

Plagiarism Prevention

A Service of iParadigms

iThenticate

(주)신원데이터넷

Shinwon
신원 데이터넷 @datanet

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1. 회사 및 Product 소개

(1) iParadigms, LLC

(2) iThenticate



(1) iParadigms, LLC



iParadigms, LLC는 연구자, 교수자, 수학자, 컴퓨터 프로그래머 그룹이 함께 인터넷 표절방지와 교육공학 발전을 위하여 Plagiarism.org로 1996년 설립

<연혁>

- 1996년 UC Berkeley의 연구자들로 구성되어 대학생의 졸업논문의 재사용을 모니터링 하기 위하여 컴퓨터 프로그램 제작 시작
- 1998년 Good Morning America, World News Tonight, New York Times 등 국제적인 미디어들로부터 대서 특필
- Plagiarism.org는 지속적인 발전을 통해 인터넷 논문 표절 방지 시스템인 **Turnitin** 및 **Turnitin for Admissions**, **iThenticate**를 출시



(2) iThenticate

iThenticate 는 AIP, ACM, Springer, Elsevier, IEEE, Nature Publishing Group 등 전세계 주요 출판사 및 학회들과 제휴하여 iParadigms의 독창적인 기술로 Article간 유사성 비교분석을 통해 학회, 기업, 연구기관 및 정부기관들의 지적 재산을 보호하는 시스템

iThenticate 주요 기능

- Duplication and Plagiarism Detection (논문 중복 개제 및 표절 방지)

iThenticate이 보유하고 있는 전 세계 주요 출판사 및 학회 article, 주요 대학 석, 박사 논문 및 인터넷 자료의 데이터베이스와 이용자가 확인하고자 하는 논문을 word by word로 비교하여 유사성 검사를 시행

- Intellectual Property Protection (지적 재산권 보호)

적절한 인용 절차가 무시된 채 이용자의 아이디어나 저작물이 표절되는 것을 방지하여 원작자 지적 재산을 보호

- Document-to-Documents) Analysis (Document 평가 분석 용이)

iThenticate 데이터베이스와 이용자 논문을 시스템을 활용해 빠르고 정확하게 비교/분석 함으로써 논문 평가 및 편집 과정에서 Editor 및 Peer Reviewer의 업무 시간 단축



전세계 iThenticate 사용 현황

- Infosys
- Microsoft
- Oracle
- Watson Wyatt
- Dun & Bradstreet
- Amba Research
- Training Management Corporation
- SABIS
- Demand Media
- Lifewire
- KPMG
- UNESCO Regional Bureau
for Education

- Odysseyware
- International Trade Centre
- World Health Organization
- Research Triangle International
- National Science Foundation
- US Department of Energy
- US Department of Justice
- Conference Board of Canada
- NIIT LTD
- Sofizar Constellation CK
- Department of Chemical and
Biomedical Engineering

2. iThenticate의 상세 주요 현황

(1) Contents

(2) Key iThenticate Metrics

(3) Technology

a. Core Technology

b. Fingerprint

c. Detection of Word Substitution or Alteration

d. Detection of Sentence or Paragraph Addition

(1) Contents

Identifies content copied from:

- 인터넷 및 아카이브 인터넷 (EXCLUSIVE)
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- 모든 Yahoo 웹 및 뉴스 콘텐츠 (EXCLUSIVE)
- 31개 이상의 언어로 구성된 콘텐츠 (EXCLUSIVE)



Publisher

- Aries
- arXiv.org
- Atypon
- British Library EThOS Project (EXCLUSIVE)
- CENGAGE Learning
- EBSCO (EXCLUSIVE)
- eJournalPress
- Emerald
- GALE OneFile (EXCLUSIVE)
- HighWire Press

- JISC Collections and e-Book project (EXCLUSIVE)
- McGraw Hill (EXCLUSIVE)
- MOST-China (also interested in identifying translations)
- Open Archives
- Pearson (EXCLUSIVE)
- PubMed Central (EXCLUSIVE)
- SAGE
- THOMSON REUTERS
- University Contents

