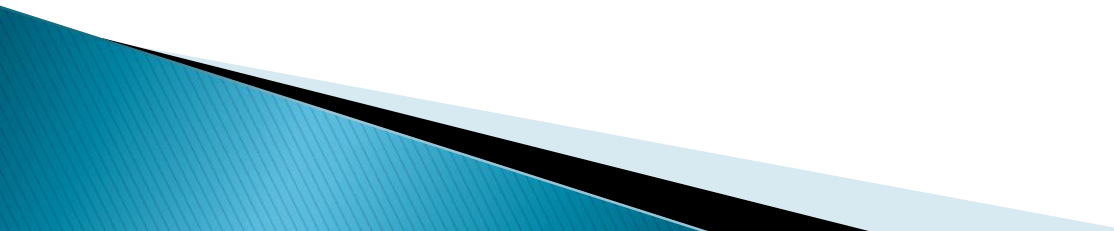


# Direitos autorais e Plágio


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# Direito de Propriedade Intelectual

- ▶ Compreende as criações intelectuais que podem resultar na exploração comercial para o autor;
  - ▶ Proíbe a utilização por terceiros.
- 

# Direito de Propriedade Intelectual

- ▶ Autor, inventor ou detentor de uma obra artística, literária, científica ou tecnológica;
  - ▶ Titular - pessoa física ou jurídica que possui o direito reconhecimento por lei para exercer os direitos de exploração econômica da obra.
- 

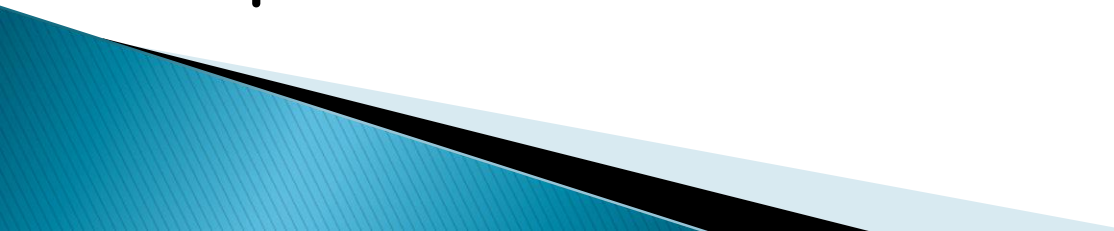
# Direito Autoral

- ▶ Conjunto de prerrogativas conferidas por lei à pessoa física ou jurídica criadora de uma obra intelectual, para que ela possa gozar dos direitos "morais" e "patrimoniais".
- ▶ Lei de Direitos Autorais - Lei nº 9610 de 19 de fevereiro de 1998

# Direito Autoral

- ▶ **Direito moral:** asseguram a autoria da criação, podemos chamar de “paternidade” da obra. São considerados inalienáveis (não pode ser vendido ou doado) e intransferíveis.
- ▶ **Direito patrimonial:** é aquele que se refere a utilização econômica da obra. Concede a possibilidade de ceder ou licenciar sua obra,
- ❖ Pertencem ao autor tanto os direitos morais quanto patrimoniais sobre a criação, permitindo por lei, ceder definitiva ou temporariamente os direitos patrimoniais sobre ela.

# Plágio

- ▶ **Integral:** cópia de um trabalho inteiro, sem citar a fontes;
  - ▶ **Parcial:** seleção de parágrafos ou frase, sem menção aos documentos;
  - ▶ **Conceitual:** utilização da essência expressa de forma distinta.
- 

# Plataforma Turnitin

Turnitin é uma ferramenta de apoio a detecção de plágio. Além da prevenção ao plágio, a ferramenta também ajuda na orientação dos alunos quanto à veracidade da citação original.

[Fonte: Turnitin \(2019\)](#)

# Os serviços Turnitin não detectam **Plágio** Detectam **Similaridade!**

## **Similaridade:**

Característica, estado ou natureza do que é similar; semelhança.  
Particularidade dos objetos e/ou das coisas similares.



## **Plágio:**

Apresentação que alguém faz de algo, como se fosse de própria autoria, quando na verdade foi criado ou pertence a outrem; cópia, imitação: plágio de um livro, trecho de música, de uma pintura etc.

