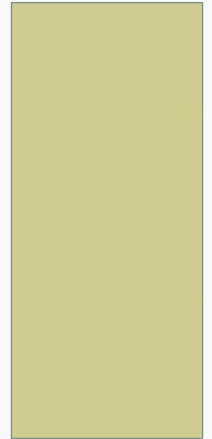


SECONDARY DATA: APPROPRIATE AND INAPPROPRIATE USE

DR GEORGIA SAKELLARI
GREENWICH UNIVERSITY, 02 NOV 2015



...CONNECTING TO PREVIOUS LECTURES...

- Primary and Secondary Data

Primary Data Gathered from first hand experiment and experience	Primary Source Original publication from the people who gathered the primary data
Secondary Data Obtained from primary (and secondary) sources	Secondary Source A publication based on secondary data

APPROPRIATE USE

Citation

Reference

APPROPRIATE USE

Citation



Basically, all you need to do is to write the author's or editor's surname and the year of publication like this (**Hales, 1986**) or like this as discussed by **Hales (1986)**. You may sometimes have a corporate author, rather than a personal author, like this (**British Retail Consortium, 2007**). If you have used two documents by the same author published in the same year, distinguish them by adding a suffix like this (**Lowe, 2005a; Lowe, 2005b**). If there are two or more authors or editors for a document, put them all in your citation like this (**Riley, Ladkin and Szivas, 2002**). If you want to cite several works together, because they

APPROPRIATE USE

Reference

Hales, C.P. (1986) "What do managers do?: a critical review of the evidence", *Journal of Management Studies*, 23(1), pp.88-115.

British Retail Consortium (2007) *British Retail Consortium 2007*. Norwich: The Stationery Office.

Lowe, M.S. (2005a) "The regional shopping centre in the inner city: a study of retail-led urban regeneration", *Urban Studies*, 42(3), pp.449-470.

Lowe, M.S. (2005b), "Revitalizing inner city retail?: the impact of the West Quay development on Southampton", *International Journal of Retail and Distribution Management*, 33(9), pp.658-668.

WHEN TO CITE EXERCISE

- Cardiff University: Information Literacy Resource Bank
- <https://ilrb.cf.ac.uk/plagiarism/whentocite/index.html>

PLAGIARISM- WHAT IS IT?

- “Plagiarism happens when you submit someone else’s work as your own” (Williams, K. and Carroll, J. 2009 p.52)
- Could be intentional or unintentional.
 - IT DOESN’T MATTER!! It is your responsibility to submit work that is your own

FAMOUS CASES OF PLAGIARISM

- In academia

Retraction Watch

Tracking retractions a

UNLV English professor fired for plagiarizing Updike, Said, Zizek, and more

with 4 comments

An English professor at the University of Nevada, Las Vegas, has been fired after the discovery that a huge portion of his work from the last two decades contains material lifted wholesale from some of the world's best writers and thinkers.

Mustapha Marrouchi was first accused of plagiarism in 1992, when he ripped off an essay by W.J.T. Mitchell in the *London Review of Books*. Then in 1999, a letter by lecturer Stephen Howe appeared in the *LRB*, accusing Marrouchi of an "almost verbatim" theft of one of Howe's book reviews:

“

I'd been following the exchanges provoked by Terry Eagleton's assault on Gayatri Spivak with great interest when I encountered the letter from Mustapha Marrouchi (Letters, 1 July). A particularly devastating polemic, I thought: vigorous, well informed, and spiced with some rather good jokes. But then I would think that – for the letter is an almost verbatim, complete transcription of my review of Spivak's previous book, published in the *New Statesman* in February 1994. Maybe, in line with the old clichés about imitation and flattery, I should be pleased that someone thought a five-year-old book review of mine was worth plagiarising in the *LRB*. (I have received an apology from Mr Marrouchi.)



Mustapha Marrouchi, via UNLV


Ferguson, C.(2014): *UNLV English professor fired for plagiarizing Updike, Said, Zizek, and more*. Retraction Watch. Available at:

<http://retractionwatch.com/2014/12/04/unlv-english-professor-fired-plagiarizing-updike-said-zizek/>

(Accessed: 01 November 2015)

FAMOUS CASES OF PLAGIARISM

- In academia..

