

RESEARCH AND CITATIONS

***Dynamic Presentations* by Amanda Quibell**

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In this chapter...

- Using and Citing Images
- What does it mean to use sources ethically?
- Research: Finding and Citing Your Research

USING AND CITING IMAGES

Using other people's images

You can use your own images in your presentations. You can also use downloaded images, but be careful to use copyright-free images, and credit them properly.

Many images that you see online are copyrighted, meaning you can't use them without the creator's permission. A lot of those images have watermarks to make sure people don't use them, or pay to use them. Don't use watermarked images—it's illegal and unethical. A watermark looks like this:



A watermark often states the name of the photography collection or the word Copyright, and is layered over top of the image to create a visual cue that the image is not free. Image courtesy of Lucinda Atwood

Where to find images

Many high-quality images are freely available online. Carefully check your image to ensure it is marked as *free to use*, as many of these collections often offer images for purchase! Here are some places to find them:

1. OpenVerse [New tab] (<https://openverse.org/>)
2. Pexels [New tab] (<https://www.pexels.com/>)
3. Unsplash [New tab] (<https://unsplash.com/>)
4. Pixabay [New tab] (<https://pixabay.com/>)
5. Flickr – Creative Commons license [New tab] (<https://www.flickr.com/creativecommons/>)

6. Google [New tab] (<https://www.google.com>): Enter your search words and click *Search*. Then click *Images*, and *Tools* (underneath the search bar). Then click *Usage Rights* and select *Creative Commons Licenses*.

How to give credit

Always give credit to the creators of anything you didn't create – including images, charts, graphs, video, audio and gifs. You don't need to credit anything you made, but you might want to include a note so your instructor knows it's your creation.

1. Provide the credit **on the slide where the image appears**.
2. Include a final slide that includes the full APA reference list entry. (<https://apastyle.apa.org/style-grammar-guidelines/references/examples/clip-art-references>)

Free to use with no attribution required

In an APA style paper, you should provide a figure number and title before the image. Figure numbers and titles for images like the example below are OPTIONAL for presentations (like PowerPoint).

Figure 1: *Dog sitting in front of a book*



Photo (<https://unsplash.com/photos/Zqy-x7K5Qcg>) by Jamie Street, used under Unsplash license

The APA Style book (<https://apastyle.apa.org/>) indicates that when you use a clip art or a stock image, (<https://apastyle.apa.org/style-grammar-guidelines/references/examples/clip-art-references>) that says “No Attribution required” a citation is optional. Because Unsplash provides author information, even though it’s not mandatory, it’s considered good practice to list the details that are provided with the image. In this case, “Photo (<https://unsplash.com/photos/Zqy-x7K5Qcg>) by Jamie Street used under Unsplash license (<https://unsplash.com/license>)” can be included on your slide.

Image that requires attribution

Figure 1: *Butterfly*.



From Butterfly [Photograph], by John Fowler, 2011, Flickr. (<https://flic.kr/p/acU6L8>). CC BY 2.0.

The APA Style book indicates that when you use an image like the one above that requires an attribution, you should provide the following details on your slide:

- From *Title* [Photograph], by creator's name, date, source (url). Creative Commons information.
- Figure Number and Title, like the ones shown above, are optional on your slides

On your final reference slide, you should include a reference list entry that includes Author, Initial. (date). Title. [Descriptor]. Source. url.

Example:

Fowler, J. (2011). *Butterfly*. [Photograph]. Flickr. <https://flic.kr/p/acU6L8>

Attribution & References

Except where otherwise noted, this page is adapted by Amanda Quibell from “9.6 How to make slides & visuals” In *Communication Essentials for College*, CC BY-NC 4.0. / A derivative of “How to make slides & visuals” In *Business Presentation Skills* by Lucinda Atwood & Christian Westin licensed under CC BY-NC 4.0. Edited out content to focus specifically on citation in presentations.

WHAT DOES IT MEAN TO USE SOURCES ETHICALLY?