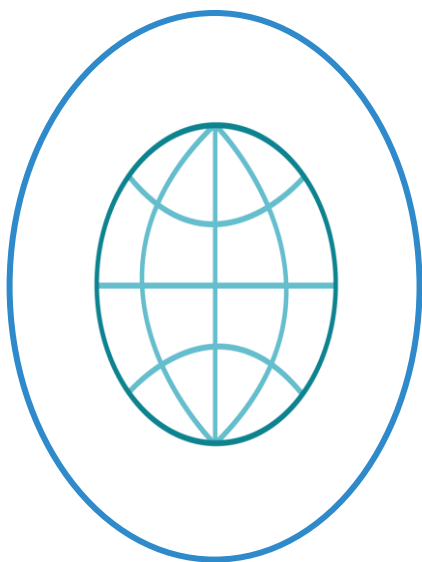
Fonte: **Dicionário Aurélio**

Fonte: Moraes (2019)





# Base de Dados Acadêmicos Turnitin



**+66 bilhões**

**Páginas de Internet**

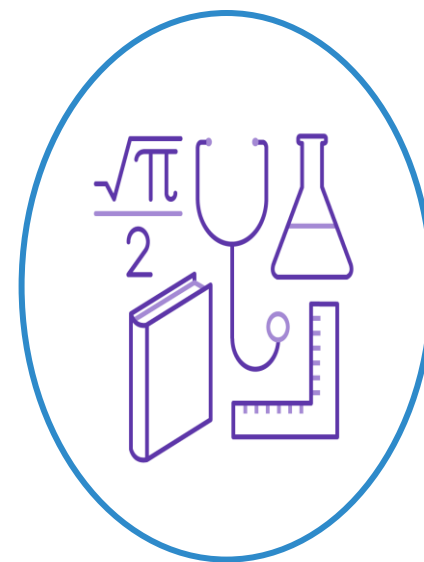
(online e off-line)



