feedback studio
with originality

Welcome Back!

Nashville State Community College

Megan Leith Sexton
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Customer Success Manager, North America
Turnitin

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Dear Nashville State Community College team,

We'd like to officially welcome you back to Turnitin! We're excited to continue to be partnering with you again in 2024. Your Feedback Studio service now comes with Originality, the New Standard in Academic Integrity. These solutions combined provide the most comprehensive similarity checking, feedback, and grading solution on the market. Designed to promote academic integrity, improve instructor efficiency, and ensure student success in writing and beyond, Turnitin Feedback Studio with Originality comes with a collection of curriculum resources and is designed to complement how you teach by integrating seamlessly with your LMS.

As your dedicated Customer Success Manager, I am here to ensure that your experience with our products and services is seamless and rewarding. My role includes providing tailored training and engagement sessions for instructors and staff, sharing valuable insights to optimize your usage, and promptly addressing any challenges you may encounter. I am excited to embark on this journey with you, and am committed to proactively identifying opportunities that can enhance your experience and contribute to your success.

Please don't hesitate to reach out with any questions!

Sincerely,

Megan Leith Sexton
msexton@turnitin.com
Customer Success Manager, North America
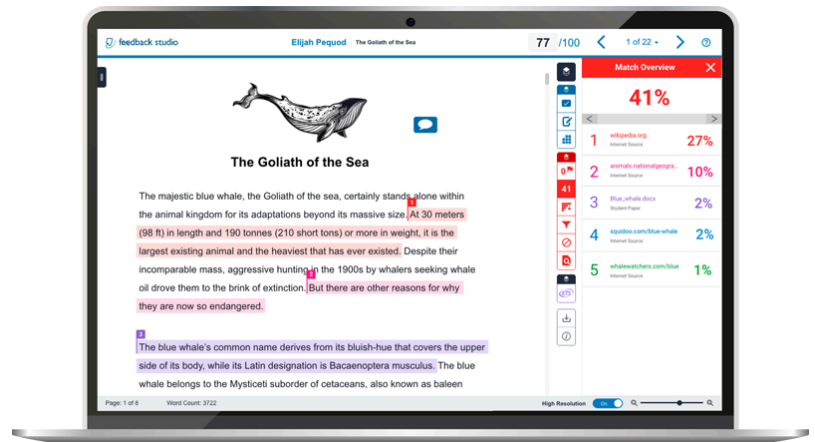
About Turnitin

Turnitin is your partner in ensuring the integrity of education and research and supporting the development of original thinking skills. From innovating assessment to preventing plagiarism, everything we do at Turnitin is focused on empowering educators to help students do their best, original work. For more than 20 years, Turnitin has partnered with educational institutions to promote honesty, consistency, and integrity. Our products are used by educators to guide their students towards higher standards of integrity and by students and researchers to do their best, original work. Turnitin is headquartered in Oakland, Calif., with international offices in Australia, India, Indonesia, Japan, Korea, Mexico, the Netherlands, the Philippines, Ukraine, and the United Kingdom. Over 15,000 academic institutions, publishers, and corporations use our products: Feedback Studio, Gradescope, iThenticate, Turnitin Originality, Turnitin Similarity.

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About Turnitin Feedback Studio with Originality

The landscape of academic integrity continues to change and evolve in sophistication with every passing year. Keeping academic integrity a central tenant at your institution requires awareness of the newest techniques and trends. Comparing text similarity, while a great way to identify copy/paste plagiarism or student collusion, doesn't help with the fast-growing trends such as AI writing, contract cheating, mosaic plagiarism, or deliberate text manipulations intended to circumvent integrity checks.

Turnitin Feedback Studio with Originality rises above basic text similarity checking to provide every institution a new standard in academic integrity. By addressing emerging trends in misconduct and streamlining workflows to make the feedback and grading process faster and more consistent, administrators and instructors can keep integrity at the core while driving student success in writing and beyond. Turnitin Draft Coach add-on maximizes the opportunity for formative feedback by providing students with immediate guidance about how to address unintentional plagiarism and citation issues while they write.

