Paraphrasing Gone Bad

Let's take a look at how paraphrasing can go wrong. We'll start with this quote:

"This research demonstrates that parents are more likely to equate pestering with children's consumption of advertising on traditional rather than digital media."

And here's a paraphrase:

This study shows that parents are more likely to equate pestering with their kids watching ads on conventional rather than online media.

Let's look at what makes this a bad paraphrase.

Instead of rephrasing the quote in my own words, I just substituted one word for another word that means the same thing.

I also kept the sentence structure exactly the same as the original.

And when I used a direct quote from the original paragraph, I didn't put quotation marks around it. Even if it's only part of a sentence, a direct quote should always be put in quotes.

Finally, there is something not included and that's the citation that gives credit to the original author.

So when you're paraphrasing, be careful to avoid just swapping out words and keeping the original sentence structure. If you include a direct quote a quotation marks around it. And always give credit to the author.