

# Topic 3: Academic integrity, Literature Review, and Citation and referencing.

Dr Fadi Safieddine

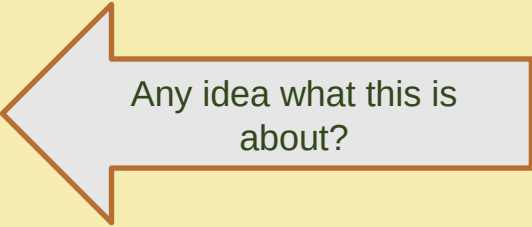
# Lecture content

- What is literature review?
- What are the sections we would expect in a literature review?
- Standards of academic writing.
- Definition of **Plagiarism** in academic context.
- What is **Self-Plagiarism**?
- What is **a reference or Citation**?
  - Why do you need to reference?
  - Examples of citations
- How to create **Bibliography / reference list**.
- How to **paraphrase or summaries**.
- How to find citations and references online.

# Literature Review:

Most projects / reports in university follows the following structure:

- Title Page
- Contents page
- Chapter 1: Introduction
- **Chapter 2: Literature review**
- Chapter 3: Methodology
- Chapter 4: Results
- Chapter 5: Discussion
- Chapter 6: Conclusion
- References
- Appendices



Any idea what this is about?

# Literature Review:

A literature review surveys:

- Books, scholarly articles, and any other academic sources.
- Focuses area of research, or theory.
- Provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated.



Google Scholar search results for "e-universities".

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I Lee, Y Im, H Heo, S Chun - EdMedia+ Innovate Learning, 2003 - learntechlib.org  
The purpose of this study is to explore and propose an academic administration and organizational model appropriate for enhancing the educational quality of digital distance universities. This study employs a comprehensive cross analysis of a diverse set of ...  
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JE Cohen - 2001 - bmj.com  
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P Bacsich - Proceedings of the Open and Distance Learning ..., 2005 - researchgate.net  
... The UK's attempt to develop a global e-university ended in public failure in 2004. The main focus of this paper is to exploit the failure as a case study to update the literature on "critical success factors" for virtual universities and so provide lessons for **e-universities** worldwide ...  
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P Bacsich - Higher Education Academy, UK, 2004 - academia.edu  
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Universities and knowledge-intensive business services (KIBS) as sources of knowledge for innovative firms in peripheral regions  
H Pinto, M Fernandez-Esquinas, E Uyarra - Regional Studies, 2015 - Taylor & Francis

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# Literature Review:



The **literature review** may also include:

- Give a new interpretation of old material,
- Combine new with old interpretations,
- Including major debates,
- Evaluate the sources and advise the reader on the most pertinent or relevant research.

Usually in the conclusion of a literature review, identify where gaps exist in how a problem has been researched to date.

# Literature Review:



**Typical Structure** of a Literature Review:

## *Chapter 2: Literature Review*

2.1. Introduction:

...

....

2.2. E-Universities: <<Key Terms and definition from the literature>>

...

2.2.1. Compare models:

...

2.3. Challenges and limitations:

.....

.....

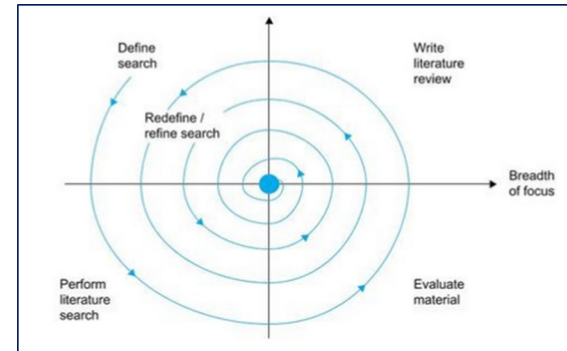
2.9. Gaps in the Literature:

.....



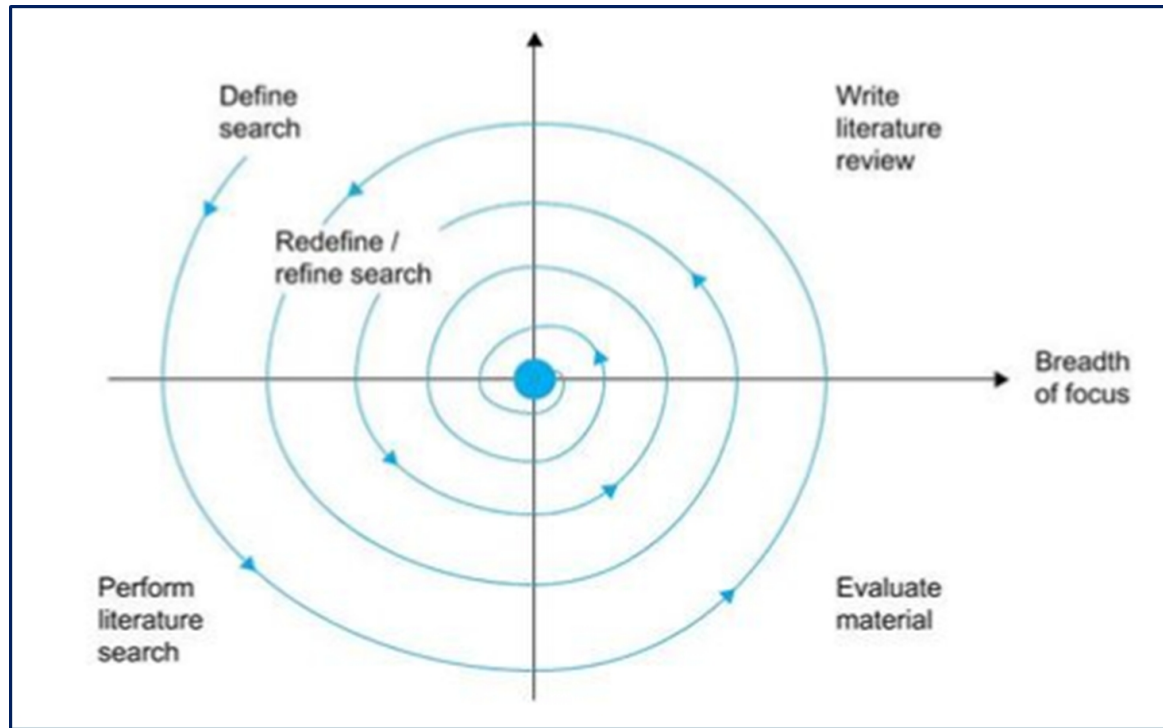
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# Steps to get started on your literature review:



