



7 Things You Should Know About Turnitin

1. Turnitin is the #1 choice worldwide and endorsed by JISC

- Turnitin is #1 choice for 450,000 academics in 108 countries at over 7,000 institutions with over 70 million student papers processed!
- Turnitin is also the #1 choice here in the UK where Turnitin UK is the de facto; 95% of UK universities (including Oxford and Cambridge) and the top five major awarding bodies use this award winning technology.
- Turnitin is also #1 in effectiveness because of the sheer number, size and breadth of the text databases against which each student paper is compared. Turnitin UK looks for matches in over 10.5 billion pages of indexed web content, over 70 million papers in the student paper archive, and over 10,000 professional, academic and commercial journals and publications. And we're adding new content through partnerships all the time; our newest partner, CrossRef, boasts 500-plus members that include publishers such as Elsevier, Wiley-Blackwell and the IEEE, has already added nearly 5 million pages of new content to our database. And this is just the beginning – new content will be added as more CrossRef members choose to participate.
- Turnitin is #1 in trust with customers because of the reliability and speed of paper processing and generation of Originality Reports and came in top in the recent JISC funded independent review of plagiarism prevention technology in Sept 2007. You can download the review here:
<http://www.plagiarismadvice.org/nccgroupreport.php>

2. Turnitin Is Not Just About Checking for Originality.

The founders started iParadigms because they knew there had to be a better way to handle all that paper involved in grading student essays. They wanted easy-to-use online grading tools that made it fast and easy for instructors to not only check papers for originality, but also make editorial notations, provide meaningful feedback, and take full advantage of the benefits of peer reviewing. What emerged is WriteCycle™, a fully online solution for writing-intensive assignments. WriteCycle is an instructional support tool that includes three interconnected services that help students engage better with their courses, instructors and peers. For academic staff, it helps remove roadblocks associated with providing frequent and timely feedback to students on writing-intensive assignments, and helps them gain control of the flow of paper, so they can do what they do best – teach.

WriteCycle includes:

Originality Checking & Plagiarism Prevention

Turnitin UK's plagiarism prevention and originality checking service is recognized as the worldwide standard for preventing Internet plagiarism. It also protects students' original work from being used without citation by another person, and serves as a learning tool to help instructors and students better identify and correct

unintentional plagiarism. Turnitin UK's comprehensive plagiarism prevention system lets instructors quickly and effectively check students' work in a fraction of the time necessary to scan a few suspect papers using a search engine.

GradeMark™ Digital Grading

The GradeMark digital markup system lets instructors edit and grade papers completely online, and give students valuable feedback — paperlessly. Instructors who are used to marking papers with pen or pencil will discover an increased degree of efficiency and flexibility with this paperless system. No more comments scribbled in margins, arrows leading to more extensive notes, and incomprehensible editing symbols that often confuse more than help.

Peer Review Collaboration & Feedback

The peer review process gives students a new perspective on research and writing concepts learned in class, and engages them with their peers. This patent-pending system lets instructors create customizable and flexible peer-review assignments that students then use as a framework for reading, evaluating and learning from each other's work. Peer Review is widely regarded as a highly effective means for encouraging collaborative learning and improving student writing.

Ancillary Tools to Manage Writing-Intensive Courses

All three WriteCycle services are delivered in an environment that includes many of the tools usually associated with a course management system, such as: an assignment library; a calendar; discussion boards; and a highly functional grade book.

3. Turnitin Adapts to the Way Your Institution Works.

We offer institutions a complete range of options for deploying our service so you can operate and maintain an environment of openness and academic integrity. Institutions can give instructors control over how to integrate Turnitin UK in their courses, and whether they want students to be able to see their originality reports. When students view their originality report prior to submitting their paper for grading, they have the opportunity to address any issues with improper sourcing or missing citations. Helping students learn how to do work that is their own, yet builds on other people's work, is one of the most important – and difficult – skills to teach. Turnitin UK is an invaluable and proven ally for instructors in accomplishing this mission.

