



IMM Graduate School Harvard Referencing System Guide

Updated: January 2024

What is a Reference List?

- A full reference list is a list of all the information sources (references) that have been used and therefore cited in the text.
- A reference list appears at the end of the assignment or report and before any addendums.
- The reference list contains all the necessary information to help the reader find the original work used and cited in submission.
- The reference list items must be arranged alphabetically by the author surnames – but not in bullet or numbered format.
- The pages of the reference list are not numbered.
- **Important:** Every reference must link to an in-text citation in the body of the work and every citation in the text must have a corresponding entry in the reference list.
- A reference list is NOT a Bibliography. The IMM Graduate School naming convention requires a “reference list” and not “bibliography” at the top of the page.
- The reference list must always appear on a page by itself.

Remember:

- Items are listed only once in alphabetical order; the same source may not be listed more than once.
- Provide full details of the sources used in the text.
- Use italics in the appropriate sections of the reference list item as indicated.
- Use parentheses () or [] as indicated in the examples that follow.
- Use inverted commas “.....” as required (refer to the examples that follow).
- Use the correct URL address when using online sources as indicated in the examples that follow.
- Leave an open space between the items on the reference list.
- The items contained in the reference list, must be left aligned on the reference list page.
- The items in the reference list should never be numbered or bullet listed.
- The font used for the reference list must be the same as in the body of the submission.

- Never use & (ampersand) in a reference list - the word 'and' should always be used as the '&' is for use in citations only.

Note: Fictitious sources are cited in this document to illustrate most of the guidelines listed.

EXAMPLE

This is what an alphabetical reference list should look like. It should always appear at the END of your assignment/report/thesis:

Arya, C. (2020). *Design of structural elements*. 2nd ed. London: Spoon Press.

Booth, W. C., Colomb, G. G., Williams, J. M., Bizup, J and Fitzgerald, W. T. (2016). *The Craft of Research*. 4th ed. Chicago: University of Chicago Press.

Bowlin, W.F., Simpson, H., Renner, C.J., and Rives, J.M. (2018). "A DEA study of gender equity in executive compensation". *Journal of the Operation Research Society*, vol. 54, no. 7, pp.751-760.

Chartered Institute of Library and Information Professionals (CILIP). (2021). *Information literacy: a definition*. Available from:
<<http://www.cilip.org.uk/policyadvocacy/informationliteracy/definitiondefault.htm>>.
[Accessed on 7 May 2021].

Department of Health. (2017). *Health inequalities: progress and next steps*. Available from:
<<http://www.dh.gov.uk/>>. [Accessed on 23 January 2021].

Gerring, J. (2017). "Case study research: principles and practices". Available from:
The Journal of Academic Research. vol. 54, no. 7, pp.751-757.

IMM Graduate School (2022). *Research Theory (RT201B)*. Available from:
<<https://learn2023-02.imm.ac.za/mod/resource/view.php?id=14267>>. [Accessed on 27 November 2023]. .

Lloyd, S. (2019). Capturing the consumer. *Small firms: adding a spark: the 25th ISBA national small firms' policy conference*. Robert Gordon University, Aberdeen, 15-17 November. Leeds: Institute for Small Business Affairs, pp.132-138.

Smith, D. (2021). "House price markets", *The Times*, 26 June 2021, p.25.

In-text citation (referencing in the text)

What is in-text referencing?

- Every time a reference is made to someone else's work in a document, the author's surname and the publication date of the work should be included **within the text** at the point where his/her ideas have been discussed. This is called **citing the author's work**.
- **Remember:** When in-text citation is used and there is more than one author involved, the author's names should be listed in the order the names appear on the title page of the book or article!
- **The in-text** reference does not contain the initials of the authors, only the surname and the publication date.
- The page number is only included with a **direct quotation**.
- The term et al. (and others) may only be used the second time the work is being cited. When the work is cited the first time, all the authors should be mentioned and when the work is cited subsequently, the use of et al. is allowed. This term is always preceded by the surname of the first of the authors' names.
- The '&' (ampersand) may be used for bracketed in-text citations of more than one author. Example: Social media is here to stay (Jones & Frank, 2016). **or** Social media is here to stay (Jones and Frank, 2016).
You must use one option consistently in the document.
- A citation should have a corresponding reference item linked to it - if not, marks will be deducted.

Note the use of inverted commas varies. The name of the article in a journal appears between inverted commas. If a website when it is one of a collection of articles which appear on the website.

Which referencing system has been approved by the IMM Graduate School?

The IMM Graduate School follows the **Harvard Referencing System** in the listing of sources for academic texts, and NOT APA, Chicago, etc. Also note: The IMM Graduate School Harvard Referencing system is NOT similar to any other Harvard Referencing system, including the MS Word version.

As it is not possible to reproduce the complete set of Harvard Referencing System options in this document, only some basic examples are provided as a guideline.

To recap:

All assignments and dissertations produced by the IMM Graduate School students must include **in-text citations** as well as a **matching list of references** (the latter appears at the end of an assignment/report but before the Addendums). Each in-text citation needs to link up to the reference item at the end of the document where the reference list contains the sources of the citations. These two elements of the referencing system always go hand in hand. This means that for each in-text citation a corresponding entry should be included in the list of references at the end of the document. The reverse is also true: for each entry in the list of references, an in-text reference should be included in the text.

