

Advance academic Integrity in the age of AI

Foster a culture of
honesty and fairness

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Account Manager



Agenda

- Goals & Challenges in Publication
- Turnitin Mission
- The evolution of Plagiarism
- Turnitin Solutions more specifically Ithenticate
- Ithenticate added features and values in V2
- Turnitin's guiding principles for AI
- Q&A

Welcome!



Dritan Manaj **Associate Account Manager**

- 2 years at Turnitin
- Working with customers in different regions in Europe, CEE, and Eurasia
- Based in Cologne, Germany

Turnitin's Mission

“To ensure the integrity of global education and meaningfully improve learning outcomes.”

The Global Leader



The Evolution of Plagiarism

Over time, the methods and sophistication for academic misconduct continue to evolve requiring constant innovation. It's not enough to only check for text similarity anymore.

1998

Copy & Paste

- Find and replace
- CTRL-C

Collusion

- Cloning someones work word-for-word
- Working together and each student submits the same work

Research Misconduct

- Splintering findings to appear more prolific
- Borrowing from other's research
- Self-plagiarising across multiple submissions

Contract Cheating

- Paper mills writing essays for students
- Hiring a third party to ghostwrite an assignment

2020

Code Plagiarism

- Re-using or copying another programmers code
- Copying from open source without attribution

AI Writing

- AI writing bots
- Text spinners

Built to foster integrity, equity, and meaningful learning

Turnitin is your partner in empowering students throughout their learning journey — from the beginning when they gain fundamental skills from practice and feedback, to higher education and the high-stakes world of licensure, program examinations, or professional research and writing. Our comprehensive suite helps learners build confidence in their skills and reinforces trust in their credentials.



**For secondary
learners**



**For postsecondary
learners**



**For exams, licensing
and certifications**



For professionals

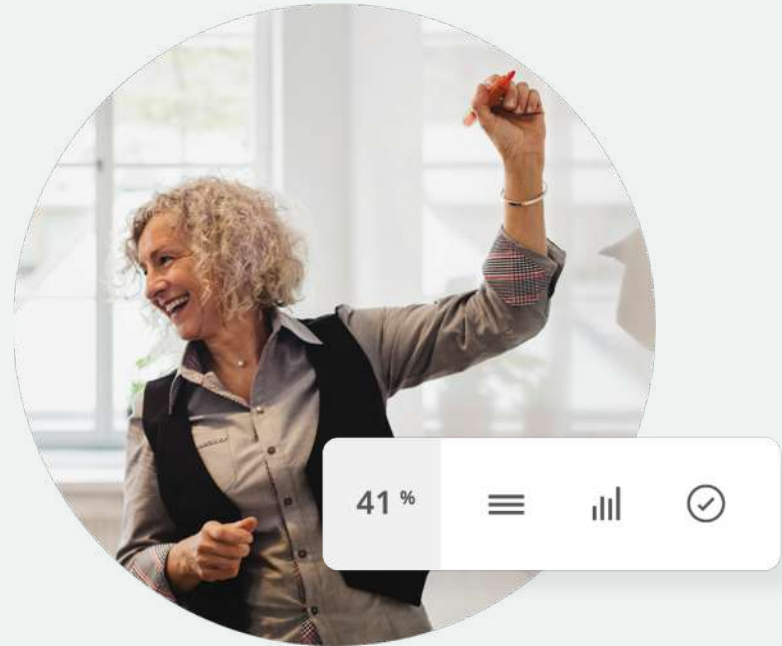


Turnitin's Comprehensive assessment suite

At every stage of a learner's journey, Turnitin's suite of capabilities meets learners where they are, provides the tools they need for success, and ensures that every assessment maintains integrity at its core.

Keep integrity at the core

Turnitin's complimentary products are learner centric, built to provide students, instructors, and administrators with the right features and functionality to address diverse needs and deliver every assessment with integrity.



Using Turnitin solutions to foster original work

An unparalleled collection of content

Depth



1.9 Billion Student Papers



47 Billion web pages



82M published works

Quality



Partnership with Wikipedia to bulk download data and ensure most updated content



95% of top 10,000 Journals, selected by top research universities worldwide

An unparalleled collection of content

Longevity



15 years of indexing
the best of the internet

25 years of student
submissions

Breadth of Content Types



Books

Journals

Conference proceedings

Pre-prints

Patents

Student papers

Global Leader in Academic Integrity

1. 90% of the top 20 universities in Europe use Turnitin
2. 60% of students in US colleges & universities use Turnitin
3. >94% of universities in Australia and New Zealand use Turnitin



