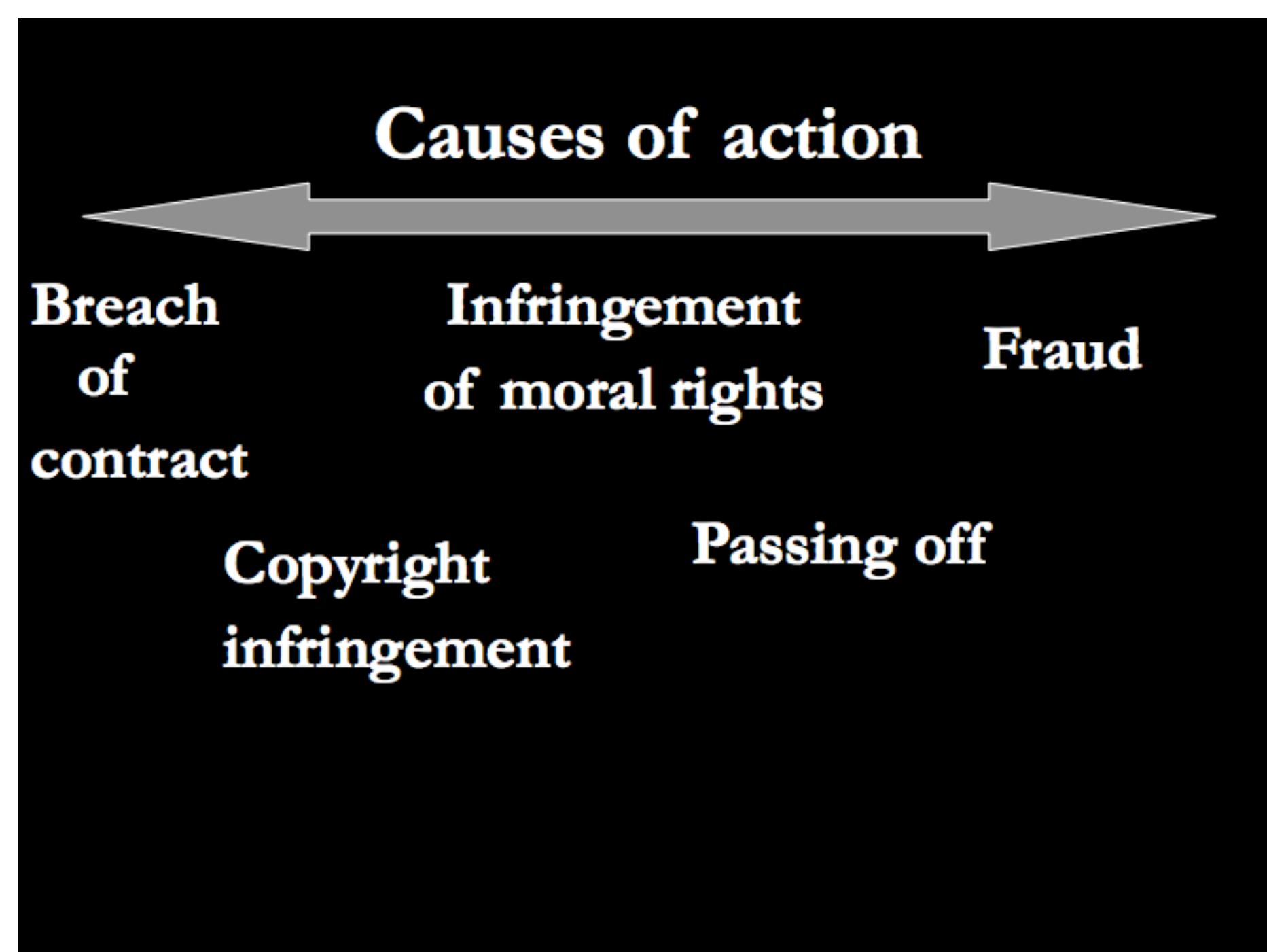


Wilson, C.

“Online behaviour and changing social norms: Do we need to redefine what constitutes plagiarism?”

A PURE LEGAL MODEL OF PLAGIARISM:

Conceptualised in ascending order (from left to right) in terms of likelihood of success. Although evolved for an offline legal context, this remains a robust model in an online context too. In practice, online most legal emphasis has been placed on contract law (e.g. the Creative Commons emphasis on attribution). An alternate legal model is the introduction of a discrete tort of plagiarism (this alternative is not recommended).



A PROPOSED CONCEPTUAL SOCIAL/LEGAL MODEL OF PLAGIARISM:

An attempt to place plagiarism in a social and legal context, with the recommendation that two discrete norms or models of plagiarism (classic plagiarism and what is termed ‘attribution plagiarism’), both being primarily regulated by soft law in the form of contextual social norms: it is concluded that such norms in an online context are generally expected to be more strict than in the equivalent offline context. For plagiarism that involves highly extensive takings from underlying material, the more formal remedy of copyright infringement may be appropriate.

