

turnitin®  
Professional Development



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# What is Turnitin?

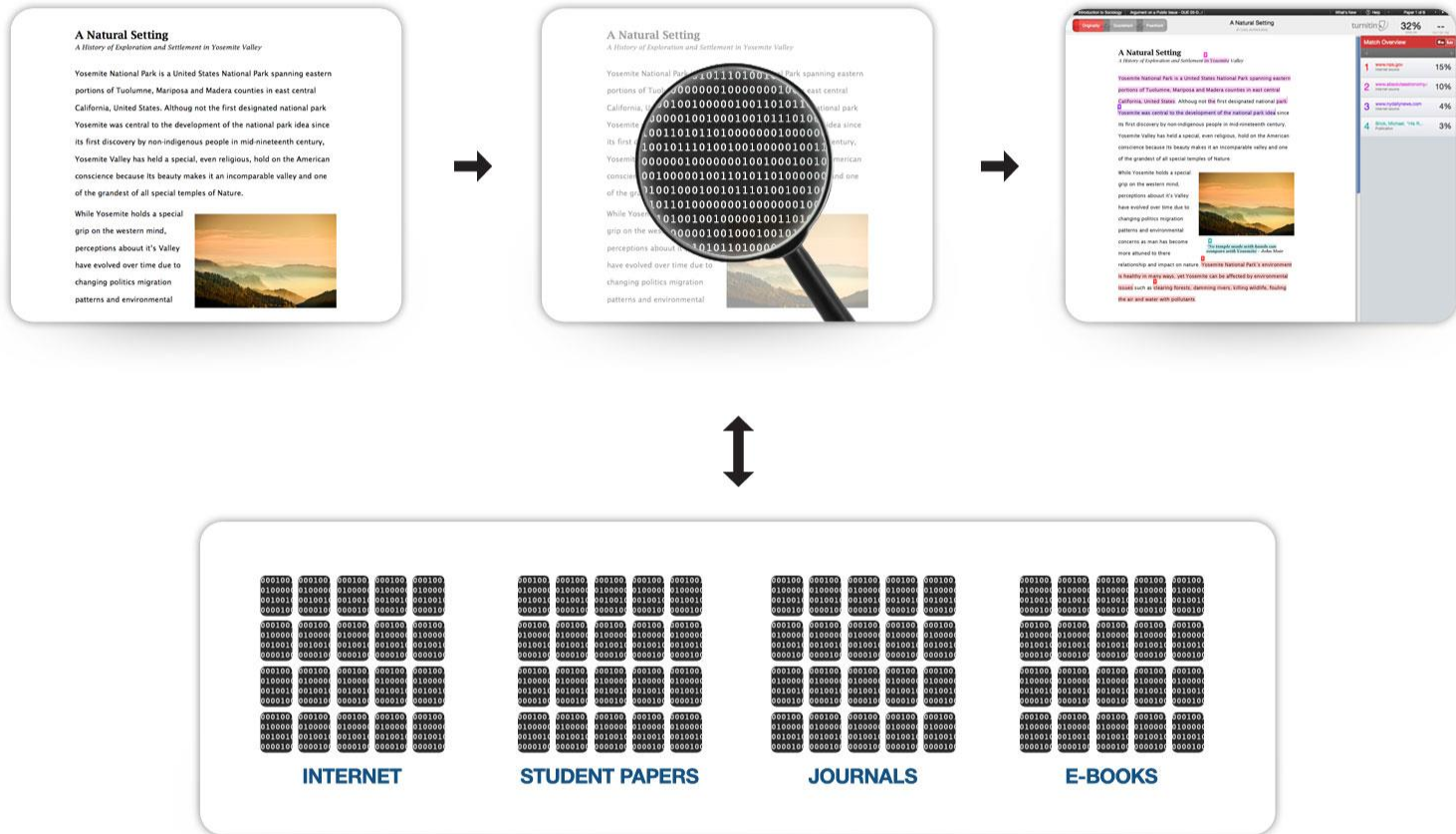
- What do you know about Turnitin?
- What are some common misconceptions about Turnitin?

# Turnitin Misconceptions

- Detects plagiarism
- Matches are coincidental
- Matches identified are the exact source

# ORIGINALITY CHECKING

# ORIGINALITY CHECKING TECHNOLOGY



# HOW OUR TECHNOLOGY WORKS

## Technical Challenges

### •Needle in a Haystack

For a single paper, check ~100 fragments against:

- A specially indexed copy of the Internet
- 400M+ student papers
- 130M+ books, journals, magazines and newspapers

### •Signal vs. Noise

- In parallel, check for fuzzy matches, synonyms, word substitutions, paraphrasing and translated plagiarism
- Deliver close to zero false-positives

### •Big Data, Fast

- Do this for up to 300,000+ papers a day
- Return results in under a minute

### *The benefits:*

- ✓ *Fast and authoritative:  
Quick, accurate reports  
from the world's largest  
comparison database*
- ✓ *Simple-to-use:  
Instructor learning  
curve is very fast  
because of our  
intuitive design*



# ORIGINALITYCHECK

Identifies matched content by comparing papers against:

- 35 billion current & archived web pages
- 300 million student papers
- 130 million academic articles

The screenshot shows a Turnitin report for a paper titled "A Natural Setting" by CAEL BURROUGHS. The overall similarity score is 32%. The report includes a "Match Overview" sidebar on the right with the following entries:


Match Number	Source	Similarity Percentage
1	www.nps.gov (Internet source)	15%
2	www.absoluteastronomy.com (Internet source)	10%
3	www.nydailynews.com (Internet source)	4%
4	Brick, Michael. "His R..." (Publication)	3%

The main text of the paper is shown with several highlighted sections and numbered markers (1-5) indicating matches:

**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 park, 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 the western mind, perceptions about its Valley have evolved over time due to changing politics migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature.



