



## Company Backgrounder

Turnitin® is the leading originality checking and plagiarism prevention service used by millions of students and faculty in ten languages at thousands of institutions worldwide.

Turnitin is the flagship service of iParadigms, LLC, the world's leader in textual intellectual property protection and a pioneer of web-based services for collaborative, online educational support. Founded in 1996 by a group of researchers, teachers, mathematicians and computer scientists from University of California, Berkeley, iParadigms set out to create a new model for the protection of written work from misappropriation on the Internet. Ultimately, their vision was to create an instructional tool that would increase student engagement in the writing process, and help them better learn to write, think and reason.

Today, Turnitin Originality Checking is a key component of education worldwide. It stands at the forefront of a growing awareness for best practices in teaching and learning, complemented by additional web-based services that reach well beyond originality checking and plagiarism prevention. Turnitin is now a key component of WriteCycle, a full suite of web-based services to manage a 100%-digital process for writing assignments – paperlessly.

### **Behind the Curtain**

At the heart of Turnitin's easy-to-use service is iParadigms' proprietary document source analysis technology. This technology creates unique digital "fingerprints" of each text document submitted for analysis. The text patterns in each document are then compared with all the "fingerprints" of other documents in iParadigms' databases that include billions of web pages, articles from tens of thousands of journals and periodicals, and over 100 million previously submitted student papers. Comparison of new submissions against these massive databases ensure that papers cannot be sold, recycled, or traded among students from different years, other classes or other institutions. Search results for each submission are presented in an Originality Report, available within minutes after papers are submitted.

### **Beyond Turnitin: WriteCycle™ Collaborative Writing Solution**

iParadigms' goal is to eliminate the "paper" part of student papers – and thus relieve faculty pressure and overload – with a 100% digital workflow that creates new possibilities for meaningful feedback, engagement and learning. The WriteCycle collaborative writing solution includes three interconnected tools – Turnitin, PeerMark™, and GradeMark® – that help students engage better with their courses, instructors and peers. For faculty, it helps remove the roadblocks associated with providing timely feedback to students, and helps them gain control of the flow of paper, so they can do what they do best—teach.

WriteCycle includes:

### ***Turnitin Originality Checking***

Turnitin's plagiarism detection and originality checking tool is recognized as the worldwide standard for preventing "cut and paste" plagiarism. It protects original work from being used by another student without citation, and serves as a learning tool to help instructors and students better identify and correct unintentional plagiarism. Turnitin's comprehensive text matching capabilities enables faculty to quickly and effectively check students' work in a fraction of the time necessary to scan a few suspect papers using a search engine.

### ***GradeMark Paperless Grading***

GradeMark paperless grading lets instructors edit, comment on, and grade papers completely online, and gives 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 can confuse more than help.

### ***PeerMark Online Peer Reviewing***

The peer review process gives students a new perspective on research and writing concepts learned in class, and engages them with their peers. The patent-pending system at the core of PeerMark 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 reviews are widely regarded as a highly effective means for encouraging collaborative learning and improving student writing.

### ***Ancillary Tools to Manage Writing Assignments***

All three WriteCycle services are delivered in an environment that includes many of the capabilities of a course management system, such as: an assignment library, an assignment inbox, a calendar, messaging system, discussion boards, and a grade book. And if an institution has adopted another course management system such as Moodle or Blackboard, Turnitin and WriteCycle services can be integrated for use from within those systems.

## **Educator Resources**

iParadigms works with educators to significantly reduce plagiarism and improve the quality of student writing. Encouraging original work includes identifying underlying causes of plagiarism, such as: access to vast amounts of documented and undocumented information on the Internet, lack of proper citation skills, and students' lack of confidence in their writing abilities. A number of additional resources are available to address these challenges, including:

### ***Free Live Training, Support and Professional Development***

When an institution becomes a Turnitin or WriteCycle licensee, they have access to live training and technical support at no extra charge. Hours and schedules are convenient to academic schedules. In addition, iParadigms offers free access to a complete library of "anytime anywhere" online videos to help educators get up to speed with Turnitin, PeerMark and GradeMark on their own schedules. Custom sessions are also available. And our series of free WriteCycle Academy professional development webinars (plus a complete online library of "replay" videos) help educators integrate Turnitin and WriteCycle into their teaching and classroom activities.

### ***Plagiarism.org***

Educators and students can visit [plagiarism.org](http://plagiarism.org) to get information on plagiarism – what it is and what to do about it. The site offers resources to help students develop the planning, organization and citation skills that are essential for producing quality writing and research and avoid plagiarism.

## **Budget Impact**

Using Turnitin and WriteCycle also saves paper, ink and money. With tens of millions of papers submitted paperlessly every year through Turnitin, at least 10,000 trees are saved -- representing a tower of paper almost six miles high. Likewise, for ink and toner, using a paperless process for student work saves over 23,000 cartridges a year. These facts translate into significant savings for institutions on printing supplies.

## **Advocacy**

The adoption of new educational technologies often necessitates the consideration of new methods and perspectives on teaching and learning. That's why iParadigms supports the National Educational Technology Standards (NET•S) project. These standards, developed by the International Society for Educational Technology (ISTE), a nonprofit membership organization that provides leadership and service to advance the effective use of technology, are used in every U.S. state and many countries. These standards provide administrators, educators and students with guidelines and insight to meet the educational challenges and opportunities of a digital world.

As one of its six key components, NET•S promotes good digital citizenship, with guidelines on how to use technology responsibly for researching, communicating, creating information and problem solving. iParadigms has joined the NET•S project as a sponsor and advocate for good digital citizenship, and encourages educators to teach students early and often about the proper uses of information, how to access reliable sources (information literacy), and give others proper credit for their work.

## **The Road Ahead**

Back in 1996, the digital world of the Web was limited to just 200 gigabytes (roughly equivalent to a single academic library's worth of content). Today, no one knows how big the Internet is, or what it will be tomorrow. We can only guess at how we will use the next generation of the Web and beyond.

iParadigms commitment is to providing the highly scalable, robust technology necessary to deliver the data-intensive services needed to minimize plagiarism, streamline the writing process, encourage best practices, provide instructional support, and improve learning outcomes. As a results, our solutions have been shown to help students engage with their course material, their instructors and their classmates, in ways that promote integrity and responsible use of the Web, thus uniting faculty and students in the production of excellent written work fueled by original thinking.

For more information, please visit [www.turnitin.com](http://www.turnitin.com).