Buenos Diaz, Dear colleagues!

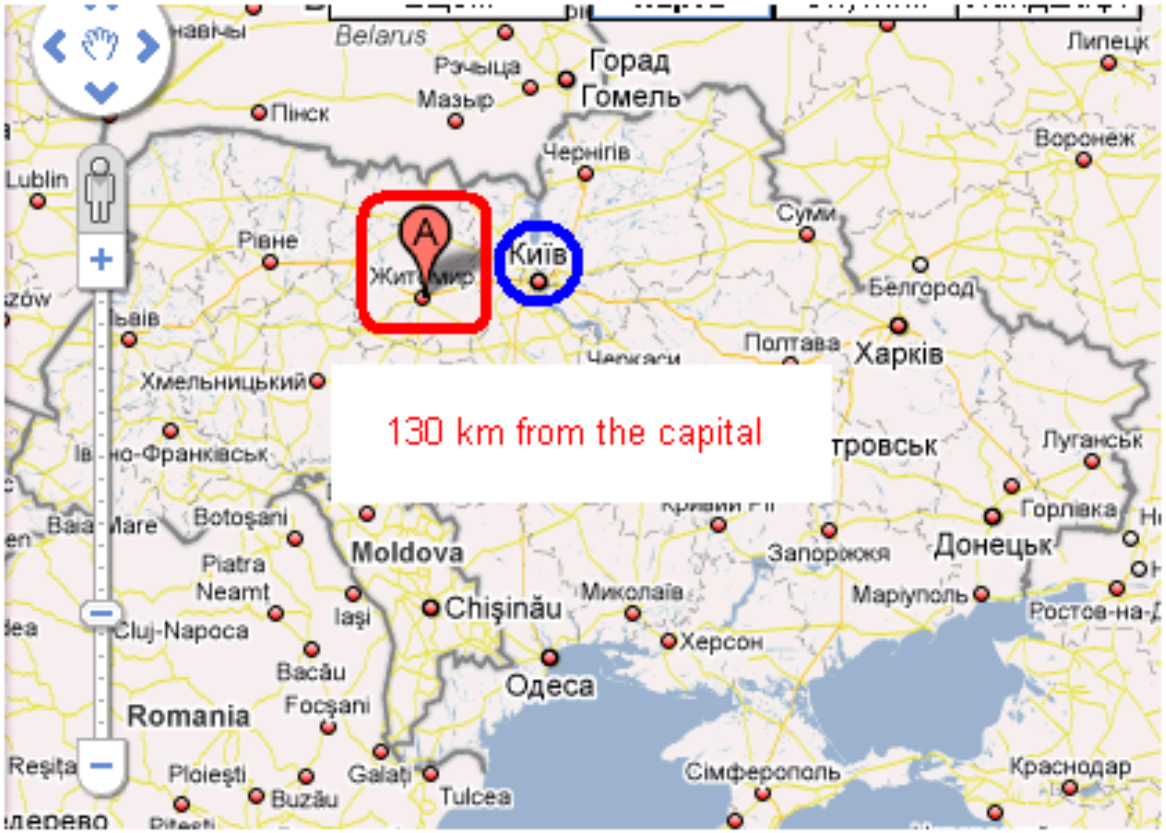
- 1. About my research team and me
- 2. The Short Paper outline
- 2.1 Introduction
- 2.2 Main ideas
- 2.3 Further investigation opportunities
- 3. Thank you words