*"No temple made with hands can compare with Yosemite" - John Muir*

Yosemite National Park's environment is healthy in many ways, yet Yosemite can be affected by environmental issues such as clearing forests, damming rivers, killing wildlife, fouling the air and water with pollutants.

At the bottom of the page, it says "PAGE: 1 OF 2" and "Text-Only Report".



# 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

Introduction to Sociology Argument on a Public Issue - DUE 03-D-... What's New Help Paper 1 of 8

Originality GradeMark PeerMark

A Natural Setting  
BY CAEL BURROUGHS

turnitin 32% SIMILAR OUT OF 100

### A Natural Setting

A History of Exploration and Settlement in Yosemite Valley

Internet source  
www.nydailynews.com

Full Source View

pectacular granite cliffs, waterfalls, clear streams, Giant Sequoia groves, and biological diversity. Almost 95% of the park is designated wilderness. Although not the first designated national park, **Yosemite was central to the development of the national park idea**, largely owing to the work of people like Galen Clark and John Muir. Photos Media Kit Services Home Delivery Newsletter Place an Ad About Our Ads Contact Us Archives Sitemap Latest Feeds My Yahoo Us

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 the western mind, perceptions about it's Valley have evolved over time due to changing politics migration patterns and environmental concerns as man has become more attuned to there relationship and impact on nature. Yosemite National Park's environment is healthy in many ways, yet Yosemite can be affected by environmental issues such as clearing forests, damming rivers, killing wildlife, fouling the air and water with pollutants.

4 "No temple made with hands can compare with Yosemite" - John Muir

#### Match Overview

1	www.nps.gov Internet source	15%
2	www.absoluteastronomy.i Internet source	10%
3	www.nydailynews.com Internet source	4%
4	Brick, Michael. "His R... Publication	3%

PAGE: 1 OF 2

Text-Only Report

# GRADING & FEEDBACK

# Grading & Feedback

Introduction to Sociology | Argument on a Public Issue - DUE 03-D... | What's New | Help | Paper 1 of 8

Originality | **GradeMark** | PeerMark

## A Natural Setting

BY CAEL BURROUGHS

turnitin **32%** **87**  
SIMILAR OUT OF 100

Search QuickMark templates

Commonly Used

Comment Select text and click the Comment button to highlight text associated with a comment.

Awk. C/S Citation Needed  
Commonly Confused Del.  
Improper Citation Insert:  
Missing ", " Need more evidence  
P/V Run-on Sp. Support  
Title Title Vague WC  
Weak Transition

### 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. **Sp.** Although not the first designated national park 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. **Run-on**

While Yosemite holds a special grip on the western mind, perceptions about it's Valley **Sp., Confused** have evolved over time due to changing politics migration

**Awk. more evidence**

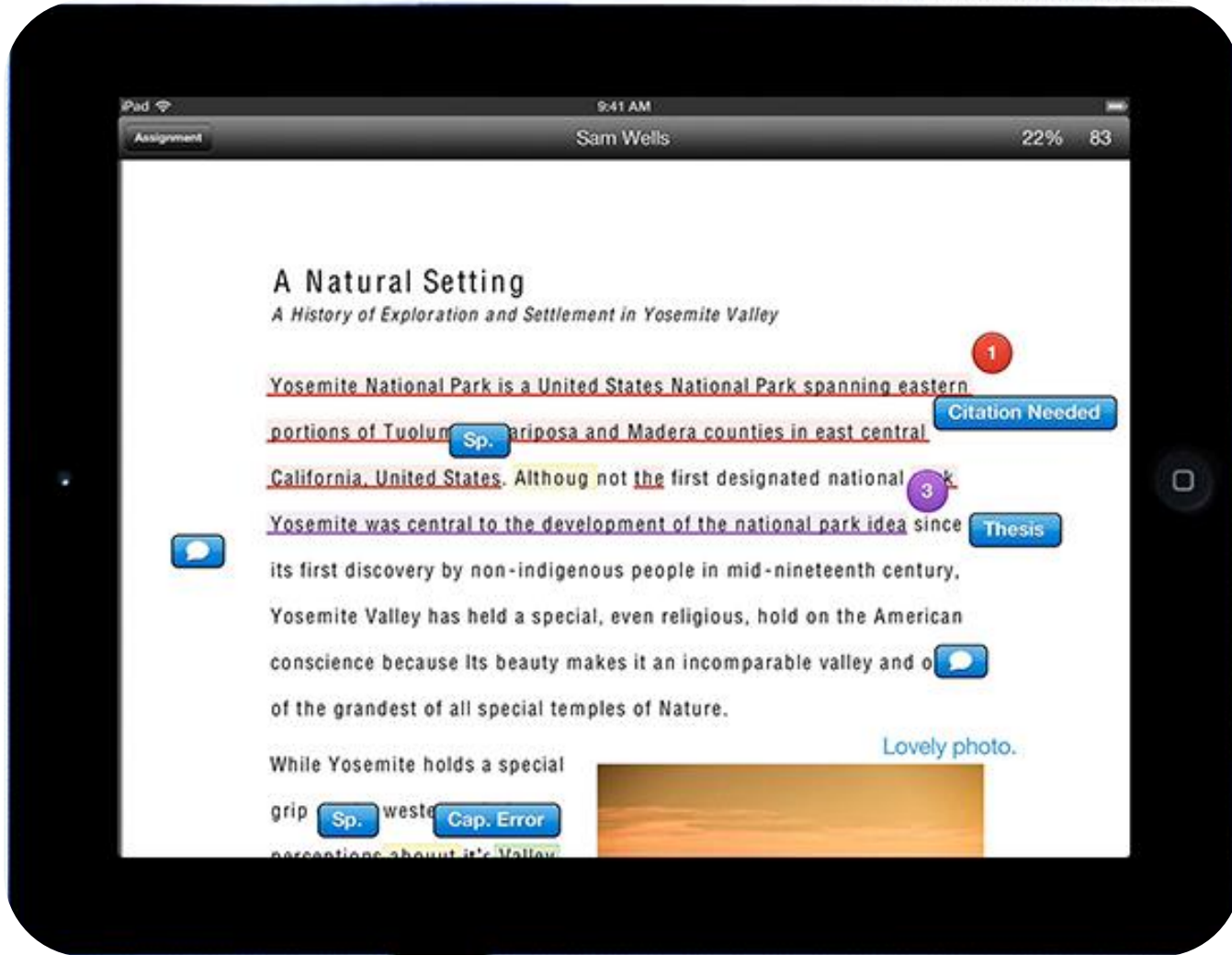
**Awk.**  
Awkward:  
The expression or construction is cumbersome or difficult to read. Consider rewriting.