Avoid Plagiarism

If the idea isn't yours, cite the information source during your speech. Listing the citation on a bibliography or reference page is only half of the correct citation. You must provide correct citations for all your sources within your speech as well. In a very helpful book called *Avoiding Plagiarism: A Student Guide to Writing Your Own Work*, Menager-Beeley and Paulos (2009) provide a list of twelve strategies for avoiding plagiarism:

1. **Do your own work, and use your own words.** One of the goals of a public speaking class is to develop skills that you'll use in the world outside academia. When you are in the workplace and the real world, you'll be expected to think for yourself, so start learning this skill now.
2. **Allow yourself enough time to research the assignment.** Not having adequate time to prepare is no excuse for plagiarism.
3. **Keep careful track of your sources.** A common mistake people make is that they forget where information came from when they start creating the speech itself. When you log your sources, you're less likely to inadvertently lose sources and to cite them incorrectly.
4. **Take careful notes.** It doesn't matter what method you choose for taking research notes, but whatever you do, be systematic to avoid plagiarizing.
5. **Assemble your thoughts, and make it clear who is speaking.** When creating your speech, make sure that you clearly differentiate your voice in the speech from your quoted author's voice. The easiest way to do this is to create a direct quotation or a paraphrase. Remember, audience members cannot see where the quotation marks are located within your speech text, so clearly articulate with words and vocal tone when you are using someone else's ideas within your speech.
6. **If you use an idea, a quotation, paraphrase, or summary, then credit the source.** We can't reiterate it enough—if it is not your idea, tell your audience where the information came from. Giving credit is especially important when your speech includes a statistic, an original theory, or a fact that is not common knowledge.
7. **Learn how to cite sources correctly, both in the body of your paper and in your reference or works-cited page.**

8. **Quote accurately and sparingly.** A public speech should be based on factual information and references, but it shouldn't be a string of direct quotations strung together. Experts recommend that no more than 10 percent of a paper or speech be direct quotations (Menager-Beeley & Paulos, 2009). When selecting direct quotations, always ask yourself if the material could be paraphrased in a manner that would make it clearer for your audience. If the author wrote a sentence in a way that is just perfect, and you don't want to tamper with it, then by all means directly quote the sentence. But if you're just quoting because it's easier than putting the ideas into your own words, this is not a legitimate reason for including direct quotations.
9. **Paraphrase carefully.** Modifying an author's words is not simply a matter of replacing some of the words with synonyms. Instead, as Howard and Taggart explain in *Research Matters*, "paraphrasing force[s] you to understand your sources and to capture their meaning accurately in original words and sentences" (Howard & Taggart, 2010). Incorrect paraphrasing is one of the most common ways that students inadvertently plagiarize. First and foremost, paraphrasing is putting the author's argument, intent, or ideas into your own words.
10. **Do not patchwrite or patchspeak.** Menager-Beeley and Paulos define patchwriting as "mixing several references together and arranging paraphrases and quotations to constitute much of the paper. In essence, the student has assembled others' work with a bit of embroidery here and there but with little original thinking or expression" (Menager-Beeley & Paulos, 2009). Just as students can patchwrite, they can also patchspeak. In patchspeaking, students rely completely on weaving together quotations and paraphrases in a manner that is devoid of the student's original thinking.
11. **Do not auto-summarize.** Some students have learned that most word processing features have an auto-summary function. The auto-summary function will summarize a ten-page document into a short paragraph.
12. **Do not rework another student's speech or buy paper-mill papers or speech-mill speeches.** In today's Internet environment, there are numerous student-speech storehouses on the Internet. Whether you use a speech that is freely available or pay money for a speech, you are plagiarizing. This is also true if your speech's main substance was copied from a web page. Any time you try to present someone else's ideas as your own during a speech, you are plagiarizing.
13. **Do not rely on Artificial Intelligence, such as Chat GPT,** to generate your speech. When you rely on ChatGPT or a similar program to create your script, you are not engaging in the active learning process that is necessary for building knowledge and developing your own ideas. Also, machine learning models are known to generate inaccurate or incomplete information; these tools cannot understand all the details of your assignments or your professor's expectations, or their field of study.