Do NOT use 'Bibliography' as a heading for the reference list.

Reasons to referencing

Giving credit to the original author by referencing these sources is the only way to use other people's work without plagiarising. Refer to the document called A Student Guide to Plagiarism Avoidance and A Student Guide to Plagiarism Sanctions which you can find on eLearn.

When should sources be referenced?

Whenever words or ideas are borrowed from other sources, the source needs to be acknowledged. The following situations almost always require referencing:

- Whenever quotes from a 3rd party are used.
- Whenever paraphrasing is used you still need to reference: - you may be using your own words but you are still using the ideas of another author to whom you need to give credit.
- Whenever an idea that someone else has already expressed is used.
- Whenever specific reference is made to the work of another author.
- Whenever someone else's work has been critical in the development of your own ideas.
- Whenever an illustration, graphs, numbers / statistics or a picture is inserted in the text.

What happens when sources are not referenced?

Students failing to reference or failing to do it properly, become guilty of committing plagiarism. Refer to the document called A Student Guide to Plagiarism Avoidance and A Student Guide to Plagiarism Sanctions to familiarise yourself with the sanctions that are applicable when found guilty of plagiarism.

Referencing of the same source used more than once

The same source may be used multiple times in a submission. It will then be fully cited at each point of usage, but the source may not be repeated as a source in the reference list.

Case study – Does one reference a case study?

Many students are unsure of the need to reference a case study. When your answer contains the words: "According to the case study", you should cite the case study. When you use information directly obtained from the case study, you need to cite the case study. Do not cite the case study after every sentence you use referring of the case study, but rather at the end of the 3 or 4 sentences in your answer which use information from the case study.

In-text:

Example where the authors are being cited at the end of the sentence: There are a few examples of communication barriers mentioned in the case study, one of these being external noise (Moerabe, 2023).

Example of the author being cited as part of the sentence: Moerabe (2023) refers to external noise as one of the barriers to communication in the business environment.

Reference list:

Author or authors, year of publication. *Case study title – in italics*. Date viewed. <URL> or question paper.

Example:

Moerabe, D.P. (2023). *Modern Business Challenges*. February 2024. Available from: <<https://www.challengesinbusiness.com>>. BC101 Final Assessment September 2023.

Deconstructing a book reference**Book examples**

Here are examples of what the format of the in-text citation and in the reference list should look like when a book is acknowledged as the source. Remember, an in-text citation appears IN the document at the section / sentence where the specific book / author being referred to or used, and the reference list appears at the end of your document before any appendices.

In general, the following guideline will apply for any book that needs to be referenced at the end of your document:

In-text:

Example when reference to the author(s) appears at the end of the sentence:

Research has indicated that there are more national disasters happening now than 10 years ago. (Author/s, year of publication). (**Note** – author and year appear in brackets and the full-stop denoting the end of the sentence is inserted after the citation at the end of the sentence).

If there is more than one author, their names appear in the bracket using the ampersand, i.e. &. Example: Pollution is on the increase (Smith & Jones, 2021). The ampersand appears in citations but never in a reference list.

Example when author is part of the sentence:

Author/s (year) stated that the ... (**Note**: Only the year appears in brackets)

Example: Smith and Jones (2021) stated that pollution is on the increase.

Reference list:

Author, A. (year of publication in brackets). *Title of Book in italics*. Edition. Place / town / city of publication: Publisher.

Specific examples pertaining to any books:**Single author In-text:**

Wright (2019) explained the importance of proper referencing techniques...

Or, if at end of the sentence: It is critical that all sources are always properly referenced (Wright, 2019).

Reference list:

Wright, H. (2019). *The principles of referencing*. 2nd ed. Timbuktu: Inside Publishing.

Book: 2 or 3 authors:**In-text:**

Rundle, Booyesen and Dube (2018) stated the interpretation of online messages could have different meanings depending on their receiver.

Or, if at end of the sentence: Online messages can be interpreted in various ways (Rundle, Booyesen & Dube, 2018).

Reference list:

Rundle, D., Booyesen, H. and Dube, P. (2018). *The interpretation of online messages*. Timbuktu: Inside Publishing.

Book: More than 3 authors

The first opportunity to cite a source with more than 3 authors requires you to mention all the authors and then, subsequent to that, you may use only the surname followed by et al.

In-text:

Bruwer, Wright, Prince and Victor (2019) stated...

Or, at the end of sentence... study guides should be written in the correct format (Bruwer, Wright, Prince & Victor, 2019).

Multiple authors, when cited at the first use of their material, must all be mentioned but, in-text citations subsequent to this, et al. may be used. : Bruwer et al. (2019) stated ...

Or, if at end of the sentence: Study guides should be written in the correct format (Bruwer et al., 2019).

Note: The full stop after et al.

Reference list:

Note: The use of the ampersand (&) may occur in bracketed in-text citations only, but never in a reference list – here ‘and’ should be used. (See page 4)

Bruwer, A., Wright, P.R., Prince, M.C. **and** Victor, A. (2019). *The how-to guide to writing a study guide*. Johannesburg: Academic Solutions Group.