1. Decide on a topic (“your personal itch!”)
2. Search for books /articles / projects.
3. Read and evaluate.
4. Note information down.
5. Choose topic headings.
6. Sort your information into the headings
7. Write up the literature review
8. **Revisit and review again (it’s a cyclical process!)**

# Steps to get started on your literature review:



# Literature Review:



## Correct way of writing your literature:

.....

*Example of Literature review (Safieddine, 2021, p. 52)*

Teachers showed that participants had positive attitudes towards learner-centered instruction and its potential to make education engaging, enjoyable, involving, challenging, and relevant to students' learning (Yilmaz, 2008).

Based on the work of Weimer (2002), this conceptual work suggests a practical model for the implementation of the learner centered approach in the Arabian Gulf region. As a matter of fact, despite the existence of extensive research on the usefulness and practicability of learner centered approach, few studies have offered a comprehensive model with clear guidance and examples on how such an approach could be implemented, particularly in Middle Eastern context. The observations and experiments of two business professors with collective experience of 25 years in higher education has helped generate various propositions that will be presented throughout this manuscript. Those practical propositions revolves around the five pillars of Weimer (2002)'s framework.

In defining the topic, Weimer (2002) suggests that Learner Centered teaching "... involves a reallocation of power in the classroom. It requires that faculty share with students some control over those learning processes that directly affect them" (Weimer, 2002, p.45). Furthermore, Stage (1998) summarizes the Learner Centered approach as "Constructivist approaches emphasize learners' actively constructing their own knowledge rather than passively receiving information transmitted to them from teachers and textbook" (Stage et al., 1998, p.35).

Blumberg and Pontiggia (2011) proposed a four-staged model to represent the transition from instructor-centered teaching to learner-centered approach. Two intermediate levels are in the middle: lower-level of transition and higher-level of transition. Warring (2010) applied Hersey &



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# Literature Review:



## Correct way of writing your literature:

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*Example of Literature review (Safieddine, 2021, p. 52)*

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| Source | Author | Year | Page | URL | Topics | Link to Project |
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You will find writing the review is much easier when you properly organise your reading



# Literature Review:



## Key notes to take from this:

- Literature review is the biggest chapter in your documentation.
- It is the work of other people related to your topic and project.
- It is NOT your opinion or your work!!
- Every paragraph has to have a citation of some sort and later the full reference (we will talk about it next).
- You should end your literature review with a short reflection on things you found missing or not well researched in the literature.



# Break 1:

- How much time do you think you would need to put aside for your literature review?
  - Research
  - Reading
  - Writing
  - Citing
  - Editing



# What is Plagiarism?



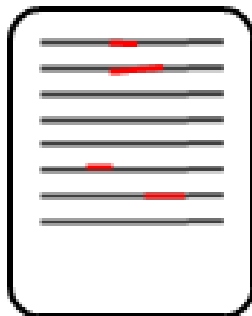
**Plagiarism**



**No credit given**

**"Stealing of published material"**

**Small modifications made**



# What is Plagiarism?

- This is when you **use other people's ideas and words** and you fail to acknowledge and reference them.
- This is when you **quote other people's words but you fail to put quotation marks** and indicate with a citation where the words are taken from.
- When you do not do so, then you give the impression that you wrote those words and that is what we call **plagiarism**.



# What is considered Plagiarism:

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- Using another people’s work and passing it on as “yours” even if you have permission-  
**Cheating.**
- **Using work you** done before without proper citation.

# What is considered Plagiarism:



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## Abstract

Nowadays, every records are being stored in databases. Most of the times these databases carry useful data that are utilized, sometimes the databases consists of imperfect data which is not utilized. We can use data fusion or data integration methods to collects these imperfect data from different databases to combine and get better results and build effective databases which cannot be achieved a single one.

This report consists of a brief research of Data Fusion, specifically the different techniques for data fusion developed by Durrant Whyte, Dasarathy and JDL. Also the various methods used by many researchers in the field of data fusion and data integration. The main aim is to use these techniques and methods to create an application system to perform data fusion using databases.

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Data fusion projects are testing <sup>4</sup> to deliver information that provides the following [Sarma & Raju, 1991; Lin et al., 1991].

- Increased confidence: more than one sensor can confirm the same target.
- Reduced ambiguity: joint information from multiple sensors reduces the set of hypotheses about the target.
- Improved detection: integration of multiple measurements of the same target improves signal-to-noise ratio, which increases the assurance of detection.
- Increased robustness: one sensor can contribute information where others are unavailable, inoperative, or ineffective.
- Enhanced spatial and temporal coverage: one sensor can work when or where another sensor cannot.
- Decreased cost: a suite of average sensors can achieve the same level of performance as a single, highly-reliable sensor and at a significantly lower cost.

