## **Urkund by Ouriginal**

Unlock your potential



www.ouriginal.com





Plagiarism is more common than expected

**62%** of Bachelor degree students



**40%** of Master & PhD degree students

admitted that they have cheated during their studies.

Source: Dr. Donald McCabe, Studie from 2002-2015: https://academicintegrity.org/statistics/ - USA





Plagiarism detection rate at universities is rather small

**6%** of all cheating attempts get discovered



**94%** will never be discovered

Source: Sattler, S., Graeff, P., Willen, S. (2012) "Explaining the Decision to Plagiarize: An Empirical Test of the Interplay between Rationality, Norms, and Opportunity." In: Deviant Behavior - Germany

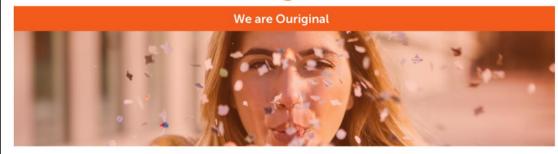
# Combined 30 years expertese in plagiarism prevention & detection



Plag Scan by Ouriginal



### Ouriginal



Discover the future of text-matching!

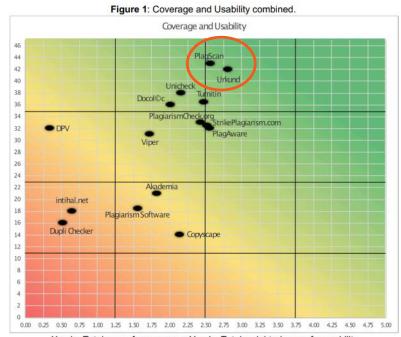
Ouriginal is the fusion of Europe's leading text matching solutions. The new EdTech company is formed from the synthesis of Urkund and PlagScan.

Urkund by Ouriginal is our flagship product and well placed to support the academic community.



## **Ouriginal: Best of Breed**

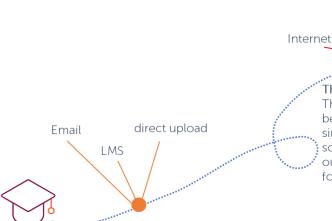
 Evaluation by the independent European Network for Academic Integrity (ENAI) organization 2020



X-axis: Total score for coverage; Y-axis: Total weighted score for usability

## Automated and scalable – 2 clicks to similarity report





material material

Published Student

#### THE ANALYSIS

The text is analysed and we begin to check for possible text similarity across our three source areas. Ouriginal singles out potential matching sources for further analysis.

#### **FINDINGS**

When a document starts to display similarities to other sources a matching profile begins to take shape. We not only record the degree of the matches but take any usages of paraphrasing and synonyms into account.

#### THE RESULT

When the process is finished an analysis overview is generated and delivered to the teacher, either via the used LMS or by email. The results are presented in a comprehensible, interactive analysis report so that the teacher can make the final judgement if any plagiarism has indeed occurred.

STUDENT SUBMISSION

The Ouriginal process starts when a student submits a document to the system. Independently of language the text is extracted from the document and the processing begins.





### The archive is composed of:

- Open internet
- Student and Researcher submissions
- Scholarly Journals (licensed and open access)
- Aggregated databases
- Institutional Repositories
- National archives

We can add content upon request!



20,000,000+

articles licensed from 10,000 scholarly journals in 2019













# Well placed to support the academic community in Israel

- Supports Hebrew
- Reference customer: Academic College Of Tel Aviv Yaffo since 2019
- Extensive database from all over the world
- Seamless integration with Moodle
- Local training and support

Contact us for a test!

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## Easy to use and easy to get started with

UCKUND PROFILE V **Quick Options** Reset report state. ₩ 0 • **ANALYSIS OVERVIEW Document Overview Bar** export report as PDF Visualisation of all findings in the submitted document. or access the help guide. 13 PAGES OUT OF 26 TOTAL CONTAIN FINDINGS VIEW ALL > Similarity **Submission Details** The document's aggregated Navigate to the Findings FINDINGS SIMILARITY @ SUBMISSION DETAILS Information about the submitted file, text similarity percentage and tab or view the submitted i.e. the file that has been analysed. the receiver account's average document in its entirety. SUBMITTER similarity. **27** MATCHING TEXT Information URKUND High similarity of content Critical\_Summary\_Of\_Moby\_Dick.pdf WARNINGS SUBMITTED ON Unusual use of characters 2018-02-22 T11:28:00 66% SUBMISSION ID VIEW THE ENTIRE DOCUMENT this assignment 35826004 WORDS 1166 Seeing a score of 66% is not a proof of MESSAGE plagiarism: there could be several reasons why 20% Dear Prof. Here is my paper a score is high receiver's average With best regards, Marie LEARN MORE 2020-12-01 **Pro Tips** Tips to help you interpret the analysis.

https://secure.urkund. com/view/83563220-683713-768742#/

**Findings** 



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