iThenticate®

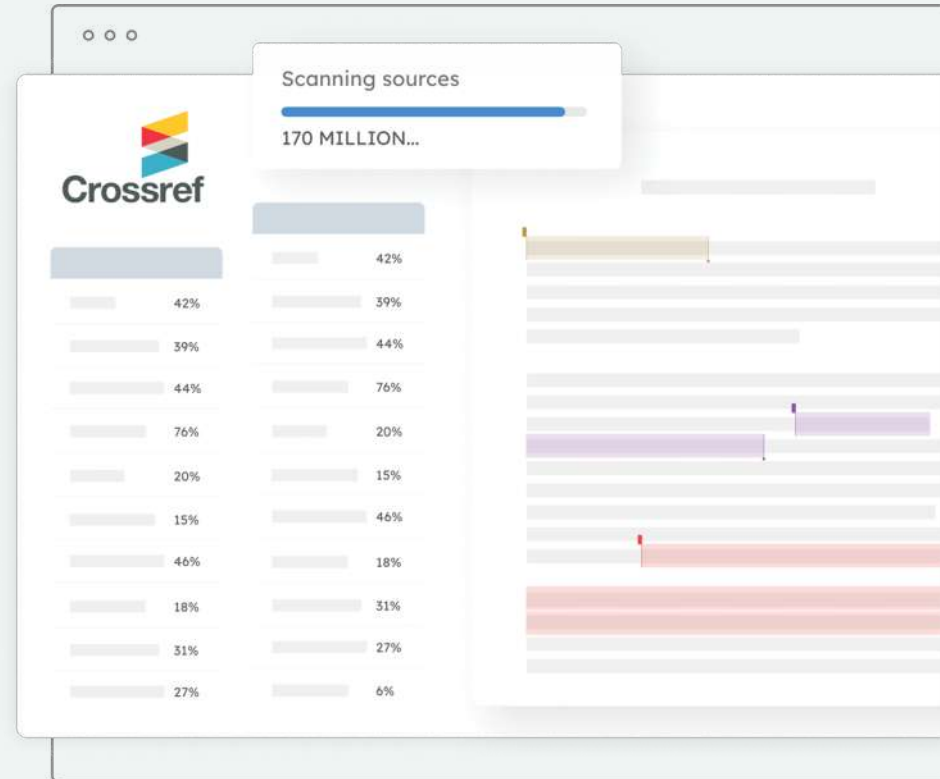


Postsecondary



Professionals

iThenticate helps researchers surface potential plagiarism ensuring that they will pass the initial screening and manuscript review process and providing confidence during the high-stakes publication process.



iThenticate 2.0

Actionable insights, enhanced integrity checks and new capabilities ensuring the originality of high stakes written work

iThenticate 2.0

Publish with confidence



Rapid innovation
for evolving threats



Robust similarity
checking



Improved
collaboration



Modern and
accessible design

Value Proposition

Rapid innovation to protect against emerging challenges: Constant innovation to address emerging challenges such as AI writing provides users with the latest and most advanced tools to ensure the originality of their high stakes content.

Robust similarity checking: Automatically exclude preprints of articles and papers, citations and custom sections, eliminating the need for manual investigations and making similarity checking more robust. Save time by easily identifying hidden text and replaced characters via the flags panel.

Improved collaboration: Share folders with users and user groups, increasing the effectiveness of teamwork when evaluating high stakes papers, grant proposals, admissions essays, and other submissions.

Modern and accessible design: An intuitive and streamlined user experience, and a modern and accessible interface, makes new iThenticate compliant with the latest global standards.

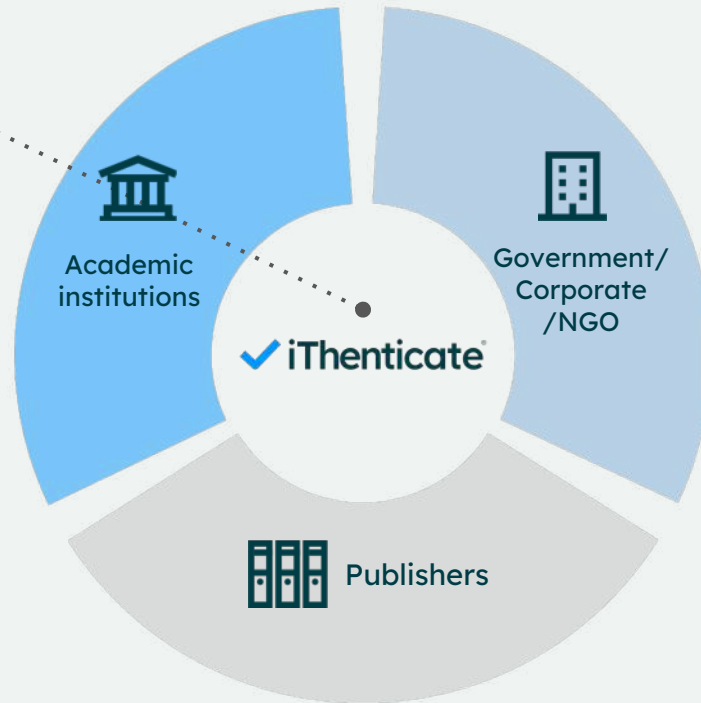
A woman with short grey hair and black-rimmed glasses is sitting at a wooden desk in a dimly lit room. She is wearing a light-colored sweater and is looking towards the camera with a slight smile. In front of her is an open laptop and a clipboard with papers. She is holding a blue pen over the papers. To her left is a black desk lamp with a blue light. The background shows shelves with various items, possibly in a kitchen or a home office.

