

Source management



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The majority of programs at the Academy manage sources using the Harvard standard. The library at Sønderhøj has written a practical guide for working with this standard as well as handling appendices - in principle everything we are asked about concerning source management.

You have to register your sources for both academic and practical reasons.

The **academic** reason is that it is part of academic writing to register the sources that you use. In this way, your teacher can check that your theoretical basis is in order - and also see when you refer to sources, or if it is your own writing. Obviously, it is important to be able to distinguish between the two when grading.

For **practical** reasons, i.e. in real life business, it is important to register where you have found your information - for example, to pass on assignments to colleagues without the risk of someone else doing the same work within the organization, and so that your organization will not be sued for violating the laws of copyright.

Basically, it is not okay to steal. When you credit others for their work, you show respect – the same way you also want to be respected for your work.

Plagiarism – what is it?

Plagiarism is not just about copying other people's work, although it *is* illegal when writing an assignment. It will also be perceived as plagiarism if you don't know how to manage sources in your report – even if you did not have evil intentions! You're not allowed to refer to your own, former study projects either. It may seem weird if your actual project is the culmination of multiple reports on the same subject, but those are the rules. Do not refer to your former report, but refer to the original sources – theory or empirical data.

When you upload your project to the Business' Academy exam system Wiseflow, it is tested for plagiarism by a software.

If you have many quotes, your project will score high when tested against the software (the plagiarism control). Your supervisor and censor will also be aware of different forms of plagiarism that the software does not notice. This could be if the language in your report changes from the spoken language to the written language – or other indicators of copying or rewriting. Whenever you are writing a report it is paramount that you have control of the sources you've used, so that anyone reading your report knows that this is something that *you* have written.

But – scoring high in plagiarism, does not mean that your project automatically gets rejected; both your supervisor and censor pay attention to how you have used your sources *and* that you have registered them correctly.

On the library website > [Assignment help](#) > [Source management](#) > [Reference management tools](#), you can find information on two tools that can help you keep track of your sources:

Microsoft Word has a built-in reference tool, which will keep track of your sources while you write. You *can* experience problems in the way this tool registers online sources, so do yourself a favour: double check the entries against the case study in this guide.

We recommend that you use the free source management software, **Zotero**, which will register both books by typing in the ISBN number *and* do an almost full registration of online sources. You actually don't have to type in so much, but you still have to check the registration against the case study in this guide.

Using pictures in your report

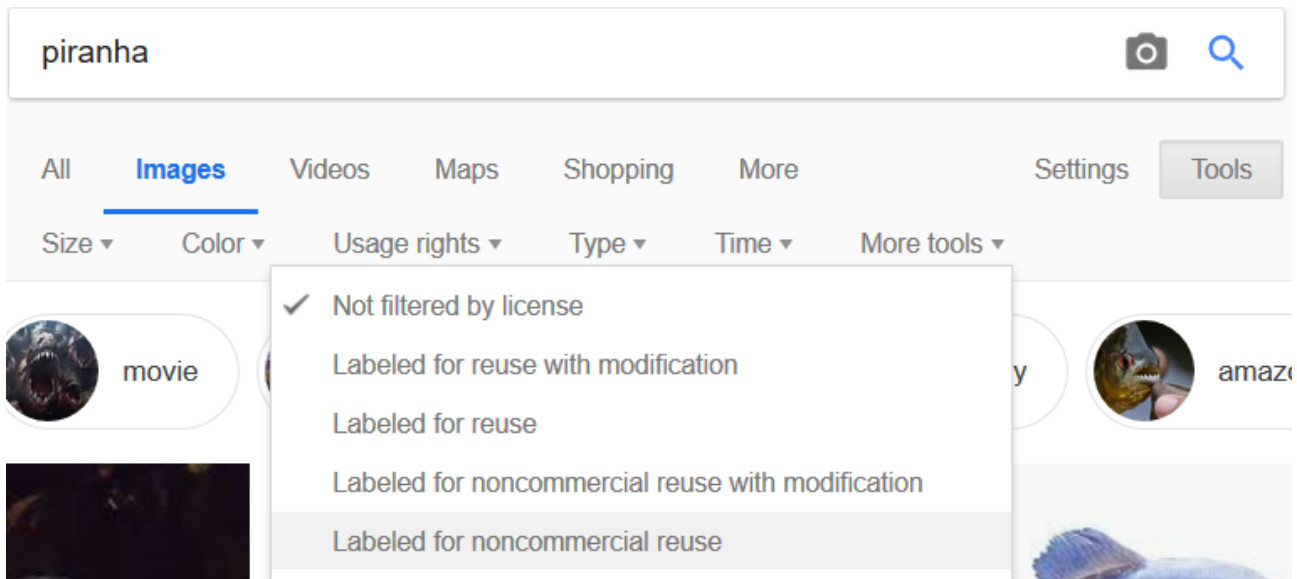
When using images, photos and other illustrations that you did not make yourself: be extra aware of what you can and cannot do.

