

Avoiding Plagiarism and Integrating Research

(adapted by P. Pringle for Business Students from CNU Writing Center handout)

Plagiarism is using someone else's ideas or words without properly crediting their source. It's important to avoid plagiarism because ideas are considered to be intellectual property; presenting someone else's ideas as your own is tantamount to theft, and the law treats it as such.

- Overt and Intentional - downloading a paper from the Internet and turning it in as your own;
- Unintended: the result of sloppy research, poor paraphrasing, and inaccurate citations.

The following acts are considered acts of plagiarism:

- failing to enclose borrowed language in quotation marks
- failing to put summaries and paraphrases in your own words
- failing to cite the source of quotations and borrowed ideas (even when you have successfully paraphrased or summarized them)

To avoid plagiarism, remember to:

- Cite and reference every original idea taken from a source, whether you quote, paraphrase, or summarize it. If you use someone else's material and don't give the author credit, it's plagiarism!!
- Direct quotes (material taken word-for-word) must be in quotation marks if it is less than 40 words. Long quotations must be indented five spaces from the left margin. A long indented quote does not have quotation marks. If you fail to follow these rules, you are falsely claiming the language as your own.
- Use square brackets [] to indicate any alterations that you make to the quotation to make it fit your sentence and use ellipses . . . to indicate you have omitted words that appeared in the original.
"Tariffs....discourage free trade ..[but they] protect domestic business and workers". (Gitman & McDaniel, 2003, 54).
- Acknowledge the borrowed material by introducing it with a signal phrase to indicate who is speaking rather than dropping the quotation into the text without warning. Verbs like *acknowledges, admits, asserts, argues, claims, confirms, disputes, insists, observes, reasons, refutes, responds, suggests, thinks, writes*, combined with the name of the authority and his or her brief title are good choices for your introductory phrase.
Gitman and McDaniel (2003) acknowledge that "the planning process is one of the most important steps in starting a business".
- Paraphrase and summarize sources carefully, and cite the source in parenthesis. Borrow words sparingly from the original source (usually no more than two), and try to vary your sentence's structure from that of the original. Some steps to follow in paraphrasing:
 - ❑ Decide which key words (no more than 2) you must keep, and find synonyms for others
 - ❑ Change the order of ideas in the passage and alter sentence patterns from the original
 - ❑ Compare your paraphrase to the original to make sure you haven't borrowed too much original language or structure
 - ❑ Cite your source

Introduce it, Present it, Credit it

See "APA Guidelines" for citing and referencing instructions.

If you have any questions about the proper citing and referencing of sources in your assignments, please visit the Writing Center in Ratcliffe 110, or call/email for an appointment at 594-7684 wcenter@cnu.edu. Bring in your original source material and your assignment, and they will help you compare them to the guidelines.