Comment

iPad

# Grade Anywhere with Turnitin for iPad

TM



# TURNITIN IPAD

## Feedback at Your Fingertips

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



Sam Wells		Rubric: 3.68/5 (74%)	
	Exceptional	5.00	Skilled
<b>Focus</b> 16.6%	The text clearly focuses on a compelling topic that informs the reader with ideas, concepts, and information that creates a unified whole.		The text focuses that informs the concepts, and a unified whole
The text focuses on a topic to inform a reader with ideas, concepts, and information that creates a unified whole.			
<b>Development</b> 16.7%	The text provides significant and relevant facts, extended definitions, concrete details, quotations and/or examples that thoroughly develop and explain the topic. The text provides an engaging conclusion that supports the topic and examines its implications and significance.		The text provides extended definitions, quotations, and sufficiently develop topic. The text concludes that examines its significance.
The text presents facts, extended definitions, concrete details, quotations, and examples. The text provides a conclusion that supports the topic and examines its.			
<b>Audience</b> 16.7%	The text consistently addresses the audience's knowledge level and concerns about the topic. The text		The text anticipates knowledge level the topic. The t
The text anticipates the			

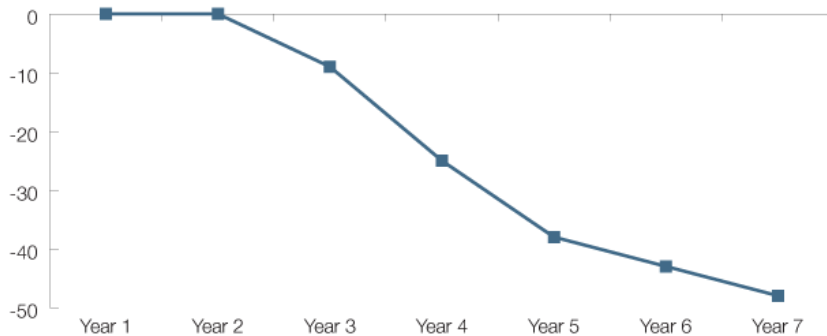
## Interactive Rubric Grading

Convey clear expectations and grade faster with interactive rubrics. Simply tap the rubric criteria, and the grade is automatically calculated. No calculators, no spreadsheets.

**EFFECTIVENESS**

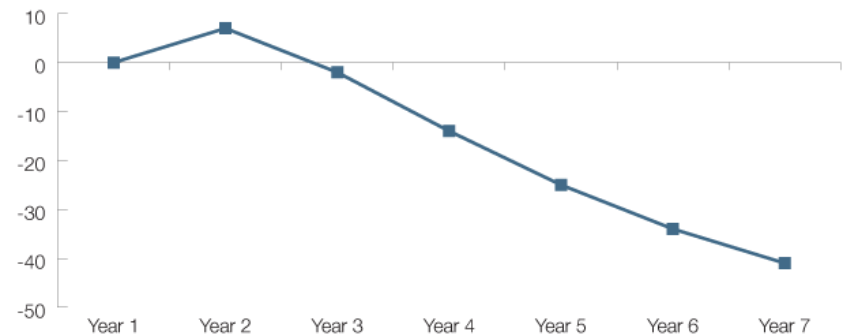
# Evidence of Effectiveness - U.S. Customers