iThenticate

Publish with confidence

Connecting

researchers to the publishing process so they can publish with confidence.



Protecting

institutional and researcher reputations by making sure that created content is accepted and published free from the damage plagiarism brings.

Evaluating

documents in a scalable and systematic way making it easy to incorporate plagiarism checking into every organisation.

Publish with confidence

Protecting researcher and institutional reputations from plagiarism.

Embedded in the publication process.



Using iThenticate across the organisation



Admissions & enrollment

Review incoming personal essays for plagiarism before granting admission



Grad & PhD student

Manage theses and dissertation manuscripts and coordinate with mentors



Faculty & researchers

Prepare to publish professionally and feel confident throughout the process



Research integrity office

Oversee integrity and research misconduct across the organisation



Grants & funding

Review proposals for originality and protect against grant fraud

Finding similarity with professional and proprietary content



Scholarly
publications

56,000 journals & 89.4 million articles from best-in-class publishers and open access repositories



Internet
archive

99+ billion current and archived web pages



Private node

Private institutional
repository

iThenticate empowers researchers & publishers to publish with confidence

Protect against plagiarism

Similarity reporting

Easily identify potential plagiarism and take measures to fix prior to submission

Expansive content

Compare against an unparalleled database of published works and internet content

Document management

Upload, resubmit and share between co-authors to manage drafts

Export reports

Provide similarity reports to stakeholders for peace of mind prior to submission

Embedded in publication process

Similarity screening

Hundreds of Crossref publishers trust iThenticate for comprehensive similarity screening

Trusted comparison

iThenticate's database surfaces potential plagiarism from billions of works across all disciplines

Manuscript reviewing

Editors and authors manage documents through MTS integrations to feel confident in the final article

Original publishing

Showcase the highest quality original research to boost reputation and impact

Publish with confidence

Boost acceptance

Pass initial manuscript screening and move forward to review stages

Ensure originality

Know that all author contributions are plagiarism free

Avoid retractions

Protect your reputation prior to publication to stay free of embarrassing retractions

Elevate your impact

Increase your influence and protect reputations through publishing

Increasing competition

By 2030, the number of researchers will expand from 20 million to an estimated 30 million worldwide. This means you will likely see more AOs offering similar or more up-to-date content on their courses in an attempt to remain competitive.

However, the opportunity to publish is not increasing as rapidly, with only 1.2 million more articles estimated to be published in 2030 (5.2 million total).

Those seeking publication will need to ensure their original research is of the highest quality and free from plagiarism and misconduct.



How researchers & publishers use iThenticate

Researcher's common scenarios:

- Authors are most likely to check for similarity just **before submission** to a journal
- Some **institutions require** their researchers to check for similarity before submitting their work for publication
- Some authors check for similarity **throughout their writing** process
- Many authors **don't think about plagiarism** and do not consider that plagiarism might be introduced through co-authors

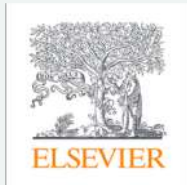
Publisher's common scenarios:

- Smaller journals opt to check for similarity early in the process and **use it as a filter**
- Larger journals that get many submissions may opt to check at the **"editor assessment phase."**

Remember!

After the research is published, it's too late to fix any issues without cost and reputational damage.

Who do we work with?



Publishers Challenges

- Publishers must review submissions as part of the process of acceptance and inclusion in their publications.
- Screen incoming submissions as viable candidates for publication Prior to engaging in the lengthy and resource consuming effort of peer review, publishers need to screen submissions for originality to prevent plagiarized and/or AI-generated content from progressing toward publication.
- Top journals have extremely high submission volumes.
- Major journals attract the most submissions.

