

WEB SITE ASSESSMENT, COMPUTER ETHICS AND ACADEMIC INTEGRITY

WEEK 6



Information Quality Assessment – Content Evaluation

Objectives

At the end of this chapter, you will be able to learn:

- how to assess information returned by the search engines
- how to assess content
- ethical/legal issues encountered while using computers
- types of Intellectual Property Rights (IPR)
- how to cite resources and well-known citation formats
- what is plagiarism
- what is Netiquette (**internet etiquette**)
- what is Internet Fraud

INFORMATION QUALITY ASSESSMENT

Finding Resources

Digital Information Fluency Model



INFORMATION QUALITY ASSESSMENT

Importance of Evaluating Resources

*“Imagine you have been set **a project on football**. You decide that you want to find some information on the Internet.*

*You do a search for the word "football". **You find that there are over 500 websites about football.***

Some of these will be useless to you, e.g. pictures of people playing football or a list of cartoon characters who play football“

How can you locate the right website?

To locate the right web page, we have to evaluate each of these resources according to some criteria.



INFORMATION QUALITY ASSESSMENT

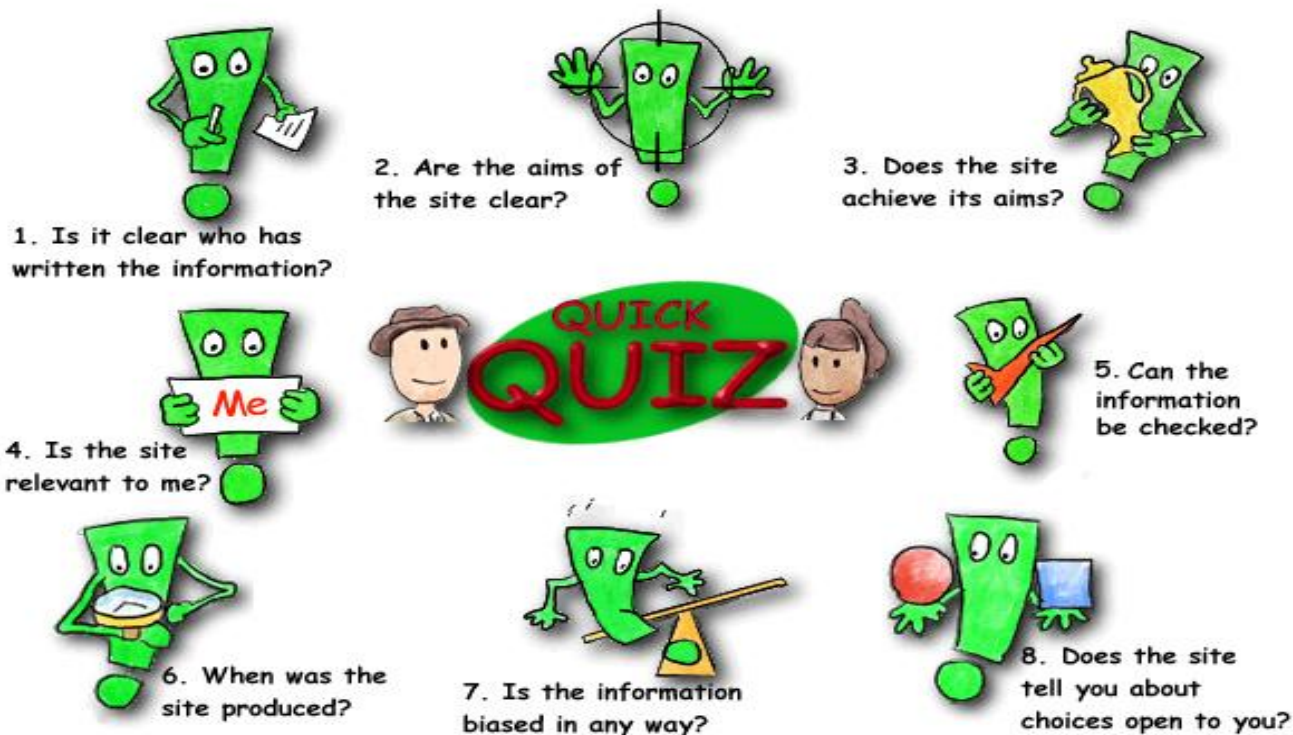
Why do We Need to Evaluate Websites?

- **Volume of Resources :** The number of resources available on the Internet is immense. There are millions of web sites on a specific content.
- **Anyone Can Publish on the Internet:** Organizations, companies, educational institutions, government agencies, communities, and individual people all serve as information providers for the electronic Internet community.
- **No Approval Necessary:** Most of the information on the Internet is not reviewed or "filtered". In other words, unlike traditional information media (books, magazines, videos), no one has to approve the content before it is made public.

INFORMATION QUALITY ASSESSMENT

Evaluation Resources

Because of these reasons, web site evaluation is necessary!!!!
But how can we evaluate resources? The following criteria are helpful for us during this evaluation period.



