



Guidelines: Similarity, Plagiarism, and Marking Practice

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1. INTRODUCTION

The aim of the *Guidelines: Similarity, Plagiarism and Marking Practice Version 1.0, August 2022* is to promote academic integrity of the learning and teaching practices in Regenesys and foster a culture of sound ethical academic writing practices throughout the institution.

The foundational principles of good academic writing is to distinguish between authentic academic output of individuals' own writing and what constitutes academic dishonesty or what is generally classified as 'plagiarism'.

Regenesys refers to plagiarism as follows: "plagiarism refers to the act of representing the ideas, writings, works or inventions of others as the fruits of one's own original intellectual endeavours without adequately acknowledging the author or source." (Regenesys Academic Regulations Handbook, 2021).

2. WHAT CONSTITUTES PLAGIARISM?

All academic work produced and submitted by either employees, staff or students (written or otherwise), must be authentic and must be designed and produced by the individual who is submitting the work.

Plagiarism from the Regenesys perspective is any act of passing off another individual's work as your own original thoughts and claiming or taking credit for producing a piece of work, intentionally or unintentionally, without proper citation or credit given to the original author.

Regenesys's stance on plagiarism is that plagiarism is a serious academic offence. It is regarded as a form of theft: in this case theft of ideas, and or others' work. It is also seen as a form of dishonesty because failure to cite your sources is taking credit for someone else's work and claiming it is your own original piece of work.

3. PLAGIARISM TERMINOLOGY

3.1 'Plagiarism' refers to any misuse of other authors' work without the accepted academic citing, quoting and other forms of reference to authors' work in text, in other words, presenting the work of other authors as the student's own work. The source of supporting references to students' own work should in other words be correctly referenced.

3.1.2 'Text' refers to any use of written or oral words, tables, figures or other content submitted as part of an assessed work item. This includes assignments, research projects and open book examinations.

3.1.3 'Intellectual property' refers to how this concept is defined by the Companies and Intellectual Property Commission, namely "the application of the mind to develop something new or original ..." (*Intellectual Property | CIPC, 2022*)

3.1.4 'Copyright infringement' refers to the use of copyright-protected material without the permission of the copyright holder. It must be noted that copyright infringement is *illegal* and may result in criminal and civil sanctions.

3.1.5 The following forms of plagiarism fall in the ambit of the above in the Regenesys context:

- **Self-plagiarism:** where the student submits text which has been previously submitted for a different assessment without providing correct citing of the source document used;
- **Collaborative plagiarism:** where students work through an individual assignment together and submit exactly- or substantively- the same text; *Note: Regenesys encourages fellow students to work together on individual assignments, to enhance learning and understanding, but each must submit their individual assignments in their own words.*
- **Incorrect citations:** where the source for the text citation provided is not the actual source;
- **Incomplete citations:** where the text source cited does not have a complete citation as per the Regenesys reference formatting style.

Please note: Regenesys uses the following referencing format styles for in-text citations and Reference Lists:

- *American Psychological Association 7th Edition (APA 7)* for all undergraduate and postgraduate studies, and;
- Regenesys: Law School which utilises *South African Law Journal (SALJ)* and *South African Journal on Human Rights (SAJHR)* referencing
- **Insufficient citations:** where the text source cited has not been clearly defined in terms of the use of direct quotations used, contained in quotation marks and with full page referencing as per the APA7 standard; or where blocks of text have been used beyond two typewritten lines or fifty words even when contained within quotation marks;
- **Uncited paraphrase:** where the student has made a text source citation reference, but then makes use of paraphrase material from that source as if it were the student's original contribution;
- **Ghost writing:** where the text submitted has not been originally authored by the student, but the work is submitted as if the student wrote the work themselves; *This includes text that is intentionally written by another party on behalf of the student.*
- **Direct copy:** where the text submitted contains text from a single source, with little or no alteration, which is not correctly cited by the student. This includes quoting specific page references for sources which should be contained within quotation marks as the text is reproduced without any significant paraphrasing

