



Academic Integrity with AI Feedback Studio with Originality

Vignan

Akshay Prasanna
Customer Success Manager

Academic Integrity

Subscribe to Turnitin Communications

Electronic communications from Turnitin include:

- Monthly customer newsletter
- Insightful educator resources and thought leadership content
- Access to customer events and live workshops
- Notification of webinars and training opportunities

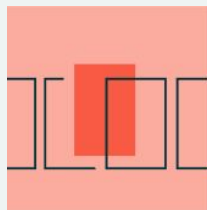


Turnitin

25+ years of Innovation and helping teachers / lecturers / Researchers and empowering students to do their best, original work.



**Are my students
submitting their
own, original work?**



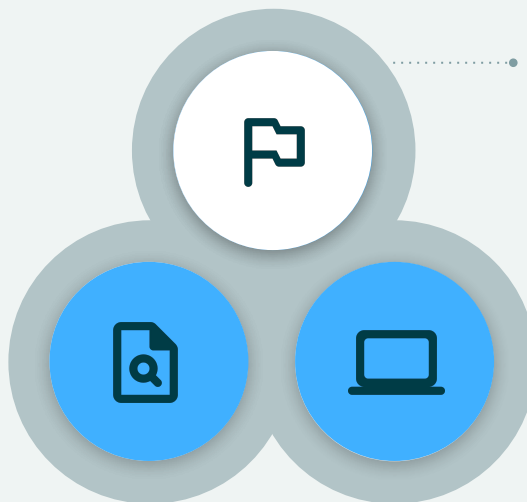
**How can I quickly
leave meaningful
feedback?**



Identifying original work

Similarity Detection

Discover text similarity to help identify potential plagiarism.



Flags

Uncover intentional text manipulation used to disrupt Similarity and AI detection.

AI Writing Detection

Learn whether your students have used artificial intelligence to create their work.



Clear insights. Fast feedback. Flexible assessment.



turnitin clarity

Bringing transparency to the writing process.

feedback studio™

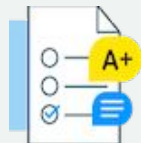
- ✓ Similarity report
- ✓ AI writing report
- ✓ Integrity flags
- ✓ Comments & QuickMarks
- ✓ Rubrics & Grading forms



turnitin clarity™

- ✓ Student composition space
- ✓ AI assistant
- ✓ Spelling & Grammar feedback
- ✓ Citation Check
- ✓ AI assistant summary
- ✓ Writing report
- ✓ Document Playback

Assignment Types



Standard
Assignment

Assessment Task 1

Essay

- **3000 words**
- **6 weeks** to complete the task
- **Multiple draft submissions** are encouraged
- AI generated text is **expected** as part of the research and must be appropriately attributed



Clarity Assignment

Assessment Task 2

Weekly Writing Task

- **1000 words**
- **1 week** to complete the task
- AI generated text **is not permitted** in the final output



Handwritten
Assignment

Assessment Task 3

Pen & Paper Exam

- **In-class** exam conditions
- **60 minutes** to complete

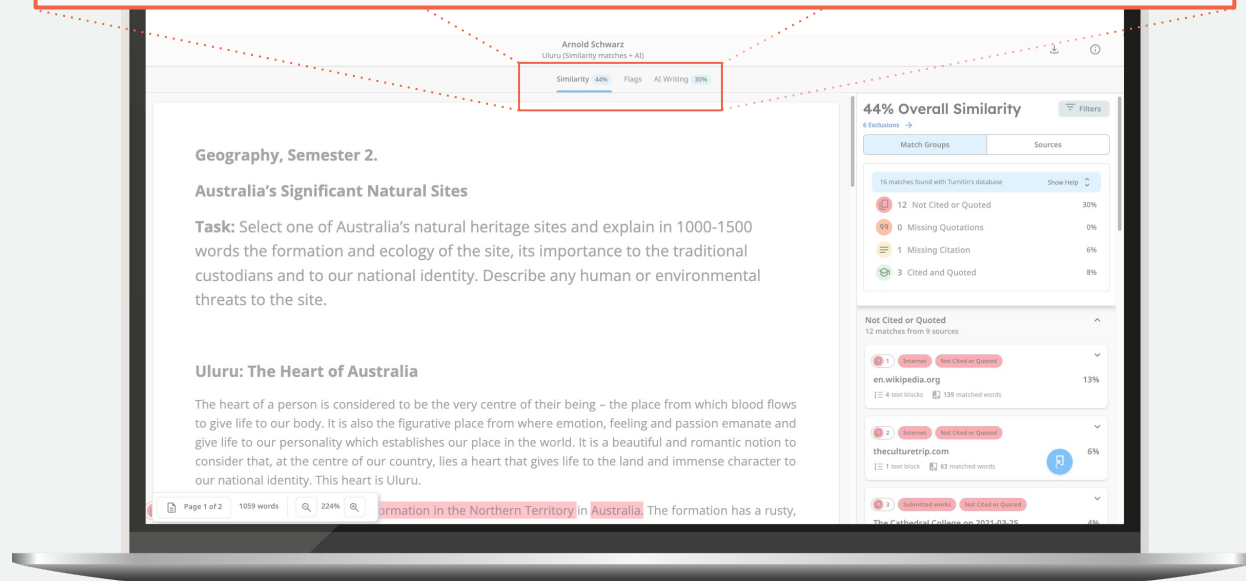
Similarity

44%

Flags

AI Writing

30%



Arnold Schwarz
Uluru (Similarity matches + AI)

Similarity 44% Flags AI Writing 30%

Geography, Semester 2.

