THE OHIO STATE UNIVERSITY
– IT VENDOR EXPO

Agenda
✓ CORPORATE OVERVIEW
✓ PRODUCT OVERVIEW / ROAD MAP
✓ EFFECTIVENESS / USAGE
✓ iThenticate

Seth Ketcham –
Team Lead – Field Sales
OUR COMPANY

Company
- The US and global leader in plagiarism prevention
- Founded in 2000
- Headquarters: Oakland, CA and Newcastle, UK
- 225 Employees
- Majority-owned by Warburg Pincus

Products and Customers
- Pure SaaS technology
- Turnitin for Educators
- iThenticate for Researchers
- One of the most widely used educational applications in the world

Stats & Facts
- Processes between 200,000 to 300,000 new papers a day.
- Has over 1 million active instructors.
- Is used by over 10,000 institutions in 126 countries.
- Supports 18 languages

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VISION

To be the world’s most innovative and effective technology for engaging students and improving written work.
Promote Academic Integrity
Evaluate Student Learning
Monitor Student Progress
PRODUCT OVERVIEW
How Turnitin Works

A web-based solution that puts the student’s paper at the center of the online feedback process:

- Reduces Plagiarism
- Engages Students
- Delivers Rich Feedback
- Manages Assignments and Communications
OriginalityCheck

Insight into students sources

- View sources matched in student paper
- Compare original source material to student’s written work
- Source Preview
- View additional sources
- Side-by-Side Comparison
- Link to Original Source
- Exclude quotes and bibliography
WHAT WE CHECK

• 42+ Billion active and historical archived websites

• 382M+ student papers

• 130 Million Offline Publication Articles:
  • 36.5 Million (crossref)
  • 92.5 Million (non crossref)

• Library networks including:
Impact Factor journals included in the Turnitin publications database

89% of the Top 100*

81% of the Top 500*

78% of the Top 5,000*

*Thomson Reuters Journal Citation Report, 2013.
GRADEMARK + ETS®

Save Instructors Time
Delivers Rich Feedback with:

- Drag-and-drop QuickMark comments
- Rubrics
- Grade can be fed to LMS
- ETS® e-rater grammar feedback *(ETS not on iPad)*
- Voice comments

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RUBRICS

More useful rubrics, at the right places in the assignment workflow.

VOICE COMMENTS

Instructors can record voice comments for students to play back as part of their rich GradeMark feedback.
Automated feedback on grammar, mechanics, usage, spelling, and style

• Saves instructors time and provides more feedback to students
• Allows instructors to focus on feedback on writing and ideas instead of spelling and grammar
• Uses the same technology employed in the GRE® and TOEFL®
Grammar handbooks provide students with in-depth instruction in their native language

- English-language handbooks for high school, advanced and ESL students
- Handbooks in all 10 supported Turnitin languages
Grade Anywhere with Turnitin for iPad

A Natural Setting
A History of Exploration and Settlement in Yosemite Valley

Yosemite National Park is a United States National Park spanning eastern portions of Tuolumne, Mariposa, and Madera counties in east central California, United States. Although not the first designated national Yosemite was central to the development of the national park idea since its first discovery by non-indigenous people in mid-nineteenth century, Yosemite Valley has held a special, even religious, hold on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature.

While Yosemite holds a special grip on western perceptions about it's Valley...
TURNITIN IPAD

Feedback at Your Fingertips

- Originality Report
- QuickMark comments
- Voice comments
- Custom text comments
- Highlights
- Strike through
- *Speech to text*

Interactive Rubric Grading

Convey clear expectations and grade faster with interactive rubrics. Simply tap the rubric criteria, and the grade is automatically calculated. No calculators, no spreadsheets.
Grade Anywhere with Turnitin for iPad™

NO WIFI, NO PROBLEM

Sync assignments to your iPad so you can grade them on- or off-line. And easily switch between using Turnitin on your computer to using Turnitin for iPad.

“Turnitin for iPad is liberating. I can sit on the couch and comfortably grade essays, while still giving students really good feedback. The offline grading mode is great, too. I definitely plan on using it going forward.”

Franck Reyherme, Instructor at Acalanes Union High School District in Lafayette, CA
Grade Anything
Instructors Use Turnitin Across the Curriculum

- English Language Arts: 37%
- Science / Medical: 17%
- Social Studies: 14%
- Business & Economics: 10%
- Engineering & Technology: 4%
- Languages*: 3%
- Other: 17%

* Second Language Learners
Saves instructors time while increasing feedback quality and student engagement

*(Based on a Survey of 350 GradeMark Users, June 2012). **Projected growth.

