

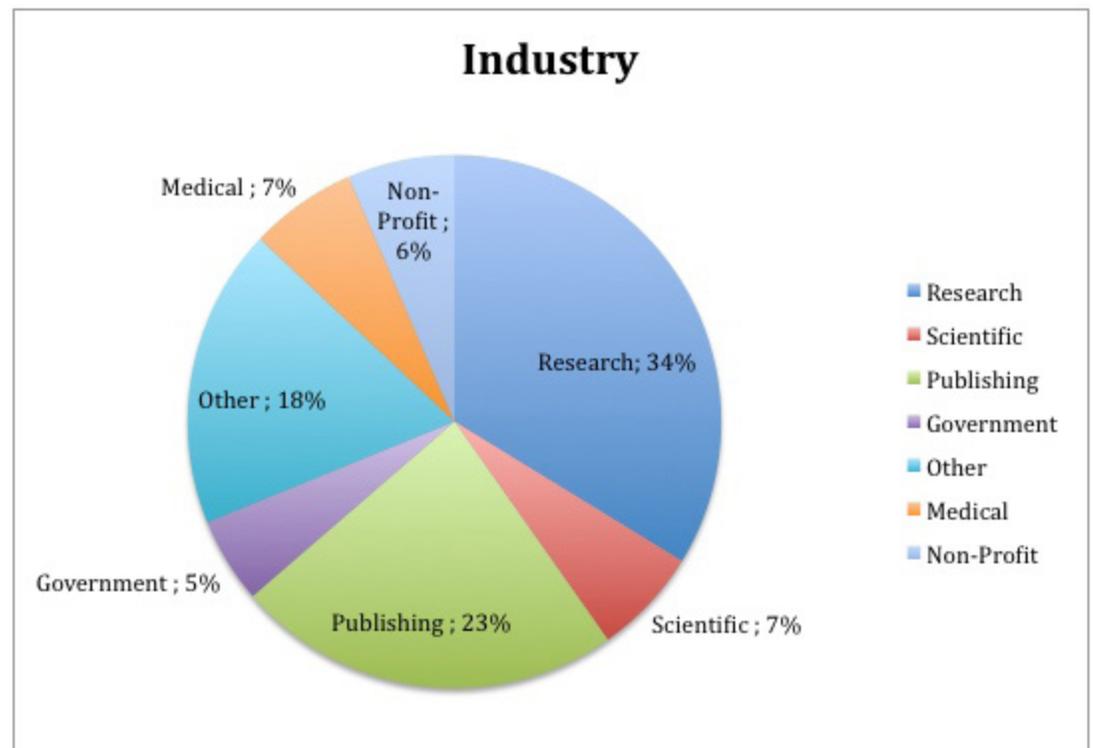
2012 SURVEY HIGHLIGHTS:

SCHOLARLY PLAGIARISM

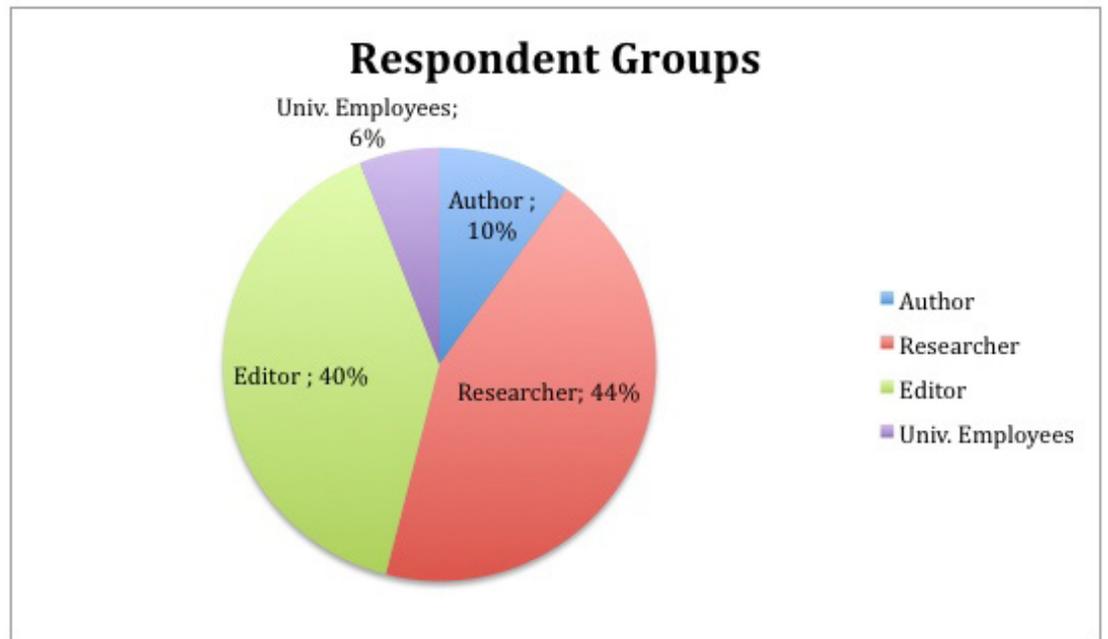
In October 2012, iThenticate fielded an online survey of 419 researchers, authors and editors of scholarly publications to assess their attitudes and experiences surrounding the issue of plagiarism. The results reveal a field deeply concerned and intimately familiar with the problem of duplication, yet paradoxically inconsistent in taking action to prevent the practice.

