

## ANALYSIS OF THE PERCEPTIONS OF UNDERGRADUATE STUDENTS IN BUSINESS ADMINISTRATION ON THE OCCURRENCE OF ACADEMIC PLAGIARISM IN BRAZIL

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**Abstract:** Several studies in academic literature analyze undergraduate students' perceptions about plagiarism (Power 2009), related factors (Curtis & Popal 2011) and measures to avoid it (McCabe et al. 2001), among other issues. However, a review of Brazilian literature on plagiarism indicates that knowledge on this subject is still very rudimentary (Krokosz 2012), and it has been observed that efforts to combat plagiarism are practically nonexistent at Brazilian universities (Krokosz 2011).

The purpose of this study is to expand knowledge about plagiarism in Brazil; perceptions regarding plagiarism were identified and analyzed using a sample of 373 undergraduate students from five universities. The participants answered a questionnaire containing 25 questions about their understanding (definition, types), forms (accidental or intentional) and reasons for plagiarism and how to avoid it.

The results obtained are similar to others found around the world. The reasons given for plagiarism were: lack of time, the desire to obtain good grades and difficulties with academic writing. Although a majority has demonstrated a clear understanding of verbatim plagiarism, most disagreed that pastiche is plagiarism and some respondents demonstrated lack of understanding about how to paraphrase. Furthermore, there is evidence that not all types of plagiarism are recognized by students. We discuss the need for the discernment of international strategies for avoiding plagiarism in order to adopt those that are broadly applicable in Brazil, and recommend the development of other studies involving professors and institutions in order to develop appropriate measures for dealing with plagiarism in the Brazilian context.

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