

Plagiarism Test

The passage below has been rewritten in seven different ways. Read the passage and then read each of the others and decide if each of the rewritten versions has plagiarised the original.

Original passage:

As with innovation, no matter how important identifying opportunity is to the entrepreneurial process, it cannot be all that there is to it, nor can it characterise it uniquely. The entrepreneur cannot stop at simply identifying opportunities. Having identified them, the entrepreneur must pursue them with a suitable innovation. An opportunity is simply the 'mould' against which the market tests new ideas. In fact, actually spotting the opportunity may be delegated to specialist market researchers. The real value is created when that opportunity is exploited by something new which fills the market gap.

Philip A. Wickham, *Strategic Entrepreneurship* (London: Pitman, 1998), p. 8.

Passage 1

The entrepreneur cannot stop at simply identifying opportunities. Having identified them, the entrepreneur must pursue them with a suitable innovation. An opportunity is simply the 'mould' against which the market tests new ideas. In fact, actually spotting the opportunity may be delegated to specialist market researchers. The real value is created when that opportunity is exploited by something new which fills the market gap.

Passage 2

The entrepreneur cannot stop at simply identifying opportunities. Having identified them, the entrepreneur must pursue them with a suitable innovation. An opportunity is simply the 'mould' against which the market tests new ideas. In fact, actually spotting the opportunity may be delegated to specialist market researchers. The real value is created when that opportunity is exploited by something new which fills the market gap (Wickham, p. 8).

Passage 3

No matter how important identifying opportunity is to the entrepreneurial process, it cannot be all that there is to it. The entrepreneur cannot stop at simply identifying opportunities. Spotting the opportunity may be delegated to specialist market researchers. The real value is created when that opportunity is exploited by something new, which fills the market gap.

Passage 4

Likewise with innovation, no matter how important identifying opportunity is to the entrepreneurial process, it cannot be all that there is to it, nor can it characterise it uniquely. The entrepreneur cannot cease at simply identifying opportunities.

Passage 5

"No matter how important identifying opportunity is to the entrepreneurial process, it cannot be all that there is to it. The entrepreneur cannot stop at simply identifying opportunities. Spotting the opportunity may be delegated to specialist market researchers. The real value is created when that opportunity is exploited by something new which fills the market gap" (Wickham, p.8).

Passage 6

"As with innovation, no matter how important identifying opportunity is to the entrepreneurial process, it cannot be all that there is to it, nor can it characterise it uniquely. The entrepreneur cannot stop at simply identifying opportunities. Having identified them, the entrepreneur must pursue them with a suitable innovation. An opportunity is simply the 'mould' against which the market tests new ideas. In fact, actually spotting the opportunity may be delegated to specialist market researchers. The real value is created when that opportunity is exploited by something new which fills the market gap" (Wickham, p.8).

Passage 7

Wickham argues that searching for and identifying market opportunities cannot be taken as an adequate definition of the entrepreneurial process. He points out that this function is one shared by market researchers. Wickham also insists that entrepreneurship involves going beyond the identification of a market gap since it includes exploiting that gap with what he calls 'a suitable innovation'.

Note: This exercise is an adaptation of a series by the University of Aberdeen.

KEY

Passage 1

This is a clear case of plagiarism. These sentences are lifted directly from Wickham's book. Since there are no quotation marks and no citation to indicate the source of the words and ideas, the student who wrote this appears to be guilty of trying to deceive us by pretending to be the author of Wickham's work

Passage 2

This may be a case of plagiarism as bad practice rather than plagiarism with the intent to deceive, but it is still unacceptable. The citation gives Wickham the credit for the ideas. But the failure to put the passage into quotation marks suggests falsely that the words are the student's. This is still plagiarism.

Passage 3

This is an edited version of Wickham's paragraph which cuts and pastes the exact words of a selection of his sentences. This is a particularly galling example of plagiarism. The cutting and pasting is done with skill, in preserving the sense of the whole passage. Clearly, students who plagiarise with such skill have the capacity to use their own words in summarising the passage.

Passage 4

The student who wrote this is guilty of plagiarism. The superficial modification of Wickham's writing by changing an **as** to a **likewise**, and a **stop** to a **cease**, does nothing to mask the fact that Wickham's work has been used illegitimately. This is unacceptable

Passage 5

Although with the quotation marks and the citation there is no plagiarism here, what the student writes is unacceptable. When quotation marks are used, the text must follow the exact words of the author who is being quoted or dots used to indicate omission. This is not the case here.

Passage 6

The passage is quoted accurately. It is also identified by quotation marks and a citation. But do these ideas and their expression deserve such extensive quotation? It could be suspected that this is a case of the 'quotation of laziness' which is designed to enable student writers to escape the effort of summarising someone else's ideas in their own words. Therefore, even though this is not technically plagiarism, a tutor marking such a piece would take a very dim view of it.

Passage 7

This passage is acceptable because it is not plagiarised. Wickham is credited with the ideas which the student writer summarises, and the words are the writer's own. It is clear from this that the student has understood Wickham's argument rather than regurgitating it.