Mobile Media & Cultural Heritage

Bauhaus-Universität Weimar

06. References

WS2015
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http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15

Summary

Reference Styles

How to cite

Reference Styles

- There are several types of reference styles.
- In some cases, such as submitting a paper for a conference, a specific style is required.
- In some countries all the academic material should follow the same reference style guidelines.

Reference Styles

- Helps to indentify the sources used in an academic work.
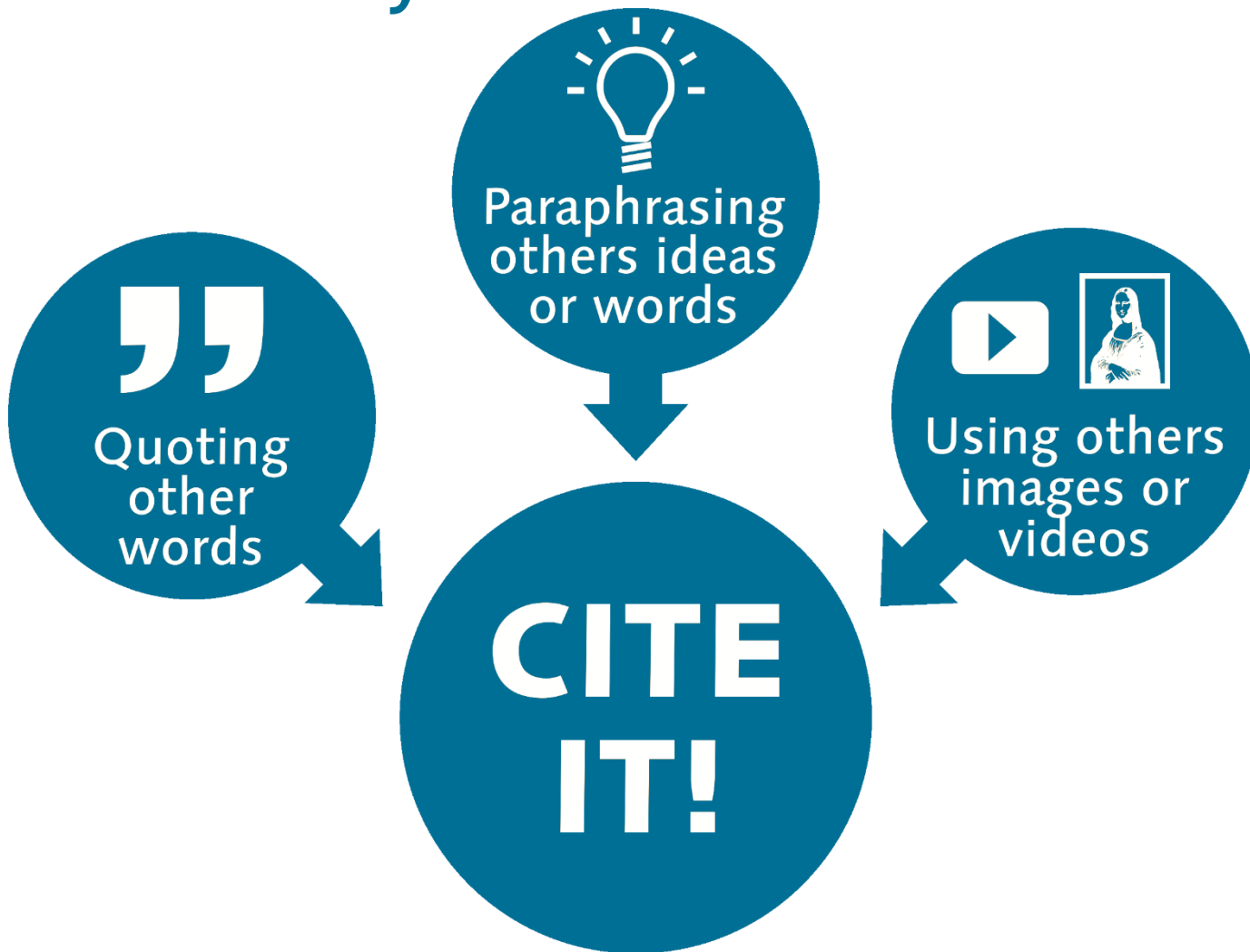
Reference Styles

Quoting other words

Paraphrasing others ideas or words

Using others images or videos

CITE IT!

Image retrieved and modified from http://library.csun.edu/blogs/cited/files/2012/11/citing-image.jpg

Reference Styles: some examples

- APA (American Psychological Association)
  (used in Social Sciences and Education) http://owl.english.purdue.edu/owl/resource/560/01/

- CSE (Council of Scientific Editors)
  (used in Natural and Applied Sciences) http://www.wsulibs.wsu.edu/quickguides/cse

- Chicago
  (used in History, Natural and Social Sciences) *http://www.chicagomanualofstyle.org/tools_citationguide.html*

- IEEE (Institute of Electrical and Electronics Engineers)
  (used in Engineering) http://libguides.murdoch.edu.au/IEEE

- MLA (Modern Language Association)
  (used in Arts and Humanities) http://owl.english.purdue.edu/owl/resource/747/01/

- ACM (Association for Computing Machinery)
  (used in Engineering and Computer Sciences) http://www.acm.org/sigs/publications/proceedings-templates

- ABNT (Associação Brasileira de Normas Técnicas)
  (used in for all academic works in Brazil) http://www.ced.pucsp.br/conteudo/downloads/ABNT_2011.pdf

Reference Styles: APA

Citations:

- Example of an Article inside a Book (Brighenti, 2010)
- Example of a Website reference ("IFD:Mobile Culture and Urban Spaces - Medien Wiki," n.d.)
- Example of a Book reference (McLuhan, 2001)

List of References:

- Brighenti, A. M. (2010). New Media and the Prolongations of Urban Environments. *Convergence: The International Journal of Research into New Media Technologies*, *16*(4), 471–487. doi:10.1177/1354856510375528

- IFD:Mobile Culture and Urban Spaces - Medien Wiki. (n.d.). Retrieved July 23, 2012, from http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces

- McLuhan, M. (2001). *Understanding media : the extensions of man*. London: Routledge.

Reference Styles: CSE

Citations:

- Example of an Article inside a Book [1]
- Example of a Website reference [2]
- Example of a Book reference [3]

List of References:

- 1. Brighenti AM. New Media and the Prolongations of Urban Environments. Convergence: The International Journal of Research into New Media Technologies. 2010 November [cited 2011 August 7];16(4):471–487.

- 2. Anon. IFD:Mobile Culture and Urban Spaces - Medien Wiki. [cited 2012 July 23]. Available from: http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces

- 3. McLuhan M. Understanding media : the extensions of man. London: Routledge; 2001.