Within the industries, researchers were the largest respondent group (44 percent), followed by editors (40 percent), and authors (10 percent). The remaining 6 percent of respondents were university employees working in research departments.

INDUSTRIES

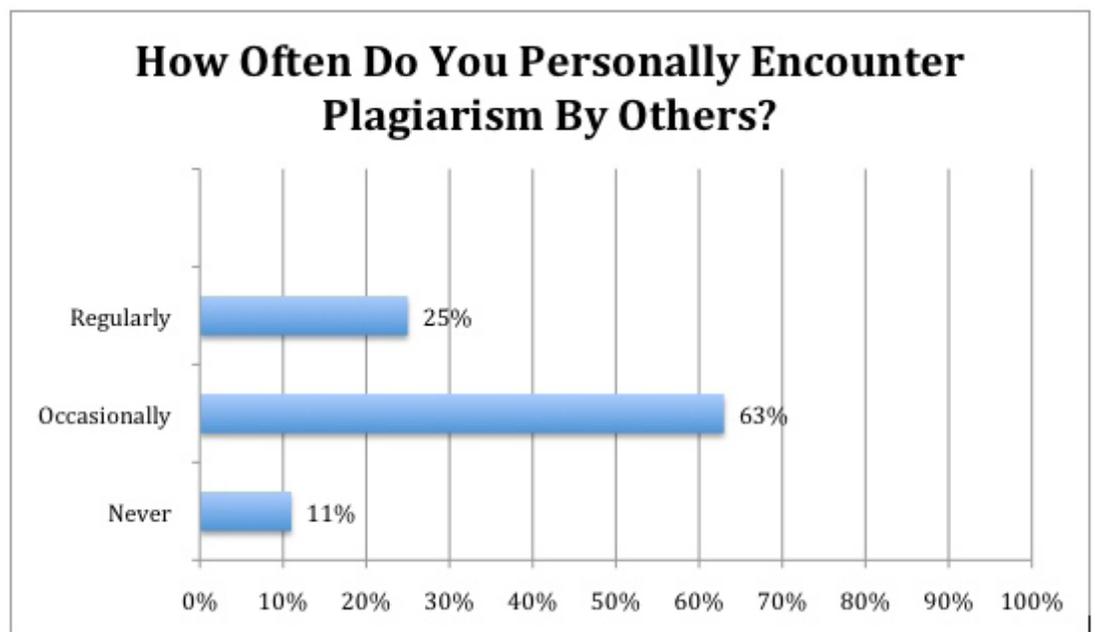


RESPONDENTS



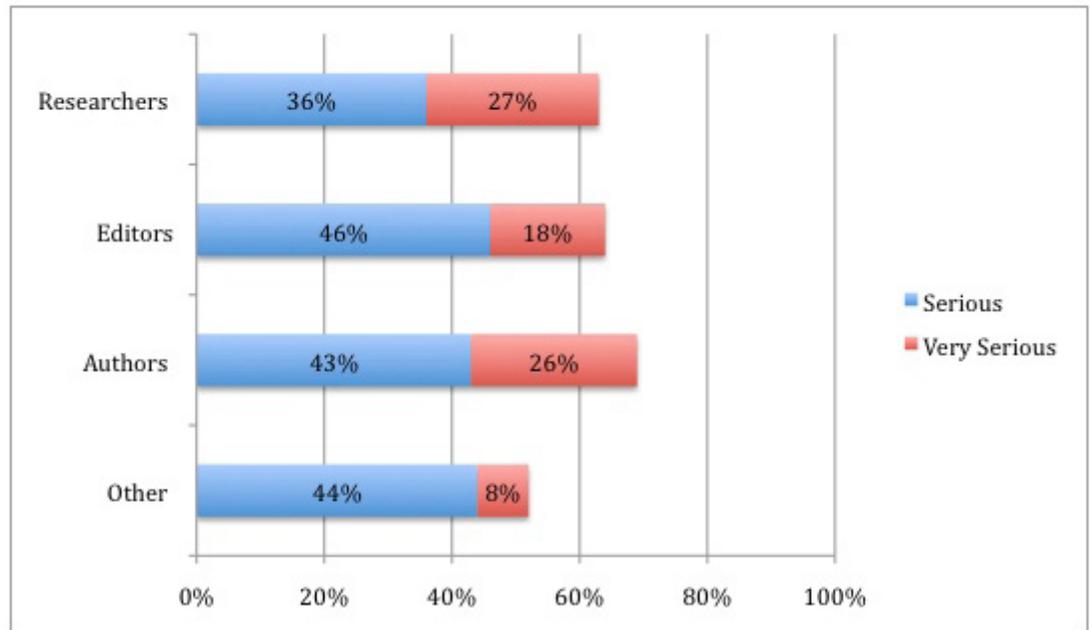
Prevalence of Plagiarism

Nearly 89 percent of respondents said they “regularly” or “occasionally” encounter instances of plagiarism. The majority of respondents—60 percent— say they believe plagiarism in their field is increasing, while 31 percent believe it is decreasing and just 8 percent deem the prevalence unchanged.