Business Academy Aarhus is under contract with VISDA (Visual Rights Denmark), which allows us to use images in the report section of a study project.

The VISDA-contract ONLY covers isolated images – e.g. illustrations, not included in the context of a text. To clarify: you are not allowed to find images on Google from different websites and use them in your report. You can use images if you find them in a gallery, or in a collection of images (ie Instagram or Pixabay), or a postcard that you scanned. Remember to credit the maker of the images, directly under the image.

If you choose to disregard the VISDA-contracts framework about isolated images, you can use images marked with a “creative commons’-license”. If an image has the CC-license it means that the rightsholder, has given consent for you to use image.

When using Google pictures see the “Settings” menu for “Usage rights” – this gives you an opportunity to choose different license settings that matches your purpose (different degrees of commercial/non-commercial purposes).



Google, 2019

If you follow the link to the site where the image is uploaded, the rightsholder will often be named – and sometimes you can get lucky, that the site is a collection of images.

A lot of image galleries do not inform users if it is ok to share or to use their images for non-commercial purposes. When in doubt, please obtain permit to use images – or don't use the images at all.

The VISDA-contract doesn't cover images used on open websites, or if the images are manipulated or if the rightsholder does not want his/hers/their images to be used – not even if you remember to credit the rightsholder.

Avoid walking the grey area when it comes to the laws of copyright – it quickly becomes expensive.

Data

Authors – this is where you start registering

Every source registration in the bibliography and every reference starts with a name – either one or multiple authors, whether it is an individual author or an organization.

When registering the individual author, first names are irrelevant, which means you only have to write their initials. This differs from an organizational author, where you must write everything including the corporate form (A/S, ApS etc.), if it is a part of the company name:

- 1-3 personal author(s):
Surname, Initial(s).
> i.e.: Holm, E., Sørensen, L.S. and Sørensen, L.S.
- 4 and more personal authors:
Only write the first author, the rest are not named
Surname, Initial(s)., et al.
>i.e.: Hansen, M.G., et al.
- Corporate authors:
Full corporate name
> i.e.: NCC Construction Denmark A/S
- Edited materials ('edited by' ...)
Surname, Initial(s), of the author(s) of the chapter in the material – not the editor.
Follow the rules above on one or more personal authors

If an author is not listed and you cannot find one, then you have to consider how reliable the source is. If you still think that the source is valid despite the fact that you cannot find an author, note that some readers will not accept an anonymous source as valid.

Editorial staff

A group of experts, who choose and evaluate contributions to publications

Publishing year / date

The year a source has been published

Books: the year a certain edition has been published – not the year it has been reprinted (printing year). 2. Edition, 3. Imprint – the relevant year being the year of the 2.nd edition, not the year for the 3.rd imprint.

Other ways of dating could be the day/month of an article from the news media – and the date that you have read or downloaded a source from the internet or from a database.

If you cannot find a publishing year, it is time to reflect on the relevancy of the source and of course the validity. Ask the librarian for help in finding a year/date.