4. Turnitin UK's User Interface Has Been Completely Redesigned.

We recently overhauled our system from top-to-bottom and inside-out. The underlying server systems are now even faster and even more reliable, ensuring that our service will meet the ever-escalating demand for scalability in the fast-growing world of web services. And the new user interface is clean and modern, a breeze to learn, and highly intuitive to use.

5. Turnitin UK Integrates With ALL Major Course Management Systems (CMS).

Turnitin UK does not work with just one CMS, but four: Blackboard, WebCT, ANGEL, and Moodle. Additional CMS integrations and updated versions are always in the works.

6. Turnitin UK Comes With FREE Online Training and Live Phone Support.

We have complete user documentation and self-training videos available for download from submit.ac.uk. In addition, we offer live web conferences for orientation and training – and real, live product specialists **based in the UK** are available to take phone calls, answer questions, and walk you through any challenges you may encounter. We also offer academic support through our partner in the UK who can organise tailored face to face courses through PlagiarismAdvice.Org a JISC founded advisory service. Simply call 0845 643 0105 and ask for an academic advisor.

No other vendor offers that.

7. Turnitin has Global Reach.

We are a global company and we do business across the world. We currently support submissions in 30 languages, including character-based languages such as Chinese and Japanese. Fully localized interfaces will be available in 11 languages by the early 2009. Our vision is to make the workflow of evaluating and grading written assignments completely paperless, and give instructors worldwide more time and energy to do what they do best – teach their students.

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About TurnitinUK & JISC

(From Norman Wiseman, JISC Executive: Head of Services and Outreach. The following material originally appeared in the 2007 International Plagiarism Conference Programme published by nLearning www.plagiarismconference.com).

We established a nationwide service to address plagiarism in 2002 as a response to concerns expressed by the UK and international academic communities, and in order to unite disparate pockets of good practice. As a result the a tender was awarded to Northumbria University to host the JISC Plagiarism Advisory Service (JISC-PAS), and the software 'Turnitin' was selected by independent review as our national solution in the UK. After some initial foundation work by the team at Northumbria University, spreading awareness of key issues and introducing institutions to a range of techniques, including Turnitin, it became clear that a panoptic approach was needed which spanned the full range of academic concerns from educating students through assessment design to institutional policy/procedure. It was also evident to the steering board that a self-sustaining approach to JISC-PAS was essential in order to meet targets nationally both in the short term under JISC funding and also in the longer term.

To this end in the summer of 2004 we accepted a proposal from Northumbria University to allow their wholly owned subsidiary, Northumbria Learning Ltd to carry out an adoption programme that would lead to a self-sustaining service. Northumbria Learning (now nLearning) brought a team of 14 people to the existing 2 person JISC-PAS team and introduced a targeted adoption strategy which included enhanced technical support, CRM, marketing, user group management and an events programme. As part of the move towards sustainability nLearning were able to negotiate a substantial discount (20%) on the Turnitin solution for the JISC community in the UK.

Last August the strength of the original decision by JISC to offer Turnitin nationally was reconfirmed by the NCC Group who independently surveyed the state of the art of detection solutions in relation to the needs of a high volume national solution and once more confirmed our initial selection.

We are delighted to say that nLearning and JISC-PAS have far exceeded all the initial targets set by JISC and have now become completely self-sustaining. The new self-sustaining service founded by JISC will be entitled 'plagiarismadvice.org' and will continue to provide advice and guidance to the academic community and run user groups, workshops and conferences like this one, as well as continuing to offer both technical and pedagogical support to institutions using the Turnitin solution.

JISC are delighted with the progress made throughout this project, especially the way in which embedded technology has acted as a catalyst for pedagogic development with improvements in learning and assessment now being the primary outcome of the project. I would like to thank everyone involved with the service; the steering board, user group, event delegates and mailing list participants, many

of whom are presenting at this conference, for all their efforts in raising awareness and contributing to the process of change management in UK universities and colleges.