



# The Turnitin Solution

Complete, digital assessment of student work.

## At a Glance

Turnitin's Digital Assessment solution allows institutions in over 90 countries to increase instructor efficiency, ensure academic integrity, and most of all, help students learn. Turnitin facts:

- Use of the Turnitin Suite allows instructors to track students' progress and assess their performance over time.
- Use standardized or customized editing marks to grade students' work consistently and efficiently with GradeMark.
- Turnitin features the industry's most advanced search technology that checks papers against our in-house copy of the Internet and our proprietary database of tens of millions of previously submitted student papers and a database of academic and professional content not available on the public Internet, including millions of articles and abstracts from over 10,000 journals and periodicals.
- Cases of improper citation can be used as learning moments in which instructors teach their students how a source should have been cited.
- GradeMark allows you to create and deploy fully customizable rubrics across your institution.
- Turnitin fully and easily integrates with WebCT®, Blackboard®, Moodle, ANGEL®, and a wide variety of other course management systems.
- The Application Service Provider (ASP) model means no installation, updates, or maintenance of the system is ever required of the user. Turnitin can be up and running at your school immediately.

## The Turnitin Solution

Used in thousands of institutions in over ninety countries, Turnitin is recognized around the world as the standard in online plagiarism prevention. Developed initially to complement Internet-based peer reviews in large seminar classes at UC Berkeley, Turnitin's plagiarism prevention system now helps ensure a level playing field for millions of students worldwide.

But plagiarism prevention is only part of the story. At Turnitin, we believe new technologies have the power to improve instructor efficiency, and above all, to help students learn. We have developed an innovative suite of online products to help realize the Internet's full educational potential.

## Plagiarism Prevention

The Turnitin Plagiarism Prevention Module allows educators to check students' work for improper citation or potential plagiarism against continuously updated databases using the industry's most advanced search technology. Every Originality Report provides instructors with the opportunity to teach their students proper citation methods as well as to safeguard their students' academic integrity.

## GradeMark®

GradeMark, Turnitin's innovative digital grading system, allows instructors to leave the days of scrawled red ink in tiny margins and incomprehensible typographical marks behind. A time-

saving alternative to the traditional pen and paper grading process, GradeMark makes it easy for instructors to give their students the valuable, time sensitive feedback that is so essential for building quality writing skills.

## Peer Review

Turnitin's Peer Review system gives instructors the ability to create Peer Review assignments that students use to evaluate and learn from one another's work. These assignments provide a unique and valuable framework for students to develop both their critical thinking and writing skills.

*My teachers found [Turnitin] to be user friendly and exceptionally efficient in ensuring a level playing field for all students. I strongly encourage all administrators to look into the utilization of Turnitin.com for student research.*

—Tommy Floyd  
Assistant Superintendent for Student Achievement  
Madison County Schools

## Real Results

Educators using Turnitin observe improvement in the quality of written work and significant reduction in the incidences of plagiarism. Efficient and effective plagiarism prevention is one of the easiest and most cost effective ways to make sure students are getting the most out of your teaching and ensure they are building the reading writing and research skills they will need for a lifetime of learning.

## Support

Our team of highly trained Product Specialists is available to help you implement Turnitin, to train you to use it most effectively at your institution, and to support you for the duration of your license. When you purchase Turnitin, we offer product training via face-to-face customized sessions, online seminars, QuickStart guides, training videos, and user manuals. Once your institution is using Turnitin, we provide several support tools for users, including live support by phone and email, and a comprehensive, searchable Knowledge Base. Supplementary support packages can also be purchased at all account levels. For further information on our extended packages, please contact [sales@turnitin.com](mailto:sales@turnitin.com).

## Security/Privacy

Turnitin is serious about protecting the privacy and security of our users' information. We achieve extremely high levels of security through use of SSL encryption, redundant servers, sophisticated firewalls, offsite secure backups and much more.

Turnitin complies with both the Better Business Bureau and Safe Harbor privacy and security standards.

With an advertising free website, login and password protected access, a Privacy Policy with the highest standards, and a security system which has never been breached, Turnitin provides a system that you and your students can use with confidence.

## API Integration

Turnitin's API solution makes it even easier for instructors and students to get started using Turnitin. If your institution is already using an online service such as Blackboard®, WebCT®,

ANGEL®, or Moodle or hosts a class or university portal, integrating Turnitin's API will make Turnitin seem like a natural extension of the web service you already have in place.

After integrating our API, a simple link to Turnitin will appear at the location of your choice. New instructors can get started by just clicking the link. Behind the scenes, we create a user profile for the instructor, join the instructor to your account, and log in to their account in the same way, by clicking a single button.

Since there is nothing new to learn, instructors can get up and running with Turnitin quickly and easily without filling out forms, creating passwords, or memorizing account information.

## Accessibility

Turnitin is committed to providing the best user experience possible to all of our customers. To this end we have included several features to enhance the site's overall accessibility and further our compliance with Section 508 and WC3 accessibility standards. Some of the accessibility features included in Turnitin are described below.

The images used within Turnitin all contain 'alt tags' describing any information held within the image, allowing the information to be easily conveyed via screen reader. All Turnitin forms, including the submission forms, use 'tab indexes' and 'label tags' to allow both the correct navigation of the form without the use of a mouse and the correct reading order and interpretation of the form by screen readers. The site can also be correctly viewed by text-only internet browsers.

## How to Purchase

Annual registration to Turnitin is offered at affordable rates. The cost varies depending on your school or institution type, the licensing plan you choose, and your total student enrollment. For information on pricing, licensing, and registration please visit [www.turnitin.com](http://www.turnitin.com) and click "Pricing" to request a quote. A sales representative can be reached either by phone or e-mail:

[sales@turnitin.com](mailto:sales@turnitin.com)  
(510) 287-9720  
x239 Secondary Education  
x240 Higher Education



**iParadigms, LLC**  
1624 Franklin St., 7th Floor  
Oakland, California 94612

tel (510) 287-9720  
fax (510) 444-1952  
[www.turnitin.com](http://www.turnitin.com)