1. About my research team and me

- Western Europe, Ukraine

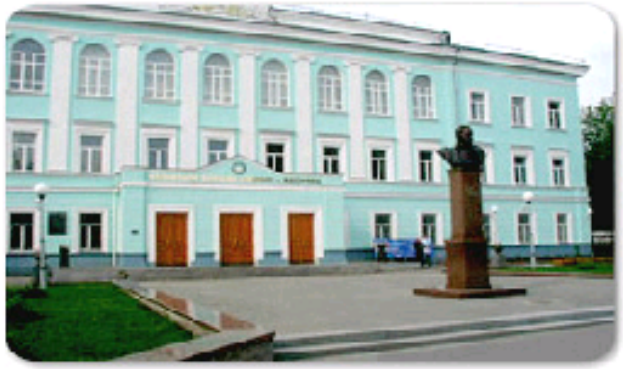
1. About my research team and me

- Ukraine, Zhytomyr



1. About my research team and me

Zhytomyr
State
University
Ukraine



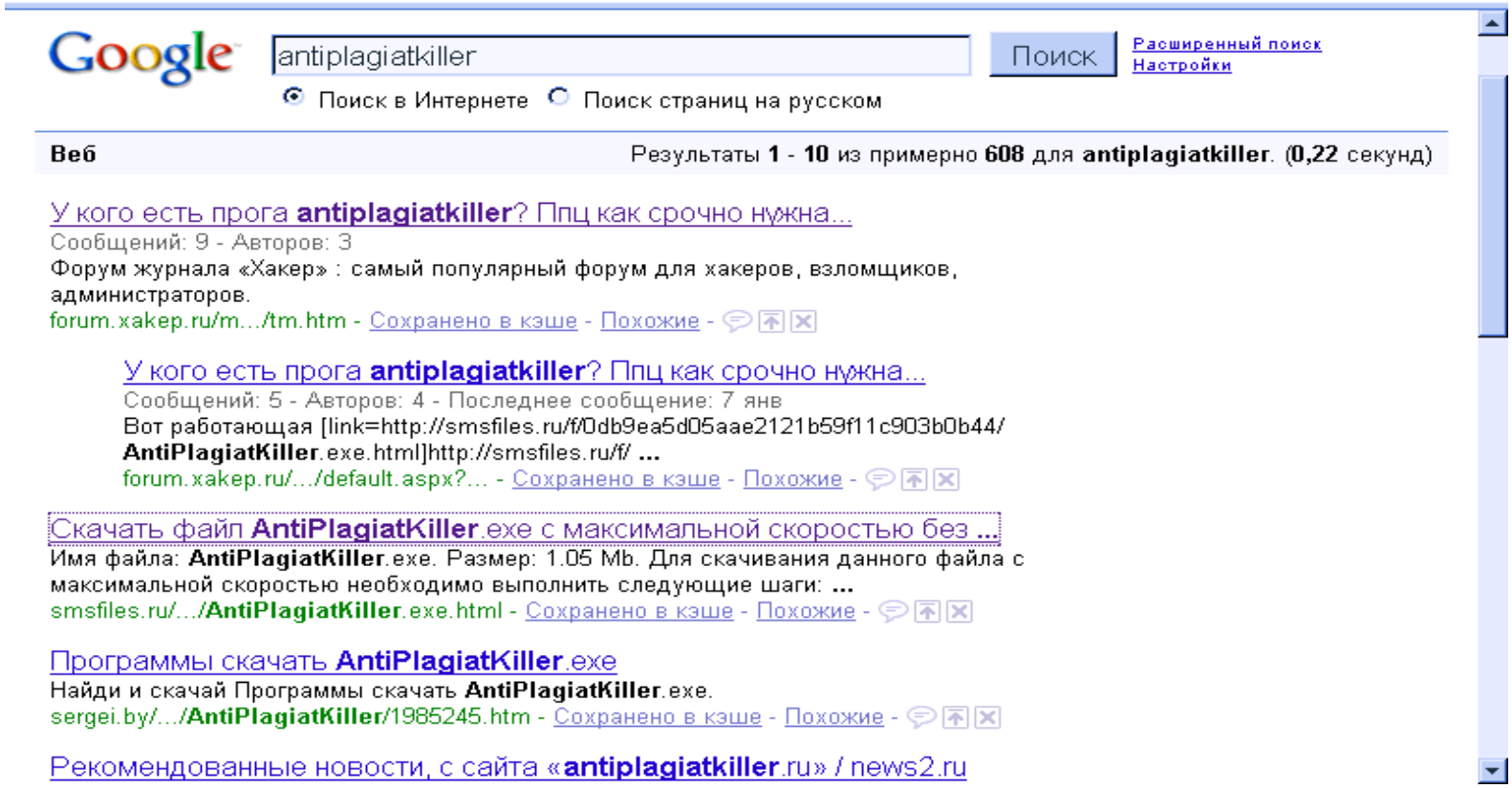
2 The Short Paper outline

- **2.1 Introduction**

- Title: “Counter plagiarism detection software” and “Counter counter plagiarism detection” methods
- What is “Counter plagiarism detection software”?
- The reason we started the research