Via CrossRef (EXCLUSIVE)

- Academy of Management
- ACTA Press
- American Academy of Pediatrics
- American Association on Intellectual and Developmental Disabilities
- American Diabetes Association
- American Geophysical Union
- American Institute of Physics (AIP)
- American Physical Society (APS)
- American Psychological Association (APA)
- American Roentgen Ray Society
- American Society for Clinical Investigation
- American Society for Microbiology
- American Society for Nutrition
- American Society of Civil Engineers (ASCE)
- American Society of Neuroradiology (ASNR)
- American Society of Plant Biologists
- American Thoracic Society
- Ammons Scientific
- Annual Reviews
- Association for Computing Machinery (ACM)
- Association for Research in Vision and Ophthalmology (ARVO)

Via CrossRef (EXCLUSIVE)

- Australian Academic Press
- BioScientifica
- Bloomsbury Qatar Foundation Journals
- BMJ Publishing Group
- British Institute of Non-Destructive Testing
- Cambridge University Press
- CFA Institute
- Cleveland Clinic
- Co-Action Publishing
- Commonwealth Forestry Association
- Croatian Medical Journal
- CSIRO Publishing
- Digital Science Press
- Earthquake Engineering Society of Korea

- EDP Sciences
- **Electronics and Telecommunications Research Institute (ETRI)**
- Elsevier
- Environmental Health Perspectives
- European Respiratory Society
- Expert Reviews
- Fundacion Infancia y Aprendizaje
- Future Medicine
- Future Science
- Geological Society of America
- Hindawi Publishing Corporation
- IM Publications LLP.
- Inderscience
- INFORMS
- Institute of Control, Robotics and Systems

Via CrossRef (EXCLUSIVE)

- Institute of Electrical and Electronics Engineers (IEEE)
- International Association for Bridge and Structural Engineering (IABSE)
- International Union of Crystallography (IUCr)
- Internet Science Publications
- IOP Publishing
- IWA Publishing
- Journal of Bone and Joint Surgery
- Journal of Histochemistry and Cytochemistry
- Journal of Neurosurgery Publishing Group
- Journal of Rehabilitation Research & Development
- Journal of Zhejiang University SCIENCE (A&B)
- King Abdulaziz University Scientific Publishing Centre
- KISTI
- Korea Chemical Society
- Korea Ocean Research and Development Institute
- Korean Pharmacopuncture Institute
- Korean Powder Metallurgy Institute
- Korean Society for Agricultural Machinery
- Korean Society for Bioinformatics and Systems Biology

Via CrossRef (EXCLUSIVE)

- Korean Society for Information Management
- Korean Society of Environmental Engineering
- Korean Society of Sport Biomechanics
- Kyung Hee Oriental Medicine Research Center, Kyung Hee University
- Maney Publishing
- Mary Ann Liebert Inc.
- Mayo Clinic Proceedings
- Mayo Clinic Scientific Press
- MIT Press
- Nature Publishing Group
- New England Journal of Medicine (NEJM)
- Oncology Nursing Society (ONS)
- Optical Society of America
- Oxford University Press
- Palgrave MacMillan
- PNAS
- Poultry Science Association
- Professional Engineering Publishing Ltd.
- Research Foundation of the CFA Institute
- RMIT Publishing
- Rockefeller University Press
- Royal College of Physicians of Edinburgh
- Royal Irish Academy
- ScienceAsia (The Science Society of Thailand)
- Society for Endocrinology

Via CrossRef (EXCLUSIVE)

- Society for General Microbiology
- Society for Industrial & Applied Mathematics (SIAM)
- Society for Neuroscience
- Society of Exploration Geophysicists
- Soil and Water Conservation Society
- Sophia Publishing
- Springer
- Taylor & Francis
- The American Association for the Advancement of Science (AAAS)
- The Association of Lithuanian Serials

