



# How Turnitin® Plagiarism Prevention Works

Ensuring a Classroom Free of Plagiarism.

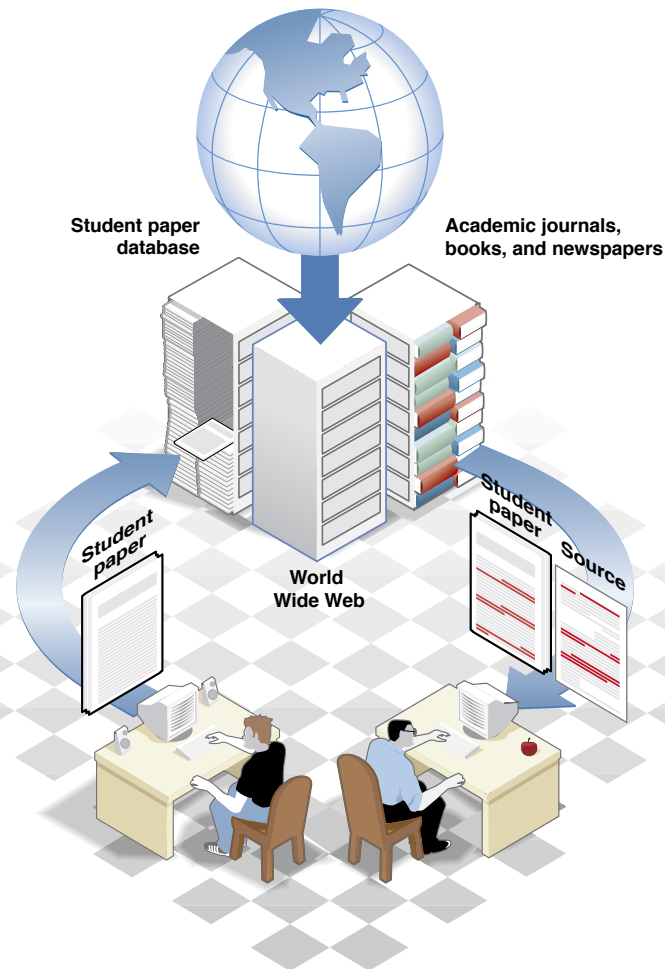
## A TECHNOLOGICAL SOLUTION

The incidence of plagiarism in education has reached epidemic proportions. Large numbers of students admit in anonymous surveys that they routinely steal material from the Internet for their papers and assignments. Turnitin is the technological solution to a problem that educators can no longer ignore.

Turnitin uses advanced pattern-matching technology to identify suspect passages of eight words or more in submitted documents. The system returns customized Originality Reports that provide clear documentation of any potential plagiarism.

**2** Turnitin's servers compare submitted documents against vast proprietary databases using advanced pattern-matching technology. Turnitin's database includes over 10 million student papers,

**1** Teachers and students submit documents through the easy-to-use Turnitin website. Turnitin receives more than 20,000 papers per day.



**3** Turnitin's content databases contain millions of pages of books and journals and over 4.5 billion pages of the current and archived Internet. The database updates and adds to the Internet archive at a rate of 40 million pages per day.

**4** The results are returned in the form of customized Originality Reports, in which any text matches found in our databases are highlighted and linked to their source. Originality Reports allow faculty members to make the final determination of whether plagiarism has occurred.