

# Mobile Media & Urban Spaces

Bauhaus-Universität  
Weimar

## 05. References

SS2013

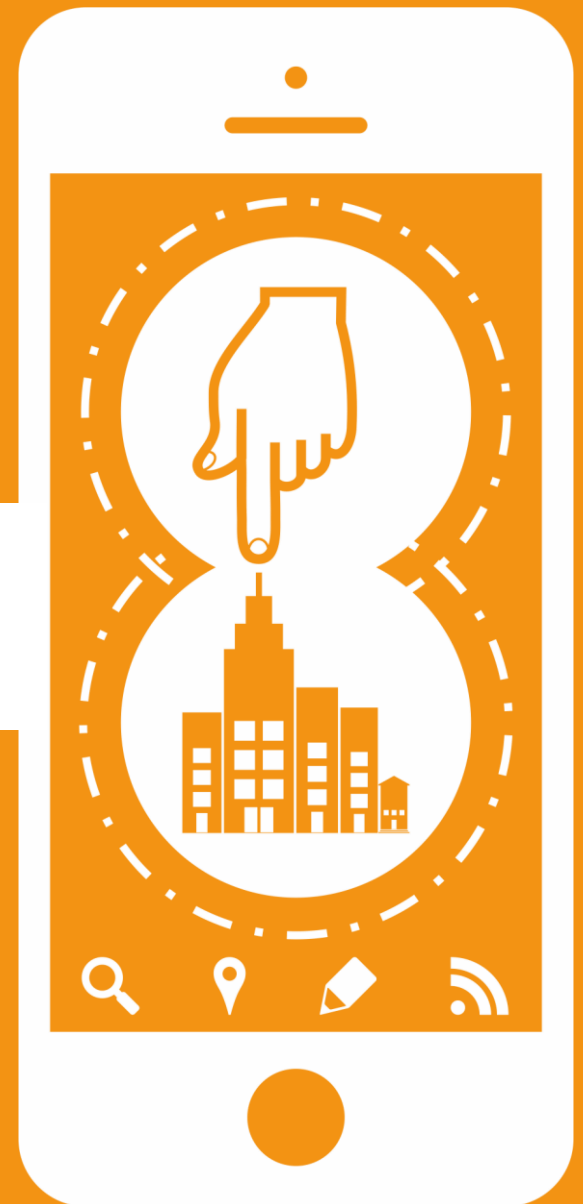
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[http://www.uni-weimar.de/medien/wiki/IFD:Mobile\\_Media\\_and\\_Urban\\_Spaces\\_WS13](http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Urban_Spaces_WS13)



# Summary

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# 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

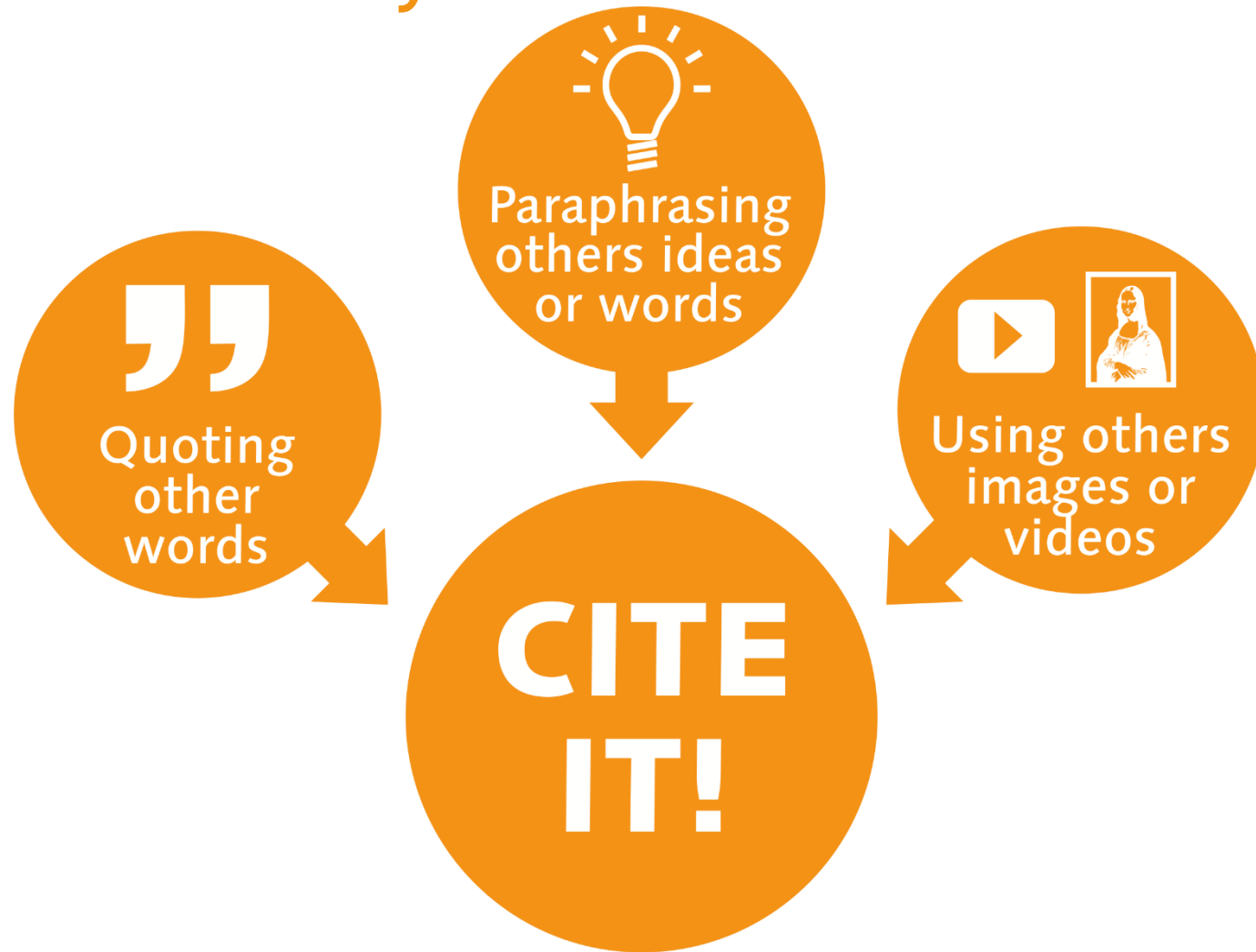


Image retrieved and modified from <http://library.csun.edu/blogs/cited/files/2012/11/citing-image.jpg>