Australia's Significant Natural Sites

Task: Select one of Australia's natural heritage sites and explain in 1000-1500 words the formation and ecology of the site, its importance to the traditional custodians and to our national identity. Describe any human or environmental threats to the site.

Uluru: The Heart of Australia

The heart of a person is considered to be the very centre of their being – the place from which blood flows to give life to our body. It is also the figurative place from where emotion, feeling and passion emanate and give life to our personality which establishes our place in the world. It is a beautiful and romantic notion to consider that, at the centre of our country, lies a heart that gives life to the land and immense character to our national identity. This heart is Uluru.

Page 1 of 2 1059 words 224%

formation in the Northern Territory in Australia. The formation has a rusty,

44% Overall Similarity

6 Exclusions →

Match Groups Sources

16 matches found with Turnitin's database Show Help

- 12 Not Cited or Quoted 30%
- 0 Missing Quotations 0%
- 1 Missing Citation 6%
- 3 Cited and Quoted 8%

Not Cited or Quoted
12 matches from 9 sources

- 1 en.wikipedia.org 13%
4 text blocks 63 matched words
- 2 theculturetrip.com 6%
1 text block 63 matched words
- 1 Submitted work Not Cited or Quoted 4%

Understanding Turnitin similarity score

44%

What is the Similarity score?

Percentage indicates the amount of text within the submission that is matching to other information sources



Student Papers
2.4 billion



Internet Pages
54 billion



Published Works
244 million articles

5%

Apples are a fruit grown around the world that come in a number of varieties, colours and flavours. The most common colour for an apple is red, but they are also available in green, and yellow to a lesser extent.

Apples are grown above the ground, on trees, collectively known as an apple orchard. In Australia, they are grown mostly in Australian states, however, they are grown in some areas of NSW and Queensland. When growing, they naturally develop a wax on their surface, which is removed when washed. They are often then artificially coated in another food grade wax to preserve them as the natural wax would.

Apples are available in Australia year round, due to the ability to store them in special conditions. The reduced temperature, high humidity and low oxygen of these environments prevents the ripening of the fruit and therefore provides a longer shelf life. Some environments are even able to reduce the gas the fruits produce, extending life even further.

The process of storing and extending the life of apples is not a new process. Apple growers and merchants have been extending the life of apples using various methods of storage for thousands of years. In fact, limestone caves were used in France in Roman times and, with their higher levels of carbon dioxide, they can probably be considered some of the first known examples of controlled atmosphere storage.

Apples are one of the most nutritious fruits available in Australia. They are one of the highest antioxidant fruits in Australia, and an excellent source of dietary fibre. They contain a number of other vitamins and minerals. They are also naturally sweet, so a good choice for children in lieu of manufactured sugary sweet.

Copy/
paste

30%



Essay topic: Apples are a fruit that are commonly eaten in Australia, for a variety of reasons. In your essay, describe their health benefits and why they are so popular in Australia.

Apples are a fruit native to Central Asia, however, are grown worldwide and are one of the top three fruits produced worldwide (Harvard School of Public Health, 2019). Apples grow in a number of different varieties, the most popular being the Pink Lady and Apple Smith. A fleshy fruit, they can be eaten raw or often used in recipes, to make meals such as pies.

Apples are a good source of nutrition, containing high amounts of Vitamin A, Vitamin C and Fibre. They also have high concentrations of polyphenols, which act as antioxidants in the body. Nutrients are found in both the skin and the flesh. Apples have also been shown to assist in weight loss. In research from Cho et al. (2013, p. 826) it was found that "supplementing apple products such as [Apple Pomace] and [Apple Juice Concentrate] may help suppress body weight and WAT gain, as well as improve lipid profiles in diet-induced obese rats."

Apples are a popular choice of fruit as they are available all year round, despite the seasonality of their growing. To keep Apples fresh and available year-round, they are stored shortly after they are picked in modified atmospheric environments, which are very cold, low oxygen, high humidity environments. Subject to much controversy, this practice is not new - similar practices had been undertaken historically in Europe, by storing apples in cellars over winter. These practices prevent the over ripening and rotting of the fruit (Apple & Pear Australia Ltd., 2016).

References:

Apple & Pear Australia Ltd. (2016, April 19). Storing apples. APAL. <https://apal.org.au/storing-apples/>

Cho, K.-D., Han, C.-K., & Lee, B.-H. (2013). Loss of Body Weight and Fat and Improved Lipid Profiles in Obese Rats Fed Apple Pomace or Apple Juice Concentrate. Journal of Medicinal Food, 16(9), 823-830. <https://doi.org/10.1089/jmf.2013.2784>

Harvard School of Public Health. (2019, May 22). Apples. The Nutrition Source. <https://www.hsph.harvard.edu/nutritionsource/food-features/apples/>

Essay
question

Citation

Common
fact

Quote

Unable to
paraphrase,
included
citationReference
list

Understanding Turnitin similarity score

Best practice tip:

Consider your genre... does this genre require students to use the words and ideas of other authors?

