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. Check with your professor regarding specific citing style requirements for your course assignments.

- At a minimum, include a slide with the complete References 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 a paper.
- The sources listed on individual slides should match with the complete citations on the References page.
Example: Research Findings from Secondary Research

- 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**

Butler University. (2011, October 21). *Interviews with four ABC store managers.* Indianapolis, IN.

Butler University. (2011, November 3). *Survey of 20 adults.* Indianapolis, IN.