**+1 bilhão**

**Trabalhos de estudantes**

**Depósito Turnitin**  
(textos não são acessados  
integralmente por terceiros)



**+170 milhões**

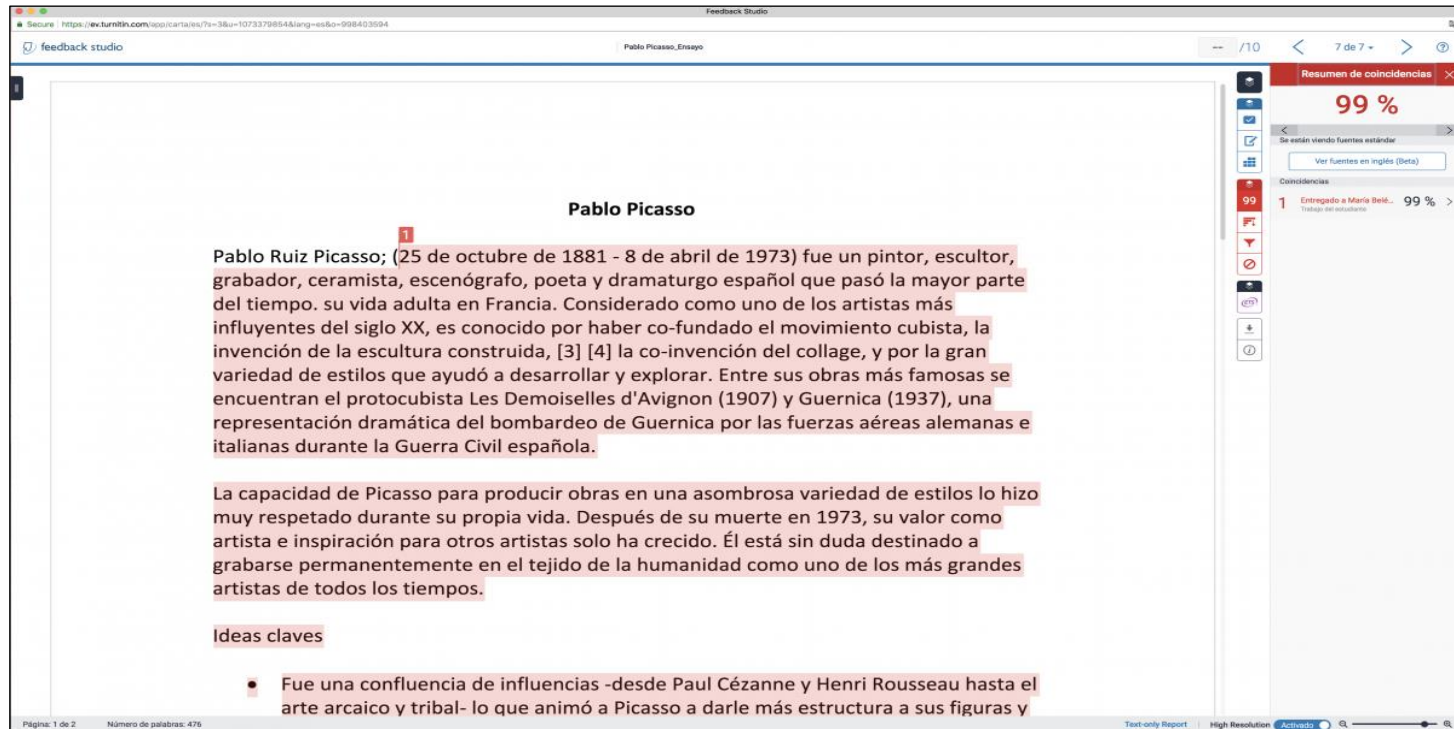
**Artigos científicos**

Fonte: Moraes (2019)

# Os cinco tipos de plágio mais frequentes

## 1. Clonagem

Apresentar o trabalho de outra pessoa como próprio, copiando palavra por palavra.



The screenshot shows a Turnitin Feedback Studio interface. The main text area displays a paragraph about Pablo Picasso, which is highlighted in red, indicating a high similarity score. The text reads: "Pablo Ruiz Picasso; (25 de octubre de 1881 - 8 de abril de 1973) fue un pintor, escultor, grabador, ceramista, escenógrafo, poeta y dramaturgo español que pasó la mayor parte del tiempo. su vida adulta en Francia. Considerado como uno de los artistas más influyentes del siglo XX, es conocido por haber co-fundado el movimiento cubista, la invención de la escultura construida, [3] [4] la co-inventor del collage, y por la gran variedad de estilos que ayudó a desarrollar y explorar. Entre sus obras más famosas se encuentran el protocubista Les Demoiselles d'Avignon (1907) y Guernica (1937), una representación dramática del bombardeo de Guernica por las fuerzas aéreas alemanas e italianas durante la Guerra Civil española."

Below the main text, there is a section titled "Ideas claves" (Key ideas) with a bullet point: "Fue una confluencia de influencias -desde Paul Cézanne y Henri Rousseau hasta el arte arcaico y tribal- lo que animó a Picasso a darle más estructura a sus figuras y".

On the right side of the interface, a sidebar shows the similarity score: "Resumen de coincidencias" (Summary of matches) with a score of "99 %". Below this, it says "Se están viendo fuentes estándar" (Standard sources are being viewed) and "Ver fuentes en inglés (Beta)" (View sources in English (Beta)).

At the bottom of the sidebar, there is a table with one entry: "1 Entregado a Maria Bel... 99 %".

The bottom of the interface shows the page number "Página: 1 de 2" and the word count "Número de palabras: 476".

✓ Neste exemplo, o relatório mostra 100% de semelhança e o texto copiado está sombreado com a mesma cor porque tudo provém da mesma fonte.

## 2. Mosaico

Material copiado de múltiplas fontes que se completam adequadamente.

Feedback Studio

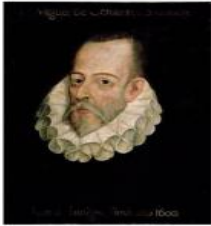
Secure | <https://ev.turnitin.com/spp/carta/es/?lang=es&o=982891499&s=3&u=1073379854>

feedback studio Belen Correa Miguel de Cervantes 6 /10 6 de 7

**MIGUEL DE CERVANTES.**

Miguel de Cervantes Saavedra (Alcalá de Henares, 29 de septiembre de 1547 – Madrid, 22 de abril de 1616) fue un soldado, novelista, poeta y dramaturgo español.

Es considerado una de las máximas figuras de la literatura española y universalmente conocido por haber escrito Don Quijote de la Mancha, que muchos críticos han descrito como la primera novela moderna y una de las mejores obras de la literatura universal, además de ser el libro más editado y traducido de la historia, sólo superado por la Biblia. Se le ha dado el sobrenombre de «Príncipe de los Ingenios».



Con 22 años, hirió a un hombre en un duelo y salió huyendo a Italia para escapar de la justicia. Tras un tiempo allí, decidió alistarse en la Armada Española y participó como un héroe en la batalla de Lepanto contra los turcos.

En plena lucha fue herido por un arma de fuego en la mano izquierda y desde entonces le quedó inutilizada para siempre. Por este motivo, será conocido con el apodo El Manco de Lepanto.

