Including quotes into your academic writing is an essential skill. When including quotes, remember to use the I.C.E. method, to correctly introduce, cite, and explain the quote. With these three steps, you can make the quote very effective in the argumentation of your paper.

**INTRODUCE**

1. Before citing the quote, introduce relevant information such as the author’s name, credibility, organization they are associated with, the source in which the quote was found and any other pertinent facts.

2. If you include the author’s name in the introduction of the quote, you are not required to record their name in the in-text citation.
   - Ex.: Dr. Mark Stevenson, from the University of Pennsylvania, in his book, Finding the Cure, states, “The key to treating early onset Alzheimer’s disease is early detection” (55).

3. It is also important to explain how the information given in the quote relates to the flow of your paragraph and paper.

**CITE**

There are various ways to incorporate the source into your paper.

1. **Direct Quote:**
   A direct quote is taken word for word from the source. It requires quotation marks and an in-text citation. You must not include any words not found in the original text to accurately represent what the author wrote.

   Ex. “People who improved their fitness had an increased volume in the hippocampus and frontal and temporal lobes, the regions of the brain associated with cognitive functioning” (Ratey).
2. **Indirect Quote:**

An indirect quote involves using ideas from the passage without quoting word for word. Once you have concluded the author’s thoughts, include an in-text citation, be sure to not represent your own thoughts as the author’s.

Ex. Keeping fit will enhance our brain function including the activity of our hippocampus as well as our temporal and frontal lobes (Ratey).

3. **Paraphrasing:**

Paraphrasing is taking the source’s words, restating, and summarizing them. A paraphrase requires quotation marks and an in-text citation. As a rule, it is better to paraphrase the passage then directly quoting from the source.

Ex. “People who stay fit increase the function of their hippocampus and frontal and temporal lobes, which improves their cognitive functioning” (Ratey).

1. **Explain**

Once you have given the quote it is vital that you explain how the evidence advances your argument. Provide analysis and interpretation of the quote, giving further insight into what the source means for your paper. In what ways does the source prove your point?

Ex. “People who improved their fitness had an increased volume in the hippocampus and frontal and temporal lobes, the regions of the brain associated with cognitive functioning” (Ratey). This shows that there is a direct correlation between increased activity and improved academic performance. Therefore maintaining an appropriate balance between academics and extra-curricular activities will result in improved academic performance.