

The Cross-Publisher Originality Screening Initiative



Rachael Lamme
Product Manager, CrossRef
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DOIs FOR RESEARCH CONTENT



I'm going to show you our CrossCheck service, but before I do that I'd like to give you a little bit of background on CrossRef - what CrossRef is, and why we are running an originality screening service. CrossRef was founded fourteen years ago to solve the problem of broken links. The web is all about links, but links break. This is annoying if you're browsing the web and want to follow an interesting link, but in the context of scholarly publishing it becomes more than annoying - if you can't follow a citation from one paper to another you're being hampered in your research. Citation linking is one of the greatest benefits of online publishing, but it really does need to be reliable. ...and publishers were finding that web sites changed, content moved, and links that they had put into their articles stopped working. So they started a multi-publisher initiative to solve this problem of broken links.

10.1098/rstl.1665.0001

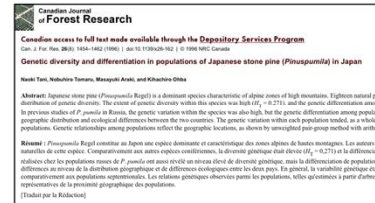


This is done using the DOI - the Digital Object Identifier, which I'm sure many of you are familiar with. A CrossRef DOI is simply a unique identifier for a piece of content. Once assigned, it doesn't change. It is to all intents and purposes a meaningless number, but it allows that piece of content to be located on the web.

User clicks on CrossRef DOI reference link in Journal A

Tani, N., N. Tomaru, M. Araki, AND K. Ohba. 1996. Genetic diversity and differentiation in populations of Japanese stone pine (*Pinus pumila*) in Japan. *Canadian Journal of Forest Research* 26: 1454–1462. [CrossRef](#)

User accesses cited article in Journal B



 DOI
directory
returns URL



And it works like this: publishers use CrossRef DOIs to link to content, usually from the references at the end of articles. Users click on those DOI-based links and are referred via the CrossRef database to the cited article at it's correct location on the web. If content moves the publisher only has to update the CrossRef database once, and all of the publishers that are linking to their content using CrossRef DOIs will be redirected to the content in its new location.



- 4,208 publishers and societies
- 68,212,303 content items with DOIs
 - 28,582 journals
 - 343,924 books
 - 26,787 conference proceedings



A few numbers for you to give some idea of how CrossRef has grown in the fourteen years since its launch...

Books are the fastest growing at the moment - most publishers have assigned DOIs to their journals and journal archives, but more and more are now starting to assign them to their books, and to register their book metadata with CrossRef. Publishers are also registering components - 274,000 so far.

90,000,000



Every month there are around 90 million clicks on CrossRef DOI links, so 90 million citations resolved to content.



- 24 staff (7 UK, 17 USA)
- 16 person Board of Directors, cross-section of publishers
- Working groups and committees



And a little about us as an organisation.

*UK and Boston, MA

*Publishers of all sizes, subjects, and nationalities - you can see the list on our website if you're interested.

*One of the reasons we achieve so much with such a small staff is that we're lucky to be supported by a network of working groups and committees.

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So let's look at how much of a problem plagiarism is in scholarly publishing. It's certainly not a new problem, but is it one that's getting worse? It has never been easier to search across vast amounts of content in online publications and databases. And with more content being produced than ever before it's much harder for reviewers to have thoroughly read everything in their field.



Deja Vu: a Database of Highly Similar Citations*

Click [this link](#) to begin browsing entries, or click the "Browse" button above and follow the instructions. To access the entries discovered by the SIP method, click [SIP entries](#)

We value your feedback. Please take one minute to take a brief survey ([Click here](#)). We appreciate your support.

Join the discussion of scientific publication ethics on [COPE](#).

Deja vu is a database of extremely similar [Medline](#) citations. Many, but not all, of which contain instances of duplicate publication and potential plagiarism. Deja vu is a dynamic resource for the community, with manual curation ongoing continuously, and we welcome input and comments.