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4. Based on the different data fusion level defined by the JDL, This classification is the most common conceptual model in the community of data fusion. Organizations have classified the data fusion process into five processing levels, an associated database, and an information bus that connects the five components (see Figure 3). In contrast, the five level of data processing are defined as follows:

- Level 0 – Source pre-processing: Pre-processing of source is the lowest level of the data fusion process and involves signal and pixel fusion. In the case of text sources, this level also includes the information extraction process. This level reduces the amount of data and holds information usable for high-level processes.
- Level 1 – Object Refinement: Object refinement utilizes preceding level data processed. Common procedures at this stage include spatio-temporal alignment, association, correlation, clustering or grouping techniques, state estimation, elimination of false positives, fusion of identity, and combination of features extracted from the images. The output results of this stage are the object discrimination (classification and identification) and object tracking (state of the object and orientation). This stage transforms the input data into coherent data structures.
- Level 2 – situation assessment: This level is tailored to a higher inference level than level 1. Assessment of the situation aims to identify the likely situations given the events observed and the data obtained. It sets up links between the object. Relations (i.e., proximity, communication) are valued to determine the significance of the entities or object in a specific environment. The purpose of this stage involves making high-level inferences and recognising essential activities and events (in general, patterns).
- Level 3 – impact assessment: This level assesses the effect of the

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## Chapter 2: Literature Review

All tasks which requires some sort of multi-source parameters estimation may benefit from the use of data fusion methods. The common definition of data fusion or information integration is the general process of acquiring a single source from certain heterogeneous information sources [Ziegler and Dittrich, (2004), p 4]. Usually the term information fusion and data fusion are used as synonyms. But in some cases, the term data fusion is used for raw data and the term information fusion is used to describe the data which is already processed. In this sense, the term information fusion means a higher level of semantics than data fusion.

Data fusion is a technique by which data from several sources are combined to provide detailed and accurate information through a centralized data process. Although the availability of a single data stream from multiple source is beneficial, this technology's powerful potential stems from its ability to track changing conditions and foresee impacts more accurately than a single data source-even a highly reliable one could historical do. Thus data fusion allows a synergistic mechanism to be generated in which the combination of individual data produces a combined resource with a productive value greater than the sum of its parts [Hackett & Shah, (1990)].

Data fusion technology is still in its infancy, having experienced rapid growth which began in the late 1980's and has continued to this day. Much of the early research on this technology was done by the U.S. Department of Defence and discussed its utility in military surveillance and land based combat management systems. There is also a rapid increase in the application of data fusion technology to industrial activities (e.g. robots and general image processing) and non-military government programmes (e.g. weather observation and NASA missions). The technology can combine data of many types in its current state including radar, infrared, sonar and visual information. Much attention has been paid to data fusion in the literature on computing, but relatively few papers address its potential utility for transport management or intelligent transportation systems (ITS). ITS

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8 What are the key VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) factors in your industry/sector, and how do they affect management decisions?

29 The pharmaceutical industry is a cornerstone of global healthcare, playing a pivotal role in developing life-saving drugs and therapies. However, this sector faces a unique set of challenges, such as increasing health issues, geographical & political complications & regulatory constraints. These challenges are amplified by the characteristics of a VUCA environment—Volatility, Uncertainty, Complexity, and Ambiguity (Bennett and Lemoine, 2014). The 2008 financial crisis, COVID-19 pandemic, and Ukraine war are prevalent examples of disrupted material production, raised costs, and regulatory challenges. For example, clinical trials in Ukraine fell by 87%, from 255 between late 2020 and early 2022, to just 33 from 2022 to 2023 (Chapman, 2025). The purpose of this essay is to explore how VUCA factors specifically affect the pharmaceutical industry and identify strategies that managers can implement to mitigate these impacts. By understanding these dynamics, pharmaceutical companies can better navigate the challenges and continue to innovate effectively. This essay is structured to provide a comprehensive overview, beginning with a definition and exploration of VUCA, followed by an analysis of its impacts on the pharmaceutical industry, and concluding with potential strategies and recommendations.

21 VUCA is a concept that is used to describe the dynamic and unpredictable business environment and stands for: volatility, uncertainty, complexity & ambiguity. The concept of VUCA originated in the U.S. Army War College in the late 1980s and was initially used to describe the strategic environment following the end of the Cold War, which was characterised by rapid changes and instability (Cernega

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**What are the key VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) factors in your industry/sector, and how do they affect management decisions?**

The pharmaceutical industry is a cornerstone of global healthcare, playing a pivotal role in developing life-saving drugs and therapies. However, this sector faces a unique set of challenges, such as increasing health issues, geographical & political complications & regulatory constraints. These challenges are amplified by the characteristics of a VUCA environment—Volatility, Uncertainty, Complexity, and Ambiguity (Bennett and Lemoine, 2014). The 2008 financial crisis, COVID-19 pandemic, and Ukraine war are prevalent examples of disrupted material production, raised costs, and regulatory challenges. For example, clinical trials in Ukraine fell by 87%, from 255 between late 2020 and early 2022, to just 33 from 2022 to 2023 (Chapman, 2025). The purpose of this essay is to explore how VUCA factors specifically affect the pharmaceutical industry and identify strategies that managers can implement to mitigate these impacts. By understanding these dynamics, pharmaceutical companies can better navigate the challenges and continue to innovate effectively. This essay is structured to provide a comprehensive overview, beginning with a definition and exploration of VUCA, followed by an analysis of its impacts on the pharmaceutical industry, and concluding with potential strategies and recommendations.

