



# The Turnitin Solution

Complete, digital assessment of student work.

## At a Glance

Turnitin's plagiarism prevention system is the world's most widely used solution to the growing problem of cut and paste plagiarism. Turnitin facts:

- Use of the Turnitin Suite allows instructors to track students' progress and assess their performance over time.
- Turnitin currently covers over 9.5 million high school, college and university students in over 90 countries.
- Turnitin features powerful, proprietary search technology that checks papers against our in-house copy of the Internet and our proprietary database of tens of millions of previously submitted student papers.
- Papers are compared to a database of academic and professional content not available on the public Internet, including millions of articles and abstracts from over 10,000 journals and periodicals.
- Turnitin fully and easily integrates with WebCT®, Blackboard®, Moodle, ANGEL®, and a wide variety of other course management systems.
- Turnitin offers APIs that make it easy to integrate Turnitin with university portals or other proprietary campus systems.
- All Turnitin products and services are provided through our secure servers with SSL data encryption. This Application Service Provider (ASP) model means no installation, updates, or maintenance of the system is ever required of the user. Turnitin can be up and running at your school immediately.

## The Turnitin Solution

Used in thousands of institutions in over ninety countries, Turnitin is recognized around the world as the standard in online plagiarism prevention. Developed initially to complement Internet-based peer reviews in large seminar classes at UC Berkeley, Turnitin's plagiarism prevention system now helps ensure a level playing field for millions of students worldwide.

But plagiarism prevention is only part of the story. At Turnitin, we believe new technologies have the power to improve instructor efficiency, and above all, to help students learn. We have developed an innovative suite of online products to help realize the Internet's full educational potential.

## Research in the Digital Era

The Internet has almost unlimited potential as a research tool. For the first time ever, relevant (and often not so relevant) information on virtually any topic is never further than a mouse click away. This allows for increased efficiency in research applications of all kinds, and, unfortunately, quick-fix solutions for those students looking for less than honest ways of finishing that last minute essay, report or term paper.

Turnitin's suite of educational products help eliminate abuse of the Internet as a research tool, minimize its potentially negative impact on the development of quality reading, writing and research skills, and encourage exploration of the new educational

possibilities it offers for collaborative learning.

## Plagiarism Prevention

Most educators today know that plagiarism and peer-to-peer collusion (especially in their Internet forms) are significant problems in schools around the world. How often have you received suspiciously well-written essays or writing assignments but lacked the means to confirm they had been plagiarized?

*My teachers found [Turnitin] to be user friendly and exceptionally efficient in ensuring a level playing field for all students. I strongly encourage all administrators to look into the utilization of Turnitin.com for student research.*

—Tommy Floyd  
Assistant Superintendent for Student Achievement  
Madison County Schools

## Real Results

Educators using Turnitin observe a significant reduction in the incidence of plagiarism and an increase in the quality of written work. Furthermore, institutions using Turnitin on a large scale have seen measurable rates of plagiarism drop to almost zero. Efficient and effective plagiarism prevention is one of the easiest and most cost effective ways to make sure students are getting the most out of your teaching and ensure they are building the reading writing and research skills they will need for a lifetime of learning.



## Originality Reports

Turnitin's unique plagiarism prevention system makes it easy to determine if

students are writing original work. For every paper submitted to Turnitin, we generate a unique, customized Originality Report which shows the results of comprehensive searches of Internet, student paper, and commercial databases in concise, unambiguous format.

Our unique system is the most widely used, user-friendly, and technologically sophisticated plagiarism prevention tool available. It confirms instances of suspected plagiarism and acts as powerful deterrent to stop cheating before it starts. A study of the use of Turnitin at a large California Public University showed an almost 40% reduction in student plagiarism after just one year of service.

The screenshot shows a Turnitin Originality Report interface. At the top, it displays the document title 'Globalization.doc by Me Her', ID '23833965', and Word Count '380'. A similarity index of 88% is shown in red. Below this, there are sections for 'Overall Similarity Index' and 'Matching Sources'. The matching sources list includes a 35% match with a Gale article and a 27% match with an internet source. The report also contains a section on 'Foreign investments' and a question about 'Can you measure how your company's people investments contribute to the bottom line?'. The text in the report is color-coded and numbered to indicate matches.

1 All Originality Reports clearly show pertinent information, such as the paper's author, title, submission date and the Turnitin document ID. 2 Instructors can easily print, save, and refresh reports. 3 The overall similarity index indicates the percentage of the paper for which Turnitin found matching sources. The index is color coded for quick assessment of a paper's originality. 4 Instructors can choose to exclude matches to text that the student has quoted or text held within a paper's bibliography. 5 The matching sources found for a paper are clearly listed on the right side of the Originality Report. Links can indicate a match with any of our extensive databases. 6 Matching text is color coded and numbered for easy comparison. In this example the red text labeled with a "1" in the paper corresponds directly with the red source labeled with a "1" in the source list.