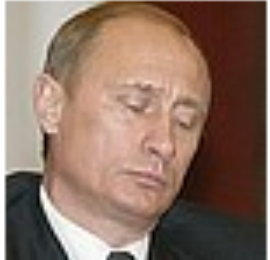
Kommersant 
Russia's Daily Online

Politics **Home**


The President as Candidate

//Creative Method

A candidate's dissertation in Russia (roughly equivalent to a U.S. Ph.D. dissertation) **can be bought, sold or copied freely**, and strategic planning is still made using models from the 1970s, say two researchers from the U.S. Brookings Institute, Clifford Gaddy and Igor Danchenko. They made these banal conclusions from sensational material: they studied **Russian President Vladimir Putin's candidate's dissertation** and **found trivial plagiarism**.



The Creative Method

 ... enlarge

Shishkin, M. Butrin, D. Shevchuk, M (2010). "The President as Candidate". Kommersant. Available at: <http://www.kommersant.com/pda/doc.asp?id=662935> (Accessed: 01 November 2015)

FAMOUS CASES OF PLAGIARISM

- Plagiarism is not only an academic issue...

BBC NEWS

LIVE **BBC NEWS CHANNEL**

Last Updated: Friday, 18 November 2005, 17:55 GMT

[E-mail this to a friend](#) [Printable version](#)

Madonna in plagiarism case defeat

A Belgian songwriter has won a plagiarism case against Madonna over her 1998 hit single Frozen.



Salvatore Acquaviva's claim that the song copied one of his recordings was upheld by a Belgian court.

His lawyer told the Reuters news agency the judge ordered EMI, Sony and Warner Music to withdraw the song from sale in the country.

The companies' lawyer declined to comment while Madonna's UK spokeswoman said she was unable to give a reaction.

Mr Acquaviva's lawyer Victor-Vincent Dehin said the judge agreed that Madonna's single used four bars of the song Ma Vie Fout L'camp, which roughly translates as My Life's Getting Nowhere.

Madonna experimented with Eastern influences on Ray of Light

News Front Page
World
UK
England
Northern Ireland
Scotland
Wales
Business
Politics
Health
Education
Science & Environment
Technology
Entertainment
Arts & Culture
Also in the news

Video and Audio

Have Your Say
Magazine
In Pictures
Country Profiles
Special Reports

By **CBSNEWS** / **UWIRE.COM** / February 19, 2008, 8:18 PM

Obama Accused Of Plagiarism In Speech

[Comment](#) / [f Shares](#) / [4 Tweets](#) / [Stumble](#) / [@ Email](#)

More +

This story was written by Solly Kane, The Daily Cardinal

Presidential candidate U.S. Sen. Barack Obama, D-Ill., has come under scrutiny for a speech he gave Saturday in Milwaukee and its similarities to a speech by Massachusetts Gov. Deval Patrick.

The website www.youtube.com has a video showing the similarities of the two speeches, and both campaigns, Obama's and U.S. Sen. Hillary Clinton's, D-N.Y., have responded to the accusations of plagiarism.

Obama's speech Saturday sounded similar to a speech given by Patrick in his 2006 campaign for governor, according to the video.

BBC news (2005) *Madonna in plagiarism case defeat* Available at:

<http://news.bbc.co.uk/1/hi/entertainment/4449580.stm> (Accessed: 01 November 2015)

CBS news (2008) *Obama Accused Of Plagiarism In Speech* Available at:

<http://www.cbsnews.com/news/obama-accused-of-plagiarism-in-speech/> (Accessed: 01 Nov 2015)

HOW TO AVOID PLAGIARISM

- Put it in your own words
 - It is your interpretation (your own words) that matter. The source's words do not matter. You do not get marks for them.
- Always cite/reference what your source was
 - Referencing is similar to the "like" button in Facebook. You acknowledge that these people with their paper provided you with the knowledge you needed in your document, and you thank them by citing/referencing them.
- Some use quotes from other papers and they cite/reference them.
 - That is ok but do not overdo it! The words you quote from your sources will not give you any marks.
- **We mark only what you wrote as you understood it**, not what other people wrote

PLAGIARISM: A QUIZ

- Cardiff University: Information Literacy Resource Bank
- <https://ilrb.cf.ac.uk/plagiarism/quiz/index.html>

ASSESSMENT OFFENCES: CMS - ACADEMIC YEAR 2008 - 2009

• Failure to reference material	230
• Collusion	190
• Exam Offence	11
• Non authorship	132
Total for session	563

• Warning or Formal Letter	35
• Reduction of Mark	27
• Mark reduced to zero	346
• Failure of course - opportunity to retrieve	83
• Failure of course – no opportunity to retrieve	3
• Failure of stage	12
• Exclusion request	3
• No action	54
Total for session	563

AVOIDING PLAGIARISM EXERCISE

- Cardiff University: Information Literacy Resource Bank
- <https://ilrb.cf.ac.uk/plagiarism/exercise/index.html>

STILL HAVEN'T CONVINCED YOU TO
USE YOUR SOURCES APPROPRIATELY?