Evaluation Criteria of a Web Site

Information Quality Assessment – Content Evaluation

Content Analysis

- Content analysis is a technique used to compress huge texts to fewer content categories based on the criteria selected [3].
- Ormondroyd, Engle, and Cosgrave [4] suggest the following 5 main criteria to be used in the content analysis process of evaluation of Web sites:
 1. *Intended Audience*
 2. *Objective Reasoning*
 3. *Coverage*
 4. *Writing Style*
 5. *Evaluative Reviews*

Information Quality Assessment – Content Evaluation

Content Analysis : Intended Audience

To evaluate the content of material, ask these questions for;

1. Intended Audience;

- What type of audience is the author addressing?
- Is the publication aimed at a specialized audience?
- Is this source too elementary, too technical, too advanced, or just right for your needs?
- Go to the web site www.metu.edu.tr and identify the intended audience of the site.

Information Quality Assessment – Content Evaluation

Content Analysis : Objective Reasoning

2. Objective Reasoning;

- Is the information covered a fact, an opinion, or a propaganda?
- Does the information seem to be valid, well-researched, or is it questionable and unsupported by evidence?
- Is the author's point of view objective and unbiased?
- Is the language free of emotion-arousing words and bias?
- Examine the given site. Is it biased or not? [http://
www.peta.org/](http://www.peta.org/)

Information Quality Assessment – Content Evaluation

Content Analysis: Coverage

3. Coverage;

- Does the work go beyond other sources, substantiate other materials you have read, or add new information?
- Does it extensively or marginally cover your topic?
- Example: You investigate the effects of computer games in education. Is the following web site related with your area? http://en.wikipedia.org/wiki/Computer_games

Information Quality Assessment – Content Evaluation

Content Analysis : Writing Style

4. Writing Style;

- Is the publication organized logically?
- Are the main points clearly presented?
- Do you find the text easy to read?
- Is the author's argument repetitive?

Information Quality Assessment – Content Evaluation

Content Analysis: Evaluative Reviews

5. Evaluative Reviews

- Locate critical reviews of books in a reviewing source, such as Book Review Digest, Book Review Index, or Periodical Abstracts.
- Is the review positive?
- Does the book under review make a valuable contribution to the field?
- Does the reviewer mention other books that might be better? If so, locate these sources for more information on your topic.
- Do the various reviewers agree on the value or attributes of the book or do they stir controversy among the critics?
- For Web sites, consider consulting one of the evaluations and reviewing sources on the Internet.

Information Quality Assessment – Content Evaluation

Information Quality (2025): SIFT & Lateral Reading

The volume of content on the internet is vast, and anyone can publish it; most content is not pre-reviewed.

Method (SIFT):

Stop: Don't be too quick to believe/share; stop first.

Investigate the source: Domain name, "About Us," author expertise, funding/conflicts of interest.

Find better coverage: Compare the same claim with a reliable source/multiple sources.

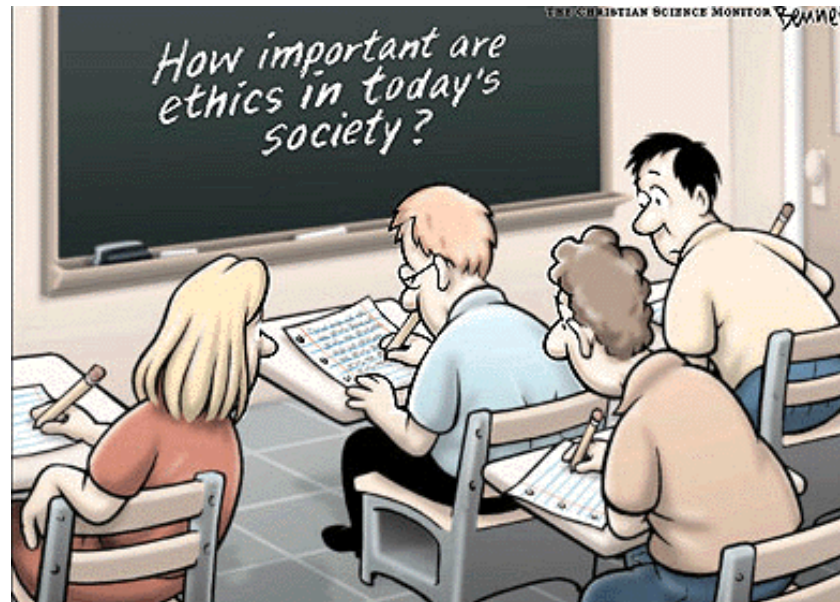
Trace to the original: Follow the original data/study instead of a screenshot/quote.

Further Information: <https://guides.lib.uchicago.edu/c.php?g=1241077&p=9082322&ut>

ETHICAL / LEGAL ISSUES

Definition of Ethics

Ethics is defined as the branch of philosophy concerned **with what's right and what's wrong**. In this tutorial, we are dealing with computer ethics. It is mainly dealing with how we interact with one another by considering ethical legal issues encountered while using computers.