Publishers Opportunities

- The Similarity Report provides immediate insight into potential plagiarism cases while the AI writing detection capabilities help identify any instances of AI-generated text.
- API integrations or MTS major publishers to manage the large numbers of submissions arriving in any given timeframe. Editors can quickly scan for similarity and make educated screening decisions before moving on to the next step

Product overview

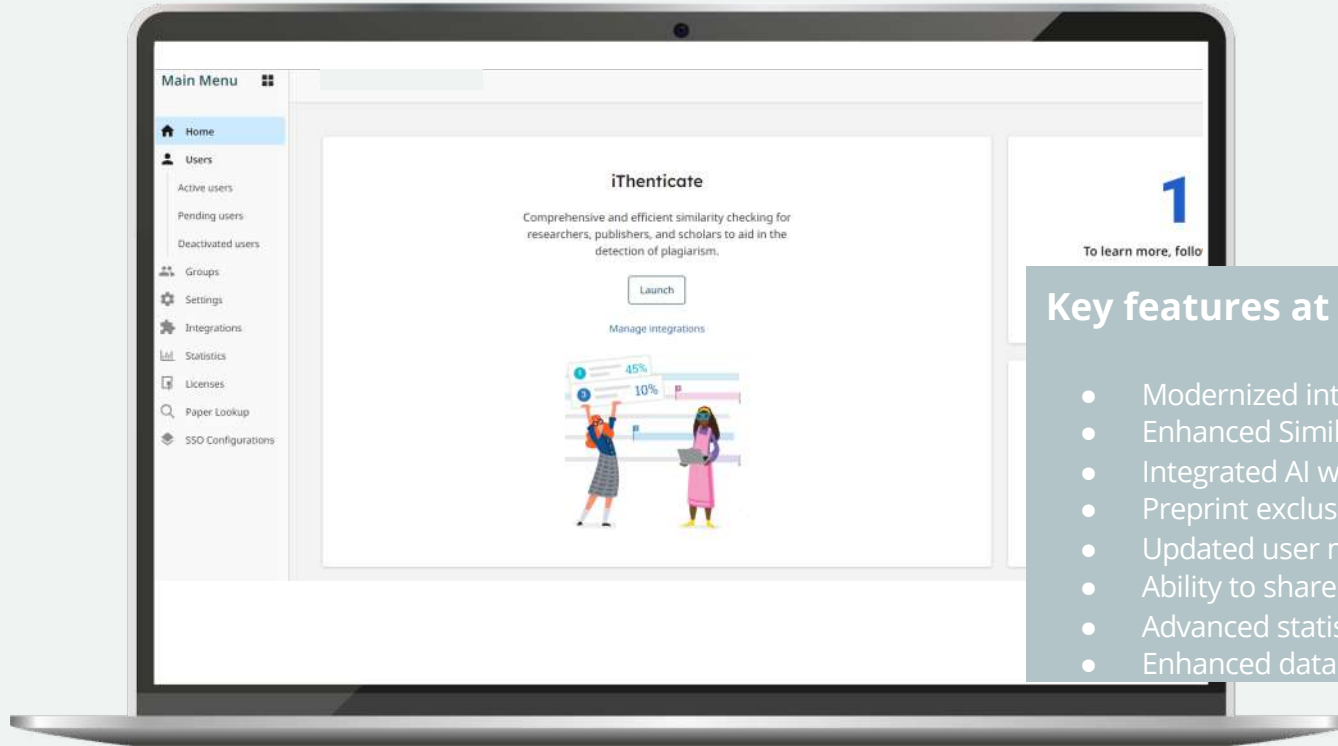
Key capabilities

Key capability	Value
Similarity check	Researchers can check their articles in draft form to ensure that they have not plagiarised any materials. Importantly, they can check for self-plagiarism, which is a large concern in some fields.
Draft submissions/revisions	Researchers can run their work through iThenticate multiple times prior to submission without adding their work to the paper database. This allows them to make improvements without having to worry about false-positives later.
Phrase omissions	Common domain-specific phrases can be omitted so that scores are not artificially inflated by unavoidable, common phrases. This allows for domain-driven customisations that are lightweight and embedded in the workflow.
Publisher database	Access and visibility into how one's work relates to prior work. The breadth of the database means that researchers are getting the best possible view into these relationships.
Internet database	More and more research is becoming available online outside of publisher databases. Researchers can ensure that any information they get online is accurately accounted for in their scholarly works.
Downloadable report	Researchers must often validate that they have taken steps to ensure originality in the grant application and publication process. The portable report allows them to easily demonstrate their efforts to academic, governmental and publishing institutions.