In the scientific research community plagiarism and multiple publications of the same data are considered unacceptable practices and can result in tremendous misunderstanding and waste of time and energy. Our peers and the public have high expectations for the performance and behavior of scientists during the execution and reporting of research. With little chance for discovery and decreasing budgets, yet sustained pressure to publish, or without a clear understanding of acceptable publication practices, the unethical practices of duplicate publication and plagiarism can be enticing to some. Until now, discovery has been through serendipity alone, so these practices have largely gone unchecked.



Latest News

2010-01-27 - [Deja vu in Clinical Chemistry](#)

An article about Deja vu has been published in *Clinical Chemistry* in January 2010. [Read it.](#)

2009-11-09 - [Deja vu update](#)

Deja vu database has recently been updated. A full text similarity ratio determined from manual examination has been assigned to each verified entry in the database. Users can filter the entries by specifying a range of full text similarity ratio. Classification of entries were also changed. Duplicate classification was removed. New classifications "Examined" and "Medline Issue" were added.

2009-05-27 - [Nature Medicine News](#)

Deja vu is in *Nature Medicine News*. [Read it.](#)

2009-05-22 - [On Science NEWS FOCUS](#)

A large article "Plagiarism Sleuths" published in *Science News Focus*

And finally a study that has been reported and commented on in a number of places. A team led by Harold Garner and now based at the Virginia Bioinformatics Institute analysed the contents of Medline using a piece of text comparison software called eTBLAST. By comparing texts against each other computationally they identified pairs of articles with high levels of similarity.



Where the software threw up matches they went on to manually compare the documents - as you can see here the areas of this article that appear in an earlier article have been highlighted. And they have written up their findings in each case in the deja vu database.

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Home > Science Magazine > 22 May 2009 > Couzin-Frankel et al., pp. 1004 - 1007

Article Views Science 22 May 2009: Vol. 324, no. 5930, pp. 1004 - 1007 DOI: 10.1126/science.324_1004 < Prev | Table of Contents | Next >

Summary

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SCIENTIFIC PUBLISHING:
Plagiarism Sleuths
 Jennifer Couzin-Frankel and Jackie Grom

Déjà vu, an online database that bills itself as "a study of scientific publication ethics," has prompted discussions with journal editors and at least 48 retractions of suspicious papers. Some journals now run accepted papers through eTBLAST, the freely available software behind the database, to hunt for duplications prior to publication. Some senior faculty members contacted by *Science* say they would consider using Déjà vu to help guide hiring, promotion, and publication decisions. But how reliable is Déjà vu, and what do its developers hope to accomplish?

Read the Full Text

<http://spore.vbi.vt.edu/dejavu/>



You can access the database with their findings at the URL I've listed here. At the time that this article appeared in *Science* in May of 2009 year there had been at least 48 retractions of suspicious papers that were flagged to editors as a result of this project.

Deja Vu

- 238 pairs of articles with high similarity and no shared authors
- 1602 pairs with high similarity and one or more shared authors
- 588 pairs that eTBLAST flagged that are in fact legitimate

August 2009



The team went on to contact the authors and journals involved and documented their responses - some of them were written up in Science in March 2009.

"I fully endorse your proposal that publishers everywhere use text recognition software. This will be a useful at-source deterrent, as you point out... biomedical journals should at least have the standards widely used in today's high schools!"

Author of plagiarised article found by Garner et al. using eTBLAST



This is a quote from one of the authors whose work was plagiarised. READ SLOWLY.
He is referring to plagiarism detection software used in schools, which I'll come back to a little later.



