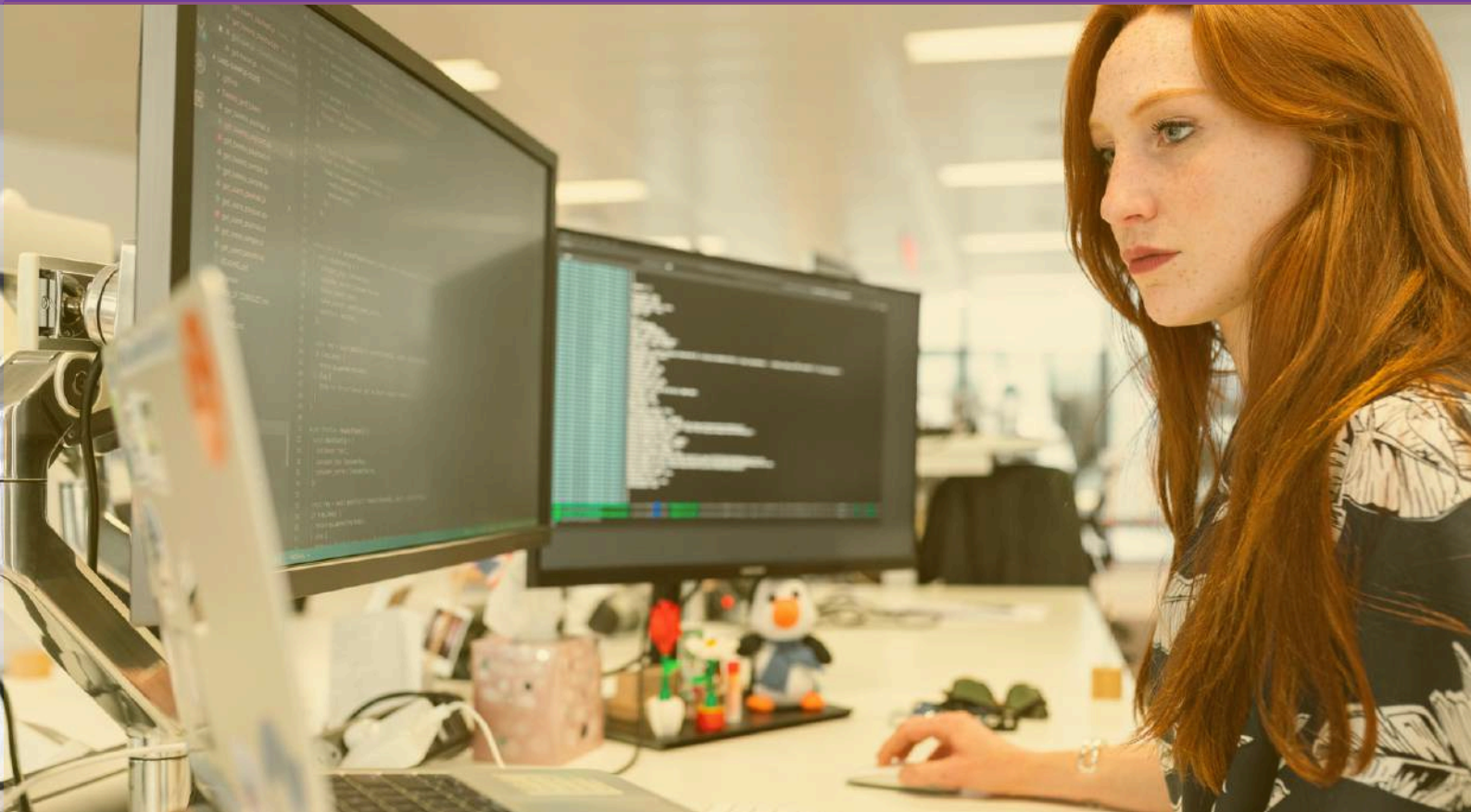


UeCampus

# UNDERSTANDING PLAGIARISM & AI GUIDE

[www.uecampus.com](http://www.uecampus.com)



## What is Plagiarism?

As a student at UeCampus, you need to be aware of plagiarism. Using the words or ideas of others without referencing your source would be classified as **plagiarism** and is a very **serious** academic offence. It is regarded as stealing intellectual property.