- The Ecological Society of Korea
- The Ergonomics Society of Korea
- The Korean Ceramic Society
- The Korean Electrochemical Society
- The Korean Environmental Sciences Society
- The Korean Institute of Building Construction
- The Korean Magnetics Society
- The Korean Mathematical Society
- The Korean Society of Applied Pharmacology
- The Korean Society of Environmental Agriculture

Via CrossRef (EXCLUSIVE)

- The Korean Society of Fisheries Technology
- The Korean Society of Food Science and Nutrition
- The Korean Society of Ginseng
- The Korean Society of Mechanical Engineers
- The Korean Society of Mycology
- The Korean Society of Pharmaceutical Sciences and Technology
- The Korean Society of Phycology
- The Korean Society of Plant Biotechnology
- The Korean Space Science Society
- The Materials Research Society of Korea
- The Royal Society
- The Society of Naval Architects of Korea
- Tubitak
- Versita
- Vilniaus Gedimino Technikos Universitetas (VGTU)
- Walter de Gruyter
- Wichtig Editore
- Wiley-Blackwell
- Wolters Kluwer
- World Scientific



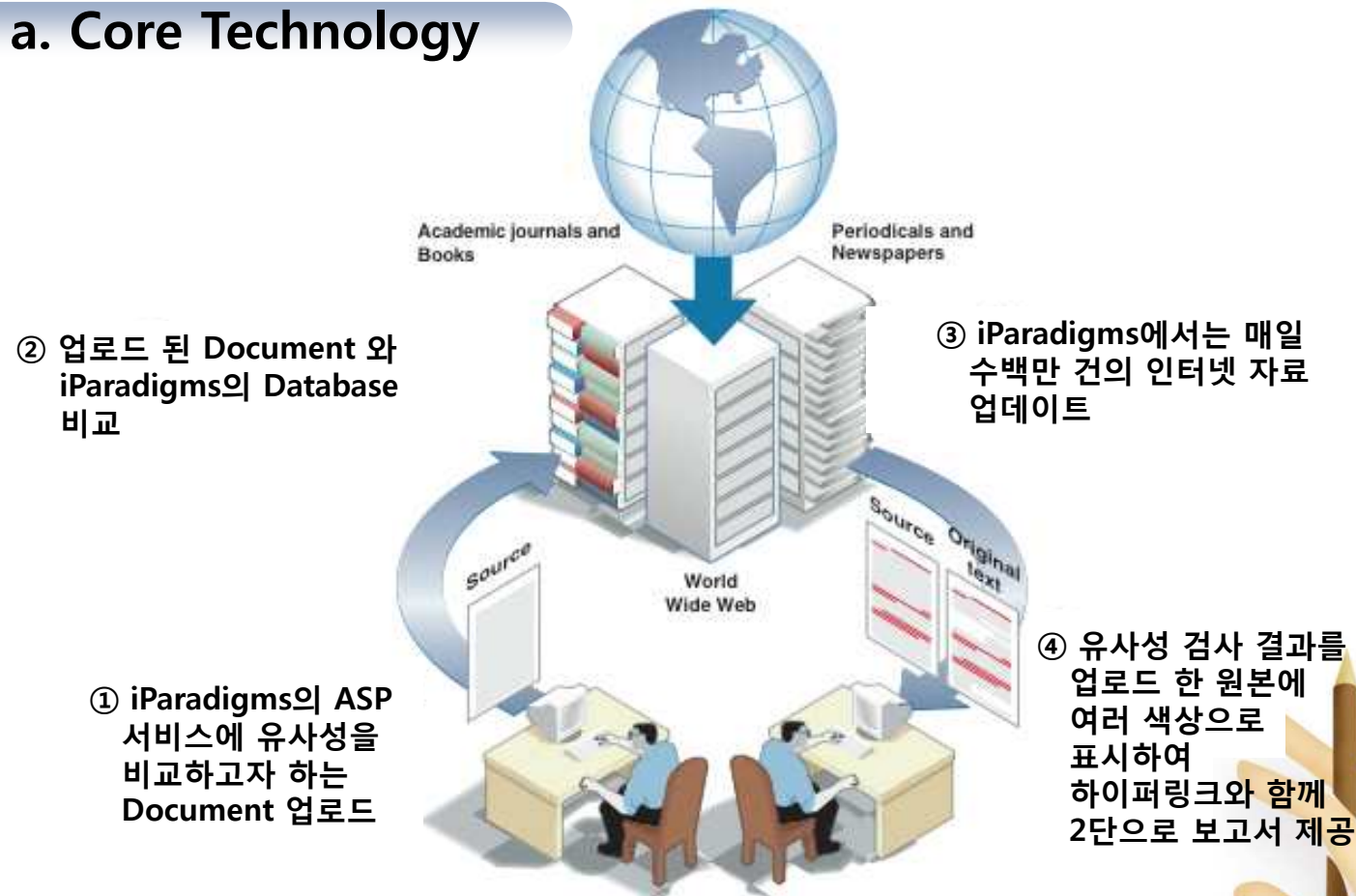
(2) Key iThenticate Metrics

- 90,000여 개 이상의 정기 간행물 및 저널들에 기반하는 데이터베이스
- 2,500만여 이상의 저널 Article 수록
- 140억 페이지 이상의 웹 콘텐츠
- 2억 건 이상의 논문 및 Paper
- 30여 개 언어 지원 (126개 국가 지원)
- 출판사들의 참여도 점진적 증가

- 비영리 회원제로 운영되며 인용정보 링크를 제공하는 CrossRef와 제휴
(2011년 3월 07일 기준 - 참가 출판사 · 학회는 134곳)
- 출판사/ 학회의 제휴가 해마다 증가하고 있음.

(3) Technology

a. Core Technology



b. Digital Fingerprint

☞ 모든 과정이 대부분 5분 이내로 완료

1. INTRODUCTION
The life insurance market is undergoing a major transition that could benefit of self-assessment for other financial institutions and a significant decrease in shareholder costs. However, the new financing of insurance reflects the pressure to increase the return on assets, the cost of acquiring a new customer, and the cost of managing a new customer. As a result, insurers are putting greater emphasis on reducing their customer costs. Carefully analyzing network data on large corporate customers, insurers are trying to sell more of the same service (spending) and to sell other types of services (cross-selling) to their existing customers. The success of the insurer critically depends on the long-term relationship with their customers.

Recognizing the importance of spending in determining and managing customer value, insurers are looking for ways to reduce spending without affecting their revenue. To our knowledge, there are no published papers that discuss models to measure spending potential. However, internal communications with managers suggest that insurers also develop metrics to evaluate customer "spending potential." These metrics are used to identify high-potential customers and to target sales efforts. In this report, we explore the possibility of using their demographic and geographic data to predict their spending potential. For example, we explore the possibility of using their demographic and geographic data to predict their spending potential.

The current practice of compensating agents is based on the number of policies sold. This means that agents are incentivized to sell more policies, regardless of the quality of the policies. This could lead to a situation where agents are selling policies that are not in the best interest of the customer. This could lead to a situation where agents are selling policies that are not in the best interest of the customer.

2. MODEL SPECIFICATION
This model estimates customer spending potential based on the demographic and geographic data. The model is based on the assumption that customer spending potential is a function of their demographic and geographic data. The model is based on the assumption that customer spending potential is a function of their demographic and geographic data.

The model is based on the assumption that customer spending potential is a function of their demographic and geographic data. The model is based on the assumption that customer spending potential is a function of their demographic and geographic data.

