

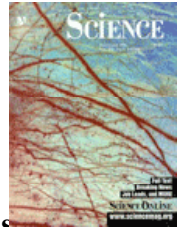
Turnitin: The largest online (Web 2.0) academic community in the world

Dr. John Barrie — Turnitin, Creator



History

- 1994 — Created technology to aid collaborative learning among hundreds of U.C. Berkeley students
 - Exposed undergraduates to the peer review process
 - Allowed students to share information in ways not possible without the Internet
 - Published the results in *Science* magazine
 - Observations from the study:
 - Facilitated acquisition of core course ideas
 - Faculty interacted with technology <2hr/term
 - Plagiarism and cheating were rampant at Berkeley
- **Prediction: IP theft would become an enormous problem for academia... and EVERYONE ELSE.**



Problem

- Internet has allowed the public to access massive amounts of information — that access has been accompanied by a manifold increase in the theft and misappropriation of digital intellectual property
- This problem has become especially pronounced in academia where it takes the form of plagiarism.
 - Students are using the Internet like a multi-billion page searchable, cut-and-paste(able) encyclopedia
 - The problem jeopardizes the integrity of the entire system and the addressable academic market is in the billions



Problem

- According to one of the largest studies of plagiarism in the world, Donald McCabe found that almost 40% of students surveyed admitted to plagiarizing information **from the Internet** - and that percentage may be low because many students did not consider 'borrowing' from the Internet without attribution plagiarism



Plagiarism is Hurting STM — Then

“If you ran this system [iThenticate.com] on every article [in the medical literature] that comes out, you would find this happening all over the place.”

Nature, November 1999 - referring to a beta test of our technology with the Journal of Medical Internet Research during R&D



Plagiarism is Hurting STM — and Now

“Studies in certain fields have estimated that anything up to 20% of published papers contain some degree of self-plagiarism.... Redundant publications must be recognized as a real threat to the quality and intellectual impact of ... publishing.”

“Duplicates [i.e., papers] have also been shown to cause meta-analyses to over-estimate the efficacy of drugs.”

Nature, May 19, 2005



What is Turnitin Plagiarism Detection?

- An internet based service (no software)
- Accepts student papers
- Produces originality reports
- Identifies content copied from:
 - The internet and the archived internet (EXCLUSIVE)
 - Nearly 200 million previously submitted student works from over 9000 institutions around the world (EXCLUSIVE)
 - GALE OneFile (EXCLUSIVE)
 - The COMPLETE EBSCO database (EXCLUSIVE)
 - ALL of the content from the world's STM and academic publishers (EXCLUSIVE)
 - All Yahoo web and current news content (EXCLUSIVE)
 - Content from over 31 languages (EXCLUSIVE)



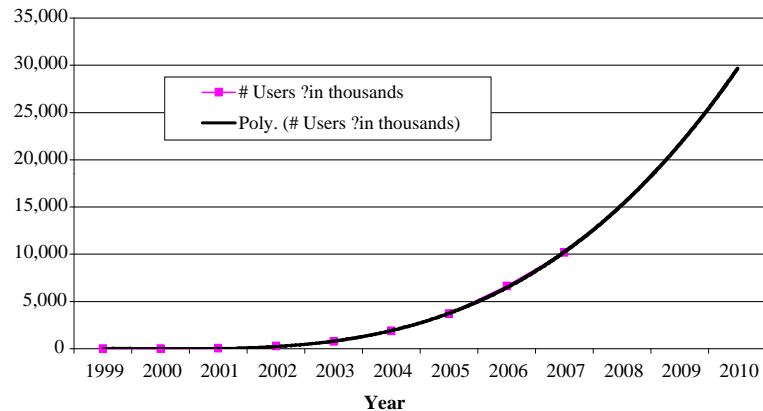
Turnitin is the Largest Online Academic Community in the World

- > 9,000 institutions across over 106 countries
- In the UK
 - over 99% of Universities
 - every high stakes awarding body
 - Over 100 schools and colleges
 - 2007 NCC Group Report ranked Turnitin #1 in the world
- We process 250,000 student papers a day at peaks