# 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](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](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](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 <sup>1</sup>
- Example of a Website reference <sup>2</sup>
- Example of a Book reference <sup>3</sup>

## 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](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](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](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](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**

- Zotero (<https://zotero.org/>)

**EndNote**

- Endnote (<http://endnote.com/>)

 **MENDELEY**

- Mendeley (<http://mendeley.com/>)

 **RefWorks**

- RefWorks (<http://refworks.com/>)

**citeulike** 

- CiteULike (<http://citeulike.org/>)

**JabRef**

- JabRef (<http://jabref.sourceforge.net/>)



**Papers**

- Papers (<http://mekentosj.com/papers/>)

**citavi**

- Citavi (<http://citavi.com/>)



# Reference Management

## ■ Reference Manager Overview

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

		Zotero	EndNote	Mendeley	Reworks	CiteULike	JabRef	Papers	Citavi
<b>Store</b> Organize references on computer	Windows								
	Macintosh								
	Linux								
	iPhone/iPad								

# Reference Manager

- Reference Manager Overview

		Zotero	EndNote	Mendeley	Reworks	CiteULike	JabRef	Papers	Citavi
<b>Write</b> Put formatted references into manuscript	Microsoft Word								
	Open Office								
	LaTex								
	Edit styles								

# Reference Manager

- Reference Manager Overview

		Zotero	EndNote	Mendeley	Reworks	CiteULike	JabRef	Papers	Citavi
<b>Share</b> Store online, sync, share with others	WWW								
	PDF files								
	Public folders								
	API								

# Reference Manager

- Reference Manager Overview

		Zotero	EndNote	Mendeley	Reworks	CiteULike	JabRef	Papers	Citavi
<b>Read</b> Import, search, read and organize PDF files	Extract metadata								
	Fulltext search								
	PDF viewer								
	File organizer								

# Reference Manager: Zotero

- How it works

zotero

# Reference Manager: Zotero

- Install two files:

Firefox Zotero | Download

www.zotero.org/download/

Log In · Register

Upgrade Storage

Home Groups People Documentation Forums Get Involved

Search support Search

Home > Download

### Zotero for Firefox

Zotero for Firefox lets you capture and organize all your research without ever leaving the browser.

**Zotero 3.0 for Firefox**

Add a [plugin for Word or LibreOffice](#)

### Zotero Standalone

Zotero Standalone runs as a separate application and plugs into your choice of browser.

**Zotero 3.0 for Windows**

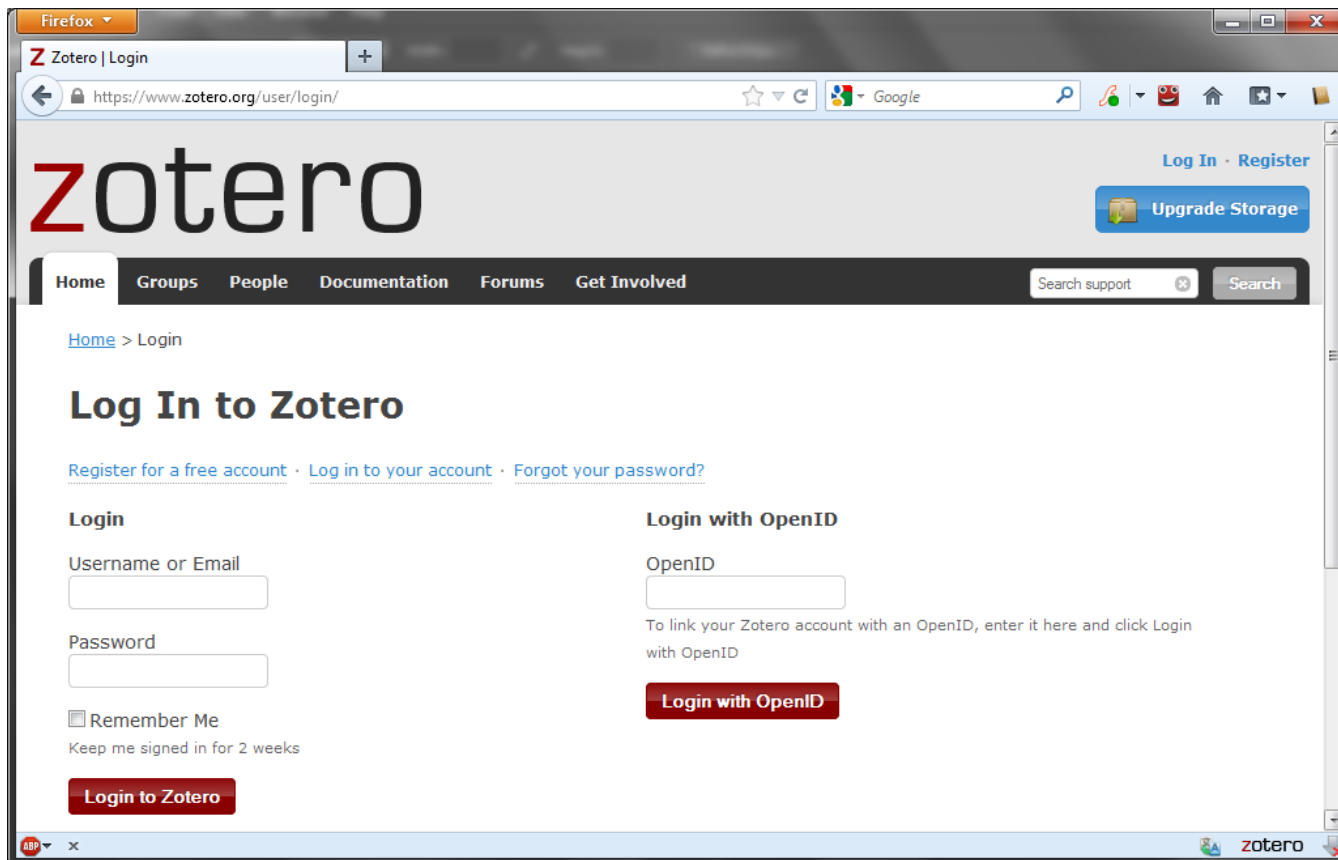
Add one of the following browser extensions:

Firefox Chrome Safari

Plugins for Word and LibreOffice are included

# Reference Manager: Zotero

- Create a free login



# Reference Manager: Zotero

- After installed – in Firefox (Windows)

The screenshot shows a Firefox browser window displaying a university website. The browser's address bar shows the URL: [www.uni-weimar.de/medien/wiki/IFD:Mobile\\_Media\\_and\\_Urban\\_Spaces\\_WS13#Homework\\_-\\_Assignment](http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Urban_Spaces_WS13#Homework_-_Assignment). The website content includes the header "Bauhaus-Universität Weimar Faculty of Media" and "Media Art & Design Interface Design / Prof. Dr. Jens Geelhaar". The main heading is "IFD:MOBILE MEDIA AND URBAN SPACES WS13". Below this, there is a graphic of a hand holding a smartphone and a "Description" section. The description text reads: "This class is designed for media students who are interested in an introduction about how the digital media are present in the urban spaces, and how it can be related to cultural aspects, through mobile devices gadgets. Nowadays, technology is present on most part of people's daily life. Digital equipment belongs to the people's routine and they are increasingly amalgamated to the daily activities and are integrated in a way such that perceptions of technology are, somehow, decreasing. On the other hand, the amount of technological gadgets spread on cities can constitute themselves as a medium." To the right of the description is a "Contents" table of contents. Below the browser window, the Zotero reference manager interface is visible. The left sidebar shows a "My Library" tree with folders like "Collaborative Mobile Media" and "Mobile Culture and Urban Spaces". The main pane shows a list of references, with "IFD:Mobile Media and Urban Spaces WS13 - Medien Wiki" selected. The right pane shows the details for this selected item, including "Item Type: Web Page", "Title: IFD:Mobile Media and Urban Spaces WS13 - Medien Wiki", and "Author: (last), (first)". The Zotero logo is visible in the bottom right corner of the interface, circled in red.



# Reference Manager: Zotero

- After installed – in Firefox (Mac)

The screenshot shows a Firefox browser window displaying a web page from Bauhaus-Universität Weimar. The page is titled "Media Art & Design" and "Interface Design / Prof. Dr. Jens Geelhaar". The main content is for the course "IFD:MOBILE MEDIA AND URBAN SPACES WS13". A Zotero library window is open at the bottom, showing a list of references. A red circle highlights the Zotero logo in the bottom right corner of the library window.

**Firefox Browser Window:**

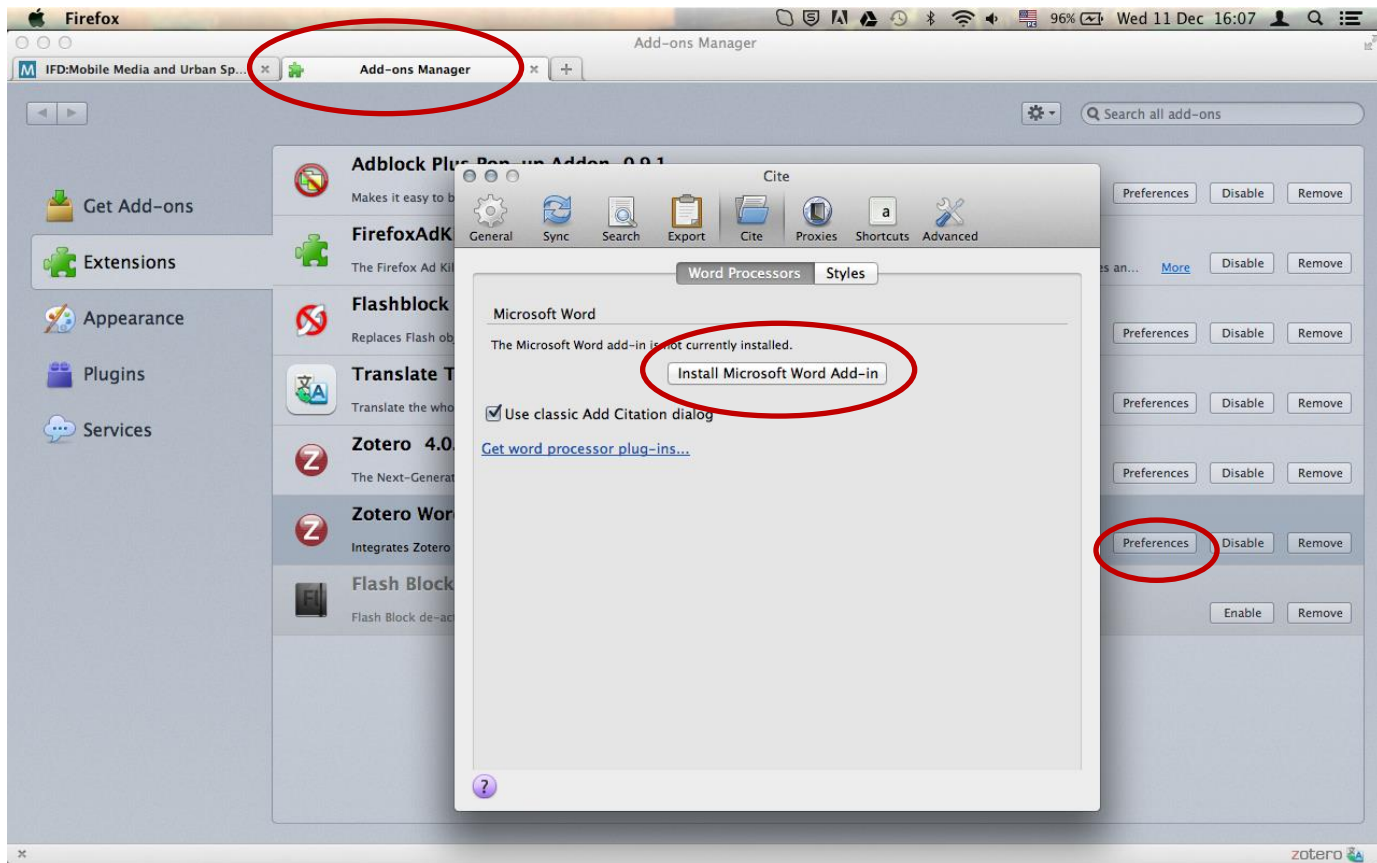
- Address bar: [www.uni-weimar.de/medien/wiki/IFD.Mobile\\_Media\\_and\\_Urban\\_Spaces\\_WS13](http://www.uni-weimar.de/medien/wiki/IFD.Mobile_Media_and_Urban_Spaces_WS13)
- Page Title: IFD:MOBILE MEDIA AND URBAN SPACES WS13
- Page Content: Media Art & Design, Interface Design / Prof. Dr. Jens Geelhaar

