Using Plagiarism Tools to Teach Plagiarism Avoidance

Brno, Plagiarism Across Europe Conference—26-05-2017
About SSE Riga
What is Plagiarism?

• Using an idea from another author without attribution and proper APA referencing.

• Copying text from another author verbatim into a work submitted for grading at SSE Riga without proper use of quotation marks and APA referencing.

• Paraphrasing of another author’s work that does not meet the standards taught in the Academic Writing Course at SSE Riga.
How We Allow Groups to Access Turnitin

• Generate dummy logins/passwords (FE201701@sseriga.edu).
• Each student group gets a unique login/password combination.
• Students are trained to access the system.
• Students are given a 48-hour window to use the system.
• Students may submit and view ONLY ONE report.
• Students are expected to review the report as a group and make changes.
• Students submit their final paper to the Moodle platform.
Training Students to Interpret Reports

- Ignoring percentages
- Learning what counts as plagiarism.
- Learning how Plagiarism software works.
Drugs that are produced by the pharmaceutical companies are a key part of the delivery of an effective health service. Unfortunately, the way media has presented the pharmaceutical industry activities are more often to appear with negative meaning. Companies should pay a great amount of their attention to the public image in order not to lose their “niche” in the market. (Kermani, F., 2004) Disadvantageous and wrong headlines are becoming inevitable and so efforts to resist them must become a leverage for the industry. (Ronen, I., 2005) The industry itself is very sophisticated, that is why it is not so easy in the modern media age to gain favourable positions. (Anon, 2004)

What is clear is that public recognition cannot be ignored, particularly since healthcare is a major election issue and voter opinion will have an impact on a government’s policies. For example, in 2002, the US seniors group AARP accused some pharmaceutical companies of using “front” groups that meant to represent the elderly and released messages that were at the industry’s point of view on issues such as pricing. (Moynihan, R., 2003) These types of claims often achieve major coverage in the press and can be highly damaging to the pharmaceutical industry. It is particularly unfortunate since they can overshadow the pharmaceutical industry’s value in researching and developing new medicines. (Kermani, F., 2004)

Many diseases that previously had a destructive effect on society are now well-controlled and so this can lead to the industry’s

CSR: Responsibility towards environment and competitiveness – case of Olainfarm
role in healthcare being taken for granted. (Kermani, F., 2004)

Responsibilities towards environment

In recent years, the concept of corporate social responsibility (CSR) has become very important. CSR is often discussed at the highest levels of companies, but there are lots of interpretations as to what it actually means. (Donaldson, T., 2005) CSR can be subjective relying on interpretations of how commercial activities are perceived in terms of integrity, fairness and respect for individuals. (Donaldson, T., 2005).
The pharmaceutical industry has always been one of the important business sectors, that is why a lot of attention is paid to how it operates. Moreover, there has been a non-stop rise in interest by the media and the public in a sense of healthcare services being offered. This is why the pharmaceutical businesses are unable to avoid the involvement in the discussion of any issue.

Internet source: www.pharmaceuticaljobs.co.uk

What is clear is that public perception cannot be ignored, particularly since healthcare is a major election issue and voter opinion will have an impact on a government’s policies. For example, in 2002, the US senators group AARP accused some pharmaceutical companies of using “front” groups that purported to represent the elderly and released messages that favored the industry’s point of view on issues such as pricing. These types of claims often achieve major coverage in the press and can be highly damaging to the pharmaceutical industry. It is particularly unfortunate since they can overshadow the pharmaceutical industry’s role in researching and developing new medicines.

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Responsibilities towards environment

In recent years, the concept of corporate social responsibility (CSR) has become increasingly relevant. CSR is a broader concept than sustainability.
CSR Policy

One might think that there is no universal definition of CSR, however it is possible to say that it can be defined as a business responsibility to contribute to sustainable economic development, supervising employees, working with their families, working with the whole society in order to improve the quality of life.

CSR can thus be seen as the mix of sociological and economic aspects of the organisation in a complex modern society. In the case of Olainfarm, authors would like to understand and, possibly, deduce the main factors that bring the sustainability to the company implying the responsibility towards external environment.

