How SafeAssign Works

SafeAssign is based on a unique text matching algorithm capable of detecting exact and inexact matching between a paper and source material. SafeAssignments are compared against several different databases, including:

- **Internet**: Comprehensive index of documents available for public access on the Internet
- **ProQuest ABI/Inform database**: More than 1,100 publication titles and about 2.6 million articles from 1990s to present time, updated weekly (exclusive access)
- **Institutional document archives**: Contains all papers submitted to SafeAssign by users in their respective institutions
- **Global Reference Database**: Contains papers that were volunteered by students from Blackboard client institutions to help prevent cross-institutional plagiarism

Global Reference Database

Blackboard’s Global Reference Database is a separate database where students voluntarily donate copies of their papers to help prevent plagiarism. It is separated from each institution’s internal database, where all papers are stored by each corresponding institution, and students are free to select the option to check their papers without submitting them to the Global Reference Database. Students submit their papers to the database voluntarily and agree not to delete papers in the future. Submissions to the Global Reference Database are extra copies that are given voluntarily for the purpose of helping with plagiarism prevention. Blackboard does not claim ownership of submitted papers.

SafeAssign Originality Reports

After a paper has been processed, a report will be available detailing the percentage of text in the submitted paper that matches existing sources. It also shows the suspected sources of each section of the submitted paper that returns a match. Instructors can delete matching sources from the report and process it again. This may be useful if the paper is a continuation of a previously submitted work by the same student.

Because SafeAssign identifies all matching blocks of text, it is important to read the report carefully and investigate whether or not the block of text is properly attributed.

Interpreting SafeAssign Scores

Sentence matching scores represent the percentage probability that two phrases have the same meaning. This number can also be interpreted as the reciprocal to the probability that these two phrases are similar by
chance. For example, a score of 90 percent means that there is a 90 percent probability that these two phrases are the same and a 10 percent probability that they are similar by chance and not because the submitted paper includes content from the existing source (whether or not it is appropriately attributed).

Overall score is an indicator of what percentage of the submitted paper matches existing sources. This score is a warning indicator only and papers should be reviewed to see if the matches are properly attributed.

- **Scores below 15 percent**: These papers typically include some quotes and few common phrases or blocks of text that match other documents. These papers typically do not require further analysis, as there is no evidence of the possibility of plagiarism in these papers.

- **Scores between 15 percent and 40 percent**: These papers include extensive quoted or paraphrased material or they may include plagiarism. These papers should be reviewed to determine if the matching content is properly attributed.

- **Scores over 40 percent**: There is a very high probability that text in this paper was copied from other sources. These papers include quoted or paraphrased text in excess and should be reviewed for plagiarism.

**Grade Center Integration**

SafeAssignments are created with associated Grade Center items. The score is then recorded in the Grade Center.

**Creating a Safe Assignment**

1. Once in a content area select **Assessments** then **SafeAssignment**
2. Next enter in the information on the assignment. This includes the assignments Name, Points Possible, and the Instructions for the assignment. There are also a number of optional choices such as making the Assessment Available to students. allowing students to make drafts will allow them to verify their assignments to see they attributed their sources properly. Allowing Urgent Checking to make the assignment submitted as high priority.
3. You also have the option to create an Announcement along with your assignment.
2. **Optional Announcement**

Create  

Subject

Message

4. Click **Submit**

**Viewing a Safe Assignment**

1. Under the **Control Panel** click **Course Tools**, then **SafeAssign**
2. Click **SafeAssignment**

**SafeAssign**

**SafeAssignments**

*View SafeAssignments in this course.*
3. Next click the drop down arrow (верху) next to the assignment you wish to view and select View Submissions

![View Submissions](image)

4. Now click the green checkmark symbol in the SA Report column in the row of the student’s submission you wish to view (it may take a moment for your SA Report to generate)

![SA Report](image)

5. Now you can review the SA Report
Classification of social media: Social media technologies take on many different forms, including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. By applying a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) Kaplan and Haenlein created a classification scheme for different social media types in their Business Horizons article published in 2010. According to Kaplan and Haenlein there are six different types of social media: collaborative projects (e.g., Wikipedia), blogs and microblogs (e.g., Twitter), content communities (e.g., YouTube), social networking sites (e.g., Facebook), virtual game worlds (e.g., World of Warcraft), and virtual social worlds (e.g., Second Life).

Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few. Many of these social media services can be integrated via social network aggregation platforms.

Social media network websites include sites like Facebook, Twitter, Bebo and MySpace.

The honeycomb framework defines how social media services focus on one or all of seven functional building blocks (identity, conversations, sharing, presence, relationships, reputation, and groups). These building blocks help understand the engagement needs of the social media audience. For instance, LinkedIn users care mostly about identity, reputation and relationships, whereas YouTube's primary building blocks are sharing, conversations, groups and reputation. Many companies build their own special containers that attempt to link the seven functional building blocks around their brands. These are private communities that engage people around a more narrow theme, as in around a particular brand, vocation or hobby, than social media containers such as Google+ or Facebook.