

saving face



culture's
impact on the
perception of
plagiarism

bryan hamman

faint praise



face issues

- “Just fix the grammar and leave the meaning to me.” says the author
- A teacher or published researcher is thought of as a type of Buddha whose writings cannot be challenged or rephrased
- Resistance to editor’s call for referencing seen as interference in the technical content



experience

○ 28 years in Southeast Asia

- Worked with rice farmers 7 years
- School for blind children 7 years
- 14 years ESL instructor, copy editor, Faculty of Medicine, Khon Kaen University

Faculty of Medicine, Khon Kaen University, Thailand

- Edited for Thais, Laotians, Cambodians, Vietnamese, Chinese, Japanese, Myanmar, Filipinos
- Journals: local, regional, international, zero to high impact
- Cholangiocarcinoma, HIV, Psychiatric testing using local paradigms, Cleft Lip Palate Surgery & Speech Therapy, Thalassemia, Liver flukes, H. pylori,



lecture on
editing

examples
without
permission

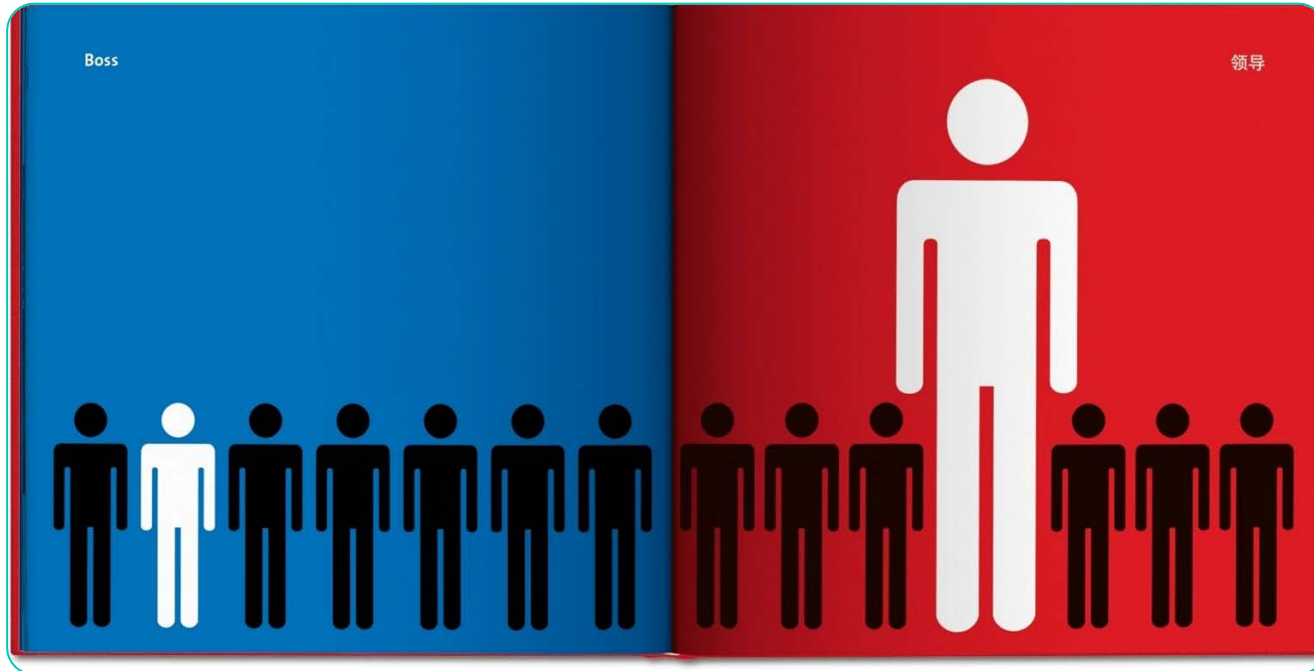
loss of face