- **Compilation copy:** where the text submitted contains content from multiple sources, where those sources have not been individually identified and correctly cited;
- **Disguised content:** where the student has submitted text which has been modified in some way from the original but without the correct sources being cited to an approved standard;
- **Disguised compilation:** where the student has submitted a text work drawn from multiple sources with minor modifications but without correctly citing the sources used;
- **Clone plagiarism:** where the student submits text that contains very little original content. Although all sources may be correctly cited, the over-use of sources means that the original content percentage of the paper is unacceptable;
- **Intellectual property plagiarism:** where the student text submits ideas as if they are original, where the idea has in fact been taken from a published source, where that source is not identified. (Plagiarism.org, 2017)

3.2 Textual and Internet Sources: Incorrect Use of Non-Existence Use of References including In-text Citations and Reference Lists

Plagiarism can occur from ***incorrect use*** or ***non-existence use*** of Regenesys in-house style referencing format on all work submitted. Regenesys uses the following referencing format styles for in-text citations and reference lists:

- American Psychological Association 7th Edition (APA 7) for all undergraduate and postgraduate studies and
- Regenesys: Law School which utilises *South African Law Journal (SALJ)* and *South African Journal on Human Rights (SAJHR)* referencing styles.

3.3 Presentation of others work as an individual own work: copying *verbatim* (word for word)

Plagiarism can occur **when the essential core content is significantly similar of that to another source** including ***incorrectly referencing of paraphrased work*** and **when a person copies directly from another source by any means whatsoever, word for word, without *citing the source* and/or *including quotation marks*.**

3.4 Syndication: Similarities in Another Student's Work or Group Work

Syndication is when plagiarism occurs when a student within Regenesys submits another student's individual work or Regenesys group work as their own original work.

The two types of syndication that could constitute plagiarism is:

- **Voluntary Syndication** is when Regenesys assigns students to do group work and the work that is submitted is similar and/or identical to another student's individual work or 'group work', or work that contains selected passages that are identical, but this is due to the student/group having worked together and failed to present the work as their own.
- **Involuntary Syndication** – is when Regenesys assigns students to do group work and the group or syndicate have intentionally appropriated the work from another group of students without the other group's knowledge or collusion.

3.5 Other examples of plagiarism

Plagiarism can also include any of the following:

- Submitting work, you have directly copied word for word from any resource. (e.g. colleague, classmate, book, video, magazine and especially the internet)
- Using a phrase, sentence or paragraph from your study guide (course guide), prescribed textbook; journals; videos or from an internet source without proper citation of the source.

4. MECHANISMS TO CURVE PLAGIARISM

4.1 Use correct language conventions such as paraphrasing and summarising

To avoid being accused of plagiarism it is crucial that students provide references whenever they:

- paraphrase (using ideas of others but in one's own words),
- summarise (using main points of another person's inclusive of well-known theories or data analysis) from any source or text.

4.2 Use correct punctuation

Students must be taught to use proper punctuation; namely - quotation marks (" ") whenever they use direct quotes from any source.

4.3 Use correct referencing formats

- *American Psychological Association 7th Edition (APA 7)* for all undergraduate and postgraduate studies and
- Regenesys: Law School which utilises *South African Law Journal (SALJ)* and *South African Journal on Human Rights (SAJHR)* referencing styles.

Students must be taught how to correctly reference when they use any facts, figures, statistics, drawings, photographs, theories, magazine or newspaper articles, prescribed textbooks, journals, internet searches or website information.

4.4 Online Citation Generator

Regenesys recommends using the online citation generator, 'Mybib.com' as a mechanism in minimising the possibility of a paper being plagiarised. Mybib.com has pre-set settings that allow students to accurately generate accurate reference lists and in-text citations for the referencing style format of APA7.

The direct link to access to Mybib.com is found below:

<https://www.mybib.com/tools/apa-citation-generator>

4.5 Using a similarity checker

Regenesys uses 'similarity' software in the form of Turnitin as a mechanism to curb the likelihood of plagiarism in its academic writing and to promote a sound academic culture and protect its academic integrity.

