

# Evaluation of Market Researchers Perception and Attitude Towards Plagiarism in India - A Cross Sectional Study

Ashok D<sup>1</sup> and Prakash K M<sup>2</sup>

<sup>1</sup>Reva University, School of Library & Information Science, Bengaluru, India  
Email:ashokdlis@gmail.com

<sup>2</sup>Reva University, School of Library & Information Science, Bengaluru, India  
Email:library\_prakash1508@vimsmail.com

**Abstract**—The most common practice of scientific misconduct or literary theft is Plagiarism. Plagiarism purely means use of literatures in any form belonging to others with untruth and falsification of the data. Research meant original work on systemic basis to upturn our current knowledge, learn or review facts and theories. But the limits between plagiarism and research are often uncertain. This article states about most common causes and types of plagiarism and shall assess the attitude of Market Researchers towards Plagiarism.

**Index Terms**— Plagiarism, Market Research, Evaluation, Perception, Attitude

## I. INTRODUCTION

The commonness of plagiarism has been growing in the recent years. There are many explanations which can be attributed to the increased inspiration towards plagiarism. The major and foremost is the treasure of information which could be retrieved at our fingertips through the internet facility. This easy entree has made the copy and paste method to become more generally used in order to copy the ideas, thoughts, words and works of others into one's own research work.

## II. DEFINITION

The use of the word “plagiarism” in the English language dates back to the 1600s. It is derived from the Latin word “*plagiare*” which means to “kidnap.”<sup>1</sup>

## III. TYPES OF PLAGIARISM

There are various types of plagiarism and all are severe violations of honesty. We have defined the most common type's below.<sup>2</sup>

### A. Direct plagiarism

Direct plagiarism is the word-for-word transcript of a section of somebody else's work, without credit and without quotation marks. The deliberate plagiarism of somebody else's work is unethical, intellectually dishonest, and grounds for penalizing actions, including eviction.

### *B. Self-plagiarism*

Self-plagiarism happens when a student submits his or her individual previous work, or mixes parts of earlier works, without consent from all lecturers involved. For example, it would be improper to incorporate part of a term paper you wrote in high school into a paper allotted in a college course. Self-plagiarism also relates to submitting the similar piece of work for assignments in different classes without previous consent from both lecturers.

### *C. Mosaic Plagiarism*

Mosaic Plagiarism happens when a student copies phrases from a source without using quotation marks, or finds substitutes for the author's language while keeping to the same common structure and sense of the original. Sometimes called "patch writing," this kind of interpreting, whether intended or not, is academically untruthful and punishable

### *D. Accidental Plagiarism*

Accidental plagiarism happens when author neglects to cite their sources, or misreports their sources, or accidentally paraphrases a source by using parallel words, groups of words, and/or sentence structure without credit. Students essential to study how to cite their works and to take watchful and correct notes when doing research. Lack of intent does not pardon the student of concern for plagiarism.<sup>2</sup>

## IV. OBJECTIVES OF THE STUDY

- To know the perception on describing positive attitude
- To know the perception on describing negative attitude
- To know the perception on describing subjective attitude

## V. REVIEW OF LITERATURE

Robert W. Norris (2007) Said that his earlier visceral reactions to the plagiarism he detected in his classes have been softened by his brief sojourn into the field of "plagiarism research." He said clearly that he now have a better understanding of the difficulties of the problem and the promising cultural encouragements on students' attitudes, as well as the reasons behind their lack of training in citation conventions. This has led him to adopt a more sympathetic view toward pedagogical prevention as opposed to an emphasis on detection and punishment. He also encouraged by the willingness of my Japanese colleagues at FIU to respond to his questionnaire, discuss the issue, and take steps to implement a more united and active procedure of prevention. By continuing to communicate openly, to share experiences and teaching plans, and to inspire committees to recommend specific formal guidelines, we teachers can formulate united policies for reducing the quantity of student plagiarism.

Syed Shahabuddin (2009) Suggested that Plagiarism sometimes creates legal and ethical problems for students and faculty. It can have severe penalties. Luckily, there are routes to stop plagiarism. There are numerous tools available to spot plagiarism, e.g. using software for noticing submitted articles. Also, there are many ways to penalize a plagiarist, e.g. prohibiting plagiarists from submitting upcoming articles for publication. In addition, scholarly journals should clearly state their policies concerning plagiarism and need authors to sign a declaration indicating that their articles light the requirements of unique work. The reviewers must be reinforced by the periodical's board and editors when they state any existences of plagiarism.

