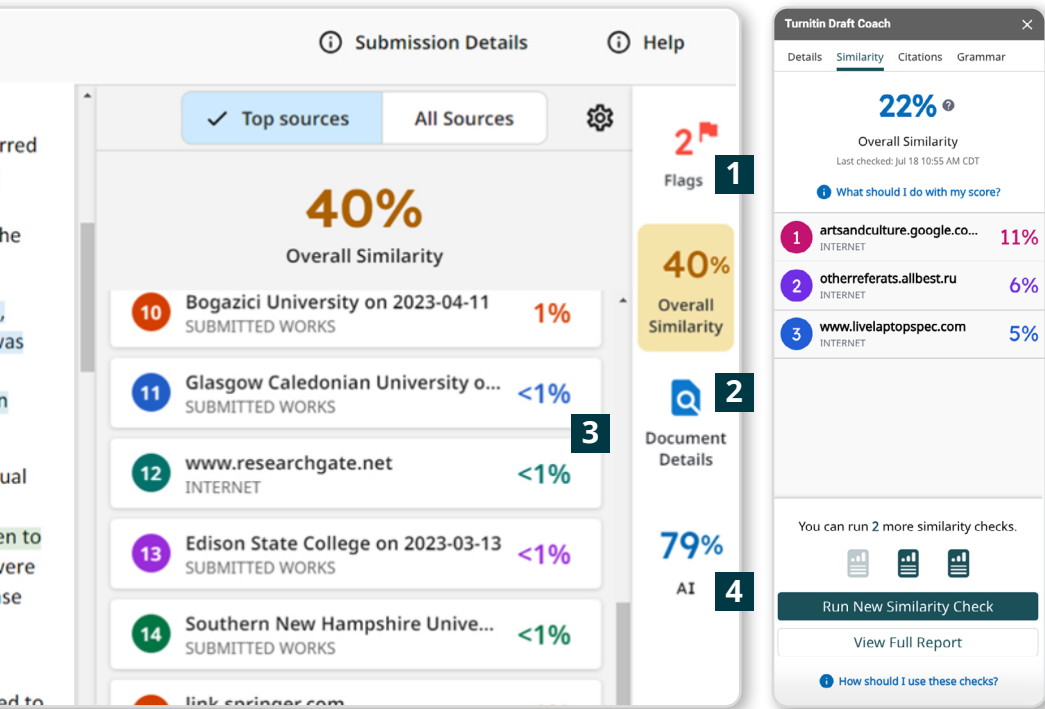


# The new standard in academic integrity

## Rise above basic text similarity checking

Turnitin Originality is designed to address emerging trends in misconduct. With features including AI writing detection and document details, it goes deeper into the submission and provides actionable insights to instructors to support responsible scholarship for their students and their institution. Turnitin's Draft Coach™ add-on provides students immediate feedback on how to ensure authentic work, proper citations, and flawless grammar while they write.



### Fully integrated to support instructors and students at every stage of assessment

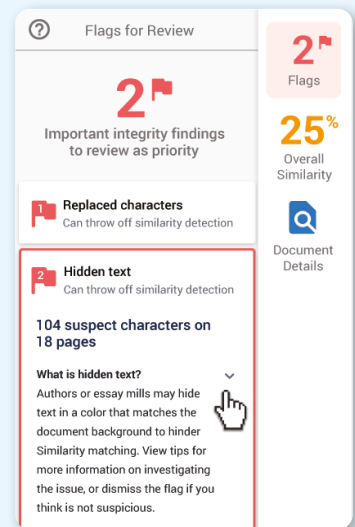
- Incorporate plagiarism checking and AI writing detection into every assignment.
- Automatically generate a Similarity Report in moments.
- Fully supported integrations with your Learning Management System.
- Online guides and help available 24/7/365.

### Turnitin's Word and Google Docs add-on, Draft Coach, empowers students to:

- Address unintentional plagiarism by running similarity checks before final submission.
- Identify missing citations and references.
- Edit grammar issues by reflecting on and applying detailed guidance.