Book: author unknown

Note: Avoid anonymous sources because these lack credibility when quoted in academic documents. If, however, there is no alternative, the following applies:

In-text:

Anonymous (2017) stated that ...

Or, if at end of the sentence: ... the history of the world is full of unexpected surprises (Anonymous, 2017).

Reference list:

Anonymous. (2017). *A journey to the end of the world*. Timbuktu: Imagination Express.

Book: editor

The name of the author is used, not of the editor. For example:

The Textbook 'Views on Global Warming' edited by J.M. Thompson may contain a chapter written by N. Sebetsi from which you want to quote:

In-text:

Sebetsi (2019) recounted various approaches to emission reduction ...

Or, if at end of the sentence: A programme aimed at emission reduction, may have a number of consequences we are not aware of (Sebetsi, 2019).

Note: The in-text citation does not carry the name of the editor, it must be the name of the author of that particular chapter, if it is given.

In the reference list the chapter author's name is followed by the date, title of the chapter, then the name of the editor and the title of the book, place of publication and publisher.

Reference list:

Sebetsi, N. (2019). "Emission Reducation" in Thompson, J. M. ed. *Views on Global Warming*, 2nd ed. Timbuktu: Inside Publishing.

Book: 2 or more editors In-text and with no indication of who wrote the various chapters in the book:

Bevan and Hugo (2020) acknowledged the fact that marketing graduates have a bright future ...

Or, if at end of the sentence: Marketing graduates have a bright future (Eds. Bevan & Hugo, 2020).

Reference list:

Bevan, M. and Hugo, J. (eds.) (2020). *Towards the academic future*. London: Academic Press Association.

The above example would also apply in situations where a number of contributors are listed who added to the book content, but their names are not linked to specific chapters. In this situation, only the editors are mentioned in the citation and in the reference list.

Book chapters (when different authors have contributed towards a publication, i.e. by writing a specific chapter each) and the names of the contributing authors are clearly stated with each chapter.

In-text (the chapter author is indicated):

Bick (2018) maintained that ...

Or, at the end of the sentence, for example Branding is essential when launching a new product (Bick, 2018).

Reference list:

Bick, G. (2018). "Brand equity and brand valuation", in Klopper, H.B. and North, E. (eds.) (2020). *Brand Management*. Cape Town: Pearson Education SA.

Book: reprint in a different form In-text:

Note: In the reference list example above there are two different publication dates appearing, the date on which the contributing author wrote the chapter and the date on which the book was published by the editors.

McAlmon (1925) stated that in the three decades since New York City's Stonewall rebellion, gay literature has exploded as a distinctive form of cultural expression. ...

Or, if at end of the sentence: In the three decades since New York City's Stonewall rebellion, gay literature has exploded as a distinctive form of cultural expression (McAlmon, 1925).

Reference list:

McAlmon, R. "Miss Knight". (1925). *The Columbia Anthology of Gay Literature: Readings from Western Antiquity to the Present Day*. Ed. Byrne, R.S. and Fone, R.S. New York: Columbia UP, 1998, pp. 629-39. Print.

Book: organisation as author In-text:

The Natal Rugby Association (1980) states that Stefan Terblanche played for the Sharks ...

Or, if at end of the sentence: Stefan Terblanche played for the Sharks (Natal Rugby Association, 1980).

Reference list:

Natal Rugby Association. (1980). *80th Anniversary Yearbook*. Natal Rugby Association.

eBook In-text:

Lipman (2020) upheld that

Or, at the end of the sentence, for example... Businesses aim to make money (Lipman, 2020).

Reference list:

Author, A. (year of publication). *Title of book*. Edition. Available from: <url address>. [Accessed on date].

For example, the above mentioned in-text citation source will be presented as follows in the Reference list:

Lipman, F.L. (2020). *Creating capital: money-making as an aim in business*. Available from: <<http://www.gutenberg.org/files/29673/29673-h/29673-h.htm>>. [Accessed on 25 February 2021].

Dictionary or Encyclopaedia

In-text:

The Macquarie Dictionary (2020) defines...

Reference list:

Note: No entry is needed in the reference list.

Book with chapter/page numbers used for direct quotes only (Note, page numbers are thus only required when a direct quote is used).

In-text:

Wright (2017, p.100) stated that “various standardised systems of referencing exist.”

Or, if at end of the sentence: “Various standardised systems of referencing exist” (Wright, 2017, p. 100).

Reference list:

Wright, H. (2017). *The principles of referencing*. Timbuktu: Inside Publishing.

Deconstructing a journal citation

Journal article examples - Specific examples pertaining to any journals

In general:

In-text: Author/s (year of publication) or (Author/s, year of publication)

Reference list: Author, A. (year of publication). “Title of article”. *Title of Journal*, volume, volume publication number, page numbers.

Journal article:

Note: There is a full stop after the article title. There is a comma after the journal article, a comma after the volume number and after the number of the journal publication and before the page numbers. If there are more than 1 page involved in the reference of a journal (there normally will be), the abbreviation is pp. # - #.