Reference Styles: Chicago

Citations:

- Example of an Article inside a Book (Brighenti 2010)
- Example of a Website reference ("IFD:Mobile Culture and Urban Spaces - Medien Wiki" 2012)
- Example of a Book reference (McLuhan 2001)

List of References:

- Brighenti, Andrea Mubi. 2010. "New Media and the Prolongations of Urban Environments." *Convergence: The International Journal of Research into New Media Technologies* 16 (4) (November): 471–487. doi:10.1177/1354856510375528.
- "IFD:Mobile Culture and Urban Spaces - Medien Wiki." 2012. Accessed July 23. http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces.
- McLuhan, Marshall. 2001. *Understanding media : the extensions of man*. London: Routledge.

Reference Styles: ACM

Citations:

- Example of an Article inside a Book [1]
- Example of a Website reference [2]
- Example of a Book reference [3]

List of References:

- [1]   Brighenti, A.M. 2010. New Media and the Prolongations of Urban Environments. *Convergence: The International Journal of Research into New Media Technologies*. 16, 4 (Nov. 2010), 471–487.

- [2]   IFD:Mobile Culture and Urban Spaces - Medien Wiki: *http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces*. Accessed: 2012-07-23.

- [3]   McLuhan, M. 2001. *Understanding media : the extensions of man*. Routledge.

Reference Styles: ABNT (Brazil)

Citations:

- Example of an Article inside a Book (BRIGHENTI, 2010)
- Example of a Website reference ("IFD:Mobile Culture and Urban Spaces - Medien Wiki,")
- Example of a Book reference (MCLUHAN, 2001)

List of References:

- BRIGHENTI, A. M. New Media and the Prolongations of Urban Environments. **Convergence: The International Journal of Research into New Media Technologies**, v. 16, n. 4, p. 471–487, 2010. Acesso em: 7/8/2011.
- **IFD:Mobile Culture and Urban Spaces - Medien Wiki**. Disponível em: <http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces>. Acesso em: 23/7/2012.
- MCLUHAN, M. **Understanding media : the extensions of man**. London: Routledge, 2001.

Reference Styles

How to manage to learn and write in several types of reference styles?

Answer: Reference Manager

Reference Manager

Some of available tools

Reference Manager

- It is possible to find **several** services regarding **reference management**.
- Some are **free**, some are **paid**.
- Your **choice** will **depend** on what you need from it.

Reference Manager

- Zotero (https://zotero.org/)
- Endnote (http://endnote.com/)
- Mendeley (http://mendeley.com/)
- RefWorks (http://refworks.com/)
- CiteULike (http://citeulike.org/)
- JabRef (http://jabref.sourceforge.net/)
- Papers (http://mekentosj.com/papers/)
- Citavi (http://citavi.com/)

Reference Management

- Reference Manager Overview
  ("Reference Manager Overview | Gobbledygook," n.d.)

Store — Organize references on computer		Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
	Windows	✓	✓	✓	✓	✓	✓		✓
	Macintosh	✓	✓	✓	✓	✓	✓	✓	
	Linux	✓		✓	✓	✓	✓		
	iPhone/iPad			✓				✓	

Reference Manager

- Reference Manager Overview

Write Put formatted references into manuscript		Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
	Microsoft Word	■	■	■	■				■
	Open Office	■	■	■					
	LaTex			■			■		
	Edit styles		■		■				■

Reference Manager

- Reference Manager Overview

		Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
Share Store online, sync, share with others	WWW								
	PDF files								
	Public folders								
	API								

Reference Manager

- Reference Manager Overview

	Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
Read Import, search, read and organize PDF files								
Extract metadata	■	■	■			■	■	■
Fulltext search	■	■	■	■			■	
PDF viewer			■				■	
File organizer			■				■	

Reference Manager: Zotero

- How it works

Reference Manager: Zotero

- Install two files:
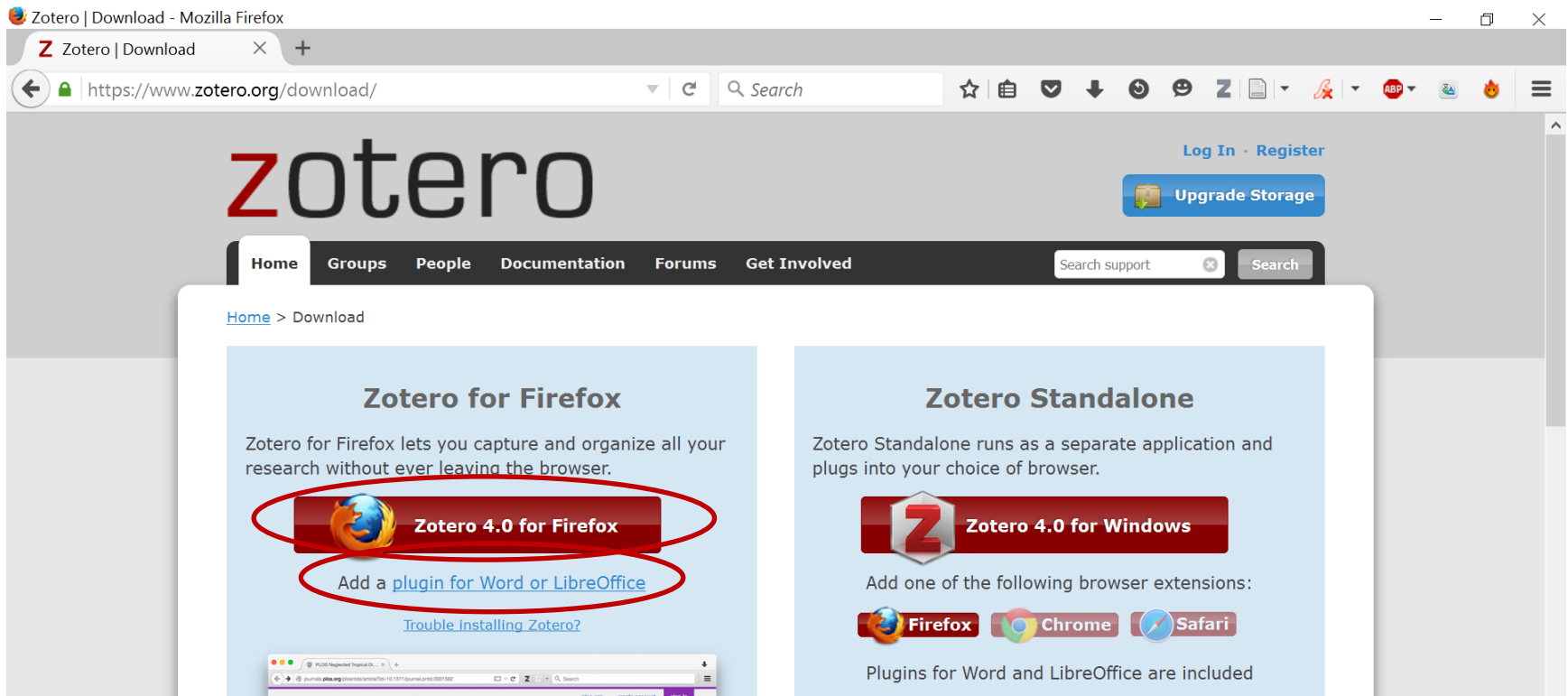
Reference Manager: Zotero

