

Using APA to Avoid Plagiarism in Multi-Media Presentations

“Fair use” isn’t the same as “no credit”

Under “fair use” you are allowed to use the original works of another person to advance knowledge and education. However, unless you give credit for each source use, borrowing work is plagiarism. It is your responsibility to know (1) when it is necessary to give credit and (2) how to give credit.

When to give credit:

Direct quotes – Anytime a direct quote is used you must give credit.

New idea or concept - Anytime an idea or concept not considered “common knowledge” is used you must give credit. *What isn’t considered common knowledge? Information that is new to you is not common knowledge and must be properly documented. In other words, if you didn’t know it prior to using the resource, you must give credit!*

Disclaimer - In the case of a multimedia presentation (Powerpoint is an example) you are also required to provide a copyright disclaimer to give notice to those viewing your presentation that works borrowed are protected by law.

How to give credit:

Credit is provided *within the body of your work* in the form of parenthetical citations or footnotes and also *at the end of your work* in the form a bibliography, mediagraphy or works cited. Additionally, in multimedia presentations, disclaimers are used at the beginning as the first slide or page.

Parenthetical Citations

What is parenthetical citation?

Citations that occur within a body of text are called parenthetical citations. They are used to point a reader to the originator of text as provided in your bibliography, mediagraphy or works cited. Parenthetical citations lead your reader to the source of your quotes, paraphrases, and summaries. For the purposes of this class, you are using APA for all parenthetical citations.

When do I have to use parenthetical citation?

Use parenthetical citations when documenting information retrieved from an outside source. This is not necessary if the information is considered to be “common knowledge” unless you are directly quoting. However, for all other information types you must use parenthetical citation, even when you put the information into your own words. Citations give credit to the author(s) that introduced you to the ideas and concepts you are using and allow your readers to explore information by going to original sources.

What must be provided in a parenthetical citation?

Typically you must include the author’s last name and source location information (page numbers). Remember the purpose of parenthetical citation is to direct your reader to your bibliography or works cited so that he/she can easily locate the source from which information was taken.

What does the citation look like?

The following samples provide a foundation for writing parenthetical citations using APA. However, these will not cover every possible contingency. If you are unsure, consult the APA Publication Manual or ask your teacher.

It is acceptable to mention the author in the body of your sentence or paragraph followed by the year of publication and then to include page location information at the end.

Jones (1992) pointed out that the dropout right is far higher than previously acknowledged (p. 147).
(Author) (Date) (Page Number)

It is not necessary to include the author’s name in your text. You can opt to add it by the page number.

The dropout rate is far higher than previously acknowledged (Jones, 1983, p. 130).
(Author, Date, Page Number)

If a source has more than two authors, you can use the Latin phrase “et al” instead of typing all names:

The dropout rate is far higher than previously acknowledged (Jackson et al., 1995, p.130).

(Author, et al – Latin for “and others”, Date, Page)

Jones, et al., maintain that students who participate in extracurricular activities are likely to stay in school (1995, p. 273).

Mediagraphy

What is a mediagraphy?

A mediagraphy is the term given to bibliographies that include multi-media items. These are located at the end of your work. In other words, when you add images, sound, or other multi-media objects to a report or presentation (such as Powerpoint) the full citations are placed in a mediagraphy at the end of your document or presentation instead of in a works cited or bibliography.

How do I make citations to be used in a mediagraphy using APA?

BOOKS

Smith, J. (1992). *Getting down to taxes*.
New York: HarperCollins.

Two or more authors:

Smith, J., & Jones, C. (1992). *Getting down to taxes*.
New York: HarperCollins.

Editors:

Smith, J.A. (Ed.). (1993). *Connections: A reader*.
Mountain View, CA: Mayfield Publishing Company.

PERIODICALS

Carver, K.L. (1993, February 9). Mind over matters. *Management Magazine*, 62, 71-74.

Newspaper article, no author:

Miracle cure for flue. (1997, July 1).
The St. Louis Herald, p. c6.

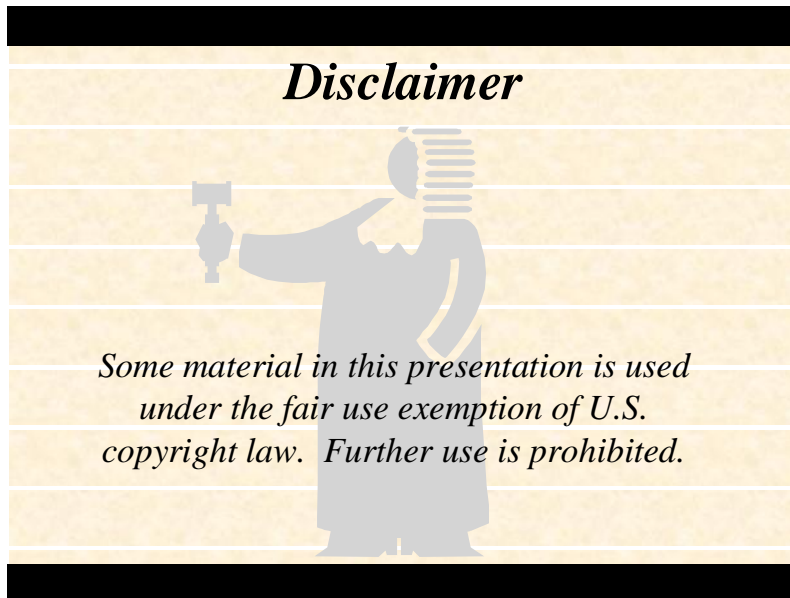
Electronic Sources:

Author/editor. (Year). *Title* (edition), [Type of medium]. Producer (optional). Available Protocol (e.g., HTTP): Site/Path/File [Access date].

Disclaimers

What is a disclaimer?

Disclaimers are used anytime you borrow information and use it in a multimedia presentation. The disclaimer provides notice to all viewing your presentation that materials provided are copyright protected. You have permission to use the following disclaimer with or without revision:



Isn't there a way to make this easier?

Yes, go to http://www.landmark-project.com/citation_machine/index.php and use the citation maker. Fill in the appropriate form and the citation maker will create the correct APA or MLA citation for the mediagraphy and will provide sample parenthetical citations. This timesaving resource is free.