- 2006: CrossRef board raises plagiarism as area of concern
- Late 2007/ early 2008: pilot with seven publishers and technology partner iParadigms
- June 2008: CrossCheck launched



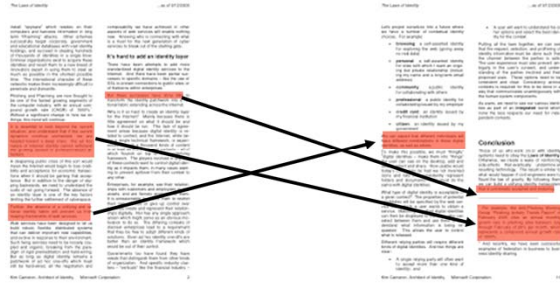
So we started to develop CrossCheck. We ran a pilot towards the end of 2007 and the start of 2008 with 7 major publishers and a technology partner iParadigms, and on successful conclusion of the pilot we launched the live CrossCheck service in June last year. So it's been running now for around 7 years.



~~Plagiarism Detection~~



The first thing that I always say when I talk about CrossCheck is that although we call it a plagiarism detection service, it doesn't actually detect plagiarism.



A machine cannot detect plagiarism. A machine can look at written text and tell you where it matches other written text, but it cannot tell you why that text matches, and this is critical. It takes a human being with a certain amount of domain expertise to analyse the results of any computer programme in order to determine the intent of the author or authors.

Legitimate Duplication

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There are legitimate reasons why text might be the same in two documents. Here's a bibliography section which will almost-certainly be repeated in numerous places. A mathematical proof might be repeated in order to be extended, and so on... a human can spot some of these examples very easily whereas a piece of software cannot.



So let's take a look at how CrossCheck actually works by starting with a simple overview. You have a manuscript or document that you want to check for originality. You submit it to the CrossCheck system, where it is broken down and analysed, then compared against a database of other scholarly publications. Wherever overlapping or similar passages of text are found, they are highlighted in a report for an editor to take a look at.



- Software that analyses and compares text
- Database of content to check text against