Current updated feature highlights

- iThenticate dashboard w Modern & intuitive interface
- Flexible document and folder settings
- Enhanced Sim Report
- Better similarity matching
- Folder sharing
- Upgraded technology - security, integrations
- AI writing

Introducing the enhanced iThenticate 2.0



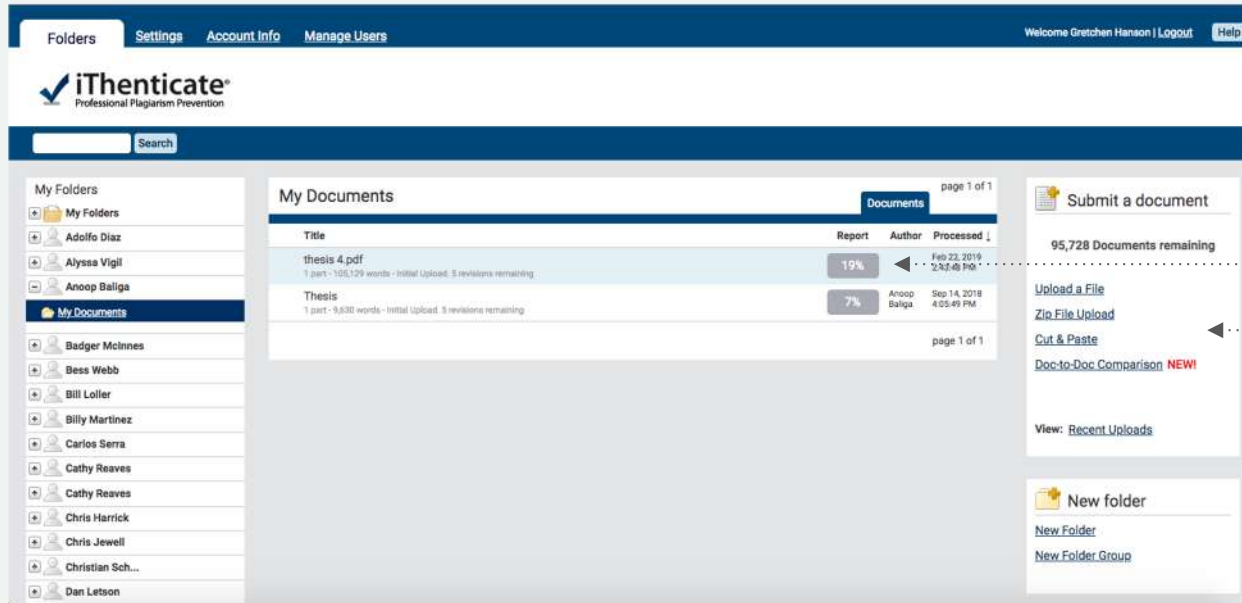
Key features at a glance

- Modernized interface that is brand consistent
- Enhanced Similarity Report
- Integrated AI writing detection
- Preprint exclusions and addition of flags panel
- Updated user management
- Ability to share folders with user groups
- Advanced statistics
- Enhanced data security

A simple dashboard to manage your documents

Simple folder system to store your uploaded files

See folders with documents shared by colleagues



The screenshot displays the Turnitin dashboard interface. At the top, there are navigation tabs for 'Folders', 'Settings', 'Account Info', and 'Manage Users'. The user is identified as 'Welcome Gretchen Hanson | Logout | Help'. The main content area is divided into three sections:

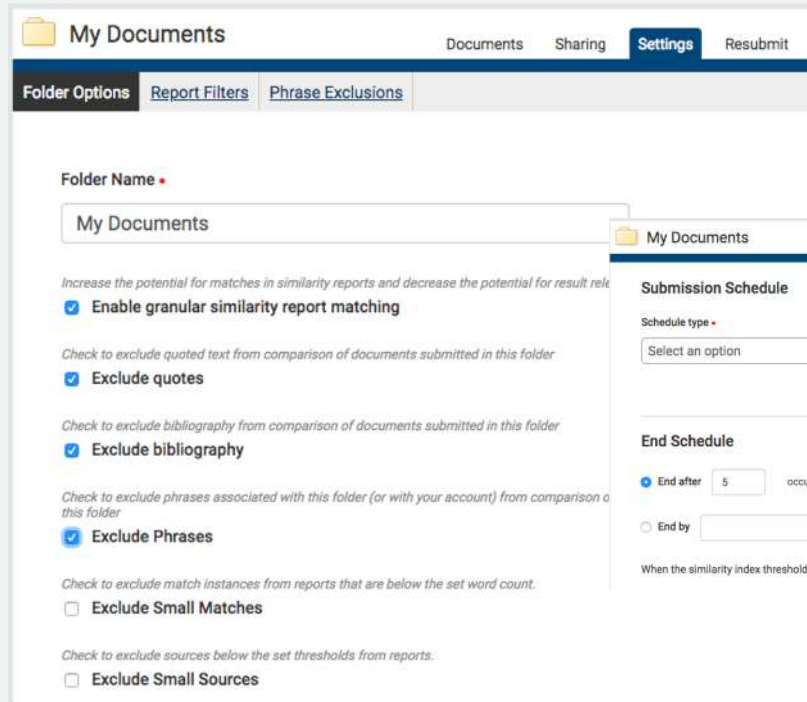
- My Folders:** A list of folders shared by colleagues, including 'My Folders', 'Adolfo Diaz', 'Alyssa Vigil', 'Anoop Baliga', 'My Documents', 'Badger McInnes', 'Bess Webb', 'Bill Loller', 'Billy Martinez', 'Carlos Serra', 'Cathy Reaves', 'Cathy Reaves', 'Chris Harrick', 'Chris Jewell', 'Christian Sch...', and 'Dan Letson'.
- My Documents:** A table showing document upload progress. The table has columns for 'Title', 'Report', 'Author', and 'Processed'.

Title	Report	Author	Processed
thesis 4.pdf	19%		Feb 22, 2019 2:24:48 PM
Thesis	7%	Anoop Baliga	Sep 14, 2018 4:03:49 PM
- Submit a document:** A section for uploading new documents, showing '95,728 Documents remaining' and options for 'Upload a File', 'Zip File Upload', 'Cut & Paste', and 'Doc-to-Doc Comparison NEW!'. There is also a 'View: Recent Uploads' link.

Easily see similarity score and tools for resubmission

Upload files and compare versions of documents

Flexible folder & document settings



The image shows two overlapping screenshots of the Turnitin interface. The background screenshot is for a folder named 'My Documents' and shows the 'Settings' tab with sub-tabs for 'Folder Options', 'Report Filters', and 'Phrase Exclusions'. Under 'Folder Options', several settings are checked: 'Enable granular similarity report matching', 'Exclude quotes', 'Exclude bibliography', and 'Exclude Phrases'. There are also unchecked options for 'Exclude Small Matches' and 'Exclude Small Sources'. The foreground screenshot is for a document named 'My Documents' and shows the 'Submission Schedule' settings, including a 'Schedule type' dropdown and an 'End Schedule' section with radio buttons for 'End after' (set to 5 occurrences) and 'End by'.

Apply settings to folders and reports

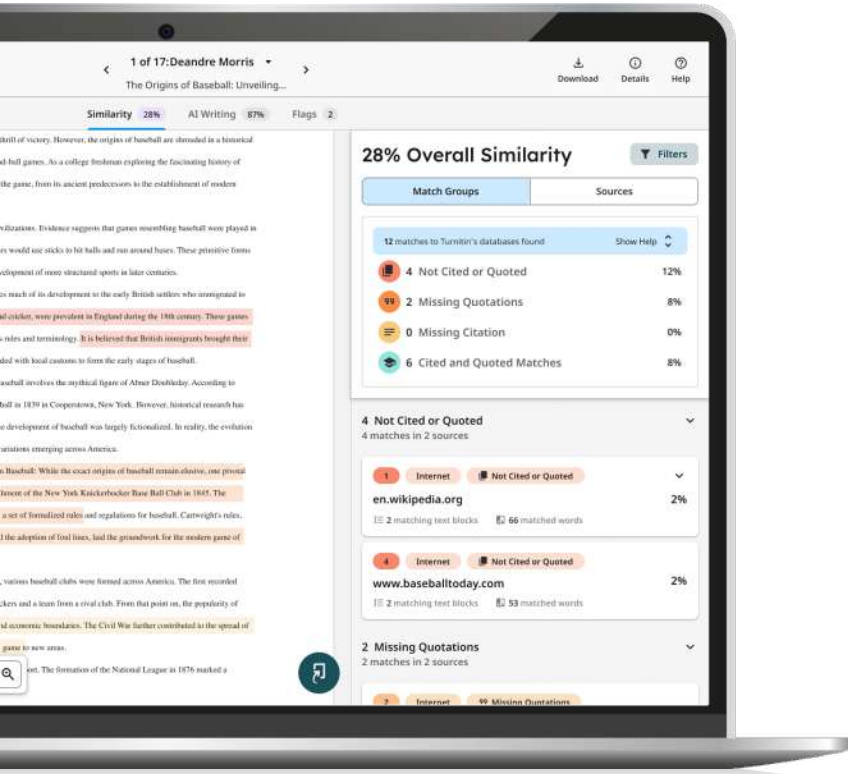
Flexible exclusion options, including by domain or phrase, can be applied to all documents

Control resubmission with a broad range of options

Settings can also be applied to a single document!