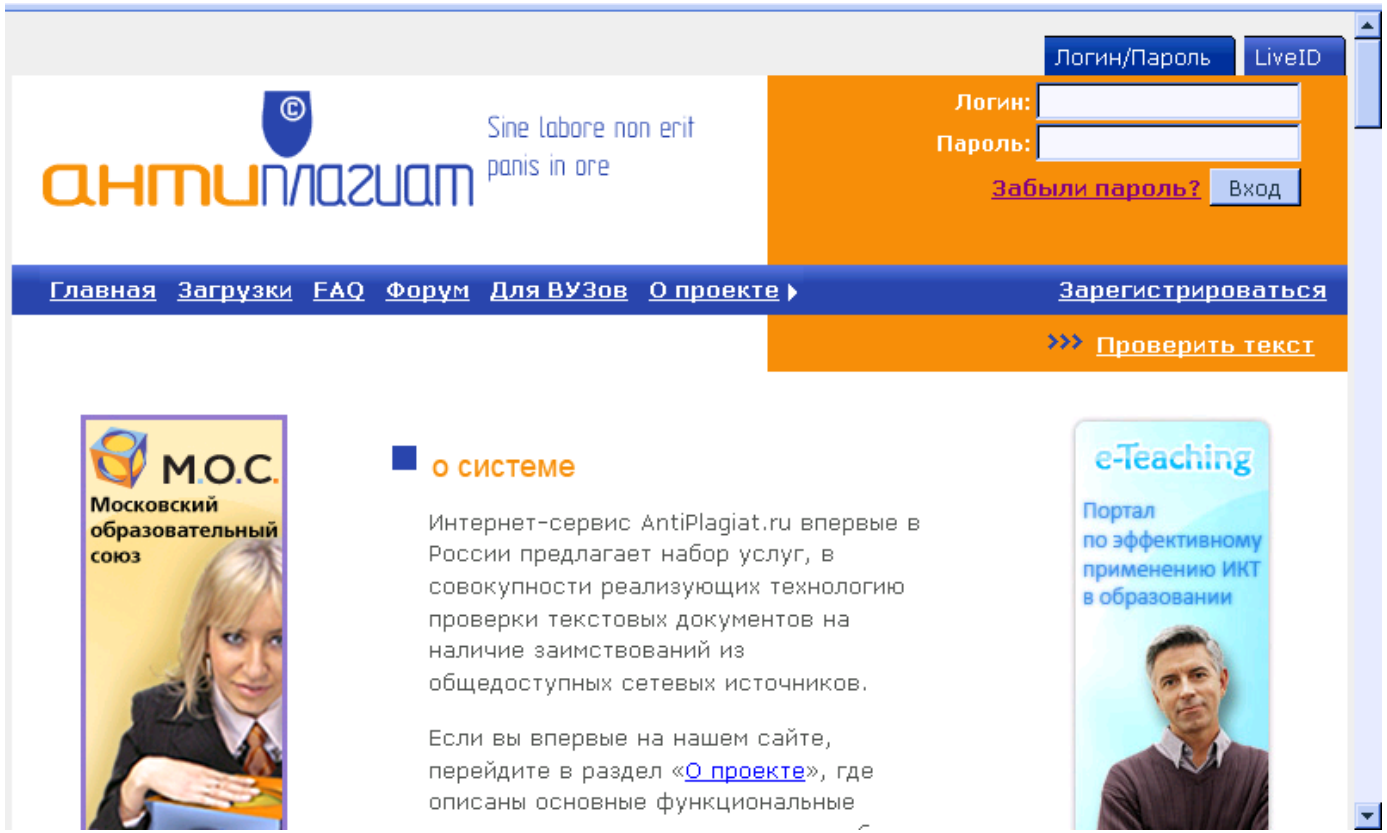
2.1 Introduction

- **What is “Counter plagiarism detection software”?**



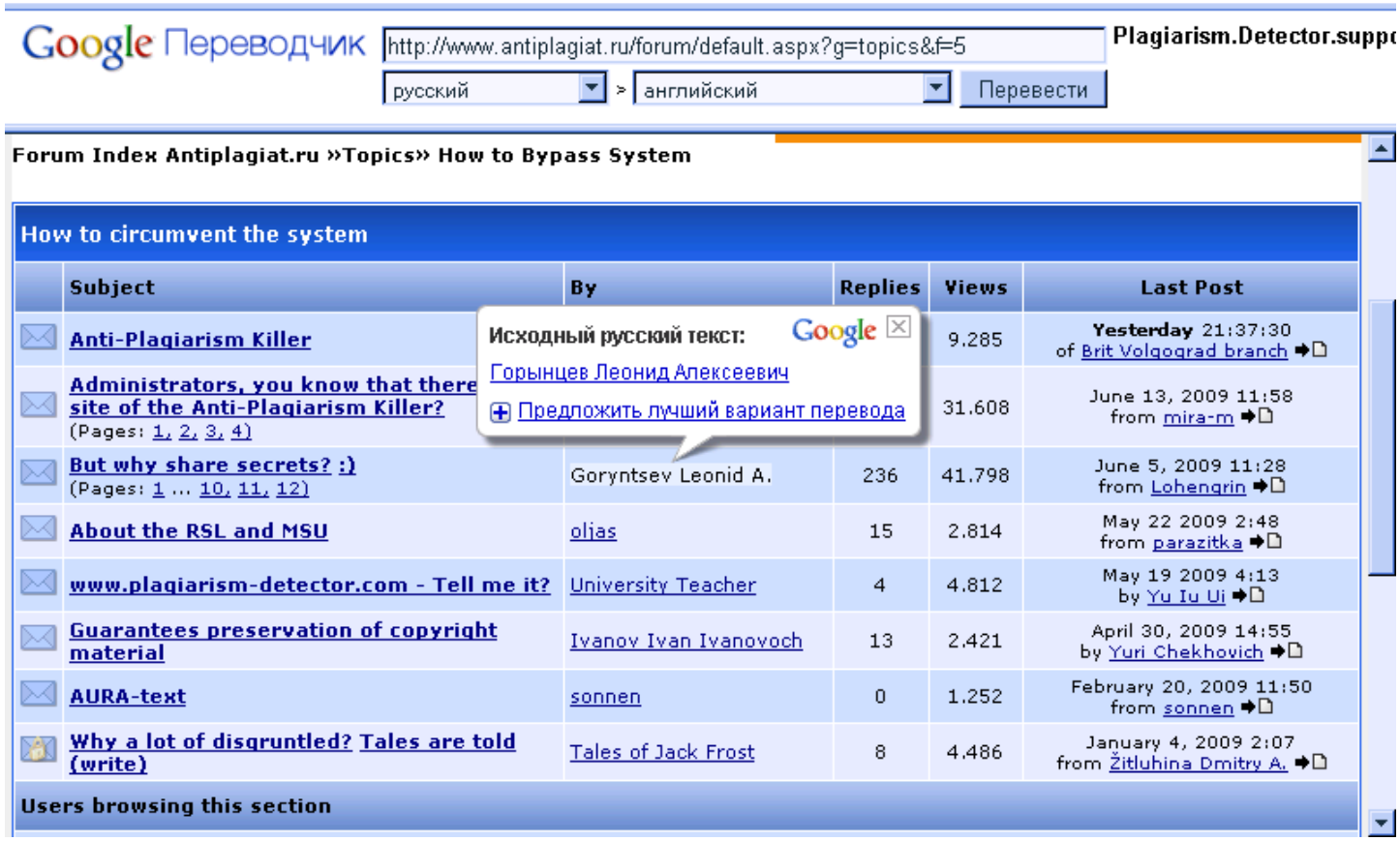
2.1 Introduction

- **What is “Counter plagiarism detection software”?**



2.1 Introduction

- **What is “Counter plagiarism detection software”?**



2.1 Introduction

- **What is “Counter plagiarism detection software”?**

2.1 Introduction

- **What is “Counter plagiarism detection software”?**

- AntiPlagiatKiller
- Article Copy Master
- SEOAnchorGenerator
- AllSubmitter
- VeloSynonymizer 2.0
- MonkeyWrite
- RERAIT-PRO
- wordsyn
- Many others… google for: “article rewrite software SEO”

2.1 Introduction

- **What is “Counter plagiarism detection software”?**

2.2 Main Ideas

Counter plagiarism detection methods examples:

- Cyrillic to English substitution
- White link-character insertion
- Synonymization and semantic shifting
- Text encoding manipulations