5. MARKING SIMILARITY AND PLAGIARISM PRACTICE: USING TURNITIN

The purpose of the practice of Regenesys to use a similarity checker; namely, Turnitin is to protect the academic integrity of the learning and teaching and overall education offered by Regenesys.

5.1 Why Regenesys uses Turnitin

Turnitin is a software tool developed to assist academic institutions to detect similarity percentages and the possibility of submissions of academic writing being plagiarised. Turnitin also checks for citation issues and is used to reduce the possibility of students submitting similar content and possibly plagiarising material when submitting assignments, research papers and assessments.

Turnitin is a complex search engine that compares through its internet capabilities all the various places information is found on the internet. Turnitin is capable of comparing millions of papers submitted by students around the world to content on websites, books, journal articles, presentations, conference papers, etc. and extracting exactly where that information is found. Turnitin then returns a 'similarity report' which allows facilitators and people marking and assessing written material to identify the likelihood of text being original or the probability that the information is not original. This in turns allows facilitators the ability to investigate further and analyse if submissions are truly a student's own work or if the work has possibly been plagiarised.

5.2 Similarity and Plagiarism Terminology

5.2.1 Similarity refers to how similar in content one piece of written work or content is another piece of content or material. From an academic point of view there could be legitimate reasons why an original piece of work could flag a high similarity index or similarity score.

5.2.2 Plagiarism as defined in point 3.1 above states that, “ *‘Plagiarism’ refers to any misuse of other authors work without the accepted academic citing, quoting and other forms of referring to authors’ work in text, in other presenting the work of other authors as the students’ own work*”.

5.3 Principles for similarity and plagiarism

The following general principles apply when marking assignments at Regenesys:

The similarity percentage that Regenesys will allow is 30% and below in the similarity report for the assignment/assessment to be continued to be marked by the facilitator in undergraduate studies, and a 15% similarity report index will apply to postgraduate assignments for their assignments/assessments to be continued to be marked after submission.

Please note: All similarity percentage reports for each student’s submission must be opened by the relevant facilitator to ensure that all settings have been correctly set for Turnitin and all acceptable instances of 1% similarity and below have been excluded for the assignment as discussed in detail below.

The exception to this rule is for courses/modules that mainly are based on mathematical and accounting principles because the nature of the subject matter will in fact in all probability illicit a high similarity report index. In these special cases the onus is on the Subject Matter Expert (SME) facilitator/marker to fully investigate the true nature of the similarity report index and to determine what is an acceptable level of similarity for their students.

6. ANALYSING AND INVESTIGATIONG THE SIMILARITY REPORT

In all instances when a similarity report is generated it is the responsibility of the correct academic, (i.e. HOD, facilitators, markers, etc.) to begin the process of investigating the similarity report and analysing the report in detail to determine if the similarity is justifiable of unjustifiable.

TWO (2) CRITICAL CONCEPTS THAT MUST ALWAYS BE CONSIDERED WHEN READING A SIMILARITY REPORT:

1. A high similarity report (percentage similar) does not automatically infer or mean that the student plagiarised the content.
2. A low similarity report percentage does not always rule out that a student has not plagiarised the content submitted.

Similarity purely indicates how much of an assignment/assessment is similar to another piece of written content that has already been published somewhere else.

The onus is always on the academic who is responsible to further investigate why a similarity report has been generated and to interpret the student's work in an appropriate and fair and consistent manner that is defensible.

Please Note: *If the student referenced and cited the material that is similar, as per Regenesys in-house style of acceptable referencing formats, the student is not guilty of plagiarism.*

If the citation and referencing used is incorrect or not aligned with Regenesys in-house referencing style as detailed in point 4.3 above, the student is guilty of poor academic writing and the student must be marked down for poor referencing.

7. THE MARKING PROCESS

Follow the instructions communicated to you to log into your Regenesys Moodle account. Once you have logged into Moodle you will see the modules you have been linked to.

The Assessments Department of Regenesys will send the correct facilitator who is responsible for marking **a link to access the correct material/papers/assignments or assessments that they will be required to mark**. After the facilitator receives the link, it is important to follow the correct process as described below.

