





***The Turnitin vision:
Building an international community of
integrity***

*Gill Rowell, Education Manager, Turnitin
ICAI Inaugural Mediterranean Conference, 9
September, 2016*



“What does academic integrity mean to me?”

“Academic Integrity is both a process and a product. It is the continuous safeguarding of academic standards, through upholding and reflecting upon, ethical, moral, and personal issues. Academic integrity is the ability to discern right from wrong; and the adoption of robust measures to ensure that academic work output is devoid of dishonest practice.”



“As academics, we have the responsibility of moulding impressionable minds and future citizens of this world. Our own children are going to be part of that world and it is only by practising academic integrity that we can hope to bequeath a better world for them.”



“It is the foundation upon which we stand as academics. Without integrity in what we teach, how we teach it, how we deliver, and assess the subjects and courses we teach, the knowledge we impart has no value. Just as we expect ‘charity to begin at home’, academic integrity also begins with us, the academics. As a teacher of ethics and integrity, I persevere to be a role model of integrity for my peers and my students, to demonstrate with my behavior, my work, my practices the values of integrity I want to see in them.”



“Academic integrity is vital to the learning process to ensure deep understanding for the benefit of the learner. In an age of rapid information access, academic integrity has grown in importance as it provides assurances of comprehension and ideation of difficult concepts and theories to improve the knowledge construction of the learner.”





The Academic Integrity cycle





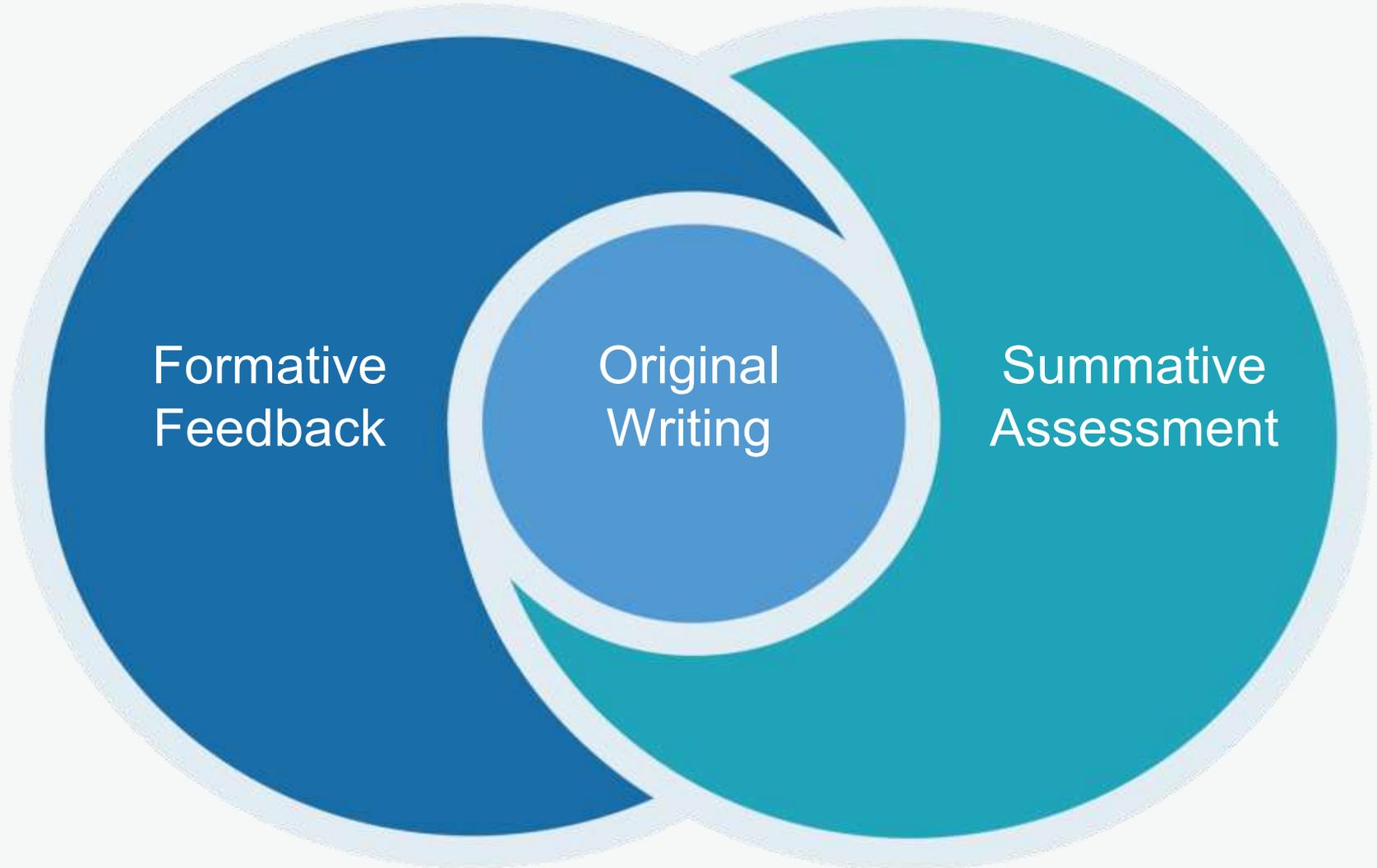
Technology alone is not the solution!