Enhanced similarity experience

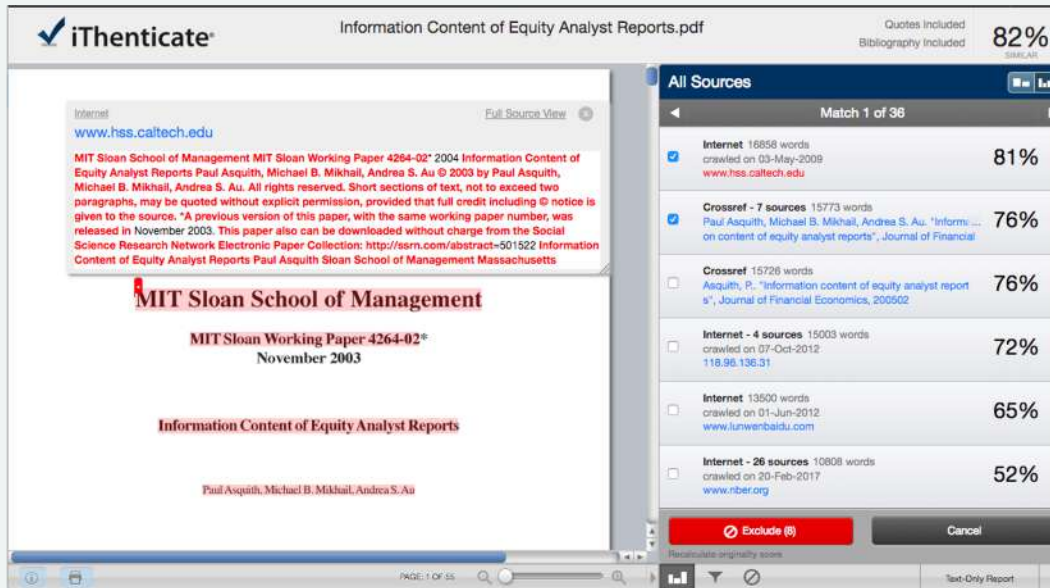
Turnitin's Similarity Report has been thoughtfully designed with an intuitive interface and new categorization of match types, making it easier to interpret and use as a formative learning tool to strengthen academic writing skills.



Helping instructor to...

- Navigate and understand the report more easily
- Quickly discern between intent and teachable moments, freeing up more time for meaningful feedback that addresses students' needs
- Facilitate discussions on academic integrity, proper citation practices, and the development of strong academic writing skills with students.

Refine matches to focus on critical evaluations



The screenshot shows the iThenticate interface for a document titled "Information Content of Equity Analyst Reports.pdf". The overall similarity score is 82%. The main document view on the left shows the title page with the MIT Sloan School of Management logo and the authors' names: Paul Asquith, Michael B. Mikhail, and Andrea S. Au. A red box highlights a copyright notice. On the right, the "All Sources" panel displays a list of matches:

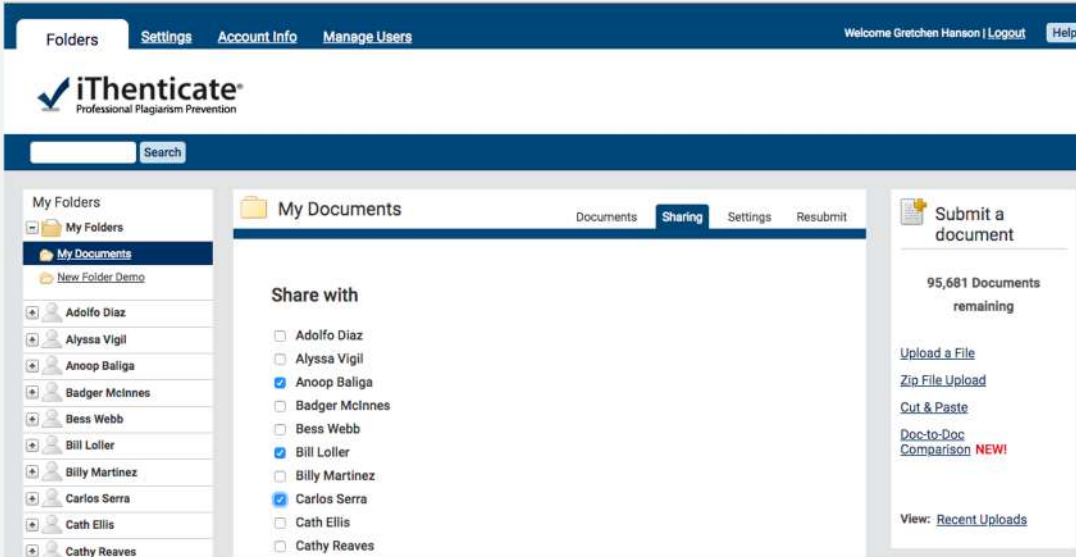
Source	Words	Similarity
Internet	16658 words	81%
Crossref - 7 sources	15773 words	76%
Crossref	15726 words	76%
Internet - 4 sources	15003 words	72%
Internet	13500 words	65%
Internet - 26 sources	10808 words	52%

