

To Quote, Paraphrase, or Block Quote? – APA Style

In the academic world, research plays a strong role in contributing to humanity's collective knowledge. More often than not, new research is built on the foundations of older work. It is important to recognize the contribution made by others, especially if you use the findings of other researchers in your own work.

Failure to give credit to those authors that contributed to your work is known as plagiarism. Plagiarism is the equivalent of intellectual theft. If you are caught plagiarizing, there are serious implications that include (a) receiving a failing grade in your class, or (b) expulsion from your academic institution/program.

Two major components to giving proper recognition, to contributing works in your papers, are the *in-text reference* and *reference list*. There are many different formats for giving proper recognition to works that you cite in your own work. Among the more common forms of citation are the American Psychological Association (APA), Modern Language Association (MLA) and Chicago. This document will focus on the APA style of citation.

There are several ways of citing information in your papers – the quote, paraphrase, and block quotation. All can deliver the same information, but how you decide to employ each form is a matter of personal writing style. You can refer to sections 6.03–6.10 (pp. 170–174) in the *Publication Manual of the American Psychological Association* (6th edition) for more information about formatting quotations.

IN-TEXT REFERENCE

Immediately following a quote, paraphrase, or block quotation, you will include an in-text reference. This is a visual cue to the reader that tells them (a) information was borrowed from a source, and (b) that they can refer to the reference list (that immediately follows the paper's text) for more detailed bibliographic information about the original source.

The in-text reference will be contained between parentheses following the integration of information from other sources. The information will typically include three pieces of information, which are:

1. last name of author[s]
2. material's year of copyright/posting/publication (if available)
3. page number[s] for documents that have page numbering (use paragraph number if page numbers are not present); use: p. (for page), pp. (for pages—when a quote spans multiple pages), or para. for paragraph number.

Refer to sections 6.11–6.21 (pp. 174–179) in the *Publication Manual of the American Psychological Association* (6th edition) for more examples of what information you need to provide in the in-text reference.

ORIGINAL PASSAGE FROM A BOOK

The astronomical growth in the wealth and cultural influence of multinational corporations over the last fifteen years can arguably be traced back to a single, seemingly innocuous idea developed by management theorists in the mid-1980s: that successful corporations must primarily produce brands, as opposed to products.

Note: This passage is scanned from page 3 in the book: *No Logo: Taking Aim at the Brand Bullies*, by Naomi Klein. Examples 1–5 will demonstrate the different methods that this information can be adapted and integrated into a paper.

SHORT QUOTES

Quoting is the use of another writer's words, as they were originally written. The borrowed words must be surrounded by quotation marks and the in-text reference must include the last name of the author[s], year of publication, and page that it was printed on.

EXAMPLE 1:

Some management theorists suggested, "that successful corporations must primarily produce brands, as opposed to products" (Klein, 2000, p. 3).

OR

EXAMPLE 2:

Klein (2000) noted that some management theorists suggest, "that successful corporations must primarily produce brands, as opposed to products" (p. 3).

Note: You will notice the second version of the quote does not have the author's last name in the in-text reference. The author's name is mentioned in the narrative leading into the quote, it is therefore redundant to mention the author's name in the in-text reference following the quote.

PARAPHRASING

Paraphrasing is using someone's work (concepts/ideas or words), but rephrasing it in your own words. Even though you are using your own words, the ideas that are expressed must be referenced and maintain the context that the original author intended. Since the words are your own, no quotation marks are required, but an in-text reference is required. The in-text reference must include the name of the author[s], and the year of publication. The page number is not required, though it is suggested that you include that information.

EXAMPLE 3:

It is suggested that management theories, developed in the mid-1980s, put forth the idea that branding is as important to corporate success as the actual product that is produced (Klein, 2000).

OR

EXAMPLE 4:

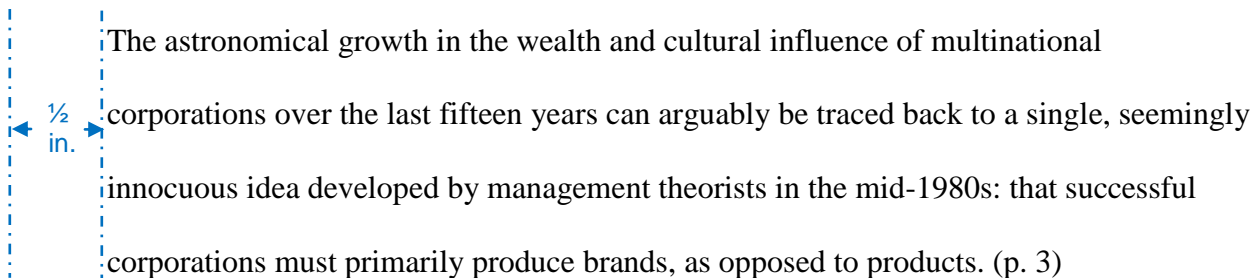
Klein (2000) suggested that management theories, developed in the mid-1980s, put forth the idea that branding is as important to corporate success as the actual product that is produced.