Source: Adapted from Menager-Beeley, R., & Paulos, L. (2009). *Understanding plagiarism: A student guide to writing your own work*. Boston, MA: Houghton Mifflin Harcourt, pp. 5–8. / Adapted to include ChatGPT/Artificial Intelligence.

Use Sources Ethically In a speech

Ways to use sources ethically in a speech:

1. **Avoid plagiarism**, as we already discussed.
2. **Avoid Academic Fraud** – While there are numerous websites from which you can download free speeches for your class, this is tantamount to fraud. If you didn't do the research and write your own speech, then you are fraudulently trying to pass off someone else's work as your own. In addition to being unethical, many institutions have student codes that forbid such activity. Penalties for academic fraud can be as severe as suspension or expulsion from your institution.
3. **Don't Mislead Your Audience** – If you know a source is clearly biased, and you don't spell this out for your audience, then you are purposefully trying to mislead or manipulate your audience. Instead, if you believe the information to be biased, tell your audience and allow them to decide whether to accept or disregard the information.
4. **Give Author Credentials** – Always provide the author's credentials. In a world where anyone can say anything and have it published on the Internet or even in a book, we have to be skeptical of the information we see and hear. For this reason, it's very important to provide your audience with background information about your cited authors' credentials.
5. **Use Primary Research Ethically** – Lastly, if you are using primary research within your speech, you need to use it ethically as well. For example, if you tell your survey participants that the research is anonymous or confidential, then make sure that you maintain their anonymity or confidentiality when you present those results. Furthermore, be respectful if someone says something is off the record during an interview. Always maintain participants' privacy and confidentiality during primary research unless you have their express permission to reveal their names or other identifying information.



“Arrows Direction Way”, by Geralt, licensed under Pixabay License

Quick Check 1

Quick Check 1 (Text version)

1. One way to use sources ethically in a speech is to do what?
 - a. Make sure to cite yourself in a speech that you are giving.
 - b. Give the author's credentials.

2. There are serious penalties for plagiarism at Georgian and in this class, but what is plagiarism in a speech?
 - a. Any time you try to present your own ideas and don't give yourself the credit during your speech.
 - b. Any time you try to present someone else's ideas as your own during a speech, you are plagiarizing.

Check Your Answers:¹

Activity source: "Quick Check 7.6" In *Public Speaking* by Sarah Billington & Shirene McKay, licensed under CC BY-NC-SA 4.0

How do I establish ethos?

Establishing ethos—one of the three rhetorical appeals—is achieved by including authoritative evidence or research inside of your speech. You establish ethos as well through your credibility and ethics as a speaker.

Here are some questions to ask yourself as you prepare to establish ethos for any speech:

Credibility

- Does the audience see you as topic-credible? What have you done or said to ensure this?
- What makes you credible? Do you explain your credibility to the audience in the speech?
- Can the audience trust you? What reason have you given them to trust you?

Authoritative Sources

- Do you cite your authoritative sources out loud in your speech?
- Are your sources actually authoritative for this topic?
- What makes your sources authoritative? Do you explain that to your audience?

Appearance

- Does your dress, clothing, and appearance match the topic, occasion, and audience for your speech?
How might your audience perceive your appearance from your perspective?

You must be able to answer all of these questions with a yes and a good explanation. The audience should clearly hear and see your ethos in your speech.

Quick Check 2

Quick Check 2 (Text version)

As you are thinking about your ethos in your speech, you think about these three areas:

- Credibility, no sources needed, and the audiences' appearance.
- Credibility, authoritative sources, and appearance.