Title

This is a given, some people would think– but some sources may have an indistinct title. If that is the case, then you have to make up a title; e.g. homepages, presentations from class and so on. There is also title series, title of host publications (anthologies, compendiums, newspapers or magazines).

Edition

An edition is the imprint of the original. An original can be reprinted multiple times – without being a new edition.

Scope

If you need a video, a recording or something like that, you have to register the extent of the recording/video etc. The same goes for articles – you register from page number to page number. You do not have to write how many pages a book has – except if you have chosen to register a chapter from a book.

Publisher

A publisher is the company that have published the book. Besides the name of the company, it is part of the Harvard-Standard to write the name of the city where the company presides. It is often confusing because big companies have offices in multiple cities. Choose the first location.

Databases vs. internetpages

Sometimes it is hard to see if a source has been found in a database or at a website.

A database is an organized collection of data accessible through the internet.

A website is the opposite, an unstructured collection of data found through search engines like Google.

The difference between a database and a website is that someone has taken the trouble of gathering certain kind of information in one place – which is really good for your research. You can typically find a database through a Google search – but not always the sources within the database.

A database can be free or payment based. On that basis, it is important to know the name of the database, because it might not be possible to use the link - you might have to enter a “password-gate” first or access it through the academy’s net.

Other databases have free access, but the links are formed on a basis of a unique search – i.e. the Statbank from Statistics Denmark – and will only lead to the front page of the site. When in doubt: Ask the librarian.

I can't find essential data

I can't find author's name: Write [Anon] ('Anonymous')

I can't find the publication year: Write [n.d.] ('no date')

I can't find the publisher's city: Write [s.l.] ('sine loco' = no place)

Referencing

The Harvard-Standard prescribes that references are written in-text as opposed to using footnotes. Some programmes allow for references to be put into footnotes, while others follow the standard requirements about referencing in-text. Check the report-writing guide for the programme – usually it is located at Studyupdate in your program menu (ie Marketing Management).

No matter the method, all references are done like this:

AUTHOR + YEAR OF PUBLISHING. That's it!

If you need to be more specific, add a time, page, or chapter information to your reference – that will make it easier for your reader to find the specific place in the source.

Personal author(s): register only the last name(s), no initial.

Organizational authors: register the entire name of the company/organization.

Judicial references is exempt when it concerns sources – see examples below:

- Statistics Denmark, 2014. Chapter 2
- Kamstrup A/S, 2015, mid page (i.e. on a website)
- Steensen, 2010. 15 minutes in (i.e. into a recording)
- Møller, Prehn & Mortensen, 2013
- Hansen et al., 2011

Law:

- Heat Supply Act. §4, no. 5
- U 2013 3085H

There are two different ways of doing in-text referencing:

The author written **in-text**:

"An analysis from Statistics Denmark (2013) shows, that e-trade with electronics has been increasing the last five years"

Entire reference in **brackets**:

"The sale of electronics via e-trade has been increasing through the last five years (Statistics Denmark, 2013)".

We're asked often about whether to mention or register a source every time it is used. The answer is yes as a starting point – but a text with many and repeated references is difficult to read. An elegant way of working around the repetitiveness is to open with the reference:

"The text in the following paragraph is based on Hofstede's (2002) cultural dimensions and Schwartz' theories on cultural values (1999)..."

When you add a new reference, make a new paragraph – and add a new introduction. Please note that this method requires a great deal of **training and overview** – it’s a good idea to start out using the ‘inelegant’ bracket method until you are an experienced source manager and Harvard user. The reader should be able to see when you refer to the sources and when you are making your own analysis, through the layout and the choice of words, and this demands a thorough control over source management techniques!

If you refer to sources located in the appendix, the way you reference changes from “author+year” to “appendix+number” (or letter). Read more about appendices in the paragraph “Appendices”.

Compiling the bibliography

This is a guide to register the most common sources. In the frame you'll find the data types you need to register specific source types – and below the frame there is one or more cases.