*“The JISC Electronic Plagiarism Detection project was established to review electronic solutions to the issue of plagiarism. However, it became clear that, as with most things in life, **technology can only assist us, it will never replace the expertise of humans and that the answer to problems usually lies in process and procedures not technology alone.**” (JISC, 2000)*



The
turnitin® 
Vision

“Revolutionising the experience of writing to learn”



What does writing look like today?



TIME PRESSURES



PLAGIARISM



WRITING ASSESSMENTS



ILLEGIBLE COMMENTS

Improve Through Revision



PLAGIARISM



WRITING ASSESSMENTS



ILLEGIBLE COMMENTS

Improve
Through Revision

Promote
Original Writing



WRITING ASSESSMENTS



ILLEGIBLE COMMENTS

Improve
Through Revision

Promote
Original Writing



WRITING ASSESSMENTS

Evaluate and Deliver
Personalized
Feedback

Improve
Through Revision

Promote
Original Writing

Assess
Student Progress

Evaluate and Deliver
Personalized
Feedback

Improve Through Revision

Automated feedback so students can write more, and write better.

Promote Original Writing

Encourage students to take ownership of their ideas

Assess Student Progress

Assess student work fairly, reliably, and quickly.

Evaluate and Deliver Personalized Feedback

Engage students and promote critical thinking.