**Zotero Library Window:**

Title	Creator	Info	Notes	Tags	Related
IFD:Mobile Media and Urban Spaces WS13 – Medien Wiki					
JabRef reference manager					
mobileHIVE – Final Project Report. StreetDroids – A Mobile Context...	Dutra et al.				
p32-ishii.pdf (application/pdf Object)					
Papers : mekentosj.com : Software for Research					
Reference Manager Overview   Gobbledygook					
RefWorks Home Page					

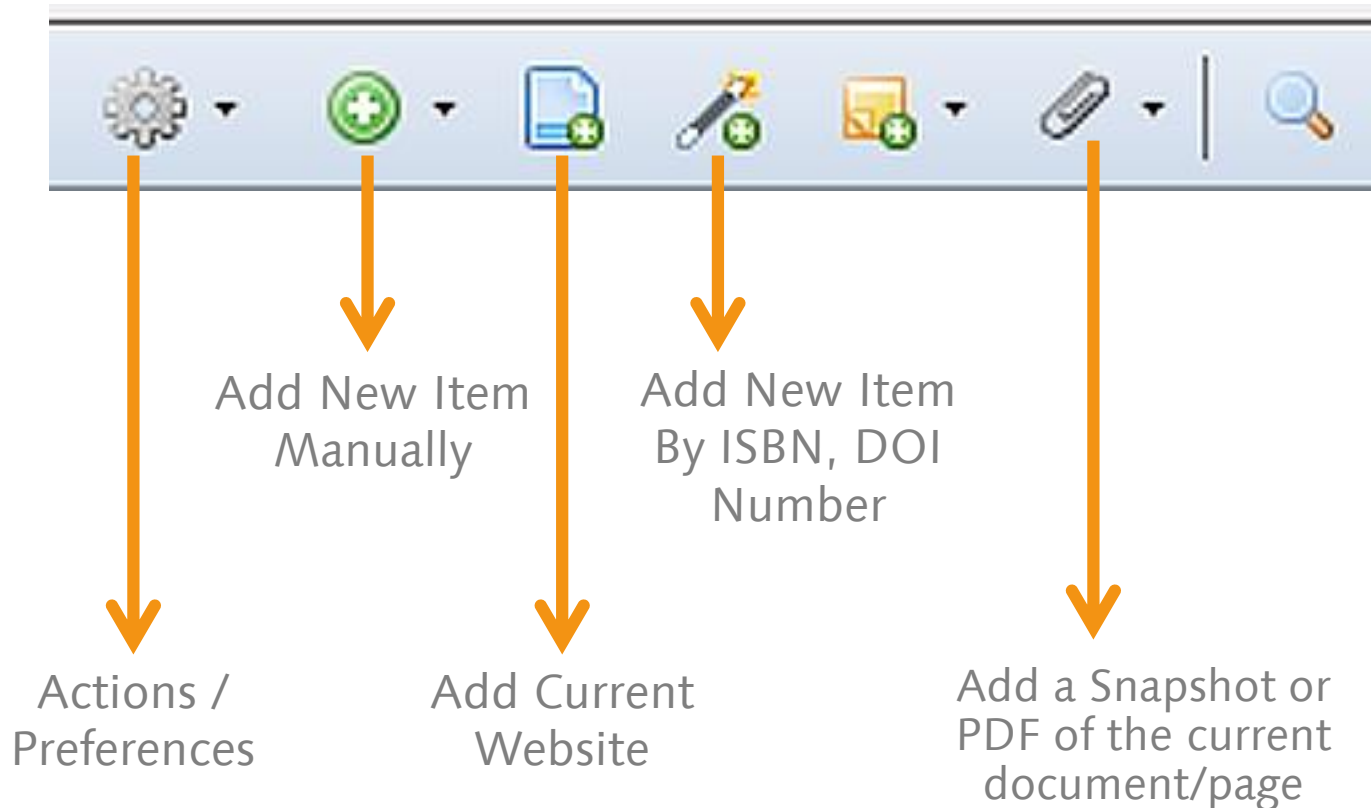
# Reference Manager: Zotero

- After installed – in Firefox (Mac)



