

# Integrating Sources:

Incorporating Research and Avoiding Plagiarism in University Writing

Longwood University Writing Center

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# Introductions

- Shannon Pilgrim—Writing Center Tutor
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- Introduce yourselves:
  - Why are you here?
  - What do you hope to get out of this workshop?

# When to Integrate Source Material?

- What does integrating source material help you to do as a writer?
  - Adds credibility to your work
  - Shows how your argument fits within a larger conversation
  - Provides evidence for claims you make

# Argumentative Paragraphs

- Topic Sentence
  - Tells your reader what your paragraph will argue/achieve
- Source Integration
  - Provides evidence to back the claim/topic sentence
  - Always introduce your sources (avoid dropped quotes)
- Analysis
  - Unpacks the evidence provided by your source
  - Shows your reader why the source information matters

# Ways to Integrate Source Material

- Summary
  - Putting the main idea into your own words while retaining the main points of the source material
- Paraphrasing
  - Much like summary, but usually results in a shorter statement than the original passage
- Direct Quotation
  - Must be identical to the original

# Sample Source and Quotation

- Lamb, C. W., Hair, J. F. & McDaniel, C. (2013). *MKTG 7*. Mason, OH: South-Western Cengage Learning.
- **Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.**

# Summary

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- Marketing enterprises result in end products that individuals and our culture in general value (Lam, Hair, and McDaniel, 2013, p. 2).

# Summary and Direct Quote

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- Marketing is not only the end product but also “the activity, set of institutions, and processes” (Lam, Hair, and McDaniel, 2013, p. 2).



# Direct Quote

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- According to Lamb, et. al., “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (p. 2).

# Paraphrasing

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- The results of all marketing activities benefit the individuals and companies who seek out the expertise of marketers (p. 3).

# When to Summarize, Paraphrase, and Quote

- Be strategic!
- When possible, summarize or paraphrase your sources to:
  - maintain your voice in your writing
  - avoid relying too heavily on source material
- Use direct quotes when:
  - an original passage can't be rephrased as clearly or as artfully

# Sample Paragraph

- In this section, I am building the case that the specialist knowledge of the ESL teacher is strongly founded in empirical research and has developed and evolved in response to both this research and the impact of globalisation and the movements of peoples, both chosen and allocated (in the case of the refugee). This specialist field has served within the mainstream school system, bringing unique and important knowledge to the educational endeavours of schools and teachers (Creagh, 2014, p. 30).

# What is Plagiarism?

- Handing in as one's own paper or assignment a document purchased from a term paper service or any other source.
- Copying another's paper or work and handing it in as one's own.
- Taking a paper or work from a file not one's own and handing it in as one's own.
- Intentionally footnoting an incorrect source.
- Appropriating passages or ideas from another and using them as one's own without proper documentation.
- Quoting a written source on an exam, test, paper, or homework assignment without citation when it is requested by the instructor to present one's own work.

# When Do I Need to Cite a Source?

- Every time that you borrow information from a source.
- This includes those instances when you paraphrase and summarize sources.
- In short, if you are borrowing language or ideas, you need to give credit to the original author in your essay.

# Plagiarism Pitfalls

- The student who runs out of time on an assignment
- The student who borrows ideas but doesn't realize this requires citation
- The student who plans to “do the in-text citations last”
- The student who copies and pastes from another document
- The student who cites only at the end of an entire paragraph
- The student who submits a plagiarized “draft”
- The student who intentionally plagiarizes

# Longwood University Writing Center

- Greenwood Library
- Hours
  - Monday-Thursday 2pm-10pm
  - Sunday 7pm-10pm
- (434) 395-4861