

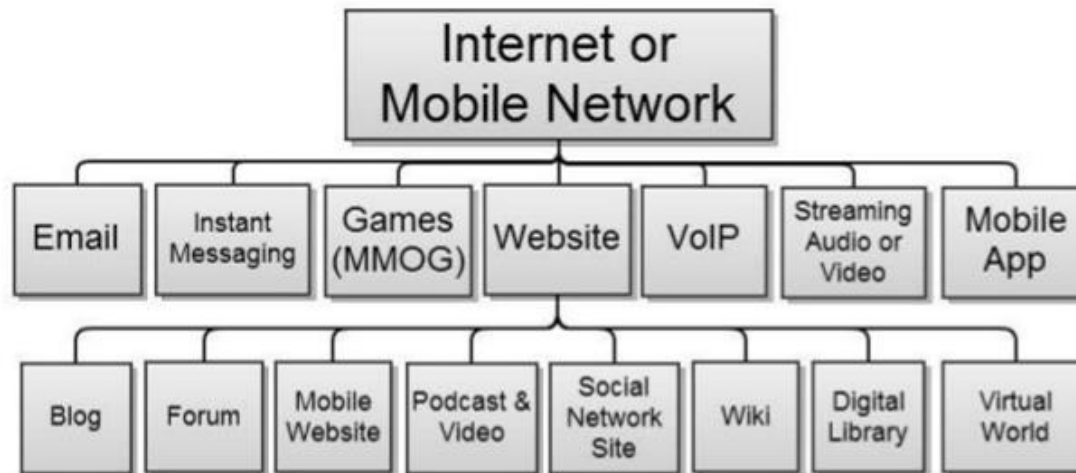


CHALLENGES OF REFERENCING E-INFORMATION

DR DAVID BATE
ASAIB ANNUAL CONFERENCE
PRETORIA, SOUTH AFRICA
21 MAY 2015

E-INFORMATION

- E-information is 'electronic information' that is accessible through any online platform, particularly the Internet or mobile communications platforms
- Most e-information is found on the word-wide web, but there are pervasive sources of e-information:



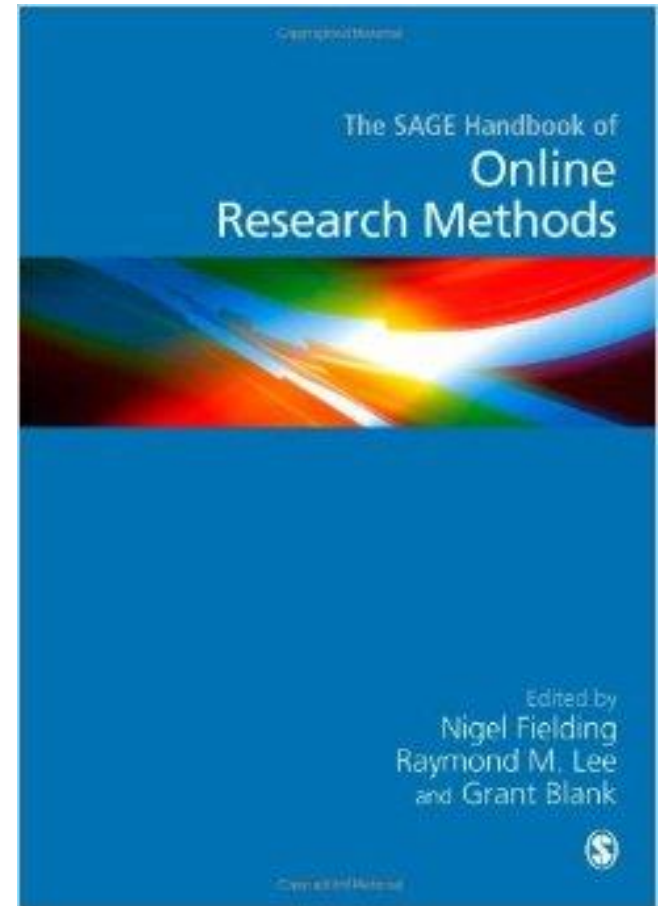
Source: Farrelly, G. 2016. *Online Research: New Challenges and Opportunities*. Toronto: University of Toronto.