# Reference Manager: Zotero

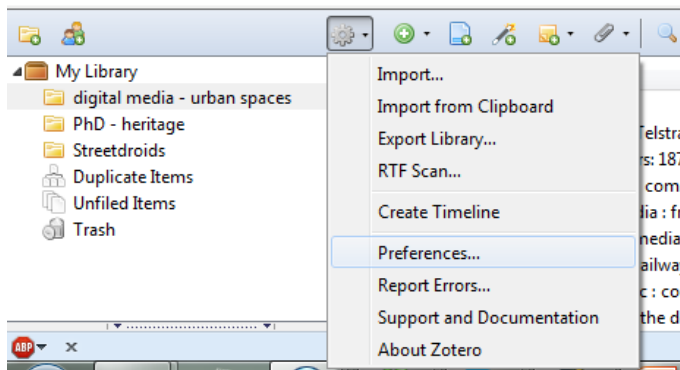
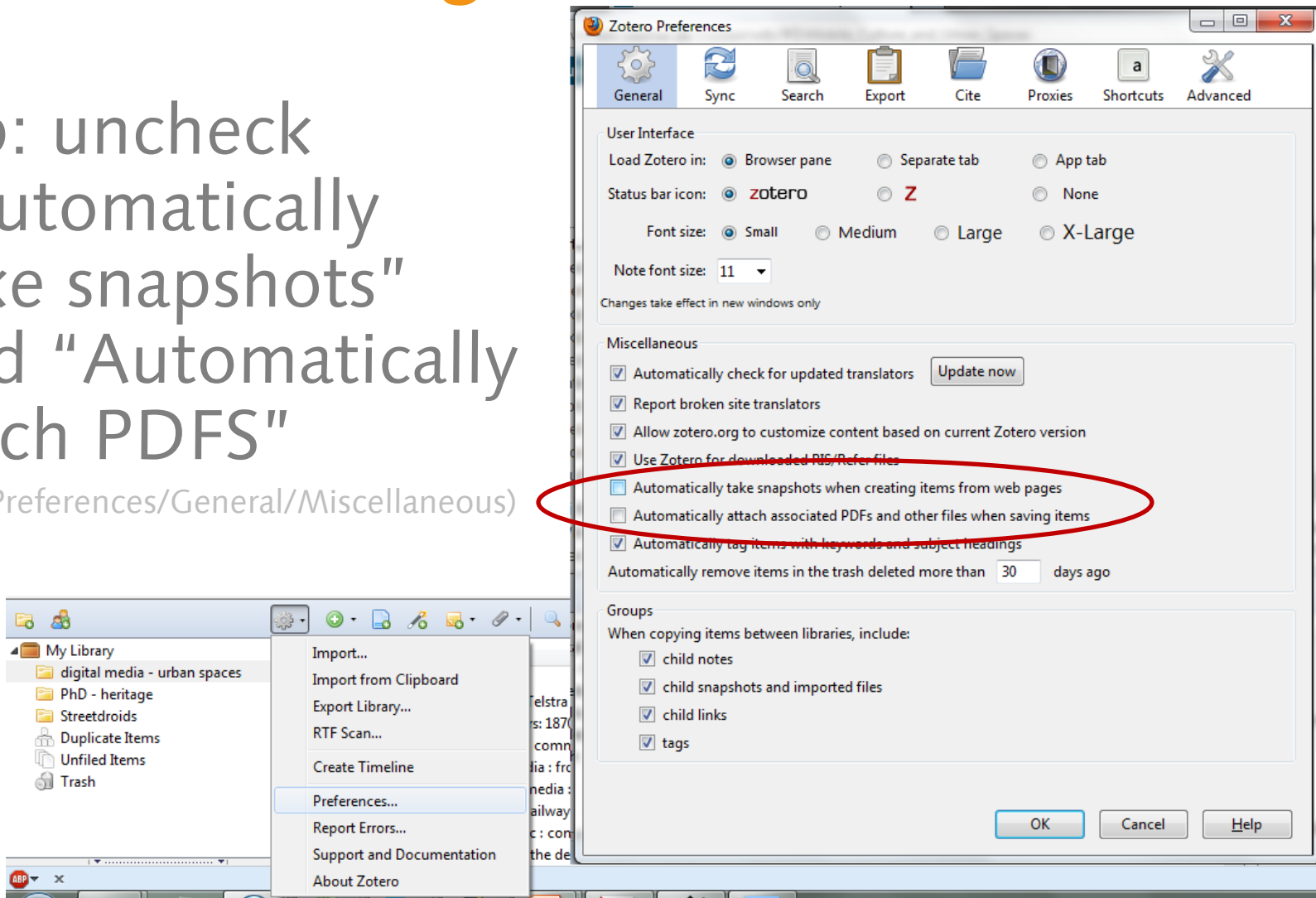
- After installed – in Firefox



# Reference Manager: Zotero

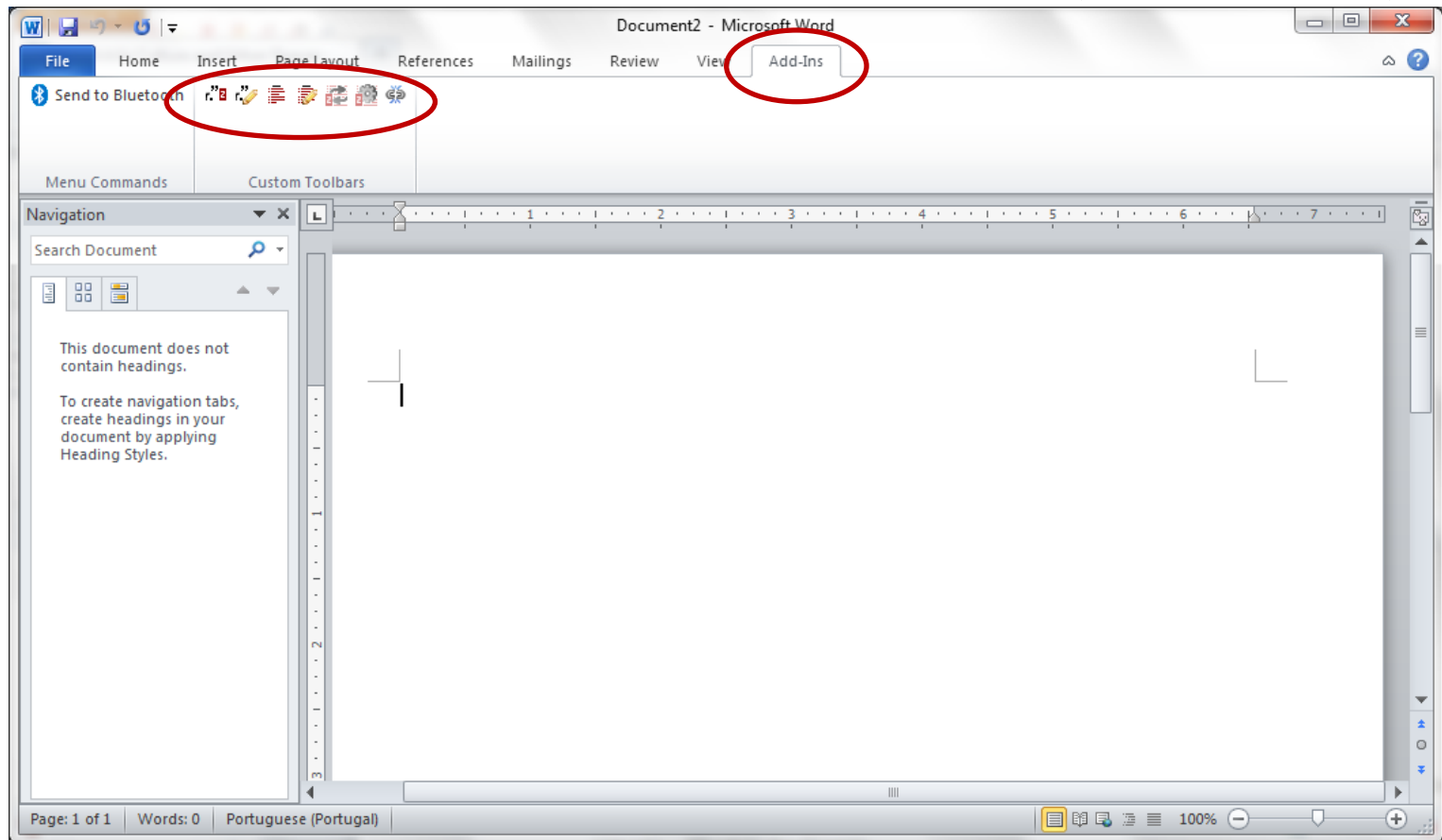
- Tip: uncheck "Automatically take snapshots" and "Automatically attach PDFs"