BLOCK QUOTATIONS

Block quotations are employed when a quotation exceeds 40 words in length. Block quotations will be indented an additional half-inch from the margin and left justified from that half-inch indent. Quotation marks are not required, since the indentation has already offset the passage as a block quotation.

EXAMPLE 5:

Klein (2000), in the book *No Logo: Taking Aim at the Brand Bullies*, wrote:



The astronomical growth in the wealth and cultural influence of multinational corporations over the last fifteen years can arguably be traced back to a single, seemingly innocuous idea developed by management theorists in the mid-1980s: that successful corporations must primarily produce brands, as opposed to products. (p. 3)

QUOTING WEB PAGES

There are many different formats on the World Wide Web (WWW). You will need to have some familiarity with the different formats and how to quote each. The two most common formats that you will encounter are HTML and PDF.

Most pages on the Web do not include page numbering (the exception is a PDF document—the equivalent of an electronic photocopy). You will never use the page numbers that are applied to a printed web page, since the copy can vary from computer to computer (unlike a PDF).

If paragraph numbers are present in the Web page, use those numbers in place of the page numbers. You will use para. in place of the page abbreviation.

EXAMPLE 6:

Reddall (2004) writes that, “Yeats warmed to a number of Nietzsche's ideas” (para. 5).

If no paragraph number is present, you can count the paragraphs manually from the beginning of the document (<http://www.apastyle.org/learn/faqs/cite-website-material.aspx>).

If the cited work has neither page nor paragraph numbers, but has section headings, you can cite the heading with the paragraph number that follows the heading. If the heading is simple (e.g., “Method,” then document it as: Stearns, 2007, Method section, para. 3). If the heading is “unwieldy,” then shorten the heading and place quotation marks around it—as is the case with Example 7.

EXAMPLE 7:

It has been noted that libraries must learn “how to serve the information needs of the digital generation” (Squire & Steinkuehler, 2005, “Hardest of all, change,” para. 1).

Refer to section 6.05 (pp. 170–171) of the *Publication Manual of the American Psychological Association* (6th edition) for more details.

REFERENCE LIST

The in-text reference is only half of what is necessary when referencing material. Most citation methods include a *Reference* (or *Works Cited*) page that follows the text of the paper. The in-text reference points to the reference page list, where a reader can view more detailed bibliographic information about the work that was cited in the paper. The purpose for doing so is to allow the reader to verify the information that you provided in your paper.

The bibliographic information can be gathered from a publication's title page or the publisher's information page. The library's online catalogue (OPAC) or database/online periodical indexes will also provide most of the information that is necessary for completing the reference page citation.

Since we are using the APA format for referencing, the reference listing for the work that has been cited in examples 1–5 will appear as follows:

Klein, N. (2000). *No logo: Taking aim at the brand bullies*. Toronto, Canada: Vintage Canada.

Example 6 is from a Web page and its reference page citation will appear as follows:

Reddall, D. (2004, March 24). The swooping godhead of imagination: A discussion of William Butler Yeats' *Leda and the Swan*. *Agora: Online Graduate Humanities Journal*, 2(3).

Retrieved from <http://www.humanities.ualberta.ca/agora/>

Example 7 is an article from an online database. Its reference page citation will appear as follows:

Squire, K., & Steinkuehler, C. (2005). Meet the gamers. *Library Journal*, 130(7), 38–41.

Retrieved from Academic Search Complete database. (Accession No. 16770715)

Refer to chapter 7 in the *Publication Manual of the American Psychological Association* (6th edition) for more examples of writing reference page citations for different mediums.

ADDITIONAL RESOURCES

- ~ *Publication Manual of the American Psychological Association* (6th edition)—this book is available in the library's Reference and Circulating Collections, its call number is BF 76.7 P83 2010.
- ~ <http://www.apastyle.org>—This is the official website of the American Psychological Association's publication style.
- ~ The library's *APA Sample Paper*, *APA Style Guide* and *What is Plagiarism?* Handouts—all are available in print in the library or online at: <http://www.mhc.ab.ca/library/howtoguides.htm>.