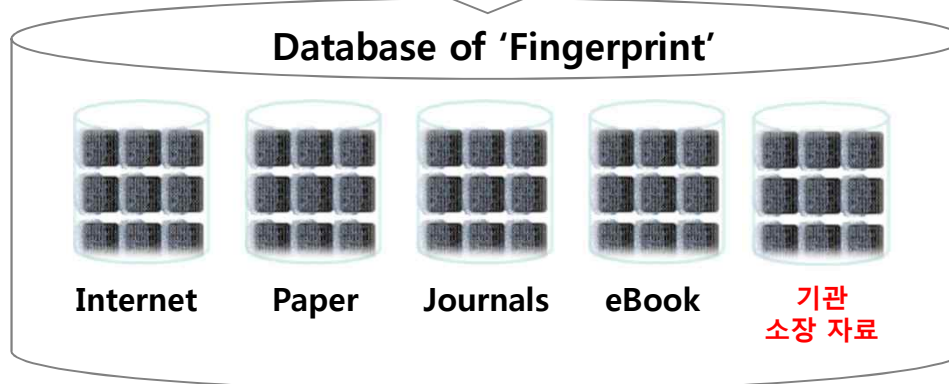
Document

Digital Fingerprint



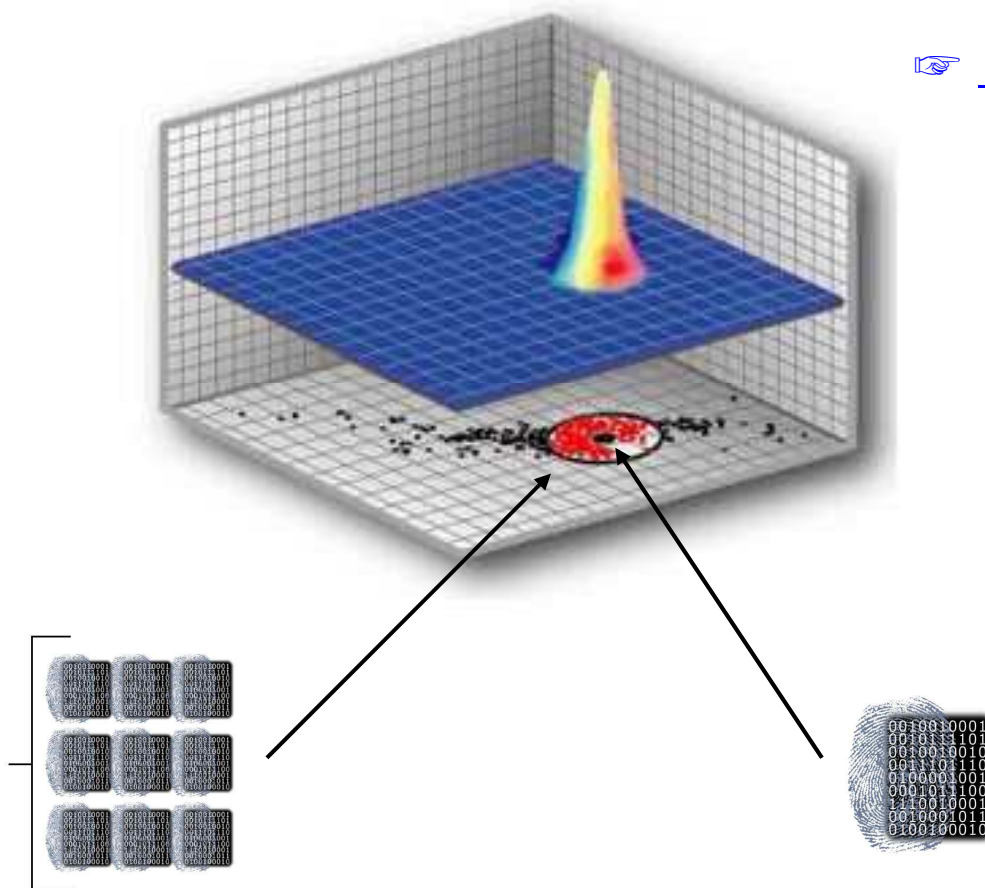
Report

Database of 'Fingerprint'