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E-RESEARCH

- E-information is not online research
- E-information is the outcome of e-research
- An entire discipline is evolving around online research:
 - Electronic platforms or content to collect research data
 - Online methods to study online or offline phenomena
- Online methods include: web-based surveys, email and VoIP interviews, computer-captured data, remote observation, audience response systems, remote user testing and experiments, autoethnography (via blogging), photo documentation (via mobile device)
- The challenges and opportunities with online research are receiving extensive consideration in academia

Source: Farrelly, G. 2016. *Online Research: New Challenges and Opportunities*. Toronto: University of Toronto.



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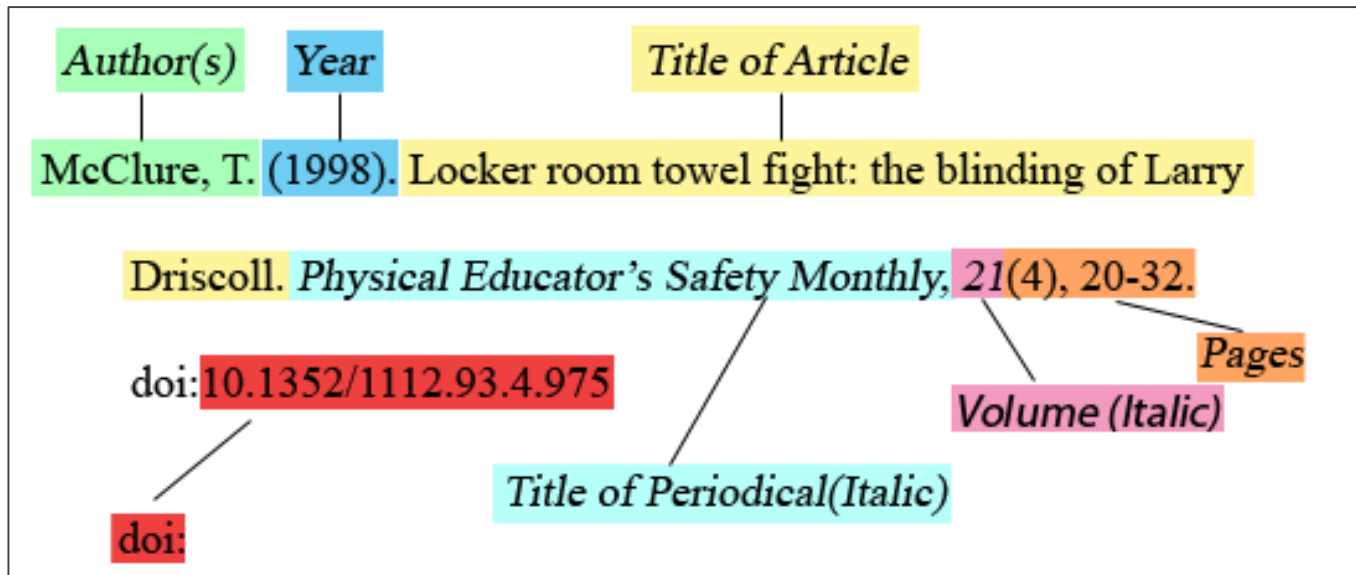
E-REFERENCING

- Purpose of referencing:
 - Reliably identify and acknowledge the author of original piece of information
 - Enable readers to find original piece of information
- E-information challenges referencing's core purposes
- Just like there are competing referencing methodologies, there are competing ways to deal with the citation of e-information
- E-information challenges referencing's integrity



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E-REFERENCING CHALLENGES



- Author
- Year
- Title
- Publication
- Publisher
- City
- Pages
- Citation Location

