Crossref Similarity Check:

Safeguarding Academic Integrity, Supporting Publication Ethics

Mr. Shivendra Naidoo
Agenda

1. Why should we worry about Plagiarism / Unoriginal Research?
2. What are some countries doing to tackle these issues?
3. What is iThenticate and how can it help to prevent plagiarism?
4. Who currently uses iThenticate?
5. Differences between iThenticate & Crossref Similarity Check (CSC)
6. The Benefits of Depositing Published Content with Turnitin
7. What do some of our CSC Admin Users think of the service?
8. Development Themes for iThenticate in 2017 and Beyond
9. Questions & Answers
Why worry about plagiarism/unoriginal research?
Why worry about plagiarism/unoriginal research?

- Grants/Funding are a finite resource
- Poor academic practice will lead to poor quality research
- Poor research/misconduct will impact on reputations and rankings (of individuals, institutions and journals)
- These factors will have an inevitable affect on the perception of a nation’s research quality, on a global level

☑️ iThenticate®
What are some countries doing to tackle these issues?
What some countries are already doing:

- Checking research proposals prior to funding
- Part of an accreditation process/government policy
What some countries are already doing:

- National/consortia access to a plagiarism prevention service

- Making Plagiarism a legal offence to hold authors accountable
How can iThenticate help tackle these challenges?
Preventing Plagiarism in Research & Publications

The Goliath of the Sea

The majestic blue whale, the goliath of the sea, certainly stands alone within the animal kingdom for its adaptations beyond its massive size. At 30 metres (98 ft) in length and 190 tonnes (210 short tons) or more in weight, it is the largest existing animal and the heaviest that has ever existed. Despite their incomparable mass, aggressive hunting in the 1900s by whales seeking whale oil drove them to the brink of extinction. But there are other reasons for why they are now so endangered.

Blue whale - Balaenoptera musculus

Preventing Plagiarism in Research & Publications

iThenticate®
How can iThenticate help tackle these challenges?

*iThenticate can provide a holistic solution for the originality checking of academic writing*

From PhD level, through to publication...and beyond!
How can iThenticate help tackle these challenges?

- In universities to check PhD theses
- In institutions to check research/grant proposals
- By academic authors to review their draft papers
- By journal editors to deter/detect plagiarism
- By publishers to prevent plagiarism/piracy
Examples of Current iThenticate Users
Promoting Institutional Integrity

Trusted by Leading Research Institutions

Relied upon by Government and Grant Funding Agencies

✅ iThenticate®
Preventing Plagiarism in Published Work

Indispensable to more than 1300 Academic Publishers
Differences between iThenticate & Crossref Similarity Check (CSC)
iThenticate vs. Crossref Similarity Check

- A bespoke version of iThenticate for Crossref members only
- Very little difference in the software / User Interface itself; **but**
  some additional features only available to CSC customers
- CSC participants agree to show full-text sources to each other
- Bespoke pricing model compared to standard iThenticate
iThenticate vs. Crossref Similarity Check

- A bespoke version of iThenticate for Crossref members only
- Very little difference in the software / User Interface itself; **but** some additional features only available to CSC customers
- CSC participants agree to show full-text sources to each other
- Bespoke pricing model compared to standard iThenticate

- Requires CSC participants to deposit at least 90% of their DOI-assigned content in the iThenticate database
Preventing Plagiarism in Published Works

The iThenticate Database Includes:

- 86% of the top 100 impact factor journals
- 79% of the top 500 impact factor journals
- 78% of the top 5,000 impact factor journals

- 63B+ webpages
- 67M+ journal articles
- 182M+ publications
The Benefits of Depositing Published Content with Turnitin
Benefits of a Content Partnership with Turnitin

Content Partnerships with Turnitin

- Improves Scholarly Writing of Young Academics
- Increases Visibility on the Global Stage
- Increased Traffic to Partners’ websites
- Improves Quality & Perception of National Research Output
- Encourages & Increases number of Correct Citations
- Mitigates the risk of Plagiarism / Copyright Infringement
- Protects the IP of our Content Partners
- Access to iThenticate strengthens Editorial Standards
- Useful both for Detection and as a Deterrent

iThenticate
Feedback from our Similarity Check Users
Feedback from our Similarity Check Users

- 87% of respondents had been using CSC for >1 year
- Majority of respondents used CSC on a daily/weekly basis
- 52% review every report generated, while 37% only reviewed reports when the score exceeded a certain threshold percentage
- 82% of respondents informed authors that their work will be checked with CSC, while the rest did not
Feedback from our Similarity Check Users

- 92% found that CSC helped them identify plagiarism cases
- 37% of respondents saw a noticeable reduction in the number of cases of potential plagiarism each year
- 88% of respondents were ‘satisfied’, ‘very satisfied’ or ‘extremely satisfied’ with the CSC service overall
Development Themes for iThenticate
Development Themes for iThenticate

Enhanced Report Analysis
Help users increase their efficiency when analyzing reports
Supported by: Report Svc., Doc Viewer

Better Exclusions
Improve accuracy of exclusion tools and provide more customizable exclusion options
Supported by: Report Svc., Doc Viewer

Improved Document Processing
Support additional file types, larger file sizes, and upload methods
Supported by: Report Svc., Submission Svc.

Collaboration
Support collaboration and report sharing
Supported by: Document Viewer
Thank You for Listening!

Questions?