



7 Things Educators Should Know About Turnitin

1. Turnitin is the world's #1 most popular, most effective and most trusted solution for originality checking.

Turnitin is #1 in popularity – by any measure – in number of faculty users (more than half-a-million and growing), number of student papers processed (over 90 million total), number of institutional licensees (over 8,500), and number of countries where it's used (over 109 and growing).

Turnitin is #1 in effectiveness because of the number, size and breadth of the text databases against which each student paper is compared. Turnitin looks for matches in over 12 billion pages of indexed web content, over 90 million papers in the student paper archive, and over 80,000 professional, academic and commercial journals and publications. We are adding new content through partnerships all the time such as SAGE eReference and CrossRef, who boasts 500-plus members that include publishers such as Elsevier, Wiley-Blackwell, and the IEEE, adding tens of millions of 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. We also offer outstanding, live online training and phone support for customers at no extra charge.

But don't just take our word for it: you can download a free PDF of the most comprehensive, independent study ever done of originality checking and plagiarism prevention services, released by JISC (Joint Information Systems Committee) in the UK at the following link:

http://www.jiscpas.ac.uk/documents/resources/PDReview-Reportv1_5.pdf

2. Turnitin is not just about checking originality.

Our founders started iParadigms because they knew there had to be a better way to handle all that paper when 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. GradeMark – our acclaimed, web-based grading application that works just like hand-grading, but is 100% digital – lets

you fly through paper-grading without having to squeeze comments into margins, or jot the same abbreviations and symbols repeatedly on multiple papers. Try it out at http://www.turnitin.com/grademark3/index_static.asp and see why faculty at schools that use Turnitin are also choosing GradeMark for 100%-paperless grading. And we're working all the time on developing more time-saving tools to help instructors manage the whole writing cycle, as well as maximize teachers' time for teaching.

3. Turnitin can be used as a learning tool.

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 faculty control over how to integrate Turnitin 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 is an invaluable, proven ally for faculty in accomplishing this mission.

4. Turnitin performs ongoing development & innovation in technology & interface.

We've recently overhauled our system from top to bottom and from the inside out. The underlying server systems are now much faster and more reliable, ensuring that our service will meet the ever-escalating demand for scalability in the fast-growing world of web services. And our user interface is easy to learn and highly intuitive to use. As we have throughout our company's history, we continuously invest in improvements to our services, our web application interfaces and our database technologies to address customer needs and requests.

5. Turnitin integrates with major Course Management Systems (CMS/LMS).

Turnitin does not work with just one CMS, but many: Blackboard (including WebCT and ANGEL), Desire2Learn and Moodle. Additional CMS integrations are always in the works.

6. Turnitin comes with FREE online training & live phone support.

We offer free, live web conferences for orientation, training and professional development – and real, live product specialists are available to take your phone calls, answer questions and walk you through any challenges you may encounter. No other vendor offers that.

We recently added free, live and recorded, online professional support webinars called WriteCycle Academy for helping instructors integrate all of our services with their teaching. Get more information at:

http://turnitin.com/static/writecycle_academy.html

7. Turnitin has global reach.

We are a global company and we do business across the world. Turnitin Originality Checking and GradeMark are now available in Spanish, French, German, Chinese (Traditional), Chinese (Simplified), Japanese, Korean, Thai, and Malay. Content matching works in over 30 languages – including character-based languages such as Japanese and Chinese. 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.