The screenshot shows a Turnitin Peer Review interface. At the top, there are links for 'view topic question(s)', 'view metrics', and 'peer review help'. A topic question is displayed: 'What issues does this piece raise for you? If you had to write a paper on the piece, what would be some possible thesis statements?'. The student's answer is visible in a text box. Below the answer, there is a 'submit' button. The interface also shows a rubric section with a 'Word Choice' mark placed on the text. The text being reviewed is about Dizzy Dean's career in baseball.

1 The top window lets students read, answer and review topic questions. 2 Reviewers can place contextual marks or rubrics directly into the paper's body to indicate specific passage(s). 3 If desired, reviewers can associate placed marks with customizable rubrics, which target specific writing problems by linking to additional information.



## Peer Review

Peer Review gives instructors the ability to create customized "peer review assignments"

that students use to evaluate and learn from each other's work. These assignments provide a precise framework for students to think critically about the elements of good essay and paper writing, such as evidence, style, and voice.

Each peer review assignment is a collection of topic questions, which require answers in essay form, and metrics, which ask students to rate papers based on sets of customizable criteria. Instructors can elect to write their own questions, get ideas for assignments from our library of pre-written topics and Peer Review marks, or any combination of the two.

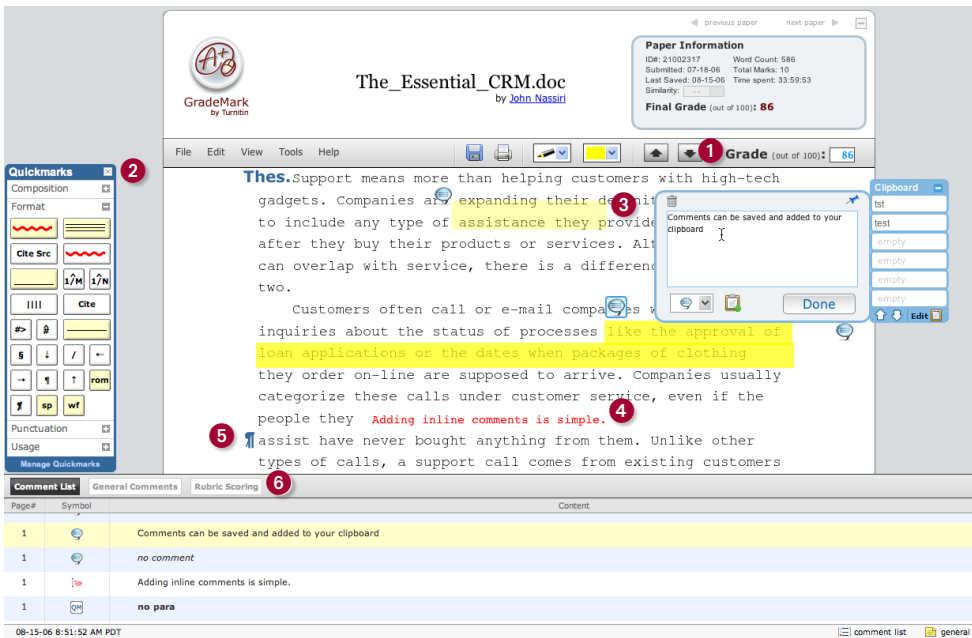


## GradeMark

GradeMark is a revolutionary interface that allows for online contextual markup

without pens, paper, or additional software. Documents uploaded to Turnitin are returned in their original format, and can then be "marked up" by placing comments and customizable marks directly into the body of the paper.

General comments can be added to papers, stating instructors' overall impression of the student's work. Quantitative and qualitative rubrics can be easily created and attached to an assignment allowing instructors to grade students' work against clearly defined, uniform criteria. The ability to create, save and reuse marks and rubrics saves instructors valuable time and effort. The saved marks and rubrics also integrate seamlessly with a built in assessment tool, allowing instructors to track student and class performance over time.



- 1 Grades added to the paper are automatically added to the class Gradebook.
- 2 The Quickmark palette allows instructors to choose marks from a wide range of pre-loaded, standard editing marks or from sets they create in the Quickmark library.
- 3 Instructors create and insert comments that can be saved for later use.
- 4 Instructors can insert inline comments for students to read directly on the paper.
- 5 Instructors can insert Quickmarks where common errors are made.
- 6 Instructors can view a list of all the marks added to a paper, add a general comment to a paper, and use the Rubric scorecard to assess their students' work against standardized criteria.