Understanding Turnitin similarity score

Genre & Task:
Personal reflection
about an excursion to
a cultural site



0%

100%



Similarity Score

Understanding Turnitin similarity score

Genre & Task:
Laboratory report
presenting the insights
of an experiment



0%

100%



Similarity Score

Understanding Turnitin similarity score

Don't forget:

Once you know the expected similarity range, ensure:

- Words are cited and quoted
- Ideas are cited

0%

100%



Similarity Score

What's the difference between text similarity and plagiarism?



Text
Similarity

When the ideas or words of another
are present in one's work



Plagiarism

When the ideas or words of
another are present in one's work
**without proper
acknowledgement, credit or
attribution**



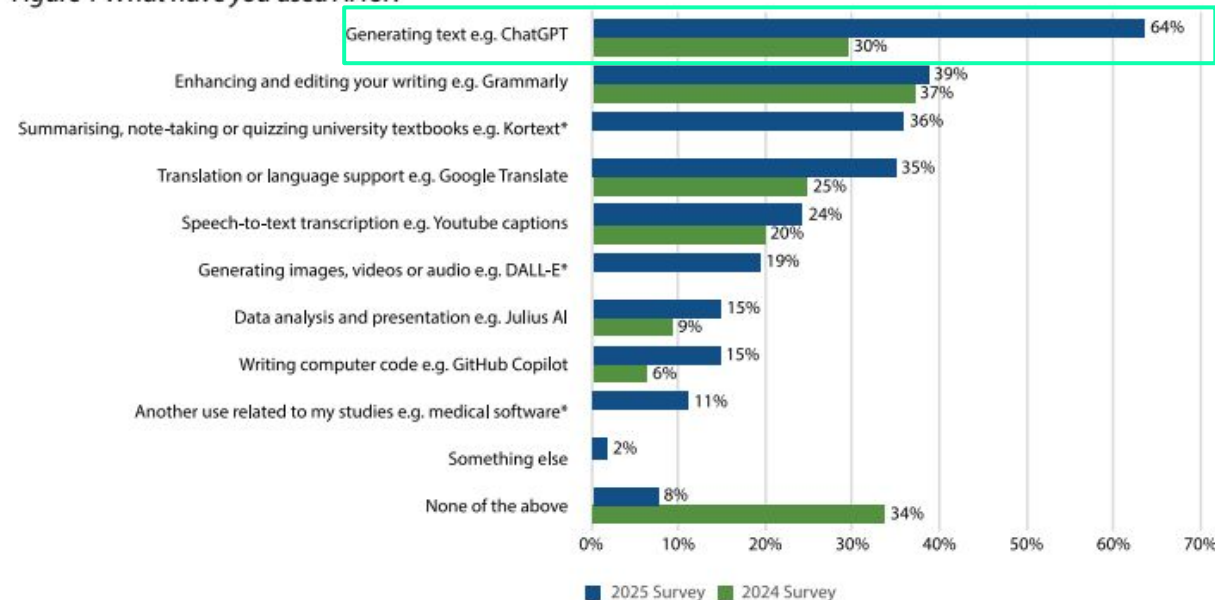
Potential Consequences of Plagiarism and Misconduct

Broadly speaking, the consequences of plagiarism and misconduct can be categorised as follows:

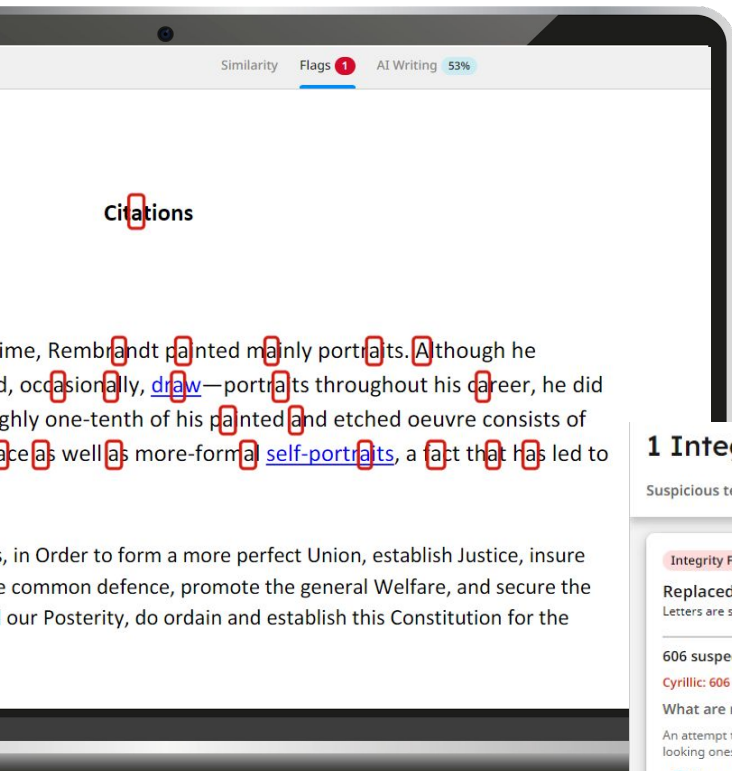
- **Individual costs**
Being stripped of title/status or expulsion from the institution, not to mention a tarnished reputation and damaged employment prospects.
- **Capital costs**
Depending on the severity of the misconduct, it may trigger litigation proceedings which can incur significant financial cost for all parties involved.
- **Brand/reputation costs**
Negative publicity, a loss of credibility and questions of negligence.