Higher Education:  
48% Decrease in Unoriginal Content\*



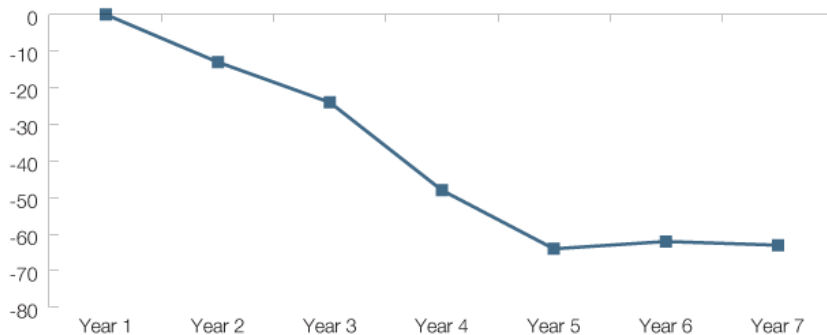
\*33,860,285 submissions from 917 higher education accounts over 7 years.

4-Year Institutions:  
41% Decrease in Unoriginal Content\*



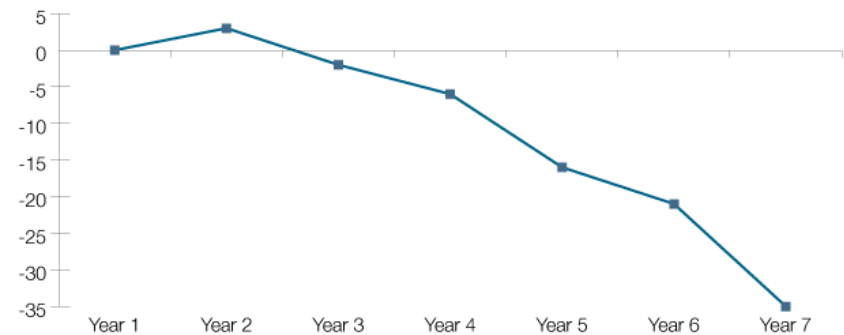
\*25,913,970 submissions from 674 4-Year Institution accounts over 7 years.

2-Year Institutions:  
63% Decrease in Unoriginal Content\*



\*7,946,315 submissions from 243 2-Year Institution accounts over 7 years.

Secondary Schools:  
35% Decrease in Unoriginal Content\*



\*35,572,378 submissions from 2,862 Secondary School accounts over 7 years.



# ACADEMIC INTEGRITY

# Sample Academic Integrity Statement

## **Additional copy to include:**

“In support of Academic Integrity at <your institution>, Turnitin will be used to review the papers that you submit in this class. Turnitin does not determine whether plagiarism has taken place or not. Turnitin will also not be used as a punitive tool or measure. The teacher of this class will use the reports that Turnitin generates as a basis for the thorough evaluation of the authenticity and originality of your work and the work of your classmates.”

**STRATEGIES**

# Originality Reports: Effective Use

- Turnitin identifies “matched content”
- Instructors determine whether matches constitute plagiarism
- Color coding of percentage scores do NOT signify plagiarism
- Exclude quoted material and bibliography to refine results

# Assignment Preparation and Setup

- Peer review theses
- Assign annotated bibliographies
- Use multiple paper drafts to provide students with the opportunity to develop their writing over the span of an assignment

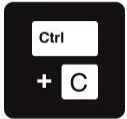
# PLAGIARISM SPECTRUM

# Tagging the 10 Types of Plagiarism



## 1. Clone

Submitting another's work, word-for-word, as one's own



## 2. CTRL-C

Contains significant portions of text from a single source without alterations



## 3. Find - Replace

Changing key words and phrases but retaining the essential content of the source



## 4. Remix

Paraphrases from multiple sources, made to fit together



## 5. Recycle

Borrows generously from the writer's previous work without citation



## 6. Hybrid

Combines perfectly cited sources with copied passages without citation



## 7. Mashup

Mixes copied material from multiple sources



## 8. 404 Error

Includes citations to non-existent or inaccurate information about sources



## 9. Aggregator

Includes proper citation to sources but the paper contains almost no original work



## 10. Re-tweet

Includes proper citation, but relies too closely on the text's original wording and/or structure



http://pages.turnitin.com/plagiarism\_spectrum.html

#1



## Clone

Submitting another's work, word-for-word, as one's own

Frequency



Problematic



Original

Unoriginal

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.





http://pages.turnitin.com/plagiarism\_spectrum.html

#2



## CTRL-C

Contains significant portions of text from a single source without alterations

Frequency



Problematic



Original

Unoriginal

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

### The Beautiful Yosemite Valley

From the time of its first discovery by non-indigenous people in the mid-nineteenth century Yosemite Valley has held a special, even religious, possession on the American conscience because its beauty makes it an incomparable valley and one of the grandest of all special temples of Nature. And Yosemite holds a special grip on the western mind, while perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.



# Find - Replace

Changing key words and phrases but retaining the essential content of the source



**Original** **Unoriginal**

## A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

## A Beautiful Setting in Yosemite

Since its first discovery by non-native people in the mid-19th century Yosemite Valley has held a special, even sacred, hold on the American psyche 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 the western mindset, perceptions about the Valley have evolved over time due to changing political movements, migration patterns and environmental issues as man has become more attuned to their relationship and impact on nature.



http://pages.tumitin.com/plagiarism\_spectrum.html

#4



## Remix

Paraphrases from multiple sources, made to fit together

Frequency



Problematic



Original

Unoriginal

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

### An Untouched View

*A History of Settlement and Change in Yosemite Valley*

The first non-natives to see Yosemite Valley were probably members of the mid-nineteenth century Joseph Walker Party, who crossed the Sierra Nevada from East to West. The first descriptions of Yosemite came almost 20 years later. From the start, the valley has been renowned for its natural beauty, and highly regarded as the centerpiece of Yosemite National Park, attracting visitors from around the world. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature.