VUCA is a concept that is used to describe the dynamic and unpredictable business environment and stands for: volatility, uncertainty, complexity & ambiguity. The concept of VUCA originated in the U.S. Army War College in the late 1980s and was initially used to describe the strategic environment following the end of the Cold War, which was characterised by rapid changes and instability (Cernega et al., 2024). The application of VUCA has evolved and expanded beyond the military to various sectors, including business, education, and healthcare. Volatility is used to describe a situation which has the ability to rapidly change, limiting managers understanding of the current situation due to lack predictability. In the pharmaceutical sector, volatility refers to the fast-paced changes in drug demand, influenced by growth health challenges, such as pandemics, or regulatory shifts (Mack et al., 2016). The COVID-19 pandemic exemplified this, where the demand for vaccines surged unexpectedly.

Uncertainty refers to situations or events that are unclear due to a lack of sufficient information, especially given the short time since they occurred. It is also defined by a sense of not knowing what changes may happen in the near future. The Organisation for Economic Co-operation and



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Chisholm, O. and Critchley, H. (2023). Future directions in regulatory affairs. *Frontiers in Medicine*, [online] 9(PMC9868628). doi:<https://doi.org/10.3389/fmed.2022.1082384>.

Crawford, G., Shum, M., Thank, W., Ackenberg, D., Berry, S., Soboleva, N. and Stern, S. (2000). *Uncertainty and Learning in Pharmaceutical Demand*. [online] Available at: [https://public.econ.duke.edu/webfiles/gsc/match.pdf?utm\\_source=chatgpt.com](https://public.econ.duke.edu/webfiles/gsc/match.pdf?utm_source=chatgpt.com) [Accessed 6 Mar. 2025].

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Glaeser, W. (2015). *VUCA-WORLD*. [online] VUCA-WORLD. Available at: <https://www.vuca-world.org/>.

Goetz, L.H. and Schork, N.J. (2018). Personalized medicine: motivation, challenges, and progress. *Fertility and Sterility*, [online] 109(6), pp.952–963. doi:<https://doi.org/10.1016/j.fertnstert.2018.05.006>.

Hofer, M.P., Criscuolo, P., Shah, N., Wal, A.L.J. ter and Barlow, J. (2022). Regulatory policy and pharmaceutical innovation in the United Kingdom after Brexit: Initial insights. *Frontiers in Medicine*, [online] 9(PMC9797847). doi:<https://doi.org/10.3389/fmed.2022.1011082>.

Kuchler, H. and Foster, P. (2024). *UK medicines regulator needs more resources, drugmakers say*. [online] @FinancialTimes. Available at: [https://www.ft.com/content/808b6d62-472a-40c7-8238-6a6dba4e7bbe?utm\\_source=chatgpt.com](https://www.ft.com/content/808b6d62-472a-40c7-8238-6a6dba4e7bbe?utm_source=chatgpt.com).



# Turnitin will check your AI!

Chisholm, O. and Critchley, H. (2023). Future directions in regulatory affairs. *Frontiers in Medicine*, [online] 9(PMC9868628). doi:<https://doi.org/10.3389/fmed.2022.1082384>.

Crawford, G., Shum, M., Thank, W., Ackenberg, D., Berry, S., Soboleva, N. and Stern, S. (2000). *Uncertainty and Learning in Pharmaceutical Demand*. [online] Available at: [https://public.econ.duke.edu/webfiles/gsc/match.pdf?utm\\_source=chatgpt.com](https://public.econ.duke.edu/webfiles/gsc/match.pdf?utm_source=chatgpt.com) [Accessed 6 Mar. 2025].

Fletcher, A., Gaines, T.L. and Loney, B. (2023). *How to Be a Better Leader Amid Volatility, Uncertainty, Complexity, and Ambiguity*. [online] Harvard Business Review. Available at: <https://hbr.org/2023/09/how-to-be-a-better-leader-amid-volatility-uncertainty-complexity-and-ambiguity>.

Glaeser, W. (2015). *VUCA-WORLD*. [online] VUCA-WORLD. Available at: <https://www.vuca-world.org/>.

Goetz, L.H. and Schork, N.J. (2018). Personalized medicine: motivation, challenges, and progress. *Fertility and Sterility*, [online] 109(6), pp.952–963. doi:<https://doi.org/10.1016/j.fertnstert.2018.05.006>.

Hofer, M.P., Criscuolo, P., Shah, N., Wal, A.L.J. ter and Barlow, J. (2022). Regulatory policy and pharmaceutical innovation in the United Kingdom after Brexit: Initial insights. *Frontiers in Medicine*, [online] 9(PMC9797847). doi:<https://doi.org/10.3389/fmed.2022.1011082>.

Kuchler, H. and Foster, P. (2024). *UK medicines regulator needs more resources, drugmakers say*. [online] @FinancialTimes. Available at: [https://www.ft.com/content/808b6d62-472a-40c7-8238-6a6dba4e7bbe?utm\\_source=chatgpt.com](https://www.ft.com/content/808b6d62-472a-40c7-8238-6a6dba4e7bbe?utm_source=chatgpt.com).



# Fake references!!

of *AI and Society*, 22 (1), pp. 57-65.