b. Digital Fingerprint - 2

☞ 건초더미에서 바늘 찾기



iParadigms의 독창적인
'Digital Fingerprint'를
이용하여 Document와
Database간 유사단어를
모두 찾아 비교



c. Detection of Word Substitution or Alteration

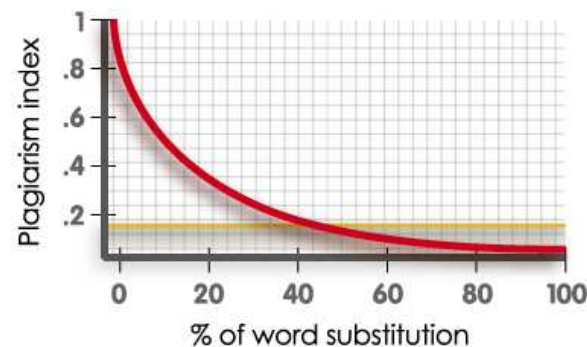
* 단어 변경 또는 수정

MACBETH MANUSCRIPT FROM THE INTERNET (INTRO PARAGRAPH)

Macbeth is presented as a mature man of definitely established character, successful in certain fields of activity and enjoying an enviable reputation. We must not conclude, there, that all his volitions and actions are predictable; Macbeth's character, like any other man's at a given moment, is what is being made out of potentialities plus environment, and no one, not even Macbeth himself, can know all his inordinate self-love whose actions are discovered to be-and no doubt have been for a long time-determined mainly by an inordinate desire for some temporal or mutable good.

SAME MANUSCRIPT WITH MODIFIED WORDS (수정된 원본)

Macbeth is **shown** as **an empowered** man of **well-established** character, **prosperous** in **several** fields of **life** and enjoying an **esteemed** reputation. We **mustn't** conclude, **therefore**, that all **of** his volitions and actions **will be foreseeable**; Macbeth's **essence**, like **most** other **men** at **any** given **time**, is **what's** being **created** out of potentialities **and his** environment, and no one, not even Macbeth himself, can **discern** all his **immoderate** self-love whose **behaviors** are **found** to be-and **without** doubt have been for **some** time-determined **primarily** by an **extreme** desire for **a** temporal or **changeable** good.



d. Detection of Sentence or Paragraph Addition

* 문장 추가

PAPER A MACBETH INTERNET DERIVED PAPER (INTRO PARAGRAPH)

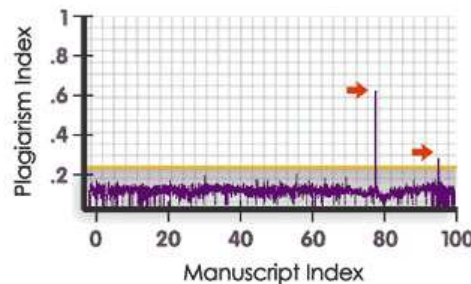
Macbeth is presented as a mature man of definitely established character, successful in certain fields of activity and enjoying an enviable reputation. We must not conclude, there, that all his volitions and actions are predictable; Macbeth's character, like any other man's at a given moment, is what is being made out of potentialities plus environment, and no one, not even Macbeth himself, can know all his inordinate self-love whose actions are discovered to be-and no doubt have been for a long time-determined mainly by an inordinate desire for some temporal or mutable good.

PAPER A + B

MACBETH MODIFIED TEST PAPER WITH COMBINED **ADDED CONTENT**

Shakespeare's famous play, Macbeth, is one of his great tragedies based around the classic theme of the hero's fatal flaw.