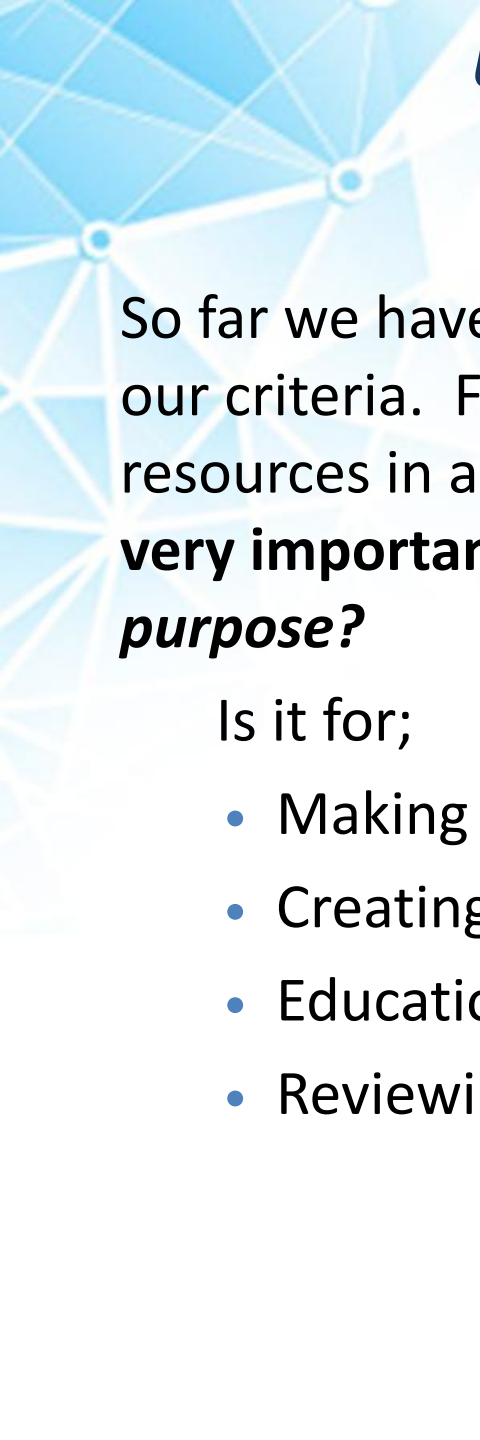
Ethics is important

ETHICAL / LEGAL ISSUES

DO NOTs !!!

In general we can say that it's **unethical** to;

- Use your computer to harm others or steal (illegal).
- Use or access someone else's computer resources without permission.
- Copy copyrighted software either for your own use or to give to others.
- Data Scraping without permission, leaking sensitive company/personal data into public LLMs, and identity theft via phishing.



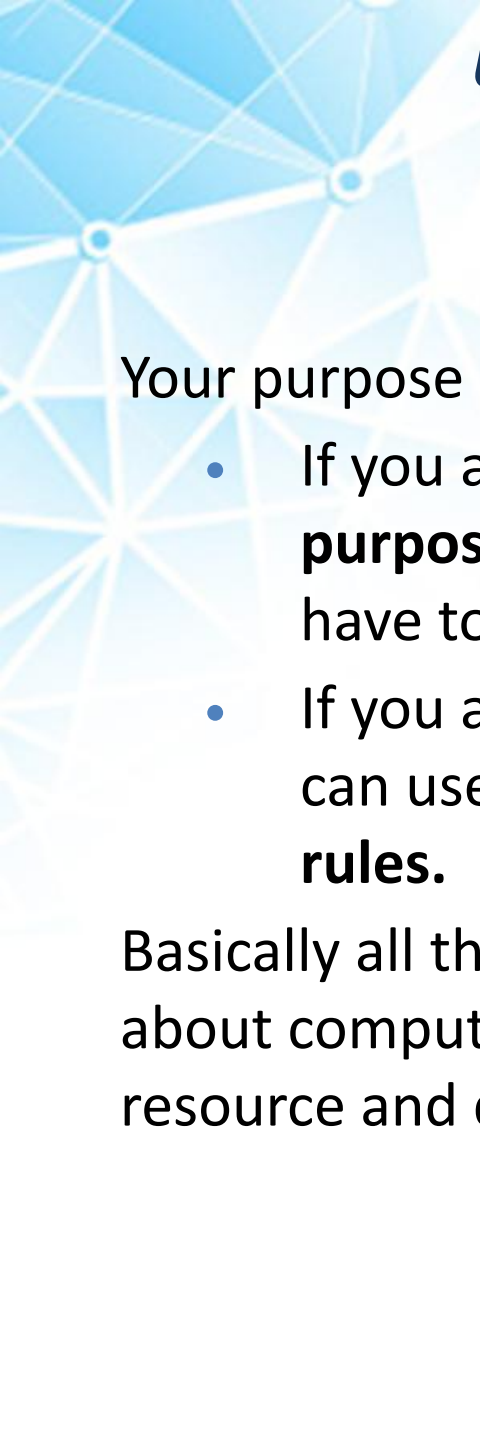
USING RESOURCES IN DOCUMENT

Define Your Objectives

So far we have found resources and evaluate them according to our criteria. From now on, we will learn how to use these resources in a document. Firstly; **your objective for the use is very important.** The Question to be asked is: ***What is your purpose?***

Is it for;

- Making trade?
- Creating a new material?
- Educational purposes?
- Reviewing the Product?