The proportion of students using AI to generate text has more than doubled

Figure 1 What have you used AI for?



Comprehensive integrity checks with flags



Comprehensively assesses the document's integrity by providing insight via the Flags panel on instances of text manipulations such as replaced characters or hidden text

1 Integrity Flag for Review

Suspicious text manipulations found. Review Flags as a priority.

Integrity Flag

Replaced characters

Letters are swapped with similar characters from another alphabet.

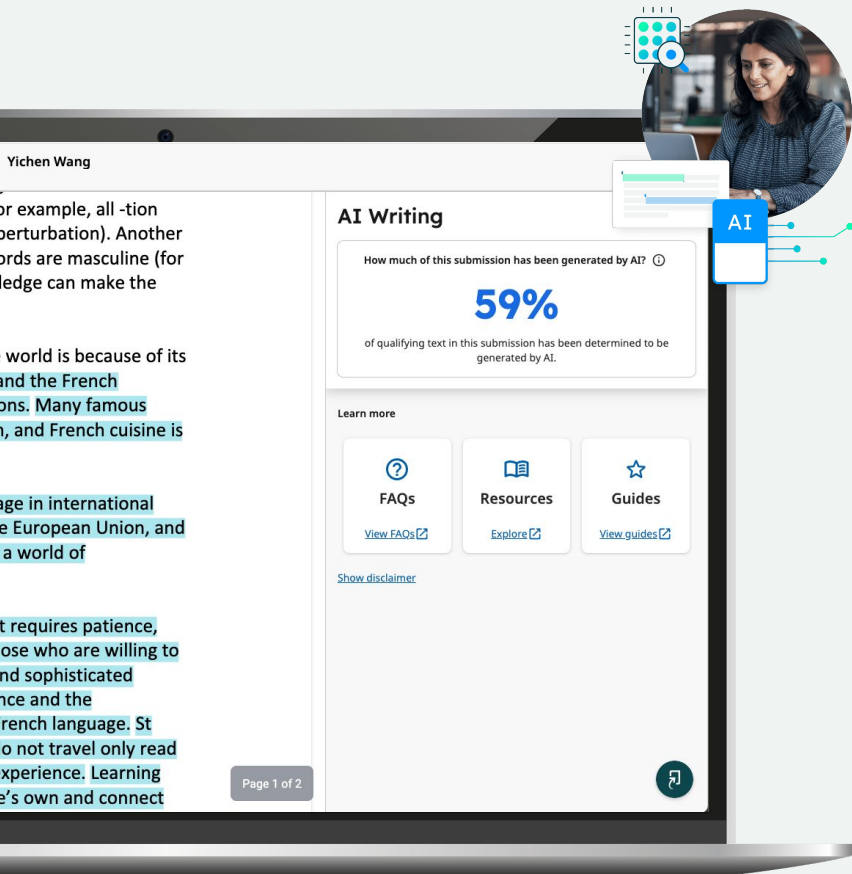
606 suspect characters on 5 pages

Cyrillic: 606

What are replaced characters?

An attempt to hinder similarity detection by replacing characters with similar looking ones from different alphabets or character sets.

[Learn more](#)



AI detection*

Identify AI-generated text with Turnitin's AI writing detection capabilities.

AI writing detection is integrated in the Similarity Report workflow and runs automatically for submissions made in English, and helps identify instances of AI-generated content in a submission

Interpreting the score

--%

Submission does not meet minimum requirements.

0%

No Gen-AI content detected in the submission.

*0%

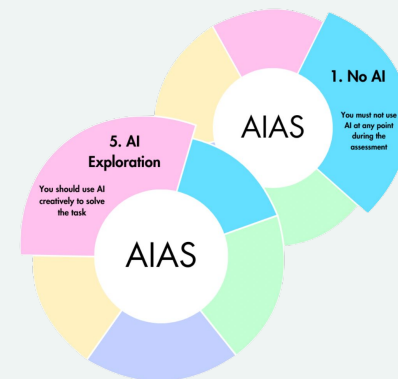
1%-19% Gen-AI content detected in the submission.

25%

20%-100% Gen-AI content detected in the submission.

The AI Assessment Scale (AIAS)

1	NO AI	The assessment is completed entirely without AI assistance in a controlled environment, ensuring that students rely solely on their existing knowledge, understanding, and skills You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.
2	AI PLANNING	AI may be used for pre-task activities such as brainstorming, outlining and initial research. This level focuses on the effective use of AI for planning, synthesis, and ideation, but assessments should emphasise the ability to develop and refine these ideas independently. You may use AI for planning, idea development, and research. Your final submission should show how you have developed and refined these ideas.
3	AI COLLABORATION	AI may be used to help complete the task, including idea generation, drafting, feedback, and refinement. Students should critically evaluate and modify the AI suggested outputs, demonstrating their understanding. You may use AI to assist with specific tasks such as drafting text, refining and evaluating your work. You must critically evaluate and modify any AI-generated content you use.
4	FULL AI	AI may be used to complete any elements of the task, with students directing AI to achieve the assessment goals. Assessments at this level may also require engagement with AI to achieve goals and solve problems. You may use AI extensively throughout your work either as you wish, or as specifically directed in your assessment. Focus on directing AI to achieve your goals while demonstrating your critical thinking.
5	AI EXPLORATION	AI is used creatively to enhance problem-solving, generate novel insights, or develop innovative solutions to solve problems. Students and educators co-design assessments to explore unique AI applications within the field of study. You should use AI creatively to solve the task, potentially co-designing new approaches with your instructor.