(Actions/Preferences/General/Miscellaneous)



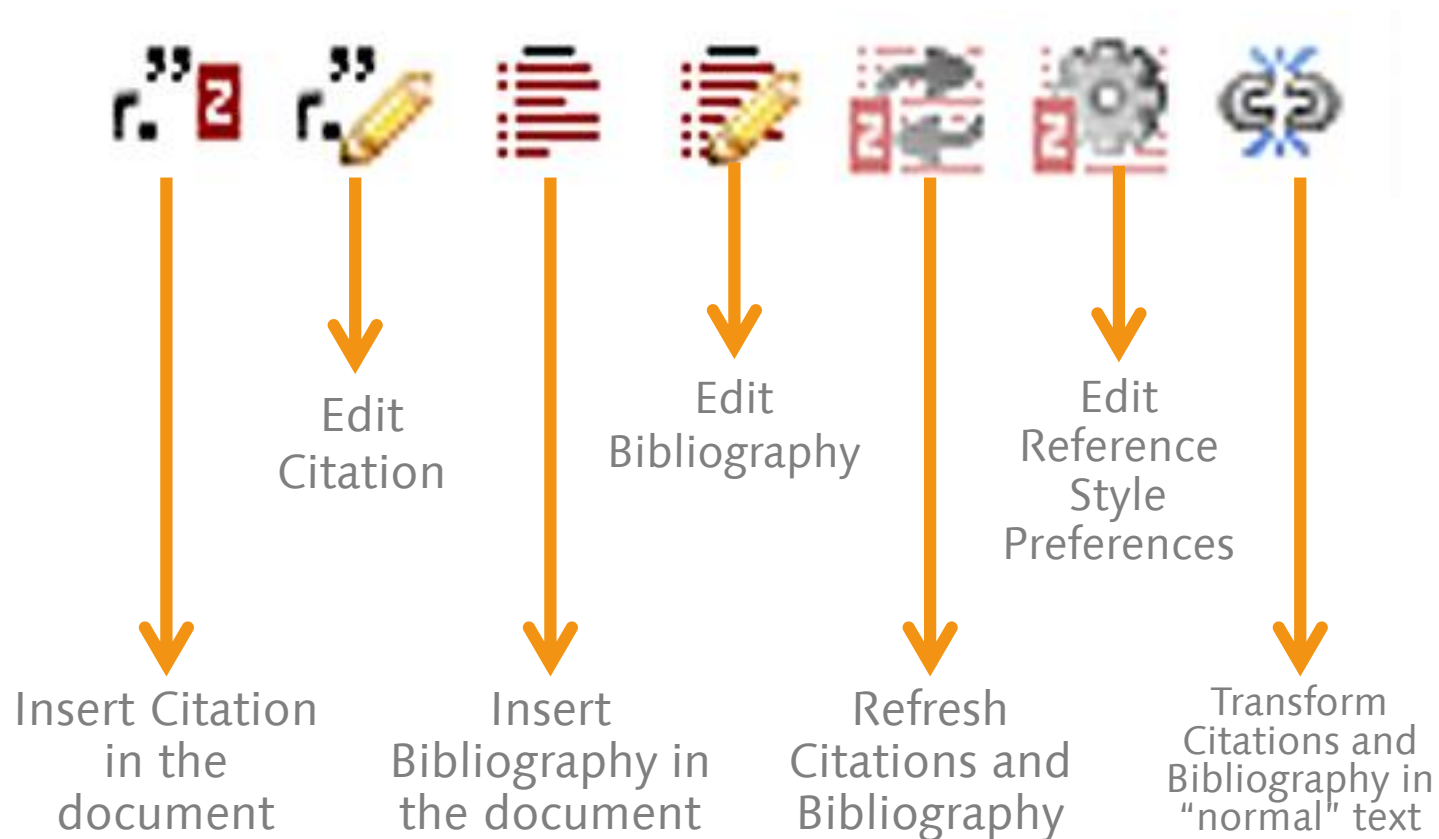
# Reference Manager: Zotero

- After installed – in MS Word (Windows)