USING RESOURCES IN DOCUMENT

Importance of Your Objectives

Your purpose is important because;

- If you are using a product or a resource for **commercial purposes** or **for creating a new material** out of it, you have to **purchase it or pay its cost**.
- If you are using a material **for educational purposes**, you can use this material **freely provided that you obey some rules**.

Basically all these issues are related with ethical/legal issues about computers. Let's learn the rules and legal issues of resource and digital product usage.

INTELLECTUAL PROPERTY RIGHTS (IPR)

Definition of Intellectual Property Rights

Intellectual Property Rights (IPR), very broadly, are **rights granted to creators and owners of works that are results of human intellectual creativity**. These works can be in the **industrial, scientific, literary and artistic domains**. It can be in the **form of an invention, a manuscript, a suite of software, or a business name** [5].

BE CAREFUL Intellectual Property Rights ☺



INTELLECTUAL PROPERTY RIGHTS (IPR)

Types of Intellectual Property Rights

The **Intellectual Property Rights** types are as follows:

- Patents
- Trade Secret
- Trade Mark
- **Copyright**



NOTE: We only cover copyright in details in this lecture.



Different Types of Intellectual Property Rights

INTELLECTUAL PROPERTY RIGHTS (IPR)

Types of Intellectual Property Rights

- **Patents**

- Usually refers to a right granted to anyone who invents or discovers any new and useful process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof.

Example: Nintendo Wii System's Remote Controller Design Patent
(to search patents <http://www.google.com/patents>)

- **Trade Secret**

- A trade secret is a formula, practice, process, design, instrument, pattern, or compilation of information which is not generally known or reasonably ascertainable. **Example: Special substance of Coca Cola**

- **Trade Mark**

- A Name, Word, Phrase, Logo, Symbol, Design, Image
- Indicates the consumers that the product, with which the trademark appears, originate from a unique source of origin, and distinguishes its products from those of others.



INTELLECTUAL PROPERTY RIGHTS (IPR)

Copyright

- A **copyright** is a type of legal protection of intellectual property.
- **A copyright** protects an expression of an idea.
- People who create music or make movie usually copyright their compositions.
- The symbol stated below means the material is copyrighted.
- You **CAN NOT** use, share, copy a copyrighted material without any permission.



Copyright Symbol

INTELLECTUAL PROPERTY RIGHTS (IPR)

Copyright

Scope of Copyright: Copyright laws apply to nearly all forms of a work, including traditional works like books, photographs, architectural drawings, music, drama and sculpture. The laws also adapt to changes in technologies, movies, electronic media, web pages, software, multimedia works and some databases.



NOTE: To receive copyright protection, a work must be the result of at least some creative effort on the part of its author.

INTELLECTUAL PROPERTY RIGHTS (IPR)

Why Copyright ?

Copyright is important;

1. To benefit society by promoting the creation of new works
2. To protect the moral rights of the creators of these works



*Copyright : Do not
Steal others ideas*

INTELLECTUAL PROPERTY RIGHTS (IPR)

Copyright

Having a copyright doesn't mean that you have absolute rights on your intellectual product under every circumstances. There are certain exceptions. If you invent a novel **video game** and **you copyright** it, you **can't prevent others from developing their own video games**, but **they can't sell a game that looks too similar to yours**.

Type	Your Rights
Copyright	Buy a license to use it, NOT SHARE
Shareware	Try before you buy
Public Domain	Use, copy, share, sell

QUESTIONS

Copyright

- How can you copyright an intellectual property?
 - It is not enough to put the © (copyright) symbol.
 - You need to register it in the relevant governmental institution.
 - In Turkey, you should register it in the Ministry of Culture and Tourism.

QUESTIONS

Copyright

- What does copyright provide a person who owns the copyright?
 - Give or sell copies of his/her work to anyone he/she pleases
 - Perform his/her work publicly (i.e. song, musical, home movie, etc.)
 - Display his/her work publicly
 - Make changes to his/her work

QUESTIONS

Copyright

- If a creative work doesn't have a copyright notice on it, does this mean that it is not copyrighted?

What you really own when you purchase software is the plastic seal wrap, box, manual (if it is included in the package), and CD. However you do not own the creator's work sealed on the CD, DVD, or the text in the manual. You are only given a license to listen or play the software, music, video, or game. The creator owns and retains the *copyright* for the creative materials that you are listening, viewing, or playing. The © (copyright) symbol simply reminds us of these inherent rights given to artists, creators and inventors.