- **Comprehensive Similarity Reports:** The Turnitin Similarity Report is a powerful tool that quickly identifies unoriginal or improperly cited student writing by highlighting similarities to the world's largest collection of internet, academic, and student paper content. Each match is color-coded to help instructors easily interpret the report.
- **Trusted Similarity Scores:** Each Similarity Report generates a similarity score, which is the percentage of matching or similar text that has been uncovered, allowing instructors to quickly identify students trying to take shortcuts and those who are having challenges and need support most.
- **Filters and Exclusions:** Easily set parameters for the Similarity Report and eliminate insignificant matches by excluding quotes, bibliography, or matches that fall under a certain word count or percentage.
- **Unlimited Drafts:** Provides students the opportunity to receive immediate automatic originality feedback which they can use to assess their own work and self-correct before final submission.
- **Document Flags:** In a separate "Flags" panel, instructors can easily see how submissions have

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been deliberately manipulated to circumvent integrity checking algorithms. Document flags include:

- **Hidden Text:** Auto-detect when a student has inserted hidden text, such as text the same color as the document background, tiny spaces, or quotation mark, to try and "pass" a plagiarism checker.
- **Character Replacement:** Auto-detect when a student has replaced individual characters in their submission to try to "pass" a plagiarism checker.

Unparalleled Content For The Best Similarity Matching

- 1.9 billion student submissions
- 81,000 journals and over 190 million articles and documents directly from top publishers
- 47 billion current and archived web pages
- 300 million pages are crawled a day
- 50 million new pages are indexed daily
- 97% of the top 10,000 journals
- 200 million open access content pieces
- 200,000 US Law Reviews

Global Student Papers Database

Discourage student collusion, the improper sharing of work within and across institutions and the most common form of plagiarism. After over 20 years in business, our index of more than 1.9 billion student papers remains unmatched and protects the reputations of students past, present, and future.

A Curated Internet Archive

In addition to scholarly publications, our proprietary web crawler has been finding and archiving internet pages highly relevant to academia. For 20 years, we've been continuing to identify high priority sites and adding them to our crawler's search map. Each day 300 million pages are crawled and more than 50 million new pages are indexed. More than 47 billion current and archived web pages have been indexed to support complete and accurate similarity detection.

Top Scholarly Publications

Turnitin receives the highest quality content directly from publishers for accurate and comprehensive similarity searching. Our content includes 97% of the top cited academic journals, 200 million open access articles across every discipline. As we continue to cultivate relationships with organizations like Crossref and CORE, and directly with publishers and university presses worldwide, our content coverage will continue to expand.

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Private Repository

If desired, a private repository can be established to store your documents. Administrators can choose whether storing to the private repository is enabled for all users. Every user can choose to store their uploaded document into the private repository. The private repository can be searched against to discover text similarity across the items uploaded at your institution.

ProQuest Dissertations & Theses Database

ProQuest's Dissertations & Theses database provides 1.4 million dissertations and theses from North America. It's an extremely valuable specialty database, providing some of the most current and emerging research.
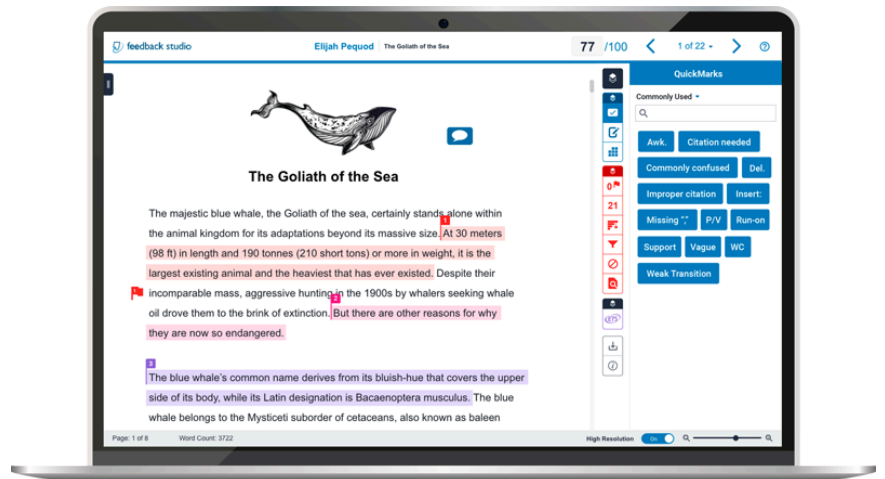
Storing Personal Data