2.2 White link-character insertion

- I like bananas
- I x like x bananas

2.2 Cyrillic to English substitution

- Mother -> Mother

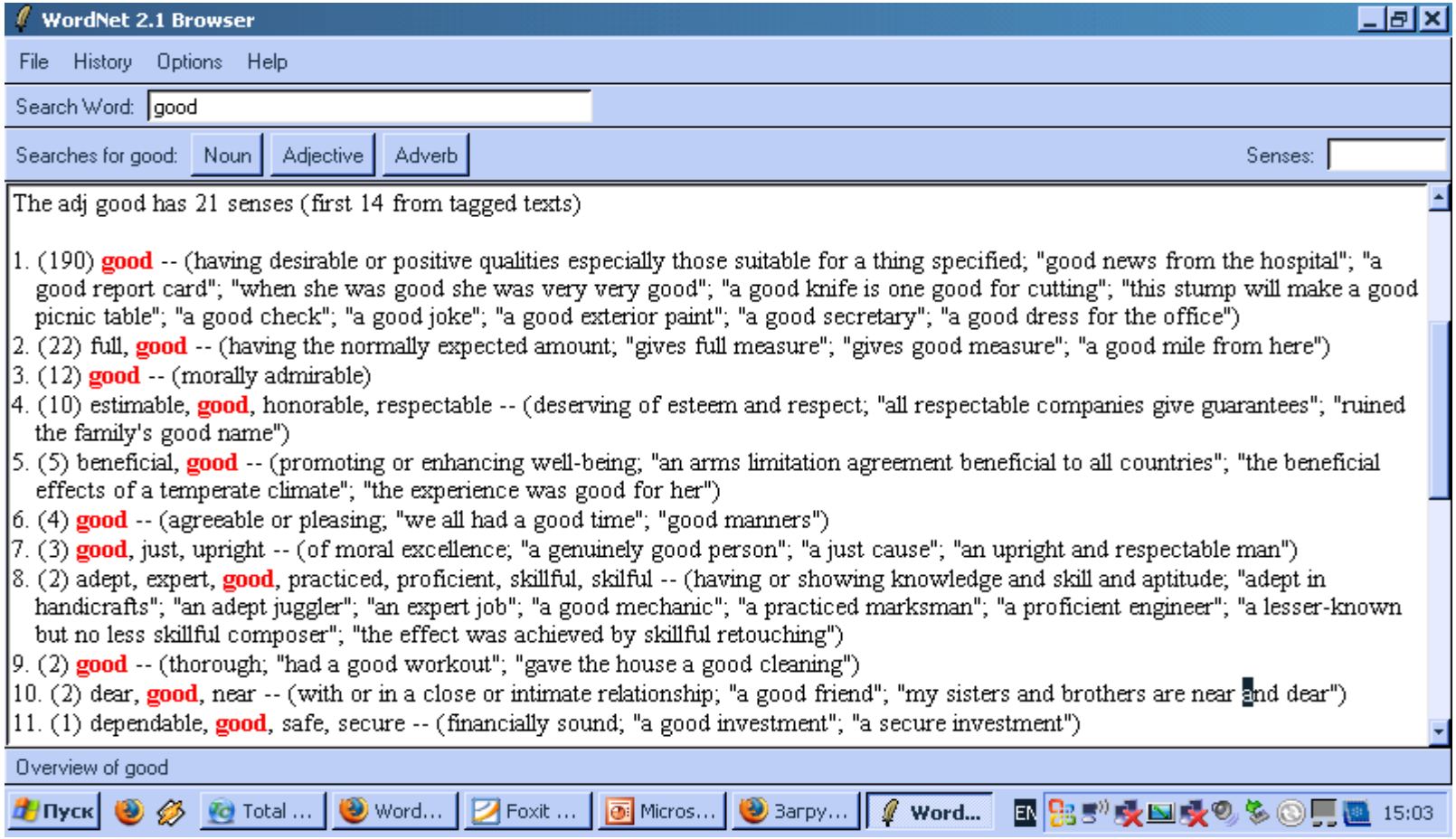
English “o”-> Russian “o”

2.2 Synonymization and semantic shifting

- Substitutions not affecting semantic meaning – synonyms [close]
- Substitutions affecting semantic meaning - antonyms [close]

2.2 Synonymization and semantic shifting

World net as the source for experiments



2.2 Synonymic obfuscation example:

- Original: This is a **bad** day!
- Variant1: This is a **tough** day!
- Variant2: This is a **horrid** day!
- etc.

2.2 Semantic Normalization

- Base word: **bad**
- Normalization Set:: evil, immoral, wicked, corrupt, sinful, depraved, rotten, contaminated, spoiled, tainted, harmful, injurious, unfavorable, **tough**, inferior, imperfect, substandard, **horrid**, improper
- Normalized:

bad <- **tough**

bad <- **horrid**

2.2 Semantic Normalization at work

- Original: This is a **tough** day!
- Obfuscated: This is a **horrid** day!

What is indexed (normalized)?

- This is a **bad** day!

What is searched in the index (normalized)?

- This is a **bad** day!

2.3 Further investigation opportunities

- Effective word meaning sorting and selection development
- Practical effectiveness evaluation against the existing plagiarism detection methods
- Cross-language implementation
- Performance improvements

Thank you for the 300 seconds of your attention!