INTELLECTUAL PROPERTY RIGHTS (IPR)

Fair Use

Fair use is a copyright law that allows limited use of copyrighted material without acquiring permission from the right's owners, such as using for education or to review it [7].

It provides for the legal, non-licensed citation or incorporation of copyrighted material in another author's *work under a four-factor balancing test.*



Fair Use

INTELLECTUAL PROPERTY RIGHTS (IPR)

Fair Use

These four factors are:

- The **purpose** and character of your use
- The **nature** of the copyrighted work
- The **amount** and substantiality of the portion taken
- The **effect** of the use upon the potential market

Important: No fixed percentage/word rule; each case is evaluated individually. Policy and local law may vary.

INTELLECTUAL PROPERTY RIGHTS (IPR)

Fair Use Examples

CASE: You are asked to give a seminar about 'Information Literacy' to the high-school students at a public school. You copied a chapter of a book comprising 3 chapters in total and distributed the copies to the students. Is it a fair use? Discuss with your classmates.

INTELLECTUAL PROPERTY RIGHTS (IPR)

Fair Use Examples

- Your purpose is quite fair, since you do not make a profit out of this seminar.
- It is a copyrighted work and it is a commercial product since the publisher and authors make profit out of it.
- Since you copied a substantial part of the book, it will affect the potential market of the book. Because students may no longer need to buy the book.
- ***Result: It is not a fair use.***

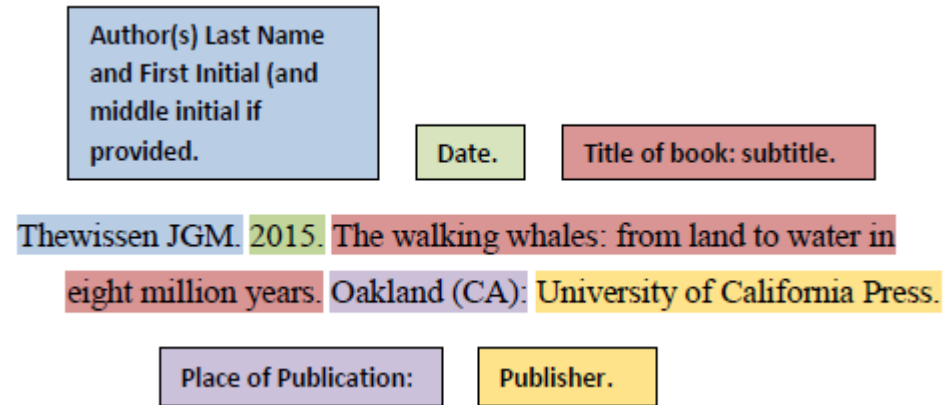
CITATION

Definition of Citation

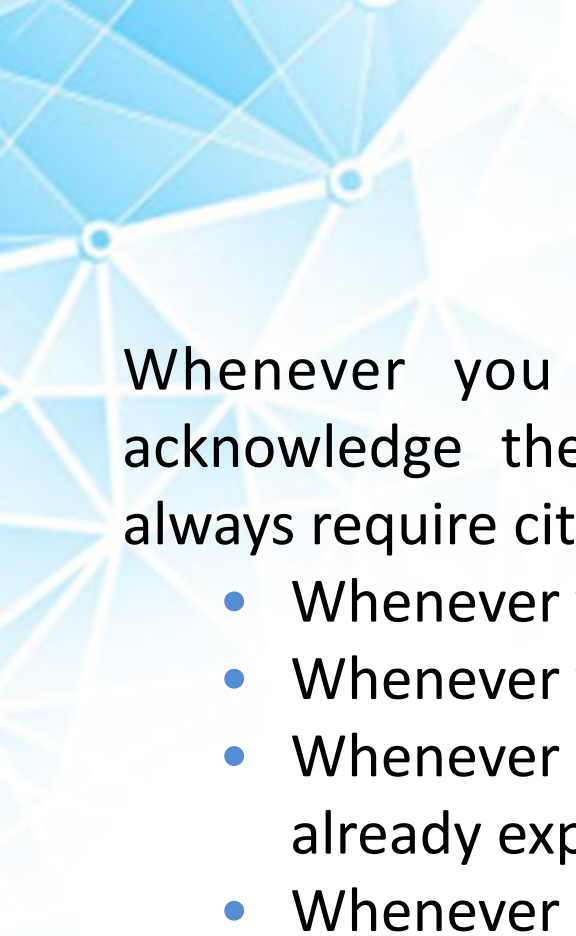
Citation is the way you tell your readers that certain material in your work is taken from another source. Citation is the way of using resources LEGALLY in your work.

It also gives your readers the information necessary to find that source again, including:

- Information about the author
- The title of the work
- The name and location of the company that published that copy of the source
- The date your copy was published
- The page numbers of the material you benefited from



Example of a Book Citation



CITATION

When Do I Need Citation?