7.1 Step by Step Process for Marking: Turnitin

Step 1: Log into Regenesys Moodle with your normal login details.

Step 2: Click on the portal link that you were sent by the Assessments Department.

Step 3: You will land on a page that says Assignments – you will then see all the student's whose papers you need to mark.

Step 4: Go to the first student name and find the similarity column and the grade column- Click on the blue pen to open to begin marking.

Step 5: The student's assignment opens in the assignment screen.

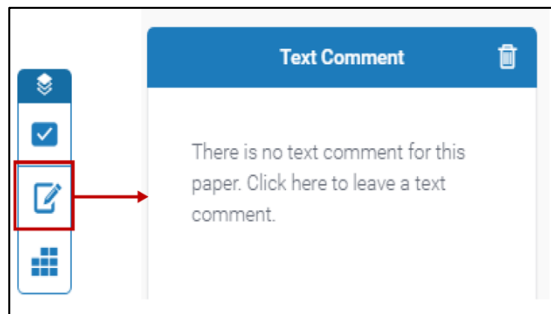
Step 6: The Filters and Settings must be correctly set which will originate in the Assessments Department and faculty should only be required to verify that this is correctly set. To validate settings: open the Filter and Settings and ensure the settings are correctly set. (e.g. Exclude Quotes = yes, Exclude Bibliography = yes. Exclude sources that are less than 1%)

Step 7: Investigate and analyse each case of similarity indicated in the 'Match Overview' panel. Exclude the correct instances of legitimate similarity.

Step 8: Mark the assignment with assistance from The Turnitin Feedback Studio system.

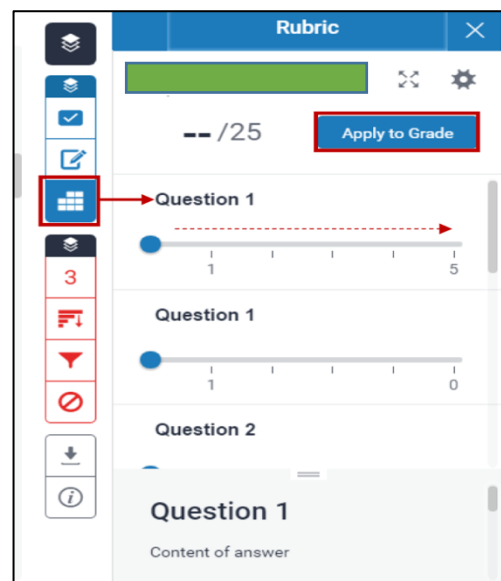
The Turnitin Feedback Studio system has several tools that it can assist one with marking, namely:

- the ability to use **Comments** that assist the learners with their academic writing and giving students critiques and instances for improving their assignment or praising them for correctly interpreting the information required.



Please note: It is vital that facilitators and markers use the comments section as a tool to improve and promote good academic writing and deep learning. Proper and detailed feedback is essential to guide students on their academic journey and to allow students to revise and learn from their mistakes and to rectify these mistakes going forward.

- utilising **Inline comments** which are comments typed directly onto the assignment. It is important to note *that Inline comments/text cannot be hidden and therefore it needs to be short and very specific feedback to the students.*
- using **Rubrics** as simple marking guidelines where you select the correct description (these need to be set up when assignment is set and should be uploaded in Moodle)



Step by Step Instructions to access Turnitin and to mark on Turnitin

step 1: Log into Regenesys Moodle with your normal login details

Step 2: Click on the portal link that you were sent by the Assessments Department



Step 3: You will land on a page that says Assignments – you will then see all the student’s whose papers you need to mark.

Step 4: Go to the first student name and find the similarity column and the grade column- Click on the blue pen to open to begin marking.