Karabag and Berggren (2012) Said that stakeholders of the economic and business disciplines are keenly waiting for the prominent economics and management journals to openly and clearly present their rules and processes regarding plagiarism and academic dishonesty, and their record of keeping dishonest capitulations at bay, if they want to save any such reports. Act and explicit guidelines from the "academic rating agencies" such as ISI or Web of Knowledge would also be pleasantly welcome.

Gomez, Nagesh and Sujatha (2014) Told that the attitude of the postgraduate students and faculty members replicate inadequate level of importance and consciousness with which plagiarism is alleged. Consciousness about plagiarism should be improved among postgraduate students and faculty members.

Dhiraj B. Nikumbh (2016) Suggested that proper citing, quoting, referencing, paraphrasing, acknowledge, written permission and self-satisfaction are the important things to avoid academic misconduct, dishonesty and plagiarism.

## VI. METHODOLOGY

A questionnaire method was adopted to collect data. Hundred questionnaires were distributed among market research professionals in India. Out Of 100 questionnaire 91 were received.

## VII. ANALYSIS AND INTERPRETATIONS

When the perception for describing positive attitude among market research professionals were interpreted it was observed that 79.12% agreed and 20.87% strongly agreed to the opinion that one cannot avoid using other people's work without citing the source whereas, 9.89% strongly disagreed, 16.48% disagreed, 24.16% neither agreed nor disagreed, 27.47% agreed and 21.97% strongly agreed regarding the statement that when I do not know what to write, I translate a part of a paper from a foreign language, however, 12.08% neither agreed nor disagreed, 13.18%agreed and 74.72% strongly agreed upon the view that self-plagiarism is not punishable because it is not harmful but 7.69% strongly disagreed, 13.18% disagreed, 14.28% neither agreed nor disagreed, 49.45% agreed and 16.48% strongly agreed that short deadlines give them the right to plagiarize a bit. About 51.68% strongly disagreed, 32.96% disagreed, 10.98% neither agreed nor disagreed and 3.29% agreed that it is justified to use one's own previously published work without providing citation in order to complete the current work. 20.87% neither agreed nor disagreed, 18.68% agreed and 60.43% strongly agreed that young researchers who are just learning the ropes should receive milder punishment for plagiarism. Whereas, 6.59% disagree, 8.79% neither agreed nor disagreed, 71.48% agreed and 13.18% strongly agreed that if one cannot write well in a foreign language(e.g., English), it is justified to copy parts of a paper already published in that language. 27.47% strongly disagreed, 52.74% disagreed and 19.75% neither agreed nor disagreed to the statement that if a colleague allowed him/her to copy from his/ her paper, I am not doing anything bad, because I have his/her permission.19.78% strongly disagreed, 49.45% disagreed and 30.76% neither agreed nor disagreed to the understanding thatplagiarized parts of a paper may be ignored if the paper is of great scientific value. 26.37% strongly disagreed, 34.06% disagreed and 39.56% neither agreed nor disagreed to the interpretation that the author could not write a scientific paper without plagiarizing (Table 1, Fig.1).

