1. **Introduction**

In academic writing you have to reference all the sources of information used because it:

- strengthens your argument
- demonstrates that you have conducted sufficient research
- gives credit to the authors and sources you consulted
- enables the reader to find the original sources
- allows the reader to verify your data
- prevents plagiarism, a form of academic theft

Please refer to the DaVinci Professional Writing Guide for more information on plagiarism.

You need to reference your source when you:

- quote someone else’s exact words
- use a diagram, photo, table or structure from another source
- paraphrase ideas in your own words
- offer a summary of someone else’s material

Remember to place direct quotes in quotation marks and block longer quotations (more than 40 words), e.g. indent the text, to make them stand out. Use quotations sparingly.

2. **The Harvard method**

Harvard is known as the “author & date” system.

Sources are referenced in two places in your assignment:

- at the end of your assignment (the list of references), and
- in the text (in-text referencing).

With in-text referencing you provide a brief summary of the source used, at the relevant point in the body of your writing, i.e. the name of the author, year of publication and page number. Full details are provided in the list of references at the end of your assignment.

3. **Examples**

<table>
<thead>
<tr>
<th>Source</th>
<th>In-text reference</th>
<th>In the list of references</th>
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<tbody>
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<td>Source</td>
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<td>Journal article (printed)</td>
<td>First reference: (Nidumolu, Prahalad &amp; Rangaswami, 2009) Subsequently: (Nidumolu et al., 2009)</td>
<td>Author(s). Year of publication. Title of article. Title of the journal, Volume (Issue number): starting page - end page. Why sustainability is now the key driver of innovation. <em>Harvard Business Review</em>, 87(9): 56 – 64. If volume numbers are not used, include month or season with the year, e.g. April 2014.</td>
</tr>
</tbody>
</table>
4. General guidelines

The following guidelines are based on the most common mistakes in assignments:

- Do not number the list of references; do not format it as a bulleted list.
- Do not justify the right margin; it results in unnecessary “white space” e.g. with websites.
- Names of authors are shown with surname first.
- Sort them in alphabetical order.
- If a source is not dated, use n.d.
- Always give page numbers when they are available.
- Apply the chosen formatting consistently.
- A space precedes any other character in alphanumerical arrangements
- Use capitals sparingly. Use title case for the names of journals, e.g. Harvard Business Review; and sentence case for books: Introduction to business management.
- If more than one place of publication is listed on the title page, use the first place listed.
- Treat an editor like an author, but follow the name with “Ed.”
- “Secondary referencing” means citing a work mentioned or quoted in another author’s work. Consult the original work, if at all possible; alternatively acknowledge both sources in-text, but only include the secondary source in the reference list.
- Lewis (2015, quoted in Chabalala, 2015) provides a critical perspective ...
- Reference to more than one publication of the same author in the same year:
- Online journals from an online database service which is password accessible only: shorten the URL to the home page of the database service
- Online journals free from the internet: use the entire URL.
- Order in-text references to more than one author alphabetically.
- More recent studies (Coetsee, 2014; Van Aswegen, 2015) show that...
- Examples of in-text referencing:
  - As noted by Covey (2011:11) ...
  - Nel and van Dyk (2002:64) ...
  - Klopper (2015:52) refers to the ...
  - Sinek (2013) argues that...
  - Van Jaarsveld and Klopper (2014:40) examine the problem...
  - More recent studies (Covey, 2011; Sinek, 2013; van Dyk, 2002) show that...
  - The South African Department of Labour (2015) concluded that...
  - ...as reported by the SABC (2010)
- In-text references for multiple authors:
  - Both names in brackets, ampersand is used: (Newport & Oakley, 2014:14).
  - Names not in bracket, “and” is used: Newport and Oakley (2014:14)
  - Encyclopaedia (e.g. Wikipedia) is not a credible/authoritative source in academic writing.

Note the details of every source you think might provide you with the information you need to complete the assignment you are doing research for. It is sometimes difficult to find the details later when you want to cite your references.