Updating the AI assessment scale. (2024, August 28).
Leon Furze.

1

NO AI

**You must not use AI at any point during the assessment.
You must demonstrate your core skills and knowledge**

Similarity 55% Flags AI Writing 0%

Intramuros is a walled city located in Manila, Philippines and is one of the top tourist destinations in the city. It was built by the Spaniards for over 400 years as the Spanish government's base and is considered as the oldest district. The area is surrounded by 4.5 kilometer walls with other structures like cannons, javelins and moats for its defence. It is undeniably a historical landmark.



"World War II happened and it changed Manila. It's the part where we kind of lost our way," said Mr. Celdran in an interview with *High Life* in January. "Four hundred years' worth of architecture, four hundred years' worth of literature, of historical records, photographs, paintings, decorative motifs, gone. Imagine what a people we could have been in Manila if we had those churches and libraries for us to refer to our past," he mused.

0% detected as AI ⓘ

The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased.

Submission Breakdown

page 1

page 3



1 AI-generated only

0%

Likely AI-generated text from a large-language model.



2 AI-generated text that was AI-paraphrased

0%

Likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

Sample of AI Report with no AI content

2

AI PLANNING

You may use AI for planning, idea development, and research. Your final submission should show how you have developed and refined these ideas.

Similarity 73%
Flags
AI Writing 0%

Intramuros is a walled city located in Manila, Philippines and is one of the top tourist destinations in the city. It was built by the Spaniards for over 400 years as the Spanish government's base and is considered as the oldest district. The area is surrounded by 4.5 kilometer walls with other structures like cannons, javelins and moats for its defence. It is undeniably a historical landmark.



"World War II happened and it changed Manila. It's the part where we kind of lost our way," said Mr. Celdran in an interview with *High Life* in January. "Four hundred years' worth of architecture, four hundred years' worth of literature, of historical records, photographs, paintings, decorative motifs, gone. Imagine what a people we could have been in Manila if we had those churches and libraries for us to refer to our past," he mused.

0% detected as AI ⓘ

The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased.

Submission Breakdown

page 1
page 3

- 1 AI-generated only** 0%

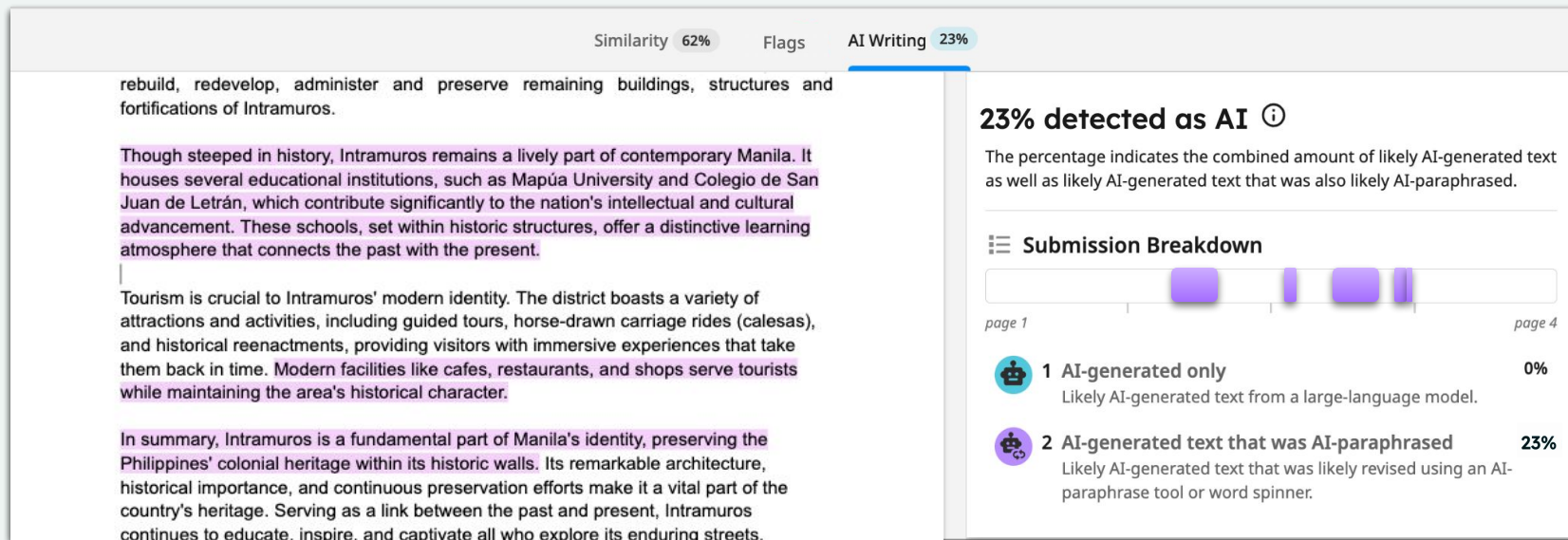
Likely AI-generated text from a large-language model.
- 2 AI-generated text that was AI-paraphrased** 0%

Likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

Sample of AI Report with no AI content

3 AI COLLABORATION

You may use AI to assist with specific tasks such as drafting text, refining and evaluating your work. You must critically evaluate and modify any AI-generated content you use.