Check Your Answer:²

Activity source: “Quick Check 7.7” In *Public Speaking* by Sarah Billington & Shirene McKay, licensed under CC BY-NC-SA 4.0

Attribution & References

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References

- University of Minnesota. (2016). *Stand up, Speak out: The Practice and Ethics of Public Speaking*. University of Minnesota Libraries Publishing. <https://open.lib.umn.edu/publicspeaking/>. CC BY-NC-SA 4.0.
- Howard, R. M., & Taggart, A. R. (2010). *Research matters*. McGraw-Hill, p. 131.
- Menager-Beeley, R., & Paulos, L. (2009). *Understanding plagiarism: A student guide to writing your own work*. Boston, MA: Houghton Mifflin Harcourt, pp. 5–8.

Notes

1. 1. b, 2. b
2. b. Credibility, authoritative sources, and appearance.

RESEARCH: FINDING AND CITING YOUR RESEARCH



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*Supposing is good,
but finding out is better.*

Mark Twain, writer

In this chapter, we'll talk about how to be smart when searching for research, how to judge if the research is good, how to put it into your speech without sounding awkward, and how to tweak your reference page to fit the occasion. This book is for people who already know the basics of finding research. The aim here is to encourage you to go further with research and to think about how you can use your research in different ways, depending on the situation.

Advanced Tips on Research

1. Brainstorm

You should thoroughly brainstorm your topic in writing before you ever begin researching. Make a list of possible words you would look up. Anytime you do this type of brainstorming, your goal should be to have at least 20 words.

For example, if you wanted to give an informative speech on the impact of a teacher's body language on student learning, you might look up any of these words:

1. body language
2. nonverbal
3. immediacy behaviors
4. gestures
5. eye contact
6. oculesics
7. personal space
8. dress
9. proxemics
10. education
11. educator
12. teaching
13. teacher
14. university
15. pedagogy
16. college
17. classroom
18. learning

19. student

20. evaluations

2. Research Your Topic Broadly

Vary your research by looking up different types of research from different types of sources. Don't just "google it." Look up books on the topic, look up art on the topic, look up statistics on the topic, use a library periodical search engine on your topic. Resist the temptation to do just one type of research!

You should also diversify your research. Look at the authors of your research, do they represent various genders, ethnicities, and political leanings? Try being intentional with varying your research. Seeking a variety of voices on your topic leads to some varied and interesting perspectives.

3. Interview Someone

Interviewing someone as part of your speech research can help make your speech stand out and really draw your audience in. When possible, do an interview as part of your speech research. One of the added bonuses of doing interviews is you can use it to make a new professional contact. Use your speech research to do networking, you might be surprised that you come out with a new contact or maybe a future job opportunity.

When you talk about the interview in your speech, be sure to tell the audience who you interviewed and the credentials of the person you interviewed. It is also helpful to include why you chose to interview that person. Take a picture of the person you interviewed or their office and if it seems right for your presentation, include the photo in your slides.

Brainstorm interview prospects

- Who can you interview on your topic?
- Who is a professional in the field?
- Who could you talk to who has a lived experience related to your topic?
- Who is a professional you have always wanted to talk to and needed a good excuse to get your foot in the door?

When conducting an interview always:

- Ask open-ended questions.
- Listen way more than you talk.
- Stay focused to the very end.
- Send a thank-you note.



Social research means to ask open ended questions (aim for specifics, not generals), listen way more than you talk (you ain't learning nothing when you're talking), and stay focused to the very end (the good stuff happens when people relax). "Perform good social research" by sketchplanations, licensed under CC BY-NC 4.0

Food For Thought



Photo by Christina
@
wocintechchat.com,
used under
Unsplash license

When researching for a ceremonial speech—eulogy, wedding toast, retirement speech, birthday speech—it is helpful to talk to other people who know the person you are celebrating. This type of research usually produces information you wouldn't have otherwise considered.

4. Look up Something Weird

Speaker, educator, and author John Spencer said, “Research shouldn't feel like a chore. It should feel like geeking out.” Think of a weird way to look at your topic. Think of a subpart of your topic. Look up a fun fact related to your topic. Sometimes, this exercise becomes an interesting diversion, but other times, it is a gold mine of new ideas.

Using Your Research in a Speech

For the next section, you'll learn how to give an oral citation and how to write the reference (in APA) on your reference page.