In-text:

Meindl (2019) suggested that advanced computing...

Or, if at end of the sentence: Advanced computing has changed the world of business (Meindl, 2019).

Reference list:

Meindl, D. (2019). “Chips for advanced computing”, *Scientific American*, vol. 257, no. 4, pp. 54-62.

Journal article with two authors:

In-text:

Oosthuizen and McDonald (2020) provided evidence on the growth of online marking....

Or, if at end of the sentence: Online marking is the way of the future (Oosthuizen & McDonald, 2020).

Reference list:

Oosthuizen, D. and McDonald, G. (2020). "The online marking process: an overview". *The African Journal of Academics*, vol. 10, no. 2, pp. 97-99.

Journal article with three authors:

In-text:

Simpson, Thomas and Enslin (2019) explained that mobile technology....

Or, if at end of the sentence: Mobile technology has Made a huge difference to how companies are managed. (Simpson, Thomas & Enslin, 2019).

Reference list:

Simpson, J.A., Thomas, S.A. and Enslin, D.J. (2019). "The role of mobile technology in the media plan". *Journal of International Marketing*, vol. 17, no. 2, pp. 63-65.

Journal article with more than three authors

The first opportunity to cite a source with more than 3 authors requires you to mention all the authors and then, subsequent to that, you may use only the first name followed by et al.

In-text:

Shapiro, Bethu, Ndlovu and Wilcox (2017) provided an analysis of

Or, if at end of the sentence: A new media planning format has been introduced in 2022. (Shapiro, Bethu, Ndlovu & Wilcox, 2017).

In-text subsequent to the first citation: Shapiro et al. (2017) provided an analysis of

Or, if at end of the sentence: A new media planning format has been introduced in 2022. (Shapiro et al., 2017).

Reference list:

Shapiro, D., Bethu, R., Ndlovu, B. and Wilcox, S.R. (2017). "A new media planning format". *Journal of Media planning*, vol. 10, no. 5, pp. 454-65.

Electronic journal article (no volume and issue numbers available)

In-text:

Bouwer (2020) explained that social media is a great contributor to commercial processes.

Or, if at end of the sentence: Social media has been a great contributor to commercial processes (Bouwer, 2020).

Reference list:

Bouwer, C. (2020). "The role of social media in building brand equity". *Journal of Branding*. Available from: <<http://www.job.int.com/rosm-bbe/fulltext.121544162/PDF>>. [Accessed on 23 May 2021].

Provide full location details if these are necessary to find the document OR just the main site details.

Electronic journal article (Where the volume number and issue numbers of the journal are available)

In-text:

Bouwer, (2020) explained that social media is a great contributor to commercial processes.

Or, if at end of the sentence: Social media has been a great contributor to social interaction. (Bouwer, 2020).

Reference list:

Bouwer, C. (2020). "The role of social media in building brand equity". *Journal of Branding*, vol. 3, no. 70. Available from: <URL where the electronic article can be accessed>. [Accessed on: the date when the article was read online].

Newspaper examples - Specific examples pertaining to any newspaper examples

Newspaper articles are not scientific sources and the use of this is not to be used as the basis for building an argument on, but rather seen as data which may be used paring to support scientific sources.

In general

In-text: Author (year of publication) states...

Or, if at end of the sentence: (Author, year of publication).

Reference list: Author, A. (year of publication). "Title of the article", *Title of the newspaper*, date, page number.

Newspaper: Print

In-text:

Roos (2021) urged all to treat resources with respect.

Or, if at end of the sentence: All humans should treat the earth with respect. (Roos, 2021).

Reference list:

Roos, M. (2021). "Don't turn your back on Mother Earth", *The Star*, 8 June 2021, p. 10.

Newspaper: Electronic database

In-text:

Merryment (2019) stated that wineries are becoming Users of online marketing.

Or, if at end of the sentence: Wineries are becoming more interested in focusing their marketing tactics on online marketing (Merryment, 2019).

Reference list:

Merryment, E. (2019). "Distaff winemakers raise a glass of their own to their own", *The Australian*, 7 October, p. 5. Available from: Factiva. [Accessed on 2 February 2020].

Newspaper: Website**In-text:**

Hilts (2021) stated that emotions are often hard to control.

Or, if at end of the sentence: Emotions are often hard to control Hilts (2021).

Reference list:

Hilts, P.J. (2021). "In forecasting their emotions, most people flunk out", *The New York Times*, 16 February, Available from: < <http://www.nytimes.com>>. [Accessed on 19 February 2021].

Newspaper: No author

In-text: It was stated in *The Star* (11 June 2021, p. 4) that...

Reference list: NO entry required

Company information examples: Specific examples pertaining any company information / company documents**Company report****In-text:**

Vodacom (2018) stated the importance of growing its footprint into the biggest on the African continent.

Or, if at end of the sentence: Vodacom extended its footprint into the biggest on the African continent (Vodacom, 2018).

Reference list:

Vodacom Annual Report 2018. (2018). Available from: <<http://www.vodacom.co.za>>. [Accessed on 8 June 2019].

Company profile**In-text:**

Microelectronics International (2020) identified five important growth areas.