# Recycle

Borrows generously from the writer's previous work without citation

Frequency



Problematic



Original

Unoriginal

## A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

## Ecology 201:

### An Unnatural Expectation

*The Impact of Exploration and Settlement in Yosemite Valley*

From its first discovery by the Ahwahnechee in the mid-nineteenth century Yosemite Valley has held a unique, 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 the western mind, perceptions about the Valley have evolved over time reflecting changing politics, human migration patterns and the rise of environmental concerns as man has become more attuned to his relationship and impact on nature.



# Hybrid

Combines perfectly cited sources with copied passages without citation



Original

Unoriginal

## A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

## A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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. "Native Americans have lived in the Yosemite region for as long as 8,000 years. The first people that we have record of was a band of Native Americans that called the Valley "Ah-wah-nee" and themselves the Ahwahnechee."<sup>1</sup> While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

<sup>1</sup> "Yosemite Valley." Wikipedia. Wikipedia. 20 Apr. 2012.  
 <[http://en.wikipedia.org/wiki/Yosemite\\_Valley](http://en.wikipedia.org/wiki/Yosemite_Valley)>



# Mashup

Mixes copied material from multiple sources

Frequency



Problematic



Original

Unoriginal

## A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

## A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the mid-nineteenth century Yosemite Valley has held a special, even religious, hold on the American conscience. The work of Ayres gave easterners an appreciation for Yosemite Valley and started a movement to preserve it. While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature. The 1849 California Gold Rush led to conflicts between miners and natives, and the volunteer Mariposa Battalion was formed by the state of California as a punitive expedition against natives in the Yosemite area.



# 404 Error

Includes citations to non-existent or inaccurate information about sources



## Original

## Unoriginal

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

### Perceived Beauty: Man's Nature

*Exploration and Settlement in Yosemite Valley*

"Since its first discovery by the Joseph Walker Party in the mid-nineteenth century"<sup>1</sup> "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."<sup>2</sup> "While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature."<sup>3</sup>

<sup>1</sup> For an insightful discussion of Walker's expedition, including an extended description of their first sight of Yosemite Valley, see Walker's original piece in *The Golden Times*. May 5, 1833 : p. 4. Print.

<sup>2</sup> Bloom, H. "Aesthetics of the Found: The 'Nature' of the Natural." *Aesthetics and the Found*. November 2000 : 18-22. Print.

<sup>3</sup> Huang et al. "Politics, Policy, and the Environment." *Nature and Society*. 25.3 (1997) : 127-53. Print.





http://pages.turnitin.com/plagiarism\_spectrum.html

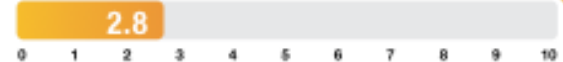
#9



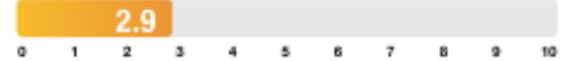
## Aggregator

Includes proper citation to sources but the paper contains almost no original work

Frequency



Problematic



Original

Unoriginal

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*<sup>1</sup>

Yosemite Valley was first sighted by non-Indians in 1833 by Joseph Rutherford Walker and his group of explorers.<sup>2</sup> Yosemite has a long and diverse cultural history that helped to shape the region, country, and even the world.<sup>3</sup> While Yosemite holds a special grip on the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to their relationship and impact on nature.<sup>4</sup>

<sup>1</sup> Harrick, C. "A Natural Setting." *Nature and its Discontents* 23.1 (1996) : 41-50. Print.

<sup>2</sup> "History of Yosemite," *Yosemitegold.com Ace & Friends*, n.d. Web. 24 Apr. 2012. <<http://www.yosemitegold.com/yosemite/history.html>>

<sup>3</sup> "Yosemite National Park Cultural History," *Yosemitepark.com DNC Parks and Resorts at Yosemite, Inc.*, n.d. Web. 24 Apr. 2012. <<http://www.yosemitepark.com/cultural-history.aspx>>

<sup>4</sup> Harrick, C. "A Natural Setting," p. 41.





http://pages.turnitin.com/plagiarism\_spectrum.html

#10



## Re-tweet

Includes proper citation, but relies too closely on the text's original wording and/or structure

Frequency



Problematic



Original

Unoriginal

### A Natural Setting

*A History of Exploration and Settlement in Yosemite Valley*

Since its first discovery by non-indigenous people in the 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 the western mind, perceptions about the Valley have evolved over time due to changing politics, migration patterns and environmental concerns as man has become more attuned to his relationship and impact on nature.