Link directly to source registrations:

[Articles](#) * [Blogposts](#) * [Books and reports](#) * [Interviews](#) * [Law](#) * [Pictures and models](#) * [Statistics and data](#) * [Teaching materials](#) * [Video](#) * [Websites, or parts of websites](#)

Articles

An article can be a part of a magazine or a newspaper. The newspaper or magazine is the “host” for the article and the host can be physical or online.

A printed article always has a start and end page number, while this not always is the case with online articles.

Online articles

From a database:

Author, year. Title. In: *magazine title in cursive* [file type] Number and page number etc.
Found in: Name of database [date for download].

NB! Articles requested via the database Videnskabeligeartikler.dk can be registered as print articles

- Aiken, C. og Keller, S., 2009. The irrational side of change management. In: *McKinsey Quarterly* [online] #2, p. 100-109 available through: Ebsco Business Source Elite [accessed 01.11.2010].
- Kjær, J. S., 2009. Kampagner til kamp mod krisen. In: *Politiken* [online] 07.03.2009, Sektion: 5, s. 4 Available through Infomedia [Accessed 01.11.2010].

From a website:

Author, year. Title. *Website title in cursive* [file type] date of upload. Available through: link [accessed].

- Ritzau, 2011. Passagerer hæfter selv for missede fly. *EPN.dk* [online] 14.09. <http://epn.dk/brancher/turisme/ferie/article2545365.ece> [Accessed 14.09.2011].

Articles in print

Author, year. Title. In: *Magazine title in cursive* Issue and Page number.

NB! Articles requested via the database Videnskabeligeartikler.dk can be registered as print articles

- Hanna, T., 2015. Render your first 3D object in MonoGame. In: *Linux User & Developer* #160, p. 40-43.

Blog posts

Author, year. Title. *Title of web media in cursive* [file type] date of upload. Available through: link [accessed].

- Bremner, C., 2016. Top 100 city destinations ranking. *Euromonitor International News and resources* [Blog], 28.01. Available through: <http://blog.euromonitor.com/2016/01/top-100-city-destinations-ranking-2016.html> [Accessed 20.02.2016].

Books and reports

Everyone is familiar with books, but not everyone knows where to locate data. All books have a title page and a colophon, whether it is a published book or an e-book. Look at the title page first and if you cannot find all data there, then look at the colophon. The colophon is typically located after the title page (first page in the book) containing a lot of information in small print.

Books & reports in print:

Author, Year. *Title in cursive*. Edition (only if it is not the first edition) Homestead for publishing house: name of publishing house.

- Wahl, E., 2013. *Unthink: rediscover your creative genius*. New York: Crown Business.
- Robbins, S. P. & Judge, T. A., 2015. *Organizational behaviour*. 16th global edition. Harlow: Pearson Education Ltd.

A chapter from an anthology or compendium

Some books are collections of published materials by different authors or part of books, put together from an overall subject. They are called anthologies.

A compendium is more of the same – it is a textbook, which summarizes the essence of a subject, through parts of the main teachings.

Author, year. The title of the chapter. In: Editor, Year. *Hostbook title in cursive*. Edition (only if it is not the first edition) Homestead for the publishing house: the name of the publishing house. Chapter, paragraph or page numbers.

- Saunders, M., Lewis, P. & Thornhill, A. 2012. Formulating the research design. In: R. Brooks, ed. 2013. *Philosophy of science & methodology*. Harlow: Pearson Education Limited. S. 166-215.

E-books & e-reports

Like books, some reports have a title page and colophon. When you via ie a Google search have found a publication, they do not always have a title page or colophon (because they might have been uploaded separately). Obviously, it is important to find the title page or colophon BEFORE you start using the source - if not, you cannot know who the author is or how old the report is.

E-books & e-reports online

Author, Year. *Title in cursive*. Edition (only if it is not the first edition) [file type] Homestead for publishing house: Name of publishing house. Available through: link [date for download].

- Pitagorsky, G., 2007. *The Zen Approach to Project Management*. [e-book] New York: International Institute for Learning. Available through: <http://books.google.com/> [downloaded 01.05.2011].
- Euromonitor International, 2014. *Challenges and opportunities in targeting the senior consumer*. [pdf] Available through: <http://go.euromonitor.com/whitepaper-challenges-opportunities-targeting-senior-consumer.html> [downloaded 01.05.2015].