Or, if at end of the sentence: Growth areas..... (Microelectronics International, 2020).

Reference list:

Microelectronics International. (2020) "*Company Profile – IPL, Dorchester, UK*". Available from: Emerald Group Publishing Limited.

Datasets**In-text:**

Statistics South Africa (2023) published the outcome of the 2022 census.

Or, if at the end of the sentence, for example: Population growth outstripped expectations. (Statistics South Africa, 2023).

Reference list:

Statistics South Africa. (2021). *“Mid-year population estimates 2022”*, p.302. Available from: <http://www.statssa.gov.za/?page_id=1854&PPN=P0302&SCH=6334>. [Accessed on 28 July 2021].

Conference paper examples: Specific examples pertaining to any conference papers

Conference paper: Print

In-text: (Author, year of publication)

for example: McIntee (2018) identified the growth of the marketing industry as significant. Or, if at end of the sentence: Marketing as an industry which is rapidly expanding (McIntee, 2018).

Reference list: Author, A. (year of publication). “Title of paper”, *Title of Conference*, location, date of conference, place of publication: publisher, page numbers. For example:

McIntee, H. (2018). “The growth of the marketing fraternity in Africa”, *The African Marketing Confederation Conference*, Zimbabwe, 15 September 2018, South Africa: African Marketing Confederation, pp. 11-15.

Conference paper: Electronic

In-text:

McIntee (2018) identified the growth of the economy as one of the reasons for expanded marketing activities. ...

Or, if at end of the sentence: The marketing fraternity expects the economy to grow and with it the marketing industry (McIntee, 2018).

Reference list:

McIntee, H. (2018). “The growth of the marketing fraternity in Africa”, *The African Marketing Confederation Conference*, pp.11-15. Available from: AMC Portal, AMC Digital Library. [Accessed on 20 October 2018].

Conference paper: Unpublished – a source best to be avoided in an academic paper.

In-text:

Simpson (2019) indicated that the retail sector...

Or, if at end of the sentence: The formal retail sector... (Simpson, 2019).

Reference list:

Simpson, M. (2019). “Is formalised retailing a positive sign?” paper presented at the *African Marketing Confederation Conference*, Zimbabwe.

Internet/Website examples: Specific examples pertaining any Internet / Website examples

The use of websites should be minimised in academic papers and is often best avoided.

In general:

Provide the website details only once and not repeatedly for the use of the subdirectories within the same domain, i.e. www.goodyear.co.za/clients/status and then again for www.goodyear.co.za/clients/preferences, etc.

In-text: Author/s or institution (year of publication) or (Author/s or institution, year of publication)

Reference list: Author, A. (year of publication / last updated). *Website name*. Available from: <online URL address>. [Accessed on date].

Website

In-text:

Johannesburg Stock Exchange (2021) provided forecasts and ratios for 2023 growth. , or, if at end of the sentence... The following are a list of financial ratios supplied to reflect growth in 2023 (Johannesburg Stock Exchange, 2021).

Or, if at end of the sentence: The following are a list of companies (Johannesburg Stock Exchange, 2021).

Reference list:

Johannesburg Stock Exchange. (2021). *Listed Companies*. Available from: <<http://www.jse.co.za/current-companies/companies-and-financial-instruments>>. [Accessed on 8 June 2021].

Web page: with an identified author

In-text: Solomon (2018) asserted that we don't buy products in a decision making vacuum. or, if used at the end of the sentence: We buy what means something to us (Solomon, 2018).

Reference list:

Solomon, M. (2018). *Reaching the Pinnacle of Brand Resonance*. Available from: <https://www.brandingstrategyinsider.com/reaching-the-pinnacle-of-brand-resonance/#.YP_ZWNQzaM8>. [Accessed on 27 July 2021].

Web page: no author

In-text:

Mayo Health (2019) outlined a comprehensive list

Or, if used at the end of the sentence: Early warning signs to look out for are not always easy to detect (Mayo Health, 2019).

Reference list:

Mayo Health (2019). *Surviving a heart attack: your early warning signs*. Available from: <<http://www.mayohealth.com/i-cms?page=10221>>. [Accessed on 8 May 2021].

Web page: no date**In-text:**

Bevan (n.d.) stated that staff morale is much higher when...

Or, if used at the end of the sentence: Staff morale is much higher when ... (Bevan, n.d.).

Reference list:

Bevan, M.R. (n.d.). *The impact of a coffee machine on staff morale*. Available from: <<http://www.coffeebeans.com>>. [Accessed on 6 June 2021].

Blog

Information from blogs should be used as data and not as the basis for building academic arguments. Blogs are not at all scientific fact but the opinion of someone and therefore best voided.

In-text:

Sykes (2021) shared insights around income. Or, if used at the end of the sentence: The reasons why you are not a millionaire could include the fact that your father was poor (Sykes, 2021).

Reference list:

Sykes, T. (2021). "4 Reasons you're not a millionaire". *Timothy Sykes Blog*. 30 May 2021. Available from: <<http://www.timothysykes.com/2021/05/4-reasons-youre-not-millionaire>>. [Accessed on 8 June 2021].