Whenever you borrow words or ideas, you need to acknowledge their source. The following situations almost always require citation:

- Whenever you use quotes
- Whenever you paraphrase
- Whenever you use an idea that someone else has already expressed
- Whenever you make specific reference to the work of another
- Whenever someone else's work has been critical in developing your own ideas.

CITATION

When Paraphrasing and When Using Quotation Mark

- If you would like to use the whole text in a paragraph without making any change in the text, you have two options.
 1. Indent quoted material of more than forty words (without quotation marks) and put a reference at the end of the paragraph.

Furthermore, it is “not only the vocabulary of a language that determines how and what we think and perceive but also the grammar” (Gross, 1996, p. 317). An example of this might be...

1. Put all the text between the quotation marks and add a reference at the end.

Writing about Hopi, a Native American language, Gross writes:

In the Hopi language, no distinction is made between past, present and future; it is a ‘timeless language’ (compared with English), although it does recognise duration, i.e. how long an event lasts. In European languages, ‘time’ is treated as an objective entity (Gross, 1996, p. 317).

The distinction drawn between the languages’ treatment of time is interesting and relevant to this argument because...

CITATION

Why Should I Use Citation ?

Giving credit to the original author by citing sources is the only way to use other people's work without **plagiarising**. There are also more reasons to cite sources:

- Citations are extremely helpful to anyone who wants to find out more about your ideas and where they came from.
- Not all sources are good or right -- your own ideas may often be more accurate or interesting than those of your sources. Proper citation distinguishes your work from someone else's improper ideas.
- Citing sources show the amount of research you've done.
- Citing sources strengthen your work by supporting your ideas.

CITATION

Anatomy of Citation

As you create your list of cited sources, it is important to know what type of information you need to write. Here is a citation from a database with each of its important parts labeled.

Parts of a Citation	
Orenstein, David. There is Intelligent Life on the Web. <i>Computerworld</i>. 32:39-42. Nov 30 1999.	
Author:	Orenstein, David.
Title:	There is Intelligent Life on the Web.
Title of Periodical:	Computerworld.
Volume:	32:
Page(s):	39-42.
Date:	Nov 30 1999.

Citation Style ©

CITATION

Citation Examples

In the literature there are several different citation styles. The most common ones are:

- **Harvard** citation style
- **IEEE** citation style
- **APA** citation style

The most common types of sources used in these different citation styles are Journal Articles, Book, Magazine, Newspaper, Electronic Sources, Proceedings, etc.

Tip: Prefer DOI (Digital Object Identifier) over raw URLs when available; keep one style consistent.

CITATION

Citation Examples

- **APA Example**

- **APA Book Citation Style :**

Author(s), Date, Title of Book, Other Information

- **Example of APA Book Citation Style :**

Okuda, M., & Okuda, D. (1993). *Star trek chronology: The history of the future*. New York: Pocket Books.

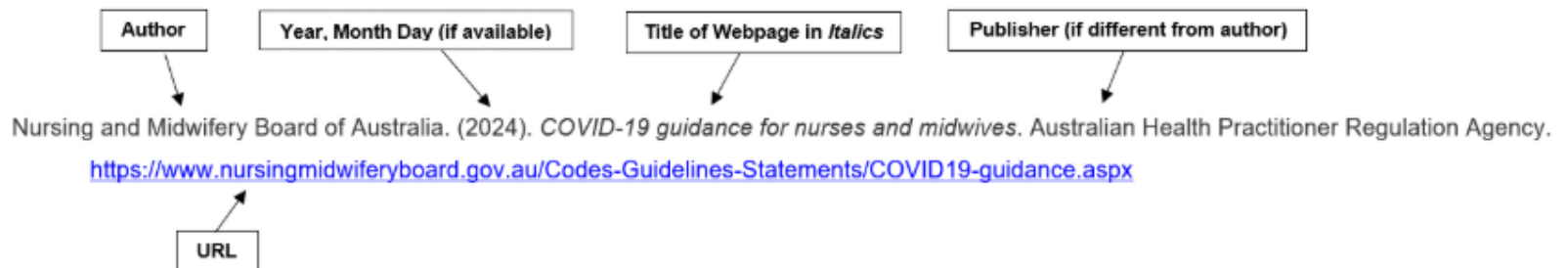
- **IEEE Example**

- **IEEE Book Citation Style :**

Author(s). Book title. Location: Publishing company, year, pp.

- **Example of a IEEE Book Citation Style:**

W.K. Chen. Linear Networks and Systems. Belmont, CA: Wadsworth, 1993, pp. 123-35.



APA End Text Citation Example

CITATION

Citation Examples

- Examine the following citation.

Okuda, M., & Okuda, D. (1993). Star trek chronology: The history of the future. New York: Pocket Books.

- Answer the following questions according to example.
 - What kind of a source is this? (book, article, websites etc.)
 - Who are the authors?
 - Where was it published?
 - When was it published?