E-books & e-reports in a database

Author, Year. *Title in cursive*. Edition (only if it is not the first edition) [file type]
Homestead for publishing house: Name of the publishing house. Available through:
name of the database [date for download].

- Holzapfel, W. H. & Wood, B. J. B. eds. 2014. *Lactid acid bacteria* [e-book] [s.l.]: Wiley. Available through: Ebrary [Downloaded 01.03.2015].
- Euromonitor International, 2014. *Consumer Lifestyles Belgium*. [pdf] Available through: Passport [Downloaded 20.11.2014].

Interviews

An interview that you made yourself must be registered in your appendix, not the bibliography – and this must include the file, notes (signed by the interviewed person) or transcript.

An interview made by others and published, must be registered in the bibliography.

Own interview

Number of appendix
Person interviewed (Author). Year. *Title / description in cursive*. Interviewed by: Full name [file type/media type] Place of interview: date of interview.

- Appendix B
Steensen, L., 2010. *Interview on the recruitment strategies of Fritz Hansen*. Interviewed by: Maria Jensen. [mp3] Allerød, 01.11.2010.
(This is registered in the appendix overview and file/notes/transcript is enclosed as an appendix)

Interview done by others

Interviewee (Author). Year. *Title / Description in cursive*. Interviewed by: Full name [type of media] Place of interview, date of interview OR program, channel information etc., publication date and time. Available on: link [date of download] (if relevant).

- Godin, S., 2009. *How Seth Godin manages his life – rules, principles and obsessions*. Interviewed by: Tim Ferriss [podcast] The Tim Ferriss Show 10.02.2016 Available through: <http://fourhourworkweek.com/2016/02/10/seth-godin/> [downloaded 20.02.2016].
(*This is registered in the bibliography*)

Law (Danish)

All law texts is registered with year and a serial number, but you always have to assume that the starting point for all students of Danish law is the newest version from Karnov law texts. This is why you do not include serial numbers when you register law texts, unless you are focused on a historic context or development.

Name of the law + possibly the serial number [online] Available through: name of database [date for download].

- Varmeforsyningsloven. [Online] In: *Karnovs Lovsamling* [downloaded 20.11.2013]

Danish judgement texts

Refer to the form U XXXX.Y.Z, where U states the law report, XXXX the year, YYY references the page number or serial number, Z is for the court.

In Danish legal literature, you do not have to reference neither the name of the database nor the date for download – which makes this minimal registration:

- U 2013 3085H

Pictures & models

Always remember reference below the picture. But all pictures are not registered in the bibliography:

If the picture is used for illustrative or ornamental purposes only, author's name and year as a reference is enough.

If the picture (or model) is used as a source in your report, you'll refer to author and year below the picture – and register the data in the bibliography as all (written) sources.

Learn more about illustrations and copyright in the chapter on plagiarism.

Author, Year. *The title of the work in cursive* [file type] Available through: [accessed].

Osterwalder, A., 2015. *The culture map* [html] Available through: <http://blog.strategyzer.com/posts/2015/10/13/the-culture-map-a-systematic-intentional-tool-for-designing-great-company-culture> [Accessed 20.11.2015].

Statistics & data in a database

If you choose not to include the results in full into your text, then you should include it as a screen dump in your appendix. It is not always possible to recreate your results through the information that you have registered in your bibliography. In that case, register the source in your appendix, not in your bibliography.

Author, Year. *Title of statistics/table in cursive* [file type] Available through: name of database [date of download].

- Statistics Denmark, 2015. BIL600: Families' purchase of vehicles by region and pattern of purchase. [Online]. Available through Statbank [date of download 01.02.2016].

If the table or data is placed in-text, register the source in your bibliography

If the table or data is in the appendix section, you register it in the list of appendices.

Year of publication: NOT the year(s) you chose as aspect, but the year of the latest publication. Look for texts like 'table information' – or ask the librarian for help.

