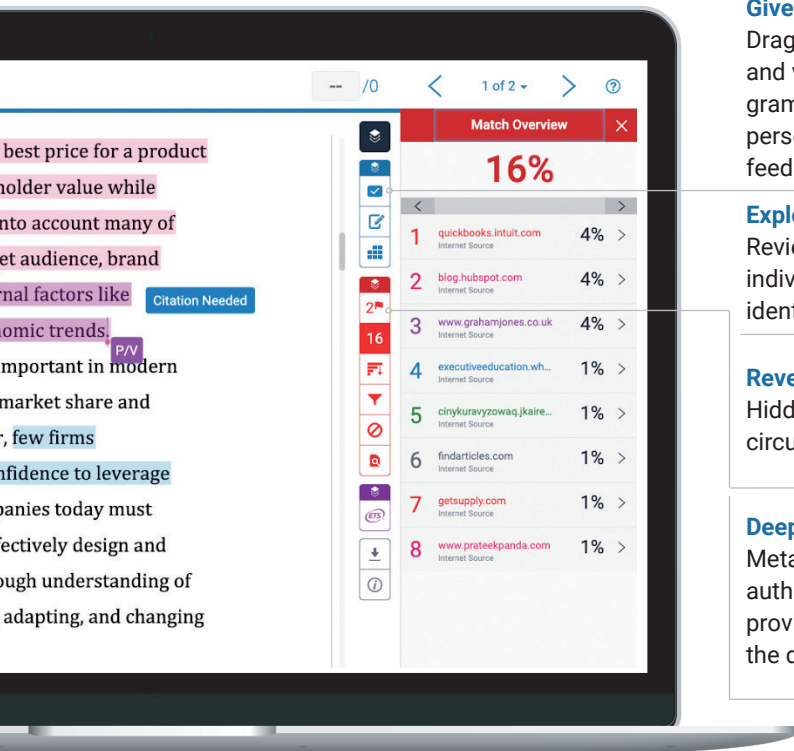**feedback studio** ™
with Originality

turnitin®

The New Standard in Academic Integrity

Rise Above Basic Text Similarity Checking

With a solution designed to constantly address emerging trends in misconduct and streamline feedback and grading workflows to make the process faster and more consistent, Turnitin Feedback Studio with Originality helps administrators and instructors keep integrity at the core while driving student success in writing and beyond.

QuickMarks ✕

Source Credibility ▾ ⚙

🔍

Choose a more recent source

Credible author

Credible print source

Credible source   Credible website

Evaluate purpose of source

Evaluate source relevance

— /0   ‹ 1 of 2 ▾ › ⊙

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adapting, and changing

Match Overview ✕

16%

‹ ›

1 quickbooks.intuit.com   4% ›
Internet Source

2 blog.hubspot.com   4% ›
Internet Source

3 www.grahamjones.co.uk   4% ›
Internet Source

4 executiveeducation.wh...   1% ›
Internet Source

5 cinykuravyzowaq.jkaire...   1% ›
Internet Source

6 findarticles.com   1% ›
Internet Source

7 getsupply.com   1% ›
Internet Source

8 www.prateekpanda.com   1% ›
Internet Source

Give meaningful feedback:
Drag-and-drop QuickMarks, text and voice comments, automated grammar check, and rubrics provide personalized and actionable feedback to students.
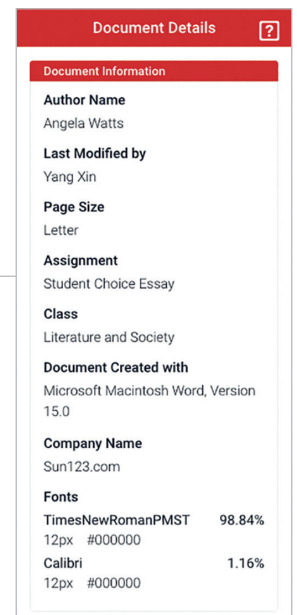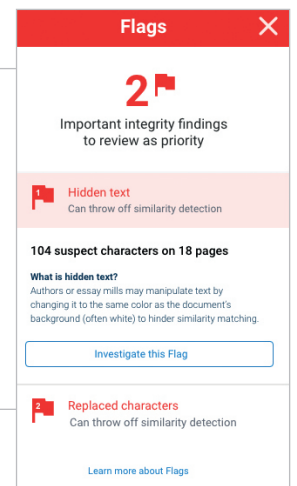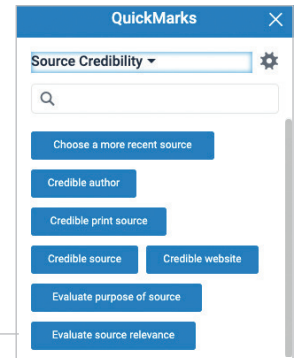
Explore text similarity:
Review matches in context, exclude individual matches or sources, and identify potential student collusion.