Oral Citations: Using Your Research in a Speech

When mentioning your research in your speech, you should always give an oral citation. Depending on the type of speech and the type of audience, this would be done differently. Citations are about credibility—ethos. When you use high-quality sources, it instills trust in the minds of your audience. They trust the information that you are giving, and they trust you as a person.

Instead of speaking every single part of the citation, find the part that is the most familiar to the audience (like a prominent name or publication) and speak the parts of the reference that enhances your credibility.

- If the information is from a known magazine or journal, you should mention that.
- If the article comes from a respected author that the audience knows, you should mention them.
- If the person you are citing has a title that is relevant, you should mention that.
- If the research is time-sensitive, you should mention the year of publication.

The key here is to be **intentional** about which part of the citation you speak. To further, illustrate this, let's look at the difference between what you say in your speech, how you would write it on a full-sentence outline, and then how it would look on your reference page.

(These samples are in APA)



Photo by Product School, used under Unsplash license

Example 1

This is what you would say in your speech.

According to an article on consumer perception of coffee published in *Nutrients Journal*, those who were surveyed said young males are more likely to be inclined to believe there are health benefits from drinking coffee. In a market where there is increased interest in healthy food, there is room to improve the perception of coffee and the scientifically based health benefits.

(Nutrients Journal carries the credibility of a journal. Mentioning the authors would be optional. Since most people don't know who they are, it doesn't help with the credibility.)

This is what it would look like on your outline.

According to an article on consumer perception of coffee published in *Nutrients Journal* those who were surveyed said young males are more likely to be inclined to believe there are health benefits from drinking coffee (Samoggia & Riedel, 2019).

This is what you would put on the reference page.

Samoggia, A., & Riedel, B. (2019). Consumers' perceptions of coffee health benefits and motives for coffee consumption and purchasing. *Nutrients*, 11(3), 653. doi:<http://dx.doi.org/10.3390/nu11030653>

Example 2

This is what you would say in your speech.

An article published in the *Nutrition and Food Science Journal* titled, “To sip or not to sip: The potential risks and benefits of coffee drinking” coffee drinking can reduce the risk of type 2 diabetes, Alzheimer’s disease, and Parkinson’s disease.

(The title of the article is interesting, and the mention of a Journal gives credibility. Once again, I wouldn’t mention the authors since most people don’t know them.)

This is what it would look like on your outline.

An article published in the *Nutrition and Food Science Journal* titled, “To sip or not to sip: The potential risks and benefits of coffee drinking” coffee drinking can reduce the risk of type 2 diabetes, Alzheimer’s disease, and Parkinson’s disease. (Taylor & Demming-Adams, 2007).

This is what you would put on the reference page.

Taylor, S. R., & Demmig-Adams, B. (2007). To sip or not to sip: The potential health risks and benefits of coffee drinking. *Nutrition and Food Science*, 37(6), 406-418. doi:<http://dx.doi.org/10.1108/00346650710838063>

Example 3

This is what you would say in your speech.

As I was working on this eulogy for today, I talked to a couple of family members and asked them what they most remember about grandpa. Cousin Zena said she remembers him for always wearing bibbed overalls, an International Harvester hat, and for having shoes the size of cars. Most of all, she remembers his laugh.

(In this case, the audience only needs to know the names and relationships. No need for formal titles or last names if the people are familiar)

This is what it would look like on your manuscript.

As I was working on this eulogy for today, I talked to a couple of family members and asked them what they most remember about grandpa. Cousin Zena said she remembers him for always wearing bibbed overalls, an International Harvester hat, and for having shoes the size of cars. Most of all, she remembers his laugh.

This is what you would put on the reference page.

Meade, Z. (2021, May 8). Personal Interview.

Let's be honest, in a real eulogy, you would not turn in a reference page. If you are in a college class, it will be required of you to establish the practice of citing your sources.

Example 4

This is what you would say in your speech.

According to the Hobby Lobby website, wheeled glass nippers will cost you \$16. These will be essential for cutting glass for your mosaic.

This is what it would look like on your outline.