Title	Start Date	Due Date	Post Date	Marks Available	Export
BBA Marketing Management II assignment submission 1 August 2022 - Part 1	2 Jul 2022 - 00:00	1 Aug 2022 - 23:59	1 Aug 2022 - 23:59	100	[Icons]

First Name / Last Name	Submission Title	Turnitin Paper ID	Submitted	Similarity	Grade
Ngwako Malatji	BBA II MKT ASG 2022	1877852603	1/08/22, 23:56	8%	--/100
Tshweetso Mtunzi	m.management 2	1877846268	1/08/22, 23:54	50%	--/100
Karthi Naidoo	Marketing Asg II	1877835482	1/08/22, 23:52	12%	--/100
Ntombintombi Matsie	BBA Marketing Management II	1877602032	1/08/22, 23:50	4%	--/100

ASSIGNMENT

Step 5: The student's assignment opens in this screen.

Introduction

This assignment was based on case study regarding the marketing trends that changed over the past two years in terms of the recent Pandemic and how this has influenced and changed how organisations adapt to the new ways of doing business in terms of the Question 1 which deals with the Market Process and how organisations use this process to develop a marketing strategy in line with the changing environmental factors. Question 2 Deals with the evaluation of your organisations marketing strategy to segment and determine its target market, and lastly Question 3 deals with the pricing strategies of organisations and how they align the marketing strategy with the overall corporate strategy.

Question 1.1

As per (Kotler & Armstrong, 2014), the marketing process has five steps, which are as follows 1.Understanding the Market Place and your customer needs, 2.The Customer Focused Marketing Strategy, 3.The Marketing program that Integrates customer value and customer focus 4. Build Customer Relations and 5. Capture value from the customer. These are the steps of the Marketing Process, however four of these steps focus on understanding the customers' needs and creating customer value through a customer focused and driven strategy, which will result in building strong and long-term customer relations and eventually result in creating superior customer value

