Packaging and Managing Your Professional Image - RoundTable Presentations - Presenting Nationally

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Boston Marriott Copley Place - Boston, MA USA

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Disclosure

• None
Objectives

1. Describe the components of effective abstracts for presentation, modifications necessary for type of abstract and the most effective methods for communicating the message to various audiences.

2. Discuss the purpose, uses, and pitfalls of American Psychological Association formatting for live presentations.

3. Develop professional slide presentations following best practice techniques and successful delivery.

4. Discuss the legal aspects of speaking contract agreements as they relate to copyright, plagiarism and photo release documentation.
Plagiarism
What is plagiarism?

Plagiarism is the appropriation of another person’s ideas, processes, results, or words without giving appropriate credit, including those obtained through confidential review of others’ research proposals and manuscripts.”

-Office of Science and Technology Policy, 1999
Scientific Writing in Nursing

• Good scientific nursing writing must be clear, accurate, purposeful, academic, and honest.
• Plagiarism in nursing scientific writing is perhaps the most known ethical error that can carry serious consequences.
What is Plagiarism?

• Plagiarism is uncredited use (whether intentional or unintentional) of somebody else's intellectual property

• Includes all media formats:
  o Electronic documents, websites, images, music, lecture slides, spreadsheets
Examples

• Copying material without quotes, in-text citations, and/or referencing
• Paraphrasing content without in-text citation and/or referencing
• Copying ideas, words, answers, exams, or shared work from others when individual work is required
• Using another's paper in whole or in part
• Allowing another student to use one's work
• Claiming someone else's work is one's own
• Resubmitting one's own coursework, when original work is required (self-plagiarism)
• Falsifying references or bibliographies
• Purchasing, borrowing, or selling content with the intent of meeting an academic requirement for oneself or others
Why should I cite my resources?

• It allows the writer to credit the work of others that directly influenced the present work and document any facts that are not common knowledge

• It gives interested readers the information necessary to identify and retrieve those sources.
How many words count as plagiarism?

• Most plagiarism detectors will pick up any more than 3 words together (https://blog.apastyle.org/apastyle/plagiarism/)

• 3-5 words together is often seen as a “flag”

• When in doubt, add a reference or citation
Checking your work

THEORY PAPER: CASE STUDY OF MARK O'BRIEN

Independence

Studies have shown that independence building which includes transition to self-management was viewed as important by families and motivated parents to encourage their child’s development (Heath, Farre, & Shaw, 2016). Furthermore, according to Waldboth et al. (2016), during the transition of care, disabled young adults feel the need to gain more insight into their condition and how to manage it. Meanwhile, they fear losing the relationship with former health care professionals they trust and are apprehensive of meeting new providers (Waldboth et al., 2016).

The authors also report that young adults with chronic conditions and/or disabilities desire to take part in their “normal” life and wish to increase contact with friends, have an active social life, and long to have the ability to attend school, college, and decrease the dependency on their family (Sirilla & Overcash, 2013). For Mark O’Brien he expressed the desire to be perceived as an adult who could make his own health care decisions, choose who his caregivers would be, and attend college. Moreover, he longed to be able to go outside, write, make his own
Best Practice Tips

• **NEVER** copy work into your manuscript with the plan to “rewrite it later”
• Even if you cite, it is still *plagiarism* to use “chunks” of other’s work unless it is a direct quote
• Do not use secondary or tertiary sources – you need to go to the original source
• Better to over-cite than to under-cite
• Always use a plagiarism checker – especially for group work
• If you are reproducing pictures/models, reach out to author directly
• If you have any questions, ask academic advisors/research mentors
Tips for Paraphrasing

Six Steps for Effective Paraphrasing

To paraphrase is to include the ideas or information from a source in your paper by rephrasing those ideas or information in your own words. Paraphrased text must include a proper citation. Use these steps to help you paraphrase in your writing.

1. Before reading or viewing the text, try to learn more about the topic by reviewing similar ideas. This will help you become familiar with vocabulary and ideas around the topic.

2. Read and reread the passage, and then determine the big picture of what it means. Try to figure out the main idea and supporting details from the text.

3. Reflect on your comprehension by asking yourself, “What does this mean?” When necessary, go back and reread the text from beginning to end. Look up unfamiliar words in a dictionary to help you understand what those words mean.