If you don't use referencing conventions (see the **UeCampus Referencing Style Guide** on the **LMS**) you run the risk that your tutors might think you are plagiarising.

UeCampus **plagiarism** as "The unacknowledged use of someone's work. This includes material or ideas from any (published or unpublished) source, whether print, Internet-based, or audio-visual." (UeCampus **Referencing Style Guide**, 2026: 3)

**Understanding Plagiarism & AI** is a guide to help you better understand plagiarism and the misuse of AI and prevent you from slipping into it by accident.

## Types of Plagiarism

Below are **10 major types of plagiarism**, each with its own characteristics:



### Direct Plagiarism

Copying another author's work verbatim without citation.



### Self-Plagiarism

Reusing your own previously published content without acknowledgment.



### Mosaic Plagiarism

Mixing phrases or ideas from multiple sources without credit.



### Accidental Plagiarism

Improper citation or unintentional copying due to ignorance.



### Paraphrasing Plagiarism

Rewriting someone else's ideas in new words without referencing.



### Source-Based Plagiarism

Using incorrect, fabricated, or non-existent sources.



### Complete Plagiarism

Submitting someone else's entire work as your own.



### Artistic Plagiarism

Copying creative outputs like images, art, music, or graphics.



### Code Plagiarism

Using someone's programming code without permission or citation.



### Collusion

Unauthorised collaboration where parts of the work become plagiarized.

## Academic Integrity and Plagiarism

Being told “Don’t plagiarise” is like saying “Don’t break the rule”. This is pointless unless you know what those rules are and why they are there.

**Typically, a school/college/university statement about academic integrity will say something like:**



Your work should be **truthful** and **ethical**. It should reflect your own efforts and insights. It should acknowledge and value others’ work, which means **citing their work** truthfully and showing how your own work builds on theirs.



**Plagiarism is part of the bigger picture of academic integrity.**

When you submit coursework, you will need to sign the following declaration to ensure that you understand that the work being submitted is your own.

I declare that this is all my own work and does not contain unreferenced material copied from any other source. I have read the **UeCampus’s** policy on plagiarism/AI and understand the definition of plagiarism. If it is shown that material has been plagiarized, or I have otherwise attempted to gain an unfair advantage for myself or others, I understand that I may face sanctions in accordance with the policies and procedures of **UeCampus**. A mark of zero may be awarded, and the reason for that mark is recorded in my file.

**Signature:** \_\_\_\_\_

**‘It’s my own work’. – What does this mean?**

All UeCampus courses require students to submit their assignments via **Turnitin**. Essentially, by submitting your work to Turnitin, you say that the work is your own. But what are you signing up to when you sign ‘This is my work’?

Some of the work involved in writing a good assignment includes identifying sources, taking notes, linking your sources with your points and arguments, and most importantly turning your ideas into words and the work of putting the whole thing together as a coherent piece of text. All of that adds up to WORK!



Good writing is like good cooking. Plagiarism is like microwaving frozen pies!



<b>A student describes what he did for his assignment...</b>	<b>What's going on?</b>
"I found a really good website about responsible tourism and another one about South Africa and I took bits from both and put them together to make 2 500 words for my assignment."	This is not going to show your learning even if you might have learned something by finding the websites and deciding what to choose. In addition, even if you do use quotation marks to show you did not write these words, and you do not say where each idea comes from, then that is plagiarism!
"I have written this assignment about responsible tourism in South Africa. I read about responsible tourism and how it works elsewhere. Then I found out about tourism in South Africa and thought about how they might use some of the approaches that worked out in..."	This shows you understand something. You have drawn together or synthesised information from several sources, understood principles of responsible tourism, thought about what might and might not work in South Africa, and explained your reasons...



Turinitin© is a text-matching software program.



## You're the author: who can tell?

You know when work you hand in is your own work because you:

- Know where the ideas came from
- Know where the words came from
- Have referred to the relevant sources via in-text citations.

And show the reader your in-text referencing links (citations) and the full reference details (see the **UeCampus Referencing Style Guide** on the LMS).

Tutors find it easy to see where students have lifted words from someone else's work and 'bolted' (or 'collated') chunks of text together.