According to the Hobby Lobby website, wheeled glass nippers will cost you \$16. These will be essential for cutting glass for your mosaic (2021).

This is what you would put on the reference page.

Hobbylobby.com (2021) Wheeled Glass Nippers.

Example 5

This is what you would say in your speech.

According to the article, How to Host Your Own Coffee Tasting on the Starbucks website, when formally coffee tasting, you should slurp your coffee to allow the coffee to spray across your tongue and palate.

This is what it would look like on your outline.

According to the article, How to Host Your Own Coffee Tasting on the Starbucks website, when formally coffee tasting, you should slurp your coffee to allow the coffee to spray across your tongue and palate (Starbucks, 2020).

This is what you would put on the reference page.

Starbucks. (n.d) Host your own coffee tasting. Retrieved May 8, 2020, <https://athome.starbucks.com/host-your-own-coffee-tasting/>

Do Not Say This

1. **“According to google.”** Google is not a source; it is a search engine. The equivalent would be to say, according to the university library. The library is where you find the information, not the information itself.
2. **“According to homedepot.com.”** You would never say, “According to 210 South Main Street, Fayetteville, Arkansas because that is an address. When you say “.com” you are citing an address. Don’t site a person’s address or a webpage’s address as your source. You can say, “according to the home depot website.”
3. **“And my source is...”** When saying your source, use the name of the specialist or the name of the article and journal. No need to tell us it is your source; we will figure that out.
4. **“Quote/Unquote.”** Say the author and the quote, no need to say the word “quote.”
5. **“Thank you and now here are my sources.”** You do not need to show your audience your references on your slide show. To make sure your audience doesn’t accidentally see your reference page, put two blank slides at the end of your presentation and then add your references. Putting them with your slides keeps them available for anyone who wants a copy of your slides.

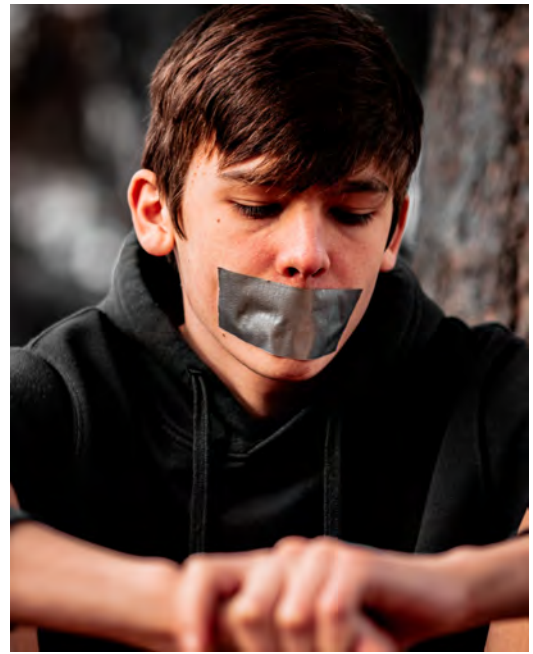


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Fake-istotle Quotes

If you research Aristotle, some amazing quotes will come up as Aristotle quotes. The only problem is, he didn’t say them. There’s a website called Fake-istotle Quotes.

Why is this relevant? It demonstrates one of the many challenges of internet research— typically one person puts it out there and then others copy it. You should be a sleuth and hunt down the originals and you should sniff out faulty research. **Don’t just copy the work of others, look for the original.**

Good quotes, Aristotle just didn’t say them.

- We are what we repeatedly do, excellence then is not an act but a habit. Will Durant
- Mark of an educated man is to entertain a thought without accepting it. Someone other than Aristotle

Does Your Research Pass the CRAAP Test?

Once you have found your research, you should test it to make sure it is credible. Check your research for currency, reliability, authority, accuracy, and purpose using the CRAAP test.

Currency

- When was it published?
- Has it been revised since then?
- Is it current enough for your topic?
- Is it a topic where the opinions about it change over time?