## GradeBook

Turnitin's GradeBook sets the standard for simplicity and efficiency in online

gradekeeping. Integrated seamlessly with Turnitin's other products, GradeBook lets instructors keep running tabs on class or individual student progress, allows for real time scaling of grades (without messy altering of point totals), and translates percentage-based totals into any grade format imaginable.

GradeBook is the first online gradebook to mimic the "at-a-glance" usability of conventional paper gradebooks while still providing the flexibility and efficiency of computer-based grading programs. And unlike many such programs, GradeBook does not require the installation or maintenance of additional software.

Now viewing: The New Art College : English 101

Below is your class gradebook. Assignments and grades entered using paper markup automatically appear in your gradebook scale, click the prefs button.

class home students peer review <b>gradebook</b> libraries calendar preferences classlink Google									
attendance <b>add entry</b> prefs <b>scale</b> export						1 The Great Gatsby Summary and C... Peer Review 1			
max total points: 300			max graded points: 125			100 pts <b>grade</b> →		25 pts <b>grade</b> →	
student	points	%	grade	late	absent				
<a href="#">Hernandez, Melissa</a>	105	84.0%	B	1	2	80	B-	25	A+
<a href="#">Jones, Jack</a>	115	92.0%	A	0	1	90	A-	25	A+
<a href="#">Newman, Shelly</a>	75*	75.0%	C	3	0	75	C		
<a href="#">Patterson, Billy</a>	70*	70.0%	C-	0	2	70	C-		
<a href="#">Smith, Eileen</a>	115	92.0%	A	0	0	95	A	20	B-
<b>Class average:</b>	<b>96.0</b>	<b>82.6%</b>	<b>B</b>	<b>0.8</b>	<b>1.0</b>	<b>82.0</b>	<b>B</b>	<b>23.3*</b>	<b>A</b>

- 1 Every assignment created through Turnitin is indicated by a tab that appears at the top of GradeBook.
- 2 Any additional class grades can be entered into GradeBook using the "add entry" feature.
- 3 The scale feature lets instructors change the weights of assignments without changing point totals and without ever touching a calculator.
- 4 GradeBook exports neatly to Excel if instructors want a final copy of their class' grades in paper format.

## Support

Our team of highly trained Product Specialists is available to help you implement Turnitin, to train you to use it most effectively at your institution, and to support you for the duration of your license. When you purchase Turnitin, we offer product training via face-to-face customized sessions, online seminars, QuickStart guides, training videos, and user manuals. Once your institution is using Turnitin, we provide several support tools for users, including live support by phone and email, and a comprehensive, searchable Knowledge Base. Supplementary support packages can also be purchased at all account levels. For further information on our extended packages, please contact [sales@turnitin.com](mailto:sales@turnitin.com).

## Security/Privacy

Turnitin is serious about protecting the privacy and security of our users' information. We achieve extremely high levels of security through use of SSL encryption, redundant servers, sophisticated firewalls, offsite secure backups and much more.

Turnitin complies with both the Better Business Bureau and Safe Harbor privacy and security standards.

With an advertising free website, login and password protected access, a Privacy Policy with the highest standards, and a security system which has never been breached, Turnitin provides a system that you and your students can use with confidence.

## API Integration

Turnitin's API solution makes it even easier for instructors and students to get started using Turnitin. If your institution is already using an online service such as Blackboard®, WebCT®,

ANGEL®, or Moodle or hosts a class or university portal, integrating Turnitin's API will make Turnitin seem like a natural extension of the web service you already have in place.

After integrating our API, a simple link to Turnitin will appear at the location of your choice. New instructors can get started by just clicking the link. Behind the scenes, we create a user profile for the instructor, join the instructor to your account, and log in to their account in the same way, by clicking a single button.

Since there is nothing new to learn, instructors can get up and running with Turnitin quickly and easily without filling out forms, creating passwords, or memorizing account information.

## Accessibility

Turnitin is committed to providing the best user experience possible to all of our customers. To this end we have included several features to enhance the site's overall accessibility and further our compliance with Section 508 and WC3 accessibility standards. Some of the accessibility features included in Turnitin are described below.

The images used within Turnitin all contain 'alt tags' describing any information held within the image, allowing the information to be easily conveyed via screen reader. All Turnitin forms, including the submission forms, use 'tab indexes' and 'label tags' to allow both the correct navigation of the form without the use of a mouse and the correct reading order and interpretation of the form by screen readers. The site can also be correctly viewed by text-only internet browsers.

## How to Purchase

Annual registration to Turnitin is offered at affordable rates. The cost varies depending on your school or institution type, the licensing plan you choose, and your total student enrollment. For information on pricing, licensing, and registration please visit [www.turnitin.com](http://www.turnitin.com) and click "Pricing" to request a quote. A sales representative can be reached either by phone or e-mail:

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