## Some of the tell-tale signs that you have lifted work include:

- **Style changes:** the language used by student writers, published writers, and random Internet sources is quite different
- A **mix of referencing systems** (some numeric, some author-date, some with no references at all)
- **Oddities in expertise** – for instance, when a complicated problem or very advanced methodology is dropped into a piece of work without explanation.

## Using Turnitin©



UeCampus uses a text-matching software program called **Turnitin©** for detecting plagiarism. The service matches text from a student's work against extensive databases of websites, academic reference materials, and previously submitted student papers, producing both an originality score and a detailed originality report.

The use of the service not only allows UeCampus to systematically check for plagiarism, thus helping to ensure that all your work is original and graded accordingly, but can also help you to improve your academic writing skills by providing active feedback on citation and referencing.



**Turnitin** service matches text from student work against its extensive global databases.



## Turnitin assignments can be set up in:

- UeCampus LMS (<https://www.UeCampus.com/>); or
- Directly at the TurnitinUK website: [www.turnitinuk.com/](http://www.turnitinuk.com/)



You must submit your own work/assignments to check your work using Turnitin. The text-matching software measures assignment originality and indicates what percentage of your assignment matches Internet sources.



### How Turnitin works

- It turns your text into digital chunks and sees if the chunks match the text in millions of students' previous work in the Turnitin databases
- It checks for matches on the Internet and in several paper-based sources
- It reports the sources and the percentage from each in your text.



## Other Tools for Detecting Plagiarism

Here are a number of plagiarism detection tools for academic, professional, and creative writing:



Includes a basic plagiarism checker alongside grammar and clarity tools.



Academic-level checking integrated with Turnitin's systems.



Provides originality analysis for students and educators.



Cloud-based tool offering detailed similarity and integrity reports.



Offers downloadable plagiarism reports, scanning across 10+ billion sources.



AI assistant with integrated plagiarism detection for academic writing.



Popular with students; offers similarity checks and citation guidance.



Citation generator with a basic plagiarism checker.



Multi-purpose tool providing plagiarism, grammar, and SEO analysis.

## Using Artificial Intelligence (AI)

Artificial Intelligence (AI) tools can be **valuable study companions when used appropriately**, but they must **never** replace a learner's own thinking, writing, or academic work.

At **UeCampus**, students are **not permitted** to submit any AI-generated, paraphrased, rewritten, or co-written content for assessment. This **includes using AI tools to create essays, reports, discussions, case study answers, or any written work that is formally graded**.

All assignments must reflect the learner's individual understanding, critical thinking, and personal academic voice. Submitting AI-generated content **breaches** academic integrity standards and **may result in penalties**, as it undermines both the learning process and the credibility of academic qualifications.

AI tools may be used **only** for limited, non-assessed support functions, such as brainstorming ideas, seeking clarification on complex concepts, checking spelling or grammar, improving clarity, or guiding the research process. These tools support learning but **do not produce academic arguments or final written outputs** on the learner's behalf. Students **must carefully evaluate** any information AI provides, verify its accuracy, and ensure that all assessment submissions remain entirely their own work.

By using AI responsibly, learners can **enhance** their skills while maintaining the highest standards of honesty and professionalism expected in an online business school environment.



- No AI-generated assignments
- No use of AI tools for writing, paraphrasing, or generating content that is submitted for assessment
- All work must be original and written by the learner
- AI can only be used for research support (e.g., brainstorming, explanation), not for producing final academic work
- AI can only be used for writing support (e.g., editing, spelling and grammar checks), not for producing final academic work





ChatGPT



HeyHi

Gemini

NOLEJ



Speechify

## 30% allowance: What does it mean for your work?

UeCampus uses a **30% grace threshold** for similarity scores and AI-generated content to allow for standard academic elements such as quotations, citations, and subject terminology.

**Submissions exceeding 30% may be formally reviewed to confirm original authorship.**

The margin helps prevent unfair penalties from technical false positives, but students remain responsible for producing independent work.

AI writing tools can legally support students as long as they are used **ethically, transparently, and as learning aids**, not as replacements for original academic work.

Below is a clear, academically aligned explanation suitable for a university study guide or academic integrity handbook.



"AI tools may be used to support learning—such as improving grammar, developing ideas, summarising sources, checking originality, and enhancing academic writing. They must **not** be used to generate academic work on the student's behalf. Students remain responsible for the originality, accuracy, and proper referencing of all submitted work."