- Create a free login
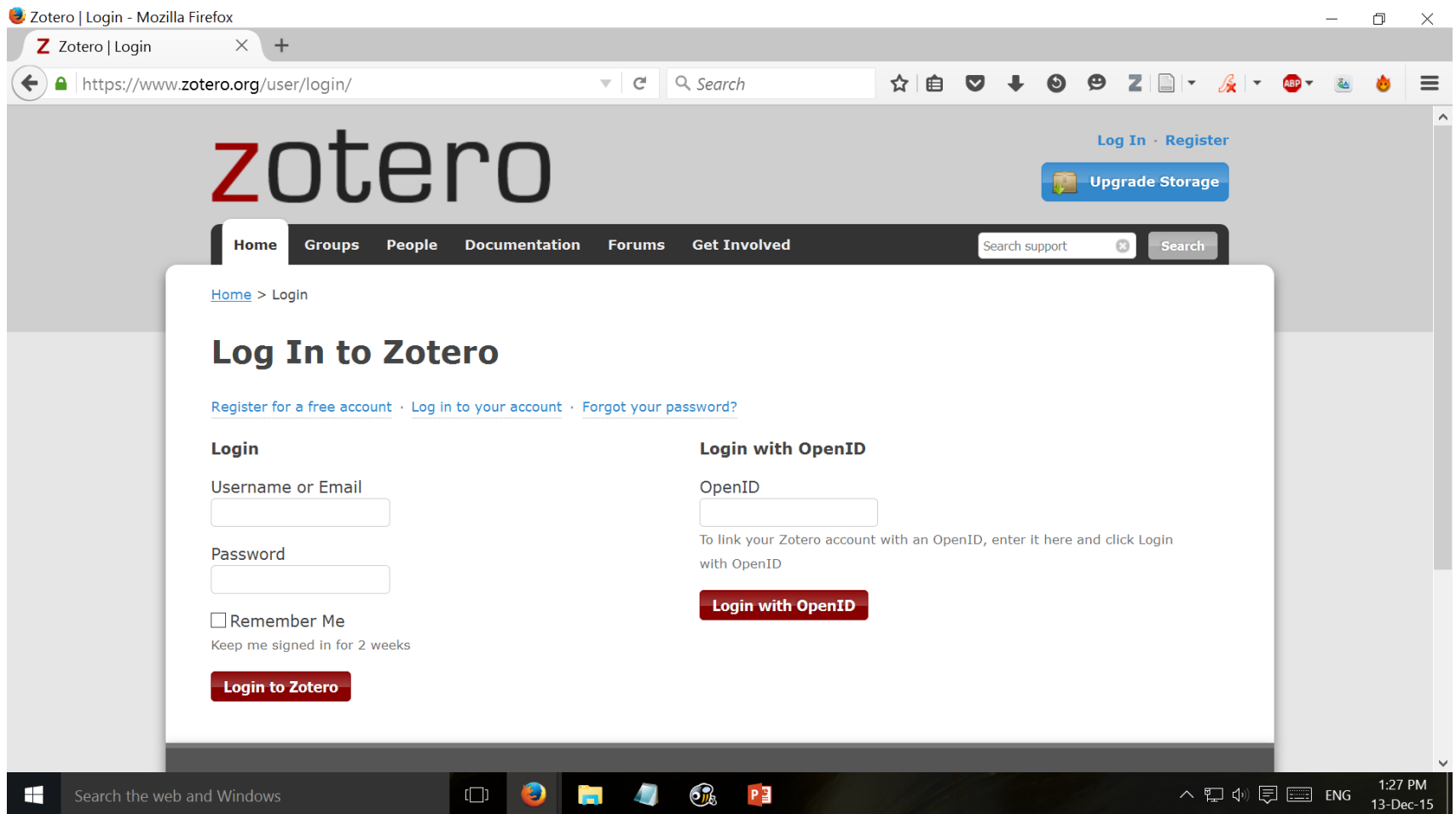
Reference Manager: Zotero

- After installed – in Firefox (Windows)

Reference Manager: Zotero

- ## After installed – in Firefox (Mac)

Reference Manager: Zotero

- After installed – in Firefox (in bottom)

Add New Item
Manually

Add
New Note

Advanced
Search

Actions /
Preferences

Add New Item
By ISBN, DOI
Number

Add a Snapshot or
PDF of the current
document/page
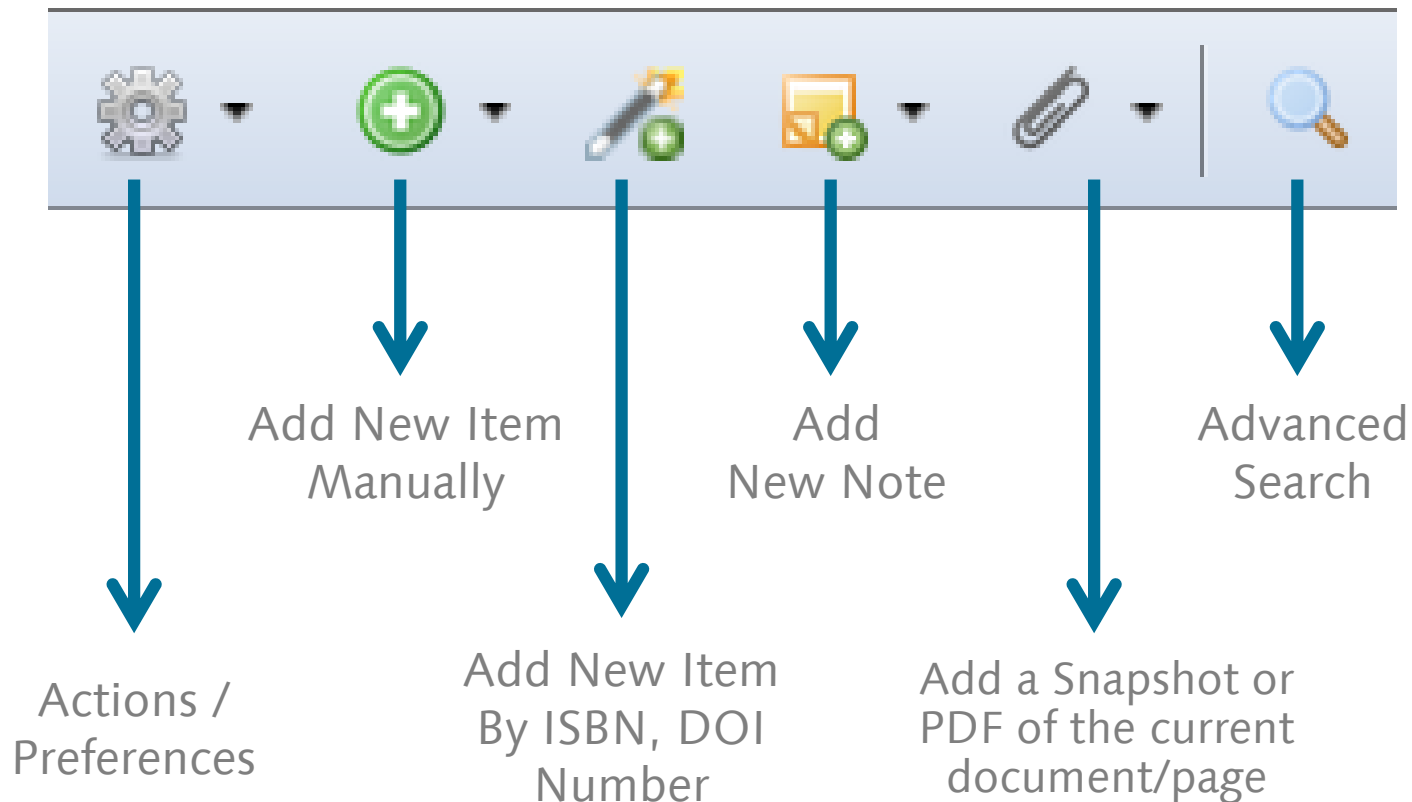
Reference Manager: Zotero