Años más tarde, cuando regresaba a España, el barco en que viajaba es atacado por los corsarios y Cervantes fue llevado prisionero a la ciudad africana de Argel, donde permaneció cinco años hasta que un fraile pudo pagar la fianza para poder liberarle.

Cuando por fin consiguió regresar a España, se casó e intentó vivir escribiendo obras de teatro, pero fracasó estrepitosamente. Decidió trabajar cobrando impuestos, pero con tan mala suerte, que el banco donde ingresaba la recaudación quebró, y como él era el responsable del dinero, fue enviado de nuevo a la cárcel. Es casi seguro que durante estos meses de cautiverio, empezó a escribir su obra maestra, El ingenioso hidalgo Don Quijote de la Mancha. En ella se narran las fantásticas aventuras del loco caballero Don Quijote siempre acompañado de su fiel escudero, Sancho Panza. La novela fue publicada en 1605, y años más tarde, la completó escribiendo una segunda

Página: 1 de 4 Número de palabras: 1436

Text-only Report High Resolution Activado

**Resumen de coincidencias**

**97 %**

Se están viendo fuentes estándar

Ver fuentes en inglés (Beta)

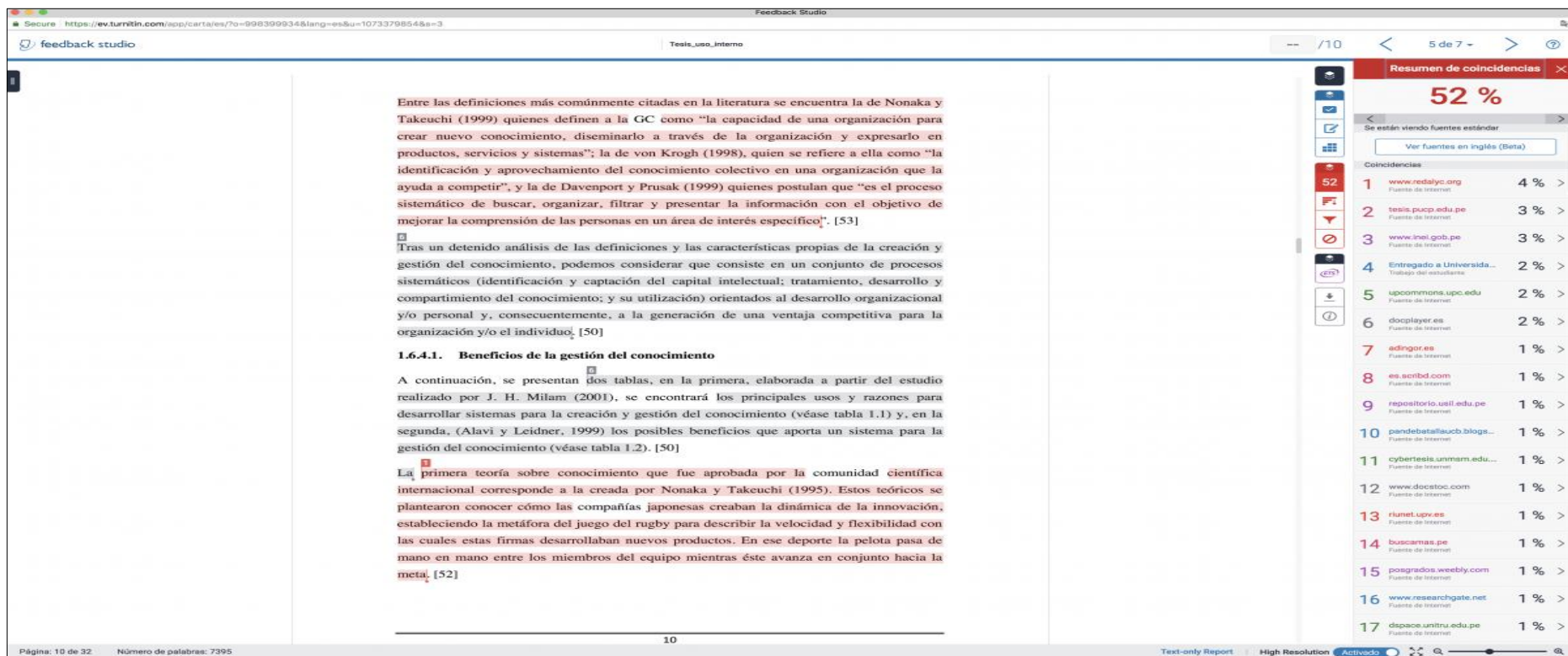
**Coincidencias**

1	vidacotidianitica.blog...	35 %
2	pedro-mundodebabel.b...	23 %
3	educapeques.com	20 %
4	www.artehistoria.jcyl.es	11 %
5	www.dametaress.com	7 %
6	auladevirginia.blogspot...	1 %

- ✓ Este exemplo mostra dois parágrafos sombreados com diferentes cores, extraídos de fontes diferentes, sem referências e que foram colocados juntos porque se completavam.