### A History of Exploration and Settlement in Yosemite Valley

From its earliest discovery by non-indigenous people in the mid-nineteenth century Yosemite Valley has held a spiritual hold on the American conscience; its beauty is incomparable and has been held up as one of the grandest of all special temples of Nature. While Yosemite has a special grip on the western mind, impressions about the Valley have evolved over time, shaped by changing politics, migration patterns and environmental concerns as mankind has become more attuned to its relationship and impact on nature.<sup>1</sup>

<sup>1</sup> Harrick, C. "A Natural Setting." *Nature and its Discontents* 23.1 (1996) : 41-50. Print.

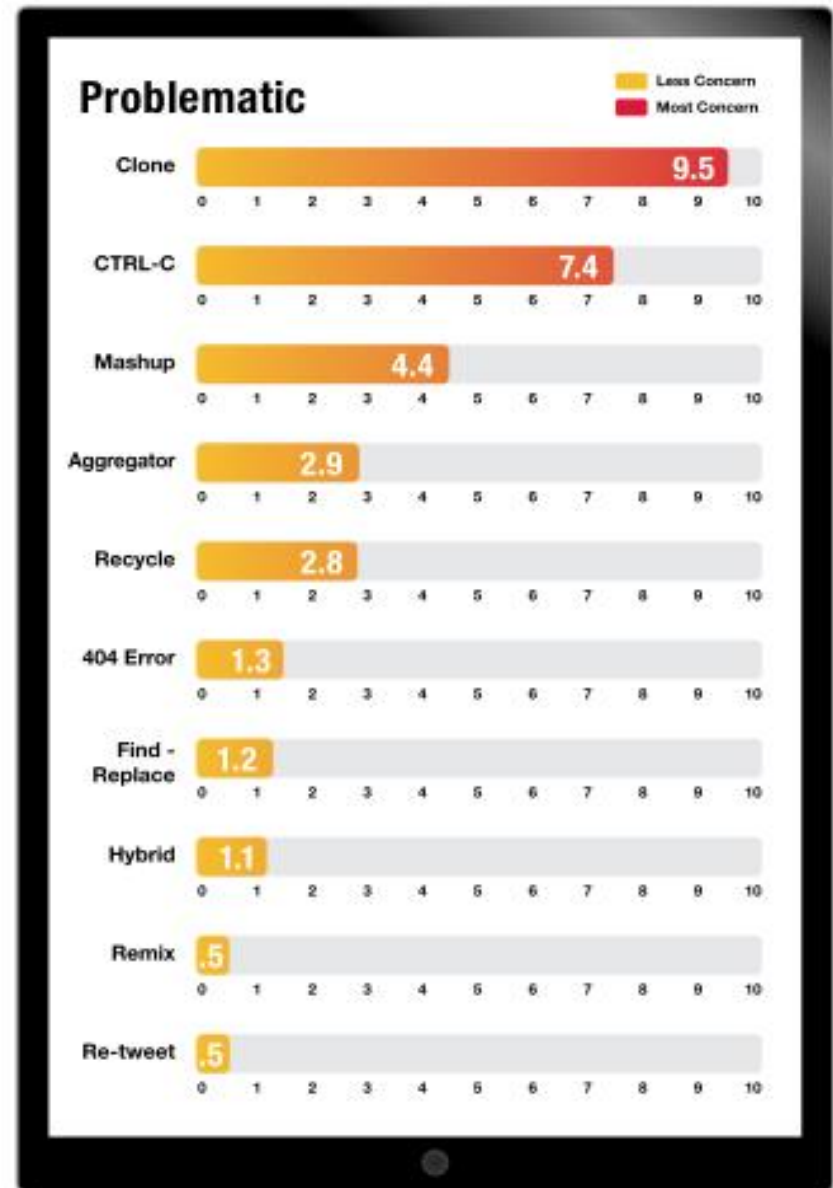
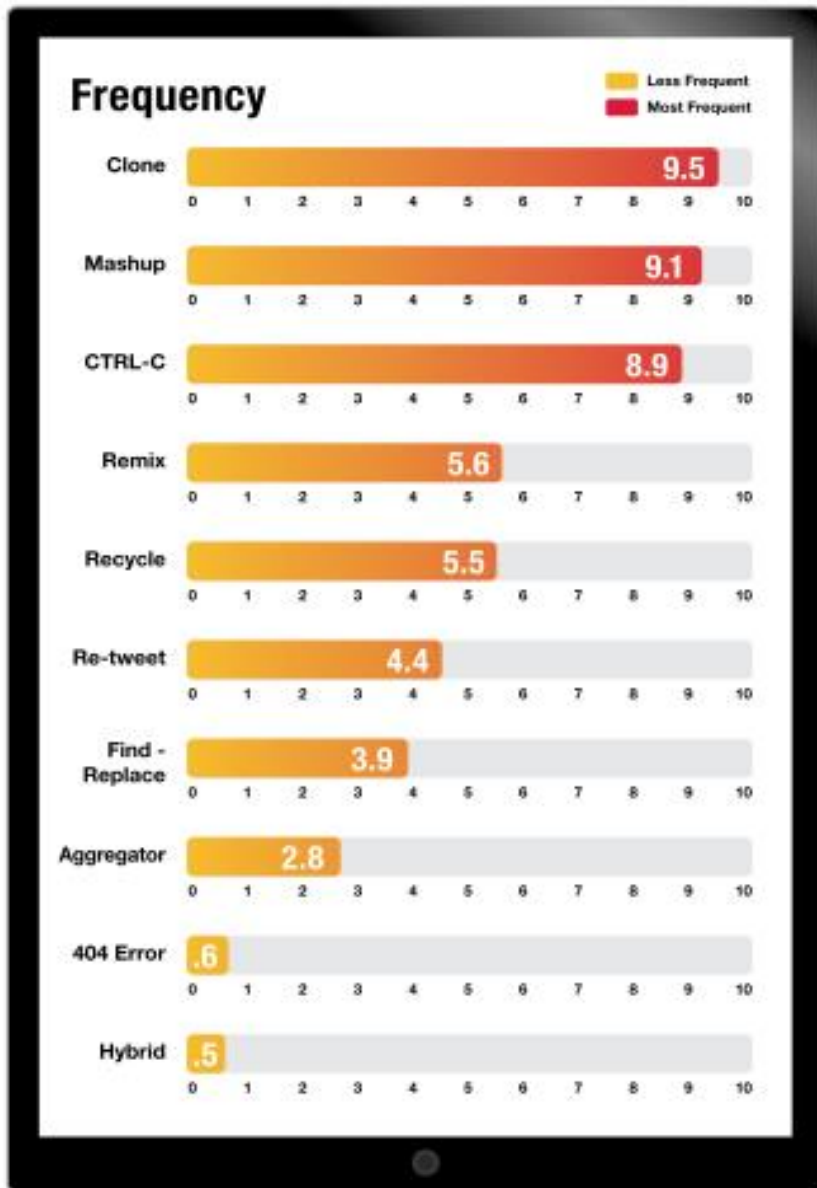