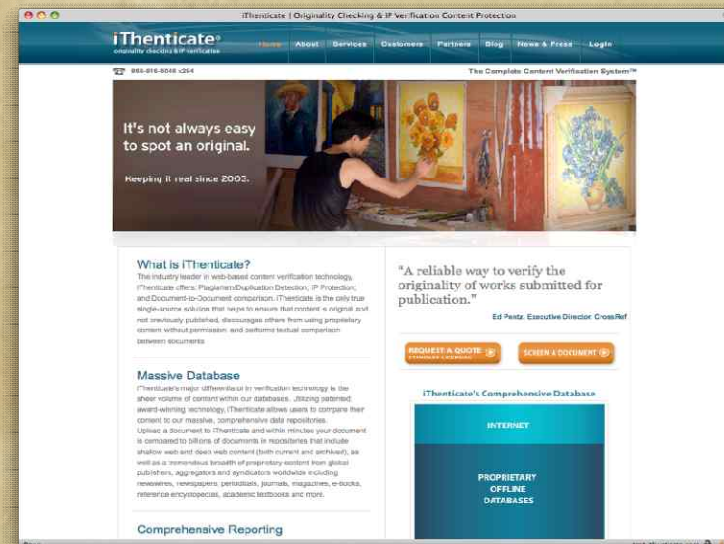
Macbeth is presented as a mature man of definitely established character, successful in certain fields of activity and enjoying an enviable reputation. **Yet, like any man, he is human, and thus in possession of flaw and foibles, hidden that they may be from public eye, and hinted at by foreshadow only by the author.** We must not conclude, there, that all his volitions and actions are predictable; Macbeth's character, like any other man's at a given moment, is what is being made out of potentialities plus environment, and no one, not even Macbeth himself, can know all his inordinate self-love whose actions are discovered to be-and no doubt have been for a long time- determined mainly by an inordinate desire for some temporal or mutable good. **This desire being so strong under certain circumstances as to override all others, even, as is usually the case in tragedy, the ultimate desire of self-preservation.**



3. iThenticate Webpage

(1) 초기 Webpage

(2) 상세 Webpage



(1) 초기 Webpage

The screenshot shows the iThenticate web interface with several annotations in Korean:

- 폴더 내 업로드 내역** (Upload history in folder): Points to the 'Papers' folder in the left sidebar.
- 폴더 목록** (Folder list): Points to the 'My Folders' section in the left sidebar.
- 업로드 된 Paper의 유사성 수치를 표시 클릭하면 상세 Report 화면으로 이동** (Display similarity score of uploaded Paper, click to move to detailed Report screen): Points to the 'Report' column in the 'Papers' table.
- 업로드 방식 선택** (Select upload method): Points to the 'Submit a document' section on the right.
- 폴더 생성** (Create folder): Points to the 'New folder' section on the right.

The 'Papers' table contains the following data:

Title	Report	Author	Processed	Actions
2010-02-Paper 1 part - 3,851 words	56%	D. Jang	03/15/10	[Icons]
2010-03-Paper 1 part - 2,044 words	62%	D. Jang	03/15/10	[Icons]
2010-01-Papaer 1 part - 1,673 words	75%	D. Jang	03/15/10	[Icons]
paper 1 1 part - 2,780 words				[Icons]
paper-10 1 part - 2,746 words	37%	H. gildong	03/10/10	[Icons]
Mitochondria, the missing link between body and soul:Proteomic prospective evidence 2 parts - 18,032 words	58%	J. Han	03/09/10	[Icons]
Atelectasis 1 part - 4,511 words	19%	G. Hong	01/20/10	[Icons]
대한민국 1 part - 1,948 words	21%	G. Hong	01/20/10	[Icons]
김치 1 part - 334 words	96%			[Icons]

The right sidebar shows the 'Submit a document' section with 924 pages remaining, and the 'New folder' section with options for 'New Folder' and 'New Folder Group'.

(2) 상세 Webpage - 1

업로드 된 원문과 iThenticate Database 내의 타 Article 자료와의 유사성을 %로 표기

Mitochondria, the missing link between body and...
By: Jin Han
As of: Mar 9, 2010 10:20:56 AM KST
15,000 words - 281 matches - 128 sources

Similarity Index
35%

Mode: Similarity Report

유사성 검사 결과의 디스플레이 방식 선택

Include Quotes Include Bibliography Exclude small matches

인용된 자료 및 참고 문헌을 제외하고 검색하는 기능

원문 내용과 유사한 Article 자료의 출처가 번호로 나열되어 표시

원문에서 발견된 유사 부분은 하이라이트 된 색상 및 번호로 표시되고 있으며 이 부분을 클릭하면 화면 오른쪽에 해당 부분과 유사한 Article이 나타남

Oxidative stress is caused by and antioxidant systems, which lead to modifications on sensitive proteins leading to structural, functional, and stability modulations

[120, 121]. The

terms "oxidative stress" or "oxidative damage," therefore, are commonly used to explain the balance between the production of oxidants and the endogenous antioxidant defenses in energy-deficient vulnerable cells.