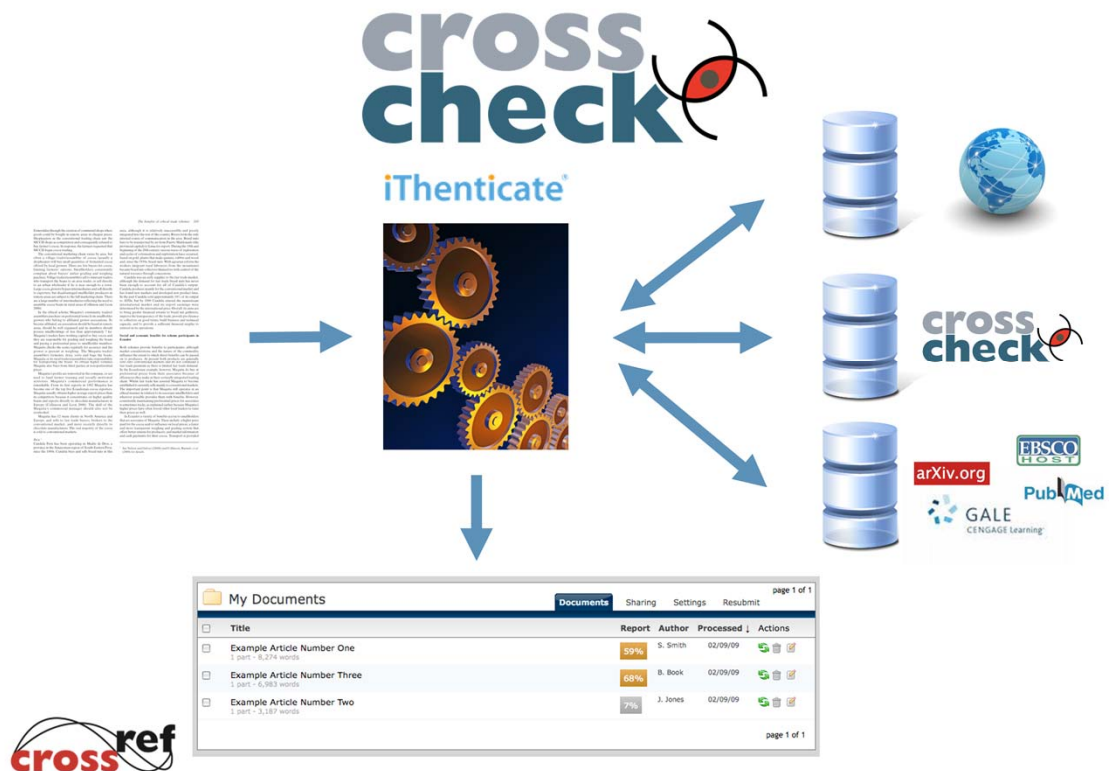


To effectively screen research material you need to compare it with other research material, and most of that is in publications that are on many different publisher platforms and often behind access control. So even if you find a match using Google Scholar you will still need to go to the publisher's website to see the abstract, which may or may not contain the matching text. If it doesn't, you need to get access to the full text, which may or may not involve paying, and so on and so forth.

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And this is precisely what we've done - we've facilitated the indexing of full text content from CrossRef publishers who join CrossCheck, and with iParadigms have put this content into a database to screen documents against. Just to talk about our technology partner for this project for a moment. Several technology providers were considered when we were planning CrossCheck. The one that we decided to work with is an organisation called iParadigms, who are based in Northern California. Their proven technology is probably best known as powering the Turnitin plagiarism screening tools for higher education. Turnitin is used widely in the UK and USA and I believe in several other European countries. Since 2003 it has also been available in the form of a commercial product called iThenticate. And it's the iThenticate system that is made available to CrossCheck participants.



So to look at the process in a little more detail: you submit your manuscript to the iThenticate system, and it is by default checked against three databases of content. It is checked against web content - iThenticate indexes web pages in much the same way as a search engine, but with the added advantage that they keep an archive of web pages going back eight years.

The manuscript is checked against the CrossCheck database, which contains the content from all of the participating CrossCheck publishers.

And it's also checked against a growing repository of online and offline content that iThenticate is gathering and indexing, including databases from Gale and Ebsco, and sites such as PubMed and Arxiv.org.

And as before, matches retrieved by comparison with these databases are pulled into a report for an editor to examine in more detail.

What's in the

iThenticate Database Content

STM Publishers:

38 Million

Journal articles, conference proceedings and books via CrossCheck powered by iThenticate from 530+ leading scientific, technical and medical (STM) publishers, including:

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- Pearson, McGraw-Hill and Wiley: 2,000+ academic textbooks
- ProQuest: 300,000+ theses and dissertations
- PubMed/MedLine: 1.4m abstracts and citations; medical resources
- SAGE Reference: 160+ encyclopedia titles

Internet:

45 Billion

iThenticate's proprietary Internet crawler is comparable to major search engines. Archived back nearly a decade, iThenticate currently crawls 10 million web pages per day.



<http://www.ithenticate.com/content>

Why would something not be in the database?

- Not all publishers are CrossRef members
- Not all CrossRef members participate in CrossCheck:
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- Indexing needs to be enabled
- Timing – usually a few weeks between publication and indexing
- Needs a DOI!





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This is the screen that you see when you've uploaded one or more manuscripts to iThenticate. You can see the article titles on the left, author and date processed on the right. The Report column with the square buttons beneath tells you what percentage of text within the manuscript has been found to match text in other documents.

Explain highlighting and thresholds.