Note: Some blog authors may choose to blog anonymously (thus using an alias). Use this alias instead of surname and initials, if that is all that is available instead of surname and initials.

Web based image / table / figure

It is always better rather to use facts and figures from a reliable, scientific source.

In-text:

Immediate Marketing and Business Consulting (2021) found that

Or, if used at the end of the sentence: (Immediate Marketing and Business Consulting, 2021)

Reference list:

Immediate Marketing and Business Consulting. (2021). Available from: <http://www.immediatemarketing.com/images/business_8.jpg>. [Accessed on 8 June 2021].

Web document**In-text:**

The Department of Trade & Industry (2020) published an article....

Or, if used at the end of a sentence: A study done to determine the correlation between ... (Department of Trade & Industry, 2020).

Reference list:

Department of Trade & Industry. (2020). *“Productivity and caffeine: Is there a connection?”* South African Government. Available from: <<http://www.coffeebeands.com>>. [Accessed on 8 June 2021].

Website**In-text:**

SARS (2019) issued a document

Or, if at end of the sentence: Follow the following procedure to report ... (SARS, 2019).

Reference list:

South African Revenue Services. (2019). *“How to report suspected non-compliance to SARS”*. Available from: <<http://www.sars.gov.za/TargTaxCrime/ReportCrime/Pages/default.aspx>>. [Accessed on 8 June 2021].

Computer software**In-text:**

OpenOffice.org (2021) provides computer software for dummies. ...

Or, if at end of the sentence: A list of computer software is available for less knowledgeable people (OpenOffice.org, 2021).

Reference list:

OpenOffice.org, computer software. (2021). Available from: <<http://www.openoffice.org>>. [Accessed on 12 January 2021].

Multimedia examples: Specific examples pertaining any multimedia examples**DVD****In-text:**

Marketing 101B (2021) or (Marketing 101B, 2021)

Reference list:

Marketing 101B. (2021) (DVD), IMM Graduate School, South Africa.

Podcast

The information in podcasts cannot be used as literature but may be used as data.

In-text:

Duct Tape Marketing (2021) or (Duct Tape Marketing, 2021)

Reference list:

How to differentiate your business. (June 2021). Duct Tape Marketing weekly podcast, (podcast) June 2021. Available from: <<http://www.ducttapemarketing.com/blog/category/podcast>>. [Accessed on 8 June 2021].

Television

The information in television programmes may be used as data but not as scientific fact.

In-text:

Oliver (2020) or (Oliver, 2020)

Reference list:

Oliver, J. (2020). *Last week tonight: The mittens of disapproval are on*, (television broadcast show) 8 June 2020, Trinidad Television.

YouTube

The information in YouTube may be used as data but not as scientific fact.

In-text:

Coca-Cola vs Pepsi - The new battle (2019) or (Coca-Cola vs Pepsi - The new battle, 2019)

Reference list:

Coca-Cola vs Pepsi – The new battle. (2019). (YouTube video file), added by Sirelatan. Available from: <<https://www.youtube.com/watch?v=muH-zcOYnFc>>. [Accessed on 8 June 2021].

MOOCs video

The information in MOOCS may be used as data but not as scientific fact.

In-text:

Kaul (2021) or (Kaul, 2021)

Reference list:

Kaul, G. (2021). *Introduction to Finance*, video file in Introduction to finance course, University of Michigan. Available from: <<https://www.coursera.org/course/introfinance>>. [Accessed on 7 June 2021].

Facebook, Twitter, etc.

The information from social media platforms may be used as data but not as scientific fact.

In-text:

Buckingham (2021) or (Buckingham, 2021)

Reference list:

Buckingham, I. (2021). *Brand engagement group*, (Facebook), 29 May 2021. Available from: <<http://www.facebook.com>>. [Accessed on 9 June 2021].

Instagram

In-text:

Academic Ambition (12 August 2023)

or

(Academic Ambition, 12 August 2023).

Reference list:

Academic Ambition (Academic Starters, 12 August 2023). "Why you should not study for 6 – 8 hours + a day." [Instagram]. Available from: Academic Ambition. [Accessed on 23 November 2023].

Pinterest:**In-text:**

Bissinger (n.d.) or (Bissinger, n.d.)

Reference list:

Bissinger, A. (Alyssa Bissinger, n.d.) "Good Grade / academic validation /study motivation." [Pinterest]. Available from: Alyssa Bissinger [Accessed on 23 November 2023].

Picture/Photograph (online):**Photographer credits available:****In-text:**

McNamara (2023) or (McNamara, 2023)

Reference list:

McNamara, D.P. (2024). "Title of the picture/image". *News24*. Available from: <<https://www.news24.com>>. [Accessed on 24 November 2024].

No photographer credits available:**In-text:**

Title of photograph (2024) or (Title of photograph, 2024)

Reference list:

Title of photograph (2024). "Title of the article". *News24*. Available from: <<https://www.news24.com>>. [Accessed on 24 November 2024].

