Urkund by Ouriginal

Unlock your potential

The 1st Challenge

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.

The 2nd Challenge

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

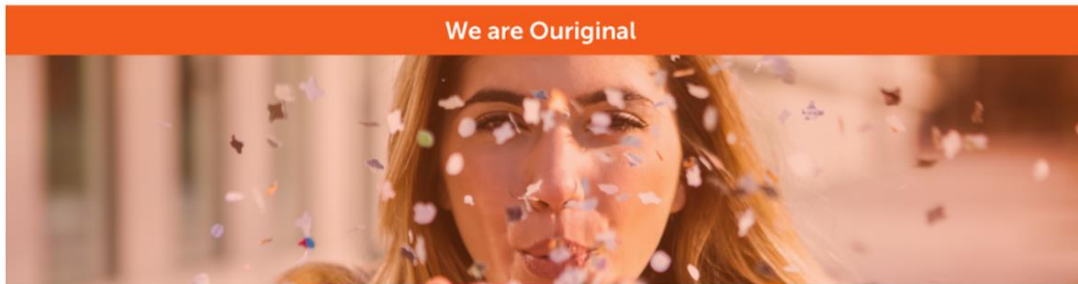# Combined 30 years expertese in plagiarism prevention & detection

Ouriginal is the fusion of Europe's leading text matching solutions. The new EdTech company is formed from the synthesis of Urkund and PlagScan.
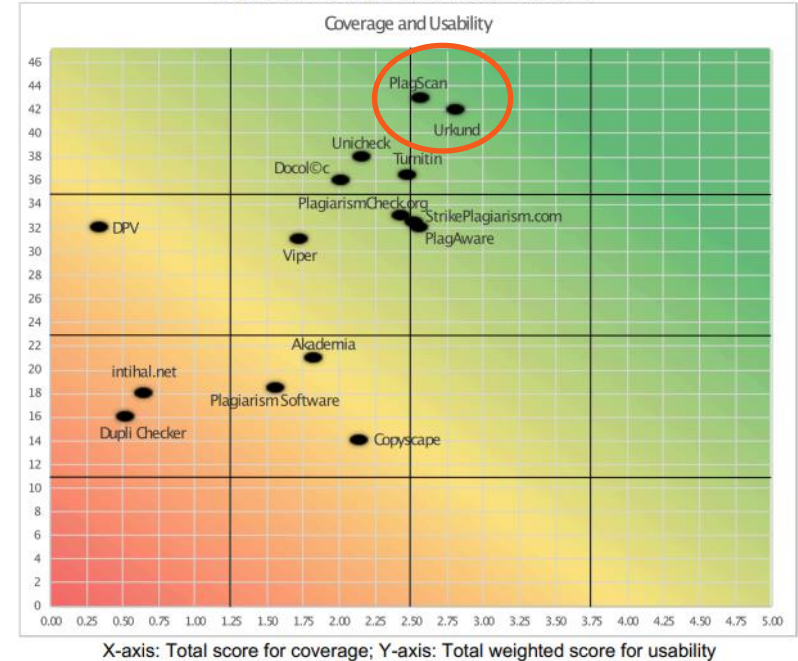
Urkund by Ouriginal is our flagship product and well placed to support the academic community.
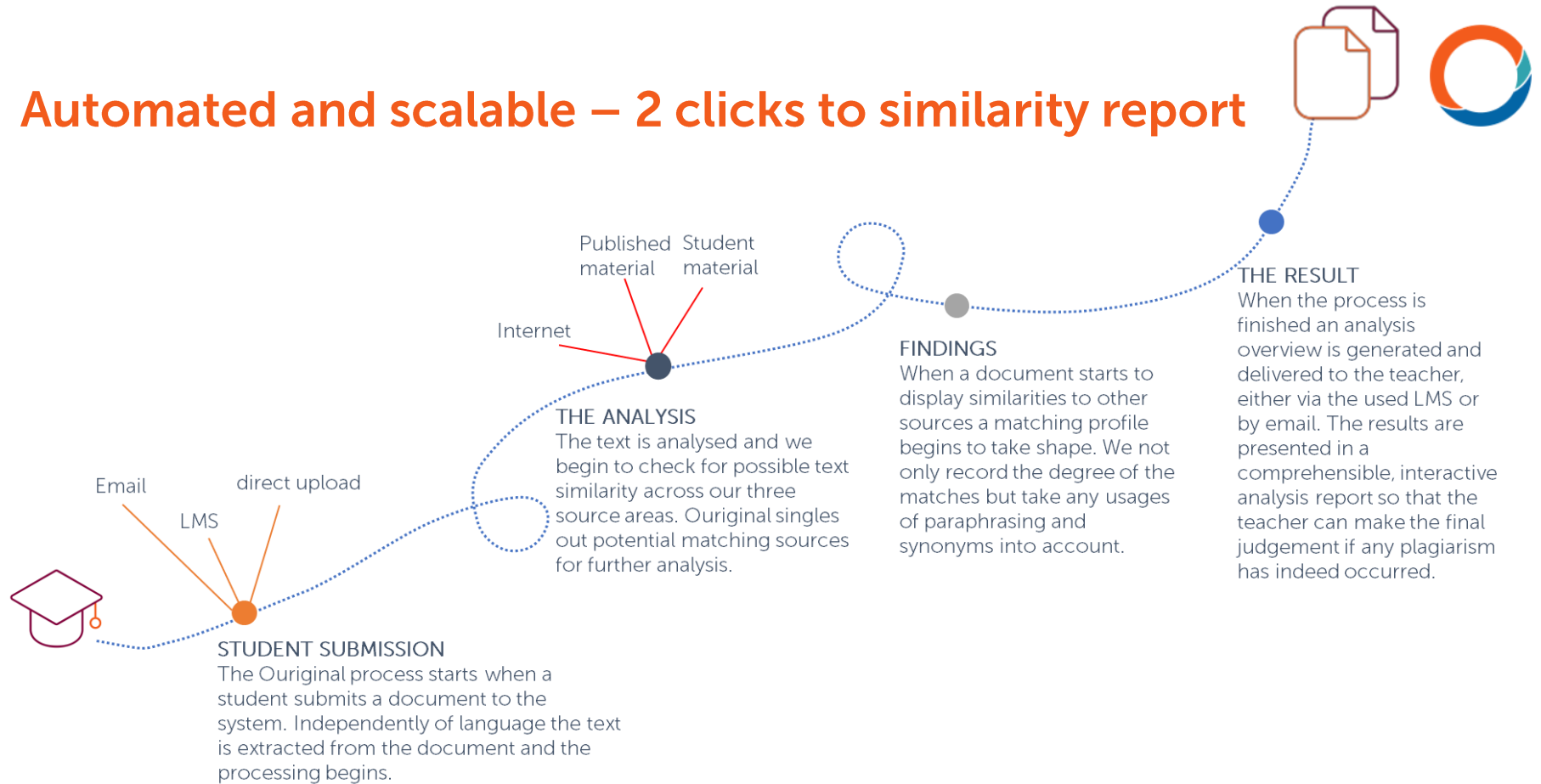
Ouriginal: Best of Breed

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

Figure 1: Coverage and Usability combined.

Coverage and Usability

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

European Network for Academic Integrity, *http://www.academicintegrity.eu/wp/wg-testing/*

Full report available: *https://arxiv.org/abs/2002.04279*

Automated and scalable – 2 clicks to similarity report

Published material · Student material

Internet

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.

Email · LMS · direct upload

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.

Content coverage

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

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

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