CITATION

Citation Tools

- You can use [Mendeley](#) or [Zotero](#) to add citations easily to your documents.
- METU use Mendeley as a Referans Management Tool.
- Examine the page provided with following link to learn how to download and use Mendeley.

<https://lib.metu.edu.tr/e-resources-reference-management-tool>



zotero

ACADEMIC INTEGRITY RIGHTS

Plagiarism

What is Plagiarism?

- The dictionary defines plagiarism as a piece of writing that has been copied from someone else and is presented as being your own work.
- One of the other meanings of the act of plagiarizing is that taking someone's words or ideas as if they were your own.



Plagiarism



NOTE: In other words, plagiarism is an act of fraud. It involves both stealing someone else's works and lying about it afterwards.

ACADEMIC INTEGRITY RIGHTS

Plagiarism

Beyond Copy and Paste

- **Patchwriting/Mosaic** (too-close paraphrase) = plagiarism.
- **Figure/Table reuse** needs permission or a license + citation.
- **Self-plagiarism** (reusing your prior work without disclosure) is still misconduct.
- **Direct quotes** need quotation marks + page/para number.



Plagiarism

ACADEMIC INTEGRITY RIGHTS

Plagiarism

Many people think of plagiarism as copying another's work, or borrowing someone else's original ideas. But terms like "copying" and "borrowing" can disguise the seriousness of the offense: ***According to the Merriam-Webster Online Dictionary, to "plagiarize" means;***

1. To steal and pass off (the ideas or words of another) as one's own
2. To use (another's production) without crediting the source
3. To commit literary theft
4. To present as new and original an idea or product derived from an existing source

QUESTIONS

Plagiarism vs Sharing Music File

- Plagiarism (copying other's work) is wrong.
 - Copying a copyrighted CD is similar to cheating on a test.
- **Do not** copy songs, graphics and text.
 - Easy to do but illegal and unethical
 - Result in getting penalties from your instructor and university
 - You can be suspended from school for a semester.



Stealing ©

NETIQUETTE

Definition of Netiquette

“Netiquette” is a contraction of “Internet **etiquette**.” Computer and internet users have developed a series of specific behavior guidelines called **netiquette** for users. It is the expression of politeness pertaining to e-mail and technology use.

We have to be extra careful and polished through e-mail and on the Internet for many reasons:

- It's more difficult to imply emotional intent (i.e., tone).
- E-mail and text messaging often encourages others to be informal, casual, and to assume privacy.



NETIQUETTE

Not only on the Net or e-mail but also....

You must also be professional through:

- Portal forums, blogs, discussion rooms
- Text messaging
- Instant Messaging
- Personal cell phone
- Work Voicemail

NETIQUETTE

E-mail

- Examine the e-mail below. Do you see any netiquette problem in the e-mail? If so, what are they?

To: is100@metu.edu.tr

Cc: albusdumbledore@gmail.com, severussnape@gmail.com

Bcc:

Subject:

Priority Normal ▼ Receipt: ☐ On Read ☐ On Delivery

Signature Addresses Save Draft Send

i missed my midterm exam this morning because i fell asleep. i did all the quizzes on time. i am fourth grade student and i am graduating this year. So, i want to enter midterm make up exam !! you can help me, please !!!

NETIQUETTE

E-mail

To: is100@metu.edu.tr

Cc: harrypotter@gmail.com, hermionegranger@gmail.com, ronweasley@gmail.com **2**

Bcc: albusdumbledore@gmail.com, severussnape@gmail.com **1**

Subject: IS100 Midterm Makeup Exam Excuse **3**

Priority: Normal ▼ Receipt: ☐ On Read ☐ On Delivery

Dear Sir/Madam, **4**

I missed my midterm exam this morning (November 9, 09:30 at Mechanical Engineering Computer Lab. 1) because I fell asleep.

I am writing you to ask if I can take the make-up exam even if I don't have a valid excuse. I am 4th grade student and I am planning to graduate in 2018 (June).

Kind Regards,
Yaşar Yaşamaz
1234567

- 1** Write the e-mail addresses on Bcc part, if you do not want recipients to see the others that you sent the copy of this e-mail.
- 2** If you want recipients to see others, write their e-mail addresses on Cc part.
- 3** Subject should not be empty.
- 4** It's a good idea to start a message with a "Hello"/"Hi"/"Dear Sir/Madam".

NETIQUETTE

E-mail

To: is100@metu.edu.tr

Cc: harrypotter@gmail.com, hermionegranger@gmail.com, ronweasley@gmail.com

Bcc: albusdumbledore@gmail.com, severussnape@gmail.com

Subject: IS100 Midterm Makeup Exam Excuse

Priority: Normal ▼ Receipt: ☐ On Read ☐ On Delivery

Signature Addresses Save Draft Send

Dear Sir/Madam,

I missed my midterm exam this morning (November 9, 09:30 at Mechanical Engineering Computer Lab. 1) because I fell asleep.