Originality Check



60B+ Web Pages



150M+ Scholarly Articles



600M+ Student Papers



Turnitin Feedback Studio



Originality report

Quickmark sets

Voice comments

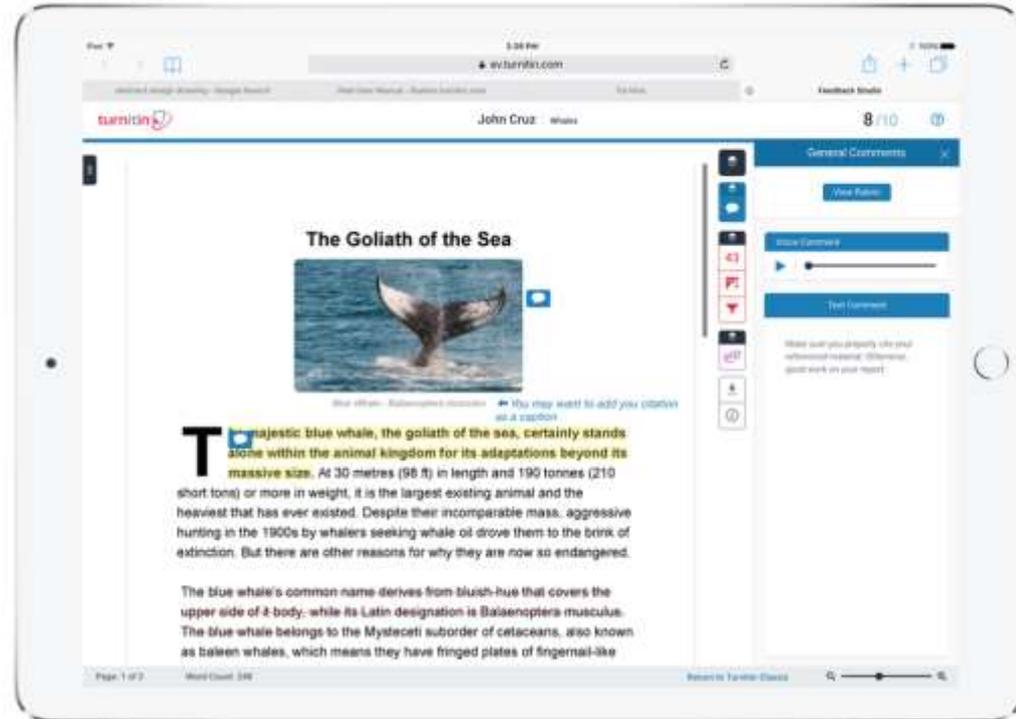
Summary comments

Grading rubrics





Unified Responsive Design



Simplified Interface

The screenshot displays the Turnitin interface for a document titled "Whales" by John Cruz. The document is on page 8 of 10, with 4 of 13 sections visible. The main content is a section titled "The Goliath of the Sea" featuring an image of a blue whale's tail. Below the image is a paragraph of text about blue whales, with a "Proofread" tool highlighting a sentence. The interface includes a sidebar with various tools and a footer with page and word count information.

turnitin John Cruz Whales 8 /10 4 of 13

The Goliath of the Sea



Blue Whale - Balaenoptera musculus You may want to add your citation as a caption

The majestic blue whale, the goliath of the sea, certainly stands alone within the animal kingdom for its adaptations beyond its massive size. At 30 metres (98 ft) in length and 190 tonnes (210 short tons) or more in weight, it is the largest existing animal and the heaviest that has ever existed. Despite their incomparable mass, aggressive hunting in the 1900s by whalers seeking whale oil drove them to the brink of extinction. But there are other reasons for why they are now so endangered.

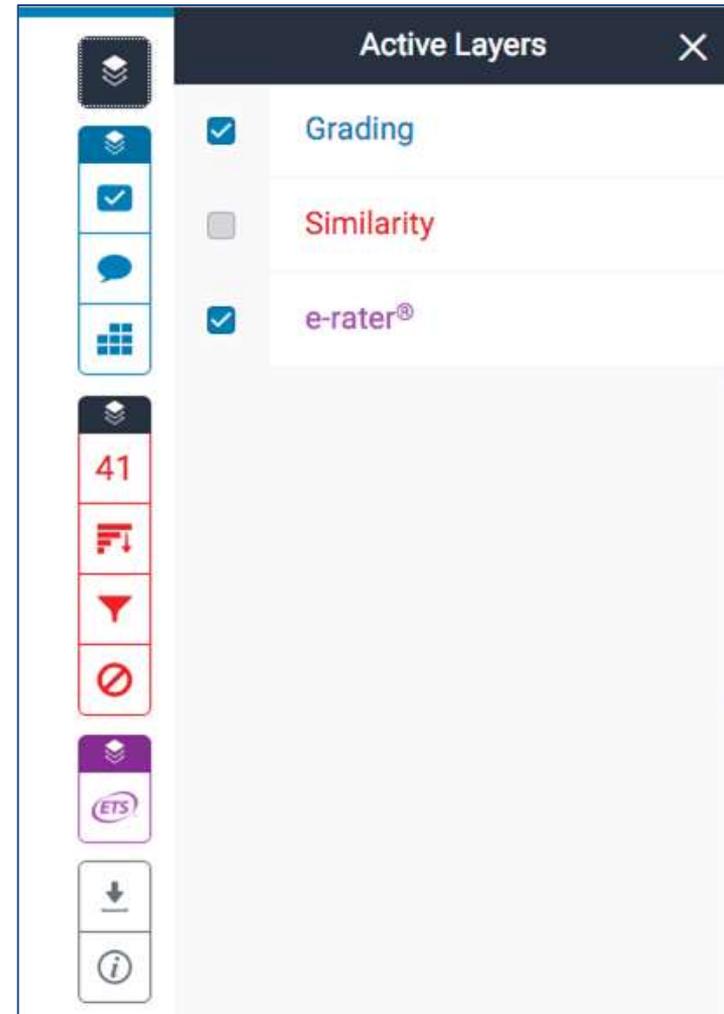
Proofread

The blue whale's common name derives from bluish-hue that covers the upper side of its body, while its Latin designation is Balaenoptera musculus. The blue whale belongs to the Mysticeti suborder of cetaceans, also known as baleen whales, which means they have fringed plates of fingernail-like material, called baleen, attached to their upper jaws. Blue whales feed