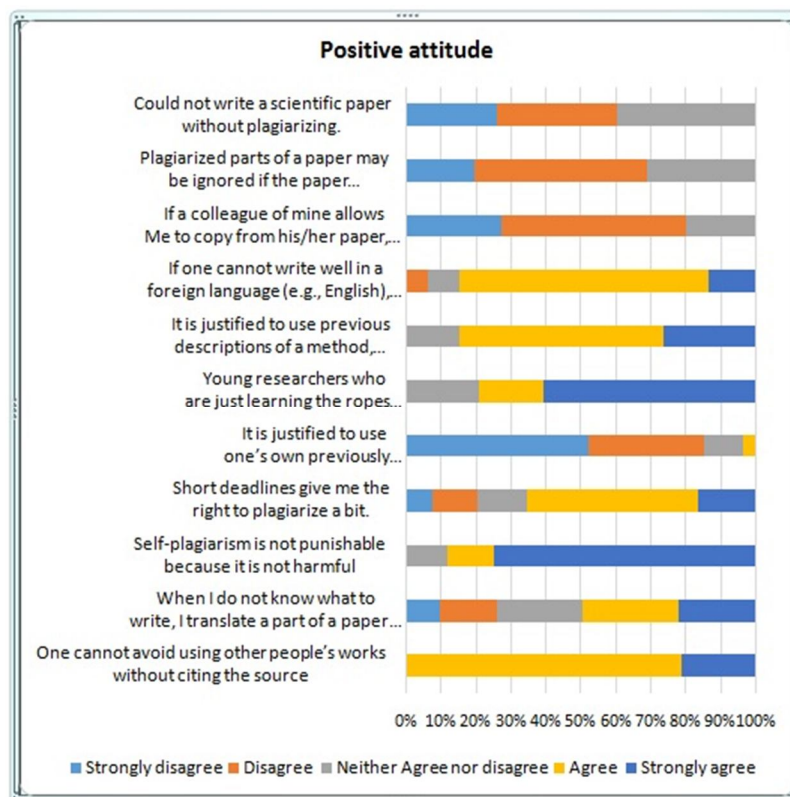


Figure 1: Perception on describing positive attitude

TABLE I: PERCEPTION ON DESCRIBING POSITIVE ATTITUDE

Sl. No		Strongly disagree	Disagree	Neither Agree nor disagree	Agree	Strongly agree
1	One cannot avoid using other people's work without citing the source	0	0	0	72 (79.12%)	19 (20.87%)
2	When I do not know what to write, I translate a part of a paper from a foreign language.	9 (9.89%)	15 (16.48%)	22 (24.16%)	25 (27.47%)	20 (21.97%)
3	Self-plagiarism is not punishable because it is not harmful	0	0	11 (12.08%)	12 (13.18%)	68 (74.72%)
4	Short deadlines give me the right to plagiarize a bit.	7 (7.69%)	12 (13.18%)	13 (14.28%)	45 (49.45%)	15 (16.48%)
5	It is justified to use one's own previously published work without providing citation in order to complete the current work.	47 (51.68%)	30 (32.96%)	10 (10.98%)	3 (3.29%)	0
6	Young researchers who are just learning the ropes should receive milder punishment for plagiarism.	0	0	19 (20.87%)	17 (18.68%)	55 (60.43%)
7	It is justified to use previous descriptions of a method, because the method itself remains the same.	0	0	14 (15.38%)	53 (58.24%)	24 (26.37%)
8	If one cannot write well in a foreign language (e.g., English), it is justified to copy parts of a similar paper already published in that language	0	6 (6.59%)	8 (8.79%)	65 (71.48%)	12 (13.18%)
9	If a colleague of mine allows me to copy from his/her paper, I am not doing anything bad, because I have his/her permission.	25 (27.47%)	48 (52.74%)	18 (19.75%)	0	0
10	Plagiarized parts of a paper maybe ignored if the paper is of great scientific value.	18 (19.78%)	45 (49.45%)	28 (30.76%)	0	0
11	Could not write a scientific paper without plagiarizing.	24 (26.37%)	31 (34.06%)	36 (39.56%)	0	0

The perception on describing negative attitude among the market research professional were assessed and it was opined that 5.49% of them strongly disagreed, 35.16% disagreed, 54.94% neither agreed nor disagreed and 4.39% agreed respectively that plagiarism impoverishes the investigative spirit but 30.76% neither agreed nor disagreed, 56.04% agreed and 13.18% strongly agreed respectively to the statement that in times of moral and ethical decline, it is important to discuss issues like plagiarism and self-plagiarism. However, 10.98% strongly disagreed, 52.74% disagreed 24.17% neither agreed nor disagreed and 5.49% agreed respectively that plagiarism is taking other people's work rather than tangible assets, it should not be considered very important. Whereas 34.06% neither agreed nor disagreed, 46.15% agreed and 19.78% strongly agreed upon the statement that the names of the authors who plagiarize must be disclosed to the scientific community and 17.58% disagreed, 41.75% neither agreed nor disagreed, 24.16% agreed and 16.48% strongly agreed regarding the statement that a plagiarized paper does no harm to market research community (Table 2, Fig.2).

TABLE II: PERCEPTION ON DESCRIBING NEGATIVE ATTITUDE

Sl.No.		Strongly disagree	Disagree	Neither Agree nor disagree	Agree	Strongly agree
1	Plagiarism impoverishes the investigative spirit.	5 (5.49%)	32 (35.16%)	50 (54.94%)	4 (4.39%)	
2	In times of moral and ethical decline, it is important to discuss issues like plagiarism and self-plagiarism.	0	0	28 (30.76%)	51 (56.04%)	12 (13.18%)
3	Since plagiarism is taking other people's works rather than tangible assets, it should not be considered very important.	10 (10.98%)	48 (52.74%)	22 (24.17%)	11 (5.49%)	0
4	The names of the authors who plagiarize should be disclosed to the scientific community	0	0	31 (34.06%)	42 (46.15%)	18 (19.78%)
5	A plagiarized paper does no harm to Market Research community	0	16 (17.58%)	38 (41.75%)	22 (24.16%)	15 (16.48%)