Filters and Settings

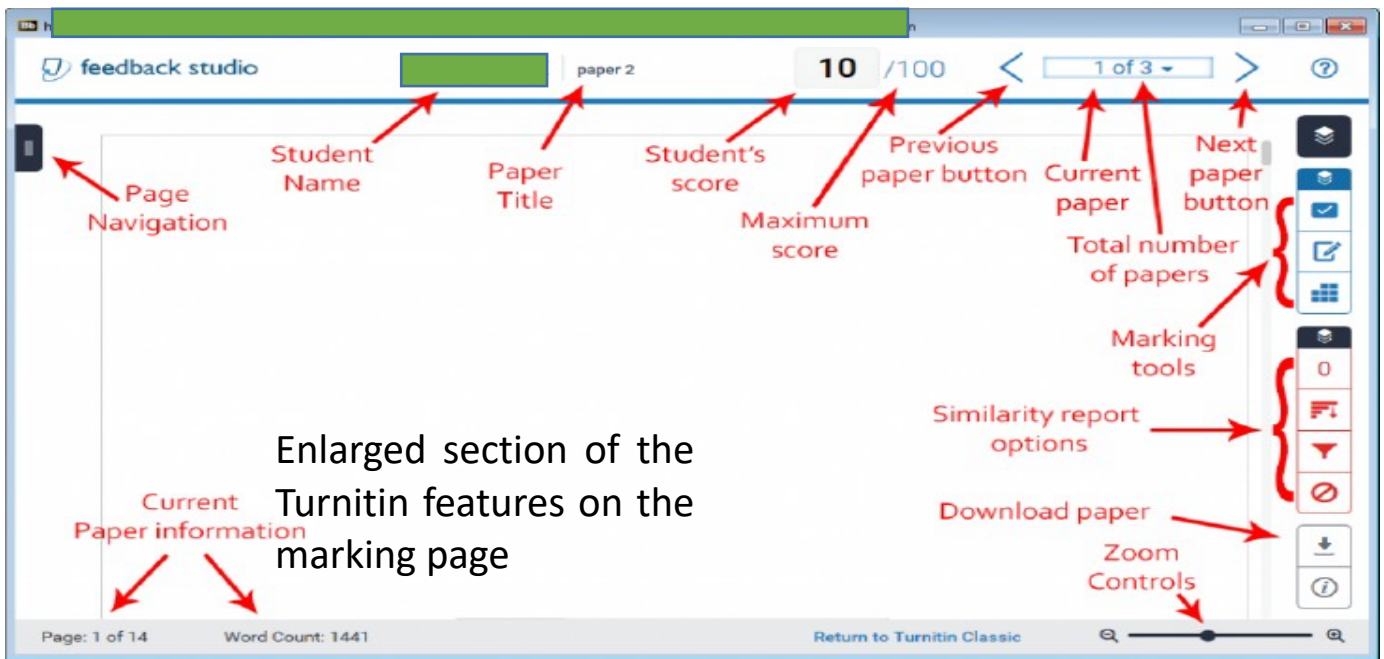
Filters

- Exclude Quotes
- Exclude Bibliography
- Exclude sources that are less than:
 words
 %
 Don't exclude by size