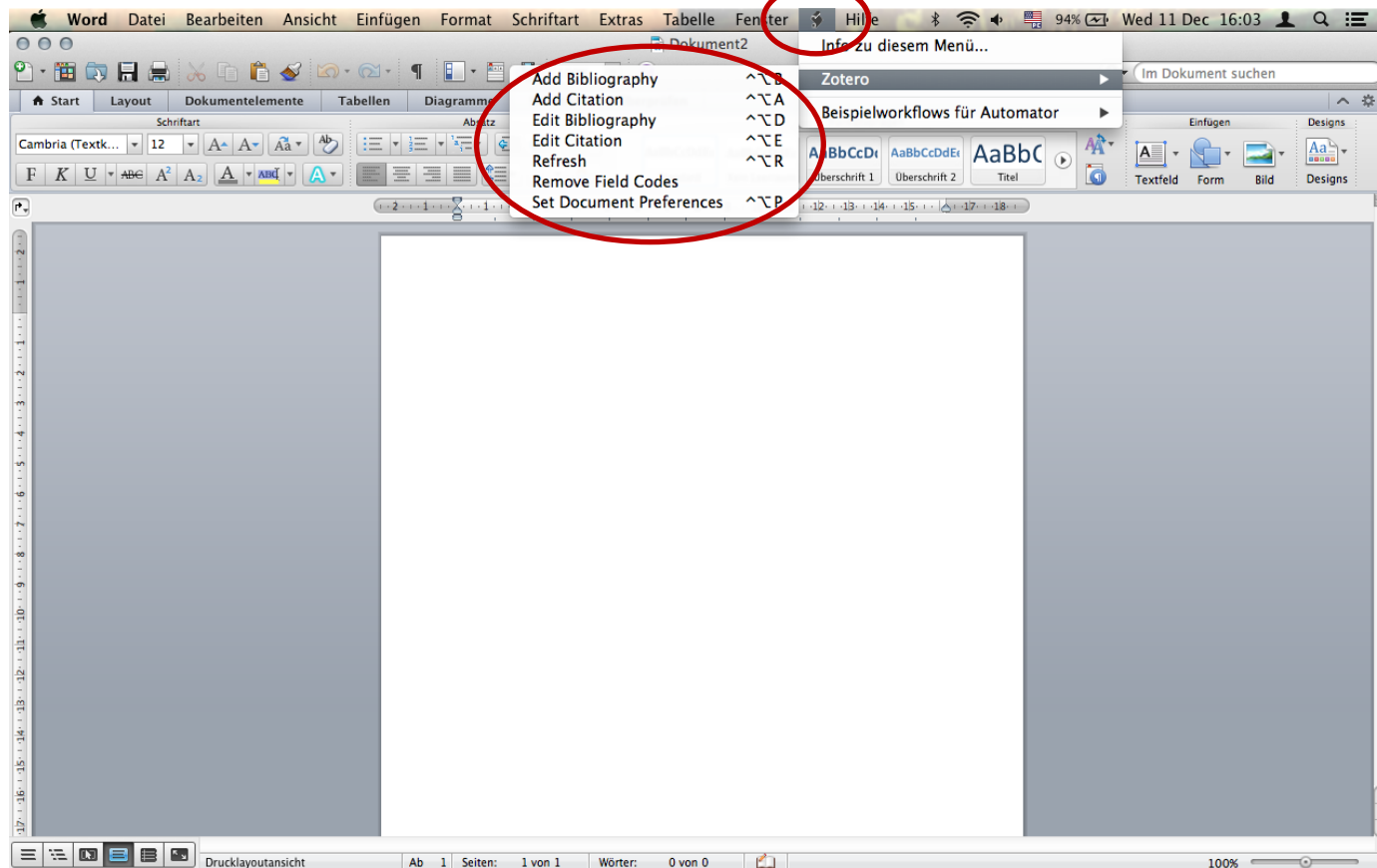
# Reference Manager: Zotero

- After installed – in MS Word



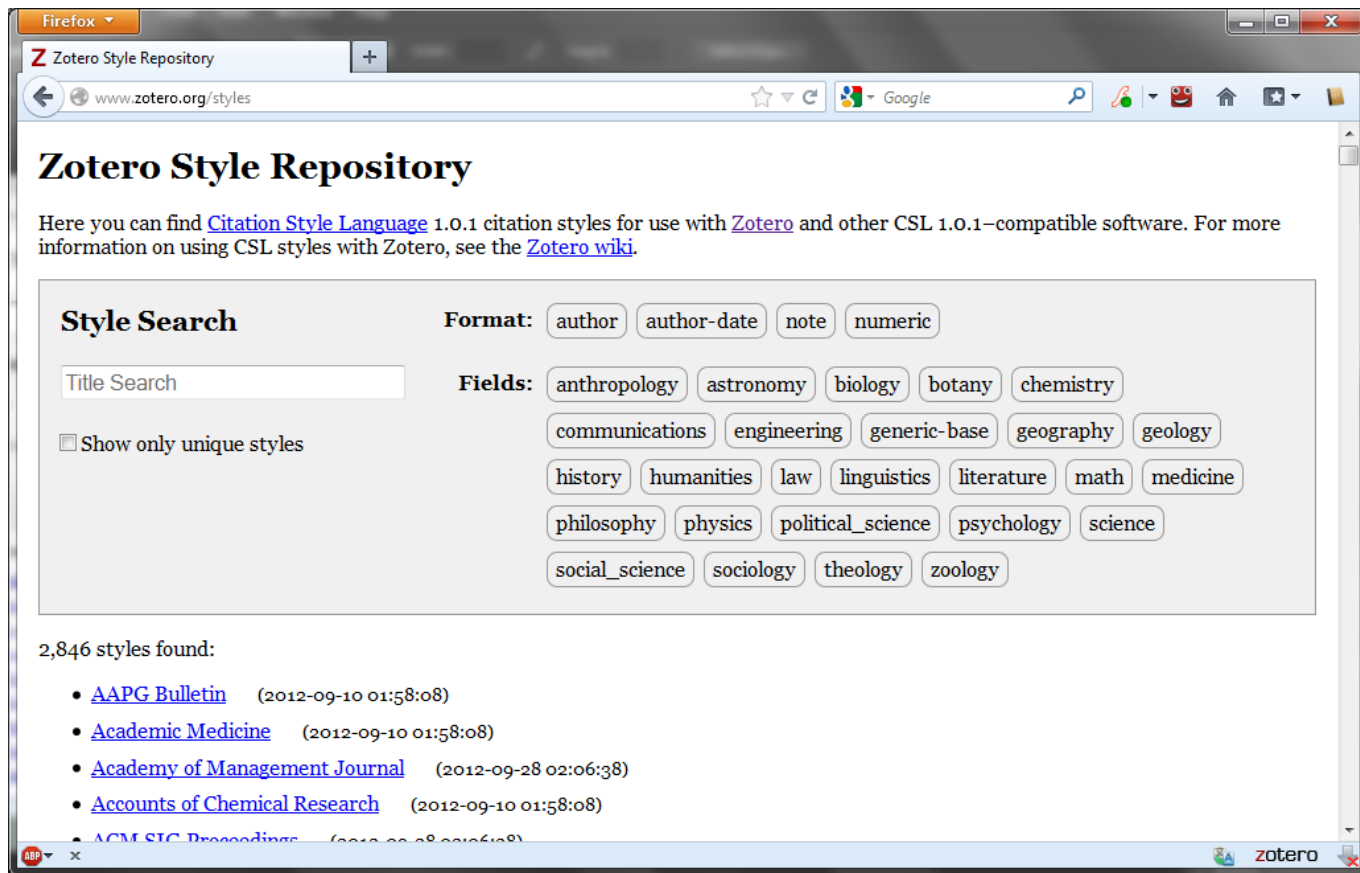
# Reference Manager: Zotero

- After installed – in MS Word (Mac)



# Reference Manager: Zotero

- Adding new styles: [www.zotero.org/styles/](http://www.zotero.org/styles/)