- Djordjevic, M., 2020. Limitations of Third-Party Verification Systems in Social Media. *Journal of Digital Media Ethics*, 5(3), pp. 145-162.
- Dunn, K., 2023. *Deepfake Technology: Risks, Regulations, and Responsibilities*. London: TechMedia Publishing.
- Esselink, B., 2022. The Role of Regulatory Bodies in Combating Deepfake Misinformation. *International Journal of Media Law and Policy*, 12(3), pp. 198-210.
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- George, A.S., 2022. Deepfakes: The Evolution of Hyper-Realistic Media Manipulation. *Partners Universal Innovative Research*, 13(2), pp. 12-29. Available at: <https://www.puirp.com/index.php/research/article/view/19> (Accessed 10 November 2024).
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- Hasher, L., Goldstein, D. and Toppino, T., 1977. Frequency and the Conference of Referential Validity. *Journal of Verbal Learning and Verbal Behavior*, 16(1), pp. 107-112.
- Lee, M., 2021. Enhancing Credibility with Augmented Reality. *Journal of Digital Visual Culture*, 10(3), pp. 251-260.
- Masson, J., Green, R., and Wilson, T., 2023. User-Friendly AI: Accessibility in Fake Media Creation. *Technology and Society Quarterly*, 11(4), pp. 33-41.
- Nightingale, S. and Wade, K., 2022. *Seeing is Believing: The Psychology of Deepfake Technology*. Cambridge: Cambridge University Press.
- Pennycook, G., Cannon, T.D. and Rand, D.G., 2018. Prior Exposure Increases Perceived Accuracy of Fake News. *Journal of Experimental Psychology: General*, 147(12), pp. 1865-1880.
- Porter, E., 2020. Social Media and Fake News: A Case Study. *Journal of Media Studies*, 8(2), pp. 220-238.
- Safieddine, F., 2023. Augmented Reality in the Era of Digital Manipulation. *Journal of Digital Media*, 18(4), pp. 403-415.



# Fake references!!

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- George, A.S., 2022. Deepfakes: The Evolution of Hyper-Realistic Media Manipulation. *Partners Universal Innovative Research*, 13(2), pp. 12-29. Available at: <https://www.puirp.com/index.php/research/article/view/19> (Accessed 10 November 2024).
- GitHub, 2022. DeepFaceLab Repository. Available at: <https://github.com/iperov/DeepFaceLab> (Accessed 10 November 2024).
- Hasher, L., Goldstein, D. and Toppino, T., 1977. Frequency and the Conference of Referential Validity. *Journal of Verbal Learning and Verbal Behavior*, 16(1), pp. 107-112.
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- Nightingale, S. and Wade, K., 2022. *Seeing is Believing: The Psychology of Deepfake Technology*. Cambridge: Cambridge University Press.
- Pennycook, G., Cannon, T.D. and Rand, D.G., 2018. Prior Exposure Increases Perceived Accuracy of Fake News. *Journal of Experimental Psychology: General*, 147(12), pp. 1865-1880.
- Porter, E., 2020. Social Media and Fake News: A Case Study. *Journal of Media Studies*, 8(2), pp. 220-238.
- Safieddine, F., 2023. Augmented Reality in the Era of Digital Manipulation. *Journal of Digital Media*, 18(4), pp. 403-415.



# How to avoid Plagiarism?



- Use **your own words** and cite the source of that information: **paraphrase and summarise**.
- Mark your material as you find it, include in-text citation, and finally have an '**End of document**' **reference list**.
- You are permitted to use **Quotation Marks** when copying a author's direct words – but do not over do it!
- We will see examples of these later.

# Break 2:

- How can you see your Turnitin Report?

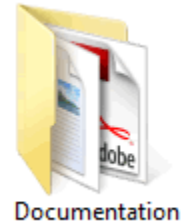


# What is Citation/reference?



- **Citation/reference:** Is the formal method of referencing a source of information in your work.
- **Types:**
  - In text (Citation)
  - Footer (References)
  - End of Document (References)
- **UEL standard:**
  - Harvard Style

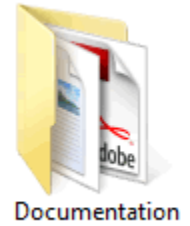
# Types of Citation/reference?



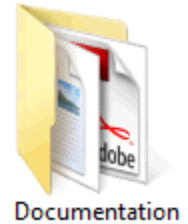
**In-text:** Direct sources or quotes are references in the body of the assignment.

- Single Author: You do so by including author's family name, year and where applicable the page.
  - *"M-commerce, a process of selling and buying using mobile devices, is and will continue to grow for the foreseeable future. The technology has its characteristics and limitations, but great opportunities for businesses as sales growth and new business models continue to outpace other technologies."* (Safieddine, 2017, p.227)
  - M-Commerce is a fast pace technology that continues to expand faster than any other technology (Safieddine, 2017).
  - Safieddine (2017) defines M-commerce as the process of selling and buying using portable devices such as mobile phones.

# Types of Citation/reference?



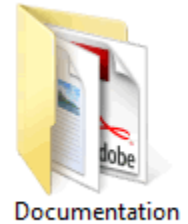
# Types of Citation/reference?



## Chapter in a book:

Safieddine, F., 2017. M-commerce. In *Innovations in e-systems for Business and Commerce*, Apple Academic Press. Florida, USA.

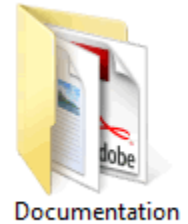
# Types of Citation/reference?



Author's name: Family, First letter of first name.

**Safieddine, F.**, 2017. M-commerce. In *Innovations in e-systems for Business and Commerce*, Apple Academic Press. Florida, USA.

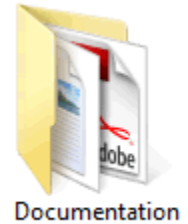
# Types of Citation/reference?



Year

Safieddine, F., **2017**. M-commerce. In *Innovations in e-systems for Business and Commerce*, Apple Academic Press. Florida, USA.

# Types of Citation/reference?



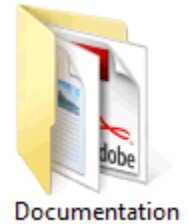
Title\*

Safieddine, F., 2017. **M-commerce**. In *Innovations in e-systems for Business and Commerce*, Apple Academic Press. Florida, USA.