30-Oct-2013 04:02PM 7468 words • 164 matches • 1805 sources FAQ

iThenticate® July Dove Paper BY TEST TEST Quotes Included 70% Bibliography Included SIMILAR

Open Access Full Text REVIEW

Profile of bazedoxifene/conjugated estrogens

for CrossCheck Full Source View and

Hugh S. Taylor. "Using bazedoxifene plus conjugated estrogens for treating postmenopausal women: a comprehensive review." *Fertil Steril* 2009;92: 1018-1024. 23. Lobo RA, Pinkerton JV, Gass MLS, et al. Evaluation of bazedoxifene/ conjugated estrogens for the treatment of menopausal symptoms and effects on metabolic bone parameters and overall safety profile. *Fertil Steril* 2009;92:1025-1038. 24. Archer DF, Lewis V, Carr BR, Olivier S, Pickar JH. Bazedoxifene/ conjugated estrogens (BZA/CE):

Maurizio Rossini¹
Stefano Lello²
Ignazio Sblendorio³
Ombretta Viapiana⁴
Elena Fracassi¹
Silvano Adami¹
Davide Gatti¹

¹Department of Medicine, Rheumatology Unit, University of Verona, Italy; ²Endocrinological Gynecology, Pathophysiology of Menopause and Osteoporosis, Dermatologic Institute of Immacolata, Roma, Italy; ³Medical Coach Italia Center, Bari, Italy

Abstract: Decreasing levels of estrogens during menopause are associated with reduced bone density and an increased risk of osteoporosis. Many women also experience bothersome vasomotor and vaginal symptoms during the menopausal transition. Results of systematic reviews and meta-analyses of randomized controlled trials have shown that both systemic estrogen therapy or hormone therapy (estrogen combined with a progestin) are useful to prevent bone loss, and they are the most effective treatment for such climacteric symptoms as hot flashes, sweating, vaginal dryness, and dyspareunia. Unfortunately, estrogen therapy and hormone therapy increase the risk of endometrial and breast cancer, respectively. The selective estrogen receptor modulators (SERMs) result in positive estrogenic effects on bone, with no negative effects on the endometrium and breast but do not provide relief from postmenopausal symptoms. The combination of a SERM with estrogens as a tissue selective estrogen complex (TSEC) is a new strategy for the prevention of bone loss and the treatment of climacteric symptoms. This combination is particularly interesting from a clinical point of view, taking into account that estrogen alone did not increase breast cancer risk by the Women's Health Initiative. TSEC is hypothesized to provide the benefits of estrogen-alone therapy, with an improved tolerability profile because the SERM component can make possible the elimination of progestin. The objective of this review was to critically evaluate the evidence from the reports published to date on the use of bazedoxifene (a third-generation SERM) in combination with conjugated estrogens in postmenopausal women. The conclusion is that effectively, the combination of bazedoxifene and conjugated estrogens may be a promising alternative to hormone therapy for the prevention of osteoporosis and the treatment of climacteric symptoms.

All Sources Match 1 of 164

- CrossCheck 2143 words
Hugh S. Taylor. "Using bazedoxifene plus conjugated estrogens for treating postmenopausal women : a comprehensive review" 28%
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Barry Komm. "Incorporating bazedoxifene/conjugated estrogens into the current paradigm of menopausal therapy" 27%
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Komm, Barry S., and Sebastian Mirkin. "The Tissue Selective Estrogen Complex: A Promising New Menopausal Therapy" 18%
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Moore, Anne. "Advances in menopausal therapy: The tissue-selective estrogen complex : Advances in menopausal therapy" 15%
- CrossCheck 1158 words 15%

Exclude Sources

PAGE: 1 OF 10 Text-Only Report



And you get to this, which is the first of four different report manipulations available - this one is called the Similarity Report: Manuscript on left, matches on right from highest to lowest. Scroll up and down to compare.

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Toward a Unified Theory of High-Energy Metaphysics: Silly String Theory

Josiah Carberry
Department of Psychoce

<http://dx.doi.org/10.5555/123456>

Abstract

The characteristic theme of the works of Stone is the bridge between culture and society. Several narratives concerning the fatal flaw, and subsequent dialectic, of semioticist class may be found.

