LANGUAGE FOR INCORPORATING OUTSIDE MATERIAL
—AN INTRODUCTORY GUIDE—

FRAMING OUTSIDE MATERIAL

ALWAYS!!!
1. Introduce the material (see below)
2. Maintain accuracy to the original (quotes should be EXACT; summaries/paraphrases should reflect the original source)
3. Cite the material
4. Add your own reflection/synthesis afterward

INTRODUCING A QUOTE:

USUALLY, note the author's name and at least one other important piece of information about the publication—the title, source/container, or year of publication. For example:

In her 2016 article for *Vox*, author Betsy Aimee wrote about her own experiment in customizing her Facebook feed. She observed, . . .

SOMETIMES, you can "blend" a quote or paraphrase into your existing sentence. Blend material in when you've already referenced the original source earlier in your paper, or when you're citing facts that don't necessarily need a lot of extra context. For examples:

After all, even with a customized social media feed, many users may find themselves caught off guard by the views of their friends and family (Aimee).

*This is a blended paraphrase from this original paragraph in Aimee's article:

> *I'm not alone in being bewildered by the beliefs of my friends. I reached out to Amy Mitchell, the director of journalism research at the Pew Research Center, who told me that according to her research almost 60 percent of Facebook "news consumers" have been "surprised" by a friend or family member's views. She added, "Facebook has helped people get to know where their friends stand on different issues." (Aimee, 2016)*

Still, a significant proportion of social media interactions reinforce users' existing opinions, as a third to half of Facebook users "say that the posts they see are nearly always or mostly in line with their own views" (cited in Aimee).

*This is a blended quote from the following original paragraph. Note that the quote itself comes from Amy Mitchell, a researcher at the Pew Research Center, whom Betsey Aimee quotes in her article. For the APA citation, then, I could say (cited in) or (Amy Mitchell, Pew Research Center, as quoted in Aimee), or several other things that clearly demonstrates where the information is coming from TIED TO my References page):

> *This is quite common. According to Mitchell, "Nearly half (47 percent) of those with consistently conservative political views and about a third (32 percent) of consistent liberals say that the posts they see are nearly always or mostly in line with their own views." This phenomenon is commonly referred to as the "echo chamber effect." (cited in Aimee)*

SOME HELPFUL VERBS FOR INTRODUCING OUTSIDE MATERIAL:

Instead of, "As Author X **says**, . . .," consider—

notes,	explains,	acknowledges,
observes,	demonstrates,	admits,
argues,	reveals,	contends,

ADDITIONAL TEMPLATES FOR INCORPORATING MULTIPLE SOURCES:

- This issue is complicated, as competing research demonstrates. For example, in one research study, [source A] found _____, while in a separate study, [source B] found _____.
- People involved have differing ideas. In a survey on [X topic], one respondent said _____, while others wrote things like _____ and _____.

SOME HELPFUL PHRASES FOR REFLECTING/RESPONDING AFTER OUTSIDE MATERIAL:

- Author X's point here is important because . . . Furthermore, . . .
- While Author X's argument suggests A, other evidence instead points to B. For example, . . .
- The main idea here, that [restate idea in your own words], holds significant implications for . . .
- The idea that [restate outside source's main idea in your own words] is dangerous because . . .
- Author X's claim that _____ implies _____. This implication demands attention, because . . .
- Author X's claim that _____ implies _____. Yet this claim clearly does not hold up to scrutiny because . . .
- Author X's research is particularly useful because . . .

PULLING THINGS TOGETHER:

A key issue in today's world is the ways in which social media filtering affects individuals' beliefs and political activity—as well as the ways in which such filtering therefore affects the social fabric of relationships among family and friends. This issue is complicated, in part due to changing technology and in part due to disagreements over how much social media really influences individual knowledge. The Wall Street Journal's "Blue Feed, Red Feed" app demonstrates how Facebook shapes individual user content based on political profiling, and the implications of such customization are startling, as individual users differentiate not only in terms of personal interests but in terms of dramatically distinct sets of "facts" and resulting worldviews (2016–present). In the meantime, family and friend relationships can suffer, as author Betsy Aimee found. In her 2016 article for Vox, Aimee wrote about her own experiment in customizing her Facebook feed. She observed that when she "hid" the political content coming from users with whom she disagreed—including her cousins—she also hid their personal content, like pictures of their children, thereby cutting off social connections over political differences. Aimee's realization is urgent for all users of social media, because if users are not critical, they may well lose more than they mean to when they cut out content they dislike.

CHECKLIST FOR REVIEWING YOUR USE OF SOURCE MATERIAL

___ **Did you follow the 4-step process for framing your outside material? ←most important**
___ **Did you REALLY? Check again.<--most important**
___ Between the running text of your sentence and your parenthetical citation, did you include both the author's last name and the year? If your source has page numbers, did you include those?
___ Did you include a variety of quotes, summaries, and paraphrases?
___ Did you use a variety of appropriate verbs to introduce your outside material?
___ Did you have a balance of sources throughout your paper, not just all lumped together in a few paragraphs?
___ Did you include sources that cover a wide range of material and/or perspectives, not just sources that all say the same thing, from the same point of view?
___ Are all of your in-text citations clearly connected to your Reference List at the end of your paper?