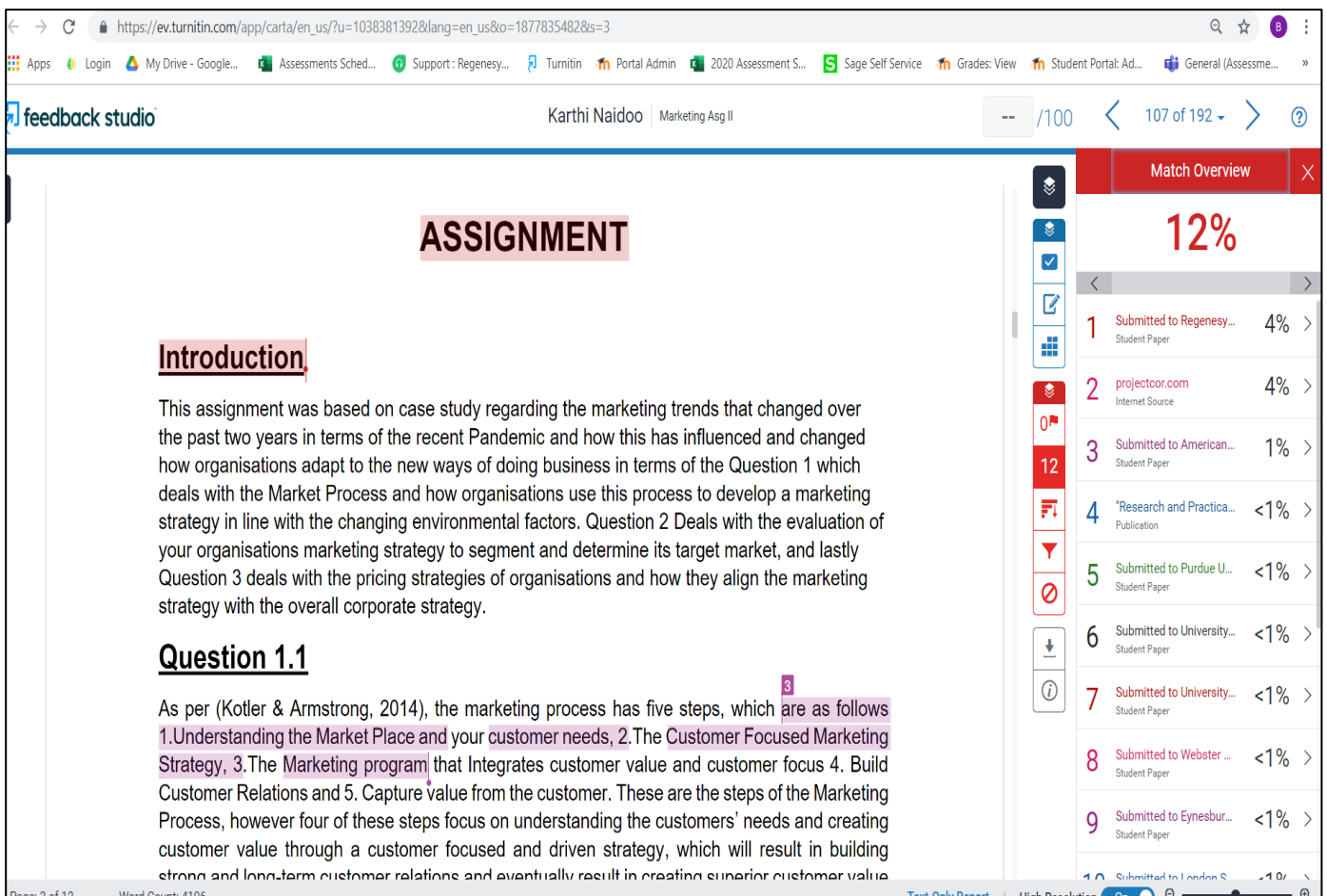
Optional Settings

- Multi-Color Highlighting

Step 6: The Filters and Settings must be correctly set. Open the Filter and Settings and ensure the settings are correctly set. (e.g. Exclude Quotes = yes, Exclude Bibliography = yes. Exclude sources that are less than 1%)



Step 7: Investigate and analyse each case of similarity indicated in the 'Match Overview' panel. Exclude the correct instances of legitimate similarity.



Step 8: Mark the assignment normally and with assistance from The Turnitin Feedback Studio system.

8. PROCEDURE TO FOLLOW WHEN STUDENTS HAVE BEEN FOUND TO HAVE PLAGIARISED CONTENT

These procedures are based on the notion of the progressive improvement principle:

8.1 First-time minor offence: Plagiarism

1. When a student is found guilty of minor plagiarism of their work after thorough investigation, the facilitator must give the student detailed feedback and allow one (1) day extension for the student to rework and resubmit the assignment, especially in cases where the assignment is deemed 'poor academic writing' for incorrect or non-use of the correct Regenesys in-house referencing style. (e.g. APA7 for the relevant schools and SALJ/SAJHR for the Law School, see point 4.3). The facilitator will remind the student to go back and correctly reference their material. This will be an extension without penalty if the student resubmits within the specified timeframe otherwise the student will automatically receive a Zero (0) for this assignment.
2. When the facilitator is marking the resubmitted assignment, the facilitator will provide detailed feedback and guidelines for improvement to give the student the opportunity to improve in future assignments particularly their academic writing skills and should the student have attempted to reference but incorrectly, they will be deducted marks for insufficient/incorrect referencing.
3. When the facilitator suspects that the student copied from another student's assignment based on the similarity report generated by Turnitin, the facilitator must report it to the relevant Academic HOD who will investigate and advise what actions to apply if necessary. (e.g. a formal written warning reminding them that serious academic steps could impact their future studies with Regenesys as well as assignments being unmarked and given an automatically Zero (0) for that assignment).
4. Should a written letter of warning be issued the process must follow the standard process of issuing these letters by the Registrar's office as stated in *Regenesys Plagiarism Policy*.