FIGURE 1 | Frequency Scores

FIGURE 2 | Problematic Scores

# More Information

- View Infographic:  
<http://bit.ly/plagiarismspectrum>
- Read White Paper:  
<http://bit.ly/plagiarismspectrumwp>
- Plagiarism.org: <http://www.plagiarism.org>

# STUDENT SOURCES

# How do students research in the digital age?

- “The internet has changed the very meaning of research”\*
- Students value immediacy over quality in online research
- Over reliance on the “wisdom of the crowd”

\*Pew Internet and American Life Project, *How Teens Do Research in the Digital World*, 2012

# About this study

- Time frame: July 2011 to June 2012
- 38.3 million papers submitted to Turnitin in the U.S.
  - Secondary Education: 9,931,758 papers
  - Higher Education: 28,404,572 papers
- 156 million content matches

# Turnitin Content Database

- **35+ billion pages of indexed web content**
- 400+ million student papers plus 300,000 new papers daily
- 130+ million articles from periodicals, journals, and other content databases

# Matched Content Categories

Category	Definition
Social Networking & Content Sharing	Sites that rely on user-generated content rather than professionally-published content.
Homework & Academic	Academic, educational and homework help sites that offer a range of content to educate students.
News & Portals	This category consists of professionally-published content.
Paper Mills & Cheat Sites	Sites that promote the sale or sharing of written work.
Encyclopedias	Reference and summary sites
Shopping	Sites that offer reviews and sell products.



# Secondary & Higher Education (July 2011 – Jun 2012)

Category	Secondary Ed Matches	Higher Ed Matches
Homework & Academic	33%	33%
Social Networking & Content Sharing	28%	23%
Paper Mills & Cheat Sites	18%	19%
Encyclopedias	11%	14%
News & Portals	6%	10%
Shopping	4%	1%
Total 100%	100%	100%

# Top 10 Sources: Secondary Ed

Top Sites 2011-2012	Number of Matches	%	Category	Rank in 2010-2011
wikipedia.org	3,801,022	8%	Encyclopedias	1
answers.yahoo.com	2,929,041	7%	Social	2
enotes.com	1,440,129	3%	Homework	4
answers.com	1,248,710	3%	Social	3
oppapers.com	1,245,097	3%	Paper Mills	7
scribd.com	1,144,111	3%	Social	6
slideshare.net	953,619	2%	Social	5
essaymania.com	932,709	2%	Paper Mills	8
shmoop.com	880,635	2%	Homework	11
medlibrary.org	846,165	2%	Homework	12

# Top 10 Sources: Higher Ed

Top Sites 2011-2012	Number of Matches	%	Category	Rank in 2010-2011
wikipedia.org	12,164,091	11%	Encyclopedias	1
oppapers.com	4,492,283	4%	Paper Mills	5
slideshare.net	4,051,018	4%	Social	3
coursehero.com	3,966,939	4%	Homework	6
scribd.com	3,461,809	3%	Social	7
answers.yahoo.com	3,188,527	3%	Social	2
answers.com	3,186,959	3%	Social	4
medlibrary.org	3,123,904	3%	Homework	8
bignerds.com	2,633,248	2%	Paper Mills	16
papercamp.com	2,454,094	2%	Paper Mills	14

# Findings

- Students struggle to recognize bias in sources
- Students are not always *<insert word here>* in evaluating sources for quality and appropriateness
- Research is synonymous with “search”