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\* Chapter, Article Title.....etc

# Types of Citation/reference?



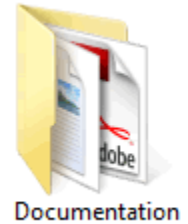
Book name

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\* The name of the book

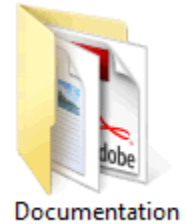
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Safieddine, F., 2017. M-commerce. In *Innovations in e-systems for Business and Commerce*, Apple Academic Press. Florida, USA.

Publisher

# Types of Citation/reference?



Safieddine, F., 2017. M-commerce. In *Innovations in e-systems for Business and Commerce*, Apple Academic Press. **Florida, USA.**

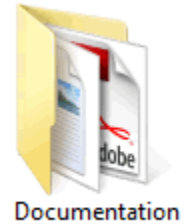
City and Country of publisher

# Break 3:

- Which one of these is a reference and which one is a citation of a source:
  - “Client scripts are interpreted by the client-browser and are tightly coupled with HTML/ASP inside the browser. ”(Negrino and Dori, 2001, p. 7).
  - Negrino, Tom and Smith, Dori (2001) *JavaScripts: For the World Wide Web*. 4th ed. Berkely: Peachpit Press.

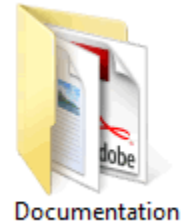


# Types of Citation/reference?



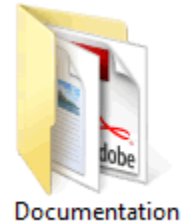
- Two Authors: You do so by including each author's family name, year, and page.
  - *"Client scripts are interpreted by the client-browser and are tightly coupled with HTML/ASP inside the browser."* (Negrino and Dori, 2001, p. 7).
  - Browsers interpret client side scripts based on the language they are associated with along with the HTML code (Negrino and Dori, 2001, p. 7).
  - Negrino and Dori (2001) explained the uniqueness of client scripts that embed themselves in the HTML code and are interpreted by the browser.

# Types of Citation/reference?



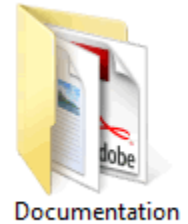
- Three Authors: You do so by including each author's family name and year.
  - “The setting up of e-university has been slow-going. Much of e-university slow progress has been attributed to poor business models, branding, disruptive technologies, lack of organisational structure that accommodates such challenges, and failure to integrate a blended approach.”  
(Ismail, Safieddine, Jaradat, 2019).
  - Many challenges face the re-introduction of e-universities  
(Ismail, Safieddine, Jaradat, 2019).
  - In defining e-university challenges Ismail, Safieddine, Jaradat (2019) explain that, among many things, the poor business model has hampered its reintroduction.

# Types of Citation/reference?



- Many Authors: More than three authors only include first author's family name and follow it with **et al**, then year and page.
  - **et al** is Latin for ' and others'.
  - “E-learning has evolved over the last two decades from being a supplementary tool to becoming an essential companion to class teaching.” (Safieddine et al., 2016, P. 983).
  - It is hard to imagine a higher education institution that does not have a supplementary online e-learning tool (Safieddine et al., 2016, P. 983).
  - In a study on e-learning tools, Safieddine et al (2016) examined that tablets can be successful if restricted to educational purposes only.

# Types of Citation/reference?



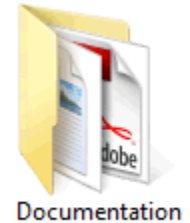
- More than one reference: If more than one author agree on a point, you can reference them with a “:”
  - Of course, you cannot use this for direct quote!
  - It is probably very difficult to include them as part of the sentence.
    - Several researchers have argued that websites start simple but quickly grow to become completely unmanageable and thus careful planning is an essential (Lang , 2001; Conallen, 2000; Safieddine, 2004; and Fraternali, 1999).

---

Of course all four papers and books should be referenced in your reference list.



# Types of Citation/reference?



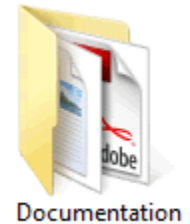
## **Direct quotes of less than 40 words:**

Green module is a new terminology for teaching that goes beyond just paperless teaching: “A green module is a term the authors define a module that goes beyond paperless delivery to include collection of assessments, marking, and feedback in a completely paperless mood.”

**(Safieddine, 2013, p. 1).**

space

# Types of Citation/reference?



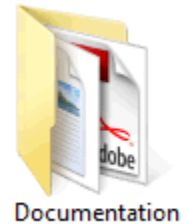
## **Direct quotes of more than 40 words:**

Safieddine (2013) explains in his paper sustainability in higher education a new terminology:

A green module is a term the authors define a module that goes beyond paperless delivery to include collection of assessments, marking, and feedback in a completely paperless mood. This paper conducts an in depth reviews of four green modules with review of the implication of such a switch. This paper also considers what method educational institutes can use to implement a Green Module. **(p. 1).**

The results showed some surprises as not all modules switch had a positive response....

# Types of Citation/reference?



## **Direct quotes of more than 40 words:**

[Safieddine \(2013\)](#) explains in his paper sustainability in higher education a new terminology:

A green module is a term the authors define a module that goes beyond paperless delivery to include collection of assessments, marking, and feedback in a completely paperless mood. This paper conducts an in depth reviews of four green modules with review of the implication of such a switch. This paper also considers what method educational institutes can use to implement a Green Module. [\(p. 1\)](#).

The results showed some surprises as not all modules switch had a positive response....

# Type of Citation/reference?



- Reference a website:
  - If you have an author:
    - Safieddine (2020) claims that on average every module that turns paperless green module saves a total of £2,400 a term.
  - If you have an organisation:
    - UEL Sport (Sportdock, 2020) lists at least ten sport activities on offer....