Reliability / Relevance

- Can you depend on the information and trust it to be accurate?
- Is the information biased?
- Is the information the appropriate complexity for the type of project I am working on?
- Does it provide reliable sources to back up claims?

Authority

- Can you trust the source where you found the information?
- Is the author an authority or do they cite subject authorities?
- Are they reputable?
- If the material is taken from other sources, do they credit/cite those sources?
- What does the URL end with? (.gov, .org, .edu, .com?) If not, how are you determining its reliability?

Accuracy

- Can you trust the reliability of the information?
- Is the information correct? How would you know?
- Can you verify any of the information from another source?
- Do the links lead to useful information corroborating the site's statements, or do they link to questionable information?

Purpose/Point of View

- What is the author's motivation for publishing the resource?
- Is the author trying to inform, persuade, or entertain you?
- Does the author appear to have an ax to grind or seem blindly committed to their cause?
- Are they using this information to make money off of users?
- Is there any conflict of interest?

Researching Images

Searching, finding, and using images is a type of research too. Just like text-based research, you should provide citations and give credit.

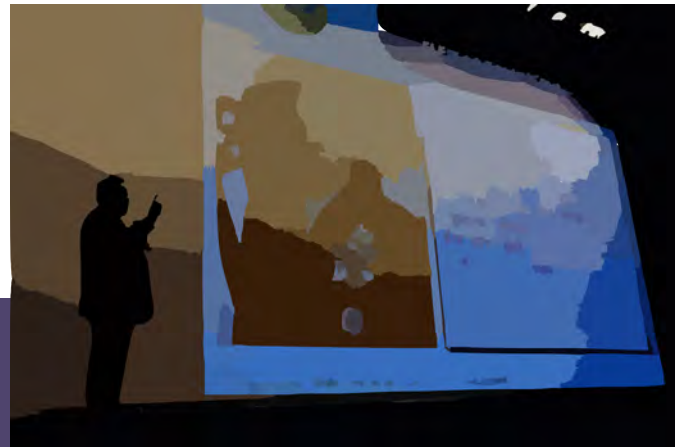


Image by Clker-Free-Vector-Images, used under Pixabay license

Searching for Images

When searching for images to use, you should seek out images that have a creative commons copyright or are open for use. Here are a couple of my favorite sites.

Don't forget to reference your image on your reference page and on your slides.

- [Creativecommons.org](https://creativecommons.org)
About: “CC Search is a tool that allows openly licensed and public domain works to be discovered and used by everyone. Creative Commons, the nonprofit behind CC Search, is the maker of the CC licenses, used over 1.4 billion times to help creators share knowledge and creativity online.”
- [Unsplash.com](https://unsplash.com)
About: Most items on Unsplash can be used for free. You can use them for commercial and noncommercial purposes. You do not need to ask permission but giving credit to the photographer is appreciated. **Double check to ensure that the image you select is offered under the Unsplash *Free*, as this website now mixes stock photography (pay-per-use) into search results. Unsplash+ images also require a subscription.**
- [Eduimages](https://eduimages.com)
About: A free library of photos celebrating students—and the educators who teach them—in seven schools across the United States.
- [Gettyimages](https://gettyimages.com)
About: The Getty makes available without charge, all available digital images to which the Getty holds the rights or that are in the public domain to be sued for any purpose. No permission is required.
- [Wikimedia Commons](https://commons.wikimedia.org)
About: Wikimedia Commons is free. Everyone is allowed to copy, use and modify any file here freely as long as they follow the terms specified by the author. The conditions of each media file can be found on their description page.
- [Pixabay](https://pixabay.com)
About: Most images and videos on Pixabay are released free of copyrights under the Pixabay license. You may download, modify, distribute, and use them royalty-free for anything you like, even in commercial applications. Attribution is not required. **Double check to ensure that the image you select is offered under the Pixabay license, as this website now mixes stock photography (pay-per-use) into search results.**

Reference Page

The reference page is where you list all the sources that you used in your speech. This means the books, articles, and internet information that you use as well as any interviews, images, videos, and charts.