## How AI Tools Can Assist Students in Writing (Legally and Ethically)

Artificial intelligence can enhance learning, improve academic writing, and support student success when used **responsibly**. Universities worldwide increasingly support the ethical use of AI as an academic skill—provided that AI is used for assistance, not authorship.

**Below are accepted, legal, and academically appropriate uses.**

## 1. Improving Grammar, Clarity, and Writing Quality

AI tools such as Grammarly or Paperpal may be used to:

- Correct spelling, grammar, and punctuation
- Improve clarity and flow
- Suggest alternative vocabulary
- Highlight unclear or wordy sentences

**This is equivalent to using proofreading or editing software.**

## 2. Generating Ideas and Outlines

You may use AI to:

- Brainstorm essay topics
- Create research questions
- Generate outlines/structures
- Identify key themes or angles to explore

**The student still writes the work themselves; AI functions as a “thinking partner.”**

## 3. Summarising Academic Articles

AI tools can:

- Produce short summaries of long texts
- Explain theories in simple language
- Extract key points

**You must still read and understand original works and cite properly.**

## 4. Paraphrasing for Learning (Not for Hiding Plagiarism)

AI can help reword complex passages so you understand them.

**Legal use:**

- Learning-focused paraphrasing
- Simplifying academic jargon
- Checking your own paraphrasing quality

**Illegal/unethical use:**

- Paraphrasing to disguise copied text
- Paraphrasing instead of citing original sources

## 5. Improving Academic Style and Tone

AI can help students:

- Rewrite sentences in a formal academic tone
- Apply discipline-specific conventions
- Improve coherence and cohesion

## 6. Checking Plagiarism Before Submission

AI-powered plagiarism tools (Turnitin, Scribbr, etc.) help you:

- Check originality
- Identify poor or missing citations
- Correct accidental plagiarism

## 7. Translating and Language Support (EAL Students)

AI tools legally support you by:

- Translating drafts
- Improving sentence structure
- Clarifying meanings

**But:**

**Final academic work must be in the student's own words.**

## AI Use That is NOT Legal/Ethical

You **must not** use AI to:

- ✗ Write essays or assignments in full
- ✗ Generate fabricated references (these are called 'hallucinations')
- ✗ Paraphrase sources to avoid citing them
- ✗ Produce academic arguments they did not create
- ✗ Submit AI-generated content as original work

## Academic Misconduct

UeCampus takes academic misconduct **very seriously** and always seeks to rigorously protect its academic standards. You should be aware of the range of categories of academic misconduct (see below), covering instructions and not adhering to the code of conduct.

As a student, you are responsible for ensuring that all work is submitted as your own, and that it is appropriately referenced. UeCampus does not tolerate cheating of any kind.

**Academic misconduct/ malpractice takes place in the following form:**

<p><b>Plagiarism</b></p>	<p><b>Without</b> appropriately recognising the work of others and using the materials in writing assessment as if it is produced by the student. Copying and pasting or paraphrasing the other’s work, using illustrations, charts, images, tables, or ideas and passing it off as your own.</p>
<p><b>Misuse of AI Generative Tools</b></p>	<p>Using Artificial Intelligence (AI) systems to produce, paraphrase, rewrite, or generate content that is submitted for assessment as the learner’s own work. This includes relying on AI to complete assignments, generate academic arguments, create sections of text, or otherwise substitute the learner’s independent writing and critical thinking. Any AI-generated content presented as original work <b>breaches</b> academic integrity expectations.</p>
<p><b>Collusion</b></p>	<p>Produce an individual assessment paper by working together with others to <b>cheat or deceive</b> and passing it off as it is your own; <b>copy the work of others</b>.</p>
<p><b>Cheating</b></p>	<p>Acting <b>unfairly</b> or <b>dishonestly</b> to gain an advantage by impersonation, use of unauthorised materials or equipment.</p>
<p><b>Breaching of Instructions</b></p>	<p><b>Failing</b> to abide by the instructions or advice of an assessor, a supervisor, an invigilator, or awarding body conditions in relation to the assessment/examination/test rules, regulations and security.</p>
<p><b>Code of Conduct</b></p>	<p>Behaving in such a way as to <b>undermine</b> the integrity of the assessment/examination/test.</p>