



A Summary of the Effectiveness of Turnitin



Promote Original Writing in the Digital Age

Today's educators and administrators struggle to promote the honest, thoughtful and legal use of information by students. With access to billions of Internet source documents, students can cut-and-paste entire written passages in seconds. This, combined with a growing emphasis on performance and assessment, has led to pervasive use of unoriginal content in student essays and research papers.

Turnitin OriginalityCheck™ helps educators encourage original student writing and discourage plagiarism. A recent series of in-depth statistical studies reveals that when secondary schools, colleges and universities use Turnitin:

- **Students become better writers and researchers.** They create work with more original content and learn appropriate ways to use and cite source material.
- **Teachers save time.** With Turnitin's easy-to-read Originality Reports, hours once wasted searching for evidence of suspected plagiarism are now spent providing feedback to produce better writers.
- **Institutions improve their overall levels of learning.** Continued use of Turnitin helps ensure the integrity of an institution, its educational mission, and the degrees it grants.

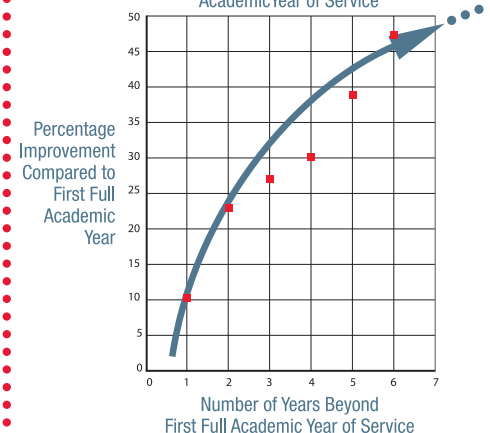
Reduce Unoriginal Content

Recent statistical analyses of tens of millions of papers submitted to Turnitin over a 10 year period spotlight how regular use of Turnitin helps reduce incidents of unoriginal student work over time.

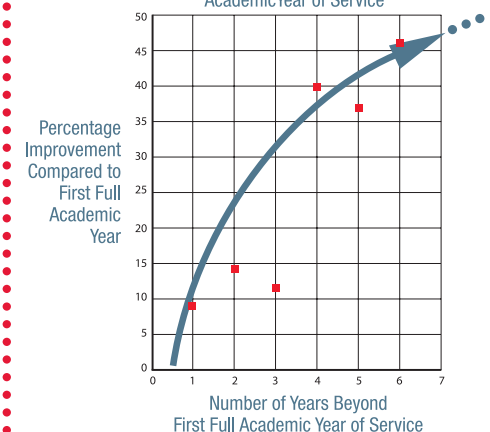
- **After two years of regular Turnitin use,** institutions often show improvements of 20 percent or more, compared to their first full academic year of use. At individual institutions with widespread implementations of Turnitin, improvements of 30 to 35 percent are not uncommon.
- **Institutions using Turnitin for four years** show improvements of more than 35 percent. Many observed improvements of up to 70 percent.
- **After six years or more,** institutions see more than 45 percent improvement compared to Year 1.



Higher Education Institutions
Improvement After First Full Academic Year of Service



Secondary Education Institutions
Improvement After First Full Academic Year of Service





A Summary of the Effectiveness of Turnitin *cont'd.*

Gain Better Results with Consistent Use

Year-to-year improvements are realized by a broad range of educational institutions, from secondary schools to two- and four-year colleges. All experience progressive reductions in the incidents of unoriginal material with continued use of Turnitin. Based on historical performance statistics, it's reasonable to expect continued improvements when using Turnitin for six years and beyond.

Develop Better Writers Every Semester, Every Year

Detailed month-by-month analyses of these statistics show a sharp peak at the start of each academic term as students submit their first assignments. That peak rapidly diminishes by 40% or more as students become aware of their instructors' expectations and adopt better writing practices. At the start of the next term, another peak occurs—but this time the peak is shorter and again drops off rapidly as the term unfolds. Each subsequent year shows overall reductions in the size of the peaks at the start of the school year.

Discover What Over 800,000 Educators Already Know

Instructors at every level who use Turnitin as a teaching tool say the service is helping them get the results they want. An April 2010 survey of educators found that Turnitin helps instructors...

- Prevent plagiarism (92% of respondents)
- Discuss academic integrity with students (89% of respondents)
- Teach techniques for paraphrasing, summarizing and quoting (83%)
- Teach students to cite sources properly (79%)
- Build better writing skills in students (75%).

Instructors also report that Turnitin saves them time, sparing them hours they'd otherwise spend on checking student work manually. This high level of satisfaction results in over 90 percent of institutions renewing their annual Turnitin subscription.

Make Turnitin a Part of Your Culture

To learn how you can use Turnitin to prevent plagiarism and engage students through the writing process, visit www.Turnitin.com.

Contact Us Today!

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“I have used Turnitin for several years now and it has completely changed the intellectual authenticity, honesty, and precision in my students' research writing.”

Dr. Dorothy Bushnell
Merced College

