

Citation in Multigenre Research Projects

We created this handout to help you **cite** sources in your non-academic genre pieces and multigenre research projects. Citing sources in non-academic genre pieces is called **attribution**. **Attribution** is similar to academic citation, where you give credit to the author of the borrowed material. This handout will give you information on what needs to be attributed and how to attribute sources in non-academic genres such as brochures, infographics, posters, news articles, YouTube videos, photo essays, blogs, collages, and other non-academic genres.

ATTRIBUTING AND INTEGRATING SOURCES

Attributing sources:

- In non-academic genre pieces, all ideas, words, images, or materials that are borrowed from another source need to be **attributed**. **Attribution** is similar to academic citation, where you give credit to the author of the borrowed material.
- Attribution is required to give credit to the author of the source and to avoid plagiarism.
- You will attribute your sources in your non-academic genre pieces according to the genre's conventions (more information below).
- In non-academic genre pieces, instead of using in-text citations to cite information like you would in an academic essay, you might use hyperlinks, signal phrases, asterisks, captions, or another attribution method that is appropriate to the genre.
- Your instructor may also require you to provide an **author's** or **artist's statement** to explain how the sources you used informed or supported your genre piece and your attribution methodology.

Integrating sources:

- Source material can be integrated using **quotation**, **paraphrase**, or **summary**.
- You will integrate information according to the conventions of the genre. You will follow the genre conventions to understand whether you are to integrate information using quotation, paraphrase, or summary (or a combination), and how much of the text should be quoted, paraphrased, or summarized.
- Just like in academic research essays, you need to present an original argument in your genre piece, and will use source information to provide support to your argument—not as a replacement for your own argument or ideas.

TIPS FOR UNDERSTANDING A GENRE'S ATTRIBUTION AND INTEGRATION CONVENTIONS:

- Look at multiple examples of the genre and how authors attribute and integrate sources in the genre.
- Ask a Writing Center tutor for assistance.
- Reach out to your instructor for assistance.
- Consult trusted online resources such as the [Purdue OWL](#).
- Do research on how to attribute in a genre. For example, you are composing a researched infographic. To find out how to attribute sources in this genre, you can do a Google search using terms such as “how to attribute sources in an infographic.”