- After installed – in Firefox (in top)
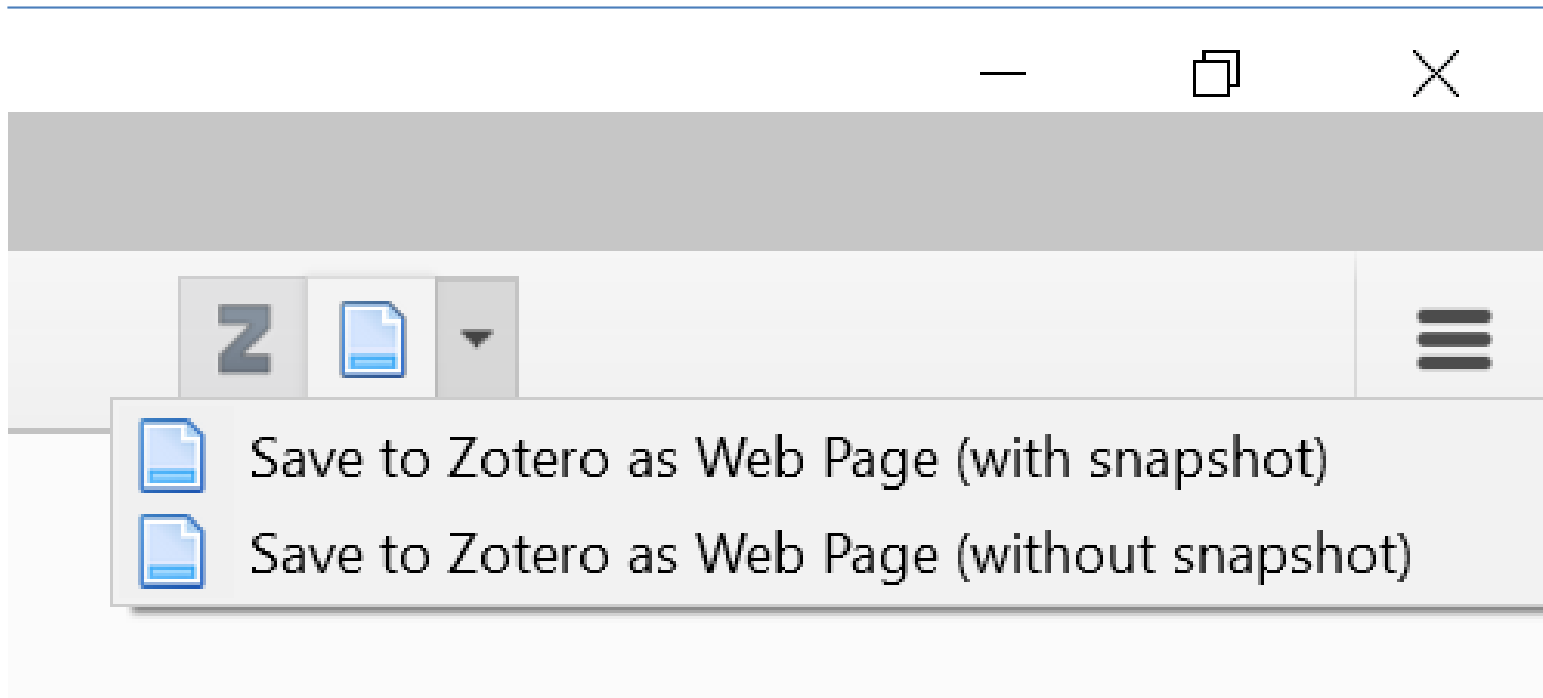
Reference Manager: Zotero

- Tip: uncheck "Automatically take snapshots" and "Automatically attach PDFs"

(Actions/Preferences/General/Miscellaneous)
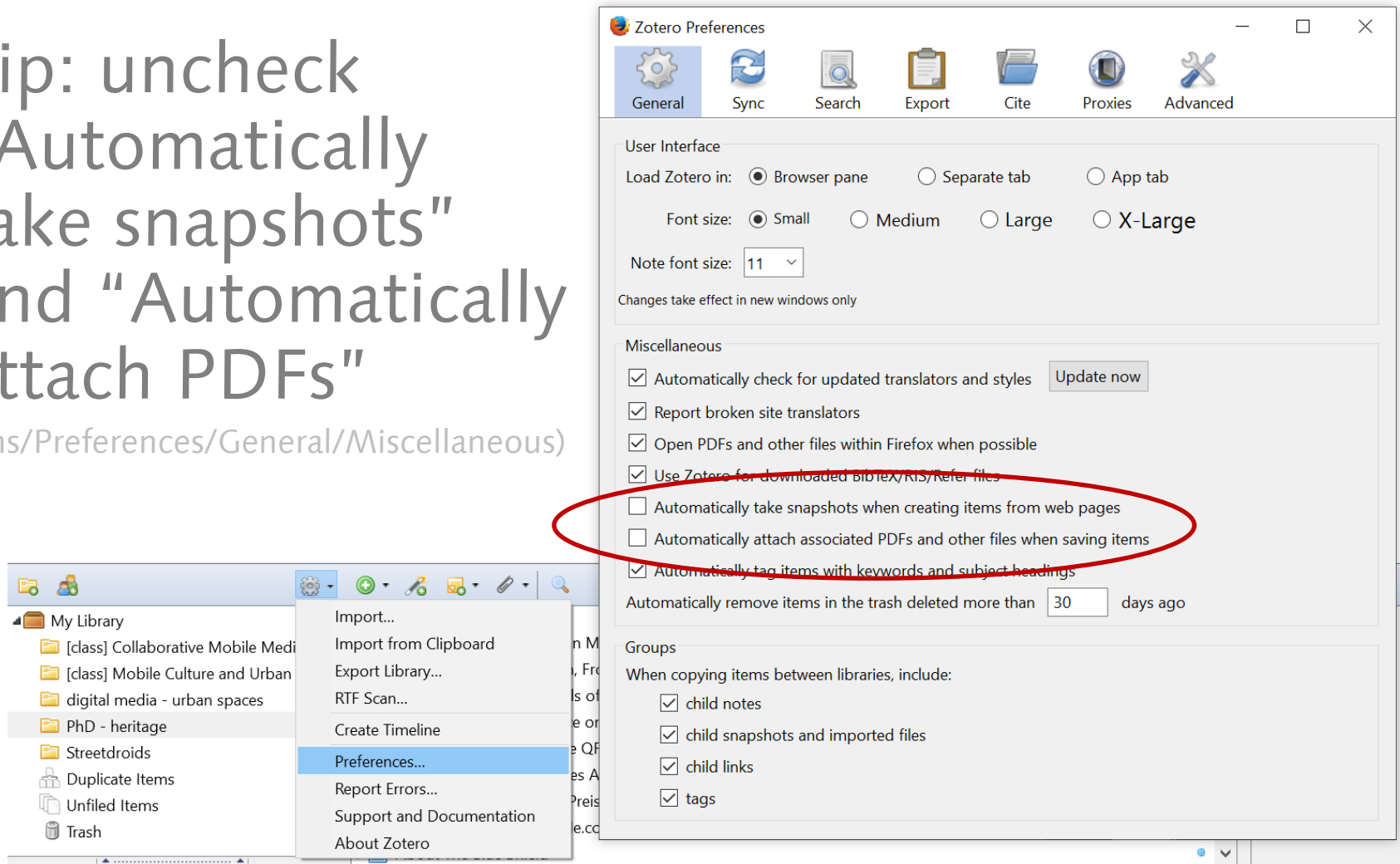
Reference Manager: Zotero