Page: 1 of 2 Word Count: 248 Return to Turnitin Classic

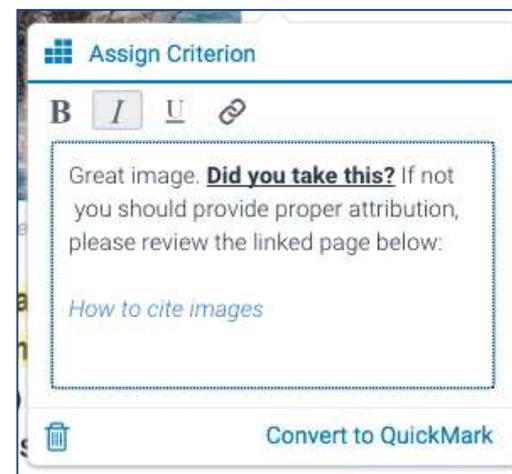
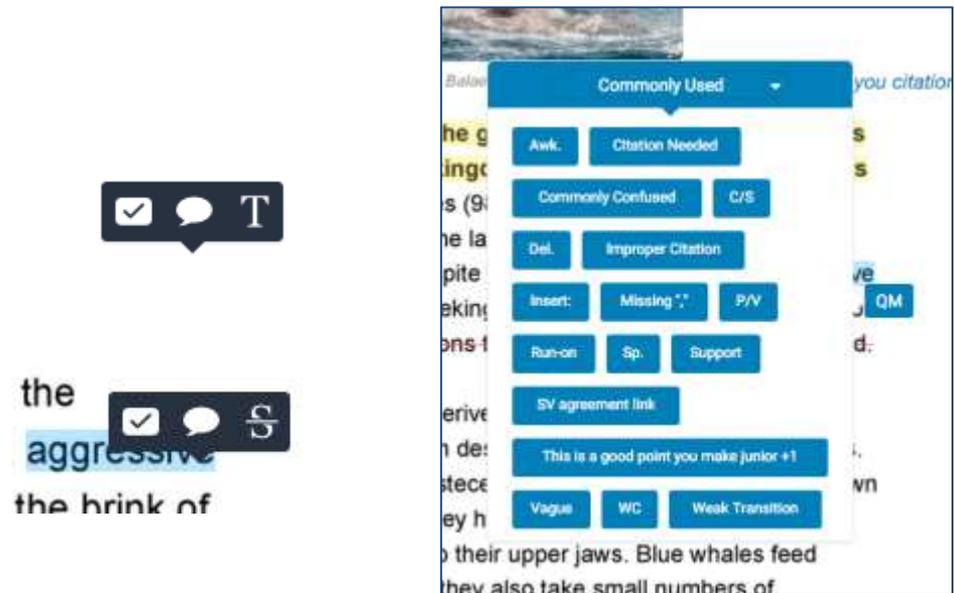


Simplified Service Layering



Enhanced Marking

”



Revision Assistant



Engage Students
in the Writing Process



Support Teachers
in the Classroom



Improve Learning
Outcomes





Developing an international community of integrity



From plagiarism to feedback



*“We initially in the first instance, were using it for plagiarism detection...**We wanted to have a full integrated** system that would allow students to submit online, for us to mark online and for the feedback to get back to the students efficiently online...we do use Turnitin in a way that’s not so much tracking the students and detecting plagiarism, but really **to help them in their evidence-based writing.**” (Hoole, 2015)*



From plagiarism to academic writing



*“One of the initial areas and challenges that we are faced is that we run a sports science course, so students are very practical in their learning and struggle to really appreciate at times what it is in terms of writing, academic writing. And what I’ve learnt is that students don’t want to be told they are wrong, **they want to be shown. They need examples of what good writing is.**” (Abrahamson, 2015)*



A global academic community



“I feel that it evokes an accountability on the part of the students where they feel they are taking part in something that’s a bit broader than just the tutoring room environment...and where they have to have their own voice and individual identity” (Alberts, 2015)



The journey so far...

- National approaches to promoting academic integrity
- Turnitin Global Innovation Awards
- National and regional initiatives recognised globally
- Events like this!

Call for papers closes 10 October

WRITE conference

2017

Exploring how Writing, Research, and Integrity are being shaped by Technology in Education
26 - 28 March | Bangkok | Thailand

writeconference.com

Thank you!

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References

Abrahamson, E. (2015) Interview with Gill Rowell, 1 September.

Alberts, B. (2015) Interview with Gill Rowell, 13 September.

Hoole, S. (2015) Interview with Gill Rowell, 14 July.

JISC (2000) Plagiarism programme. Available at:

<http://webarchive.nationalarchives.gov.uk/20140702233839/http://www.jisc.ac.uk/whatwedo/programmes/plagiarism.aspx> (Accessed: 7 September 2016).