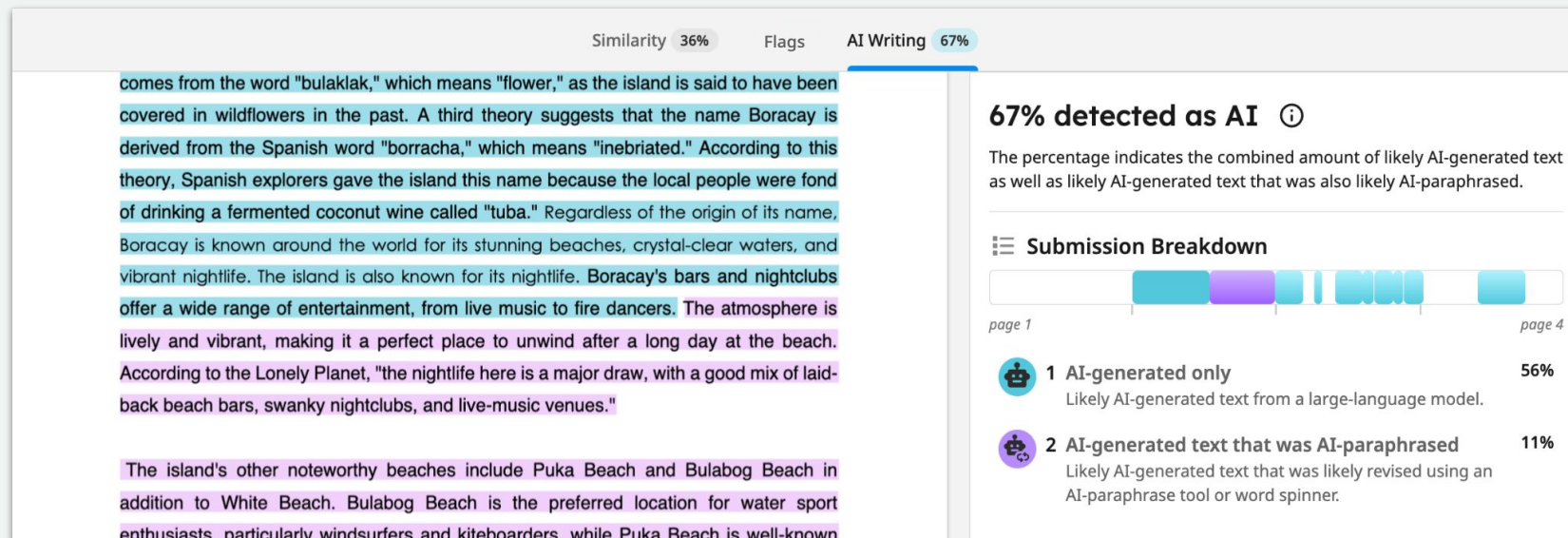


Sarapin and Alford report with AI generated content

4

FULL AI

You may use AI extensively throughout your work either as you wish, or as specifically directed in your assessment. Focus on directing AI to achieve your goals while demonstrating your critical thinking



Sample of AI Report with AI generated content

5

AI EXPLORATION

You should use AI creatively to solve the task, potentially co-designing new approaches with your instructor.

Similarity 36%

Flags

AI Writing 100%

Introduction

Emotional Intelligence (EI) is an essential element of corporate leadership, and it refers to the capacity to recognize and manage one's emotions and those of others. In the modern business environment, where there is increasing competition, fast-paced change, and increasing levels of uncertainty, the concept of EI has become crucial. Leaders who possess high levels of EI are better equipped to manage complex problems, build positive relationships, motivate employees, and achieve strategic goals. This essay explores the concept of EI in corporate leadership and its impact on organizational success.

The Concept of Emotional Intelligence

Emotional Intelligence refers to the ability to recognize, understand, and manage one's own emotions, as well as those of others. The concept was first proposed by Salovey and Mayer (1990), who described it as the capacity to monitor one's own and others' feelings and emotions, to differentiate between them and to use this information to guide decision-making and behavior. Later, Goleman (1998) expanded on the concept by identifying four domains of EI, including self-awareness, self-management, social awareness, and relationship management.

100% detected as AI ⓘ

The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased.