Statistics and data from a print publication

Author, Year. Title of table. In: *Title of the book where you found the table - in cursive* Edition (register only if it is not the first edition) Homestead for the publishing house: Name of the publishing house. Chapter, paragraph or page number.

- International Monetary Fund, 2014. Croatia: Interest rates 2002-2013. In: *International Financial Statistics Yearbook* vol. LXVII. Washington DC: International Monetary Fund. Page 278.

Teaching materials

We are not talking about the copies of book chapters, that teachers upload to Canvas, but the presentations that teachers have drafted themselves. If the teacher's name does not appear on the materials, then ask the teacher who distributed the materials, or use the abbreviation [Anon], to show that the author is anonymous.

Teacher/Author, Year. Title of the materials. *Title of the class/elective in italic* [file type]. Educational institution. Available through: Name of database (fx Fronter) or a link [date of download].

- Karbo, J., 2017. The housing market and property price formation. FIMA. Microeconomics, 2.nd. Semester [pptx]. Available through: Canvas [downloaded 03.04.2018].

Video

Author (or youtube-channel), Year. *Title of show in cursive*, Title of series (if relevant) [file type] date of broadcast/ upload. Available through: name of database [date for download].

- SalesBrain, 2011. Understand Neuromarketing and Salesbrain under 3 minutes [online] Uploaded d. 21.01.2011. Available through: <https://youtu.be/Ajq0ypDD7i0> [downloaded 12.04.2014].

Websites, or part of a website

Author, Year. *Title of website in cursive* [file type] Available through: link [date for download].

- Fritz Hansen A/S, 2010. *History*. [online] Available through: <http://www.fritzhansen.com/en/fritz-hansen/the-republic/History.aspx> [downloaded 01.10.2010].



Arranging the bibliography

Sources are arranged by author – no matter if it is a person or an organization. Do *not* sort sources into types (i.e. books, articles, online ...).

Personal authors are registered by surname

Hansen, M., 2014

Organizations are registered by full name

Fritz Hansen A/S, 2010 ...

Multiple sources by the *same* author *and* publication year are numbered or alphabetized right after publication year – both in references and bibliography:

- Fritz Hansen A/S, 2010^a. *History*. [online] Available through: <http://www.fritzhansen.com/en/fritz-hansen/the-republic/History.aspx> [Downloaded 01.10.2010].
- Fritz Hansen A/S, 2010^b. *Årsrapport 2009*. [pdf] Available through: <https://datacvr.virk.dk/data/> [downloaded 12.09.2011].

Below you see the almost identical references to the two texts about the company Fritz Hansen A/S – the 'a' and the 'b' from the registration follows the reference, thus making the reference point to the right source registration:

- Fritz Hansen A/S 2010^a
- Fritz Hansen A/S 2010^b

Appendices

Should the source be enclosed or not?

Sources that are not publicly available (ie cannot be obtained for free or via payment) or which cannot be recreated by the reader, are included in the appendix. As an example, this could be your field research, the result of searches in dynamic databases (statistics, business or branch data, searches based on your selected variables) or confidential content from a company.

In addition to this, you may have material which is not necessary to read in order to understand the text, but it substantiates or illustrates your report. As a rule of thumb: don't list a source in the appendix if you do not refer to it - the same rule goes for the sources in the bibliography.

You should check whether a source is publicly available or possible to recreate; ie let another person find the source based on your description. If your test person cannot find the source, it should be added to the appendix.

However, this does not apply to reports, articles or statistics from payment databases - Infomedia, MarketLine, Passport, OECD iLibrary, EBSCO, etc.. Here, it is up to the reader to provide a key to the database because it is not allowed to share payment database documents.

You must be able to distinguish between freely accessible bases, such as Statistics Denmark's StatBank, where the tables may be attached, and the protected content of payment bases, which you may not share. When in doubt, ask at the library.

The sources are recorded according to the Harvard standard in an appendix the same way as you register sources in the source list. Please keep in mind that the appendix entries start with a document number or letter. This means that you refer to documents from the appendix in the text, as "Appendix 1"; you might add a page number, indication of time etc. just to clarify.