Internet
psychoceramics.labs.crossref.org
Journal of Psychoceramics <http://dx.doi.org/10.5555/12345678> **Toward a Unified Theory of High-Energy Metaphysics: Silly String Theory** Josiah Carberry Department of Psychoceramics, Brown University <http://dx.doi.org/10.5555/12345678> **Abstract** The characteristic theme of the works of Stone is the bridge between culture and society. Several narratives concerning the fatal flaw, and subsequent dialectic, of semioticist class may be found. T

Full Source View



Here you can see the two matching pieces of content side by side: Glance feature, full source view
Importantly - entire article or piece of content on the right.
Scroll up and down and have opportunity to establish the context. This is another benefit of using CrossRef. We negotiated with iThenticate to allow users to see the complete article where there is matching text. If you use the commercial ithenticate product directly you only see snippets of text either side of the match. But we feel that it's important for publishers and editors to be able to see more than that.

one possible reason for these results is that the ratings reflected people's attitude towards local Government rather than being the result of their interaction with the particular web site.

One possible reason for the results is that the satisfaction ratings reflected subjects' attitude towards their country's local Government rather than being the result of their interaction with the particular web site.

1



You might have spotted in the previous examples that the technology isn't just looking for word for word matches. The way that it breaks the text down allows it to spot passages of text with word substitutions, so it is looking for similar as well as identical text. In this example you can see that some of the words have been very subtly substituted or moved but the technology still picks them up.

Additional Features

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Filters & Settings

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A Document Viewer overview is available at:


http://www.youtube.com/watch?v=dRu3NuE0Lu8&feature=youtube_gdata



Some additional features that you should be aware of: it's possible to exclude certain things to help reduce background noise. You can opt to exclude anything that's included in quotation marks. You can exclude the reference section, and you can choose not to be shown any matches below a certain number of words - so perhaps strings of fewer than 25 words would not be shown.

You should be aware that the first two of these features work on fairly hard and fast rules, so there need to be opening and closing quotation marks for a quote to be spotted and excluded, and the exclude bibliography feature relies on there being a recognisable section heading for

the references to identify it at the end of a document.
So some documents will slip through these filters.

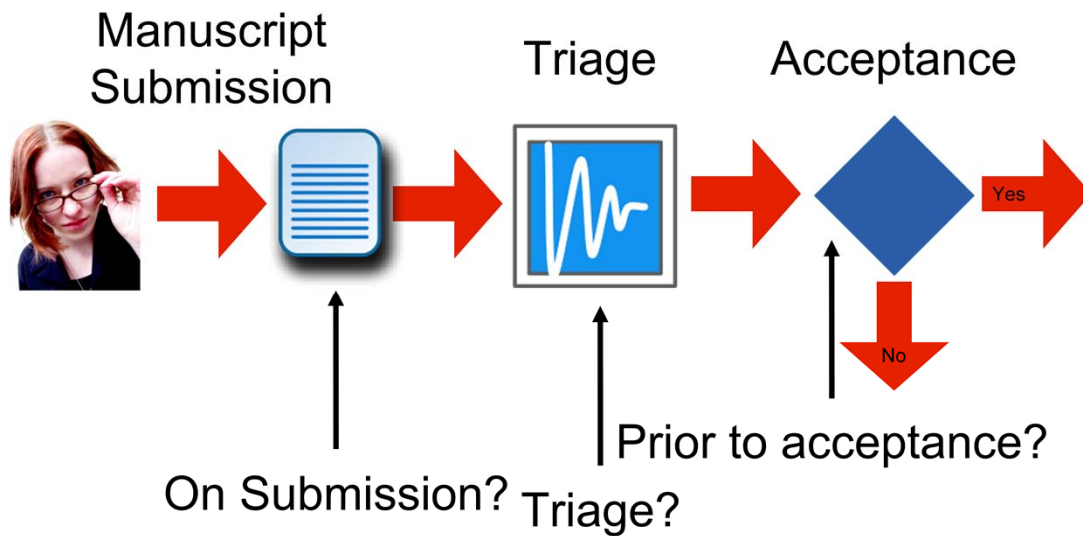
 **Accepted Formats**

We currently support file upload for the following document types:

- Word
- Word XML
- Text
- PostScript
- PDF
- HTML
- WordPerfect WPD
- RTF



Also copy and paste



Three obvious places where you might want to do plagiarism screening

- 1) On submission
- 2) At some defined point in the review and editorial process - - and obviously this is a massive oversimplification not in the least because this process varies widely from publisher to publisher
- 3) Just prior to acceptance

And we have CrossCheck members taking each of these approaches - trend moving towards on submission.