Severity of the Problem

Plagiarism was reported as a serious problem across all respondent groups, but researchers reported the highest levels of overall concern, with more than one in four agreeing that plagiarism is a “very serious” problem.



Attitudes about Plagiarism Don't Always Result in Action

Despite their high levels of concern about plagiarism, researchers were among the least likely of those surveyed to utilize plagiarism detection tools. Almost half report that they have never used professional plagiarism detection software.

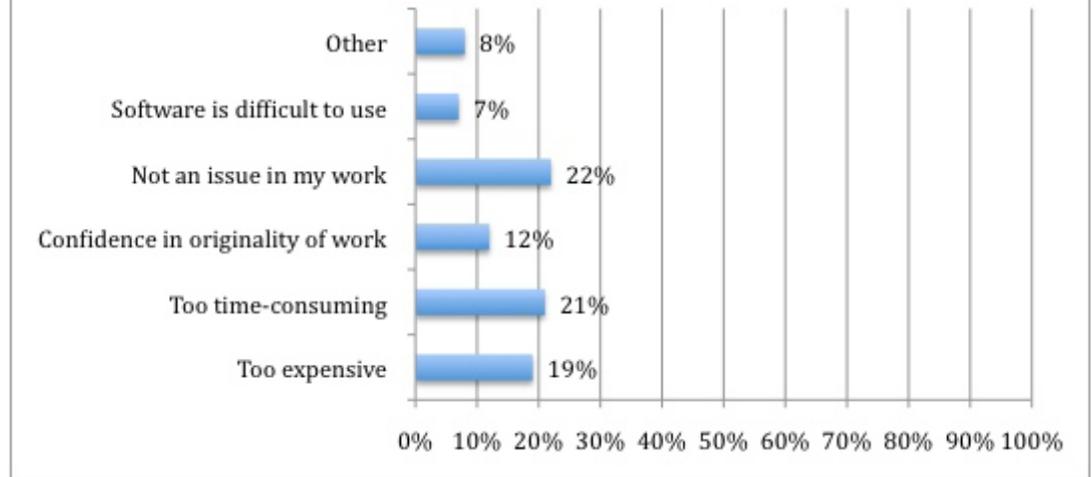
Editors at scholarly publications were the exact opposite, with a majority reporting routinely checking submitting authors' work for plagiarism using a variety of plagiarism detection tools, including iThenticate.

Barriers to Plagiarism Checking

When asked what would prevent someone from utilizing plagiarism detection software, three factors rose to the top as leading barriers: cost, time and the belief that plagiarism is not an issue with their own work. Author confidence in the originality of their own work was also perceived as a deterrent to performing a formal plagiarism check.

Within the major respondent groups, editors focused most on the issue of time, with 30 percent stating “too time-consuming” as the top barrier to checking. Researchers and authors were likeliest to cite cost as the leading issue, with about 25 percent stating that price was the leading deterrent.

What is the Main Reason People May Choose Not to Check for Plagiarism?



Respondents Rule on Self-Plagiarism

Self-plagiarism—repurposing one’s own prior published work without citation—has been a fixture in publishing scandals with increasing prevalence over the past year. When asked to render an opinion on the ethics of self-plagiarism, survey respondents came down squarely against the practice, with 53 percent stating that it’s a “serious” or “concerning” problem. Just 18 percent were neutral, 16 percent believed it was “not much of a problem,” and just 3 percent felt self-plagiarism was not a legitimate issue.

Pressure to Publish

The familiar concept of “pressure to publish” featured prominently in the iThenticate survey, and was identified by 45 percent of respondents as the single greatest contributing factor to cases of plagiarism. Other factors cited were an “end justifies the means” mentality (13 percent), technology (13 percent), and hectic schedules (9 percent).

About iThenticate

iThenticate is the leading provider of professional plagiarism detection and prevention technology used worldwide by scholarly publishers and research departments to ensure the originality of written work before publication. iThenticate helps editors, authors and researchers prevent misconduct by comparing manuscripts against its database of over 24 billion web pages and 122 million content items, including 32 million published works from over 300 scholarly publisher participants of CrossCheck, a service offered by CrossRef® and powered by iThenticate software. iThenticate is developed by Turnitin, the leader in plagiarism and originality checking for educational institutions worldwide. www.ithenticate.com