We store all personal data encrypted on AWS cloud platform. AWS is committed to running their business in the most environmentally friendly way possible and is committed to achieving 100% renewable energy usage for their global infrastructure. It is EPA ENERGY STAR certified.

See our Privacy and Security Policy for more details: https://help.turnitin.com/Privacy_and_Security/Privacy_and_Security.htm

Enable Formative Learning

Providing Feedback

- **Time-Saving QuickMarks:** Saves teachers time on writing or typing feedback by providing a ready-to-use library of drag and drop comments that teachers can customize and add to with their own personal favorites.
- **Ready-to-Use Rubrics:** Provides teachers with a library of rubrics that they can view side-by-side with the student work they're reviewing and then easily assign scores by category. Teachers can also make their own custom rubric scorecards that can be shared with colleagues to further ensure consistency in grading.
- **Industry-Leading ETS e-rater® Grammar Check:** Provides a summary and diagnostic feedback about errors in grammar, usage, mechanics, style and organization, and development. Feedback includes examples tailored according to grade levels.

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- **Engaging Voice Comments:** Gives teachers the flexibility to offer an overarching voice comment which can summarize key themes, areas of opportunity, and praiseworthy aspects in a fashion that allows for more nuance, empathy, and encouragement than text alone affords.
- **Collaborative PeerMark:** Help students learn what good writing and effective collaboration look like by having them read, consider, and give feedback on the work of their peers. Feedback Studio makes it easy for teachers to distribute assignments to students for peer review and then give their own teacher feedback on their students' feedback to other students.

Turnitin Draft Coach

Turnitin Draft Coach™ helps students improve their academic writing and research skills by providing formative learning opportunities. While drafting in Google Docs™ and Microsoft Word for the web, students receive instant citation feedback and can check their work for any matches with our comprehensive collection of internet, student paper and academic journal content.

- **Address unintentional plagiarism early on:** Students access similarity checks as they write in Google Docs™ and Microsoft Word for the web to ensure proper paraphrasing, summarizing and other elements of authentic work prior to final submission.
- **Improve citation skills:** Using cutting-edge machine learning technology, Draft Coach™ helps students identify any missing references and citations.
- **Develop research skills:** In-app formative guidance helps students think critically about how to use different sources of information in an ethical manner while they work.
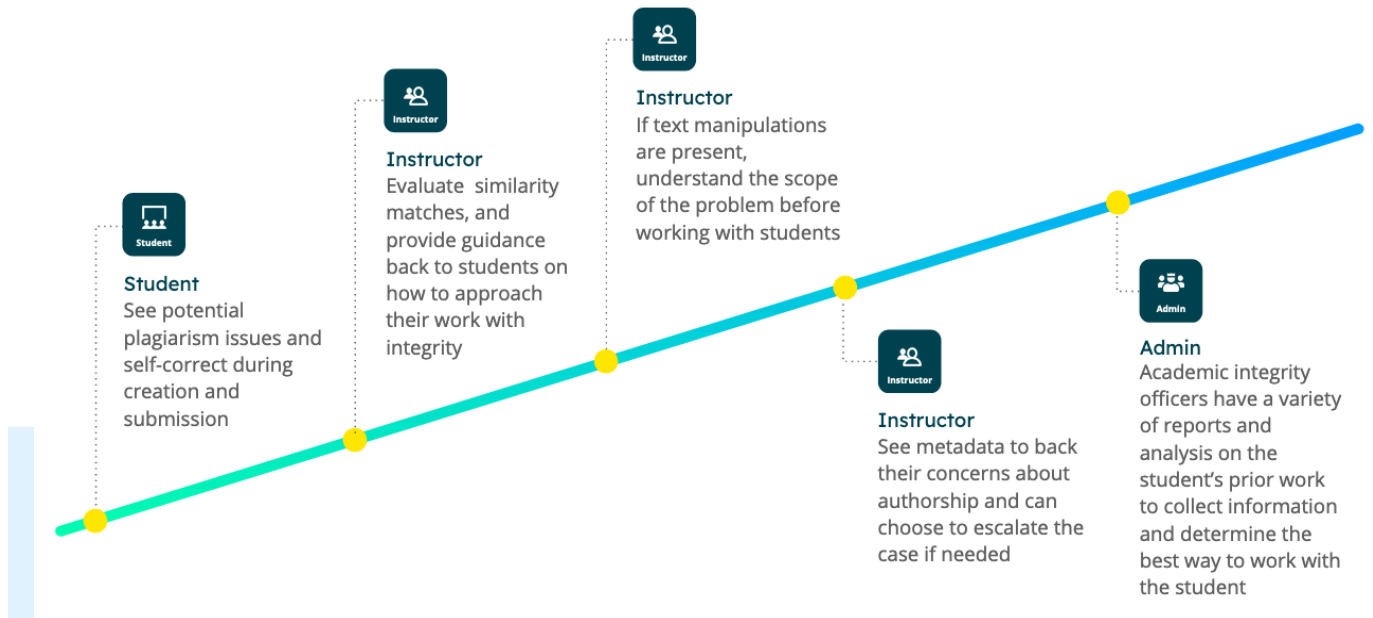
Supporting Positive Growth and Academic Growth with Data & Insights