- After installed – in MS Word (Windows)
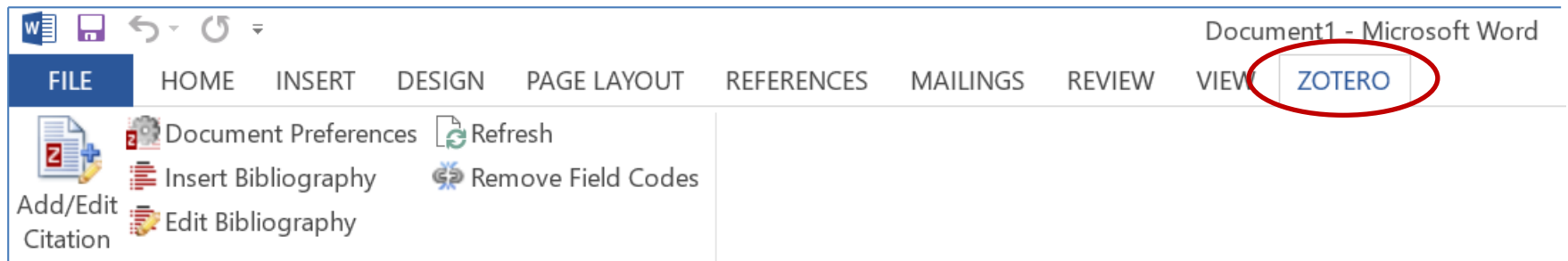
Reference Manager: Zotero

- After installed – in MS Word

Add/Edit Citation

Document Preferences

Insert Bibliography

Edit Bibliography

Remove Field Codes

Refresh

Reference Manager: Zotero

- After installed – in MS Word (Mac)
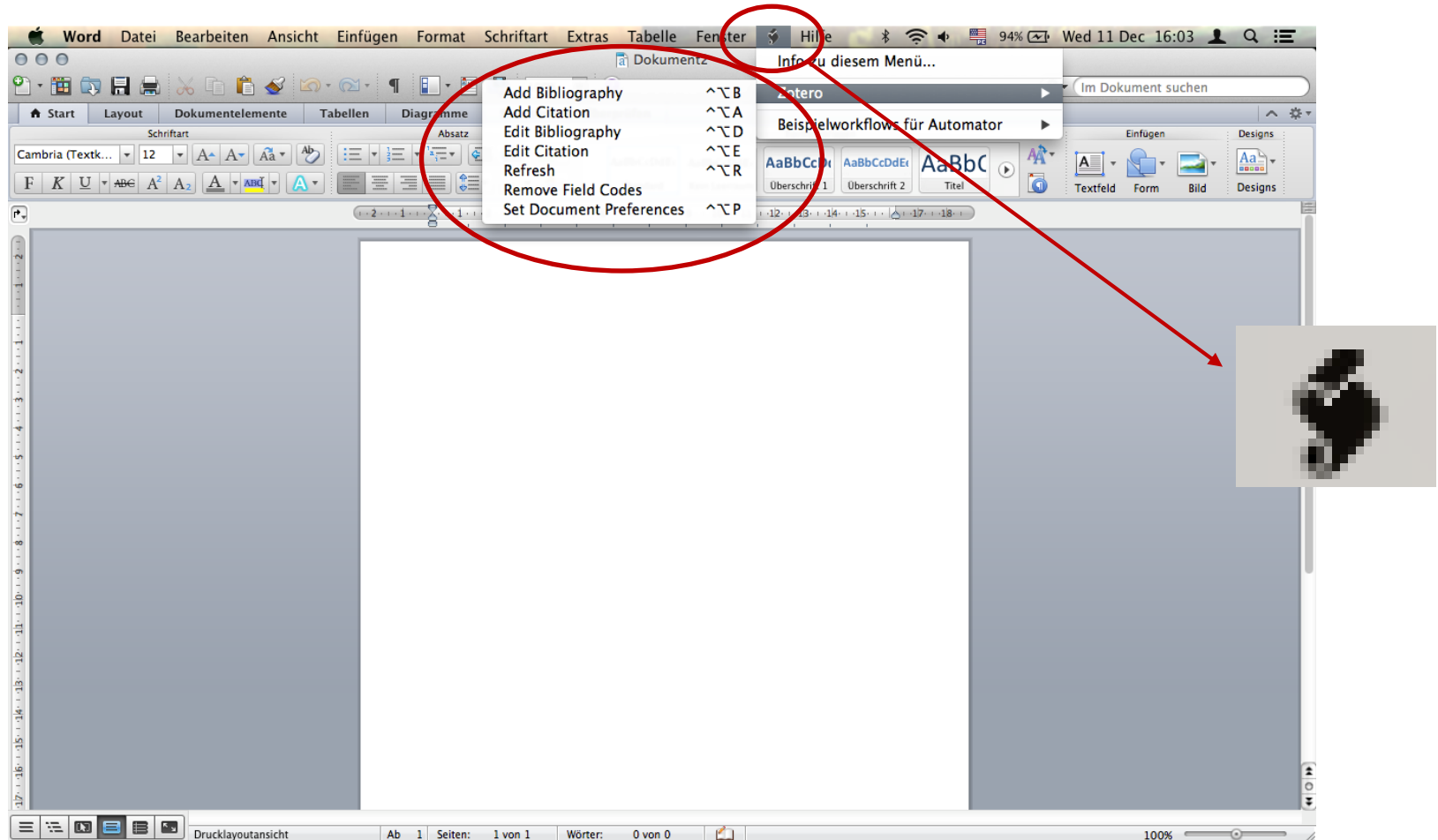
Reference Manager: Zotero