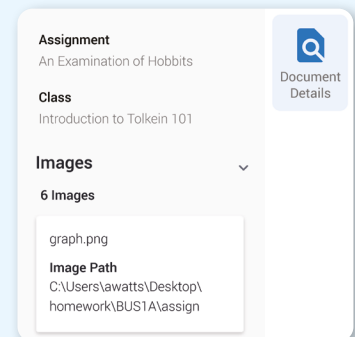
### 1 Reveal text manipulations

Match Groups break down highlighted matches into four categories based on the usage of in-text citation and quotation marks, helping instructors provide context-specific feedback and guide students towards better citation practices.



### 2 Deep document details

Metadata provides insight into the authoring and editing process, potentially providing data to support concerns about the document's originality and identify potential contract cheating cases.



### 3 Explore text similarity

Review matches in context, exclude individual matches or sources, and identify potential student collusion.

## Emerging trend: AI writing

*“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”*

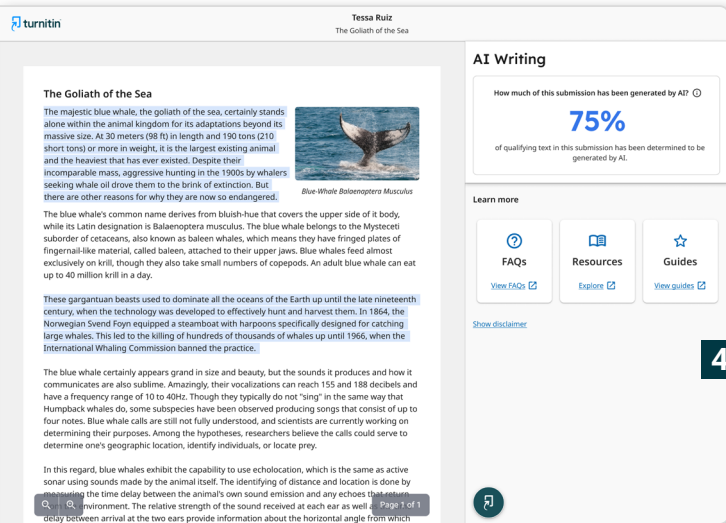
- survey **Time for Class 2023**: Bridging Student and Faculty Perspectives on Digital Learning, presented by Tyton Partners.

Over the years, academic integrity has been both supported and tested by technology. 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'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.

### 4 Identify AI-generated content

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.



### Integrated into the existing workflow

AI writing detection capabilities are fully integrated into the similarity checking workflow so instructors don't need to change the way they work. It is also available via your learning management system.

### Specialized for student writing

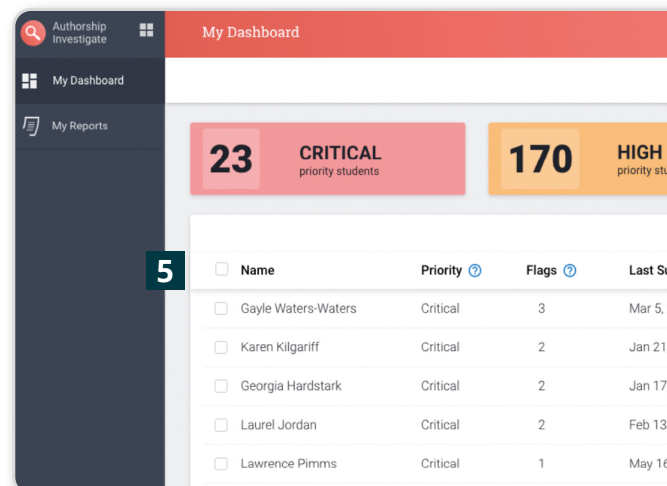
Our state of the art AI writing technology is highly proficient in distinguishing AI written content from human-written content specifically for student writing, given our 20 years of experience in understanding and safeguarding academic writing.

## Identifying and escalating contract cheating cases

When instructors encounter an assignment that does not feel aligned with a student's previous work, they may have a case of contract cheating. This type of plagiarism is particularly difficult to identify and to prove, because it relies on the premise that the work is original and will pass traditional similarity checking measures. Without a validation of concern, it is very difficult for instructors to escalate cases for review.

### 5 Investigate a suspicious case

Turnitin Originality provides a deeper look into the metadata of the assignment and provides insights to support their concerns as well as a path to escalate the paper, including notes and details, to the appropriate party at the institution. The risk assessment dashboard further compares and identifies submissions that meet known criteria for contract cheating, helping institutions address the most concerning cases.



Contact your Turnitin representative to learn more.