TURNITIN - EXAMPLE

- In simplest form a computer network can be defined as: "Number of computers connected to each other by using a medium (cable, air) which allows them to exchange information with each other." The essential function of a network is to transfer information between a source and a destination [Alberto Leon-Garcia, Indra Widjaja, 2000]. By the usage of computers the growing rate of networks increases excessively as it involves in every aspect of life for example: business, education, research, government etc. Then comes "INTERNET" which means "network of networks", it gives an idea of whole world as global village. Now this has become a vital part of every organization to have an internet connection to do business.
- Seems to be referenced OK

- actually copied from another student (identified by Turnitin)

of the terms used in writing the report. Most researchers give different views of definitions and opinions about certain words. The following are some of the definition and opinions of some researchers.

2 COMPUTER NETWORK

A computer network is two or more computers connected together using a telecommunication system for the purpose of communicating and sharing resources.

14

In simplest form a computer network can be defined as: "Number of computers connected to each other by using a medium (cable, air) which allows them to exchange information with each other." The essential function of a network is to transfer information between a source and a destination [Alberto Leon-Garcia, Indra Widjaja, 2000]. By the usage of computers the growing rate of networks increases excessively as it involves in every aspect of life for example: business, education, research, government etc. Then comes "INTERNET" which means "network of networks", it gives an idea of whole world as global village. Now this has become a vital part of every organization to have an internet connection to do business

1

Behrouz A Forouzon defined computer Network as

a set of devices (often referred to as nodes) connected

8

1 39% match (student papers from 21/04/06)
Submitted to University of Greenwich

[close](#)

next match: ▲ ▼

transfer knowledge/information between each other in efficient way.

When people started using computers for networking, it changes the whole concepts and life style of the world and provides more flexibility to do work.

In simplest form a computer network can be defined as: "Number of computers connected to each other by using a medium (cable, air) which allows them to exchange information with each other." The essential function of a network is to transfer information between a source and a destination [Alberto Leon-Garcia, Indra Widjaja, 2000]. By the usage of computers the growing rate of networks increases excessively as it involves in every aspect of life for example: business, education, research, government etc. Then comes "INTERNET" which means "network of networks", it gives an idea of whole world as global village. Now this has become a vital part of every organisation to have an internet connection to do business

TURNITIN

WHAT IS AN ORIGINALITY REPORT?

An Originality Report presents the outcomes of the Turnitin search for matching sources and shows these sources plus the matching text in your work. The Originality Report also shows the overall percentage of your work that matches other sources.

WHAT SCORE INDICATES THAT MY WORK IS PLAGIARISED OR UNACCEPTABLE?

There is no fixed score that indicates whether work has been plagiarised, or not. Your tutor will look carefully at your work and use their professional judgement to determine whether your work has been plagiarised, or not.

I'VE GOT A LOW PERCENTAGE; DOES THAT MEAN THAT MY WORK IS OK?

Not necessarily. A very low score can sometimes indicate poor academic writing skills and a lack of coherence in your written work, so it might be worth proof-reading your work again.

Greenwich (2015) Turnitin - Frequently Asked Questions Available at:
<http://www.gre.ac.uk/schools/health/intranet/student-information/turnitin-frequently-asked-questions> (Accessed: 01 November 2015)

HOW DO I SUBMIT MY TURNITIN ASSIGNMENT?