mortifying

permission
rather than
forgiveness

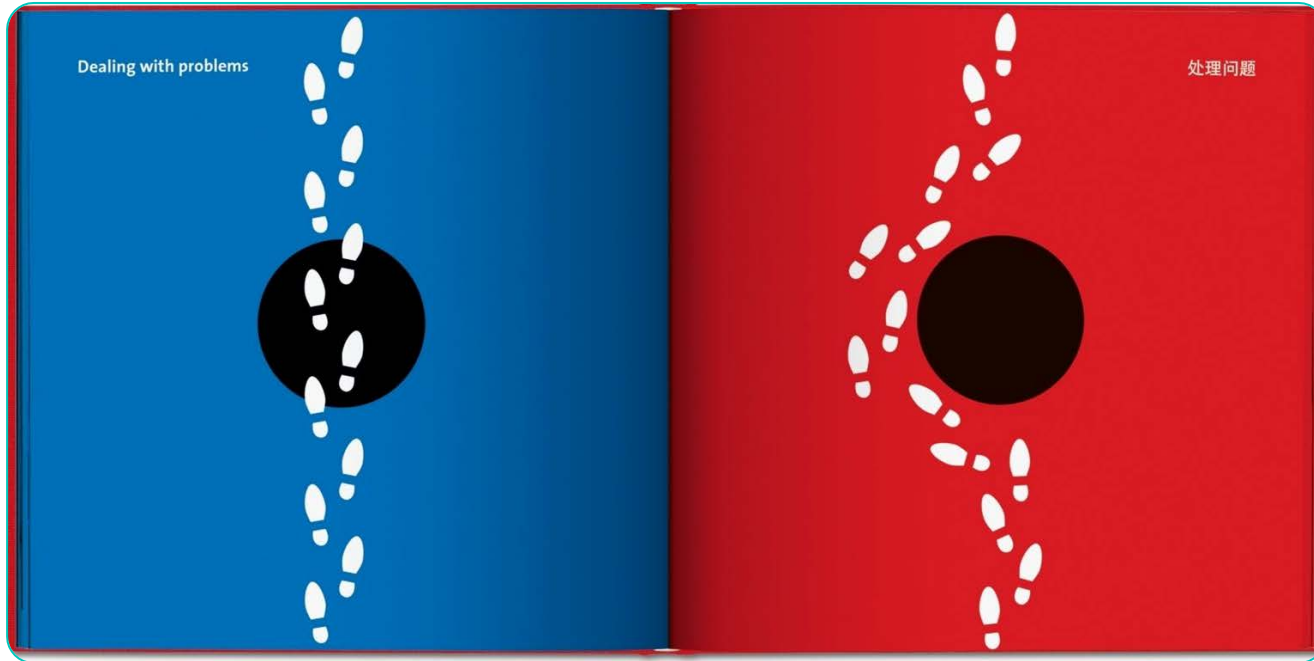
lending face

paradigm
schism

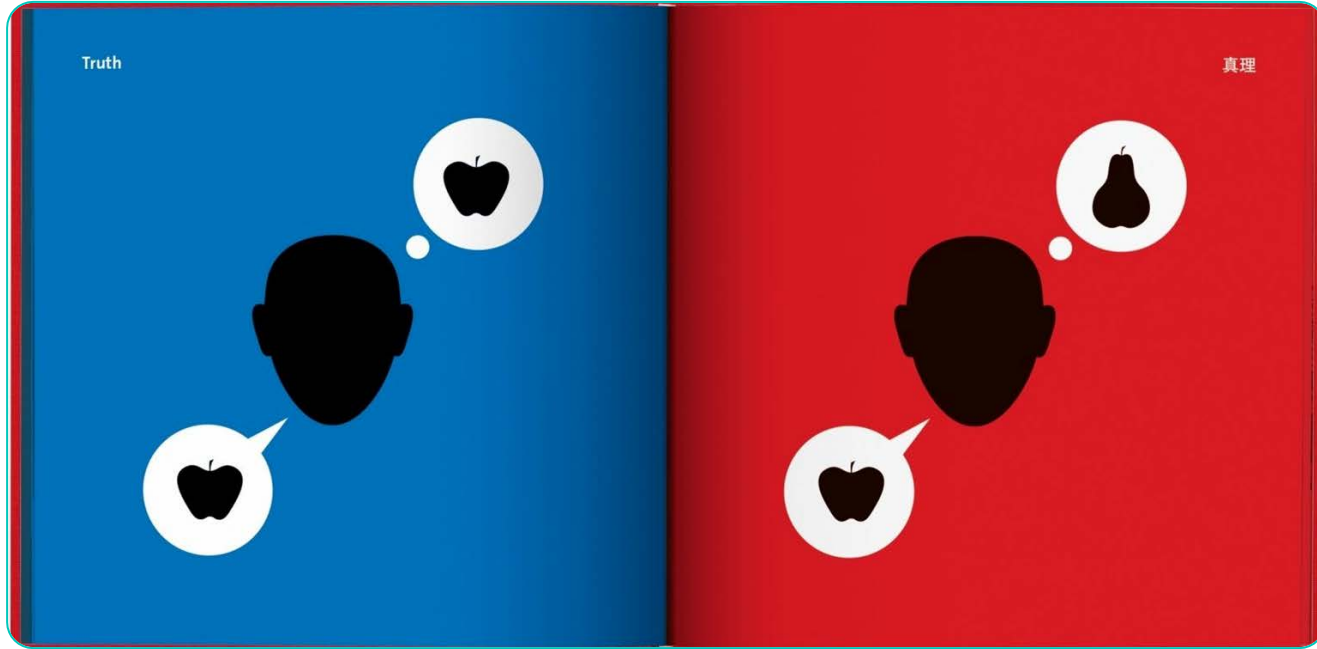




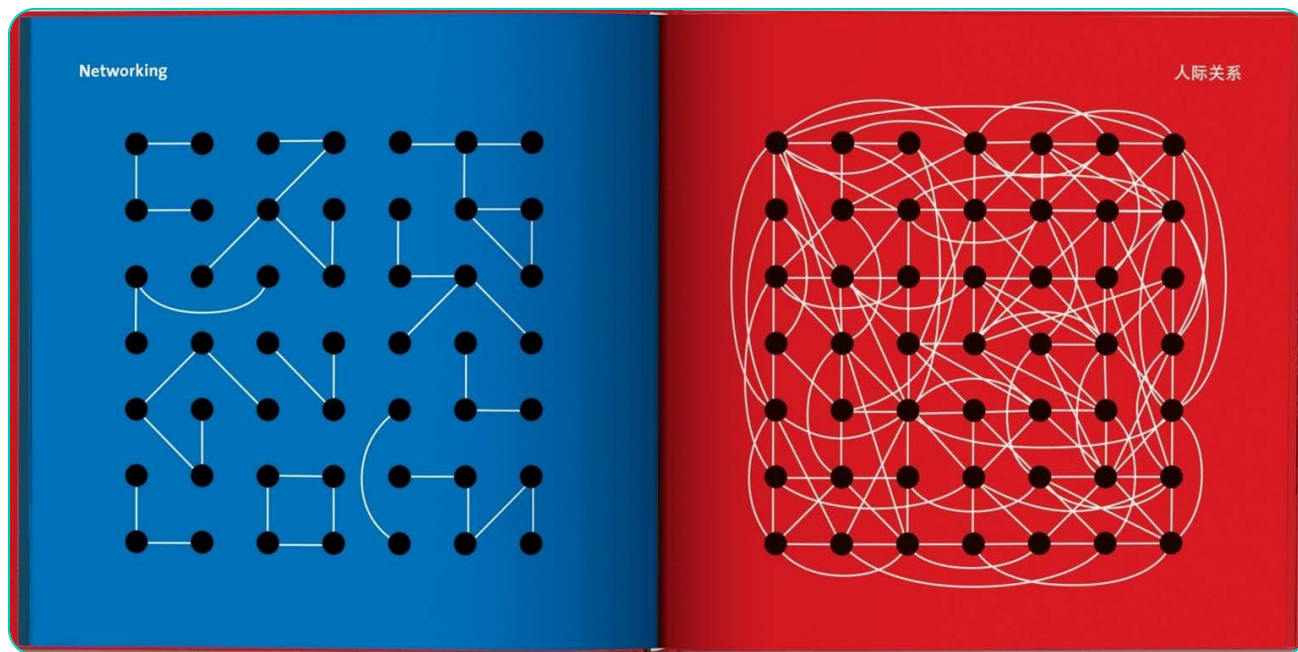
the BOSS



Dealing with
problems



Truth



Networking

how & what
we see & hear

Culture's
Consequences:
Comparing Values,
Behaviors, Institutions &
Organizations Across
Nations (2001, 2003)

by Geert Hofstede

PDI: power distance

High: Hierarchical order
unquestioned



Low: Power distributed &
inequities **MUST** be justified

China v USA
80 v 40

UAI: uncertainty avoidance

High: Rigid codes for beliefs & behaviour



Low: Relaxed attitudes as practice trumps principles

China v USA
30 v 46

IND: Indulgence vs. restraint

Indulgent: Gratification,
fun



Restraint: Suppress,
repress, strict

China v USA
24 v 68

- from <https://www.skyword.com/contentstandard/marketing/beyond-hofstedes-cultural-dimensions-theory-approaching-a-multicultural-audience/>
- <https://geert-hofstede.com/national-culture.html>

INV: Individualism vs. collectivism

Individualistic: Loose-knit
society



Collectivistic: Tight-knit
framework

China v USA
20 v 91

typical observations

- Reference cited only once but used later without citing
- Cited material lacking key elements, especially verbs
- A lack of paraphrasing or synthesis
- Old references or use of non-searchable references
- Self-plagiarism
- Chunk references: common in dissertations

seeking resolution

- Track changes turned ON
- Request confirmation when a verb or meaning is posited
- Present options when correcting ambiguity
- Collect, paraphrase & synthesize
- Check references when alignment doesn't match up
- Request rewording when meaning is obscure

intervention needed

1

Word-for-word
copying

2

Copying
another's
research

3

Redoing/Copying
foreign research
and passing it off
as original

4

Translating
materials &
passing it off as
one's own

5

Retrospective
design



- Innovative, important research in Southeast Asia
- Editors needed to craft the English-language presentation
- Sensitivity needed for this role

concluding thoughts