What Do You Do with Your Reference Page?

What you do with your reference page is going to be different based on context. Many of you are in a college speech class, which means that you will give your teacher a digital or physical copy of your reference page. It's good to be prepared for speeches outside the college classroom, so let's look at how to use a reference page in a variety of contexts.

Type of presentation	What you do with your reference page
College Presentation	<p>If you are in a college class, your teacher will likely ask you to turn in a copy of your reference page. You should have it typed and it should include your name.</p> <p>For tips on using APA, go to OWL Purdue APA or APA Style</p>
Academic Conference Paper Presentation	<p>Academic talks often come from research papers. Typically, you will upload your paper and reference page into a database before the conference. Sometimes, they ask for your slides as well. If that is the case, you should include a final slide to your slideshow that includes your references. You would not actually show that slide during your presentation, but it is available for those who want to download your presentation slides.</p> <p>If you are giving a poster talk, you will want to have copies of your paper with references to hand out. Make a handout that is a photo of your poster on one side and key references and your name on another. Make sure your name is on it and think of it as a business card that people might keep to remember you and your research.</p>
Academic Conference Table talk Discussion group Non-paper presentation	<p>It is likely those in attendance will want a copy of your slides. You should anticipate this and have a reference page on your slides. You would not show your reference page during your talk, but it is there for those who want a copy of your slides.</p> <p>Handout. I prefer giving audiences a printed or digital handout instead of giving them my slides. I can customize a handout to give only the information that someone would want to look at after the talk. In that scenario, I only include the references that they would want to look up to gain more information.</p>
Business Talk	<p>Put your reference page on your presentation slides but don't show them during your presentation. If someone wants a copy of your slides, you have the references included.</p> <p>(Tip: At the end of the slideshow, add two blank slides before your reference page, that way you don't accidentally show them during your presentation)</p>
Community Talk or Training	<p>Pass out a handout that includes relevant references where they can look up more information or create an online resource where they can get the information.</p>
Sales Talk	<p>Most companies have a sales brochure that they give a customer. Ideally, they should include references or point to references on a website.</p> <p>You should be willing to give references if asked. It is a good idea to make a reference page when you prepare your sales presentation and have it in case you need it.</p>

Reference Page

For reference, I have included a sample reference page in APA.

Reference Page Sample APA

- “References” should be at the top.
- Alphabetize references.
- Use a hanging indent
- Every line is double-spaced. (This sample is not correct because of the way this program formats. Every line should be double space with no single-spaced items).
For reference on this look at this sample student paper from OWL Purdue [PDF]-the reference page in on page 17.

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Understanding Peer Review and Scholarly Sources

Make sure that you understand peer review and scholarly sources. When someone says they are wanting you to reference scholarly sources, typically they are talking about items that have been through the peer-review

process. According to OWL Purdue, “One major character of scholarly sources is that they are peer-reviewed. Here’s how a scholarly source typically goes through the process:

1. A scholar/author writes an article and submits it to the editor of a journal or book.
2. The editor sends it to other scholars who are at least the academic *peers* (equals) of the author in that field.
3. The reviewers review or *vet* (examine) it, then tell the editor whether they think it’s good enough to be published in that journal or what should be changed.”

Oftentimes your speech is required to have peer reviewers or scholarly articles, it is important that you are able to understand why peer review articles are different and how to access them.

What is Peer Review, Scholarly Article?

You may be asked to use peer-reviewed/scholarly/refereed articles for your research. It is important to understand the process in order to understand why this is a more advanced type of research.

Watch Peer review in 3 minutes (3 mins) on YouTube (<https://youtu.be/rOCQZ7QnoN0>)

In summary, it is important to know how to research your speech properly and to reference those sources in a way that gives credibility to your topic.

Attribution & References

Except where otherwise noted, this chapter is adapted from “Research: Finding and Citing Your Research” In *Advanced Public Speaking* by Lynn Meade, licensed under CC BY 4.0.

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*CRAAP test developed by Meriam Library, California State University, Chico