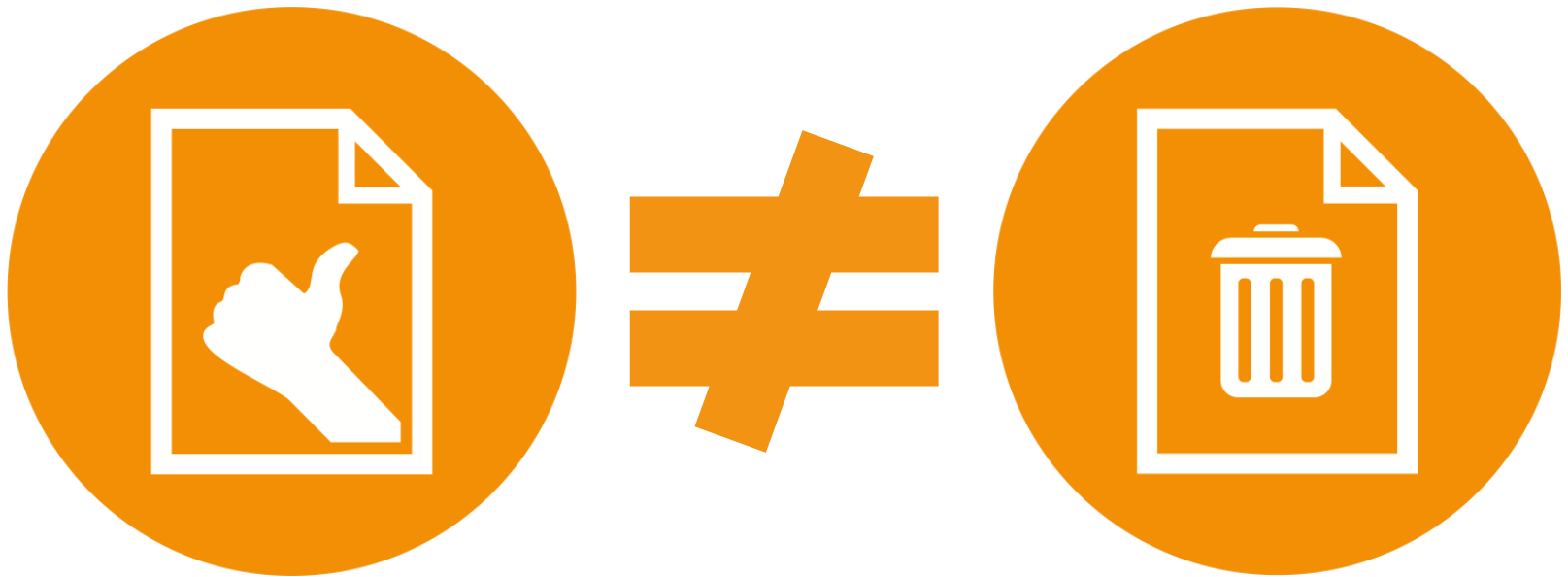
# Reference Manager: Zotero

- How to collect/add your references and citations, using Zotero:  
<https://www.youtube.com/watch?v=5MxLys74nfU>

# Writting Tips

And mistakes to avoid

# Writting Tips



# Writing Tips: Essay Structure

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

# Writing Tips: Essay Structure

## Abstract

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

# Writing 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 (...)"

# Writing 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 specific design approaches were chosen; for instance: design considerations for small screens.

# Writing 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, (...)"



# Writing 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)

# Writing Tips: Essay Structure

## Example

- 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](http://mutacao.com.br/joatan/docs/20120211--DUTRA_Joatan_Preis--HCI_GUI_Design_for_Mobile--CLAP_Paper.pdf)

# Writing Tips: Formal Grammar Style\*

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

\* N. Oczkowski (2009). File not available

# Writing 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.

# Writing Tips: Formal Grammar Style

- **Use formal negative forms**



The analysis didn't yield any new results.



The analysis yielded no new results.

# Writing 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.

# Writing Tips: Formal Grammar Style

- **Avoid “you” and “your”**



You can see the results in Table 1.



The results can be seen in Table 1.

# Writing 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.



# Writing Tips: Formal Grammar Style

- **Mid position adverbs?**



This model was developed by Krugman (1979) originally.



This model was originally developed by Krugman (1979).

# Writing 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.

# Writing 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.

# Writing 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.

# Writing 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.

# Writing Tips: Formal Grammar Style

- **Watch diction**



The library has all sorts of stuff for everybody.



The library has many resources available for its patrons.

# Writing Tips: Formal Grammar Style

- **Avoid slang**



This paper addresses a *hot topic*.

# Writing Tips: Formal Grammar Style

- **Avoid clichés**



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



# Writing Tips: Formal Grammar Style

- Beware of gender-specific language



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

# Writing 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.

# Writing 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.

# Writing 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.

# Writing 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 (25% 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 (2<sup>nd</sup> assignment), 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 **14<sup>th</sup> February 2014**  
at 23h:59m

# 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](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](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](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](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/>

# References

- Reference Manager Overview | Gobbledygook. (n.d.). Retrieved November 27, 2012, from <http://blogs.plos.org/mfenner/reference-manager-overview/>
- RefWorks Home Page. (n.d.). Retrieved November 28, 2012, from <http://www.refworks.com/>
- Stone, D. L., & Open University. (2005). *User interface design and evaluation*. Amsterdam; Boston, Mass.: Elsevier : Morgan Kaufmann.
- The Chicago Manual of Style Online: Chicago-Style Citation Quick Guide. (n.d.). Retrieved November 28, 2012, from [http://www.chicagomanualofstyle.org/tools\\_citationguide.html](http://www.chicagomanualofstyle.org/tools_citationguide.html)
- two-sides-of-brain.png (PNG Image, 2560 × 1600 pixels). (n.d.). Retrieved November 28, 2012, from <http://estudioimg.files.wordpress.com/2012/05/two-sides-of-brain.png>
- Zotero | Home. (n.d.). Retrieved November 28, 2012, from <http://www.zotero.org/>
- Zotero Demonstation - YouTube. (n.d.). Retrieved November 28, 2012, from <https://www.youtube.com/watch?v=5MxLys74nfU>

# Thank You!



# Mobile Media & Urban Spaces

Bauhaus-Universität  
Weimar

## 05. References







<http://tiny.cc/mobilemedia2013>



[http://www.uni-weimar.de/medien/wiki/IFD:Collaborative\\_Mobile\\_Media\\_SS13](http://www.uni-weimar.de/medien/wiki/IFD:Collaborative_Mobile_Media_SS13)