UNIVERSITY
of
GREENWICH

Submitting a Turnitin Assignment

Student users submit papers to a Turnitin assignment from the Turnitin assignment inbox. To access the assignment inbox, first click on an assignment from the homepage. A new window will open displaying the start, due date, and post date of the assignment. Click on the "My Submissions" tab to submit to the Turnitin assignment.

summary

My Submissions

Turnitin Assignment Name

penguintastic assignment

Summary

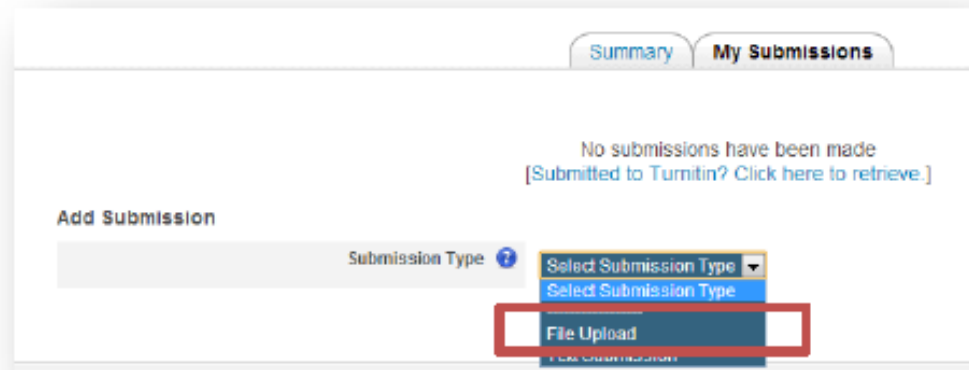
test 123456

Assignment Part	Start Date	Due Date	Post Date	Max Marks
Part 1	23/05/13, 16:15	30/05/13, 16:15	30/05/13, 16:15	100

HOW DO I SUBMIT MY TURNITIN ASSIGNMENT?

To submit a paper to a Turnitin assignment, the student user must upload a file to an existing assignment. Turnitin assignments cannot accept student submissions until the assignment start date and time has passed. Assignments may also reject submissions after the due date and time set by the instructor.

To check the start date and due date information, click on the Turnitin assignment name on the course homepage.



The screenshot shows the Turnitin submission interface. At the top, there are two tabs: 'Summary' and 'My Submissions'. Below the tabs, a message states: 'No submissions have been made [Submitted to Turnitin? Click here to retrieve.]'. The 'Add Submission' section is visible, featuring a 'Submission Type' dropdown menu. The dropdown menu is open, showing two options: 'Select Submission Type' and 'File Upload'. The 'File Upload' option is highlighted with a red rectangular box.

Submission Types

There are two submission types a student may use to submit a paper: File Upload or Text Submission. An instructor may set up the assignment to require the student to submit in one of the two submission types or let their students decide which submission type they would like to use.

File Upload

HOW DO I SUBMIT MY TURNITIN ASSIGNMENT?

Submissions Inbox

Once a submission has been made to a Turnitin assignment, the submission inbox will contain the submitted paper. If the instructor has allowed students to view the Originality Report for their paper, a percentage icon will appear once the report has been generated. If the instructor used GradeMark to grade the paper, then once the post date passes, students will see an apple icon that will open GradeMark when clicked.

[Summary](#) **My Submissions**

Synchronising Data


[Refresh Submissions](#)

Search:

Show **10** entries

First Previous **1** Next Last

Showing 1 to 1 of 1 entries

Submission	Submitted	Similarity	Grade	Comments		
Penguins RULE!!! Status: Submission successfully uploaded to Turnitin.	24/05/13, 09:41	-	-/100	(0)		-

First Previous **1** Next Last

Showing 1 to 1 of 1 entries

TURNITIN

- Further information:
- <http://blogs.gre.ac.uk/moodlehelpstudents/how-do-i-upload-my-assignment-files/>
- <http://www.gre.ac.uk/schools/health/intranet/student-information/turnitin-frequently-asked-questions>

WHAT DO I GAIN FROM APPROPRIATE USE?

Knowledge!

- When you write something in your own words it sticks!

Critical thinking

- Learn to think by yourselves!
Critically evaluate what you are reading

Academic writing skills

- Vital for most computing professional careers

Better marks!

- Better marks! Lecturers give much higher marks when they see proper citations and references

WHAT DO I GAIN FROM APPROPRIATE USE?

**A DEGREE
!!!!!!**



WHAT DO I GAIN FROM APPROPRIATE USE?

3 strikes... 3 opportunities... but... even 1 strike costs dearly because it appears on your record!



Good reference
Letter

Potential employers always ask about
honesty, integrity and character!

Questions

?