Online Grading Goes Mainstream

- **Time Saved Grading**: +31%
- **Feedback Quality**: +52%
- **Student Engagement**: +46%

Papers Graded Using Turnitin

*(Based on a Survey of 350 GradeMark Users, June 2012). **Projected growth.
PeerMark

Engages students in the writing process

• Saves time distributing papers and collecting reviews
• Allows instructors to guide the peer review process
• Develops students’ critical thinking skills
• See all reviews written for a paper at once
A Natural Setting
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While Yosemite holds a special grip on the western mind, perceptions about its Valley have evolved over time due to changing politics migration patterns and environmental concerns as man has become

“No temple made with hands can...”
TURNITIN SUITE

• One view of all types of feedback, including originality, grading and peer review
• Engages students by providing richer feedback
• Saves instructors time
• Simplifies collection, distribution and access to student papers
• Eliminates the headaches of paper management
Higher Education Customers

50%+ of U.S. Higher Education Institutions use Turnitin
TURNITIN EFFECTIVENESS
REDUCTION IN UNORIGINAL CONTENT

Higher Education

74%
Texas Tech University

74%
University of Phoenix

64%
PennState

51%
Indiana University Bloomington

Secondary Education

71%
New Canaan High School

70%
Harvard Westlake

62%
Upper St. Clair High School

57%
Calvert Hall

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Turnitin UK customers reduce unoriginal content by up to 60%
ITHENTICATE
Government & Grant Organizations using iThenticate

CrossCheck members since 2009. Uses iThenticate to check internal research.

Customers since 2007. Uses iThenticate to check grant proposals.

Uses iThenticate to investigate specific misconduct cases.

Uses iThenticate to investigate misconduct cases as referred by NIH.

Customers since 2009. Uses iThenticate to check internal research.

Customers since 2011. Uses iThenticate to check grant proposals.

Customers since 2011. Uses iThenticate to check internal research.

Customers since 2009. Uses iThenticate to check internal research and other press publications.
Scholarly Community

A growing need for plagiarism prevention within the interconnecting scholarly publishing and research communities.

Scholarly Publishers are using iThenticate.

Government Bodies & Granting Agencies are using iThenticate.

Universities & Individual Researchers should use iThenticate as part of their editorial review before submitting to granting and publishing bodies to mitigate the potential risks of misconduct.
Current Customers

- **LSE**
  - Formative checking of Phd Dissertations

- **Penn**
  - Used by library to check research for instructors, researchers, undergraduates and graduates

- **Purdue University**
  - Used by Office of Research for formative checking of manuscript

- **University of Central Florida**
  - Faculty screening of grant proposals and scholarly articles

- **University of Michigan**
  - Used by Law Library to check all journal submissions

- **University of Virginia**
  - Pre-pub originality check of business text

- **Colorado State University**
  - Check journals and grant proposals submitted by faculty

- **IUP**
  - Screens all Dissertations and Theses in School of Graduate Studies

- **Texas Tech University**
  - Screening of research by faculty and graduate students
## Turnitin and iThenticate

Extend Turnitin to support academic researchers.

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Relation of Mass to Diameter in Neutron Stars

Barbara Asgarov

The combination of the radius and the mass of a star determines the surface gravity. Giant stars have a much lower surface gravity than main sequence stars, while the opposite is the case for degenerate, compact stars such as white dwarfs. The surface gravity can influence the appearance of a star's spectrum, with higher gravity causing a broadening of the absorption lines.

Stars are sometimes grouped by mass based upon their evolutionary behavior as they approach the end of their nuclear fusion lifetimes. Very low mass stars with masses below 0.5 solar masses do not enter the asymptotic giant branch (AGB) directly if they remain stable. Instead, they lose mass and become planetary nebulae. About 1.8–2.2 solar masses (depending on composition) do enter the AGB, where they develop a degenerate helium core. Intermediate-mass stars undergo helium fusion and develop a degenerate core. Massive stars have a minimum mass of 7–10 solar masses, but this may be as low as 5–6 solar masses.
### Usage Reports

This page displays a snapshot of account usage. You can view more detailed statistics for an individual by clicking on the user's name.

Sort report by clicking on a column title. Click on the plus sign to view users within each group.

Report is not limited by a date range | change

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1: Approximately 500 words per “Page”
THANK YOU

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