### 3. Copiado e Colado

Inclusão de longos trechos de textos de uma única fonte sem modificá-los.



The screenshot displays the Turnitin Feedback Studio interface. The main document area shows a text with several paragraphs. The first paragraph discusses the definition of GC (Organizational Knowledge) according to Nonaka and Takeuchi (1999) and von Krogh (1998). The second paragraph discusses the systematic process of searching, organizing, filtering, and presenting information. The third paragraph discusses the benefits of knowledge management. The fourth paragraph discusses the first theory of knowledge, which was approved by the scientific community. The fifth paragraph discusses the Japanese companies' dynamics of innovation. The sixth paragraph discusses the metaphor of the game of rugby. The seventh paragraph discusses the development of new products. The eighth paragraph discusses the development of new products. The ninth paragraph discusses the development of new products. The tenth paragraph discusses the development of new products. 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The hundredth paragraph discusses the development of new products.

Feedback Studio

Teste\_uso\_interno

52 %

Se están viendo Fuentes estándar

Ver fuentes en inglés (Beta)

Coincidencias:

1	www.redalyc.org	4 %
2	tesis.pucp.edu.pe	3 %
3	www.inel.gob.pe	3 %
4	Entregado a Universida...	2 %
5	upcommons.upc.edu	2 %
6	docplayer.es	2 %
7	edinger.es	1 %
8	es.scribd.com	1 %
9	repositorio.uil.edu.pe	1 %
10	pandebatailabcb.blog...	1 %
11	cybertesis.unmam.edu...	1 %
12	www.docstoc.com	1 %
13	runet.upv.es	1 %
14	buscamas.pe	1 %
15	posgrados.weebly.com	1 %
16	www.researchgate.net	1 %
17	dispace.unitru.edu.pe	1 %

Página: 10 de 32 Número de palabras: 7395

Text-only Report High Resolution Activado

- ✓ No exemplo, podemos ver dois parágrafos extraídos da mesma fonte, que aparecem sombreados com a mesma cor e com o mesmo número. Mas, diferentemente da clonagem, a porcentagem total não é de 100%.



## 4. Remix

Misturar material parafraseado extraído de múltiplas fontes.

The screenshot displays the Turnitin Feedback Studio interface. The main document area shows a text excerpt with several segments highlighted in different colors (green, yellow, red, blue) to indicate copied content. The text discusses knowledge management and its role in business competitiveness. On the right side, a sidebar titled 'Resumen de coincidencias' (Summary of matches) shows a 52% match rate. Below this, a list of 17 sources is provided, each with a percentage of match. The sources include various academic and institutional websites.

activo de una empresa y sus derivados. Asimismo, se presenta los beneficios que conllevan la gestión del conocimiento y los diferentes modelos y herramientas que pueden ser utilizadas en la GC. Luego se realiza un análisis de las diferentes experiencias de empresas manufactureras que han implementado exitosamente los modelos de GC. Finalmente, se termina con un análisis de la situación actual del sector plástico en el Perú, su relevancia y, por ello, su necesidad de gestionar el conocimiento que maneja la empresa para así poder generar ventajas competitivas en el mercado. [46]

**1.6.1. El entorno de la gestión del conocimiento**

El discurso en torno a la relevancia de los activos intangibles, y de los conocimientos en particular, se ha ido imponiendo y acrecentando en la actualidad. Así se habla de la Economía del Conocimiento o Nueva Economía, bajo el convencimiento de que, hoy día, el conocimiento es su principio axial. Se admite que este activo, para las organizaciones, es el principal recurso estratégico del que disponen para mejorar su competitividad. Esta nueva lógica es sentida en todos los ámbitos, de forma que el conocimiento y su gestión se han convertido en una de las principales cuestiones del management actual y es prominente tanto en los sectores de alta tecnología como en las industrias maduras o de tecnología media o baja. [47]