- Adding new styles: www.zotero.org/styles/

Reference Manager: Zotero

- How to collect/add your references and citations, using Zotero:

https://www.youtube.com/watch?v=5MxLys74nfU

http://bit.ly/1Y723TA

Writting Tips

And mistakes to avoid

Writting Tips
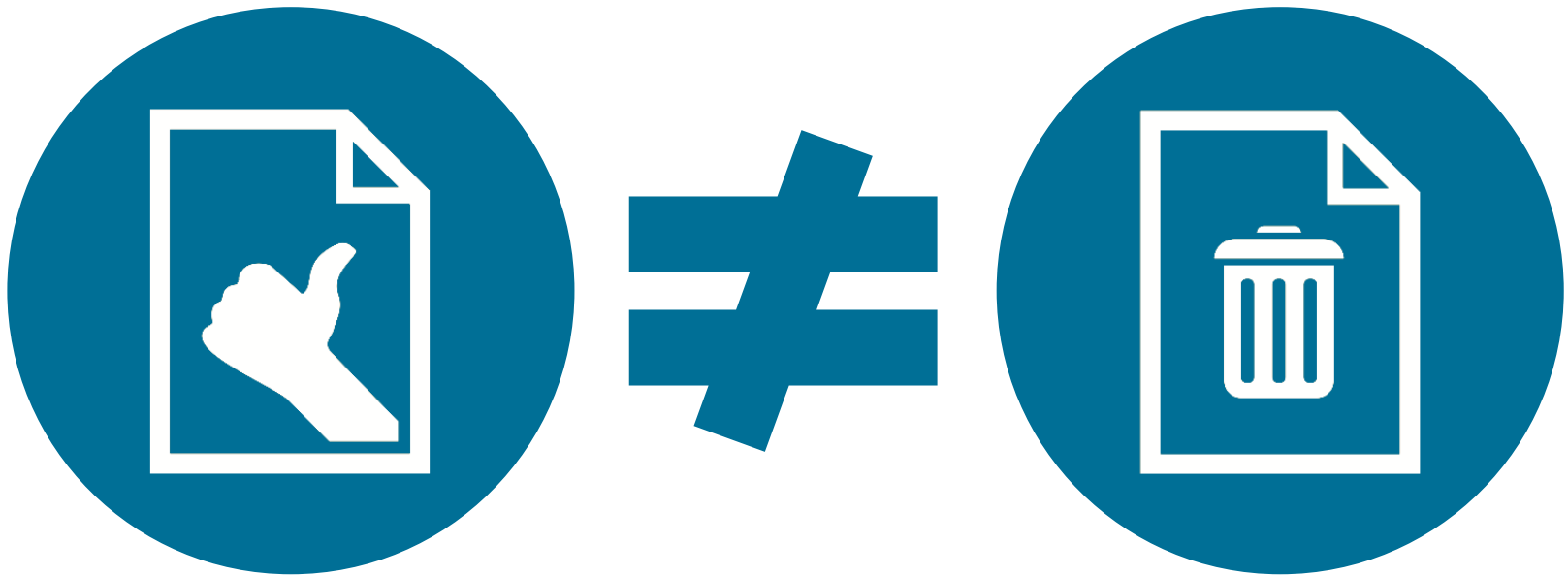
Writting Tips: Essay Structure

- **Abstract**
- **Introduction**
- **Discussion**
- **Conclusion**
- **References**
- **Appendix**

Writting Tips: Essay Structure

Abstract

- What the paper is about - in a nutshel
  Example: "This paper is about the design aspects applied to the *XYZ App Game*, for engaging the users to collaborate to the game content (…)"

Writting Tips: Essay Structure

Introduction

- What is the problem/question that needed to be solved, and how the developed content is divided in the essay

  Example: "The ever-expanding use of smart phones gaming industry can be explored for educational purposes, but making the player to collaborate to its content is still a challenge. The *XYZ App Game* was designed to make the user to collaborate without knowing it. For this task the trend design features were applied in its development (...). On section 2 it is described (...)"

Writting Tips: Essay Structure

Discussion

- ## How the problem/question was solved
  Here it can be discussed :
  - what are the "state-of-art" (other similar projects) and what is the difference between the current research
  - what methods were applied;
  - why specifics design approachs were chosen; for instance: design considerations for small screens.

Writting Tips: Essay Structure

Conclusion

- What are the found solutions and conclusions; possible future improvements
  Example: "Planning a good interface design for mobile screen is not just a matter of providing colorful buttons and fancy graphics. For the *XYP App Game* the chosen features were aimed for a better user experience, (…)"

Writting Tips: Essay Structure

References

- What works, sites, books, etc, were used in the research

Appendix

- Optional – extra information, screens-shots from the app, charts, etc)

Writting Tips: Essay Structure

Examples

- Dutra, J.P., Ebel, I.R. (2014). Cultural hARitage: Augmented Reality applied on Cultural Heritage.
  Presented at the EuroVR 2014 Conference, Bremen, Germany.
  https://www.researchgate.net/publication/280287229_Cultural_hARitage_Augmented_Reality_applied_on_Cultural_Heritage

- Dutra, J. P. (2012). HCI/GUI Design Applied for Adaptable Context-Aware Mobile Game.
  Presented at the Clap Conference, Bremen, Germany.
  https://www.researchgate.net/publication/283072887_HCIGUI_Design_Applied_for_Adaptable_Context-Aware_Mobile_Game

Writting Tips: Formal Grammar Style*

The following slides are some recommendations for maintaining a formal academic writing style, in order to avoid common mistakes.

Writting Tips: Formal Grammar Style

- **Avoid Contractions**

    👎 Export figures won't improve until the economy is stronger.

    👍 Export figures will not improve until the economy is stronger.

Writting Tips: Formal Grammar Style

- **Use formal negative forms**

  👎 The analysis didn't yield any new results.

  👍 The analysis yielded no new results.

Writting Tips: Formal Grammar Style

- **Limit the use of "run-on" expressions**

  These semiconductors can be used in robots, CD players, etc.

  These semiconductors can be used in robots, CD players and other electronic devices.

Writting Tips: Formal Grammar Style

- **Avoid "you" and "your"**

  👎 You can see the results in Table 1.

  👍 The results can be seen in Table 1.

Writting Tips: Formal Grammar Style

- **Rhetorical questions (okay in moderation)**

  What can be done to lower costs?

  It is necessary to consider how costs may be lowered.

Writting Tips: Formal Grammar Style

- **Mid position adverbs?**

  👎 This model was developed by Krugman (1979) originally.

  👍 This model was originally developed by Krugman (1979).

Writting Tips: Formal Grammar Style

- **Split infinitives?**

  *To rise sharply **vs.** to sharply rise*

  👍 We need to adequately meet the needs of those enrolled in the program.

Writting Tips: Formal Grammar Style

- **Efficient use of words**

  It may be difficult to make a decision about the method that we should choose.

