galaxy</i> [Kindle].



Percentage	
In-text citation	<i>The King in Yellow</i> is described as having an allure "like the poisoned diamonds of the Medicis" (Chambers, 1895, 37%).
Reference list	Chambers, R.W. (1895) <i>The king in yellow</i> [Kindle].
Section headings	
In-text citation	"Prediction models based on existing S.M.A.R.T. parameters alone were not sufficient" (Peppard, 2016, Understanding the factors that affect reliability).
Reference list	Peppard, J. and Ward, J. (2016) <i>The strategic management of information systems: building a digital strategy</i> [BibliU e-reader].
Timestamps	
In-text citation	However, the "large strategic planning departments of the 1980s have currently been replaced in most firms by flexible teams of strategists specifically tasked to make and execute strategy" (Paroutis, Angwin and Heracleous, 2016, File 13, 02:31).
Reference list	Paroutis, S., Angwin, D. and Heracleous, L. (2016) <i>Practicing strategy: text and cases</i> [MP3].