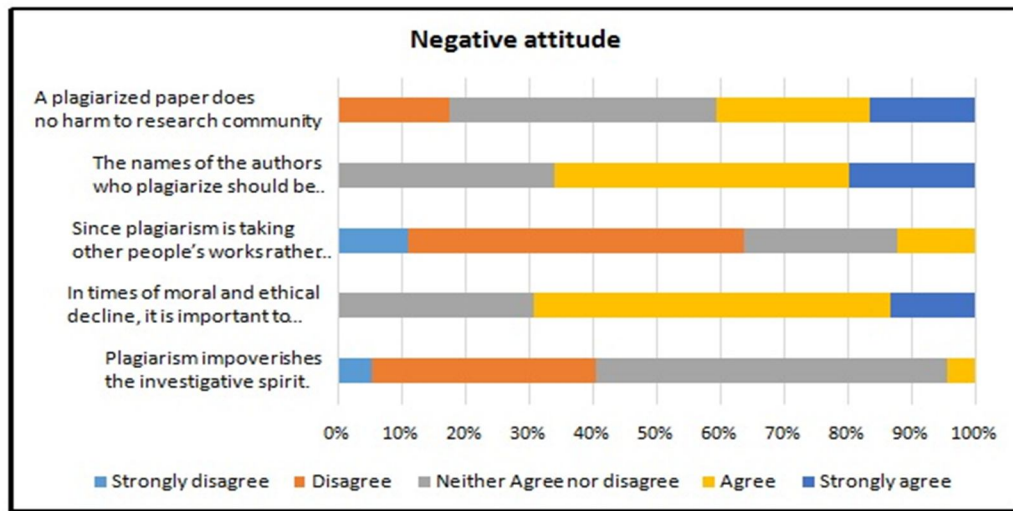


Figure 2: Perception on describing negative attitude

When the perception on describing subjective attitude among the market research professionals were analyzed 12.08% disagreed, 35.16% neither agreed nor disagreed, 47.25% agreed, 5.49% strongly agreed respectively to the statement stating that those who say they have never plagiarized are lying. About 16.48% disagreed, 18.68% neither agreed nor disagreed, 45.05% agreed, 19.75% strongly agreed respectively that sometimes copying a sentence or two just to become inspired for further writing, whereas 32.16% neither agreed nor disagreed, 39.56% agreed and 25.27% strongly agreed respectively that they do not have bad conscience for copying verbatim a sentence or two from their previous papers. 17.58% strongly disagreed, 7.69% disagreed, 25.27% neither agreed nor disagreed, 35.16% agreed and 17.28% strongly agreed respectively that it not so bad to plagiarize.

However about 6.59% strongly disagreed, 13.18% disagreed, 46.15% neither agreed nor disagreed, 17.58% agreed and 16.48% strongly agreed correspondingly that sometimes it is necessary to plagiarize but 2.19% strongly disagreed, 23.07% disagreed, 63.93% neither agreed nor disagreed 4.39% agreed and 4.39% strongly agreed in that order that plagiarism is justified if they currently have more important obligations or tasks to do and lastly it was reported that 8.79% strongly disagreed, 53.84% disagreed, 25.27% neither agreed nor disagreed and 12.08% agreed respectively that they keep plagiarizing because they haven't been caught yet (Table 3, Fig. 3).

TABLE III: PERCEPTION ON DESCRIBING SUBJECTIVE ATTITUDE

Sl.No.		Strongly disagree	Disagree	Neither Agree nor disagree	Agree	Strongly agree
1	Those who say they have never plagiarized are lying.	0	11 (12.08%)	32 (35.16%)	43 (47.25%)	5 (5.49%)
2	Sometimes I copy a sentence or two just to become inspired for further writing.	0	15 (16.48%)	17 (18.68%)	41 (45.05%)	18 (19.75%)
3	I do not have bad conscience for copying verbatim a sentence or two from my previous papers.	0	0	32 (35.16%)	36 (39.56%)	23 (25.27%)
4	It is not so bad to plagiarize.	16 (17.58%)	7 (7.69%)	23 (25.27%)	32 (35.16%)	13 (17.28%)
5	Sometimes, it is necessary to plagiarize	6 (6.59%)	12 (13.18%)	42 (46.15%)	16 (17.58%)	15 (16.48%)
6	Plagiarism is justified if I Currently have more important obligations or tasks to do.	2 (2.19%)	21 (23.07%)	60 (63.93%)	4 (4.39%)	4 (4.39%)
7	I keep plagiarizing because I haven't been caught yet.	8 (8.79%)	49 (53.84%)	23 (25.27%)	11 (12.08%)	0