4. Try paraphrasing the text aloud before writing. Explain the main idea of the text to a partner or on your own.

5. Paraphrase the text by writing the meaning in your own words. Consider how you can change the sentence structure or voice, or rephrase the sentence in new ways. Compare your writing with the original to make sure the meaning remains the same. Credit the initial author with a citation after your paraphrased text and don’t forget to include the source at the end of your paper.

6. When in doubt, a good general rule of thumb to follow is: Read, Think, Restate in your own words.

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Consequences

• Black listed from academia/specialty fields
• Fined and publicly listed (https://ori.hhs.gov/case_summary)
• Inability to participate in future research/apply for monies
• Professional repercussions
• Creating doubt about science and undermining good research (Wakefield and autism)
• Severance of academic affiliation (for students)
Resources

Plagiarism Check:
  • iThenticate, at http://www.ithenticate.com
  • HelioBLAST, at http://helioblast.heliotext.com
Paraphrasing Checklist

Review your paraphrased text and ask yourself the following questions:

- Did I compare the original text with my writing to make sure they are different?
- Did I keep the same meaning as the original passage?
- Did I include the main idea and important details?
- Did I credit the original author by including a citation?
- Did I use language and word choice appropriate for my reader?

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3. Reflect on your comprehension by asking yourself, "What does this mean?" When necessary, go back and re-read the text from beginning to end. Look up unfamiliar words in a dictionary to help you understand what those words mean.
4. Try paraphrasing the text aloud before writing. Explain the main idea of the text to a partner or on your own.
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6. When in doubt, a good general rule of thumb to follow is: Read, Think, Restate in your own words.
References


Copyright
What is subject to copyright?

According to the Copyright Law of the United States works of authorship include:

1. literary works
2. musical works, including any accompanying words
3. dramatic works, including any accompanying music
4. pantomimes and choreographic works
5. pictorial, graphic, and sculptural works
6. motion pictures and other audiovisual work
7. sound recordings
8. architectural works
What does copyright mean?

• U.S. copyright law states that whomever owns the copyright to an image has the right to say how it is used.

• To determine whether you are allowed to reproduce an image, look for the copyright on the work:

  • Regular copyright or “all rights reserved” copyright
    This kind of copyright is indicated by the word copyright or the copyright symbol ©

  • Creative commons copyright:
    Indicated by words “creative commons’ or cc
    Gives permission to reproduce and/or part of a work (images included) without obtaining permission from the copyright holder as longs as credit is given to the the original author in a copyright statement.
Types of copyright

• Public domain
  o These are works that are not considered bound by the copyright laws and part of public domain. Meaning they can be reproduced and adapted to your needs, as long as the credit is given to the original author in the form of a copyright statement.

  o Treat all work as if it is under copyright unless the word “public domain” are on if or the work is produces by the U.S. Government (automatically public domain).
Types of copyright

• What if there is no copyright indicated?
  
  o Treat the work as copyrighted.

  o Copyright law indicates that work is considered copyrighted as soon as it becomes tangible – can be seen in a computer screen or paper – even if it does not have the © symbol or is not published professionally.
Do I need permission?

• Permission to reproduce an image is required if
  o **It is an academic source**
  o **Commercial stock photography** – must buy license for use.
    ▪ If you own the license you can use the image without credit
    ▪ If you do not own the license you cannot use the image.
  o **Clip Art**
    ▪ Does not normally require permission to reproduce, but may require credit line – make sure to check clip art website.

• Permission is not required if the image
  o Has a creative common license or
  o Is in public domain
When in doubt?

• If the copyright status of the image is not clear, assume it is copyrighted.

• What is “fair use?”

Fair use is a clause in the US copyright law that allows one to use copyrighted material under certain circumstances without getting permission from the copyright owner.
How do I get permission?

• Large publishers normally have permission offices where you can request permission from.
• Image may have a “contact us” page where you can write to request permission
• Provide the information you need: what image you want to reproduce, where the image will be used (paper, thesis, presentation), and if you will be publishing on-line, print, or both.
• Allow several weeks for permission process. If unable to obtain permission DO NOT use image.
• Copyright infringement comes with legal consequences
Resources

Writing the Copyright Statement

• [https://blog.apastyle.org/apastyle/2016/01/navigating-copyright-part-4.html](https://blog.apastyle.org/apastyle/2016/01/navigating-copyright-part-4.html)
References