  Choosing the proper method may be difficult.

Writting Tips: Formal Grammar Style

- **Avoid "I", "me", and "my" (except in narrative writing)**

  👎 I think that something should be done about the environment.

  👍 Something should be done about the environment.

Writting Tips: Formal Grammar Style

- **Avoid direct address (except in process writing)**

  👎 Think about the hardships of war. For instance, food is very scarce.

  👍 War comes with many hardships. For instance, food is very scarce.

Writting Tips: Formal Grammar Style

- **Watch diction**

  👎 The library has all sorts of stuff for everybody.

  👍 The library has many resources available for its patrons.

Writting Tips: Formal Grammar Style

- **Avoid slang**

  👎 This paper addresses a *hot topic*.

Writting Tips: Formal Grammar Style

- **Avoid clichés**

     The customs that we practice are *tried and true.*

Writting Tips: Formal Grammar Style

- **Beware of gender-specific language**

If a student needs advice, *he* should contact the Careers Office.

Writting Tips: Formal Grammar Style

- **Avoid Strong Statements (with no proof)**

  👎 Nowadays everybody is using smartphones.

  👍 It can be seen that the use of smartphones are increasing.

Writting Tips: Formal Grammar Style

- **Avoid Contractions**

Export figures won't improve until the economy is stronger.

Export figures will not improve until the economy is stronger.

Writting Tips: Formal Grammar Style

- **Use referents to keep your reader on track**
  This/these + noun

  👍 Lecturers know that students need to understand the differences between formal and informal language. However, *this understanding* cannot usually be acquired quickly.

Writting Tips: Formal Grammar Style

- **Use punctuation correctly**

- **Use sentence connectors (linking words and phrases) to help guide your reader.**

Essay Assignment

Information and Deadline

Essay Assignment

Short essay production (40% of final Grade) – 1000 words + samples and references

Essay Assignment

Short essay production
– 1000 words + samples and references

The topic of the essay can be an academic report regarding the conceptual prototype presentation connected to the topic of mobile media and cultural heritage.
What will be evaluated in this assignment: ability to express in written format, content structure and content quality, plus the correct use of references.

Essay Assignment

**Short essay production
– 1000 words + samples and references**

It can be done using one of these two styles:

- APA (American Psychological Association)
  http://owl.english.purdue.edu/owl/resource/560/01/

- ACM (Association for Computing Machinery)
  http://www.acm.org/sigs/publications/proceedings-templates

Essay Assignment

**Short essay production
– 1000 words + samples and references**

- Deadline is **28th February 2016** at 23h:59m

App Project

and Target Groups

App Target: Cultural Heritage in Weimar

Classic Weimar

UNESCO
World Heritage Sites
In Weimar
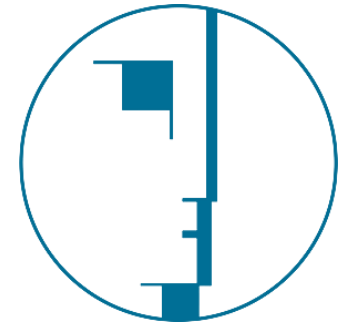
Bauhaus

App Target: Cultural Heritage in Weimar
App Content: Weimarpedia.de

Map:
Geo-Location

Articles:
Encyclopedia Style

Gallery:
Different Media /
Participatory
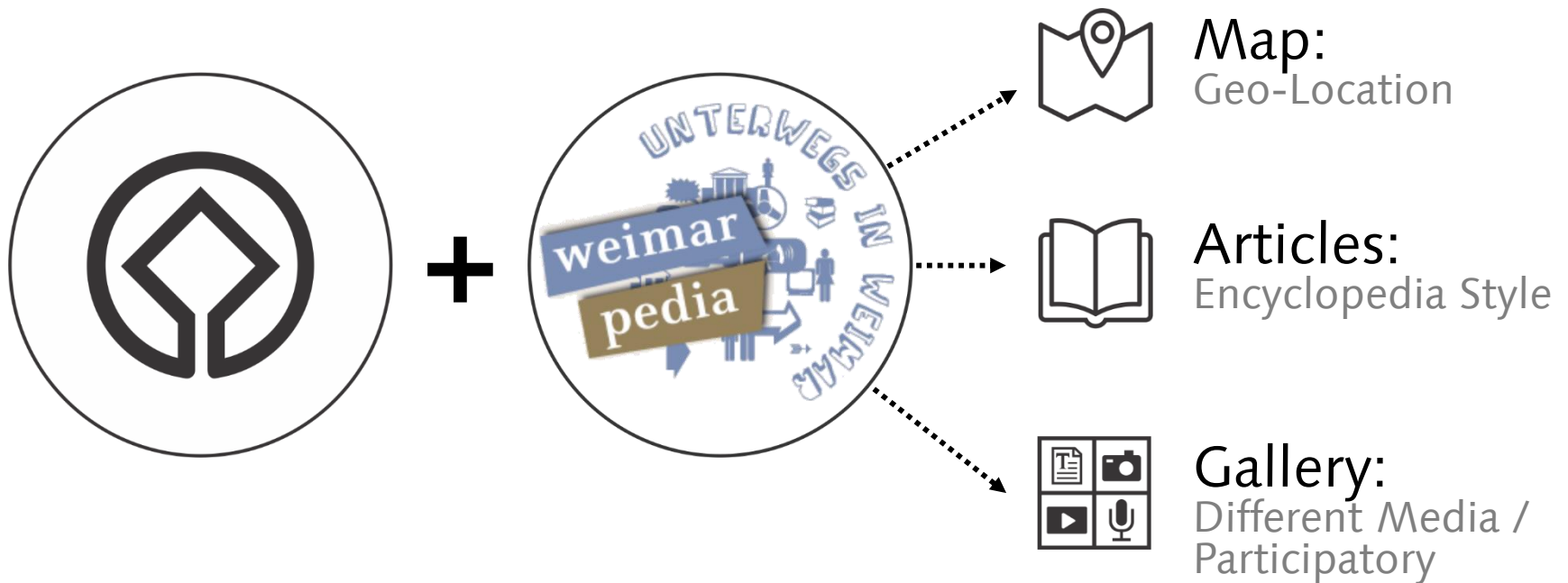
Target Groups:
Weimarpedia´s students and Tourist Visitors

General age

- 13-16 years old

- 50-59 years old
  (26% of visitors)

- 60-69 years old
  (21% of visitors)

Target Groups:
Weimarpedia´s students and Tourist Visitors

General needs when visiting Weimar

- Find P.O.I. and information about a WHS in Weimar
- Research articles inside Weimarpedia.de
- Create content for Weimarpedia
  (Photo, Video, Text, Audio)

- Find P.O.I. and Information about WHS in Weimar.
- Spend time in Weimar looking for:
  - 94% - sightseeing
  - 79% - restaurant and cafés
  - 65% - museums and exhibitions
  - 35% - UNESCO WHS