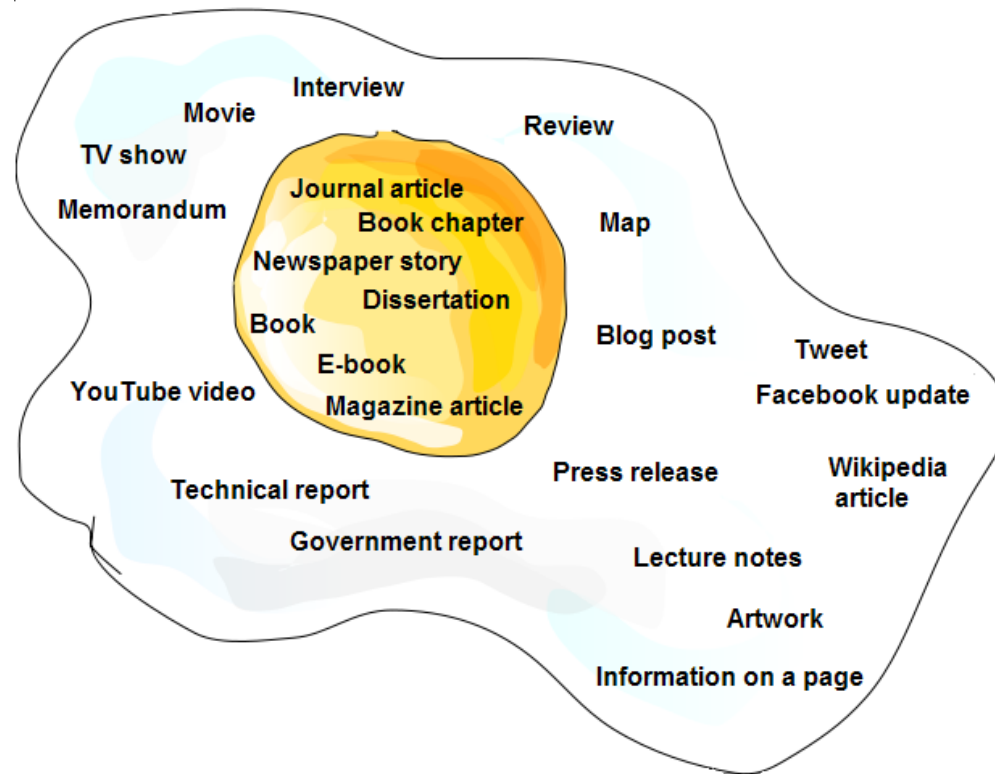
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EXAMPLE OF A LONG TITLE

ICASA. 2004a. Issue of a license in terms of Section 40A of the Telecommunications Act, Act No. 103 of 1996, to provide telecommunications services to under-serviced areas: Under-serviced area license in terms of Section 40A of the Telecommunications Act 103 of 1996, as amended, issued to Thinta Thinta Telecomms (Proprietary) Limited. General Notice 2725/2004 *Government Gazette* 26996, 17 November 2004. Johannesburg: Independent Communications Authority of South Africa.

<http://www.info.gov.za/view/DownloadFileAction?id=60305> (accessed 4 July 2006).

CLASSIFICATION OF E-INFORMATION



Source: Lee, C.. 2010. *How to Cite Something You Found on a Website in APA Style*. Washington: American Psychological Association.

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EXAMPLE OF A LONG LOCATOR

Matsepe-Casaburri, I. 2001f. Determination of under serviced areas. General Notice 1389/2001 *Government Gazette* 22954, 18 December 2001. Pretoria: Republic of South Africa, Department of Communications.

<http://www.icasa.org.za/Repository/resources/Events&%20Publications/Publications/Government%20Gazettes/GG%2022954%20Notice%201389%20of%2018%20December%202001.pdf> (accessed 1 June 2002).

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CONCLUSIONS

- Referencing always gets a bad rap
- Referencing more important than ever with proliferation of e-information
- Even higher need to know where information comes from and hold the author accountable
- Referencing bodies need to get their act together to figure out how to manage growth of e-information



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THANK YOU

Librarians are almost always very helpful and often almost absurdly knowledgeable. Their skills are probably very underestimated and largely underemployed.

– Charles Medawar

At age 4 success is not peeing in your pants.
At age 12 success is having friends.
At age 16 success is having a drivers license.
At age 20 success is having sex.
At age 35 success is having money.
At age 50 success is having money.
At age 60 success is having sex.
At age 70 success is having a drivers license.
At age 75 success is having friends.
At age 80 success is not peeing in your pants

Google can bring you back 100,000 answers.
A librarian can bring you back the right one.

– Neil Gaiman

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