Submission Breakdown



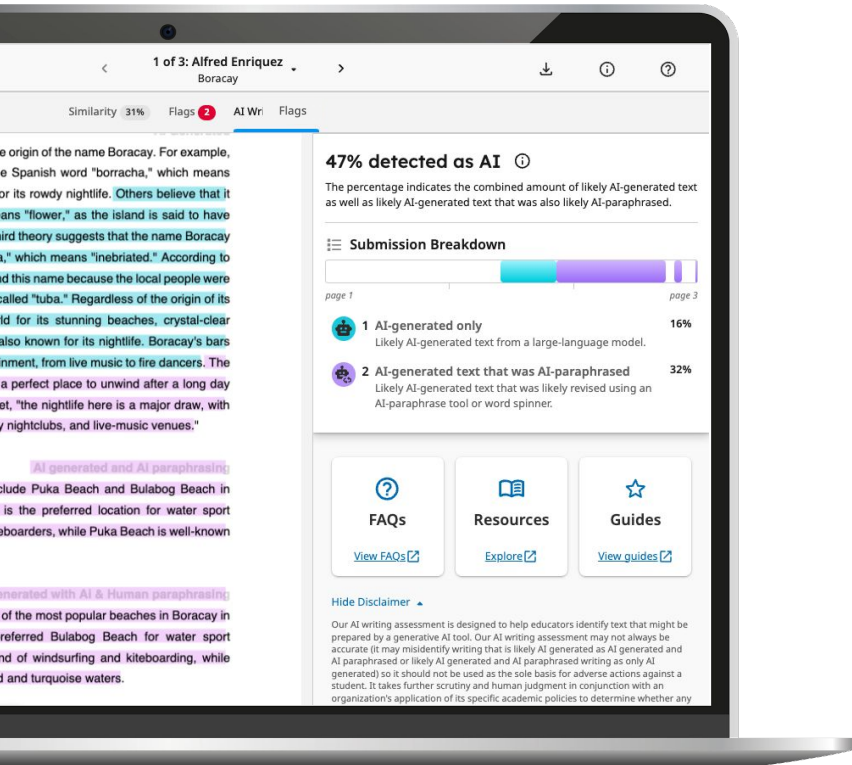
page 1 page 3

- 
1 AI-generated only 100%
 Likely AI-generated text from a large-language model.
- 
2 AI-generated text that was AI-paraphrased 0%
 Likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

Sample of AI Report Full AI generated content

Key points

- The AI writing score is not a judgement tool.
- Consider the amount of 'qualifying text' in the submission.
- Identify 'Areas of Interest'.
- What other evidence exist in the researcher / user / author work?



Learning to write (on your own) remains critical.

- To build critical thinking skills
- To become a strong communicator (oral and written)
- To deepen research abilities
- To explain and teach
- To argue a point of view



There will be a spectrum
of policies and assignment
/ course level guidelines on
proper AI usage.

With Turnitin, breakthrough technologies
such as AI can advance learning without
sacrificing academic integrity.





Interpreting similarity matches

Those living near Uluru and its surroundings have a long and vibrant history. "Archaeological evidence shows that Aboriginal people have inhabited Central Australia for more than 30,000 years" (Parks Australia, 2023).

Cited and quoted



Those living near Uluru and its surroundings have a long and vibrant history. "Archaeological evidence shows that Aboriginal people have inhabited Central Australia for more than 30,000 years". Citation?

Missing citation



Those living near Uluru and its surroundings have a long and vibrant history. Quotation marks? Archaeological evidence shows that Aboriginal people have inhabited Central Australia for more than 30,000 years (Parks Australia, 2023).

Missing quotation marks



Those living near Uluru and its surroundings have a long and vibrant history. Archaeological evidence shows that Aboriginal people have inhabited Central Australia for more than 30,000 years.

Not cited and quoted



QuickMarks

QuickMarks are Turnitin's comment bank.

- Faster marking with reusable comments
- Consistent, personalised feedback
- Clear, actionable guidance for students

missions? As

future

al to explore

international

on more

auts and future

yth, these

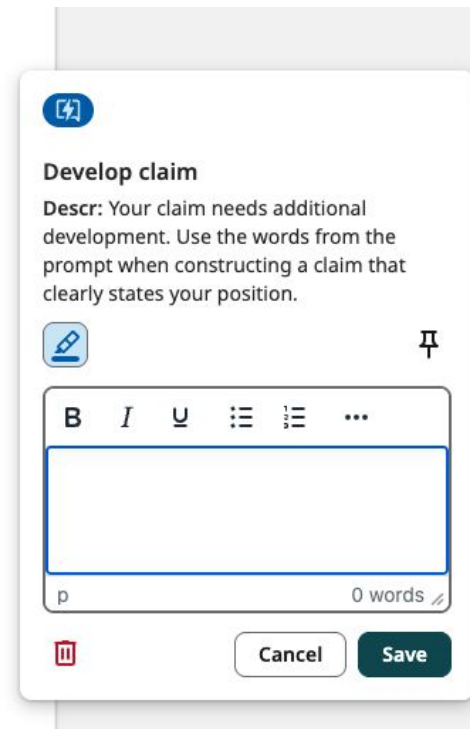
l. This issue is

nely difficult to

rth as it

lary 2009 when

ommercial



The screenshot shows a Turnitin QuickMark comment box. At the top left is a lightning bolt icon. The title is "Develop claim". Below the title is a description: "Descr: Your claim needs additional development. Use the words from the prompt when constructing a claim that clearly states your position." Below the description is a text input area with a blue border. Above the input area is a toolbar with icons for bold (B), italic (I), underline (U), bulleted list, numbered list, and a more options menu (three dots). To the right of the input area is a pin icon. Below the input area is a word count "0 words" and a small icon. At the bottom are two buttons: "Cancel" and "Save".