# SOURCE EDUCATIONAL EVALUATION RUBRIC (SEER)

	Highly Credible		Credible		Discreditable
	4	3	2	1	0
<b>AUTHORITATIVE</b>	Highly-regarded site that is referenced and linked to by others. Information is well-referenced, cited, and written by authors with expertise in the content area	Well-regarded site that is well known in its category. Information is referenced and cited, with experts generating content	Regarded site that has reputable information that is referenced and cited	Site is slightly regarded--does not necessarily have information that is researched, referenced, or cited	Site is not regarded--information or resources provided are not researched, referenced, or cited
<b>EDUCATIONAL VALUE</b>	Site is a leading source of content that exceeds instructional goals	Site is a regarded source of content that meets instructional goals	Site content meets instructional goals	Site content does not meet instructional goals	Site content is inappropriate or actively subverts instructional goals
<b>INTENT</b>	Site is a highly-respected source of content provided to inform users	Site is a well-regarded source of information whose job is to inform	Site provides content to inform users	Site promotes content; the goal of the site is not to "inform" users	Site actively sells content
<b>ORIGINALITY</b>	Site is a primary source of original content and viewpoints	Site offers original content and viewpoints	Site offers some original content, combining it with repurposed content	Site aggregates or repurposes content	Site aggregates or repurposes content without appropriate citation or references
<b>QUALITY</b>	Site content is high quality (vetted, researched, and informed) and enough content is provided to establish good coverage	Site content is of good quality and there is a good content area coverage	Site content is of quality and there is some broader content coverage	Site content quality is lacking and good content is in limited quantity	Quality of content is questionable. Lack of quality information available.

# SEER Criteria

- Authority: Is the site well regarded, cited, and written by experts in the field?
- Educational Value: Does the site content help advance educational goals?
- Intent: Is the site a well-respected source of content intended to inform users?
- Originality: Is the site a source of original content and viewpoints?
- Quality: Is the site highly vetted with good coverage of the topical area?

# SEER Scoring

- 4.0 – 3.0: “highly credible, quality sources”
- 3.0 – 2.0: “credible sources”
- 2.0 – 1.0: “questionable sources”
- 1.0 – 0.0: “unacceptable or inappropriate sources”



# Discreditable Source

123HelpMe.com  
<http://123helpme.com>

# of Matches in Student Papers: 2,370,843



Total SEER Score: 0.46

	Highly Credible		Credible		Discreditable
	4	3	2	1	0
<b>AUTHORITATIVE</b> = 0.5	Highly-regarded site that is referenced and linked to by others. Information is well-referenced, cited, and written by authors with expertise in the content area	Well-regarded site that is well known in its category. Information is referenced and cited, with experts generating content	Regarded site that has reputable information that is referenced and cited	Site is slightly regarded--does not necessarily have information that is researched, referenced, or cited	Site is not regarded--information or resources provided are not researched, referenced, or cited
<b>EDUCATIONAL VALUE</b> = 0.8	Site is a leading source of content that exceeds instructional goals	Site is a regarded source of content that meets instructional goals	Site content meets instructional goals	Site content does not meet instructional goals	Site content is inappropriate or actively subverts instructional goals
<b>INTENT</b> = 0	Site is a highly-respected source of content provided to inform users	Site is a well-regarded source of information whose job is to inform	Site provides content to inform users	Site promotes content; the goal of the site is not to "inform" users	Site actively sells content
<b>ORIGINALITY</b> = 0.8	Site is a primary source of original content and viewpoints	Site offers original content and viewpoints	Site offers some original content, combining it with repurposed content	Site aggregates or repurposes content	Site aggregates or repurposes content without appropriate citation or references
<b>QUALITY</b> = 0.3	Site content is high quality (vetted, researched, and informed) and enough content is provided to establish good coverage	Site content is of good quality and there is a good content area coverage	Site content is of quality and there is some broader content coverage	Site content quality is lacking and good content is in limited quantity	Quality of content is questionable. Lack of quality information available.

# Wikipedia's SEER Score

Secondary Ed Panelists	2.55 / 4.0
Higher Ed Panelists	1.07 / 4.0

# SEER Average Ratings by Category

Category	Average Rating
Social Networking & Content Sharing	1.59 / 4.0
Homework & Academic	2.40 / 4.0
News & Portals	2.05 / 4.0
Paper Mills & Cheat Sites	0.59 / 4.0
Encyclopedias	2.02 / 4.0
Shopping	1.65 / 4.0
Average Across Categories	1.79 / 4.0

# Implications

- Assessment not assumptions
- Textual literacy skills
- Hands-on practice

# Resources

SEER Interactive Rubric

[http://pages.turnitin.com/seer\\_rubric.html](http://pages.turnitin.com/seer_rubric.html)

SEER White Paper

[http://pages.turnitin.com/evaluating\\_sources.html](http://pages.turnitin.com/evaluating_sources.html)

Ratings for Top Student Sources

[http://www.turnitin.com/assets/en\\_us/media/seer/he/all.php#.UaZ1NiuG1Z8](http://www.turnitin.com/assets/en_us/media/seer/he/all.php#.UaZ1NiuG1Z8)

# ADDITIONAL RESOURCES

# Additional Resources

- Live Expert Training
- Tutorial Videos [http://www.turnitin.com/en\\_us/training/instructor-training](http://www.turnitin.com/en_us/training/instructor-training)
- White papers and Webcasts [http://www.turnitin.com/en\\_us/resources/white-papers](http://www.turnitin.com/en_us/resources/white-papers) [http://www.turnitin.com/en\\_us/resources/webcasts](http://www.turnitin.com/en_us/resources/webcasts)
- Help Center [http://www.turnitin.com/en\\_us/support/help-center](http://www.turnitin.com/en_us/support/help-center)