Library and Student Support
Citing in Presentations

You should always give credit to your sources -- even in a PowerPoint presentation.

The suggestions below are based on an adaptation of APA style.

- At a minimum, include a slide with the complete Reference List at the end of the presentation.
- Because audiences may ask about information on a specific slide, it is helpful to include a brief “Source line” on individual slides within the body of the presentation.
- This is similar to using in-text citations in an assignment.
The number of mobile applications for sports fans doubled in 2010.

Over six million sports fans viewed at least one sport on a mobile device last year.

Sources: (Smith, 2011); (Sports Business Research Network, 2010)
Example: Research Findings from Interviews

Top three concerns of store managers:

1. Inventory control
2. Employee training
3. Promotional displays

Source: (Butler University Interviews, 2011).
Example: Research Findings from Survey

Average price paid for hats

Ages 18 to 24 $20
Ages 25 to 34 $22

Source: (Butler University Survey, 2011).
If you have a chart or table with data from multiple sources, you should include an in-text cite for each in the Source line. For example, Table 1 includes data from the Passport database and also from a 2010 World Bank report.

Table 1: Corruption Perceptions Index

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>8</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

Sources: (Euromonitor International, 2011); (World Bank, 2010).