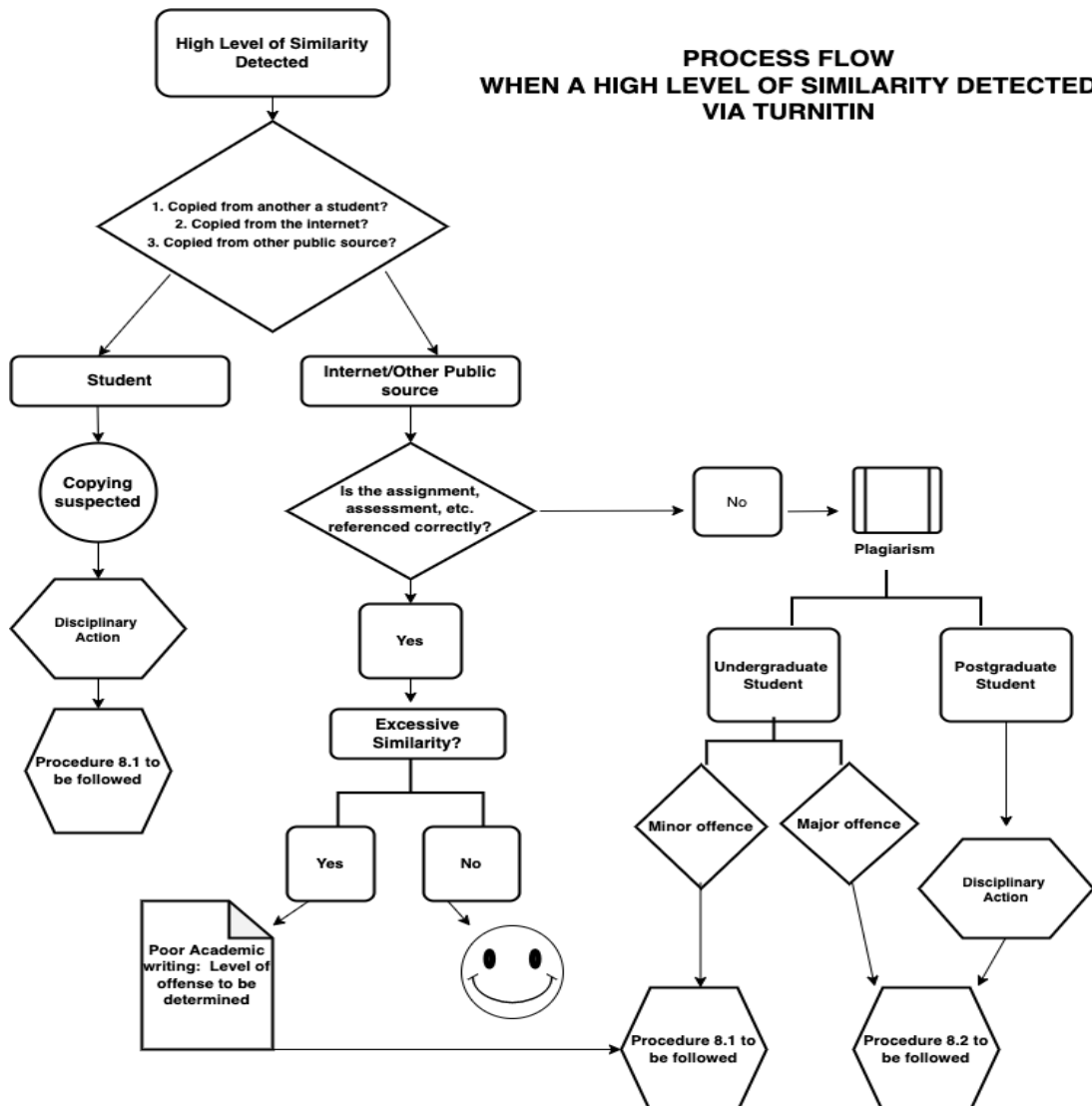
8.2 First-time significant/major offence or repeated infringements: Plagiarism

Significant/major first-time offence or a repetitive behaviour of infringements of plagiarism in written work produced and submitted will be penalised:

1. When a student is found guilty of first-time significant/major offence or repetitive behaviour of plagiarising their work after thorough investigation, the paper automatically receives a mark of zero by the marker and no resubmission will be allowed.

2. This means that the student fails the module, which must be retaken at the cost of the module.
3. The assignment is forwarded to the Regenesys Registrar for disciplinary action to be taken. The Regenesys Registrar issues a standard Plagiarism letter to the student which:
 - Reminds the student of the plagiarism policy;
 - Encourages the student to adhere to the plagiarism policy in future;
 - Notifies the student that suspected first-time significant/major offence or repeated infringements plagiarism has taken place;
 - Notifies the student that all marks allocated to the submission have been lost and that the module has been failed;
4. Notifies the student that an entry is being placed in their academic record that first-time significant/major offence or repeated infringements of plagiarism has taken place;
5. Gives the student 7 calendar days to refute the suspicion of plagiarism.

9. PROCESS FLOW WHEN A HIGH LEVEL OF SIMILARITY DETECTED VIA TURNITIN



REFERENCES LIST

Intellectual Property | CIPC. (2022, August 17). Cipc.co.za.

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<https://www.plagiarism.org/article/what-is-plagiarism>