The power of Turnitin is in the network effect



Turnitin Now and Then — Users



New Content — Partnerships

- JISC Collections and e-Book project (**EXCLUSIVE**)
- British Library EThOS project (**EXCLUSIVE**)
- EBSCO (**EXCLUSIVE**)
- Pearson (**EXCLUSIVE**)
- McGraw Hill (**EXCLUSIVE**)
- PubMed Central (**EXCLUSIVE**)
- Open Archives
- arXiv.org
- MOST – China (also interested in identifying translations)
- University content (e.g., University of Malaysia)



New Content — CrossRef (**EXCLUSIVE**)

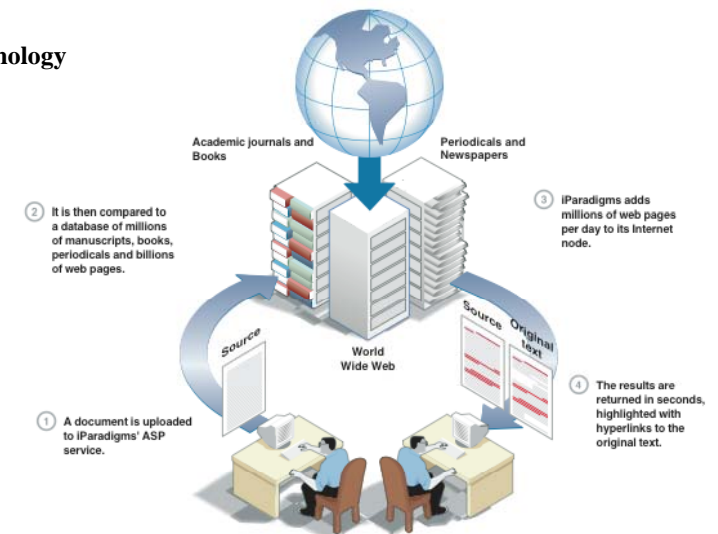
- **25+ million journal articles already**
ACM, BMJ Publishing Group, Elsevier, IEEE, Nature Publishing Group, Oxford University Press, Sage, Informa UK (Taylor & Francis), Wiley Blackwell, Springer, Sage, Am. Institute of Physics, Am. Physical Society, Am. Psychological Society, AAAS
- Publisher participation is growing quickly

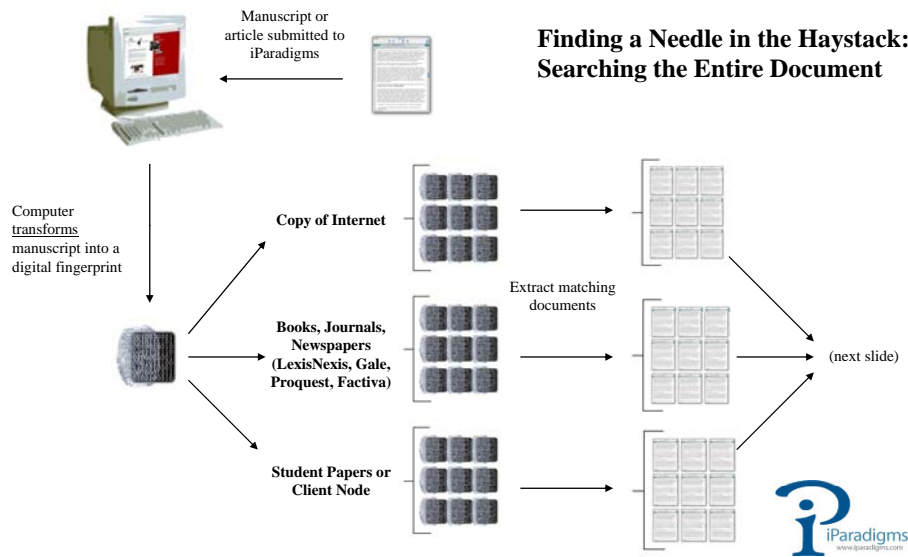


iParadigms

digital solutions for a new era in information

Core Technology





Turnitin Originality Report

Plagiarism and the Internet by Smithson Terry

Processed on 09-19-05 at 6:56 PM ID: 43672 Word Count: 26545

Overall Similarity Index: 94%

Plagiarism has never been so rampant. The internet now makes it easy to find thousands of relevant sources in seconds, and just a short time period plagiarists can find, copy, and paste together an entire term paper or essay. Because a good deal of the material online is produced by other students, the risk of detection was very high.