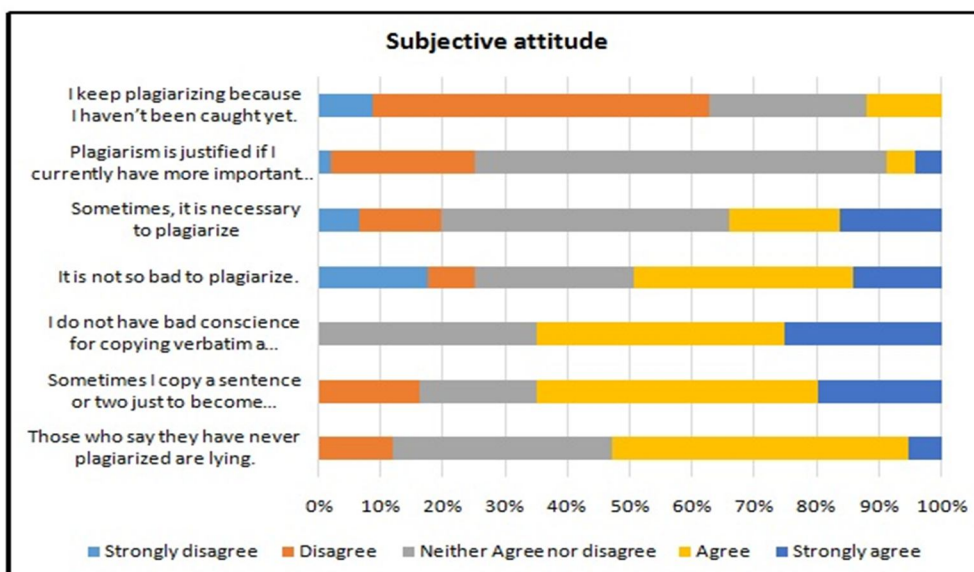


Figure 3: Perception on describing subjective attitude

## VIII. CONCLUSION

Plagiarism is a process where in the author/s fail to acknowledge or cite the work of other researchers. In this present study an attempt was made to analyze the perception of market research professionals towards plagiarism it was opined that most of them preferred that credibility must be given to the researchers or authors from where relevant information was gathered to pursue his/her own work. Market research professionals also felt that it is difficult to do without plagiarism and that researchers who state that there is no plagiarism are not true to themselves. Most of the market research professionals exhibited positive attitude and expressed that plagiarism should not be encouraged among researchers.

Reputed journals provide a minimum percentage of leeway towards plagiarism, but original research is appreciated well. Researchers must have adequate knowledge about collusion and plagiarism so as to increase the weightage and originality of their research work. Adopting simple ideals like acknowledging, quoting the author, taking approval from the authors, paraphrasing the content, being honest and true to one's own conscience shall avoid plagiarism and thus improving the quality of research.

## REFERENCES

- [1] Das, Natasha, Panjabi Monica. Plagiarism: Why is it such a big issue for medical writers? *Perspectives in Clinical Research*, vol. 2(2): 67-71, 2011.
- [2] The Common Types of Plagiarism. <https://www.bowdoin.edu/studentaffairs/academic-honesty/common-types.shtml>
- [3] Norris, Robert. W. Dealing with plagiarism at a Japanese university: a foreign teacher's perspective. *The East Asian Learner*, vol. 3(1): 1-20, 2007.
- [4] ShahabUddin, Syed. (2009). Plagiarism in Academia. *International Journal of Teaching and Learning in Higher Education*, vol. 21(3): 353-359, 2009.
- [5] Karabag, Solmaz Filiz., Berggren, Christain. Retraction, Dishonesty and Plagiarism: Analysis of a Crucial Issue for Academic Publishing, and the Inadequate Responses from Leading Journals in Economics and Management Disciplines. *Journal of Applied Economics and Business Research*, vol. 2(3): 172-183, 2012.
- [6] Gomez, Mary Shimi S., Nagesh L., Sujatha B.K. Assessment of the attitude towards Plagiarism among dental postgraduate students and faculty members in Bapuji Dental College and Hospital, Davangere – A cross sectional survey. *IOSR Journal of Dental and Medical Sciences*, vol.13(5): 01-06, 2014.
- [7] Nikumbh, Dhiraj B. Research vs Plagiarism in Medical Science (Cytohistopathology). *Archives of Cytology and Histopathology Research*, vol.1 (1): 1-3, 2016.