Target Groups: Presentations

- 19 January: Target Group – **Adults**

  - Liu Yun & Qianqian Li
  - Govienda Kumar & Shahadet Hossain
  - Naga Prasanna Kasu & Moitree Chowdhury
  - Mohammad Daneshkohan & Revathi Gurumoorthi
  - Ibni Amin & Kazi Fakrul Islam
  - Mohammad Shamsuddin Arefin & Tahira Sohaib
  - Pol Foreman & Ramiah Eshetu
  - Md. Riazul Islam Khan

- **Deadline for the PDF file: 18 January, 23:59h**

Target Groups: Presentations

- 26 January: Target Group - **Teenagers**

  - Yuxin Tan & Xiangzhen Fan
  - Alena Smirnova & Yung-Ching Chiu
  - Dima Meiqari
  - Alexander Bondarenko & Camila Geoffroy
  - Mana Mazidy & Elham Masoumi
  - Saeideh Khorasani Esmaeili & Yao Chen
  - Jixiang Jiang & Junyuan Wu
  - Emre Ertem & Mohamed Hanafy
  - Afroditi Manari & Shubhra Bhatt

- **Deadline for the PDF file: 25 January, 23:59h**

Target Groups: Presentations

- 10 minutes per each Group

- After 10 minutes:
  Gets Warning

- 12 min: Stops Presentation

Target Groups: Presentations

- PDF file: MM&CH_Prototype_FirstnameFamilyname1-FirstnameFamilyname2.pdf

- Deadline: 23:59h of previous presentation day

- Will be available at
http://www.uni-weimar.de/medien/wiki/
IFD:Mobile_Media_and_Cultural_Heritage_WS15#Presentations

Target Groups: Presentations

- Content Structure

Image retrieved from
https://stuff.mit.edu/afs/sipb/project/android/docs/images/training/app-navigation-screen-planning-exhaustive-map.png

Target Groups: Presentations

- Navigation & Screens Preview
- Example:
  - open the app >
  - tap on XXX1 >
  - tap on XXX2>
  - get page YYY
  - ....
  - (search, upload, etc.)
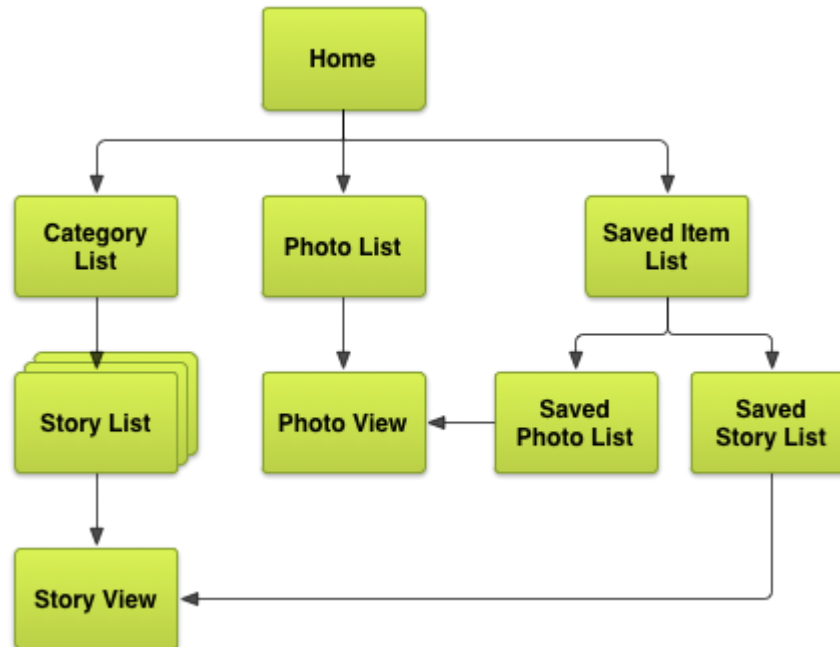
Image retrieved from
ttps://stuff.mit.edu/afs/sipb/project/android/docs/
images/training/app-navigation-wireframing-
wires-phone.png

Target Groups: Presentations

- Features
- Design / Platform decisions (why)
- …

References

References for further readings

References

- ABNT_2011.pdf (application/pdf Object). (n.d.). Retrieved November 28, 2012, from http://www.ced.pucsp.br/conteudo/downloads/ABNT_2011.pdf
- Citavi – Reference Management and Knowledge Organization. (n.d.). Retrieved November 28, 2012, from http://www.citavi.com/
- CiteULike: Everyone's library. (n.d.). Retrieved November 28, 2012, from http://www.citeulike.org/
- citing-image.jpg (JPEG Image, 441 × 295 pixels). (n.d.). Retrieved November 28, 2012, from http://library.csun.edu/blogs/cited/files/2012/11/citing-image.jpg
- CSE Quick Guide | WSU Libraries. (n.d.). Retrieved November 28, 2012, from http://www.wsulibs.wsu.edu/quickguides/cse
- Dutra, J. P., Ebel, I. R., & Lagos, A. C. (2010). *E-Magister: Digital Classbook* (p. 15). University of Bremen. Retrieved from http://www.joatan.com.br/docs/201001--DUTRA_EBEL_LAGOS--master_bremen--emagister_mobile_classbook.pdf
- Dutra, J. P., et al. (2010). *mobileHIVE - Final Project Report. StreetDroids - A Mobile Context-Aware Game for Android* (p. 203). University of Applied Sciences Bremen, University of Applied Sciences Bremerhaven. Retrieved from http://www.joatan.com.br/docs/201004--DUTRA_et_al--master_bremen_project--mobilehive_final_report.pdf

References

- Dutra, J. P. (2012). HCI/GUI Design Applied for Adaptable Context-Aware Mobile Game. Presented at the Clap Conference, Bremen, Germany. Retrieved from http://mutacao.com.br/joatan/docs/20120211--DUTRA_Joatan_Preis--HCI_GUI_Design_for_Mobile--CLAP_Paper.pdf
- EndNote | Thomson Reuters. (n.d.). Retrieved November 28, 2012, from http://endnote.com/
- Free reference manager and PDF organizer | Mendeley. (n.d.). Retrieved November 28, 2012, from http://www.mendeley.com/
- Home - IEEE Style - Subject Guides at Murdoch University. (n.d.). Retrieved November 28, 2012, from http://libguides.murdoch.edu.au/IEEE
- JabRef reference manager. (n.d.). Retrieved November 28, 2012, from http://jabref.sourceforge.net/
- Papers : mekentosj.com : Software for Research. (n.d.). Retrieved November 28, 2012, from http://www.mekentosj.com/papers/
- Purdue OWL: APA Formatting and Style Guide. (n.d.). Retrieved November 28, 2012, from http://owl.english.purdue.edu/owl/resource/560/01/
- Purdue OWL: MLA Formatting and Style Guide. (n.d.). Retrieved November 28, 2012, from http://owl.english.purdue.edu/owl/resource/747/01/

Thank You
and
Happy
Holidays!

Mobile Media & Cultural Heritage

Bauhaus-Universität Weimar

06. References

http://tiny.cc/mobilemedia2015

http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15