- 615 publishers
- Over 41 million content items indexed
 - 121,000+ titles
- 170,000+ manuscripts checked each month



The progress of CrossCheck to date.
Very comprehensive database - can see list of titles on our website.



ACTA Press • American Academy of Pediatrics • American Association for the Advancement of Science (AAAS) • American Association on Intellectual and Developmental Disabilities (AAIDD) • American Diabetes Association • American Geophysical Union (AGU) • American Institute of Physics (AIP) • American Physical Society (APS) • American Psychological Association • American Roentgen Ray Society • American Society for Clinical Investigation • American Society for Microbiology • American Society for Nutrition • American Society of Civil Engineers • American Society of Neuroradiology (ASNR) • American Society of Plant Biologists • American Statistical Association • American Thoracic Society • Ammons Scientific • Annual Reviews • Association for Computing Machinery (ACM) • Australian Academic Press • BioMed Central • BioSci Publishing Group • British Institute of Non-Destructive Testing (BIT) • crossref.org/crosscheck • British Institute of Clinical Journal of Medicine • Co-Action Publishing • Commonwealth Forestry Association • Croatian Medical Journal • CSIRO Publishing • Digital Science Press (Urotoday International Journal) • Earthquake Engineering Society of Korea • EDP Sciences • Electronics and Telecommunications Research Institute (ETRI) • Elsevier • Environmental Health Perspectives • European Respiratory Society Journals • Expert Reviews Ltd • Fundacion Infancia & Aprendizaje (FIA) • Future Medicine Ltd • Future Science Ltd • Geological Society of America • Hindawi Publishing Corporation • IM Publications • IMAPS • Inderscience • INFORMS • Institute of Control, Robotics and Systems • Institute of Electrical & Electronics Engineers (IEEE) • International Union of Crystallography (IUCr) • IOP Publishing • IWA Publishing • Journal of Bone and Joint Surgery • Journal of Histochemistry • Journal of Neurosurgery Publishing Group • Journal of Rehabilitation Research & Development • Journal of Zhejiang University SCIENCE • King Abdulaziz University Scientific Publishing Centre • Korea Chemical Society • Korea Ocean Research and Development Institute • Korean Institute of Science and Technology Information (KISTI) • Korean Pharmacopuncture Institute • Korean Powder Metallurgy Institute • Korean Society for Bioinformatics and Systems Biology • Korean Society for Information Management • Korean Society of Environmental Engineering • Korean Society of Sport Biomechanics • Kyung Hee Oriental Medicine Research Center, Kyung Hee University • LWW / Wolters Kluwer Health • Mary Ann Liebert • Mayo Clinic Proceedings • Mayo Clinic Scientific Publications • Nature Publishing Group • New England Journal of Medicine (NEJM/MMS) • Oncology Nursing Society • Optical Society of America • Oxford University Press • Professional Publishing • Springer Science + Business Media • Proceedings of the National Academy of Sciences • Professional Publishing

This is a partial list of member publishers - now that we're over 500 it's hard to fit them on one page and still make them readable but you can see the complete list on the CrossRef website so don't strain your eyes trying to read this one. Just to emphasise really that they are publishers of all sizes, of multiple nationalities and representing many disciplines.



