

7 Things Educators Should Know About Turnitin®

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

Turnitin is #1 in POPULARITY by any measure: number of instructors users (more than 750,000 and growing), number of student papers historically processed (over 130 million), number of institutional licensees (over 9,500), and number of countries where Turnitin is used (over 110).

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 13.5 billion pages of indexed web content, over 130 million papers in the student paper archive, and over 80,000 professional, academic and commercial journals and publications. We continually add new content through our partnerships with leading aggregators and publishers such as Cengage, EBSCO, SAGE eReference and CrossRef (whose 500-plus members include the world's leading scientific, technical and medical publishers such as Elsevier, Wiley-Blackwell, and the IEEE), adding hundreds of millions of pages of new content to our databases.

Turnitin is #1 in TRUST with customers because of the reliability, speed and security of paper processing and student paper archives. Educators can trust that Turnitin's use of archived student works to assess originality of newly-submitted papers constitutes a fair use under US copyright law and does not infringe student copyrights in any way. Recent legal opinions affirmed that such use "has a protective effect" on the future marketability of the students' works and "provides a substantial public benefit through the network of institutions using Turnitin."

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, comments and symbols repeatedly on multiple papers. Our patented PeerMark® online peer reviewing tool gives instructors the ability to create paperless review assignments that students use to evaluate and learn from one another's work. And we're working all the time on developing more time-saving tools as part of our complete solution that helps instructors manage the whole writing process and 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 instructors 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 can be given 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 instructors in accomplishing this mission.

4. Turnitin invests in on-going development and innovation in technology.

We continuously update our system and respond to users' requests for new features. Turnitin2 is our new, integrated version of our services that combines OriginalityCheck™ with GradeMark and PeerMark in a unified, easy to use interface that preserves the original format of the students' papers. No other plagiarism prevention solution does this. Get more information at http://turnitin.com/static/what_is_new.html.

5. Turnitin integrates with ALL major course management systems (CMS).

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

6. Turnitin comes with FREE online training, professional development and live phone support.

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

We also help instructors with free, live, online professional support webinars through the Turnitin Academy to help instructors integrate all of our services with their teaching. Get more information at www.turnitin.com/static/academy.html.

7. Turnitin has global reach.

We are a global company and we do business around the world. We offer versions of our services in Spanish, French, German, Japanese, Chinese (Traditional and Simplified), Korean, Thai and Malay. Our vision is to make the process of preventing plagiarism and evaluating written assignments completely paperless, and give instructors worldwide more time and energy to do what they do best—teach their students.