Reveal text manipulations:
Hidden or replaced characters meant to circumvent integrity checks.

Deep document details:
Metadata provides insight into the authoring and editing process, potentially providing data to support concerns about the document's originality.

Flags ✕

2 🚩

Important integrity findings to review as priority

🚩1 **Hidden text**
Can throw off similarity detection

104 suspect characters on 18 pages

What is hidden text?
Authors or essay mills may manipulate text by changing it to the same color as the document's background (often white) to hinder similarity matching.

Investigate this Flag

🚩 **Replaced characters**
Can throw off similarity detection

Learn more about Flags

Document Details [?]

Document Information

Author Name
Angela Watts

Last Modified by
Yang Xin

Page Size
Letter

Assignment
Student Choice Essay

Class
Literature and Society

Document Created with
Microsoft Macintosh Word, Version 15.0

Company Name
Sun123.com

Fonts
TimesNewRomanPMST   98.84%
12px   #000000
Calibri   1.16%
12px   #000000

Fully integrated to support instructors and students at every stage of assessment

- Incorporate plagiarism checking into every assignment
- Automatically generate a Similarity Report in moments
- Intuitive reporting and guidance to improve instructor feedback
- Robust onboarding and training with veteran educators
- Fully supported integrations with your Learning Management System
- Private, secure, and built to exceed industry standards
- Accessible and responsive for all users
- Online guides and help available 24/7/365

Contact your Turnitin representative to learn more

Elevating insights for positive student growth

Support responsible scholarship:
Collectively, these insights can help students, instructors and administrators know how to engage positively.
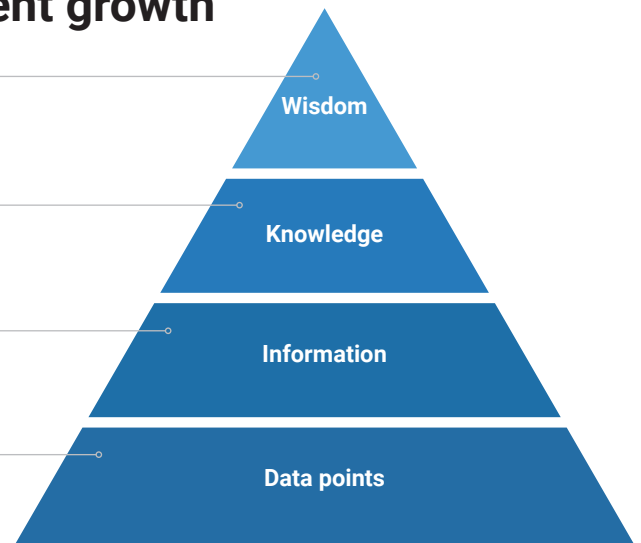
Dashboards for deeper insight:
Risk analysis dashboards, cohort review, and other insights for broader analysis and trend identification.

Information clarified as reports:
Relationships between data points are clarified in reports that provide highlighting and in-context detail for better understanding.

Individual data points:
Hundreds of data points accompany each submission: matches, potential citation, metadata elements. But in isolation, these data points are meaningless.

Wisdom

Knowledge

Information

Data points

Emerging Trend: Contract Cheating

> *Contract cheating describes the process through which students can have original work produced for them, which they can then submit as if this were their own work. Often this involves the payment of a fee and this can be facilitated using online auction sites.*
>
> **Thomas Lancaster, Robert Clarke (2006)**

Identifying and Escalating a Suspicious Case

When instructors encounter an assignment that does not feel aligned with a student's previous work, they may have a case of contract cheating. This type of plagiarism is particularly difficult to identify and to prove, because it relies on the premise that the work is original and will pass traditional similarity checking measures.

The instructor can instinctively feel differences in the assignment that set it apart from their other work. This gut feeling, however, can be very difficult to quantify. And without a validation of concern, even more difficult for instructors to feel comfortable escalating for review.

Turnitin Originality provides a deeper look into the metadata of the assignment to provide data to back up their concerns as well as a path to escalate the paper, including notes and details, to the appropriate party at the institution.

Investigating a Suspicious Case

The investigator can easily compare the student's work to all of their past assignments to identify patterns and determine if there are anomalies.

Document Metadata: Understand student writing and editing preferences with metadata across the student's body of work.

Forensic Linguistics: Study language patterns, writing style, spelling preferences and more to help understand if the student truly authored the assignment.

Understanding Institutional Risk

Apply a probability measure to your institution's papers to understand which documents meet known-criteria for contract cheating. Then address the most concerning cases.