Academic integrity incidents fall along a spectrum of severity. Administrators, instructors and students get actionable insights, at the point they need them, to enable positive steps and outcomes for students and institutions.

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Use Turnitin Feedback Studio with Originality to get actionable insights

Turnitin Feedback Studio with Originality provides flexibility for all of the users at an institution to get actionable insights when and how they need them in order to keep integrity central and protect institutional reputations.

Student
See potential plagiarism issues and self-correct during creation and submission

Instructor
Evaluate similarity matches, and provide guidance back to students on how to approach their work with integrity

Instructor
If text manipulations are present, understand the scope of the problem before working with students

Instructor
See metadata to back their concerns about authorship and can choose to escalate the case if needed

Admin
Academic integrity officers have a variety of reports and analysis on the student's prior work to collect information and determine the best way to work with the student
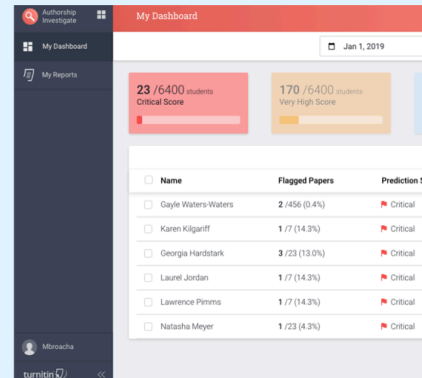
AI Writing Indicator & Report

Turnitin's AI writing detection capabilities help educators identify when AI writing tools such as ChatGPT may have been used to write any part of a student's submitted work.

AI writing indicator, added to the Similarity Report, shows the overall percentage of the document that AI writing tools may have generated. The AI writing report highlights the text segments that our model predicts were written by an AI tool. The report also provides access to guidance and pedagogical resources to help educators uphold academic integrity and address the challenges presented by AI writing tools in their classrooms.

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Contract Cheating
Risk Assessment Dashboard

Turnitin has been deeply researching contract cheating since 2015, and based on information drawn from thousands of confirmed contract cheating papers, we have developed a probability algorithm to give administrators some insight into which papers have concerning elements. This probability algorithm helps administrators to understand the potential scale and risk of contract cheating at their institution, and gives guidance on which papers are of the highest concern.

As institutions become more familiar with contract cheating, having guidance on the overall level of concern and how to engage can help provide much-needed support and direction.