**1.6.1.1. Conocimiento como ventaja competitiva**

Las organizaciones empresariales, los agentes económicos y, en consecuencia, el sistema económico en su globalidad se enfrentan a una transformación inimaginable. Esto es debido al incremento significativo del saber en los distintos campos de la ciencia, al avance experimentado en nuevas técnicas y métodos de todo tipo, al desarrollo de las tecnologías de la información y las comunicaciones, etc. [48]

6

Página: 6 de 32    Número de palabras: 7395

Text-only Report    High Resolution    Activado

**Resumen de coincidencias**

**52 %**

Se están viendo fuentes estándar

Ver fuentes en inglés (Beta)

**Coincidencias**

Nº	Fuente	Porcentaje
1	www.redalyc.org	4 %
2	tesis.pucp.edu.pe	3 %
3	www.inel.gob.pe	3 %
4	Entregado a Universida...	2 %
5	upcommons.upc.edu	2 %
6	docplayer.es	2 %
7	adings.es	1 %
8	es.scribd.com	1 %
9	repositorio.usil.edu.pe	1 %
10	pandebatalauch.bloge...	1 %
11	cybertesis.unmsm.edu...	1 %
12	www.docstoc.com	1 %
13	riunet.upv.es	1 %
14	buscamas.pe	1 %
15	posgrados.weebly.com	1 %
16	www.researchgate.net	1 %
17	dspace.untriu.edu.pe	1 %

- ✓ Neste exemplo, o relatório mostra texto sombreado de diferentes cores, o que significa que são seções extraídas de fontes diferentes. Em cada seção podemos ver que existem palavras que foram trocadas sem conseguir mudar a estrutura do texto.

## 5. Busca e substituição

Mudar palavras e expressões chave sem alterar o conteúdo essencial das fontes.

The screenshot displays the Feedback Studio interface. The main window shows a document titled 'Tesis\_uso\_interno'. At the top, there is a diagram with four boxes connected by arrows, representing a process flow. Below the diagram, the text describes the steps of obtaining raw material, basic polymer synthesis, and composition for industrial use. It mentions that the final step, molding or deformation of plastic, is performed in the country. The text also lists three sub-processes: high pressure molding, low pressure molding, and other procedures. It further states that in the country, the plastic manufacturing process is done through molding, which involves giving a pre-established form to imported plastic raw materials. The document is divided into sections, with the current section being '1.6. Gestión del Conocimiento'. The sidebar on the right shows a 'Resumen de coincidencias' (Summary of coincidences) with a total of 52%. Below this, there is a list of sources and their corresponding coincidence percentages. The bottom of the interface shows the page number (5) and the total number of words (7395).

Los pasos de obtención de materia prima, síntesis del polímero básico y composición del polímero para su uso industrial son realizados por la industria petroquímica. El último paso del proceso, es decir el molde o deformación del plástico, sí es realizado en nuestro país por la industria plástica. [23]

Dentro del proceso de moldeo o deformación del plástico se puede encontrar tres subprocesos los cuales serían:

- Moldeo de alta presión
- Moldeo de baja presión
- Otros procedimientos

En nuestro país, el proceso de fabricación de plásticos es realizado a través del moldeo, el cual se encarga de dar una forma pre establecida a los productos importados en su forma básica. Dicho proceso se encarga de dar forma a insumos de plásticos importados, buscando dar una forma y tamaño que sean establecidos en los moldes a utilizar.

**1.6. Gestión del Conocimiento**

La investigación tiene como propósito proponer un modelo de éxito de Gestión del Conocimiento (GC) en empresas del sector plástico, tomando como referencia las variables asociadas a la GC en las dimensiones: 1) creación, 2) transferencia y almacenamiento, y 3) aplicación y uso. [45]

5

Página: 5 de 32 Número de palabras: 7395

Feedback Studio

Resumen de coincidencias

52 %

Se están viendo fuentes estándar

Ver fuentes en inglés (Beta)

Coincidencias

Rank	Source	Percentage
1	www.redalyc.org	4 %
2	tesis.pucp.edu.pe	3 %
3	www.inel.gob.pe	3 %
4	Entregado a Universide...	2 %
5	upcommons.upc.edu	2 %
6	docplayer.es	2 %
7	edinger.es	1 %
8	es.scribd.com	1 %
9	repositorio.usil.edu.pe	1 %
10	pandebataitaucb.blogs...	1 %
11	cybertesis.unimam.edu...	1 %
12	www.diccionario.com	1 %
13	runet.upv.es	1 %
14	buscamas.pe	1 %
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