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Kind Regards,
Yaşar Yaşamaz
1234567

5

6

7

- 5 The message should include the information (such as “Name Surname” and “Student ID”) about the sender.
- 6 The message should not include inconsistencies with lowercase and uppercase usages.
- 7 The message has spelling mistakes. Be careful about not making spelling mistakes!

NETIQUETTE

Basic e-mail Guidelines

- Do not leave the subject blank.
- Do not forward so-called virus alerts (hoaxes) and chain letters.
- Do not overuse "Reply to All".
- Do not overuse "Return Receipt Request" as it may annoy people. You should use it when it is really important for you to know that the receiver got your e-mail.
- Do not type in ALL CAPS. This denotes screaming or yelling. Instead, use **bold type** or underline if you really need to emphasize your point.

NETIQUETTE

Basic e-mail Guidelines

- Do not discourse rudely. Or do not humiliate your target audience(s). Do not write your message in an improper style.
- Mail on the Internet is not secure. Never include anything in an e-mail message that you would not want it to be printed in the newspaper. E-mail is sent unencrypted and can easily be read.
- It's a good idea to start a message with a "Hello" or "Hi".
- Check your e-mail frequently.
- Also check your junk e-mail folder. Important e-mails may accidentally end up there.
- Respond to the sender within the required time as stated in the e-mail.

NETIQUETTE

Basic e-mail Guidelines

- Include a signature which contains the way(s) by which others can contact you (phone number, fax number, etc).
- Be sure to double-check the “To” and “From” fields prior to sending your message to make sure you are sending it to the intended recipients.
- Do not type in all lower case as this is seen as overly informal and unprofessional.
- Do not open unsolicited attachments, unless you know its contents.
- Do not check your e-mail (or text messages) during business meetings, class hours! (unless work-related and/or urgent).

NETIQUETTE

Website Forum, Blog, Online Profile Netiquette

1. Do not make any disparaging or offensive comments through portal or any public forum.
2. It is not appropriate to comment on your business in any public setting.
3. Do not host any offensive language or imagery on your workplace or any other public profiles.
4. Do not invite any co-workers, vendors, or customers to your personal websites or online communities.
5. Grammar, spelling, and proper language are important requirements for having a professional manner.
6. It is not appropriate to write e-mail, text message, instant message, or update your profiles during work/class hours.

INTERNET FRAUD

Definition of Internet Fraud

Internet fraud is any situation in which an Internet resource - such as Web site, chat room, newsgroup, or e-mail - plays a **role in communicating false representations to consumers**, such as the offering of nonexistent goods or services, in attempt to transfer funds or goods from the victim to the fraudulent party.

To help keep the Internet free from fraud, every user should follow these guidelines:

- Do not assume that everything you read on the Internet is true.
- Do not give out any personal information,
- Never reply to e-mails that you do not know who the recipient is.

Generative AI & Academic Integrity

The AI Boundary: Collaboration vs. Plagiarism

- **Ethical Use (The Tool):** Using LLMs (ChatGPT, Gemini) for brainstorming, structuring an outline, or checking code syntax.
- **Unethical Use (The Fraud):** Submitting copy-pasted AI responses as your own cognitive work, or generating fake references (AI hallucinations).
- The Golden Rule: Always disclose if an AI tool was used.

Generative AI & Deepfakes

AI-Generated Misinformation & Deepfakes

- **What is Deepfake?:**
 - Hyper-realistic images, cloned audio, and deepfake videos generated effortlessly by AI models.
- **How to Assess?**
 - Look for physical inconsistencies (warped backgrounds, unnatural hands/ears).
 - Perform a reverse-image search.
 - Trace the quote or video back to primary journalistic institutions rather than treating a social media post as a primary source.



**METU
ODTÜ**



TEST YOURSELF

References

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www.ignou.ac.in (Slide 17, 1st paragraph)

Creative Gettyimages, www.Gettyimages.com, Figure of copyright, Last visited: 03, 2008 (Slide 22, Image)

Fair use is explained by using this websites: http://fairuse.stanford.edu/stanford_notices/Provost_Copyright_Reminder06.pdf and <http://fairuse.stanford.edu> (Slide 27, 1st paragraph)

Used table belongs to: <http://www2.liu.edu/cwis/cwp/library/workbook/evaluate.htm>, Last Visited: 05, 2014 (Slide 35, Image)

APA End Text Citation Example Picture depicted from: <https://holmesglen.libguides.com/apa7/websites> (Slide 36, Image)

Scientific style (CSE) citation examples: Books/eBooks [Online Image]. (2018). Retrieved November 30, 2018 from <https://libguides.nwmissouri.edu/cse/books>

Hampton, M. (2015). Writing about others' work: using direct quotations. Retrieved November 30, 2018 from <http://www2.port.ac.uk/media/contacts-and-departments/student-support-services/ask/downloads/Writing-about-other-work---using-direct-quotations.pdf>