Picture/Photograph (hard copy):**Photographer credits available:****In-text:**

McNamara (2023) or (McNamara, 2023)

Reference list:

McNamara, D.P. (12 November 2024). "Title of the article". *Sunday Times*. 24 November 2024. P. 13

No photographer credits available:**In-text:**

Title of photograph (23 November 2024, p. 33) or (Title of photograph, 2024, p. 33)

Reference list:

Title of photograph (23 November 2024). "Images from the Peruvian Hinterland" *The Observer*. 23 November 2023, p. 14.

Television advertisement

In-text:

Morning Oats (2020) or (Morning Oats, 2020)

Reference list:

Morning Oats (12 June 2020). *TV Channel 4*. BBC Television.

Music track from an album In-text:

Omi (2020) or (Omi, 2020)

Reference list:

Omi. (2020). "Cheerleader", on iTunes. Available from:
<https://www.youtube.com/watch?v=I_NVUZNsh2E>. [Accessed on 9 June 2021]

Lecture note examples: Specific examples pertaining any Lecture note examples

Lecture notes

Lecture notes should not be used as reference, but the sources on which the lecture is based may be used, i.e. the study guide or the textbook.

In-text:

Bruwer (2021) or (Bruwer, 2021)

Reference list:

Bruwer, A. (2021). *Brand equity*, lecture notes distributed in Brand Management 101B at the IMM Graduate School, Johannesburg on 14 April 2021.

Study Guide

All study guides issued by the IMM Graduate School are available in online format only:- the referencing of these sources should, therefore, display this fact.

In-text:

IMM Graduate School (2024) posited that good branding is essential.

Or, if at end of the sentence: Good branding is essential (IMM Graduate School, 2024).

Reference list:

IMM Graduate School. (2024). *FM101B, Financial Management 101B Study Guide*. South Africa: IMM Graduate School. Available from: <<https://learn2023-02.imm.ac.za/course/view.php?id=26>>. [Accessed on 23 February 2023].

Thesis examples: Specific examples pertaining any thesis

Thesis: Unpublished

These documents may not be used for referenced sources.

Thesis: Published

In-text:

Terblanche (2018) covered the work of Quentin

Or, if at end of the sentence: The work of Quentin Tarrantino in his earlier years (Terblanche, 2018).

Reference list:

Terblanche, C. (2018). *Dismemberment and dispossession in the work of Quentin Tarantino and Nathalie Djurberg*. South Africa: UNISA.

Personal communication examples: Specific examples pertaining to any personal communication examples

Telephone call, interview, etc.

If the information you are referencing was obtained by personal communication, i.e. telephone call, or a personal interview you need to document it in the text, however you are not required to add it to the reference list at the end. You may also add the abbreviation pers.comm to the reference.

When interviewed on 8 June 2021, Ms. McIntee confirmed industry growth. (Mr. D. Thomas, 2021, pers. comm., 8 June)

E-mail

In-text:

Mr. L. Bekker confirmed this by email on 30 May 2021 or Bekker (2021) confirmed this... or It was confirmed that ... (Bekker, 2021).

Reference list: Author, A. (date of message). "Subject of message", email to recipient's name, for example:

Bekker, L. (30 May 2021). "Policy decisions", email to Rehana Prinsloo.

Table and figure examples: Specific examples pertaining any tables and figures examples

Add in-text citation to the text of the illustration's caption.

All or part of a table, figure, or data used in text: from a print journal

In-text:

The data in column # are from "*Evaluating the effectiveness of media dynamics*" (Steyn, 2019, p.600).

Reference list:

Steyn, P. (2019). "Evaluating the effectiveness of media dynamics", *Journal of Marketing*, vol. 133, no. 8, pp. 600-602.

All or part of a table, figure, or data used in text: from a textbook**In-text:**

The data in column # are from *Numeracy levels of first-year students* (Potgieter, 2020, p.100).

Reference list:

Potgieter, H. (2020). *Numeracy levels of first-year students*. Timbuktu: Timbuktu Publishing Press.

All or part of a table, figure, or data used in text: from the web**In-text:**

The data in column # are from *Export data to China, January 2021* (SAEX, 2021).

Reference list:

South African Department of Export. (2021). *Export data to China, December 2021* (No.5439). Available from http://www.exportsa.gov.za/exports/china_2014?url.document. [Accessed on 1 June 2021].

Cases and legislation examples: Specific examples pertaining any cases and legislation examples**Cases****In-text:**

(*R v Willey (2013) 237 CLR 1*).

Reference list:

R v Willey (2013). 237 CLR 1.

Delegated Legislation**In-text:**

(*Social Welfare Regulations 2001 (SA) reg.7*).

Reference list:

Social Welfare Regulations 2001 (SA) reg. 7

Acts of Parliament**In-text:**

(*Communications Act 2001 (Cth) s 4*)

Reference list:

Communications Act 2001 (Cth).

Bills**In-text:**

(Protection of Information Bill (No. 1) 2010 (Sag)).

Reference list:

Protection of Information Bill (No. 1) 2010 (Sag).

Standard and patent examples: Specific examples pertaining any standards and patents examples

Patent**In-text:**

Walker (2019) or (Walker, 2019).

Reference list:

Walker, N. (2019). Fastener for a briefcase system, *US Patent 45555X1*.

Standard: retrieved form a database**In-text:**

Bureau of Standards SA (2018) or (Bureau of Standards SA, 2018).