Establish Authenticity, Originality and Responsible Scholarship

As academic misconduct issues continue to evolve, one of the most challenging areas is identifying when work is not the student's original work. Today, educators are facing a new frontier with the emergence of AI writing tools such as ChatGPT. Institutions are working hard to understand the challenges these tools may pose to academic integrity and also the opportunities they might present to expand student learning.

Turnitin is deeply committed to helping educators identify these situations with tools to establish the authenticity and originality of the work and promote responsible scholarship for every student. Turnitin's AI writing detection capabilities help educators identify when AI writing tools may have been used to write any part of a student's submitted work.

Understanding ChatGPT and AI Writing

AI Writing refers to text/content that has been created using AI writing tools. These tools can produce content for blogs, essays, marketing campaigns, etc., simply based on a prompt provided by the user.

ChatGPT, launched on Nov 20, 2022, is one such writing tool developed by OpenAI.

Scale of the problem

"Generative AI is on the rise, with 46% of students reporting their intention to use AI tools, even if prohibited by their instructors or institutions" - survey Time for Class 2023: Bridging Student and Faculty Perspectives on Digital Learning, presented by Tyton Partners.

Use of ChatGPT Has Been Prolific Among Students

90%	**89%**	**53%**	**48%**
of students are aware of ChatGPT	of students admitted to using ChatGPT for homework	of students used it to write an essay	of students used it for a quiz ot at-home test

Source: Survey by Study.com, Jan 2023

Understanding the scale of the problem and if it is happening at your institute will help to inform what policies and controls might need to be put in place. Using data and insights, instructors can evaluate suspicions cases to ensure no misconduct has taken place.

Is it their own work?
Empowering Teachers and Investigators

AI Writing Indicator & Report

AI writing detection capabilities are now available with Turnitin Originality. The AI writing indicator and report provide data & insights on the potential use of AI writing tools such as ChatGPT in a student's submission, helping institutions uphold academic integrity in the age of AI.

Turnitin account administrators can choose to enable or disable the AI writing detection feature for their institution from their admin settings page. Only instructors and administrators can see the AI writing detection results.

Access the AI writing detection within your existing workflow

We have added an AI writing indicator to the Similarity Report which shows the overall percentage of the document that AI writing tools may have generated. AI detection runs automatically for every submission and is integrated into the users' current workflows, so instructors don't need to change the way they work. It is also available via your learning management system.

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Document Details & Escalation

Turnitin Originality surfaces deep document metadata to instructors providing information to supplement suspicions they might have about the document. Metadata such as the author name, last modified by, paper size, operating systems used to create the paper, etc can help illustrate anomalies and provide data to back up concerns.

In future development, instructors will be able to automatically escalate their concerns about the submission to the appropriate person or group at their institution. Making it easier for instructors to substantiate their concerns and report the case will help investigators, and the institution over all, get a more comprehensive view of the challenges and risks in place and know how to proceed.

Administrators can choose to enable the document details to instructors and designate escalation preferences in the account settings.

Investigator Reports

When a student's submission is escalated to the Academic Misconduct Office, the Investigator or person tasked with following up on the case, can use Turnitin Originality to provide valuable reports. These reports compare the suspicious document to the rest of the student's submitted work in order to provide a view into the student's patterns, writing habits and preferences and illustrate any anomalies that could indicate contract cheating. The investigator report is composed of two types of information sets:

- **Metadata** about the student's documents including things such as similarity scores, author name, course or class name, last modified date, paper size, images including any cropped out portions of the image, and more.

- **Forensic Linguistic Analysis** to examine the student's writing patterns and identify any changes that wouldn't be in line with normal behavior or growth patterns. For example, spelling preferences, sentence structure, or reading levels.

Investigators have control over the display of the reports to sort and reorder columns, display as a time series, and to tag submissions with different statuses. A custom allegation report can be created by pinning relevant report sections and saving or downloading for use throughout the case investigation.