- Webinars
- CrossRef support
- Formation of guidelines, best practices etc.
- See:
http://www.crossref.org/crosscheck_plagiarism_resources.html
- User group meetings



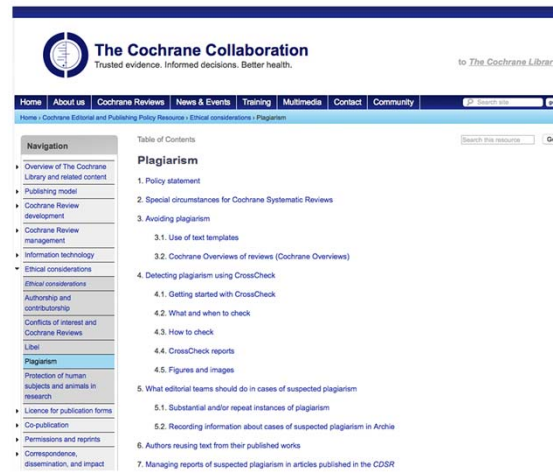
And we are also building something of a CrossCheck community. We have a users email listserv that members are invited to use to ask questions or share experiences. In addition to the excellent support available from the iThenticate team, there are CrossRef staff such as myself available to help with setting up and running CC. And with the supporting CC committee we're looking to create guidelines and best practices for use of CC, and template plagiarism policies for those publishers that may not have one of their own.

Advanced CrossCheck training from ME Support team

- Scheduled for November and December.
- 3 webinars:
 - Interpreting results and using the flowchart in the plagiarism policy (looking at examples).
 - Exploring different CrossCheck settings.
 - Types of CrossCheck reports.

Dealing with Plagiarism: Cochrane's plagiarism policy

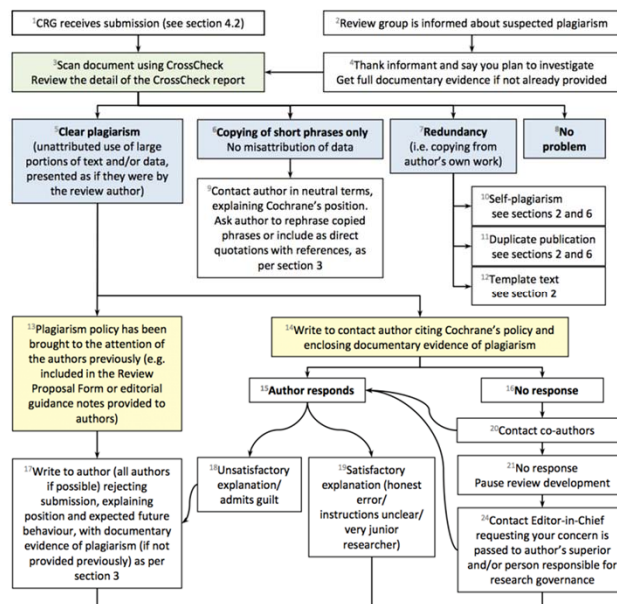
- Available in the Cochrane Editorial and Publishing Policy Resource
- Launched September 2014



www.cochrane.org/editorial-and-publishing-policy-resource/plagiarism

If you've got a case of suspected plagiarism on your hands, it's important that it is dealt with sensitively and carefully. Cochrane offers a guide based on this. Cochrane has their own policy which is COPE-approved.

Figure 2. Flowchart: what to do if plagiarism is suspected



And flowcharts adapted from the COPE/Committee on Publication Ethics – a resource widely used in the publishing world. These walk you through the steps needed and the appropriate parties to contact at each point in the process to ensure the correct steps are followed.



And that's exactly why the CrossCheck service has been created - to help publishers screen for originality before it gets published. Once plagiarised content is published and out there it becomes quite a messy problem to fix. With CrossCheck we're providing tools that will hopefully mean any problems are found and sorted out much earlier on in the process. And ultimately it's about maintaining the integrity of your publications, and adding value through the publishing process.

How to access CrossCheck

- All Cochrane Review Groups can receive a login to CrossCheck.
- Contact Gavin Stewart at Wiley (gstewart@cochrane.org).



Thank You

www.crossref.org/crosscheck.html



Remind about Cochrane follow-up training.