Disruption

of the electron transport chain (ETC) has been

recognized as

produces primarily

complexes 1 and 3 [122].

1 516 words / 3% - Internet from Jan 9, 2008
www.chem.uky.edu

2 339 words / 2% - Internet from Jan 9, 2008
[Jacob Kagan, "Cancer", Crit](http://www.jacobkagan.com)

3 331 words / 2% - Internet from Mar 8, 2010
lib.bioinfo.pl

4 317 words / 2% - Internet from Feb 6, 2008
www.mcponline.org

5 280 words / 2% - Internet from Jan 9, 2008
www.ncbi.nlm.nih.gov

6 251 words / 2% - CrossCheck
Capetanaki, Y., "Muscle intermediate filaments and their links to membranes and membranous organelles", Experimental Cell Research, 20070610

7 237 words / 2% - Internet from Apr 18, 2009
www.bentham.org

8 176 words / 1% - Internet from Nov 12, 2008

(2) 상세 Webpage - 2

Folder: My Documents Jump to: Mitochondria, the missing link... - 35%

iThenticate Mitochondria, the missing link between body and...
By: Jin Han
As of: Mar 9, 2010 10:20:56 AM KST
15,000 words - 281 matches - 128 sources

Mode: Similarity Report Include Quotes Include Bibliography Exclude small matches

Similarity Index
35%

5 280 words / 2% - Internet from Jan 4, 2010
www.ncbi.nlm.nih.gov

show in web page next match: ▲ ▼

ultimately, lead

to the oxidation of cytoplasmic proteins (see Figure 1). The chronic exposure of ROS to cells can result in oxidative damage to mitochondrial and cellular proteins, lipids, and nucleic acids, and acute exposure to ROS can inactivate the TCA-cycle aconitase and the iron-sulfur centers of ETC at complexes 1, 2, and 3, resulting in a shutdown of mitochondrial energy production

[124, 127, 128]. The VDAC-assisted release of H₂O₂ and superoxide radicals to the cytoplasm ultimately leads

to the oxidation of cytoplasmic proteins. The chronic exposure of ROS to cells can result in oxidative damage to mitochondrial and cellular proteins, lipids, and nucleic acids, and acute exposure to ROS can inactivate the TCA-cycle aconitase and the iron-sulfur centers of ETC at complexes 1, 2, and 3, resulting in a shutdown of mitochondrial energy production

[127, 129, 130].

Oxidative damage of proteins is one of the modifications leading to a severe failure of biological functions and cell death.

Furthermore, the

several cellular insults, including ultraviolet irradiation [86], redox-cycling of quinones [86], the metabolism of xenobiotics [86], aging [87], environmental mitochondrial toxins [88-90], and mutant toxic proteins (eg, Aβ in AD, mutant huntingtin in Huntington's disease, alpha-synuclein in Parkinson's disease, mutant SOD1 in amyotrophic lateral sclerosis)

[5, 8, 87]. FREE RADICALS, ABNORMAL PROCESSING OF APP, AND Aβ METABOLISM There is

해당 번호를 클릭하게 되면 해당부분과 유사한 부분의 출처 및 내용이 표시되어 직접적으로 비교가 가능

Plagiarism Prevention

A Service of iParadigms

감사합니다!

(주)신원데이터넷
e-Delta팀 유영재

TEL: 02-326-3535 (내선206)

FAX: 02-326-0219

E-MAIL: iThenticate@shinwon.co.kr

<http://www.shinwon.co.kr>