1 75% match (live internet) <http://www.craigslist.org>

2 12% match (live internet) <http://www.craigslist.org>

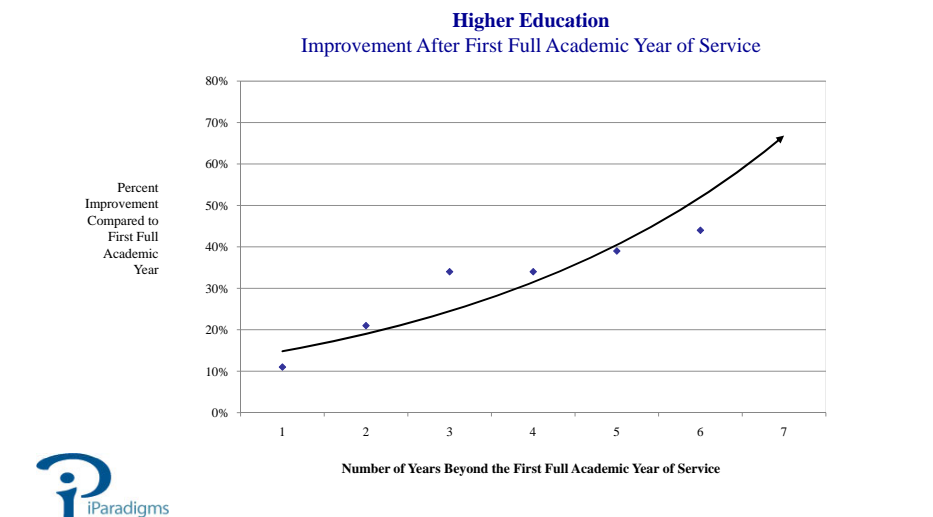
3 75% match (live internet) <http://www.craigslist.org>

4 nearby library, and copy them by hand. Since these resources were almost always professionally written, the risk of detection was very high.

The internet now makes it easy to find thousands of relevant sources in seconds, and in the space of a few minutes plagiarists can find, copy, and paste together an entire term paper or essay. Because much of the material online is produced by other students, the risk of detection was very high.

Search engines can be useful for tracking down suspect passages, but even they have their limitations, given the number, variety, and password-protected nature of many websites. Even where search engines do prove useful, manually searching the internet for matches of hundreds of thousands of pages is a labor-intensive task.

Only Turnitin Is Proven To Stop Plagiarism — Because of the Network (Web 2.0) Effect



Turnitin Originality Report

我的作文

相似比例: 51%

1 34% 综合 (Internet) <http://www.1666.com>

2 17% 综合 (student papers from 05/31/00)

工人层级: Chinese

作票代码: 66957098

【再播报】为确保航空运输安全, 中国民航总局在现行的航空安全检查规定的基礎上, 昨日又特别宣布实施新的航空保安特别5大措施。據悉, 國家民航總局11日召開電視電話會議, 提出明確要求: 今後旅客隨身攜帶液體登機將被禁止。而內地的廣大機場也開始執行這項規定。

取消“易發機”通道

據悉, 這5大措施為: 一是

1 提高旅客行李行李檢查率(包)率和平工人身檢查率, 必要時將進行擴強和手工雙重檢查。二是乘坐國內航班的旅客禁止攜帶危險物品, 民航總局將於近日發布公告作具體規定。三是國際和地區航班的旅客, 仍按中國民航總局2007年3月17日公告的有關規定執行。四是嚴格執行免檢、精選規定, 取消“易發機”等存在安全隱患的旅客登機通道。五是空運貨物必須採取安全檢查等控制措施後方能裝機, 航空公司不得載運未登機旅客的行李。中途下機的旅客, 其全部行李必須卸下。五是所有經允許進入機艙控制區的車輛都必須嚴格進行安全檢查。