Author-Date Citations

Give your reader enough detail to **confirm** what you found.

Our preferred citation method is Chicago Author-Date style.
That this style is DIFFERENT from the Chicago Footnote Style,
in that it uses parentheticals in the text.
There are two parts to Author-Date:

In Text Notes

These are parenthetical references in the body of your work,
with the author's last name and date telling the reader knows
'I found this information here' (Example, 2019).

Reference List

This is where you list the full citations at the end of your
document, so that people can find them. See examples
below.

Remember:

Chicago style allows **"logical and defensible variations,"** so if
you're consistently and ethically identifying your quotations,
sources and facts in a way that makes sense, that's
considered compliant. Fill in as much information as you can
and when in doubt, treat your source like an article.

Examples

Traditional Sources

Articles

In Text
(Stoller, 2019)

Reference List Syntax
Author. Publication year or n.d. for no date. "Article Title." Publication, date.Url.

Reference List Example
Stoller, Kristin 2019. "Fintech Insurer Lemonade Valued At More Than $2 Billion After $300 Million Funding Deal." Forbes, April 11, 2019. forbes.com/sites/workday/2019/03/28/four-technology-trends-that-will-inform-the-2019-policy-agenda/#7e32e6047de6.

Blog Posts

In Text
(Vaynerchuck, 2019)

Reference List Syntax
Author or institutional author. Publication year or n.d. for no date. "Post Title." Blog title (blog), Month day published. Accessed date. Url.

Reference List Example
Vaynerchuk, Gary. 2019. "Effective Ways To Build Trust In The Workplace" (blog), March 13. Accessed April 11, 2019. garyvaynerchuk.com/build-trust-in-the-workplace/.

Webpages

In Text
(Poggi, 2019)

Reference List Syntax
Author or institutional author. Publication year or n.d. for no date. "Page Title." Site title. Accessed date. Url.

If there's no author, then start with the title, like this:
"Page Title." Publication year or n.d. for no date. Site Title. Last modified date OR date accessed. Url.

Reference List Example
Poggi, Lula. n.d. "This Apartment's Colors, Views, and Style Are Utterly Charming". Apartment Therapy. Date accessed: April 11, 2019. apartmenttherapy.com/remodeling-ideas-in-a-barcelona-apartment-tour-267890.

Entire Websites

In Text
(Apartment Therapy, 2019)

Reference List Syntax
Author or institutional author. Publication year or n.d. for no date. Site title. Last modified date OR date accessed. Url.
If there's no author, then start with the title, like this:
Site Title. Publication year or n.d. for no date. Accessed date. Url.

Reference List Example
Apartment Therapy, LLC. 1994. Apartment Therapy. Accessed April 11, 2019. apartmenttherapy.com.

Industry Reports

In Text
(Mergent, 2019)

Reference List Syntax
Title. Year Published. Publisher. Document url.

Reference List Example
Membership Organizations - Quarterly Update 4/8/2019. 2019. Fort Mill, South Carolina: Mergent. https://search.proquest.com/docview/2206001503?accountid=197721.

Photos, Charts and Graphs

In Text Only
Use a source line in your caption, you do not need to cite it in your reference list. If you alter the original, note that by saying 'adapted from' at the beginning of the reference.

Syntax
(Source: Creator. Title of image. Medium. Publication Date. URL.)

Example
(Source: StatistaCharts. The Most Valuable NCAA Teams. Chart. April 12, 2019. statista.com/chart/17700/the-most-valuable-ncaa-teams/)

Videos

In Text
(Lin, 2019)

Reference LIst
Author. "Video Title" Publisher, Video length in mm:ss. Publication date. URL.

Reference List Example
Hsin-Chuen Lin. "33. Throwing / Making a Large Porcelain Salad Bowl with Hsin-Chuen Lin" Youtube, 14:33. November 22, 2010. youtu.be/bogHplpEhB8.

Social Media & Personal Communications

Tweets, Instagram posts, Tiktok videos, Youtube, etc.

In Text
(Food52, 2019)

Reference List Syntax
Author. "Twitter / excerpt" Month date, year, time. Url.

Reference List Example
@Food52. "Twitter / The anatomy of a BIG, glorious Turkish breakfast." April 12, 2019, 7:00 AM. twitter.com/Food52/status/1116702531579785221.

Personal Emails

In Text
(Smith, 2019)

Reference LIst
Personal communications, including email and text messages and direct messages sent through social media, are usually cited in the text only.

(Name or handle if name is unavailable, medium, date)
(John Smith, personal email to the author, April 11, 2019)

Personal Interviews

In Text
(Name, date)

Reference List
Name of source (title/relationship), description of communication. Date.

Reference List Example
Alexie Harper (Quantic Cofounder) in discussion with the author, January 2021.

Quantic/Valar Material

Citing a Quantic Lesson

In Text
(Quantic, Competitive Concepts, 2021)

Reference List Syntax:
Institutional Author. Publication Year. "Chapter Title, Lesson Title" in Concentration Title. Accessed on date. URL.

Example:
Quantic School of Business and Technology. 2020. "Competitive Concepts, Vertical Integration" in Strategy II: Corporate-Level Strategy. Accessed on Feb 12, 2021.
https://quantic.edu/course/6084cb67-e2da-4e78-8bfc-27083d93eb16/chapter/0/lesson/0abad3c0-b903-45b5-8b9d-2eb3d4011b0c/show?frame=0d8dc6b4-ae92-4d3d-c2e8-6954106a8055

Citing the Course Summary Book

Reference List Syntax
Institutional Author. Publication Year. "Chapter Title, Lesson Title" in Book title. Edited by ____-, pages x-x. Publication Location, Publisher.

Citing a Case Study

Syntax:
Institutional Author. Publication Year. "Document title". Accessed on date. URL.

Citing Quantic's Website

Syntax:

Author or institutional author. Publication year or n.d. for no date. "Page Title." Site title. Accessed date. Url.

Example

Quantic Holdings Inc. 2020. "The business school of the future has arrived." Quantic School of Business and Technology. Accessed August 12, 2020. quantic.edu/programs

Appropriate Use