Safieddine, F., 2020, *Profile*. Available at: <http://www.fadi.me.uk> (Accessed 14 February 2020).

UEL Sportdock, 2020, *Home Page*. Available at: <http://www.sportdock.co.uk> (Accessed 14 February 2020).

# Types of Citation/reference



- Reference a website:
  - Wikipedia:
    - Alan Turing is widely considered the father of computer science and artificial intelligence ('Alan Turing', 2013).
  - Photographs from the internet:
    - The design of his main photo (Safieddine, 2020) intended to model itself iphone/ipad logos.

'Alan Turing', 2020, *Wikipedia*. Available at [http://en.wikipedia.org/wiki/Alan\\_Turing](http://en.wikipedia.org/wiki/Alan_Turing) (Accessed: 14 February 2020)

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Safieddine, F., 2020, *Profile*. Available at: <http://www.fadi.me.uk> (Accessed 14 February 2020).

# Break 4:

- Which one of these is correct or incorrect citations:
  - X • Many challenges face the re-introduction of e-universities. (Ismail, Safieddine, and Jaradat, 2019).
  - X • In defining e-university challenges (Ismail, Safieddine, and Jaradat 2019) explain that, among many things, the poor business model has hampered its reintroduction.
  - X • Many challenges face the re-introduction of e-universities (Ismail. R, Safieddine F., and Jaradat A., 2019).
  - X • In defining e-university challenges Ismail, Safieddine, and Jaradat, 2019 explain that, among many things, the poor business model has hampered its reintroduction.
  - X • Many challenges face the re-introduction of e-universities [1].
  - Y • Many challenges face the re-introduction of e-universities (Ismail, Safieddine, and Jaradat, 2019).
  - Y • In defining e-university challenges Ismail, Safieddine, and Jaradat (2019) explain that, among many things, the poor business model has hampered its reintroduction.

# Types of Citation/reference?



# What is Citation/reference?

**Footer:** Direct sources or quotes are referenced with a number that appear on the bottom of the page.

- HTML or HyperText Markup Language is used to express the content and visual formatting of a Web page <sup>1</sup>.
- You may see it by other referencing styles, but **Footnotes are not used by Harvard Style.**
- **You should NOT use footnotes in your assignment.**

---

<sup>1</sup> Lemay, Laura., 2000, *SAMS Teach Yourself Web Publishing with HTML 4*. 2<sup>nd</sup> Edition. Indiana:Sams Publishing. Pages 51 – 52.

# Types of Citation/reference?

- There are many more possible sources that we cannot possibly cover all today:
  - Electronic books
  - Reprints editions
  - Translated books
  - Audiobooks
  - Sacred text : Bible, Torah, and Qur'an.
  - Journals
  - Newspapers
  - Conferences
  - Theses
  - Moodle / slides
  - CD / DVDs
  - Reports and Government publications
  - Radio/ Films
  - And many more!!
- Get the book from library or Free: CITE IT RIGHT
  - Kortex



# References/Bibliography

At the end of your document – start a new page and call it ‘References’:

- Center the word “References” without making it bold or italic at the top of the page.
- Give the full information on how to access your sources:
  - in alphabetic order
  - a hanging indent
  - Double-space the whole page.

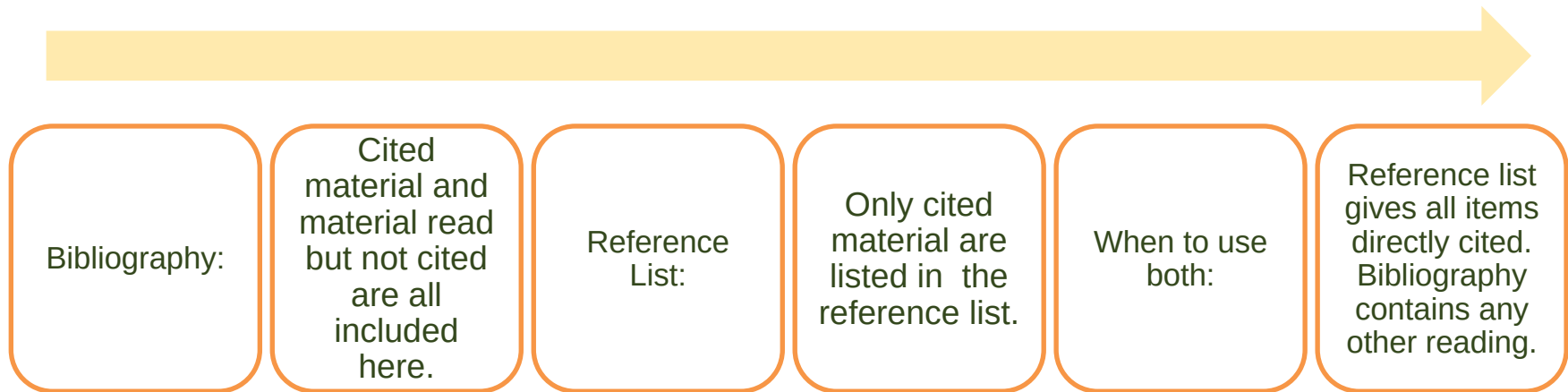
# Example: References/Bibliography

## References

- Adams, W.J. and Jansen, J., 1997. Information technology and the classroom of the future. In *Society for Information Technology & Teacher Education International Conference* (pp. 484-488). Association for the Advancement of Computing in Education (AACE).
- Ismail, R., Safieddine, F. and Kulakli, A., 2017, May. E-university lecture delivery model: From classroom to virtual. In *2017 International Conference on Engineering & MIS (ICEMIS)* (pp. 1-7). IEEE.....etc
- Osmon, P., 2011. Paperless classrooms: a networked Tablet PC in front of every child. *Proceedings of the British Society for Research into Learning Mathematics*, 31(2), pp.55-60.
- Safieddine, F., Ismail, R. and Kulakli, A., 2017. E-Universities: Reflective analysis into technological trends. In *Procedia-15th International Conference e-Society 2017* (pp. 179-186).
- Wang, J.F., 2010. Creating a Paperless Classroom with the Best of Two Worlds. *Journal of Instructional Pedagogies*, 2.