Reference list:

Bureau of Standards, SA. (2018). Child seat regulations – general requirements, SA 4455.I-2018. Available from: South African Bureau of Standards. [Accessed on 1 December 2020].

Standard: Published**In-text:**

Bureau of Standards SA (2018) or (Bureau of Standards SA, 2018).

Reference list:

Bureau of Standards, SA. (2018). Child seat regulations – general requirements, SA 4455.I-2018. 2018. SA: Bureau of Standards.

Secondary sources examples: Specific examples pertaining any secondary sources examples

When you cite an author (the primary source) who refers to or quotes another author (the secondary source), this must be clearly indicated in the text (even though this practice should be kept to a minimum as the preferred option is for you to have read the original source).

Chambers (2019, p. 25) gives Whiteley's (2015) definition of emotion as "a response to situations of one specific type ..."

In-text citation when the authors' names are not part of the sentence: "Emotion is a response to situations of one specific type of experience" (Whiteley, 2015 in Chambers, 2019, p. 25).

Reference list:

In this example, the reference actually used must be Chambers (2019), not Whiteley (2015). A reference list entry must be made for the source you have actually read and must not refer to the secondary source as the secondary source information can be found in the primary source and you have not read the secondary source):

Chambers, P.K. (2019). *Your emotions revealed*. New York: Lacrima and Ductule.

How to use quotations

Use inverted commas to enclose the direct text. For short quotations (of less than 40 words), use a brief phrase to introduce the quotation. For example:

As Neville (2020, p. 101) emphasises, "... you should cite all sources and present full details of these in your list of references".

For longer quotations (of 40 words or more) a **block quotation** is required, without quotation marks, but clearly indented to indicate these words are not your own. For example:

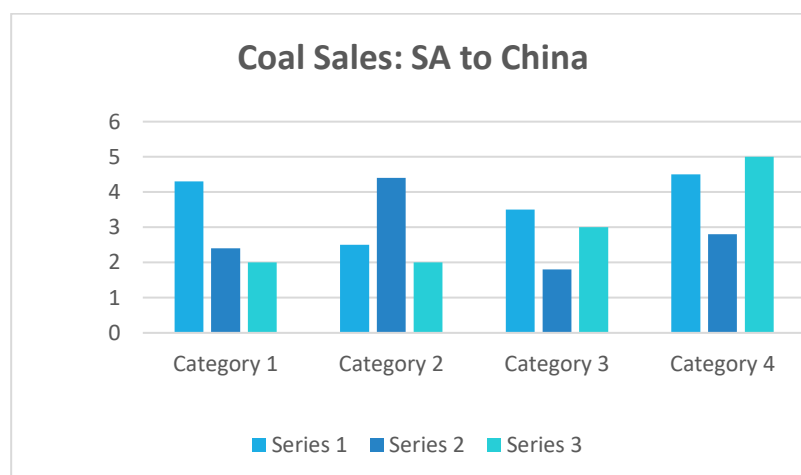
Neville (2020, p. 101) comments that: It can sometimes be difficult, if not impossible, to avoid using some of the author's original words, particularly those that describe or label phenomena. However, you need to avoid copying out what the author said, word for word. Choose words that you feel give a true impression of the author's original ideas or action and use these in your writing when paraphrasing such content. Paraphrasing allows the student to convey the message of the primary author without changing the message of this author.

Therefore, treat the direct quote as follows:

- Slightly **smaller font** and **indented** from the left margin to distinguish it from the rest of the text.
- Also **add the page number from which the quote was sourced**.

How to cite and reference figures, graphs, table and images

The citation for these should appear next to the figure number and the title of the image and should be left aligned. The figure number would be the sequential number counted from the start of the document. For example:



In-Text:

Fig. 25: Category sales of 3 quality type series in the first 4 months of 2023 (Source: South African Bureau of Business, 2023).

Reference list:

South African Bureau of Business (2023). 'Sales of Coal to China in 2023'. *Journal of South African Mining Review*. vol. 13, no. 3.

All or part of a table, figure, or data used in text: from a print journal**In-text:**

The data in column # are from "Evaluating the effectiveness of media dynamics" (Steyn, 2019, p.601).

Reference list:

Steyn, P. (2019). "Evaluating the effectiveness of media dynamics", *Journal of Marketing*, vol. 133, no. 8, pp. 600-605.

All or part of a table, figure, or data used in text: from a textbook**In-text:**

The data in column # are from Numeracy levels of first-year students (Potgieter, 2020, p.100).

Reference list:

Potgieter, H. (2020). *Numeracy levels of first-year students*. Timbuktu: Timbuktu Publishing Press.

All or part of a table, figure, or data used in text: from the web**In-text:**

The data in column # are from Export data to China, January 2021 (SAEX, 2021).

Reference list:

South African Department of Export. (2021). Export data to China, December 2021 (No.5439). Available from <http://www.exportsa.gov.za/exports/china_2014>. [Accessed on 1 June 2021].

Reference list:

University of Wolverhampton. (2014). *Ref: LS067, Harvard Referencing*. Produced by the Department of Learning and Information Services, University of Wolverhampton.