Pharmaceutical Industry

The pharmaceutical industry has always been one of the important business sectors, that is why a lot of attention is paid to the way it operates. Moreover, there has been a non-stop rise in interest by the media and the public in a sense of healthcare services being offered, that is why the pharmaceutical businesses are unable to avoid the involvement in the discussion of any issue may arise.

Drugs that are produced by the pharmaceutical companies are a key part of the delivery of an effective health service. Unfortunately, the way media has presented the pharmaceutical industry activities are more often to appear with negative meaning. Companies should pay a great amount of their attention to the public image in order not to lose their “niche” in the market. (Kernani, F. 2004)

Disadvantaging and wrong headlines are becoming inevitable and so efforts to resist them must become a leverage for the industry. (Roper, L., 2005) The industry itself is very sophisticated, that is why it is not so easy in the modern media age to gain favourable positions. (Anon, 2004)

What is clear is that public recognition cannot be ignored, particularly since healthcare is a major election issue and voter opinion will have an impact on a government’s policies. For example, in 2002, the US Senate group AARP accused some pharmaceutical companies of using “front” groups that meant to represent the elderly and released messages that favoured the industry’s point of view on issues such as pricing. (Moynihan, R., 2003) These types of claims often achieve major coverage in the press and can be highly damaging to the pharmaceutical industry.

It is particularly unfortunate since they can overshadow the pharmaceutical industry’s vital role in researching and developing new medicines. (Kernani, F. 2004) Many diseases that previously had a destructive effect on society are now well-controlled and so this can lead to the industry’s
What is not important?

• Your reference list.

• Direct quotes that are between quotation marks and properly referenced (i.e. “Because you’re mine, I walk the line...” (Cash, 1964))

• Lists of titles or names that couldn’t be written another way: The International Monetary Fund, the World Bank, and the OECD...
More What’s Not Important...

• Clusters of words that have no meaning together: function words, often used phrases
• Lists of common terms that can’t be paraphrased
• Material from your instructors: content of lecture slides, common definitions.

• However, if you use a definition directly from a printed source it should be in quotations and properly referenced!
What counts as plagiarism?

• Large blocks of uninterrupted text from a single source, **no quotes & no author OR no quotes**
• Large blocks of text from a single source with a couple of words changed.
• Clusters of phrases or sentences from a single source in one paragraph.
• Direct quotations with an in-text citation but no quotation marks or other unambiguous signal that the words aren’t yours!
• Statistics or numbers that are not common knowledge.
Examples:

Generally, sustainability is a business strategy that drives long-term corporate growth and profitability by mandating the inclusion of environmental and social issues in the business model. Its importance is underestimated by a majority of businessmen, although this trend is changing overtime. Recent surveys show consumers increasing preference for brands that encourage employees to volunteer programs and promote the organizational mission.

Westpac’s employees have actively been volunteering in this community for decades. They also have several initiatives in place that are directly helping to build capacity in social sector communities. Not only that, the “Westpac Foundation provides grants to Not for Profit organizations to help them establish community-based programs” (Donaldson, n.d.)

As described in the introduction, Westpac was ranked as the most sustainable company on Earth for the year of 2014. “It was the first bank to join the Australian government’s Greenhouse Challenge Plus and the first financial institution in Australia to create a matching donation program. In the Global 100 methodology, it scored in the top quartile on all four resource productivity indicators (Energy, Carbon, Water and Waste Productivity), and on Leadership Diversity, which looks at gender diversity in management and on the board of directors. Westpac is Australia’s oldest banking institution, with annual revenues of $38 billion (USD) and over 36,000 employees.” (Morrow, 2014) Their key relationships are formed in a way that
How acceptable would be copying a couple of sentences from some source without citing the author?

How acceptable would be copying a few paragraphs from some source without citing the author?

How acceptable would be citing the author, paraphrasing the author’s exact words, but not changing sentence structure?
How did access to Turnitin change your perception of plagiarism, if at all?
Next Steps

• Follow cohorts through all three years of the program
• Continue to refine training in writing, referencing and research methods
• Encourage other institutions to adopt the program and survey.