Onboarding Services
With You All the Way

The Team

Turnitin Customer Onboarding: Integrity (COI) welcomes the opportunity to partner with you for a timely and successful deployment that meets your unique academic, technical, and business needs. Our team focuses on coordination of Turnitin resources with your institution's needs to develop and execute an onboarding plan.

The focus of the plan will be on successful adoption, application of best practices, and, if applicable, integration via SSO or into the existing LMS during the first contract year. Throughout subsequent years the team will serve as a resource around the integration of the service and as a support for change management to help proactively approach LMS or Turnitin service updates. As an extension of your team, COI provides guidance, transfers knowledge, and makes recommendations based on industry best practices, complementary to the student population, and aligned with your business objectives.

The Process

As you implement your Turnitin service, there are key periods when we would like to partner with you closely to help the process go as smoothly as possible.

Preparation
We will provide details on critical aspects of successful deployments of Turnitin services, introduce the Turnitin team supporting your institution, identify key roles at the institution for implementation and identify your timeline for launch of your new service.

Technical Implementation	**Academic Implementation**	**Institutional Launch**
Ensure proper installation, configuration and testing of the environment(s) you plan to integrate with Turnitin services.	Help educators understand how to use Turnitin with *train the trainer* workshops, online and onsite training sessions or on-demand resources.	When your educators and students start to use your Turnitin services in their daily work we'll be on hand to make sure you have a smooth experience.

Growth
Once successfully launched, your institution may need additional training and workshop delivery or support from Turnitin for driving awareness to your educators. Or, as a part of growth, you may find your institution needs to implement a change such as integrate with a new LMS or set up SSO. To support institutions along their journey, COI is available as a resource for guidance.

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Support & Technical Details

The Turnitin Support Center provides a much richer support environment for self-service. The Turnitin Support Center ensures that customers are getting the very best answers to their questions, no matter how they interact with Turnitin Technical Support 24/7/365, whether it be through email, live chat, telephone, or self-service methods.

- **Search-enabled knowledge base articles:** These articles are aimed at advising customers on how best to troubleshoot commonly encountered issues and error messages and are updated regularly. New content is added frequently, based on customer demand and data points from individual searches in the Support Center itself.
- **Search-enabled user guides:** User guides are a way to access more in-depth information about our products and particular parts of our service. Our in-house product writers are the authors of these user guides, a resource to customers who want to know more about product functionality or need to onramp via integration routes, among other subject matters.
- **Access to additional content all in one environment:** We are also including our release notes so customers can learn more about our product releases and new features as they are introduced. The status of our service availability is also accessible.

LMS Integrations

Turnitin Feedback Studio with Originality is specifically designed to be modular and extensible, meaning that we work with the systems and technical environments in use at your institution.

Privacy & Security

Turnitin vigorously protects your personal data and works hard to achieve extremely high levels of security. We never buy, sell, or rent data, nor do we use it for marketing or advertising purposes. We collect and use personal information only to provide our services.

"Integrity is at the heart of what we do; it defines us."

Chris Caren, CEO of Turnitin

You can always:

- Access, update, or erase any personal data
- Opt out of contributing coursework to
- our database
- Remove student papers from our database

We will never:

- Sell or rent student data
- Collect coursework without student permission
- Assume ownership over student coursework

- Opt out of marketing email communication
- Change your security preferences

- Buy or collect student data from other sources
- Use data to label or categorize students
- Use data for advertising purposes

Data Centers

We store all personal data encrypted on Turnitin servers in secure data centers, and on a third-party cloud platform that has certification for compliance with ISO/IEC 27001, 27017, 27018, and ISO/IEC 9001.

See our Privacy and Security Policy for more details:
https://help.turnitin.com/Privacy_and_Security/Privacy_and_Security.htm

Accessibility

At Turnitin we work to make sure all our users whether they are instructors, students, or administrators can achieve their goals no matter their physical capabilities. For all of our products we have conducted a number of audits to ensure they meet WCAG 2.0 Level (AA) compliance or above and take immediate action if we find we have fallen short in any areas. We design all components to follow compliance guidelines and are constantly improving our design system to help designers and developers stay compliant and meet our user's needs.