# References/Bibliography

What is the difference?



Both have same format but slightly different purpose.

# Break 5

- Assuming you collected all these references, organise them in alphabetic order, and correct formatting:
  - Hammad, R, Khan, Z., Safieddine, F., and Ahmed, A. Oct 2020. *A Review of Learning Theories and Models underpinning Technology-enhanced learning artefacts*. World Journal of Science, Technology, and Sustainable Development – Emerald Publication.
  - Dordevic, M., Pourghomi, P. and Safieddine, F. Oct 2020. *Identifying Fake News from the Variables that Governs the Spread of Fake News*. SMAP 2020 - IEEE Workshop on Semantic and Social Media Adaptation and Personalization, Zakynthos, Greece.
  - Safieddine, F. and Hammad, R., Jul 2020. Fake News: Origins and Political Impact. In *Handbook of Research on Recent Developments in Internet Activism and Political Participation* (pp. 103-121). IGI Global Publishing.
  - Ibrahim, Y and Safieddine, F. (ed.) Feb 2020. *Fake News in an Era of Social Media: Tracking Viral Contagion*. Rowman & Littlefield.
  - Pourghomi, P., Dordevic, M. and Safieddine, F. Jan 2020. Facebook Fake Profile Identification: Technical and Ethical Considerations. *International Journal of Pervasive Computing and Communications*.
  - Ismail, R., Safieddine, F. and Jaradat, A. March 2019. E-university delivery model: handling the evaluation process. *Business Process Management Journal*. 25 (7), pp. 1633-1646.
  - Jaradat, A., Abu Halimeh, A., Deraman, A. and Safieddine, F. 2018. *A best-effort integration framework for imperfect information spaces*. *International Journal of Intelligent Information and Database Systems*. 11 (4), pp. 296 - 314.



# Using your own words:



# Using your own words:



- It is important you do not copy/paste.
- And when using 'Quotes' use it for important things only.
- You need to demonstrate you understand what you read and you explain it correctly:
- Two methods:
  - Paraphrasing
  - Summarising

# Using your own words:



## Paraphrasing:

- Presenting an idea or argument in your own words.
- Make sure it is significantly altered from its original text without changing the context to avoid plagiarism
- Even though you are paraphrasing it is good practice to include the page number where you found that information.

HTML stands for HyperText Markup Language.  
HTML is used to present the content and visual  
format of a Web page (Lemay, 2000, p. 51).

# Using your own words:



## Summarising:

- Just outlining the brief summary of the subject or information.
- Summaries tend to refer to the whole work or to a large sections of it.
- Summaries do not require page numbers.

Several researchers have argued that websites start simple but quickly grow to become completely unmanageable and thus careful planning is an essential (Lang , 2001; Conallen, 2000; Safieddine, 2004; and Fraternali, 1999).

# Essential training and reading:

- Several documents are found online to support these slides:
  - PDF file online on academic misconduct.
  - Google Scholar <https://scholar.google.com/>
  - Harvard Online Generator  
<https://www.harvardgenerator.com/>

# Demo of using quick tools



# Break 6:

- Paraphrase any part of the follow quote using your own words:

“Recently, Google and Facebook have made attempts to develop fact-checking tools that rely on third-party fact-checkers with limited success,” Dr Safieddine explains.

He added: “However, the ability to combat the spread of fake news remains limited and hampered by the slow response of third-party fact-checkers.

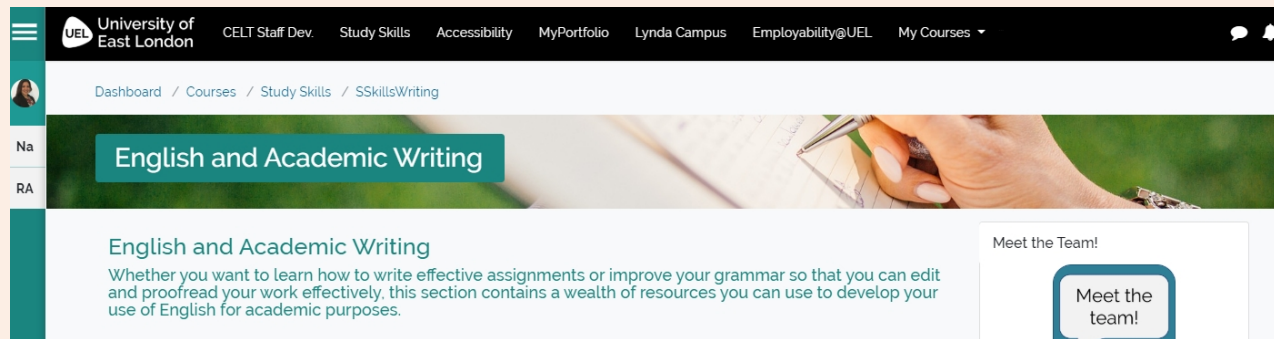
- Source: <https://www.uel.ac.uk/news/2020/02/fake-news-spreads-like-disease-according-to-uel-academic>
- Include citation of source and reference the end. Show it to tutor in the lab before submitting it.

# Additional Support!!



# Academic Tutors - How we can help

- Student Development Sessions (SDS)
- Drop in sessions
- Online resources





# How to find us

