Using sources in your X-Culture reports
(without plagiarizing)

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Goals:

1. Illustrating quotes and paraphrases through good and bad examples;
2. Creating in-text APA references;
3. Creating full APA citations for the end of your report
Defining Plagiarism?

from the Latin **plagiarius**:
• “a person who abducts the child or slave of another; a kidnapper; a seducer”

According to UNCG’s Academic Integrity policy:
• “Representing the words of another, as one's own in any academic exercise.”
Two ways to use sources:

1. Quoting
   • Using quotation marks around the borrowed text

2. Paraphrasing
   • Restating text using your own writing style.

Let’s look at some good & bad examples:
You read in the US Department of Commerce’s *Country Commercial Guide*: Brazil represents an excellent export partner for experienced U.S. exporters. Brazil has the highest per capita income of any of the BRICS, with more than half of its population defined as middle-class, earning between $11,500 and $29,000 per year. Also, the Brazilian Government is actively cultivating relationships with international and U.S. businesses and prioritizing macroeconomic stability.

*And then you write:* The government of Brazil is actively cultivating relationships with international and U.S. businesses. This presents a strong opportunity for our client…
You read in the US Department of Commerce’s *Country Commercial Guide*:

Brazil represents an excellent export partner for experienced U.S. exporters. Brazil has the highest per capita income of any of the BRICS, with more than half of its population defined as middle-class, earning between $11,500 and $29,000 per year. Also, the Brazilian Government is actively cultivating relationships with international and U.S. businesses and prioritizing macroeconomic stability.

**What about this?**

According to the U.S. Department of Commerce, “the government of Brazil is actively cultivating relationships with international and U.S. businesses” (2017). This presents...
Discussion examples:

You read in the *Economist*:

“Gap's suppliers are supposed to adhere to one of the most rigorous codes of conduct in the industry. Their workers must be aged at least 14. They must comply with all child-labour laws on hiring, working hours, overtime and working conditions. Last year Gap stopped doing business with 23 factories that did not meet its standards.”

And then you write:

According to the Economist, Gap requires its suppliers to follow strict codes against child labor. (2007)
You find this data from the World Bank:

![Foreign direct investment, net inflows (BoP, current US$)](image)

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>27,239,771,580</td>
<td>24,676,981,770</td>
<td>21,044,512,860</td>
<td>47,514,177,940</td>
<td>27,409,562,060</td>
<td>32,864,082,880</td>
</tr>
<tr>
<td>Brazil</td>
<td>88,452,079,264</td>
<td>101,157,817,51</td>
<td>86,606,502,980</td>
<td>69,181,422,946</td>
<td>96,894,980,842</td>
<td>75,074,564,670</td>
</tr>
<tr>
<td>Argentina</td>
<td>11,332,718,626</td>
<td>10,839,930,944</td>
<td>15,323,933,916</td>
<td>9,821,661,858.2</td>
<td>5,065,335,542.0</td>
<td>11,978,689,466</td>
</tr>
</tbody>
</table>

Source: World Development Indicators. Click on a metadata icon for original source information to be used for citation.

And then you write:

Foreign direct investment in Brazil was $75 trillion in 2015 but has fluctuated significantly since 2010 (World Bank, 2015). However, in Mexico...
What do you need to cite?

Every external source you use:

• Web pages
• Books & articles
• Reports
• Statistics/data
• Images
• Something your professor or guest speaker said
APA Manual:

Created to support psychology journals, not business research!
Help with APA for business

http://uncg.libguides.com/x-culture:
APA citations: in-text

(Author, year) at the end of the sentence inside your report. The author could be a person or the name of a company or organization:

(Taras, 2016)
(World Bank, 2015)
(Martinez, 2017)
(Microsoft, 2016)

If you work the author’s name into a sentence, then you only need the year (2016).
APA citations: references (full citations)

Basic structure:

Author, First-Initial. (year). Title. Source. Retrieved from...

• Or use a corporate author.
APA citations: references

Article example:


- 63(5) = volume and issue numbers. Not all publications have these.
- 4-7 = page numbers. Online articles don’t always have these.
- In titles, only capitalize the first word and any proper names.
- Italicize publication names.
APA citations: references

Web page example:


• Include the retrieved date, since web pages can change or disappear without warning.
• No periods at the end of URLs.
APA citations: references

Data example:


• Use the retrieval date for datasets.
• You don’t have to include the URL for databases or datasets.
• If you do name the database, don’t include the URL.
APA citations: references

Report example:

Others questions?

Thank you!

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