You only need an appendix overview if you have more than one attachment - if you only have one attachment, the registration of the source is written on page 1 of the attachment.

You can add the appendix overview either right after the table of contents or just before the appendix section. Check the report writing guide for your programme to see if there are requirements for the placement of the appendix.

Field research

Examples of field research: surveys, focus group interviews, e-mails, observation studies, measurement tests ... your own studies.

Fieldwork could be placed on a publicly available website and registered in the literature list, but the collected data often contains sensitive elements and therefore it belongs in the

appendix section.

The actual registration of data is simple – find the Harvard template that fits using the case collection. The documentation itself can prove to be a hard nut to crack - how do I attach my data? Below is a small catalog of ideas on how to document your fieldwork:

- **Transcribing**

Transcribing means transforming audio, images, body language and other audiovisual material into writing. It's an extensive job because you have to write down exactly what's happening / what is said so nothing is lost in the translation or misunderstood.

- **Summary notes**

If your data stems from informal conversations at your internship - conversations that you subsequently estimate could be useful as data - you should summarize what you talked about, but without interpreting the conversation.

Ask the interviewed person to sign your notes.

- **Digital recording**

If you have recorded your fieldwork like audio, video or in another digital form, you can refer to an online site that you can share with the reader. Instead of attaching the fieldwork, you give them a direct link + the access requirements (username + password). Keep in mind that your online data must be available: If special software is required to view or play the file, it must be registered in the appendix overview.

The book “The good paper” (Rienecker and Jørgensen, 2017, chapter 9) describes how best to relate to the data collection – method, application, ethics etc.

How to manage personal data

In the spring of 2018, the European General Data Protection Regulation (GDPR) came into force. Its purpose is to ensure a proper treatment of the personal data of EU citizens and prevent abuse.

All companies and institutions in the EU have to comply with this regulation. Also Business Academy Aarhus, who has implemented new guidelines and procedures to protect your personal data.

However, you also have a responsibility - as a student you are a representative of the institution. When you collect personal data, do surveys and gather other types of data in your study projects, you are the **responsible data processor**. It is important that you follow the regulation. The EU can hand out fines of up to 4% of the annual turnover of an institution. In theory it can be done on the basis of how you treat and protect personal data in your study projects.

A distinction is made between common and sensitive personal data.

| <i>Common personal data</i> | <i>Sensitive personal data</i> |
|---|---|
| <ul style="list-style-type: none"> • basic information e.g. name, gender, age, address, phone number, date of birth • information on education, references, exams, course certificates, employment, duties, grades • information on salary, tax, pension and bank account • sick leave • email address • social security number | <ul style="list-style-type: none"> • race or ethnic origin • political, religious or philosophical beliefs • union membership • health information including genetic data • biometric data for identification purposes • sexual relationships or orientation • criminal offences |

Being the responsible data processor, you have to handle both the common and the sensitive personal data in accordance to the new General Data Protection Regulation.

EAAA lecturer Christina Søgaaard Jensen has written a thorough guide to read while preparing your field research. You'll learn what the regulation means for you and your way of organizing research in your study projects. Christina explains the following subjects:

- Respondents must give consent
- What does a consent look like?
- How do you get the consent?
- When respondents withdraw their consent
- What can you use the collected personal data for?
- Pictures and videos
- Anonymous data collection
- Why all the fuss?

Get the entire guide at the library website > [Assignment help > Source management > Personal data](#)

Confidential company data

Even if you have been allowed to use confidential data in your report - such as internal analyzes or data from your company's business area - the company might want full confidentiality even in the appendix; this even if your report is confidential.

If this is the case, register the sensitive data in the appendix overview, just like other appendices - and in the place of the actual appendix, type "Confidential material; Included in the exam". If your censor or supervisor needs to see the content of the appendix, they can see it on your computer or as a print version at the time of exam. That way, you ensure your company's sensitive data is not published, but still allows your readers to orient themselves in the primary source types.

Sources

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