At the bottom of the sources list, there is a red button labeled "Exclude (8)" and a grey button labeled "Cancel".

Refine matches further by dynamically excluding Sources.

Reduce noise to find and evaluate the most critical matches.

Share with peers to improve collaboration



The screenshot displays the Turnitin user interface. At the top, a navigation bar includes 'Folders', 'Settings', 'Account Info', and 'Manage Users', along with a user greeting 'Welcome Gretchen Hanson' and a 'Logout' button. Below this is the 'iThenticate Professional Plagiarism Prevention' logo and a search bar. The main content area is divided into three sections: 'My Folders' on the left, 'My Documents' in the center, and 'Submit a document' on the right. The 'My Documents' section is active, showing a 'Sharing' tab. Under 'Share with', a list of users is shown with checkboxes; 'Anoop Baliga', 'Bill Loller', and 'Carlos Serra' are selected. The 'Submit a document' section shows '95,681 Documents remaining' and offers options like 'Upload a File', 'Zip File Upload', 'Cut & Paste', and 'Doc-to-Doc Comparison NEW!'. A 'View: Recent Uploads' link is also present.

Sharing and collaboration between documents makes it easy for researchers to work with their peers and advisers in the course of their project.

Share folders with users with a simple setting.

Turnitin's AI writing detection capabilities

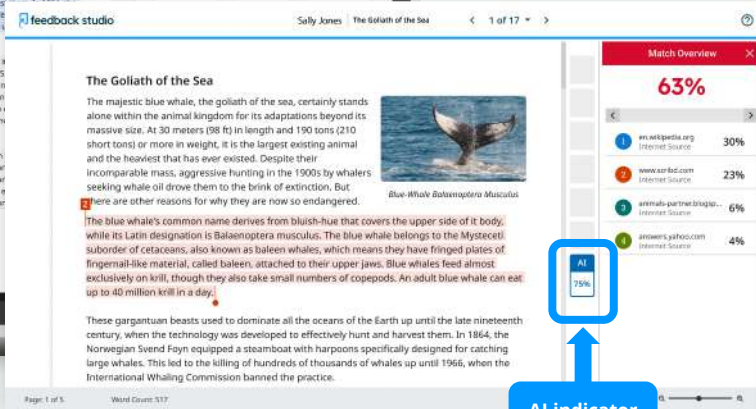
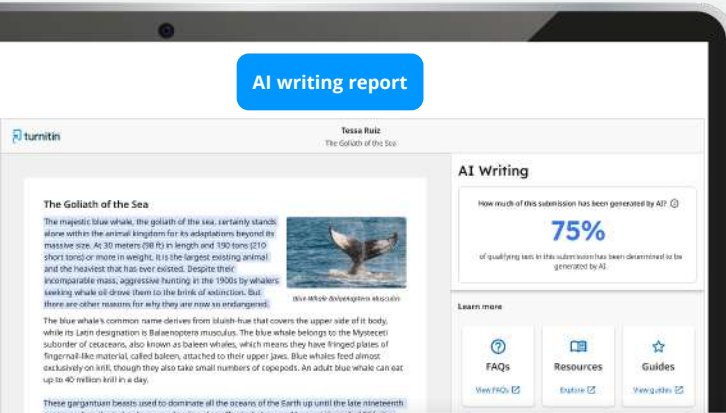
What has Turnitin released?

To help educators detect use of AI writing tools, including ChatGPT, in students' written works, **we've added AI writing detection to the Similarity Report.**

- View the **AI indicator** to gain insights on how much of a student's submission is authentic, human writing versus AI-generated from ChatGPT or other tools.

Robust reporting identifies AI-written text and provides information educators need to determine their next course of action.

AI writing detection **complements users' existing workflow** and remains integrated with your LMS.



Thank you