Harnessing Rubrics

- Harness the powerful rubric creation process to mark the way you want
- Link comments and QuickMarks to rubrics to provide effective and meaningful feedback
- Easily share rubrics with colleagues and at an institutional level

AP English Language: Rhetorical Analysis Rubric ⓘ

Criteria	Scales		
	0 pts.	1 pt.	
Thesis Thesis • The thesis may be more than one sentence, provided the sentences are in close proximity. • The thesis may be anywhere within the response. • For a thesis	For any of the following: • There is no defensible thesis. • The intended thesis only restates the prompt. • The intended thesis provides a summary of the issue with no apparent or coherent claim. • There is a thesis, but it	Responds to the prompt with a defensible thesis that analyzes the writer's rhetorical choices. Responses that earn this point: • Responds to the prompt rather than restate or rephrase the prompt, and the thesis clearly	n/a
Score: 1	Score: 0	Score: 1	Score:
Evid. & Comm. Evidence and Commentary • Writing that suffers from grammatical and/or mechanical errors that interfere with communication cannot earn the	Simply restates thesis (if present), repeats provided information, or offers information irrelevant to the prompt. Typical responses that earn 0 points: • Are incoherent and do not address the prompt. • May be just opinion	EVIDENCE: Provides evidence that is mostly general. AND COMMENTARY: Summarizes the evidence but does not explain how the evidence supports the student's argument. Typical responses that earn 1 point: •	EVIDENCE: Provides evidence that is mostly general. AND COMMENTARY: Summarizes the evidence but does not explain how the evidence supports the student's argument. Typical responses that earn 1 point: •
Score: 2	Score: 0	Score: 1	Score:
Sophist. Sophistication • This point should be awarded only if the sophistication of thought or complex understanding is part of the student's argument, not	different choices throughout the passage. • Oversimplify complexities in the passage. • Use complicated or complex sentences or language that is ineffective because it does not enhance the student's argument.	Demonstrates sophistication of thought and/or a complex understanding of the rhetorical situation. Responses that earn this point may demonstrate sophistication of thought and/or a complex understanding of the	n/a
Total Score: 4 / 6			

In summary

Turnitin detects Text Similarity

Students' work is compared to our content repositories for you to make the final decision as to whether or not your students have correctly attributed their work.

Similarity scores change depending on task

Expected Similarity scores will vary depending on the task you're asking your students to complete.

Set expectations about AI and the use of quoted materials

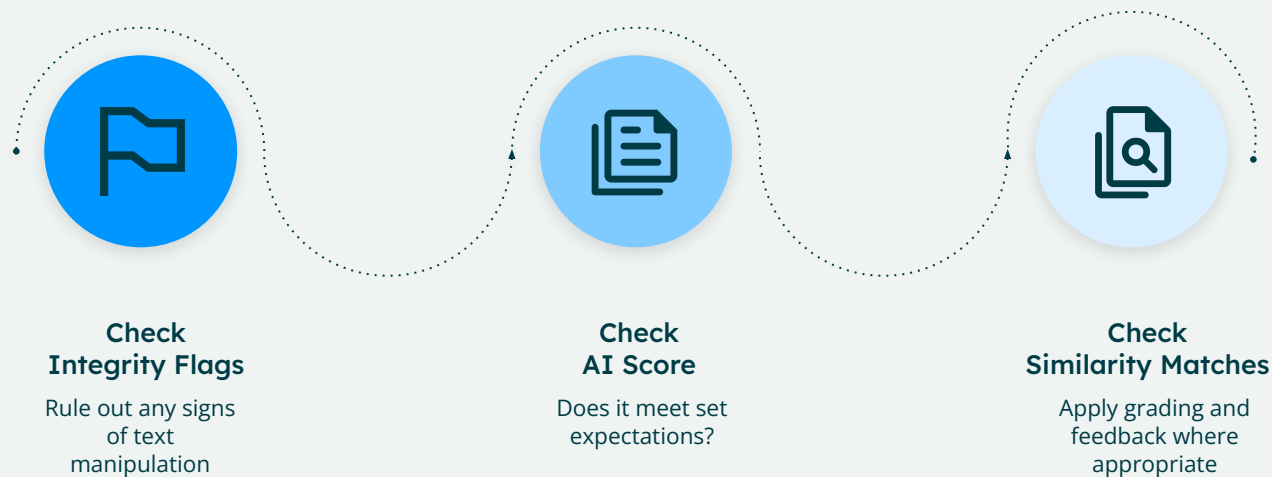
Before the assessment, set clear and concise expectations with your students about the use of gen-AI and the use of quoted materials.

Consider all data points

If you suspect academic misconduct, consider **all** data points available to you: the AI writing and Similarity reports, language and writing styles, and your institution's academic integrity policy.

Let's put it into
practice

Workflow Recap



Avoiding plagiarism

Follow these **six tips** when you're researching and writing to help you avoid plagiarism:

1. **Manage your time** during the researching and writing process wisely.
2. **Employ effective research strategies.**
3. **Choose when to summarize, paraphrase, or quote** information from your sources.
4. **Provide proper citations** for your paraphrased, quoted, or summarized information.
5. **Use the Turnitin Similarity Report** to revise your mistakes.
6. **Own your integrity and ask questions** when you need help.

We invite you to join the Turnitin Educator Network (TEN): A **community** built for educators and administrators like you.

What is TEN?

TEN is a global community where educators connect, collaborate & grow with peers who are also using Turnitin.

Why join?



Join discussions on Turnitin strategies, as well as best practices in academic integrity and AI usage.



Access practical resources and tips from other educators.



Get inspired by how others use Turnitin to improve student learning.



Get direct insights from the Turnitin team.

What you bring:

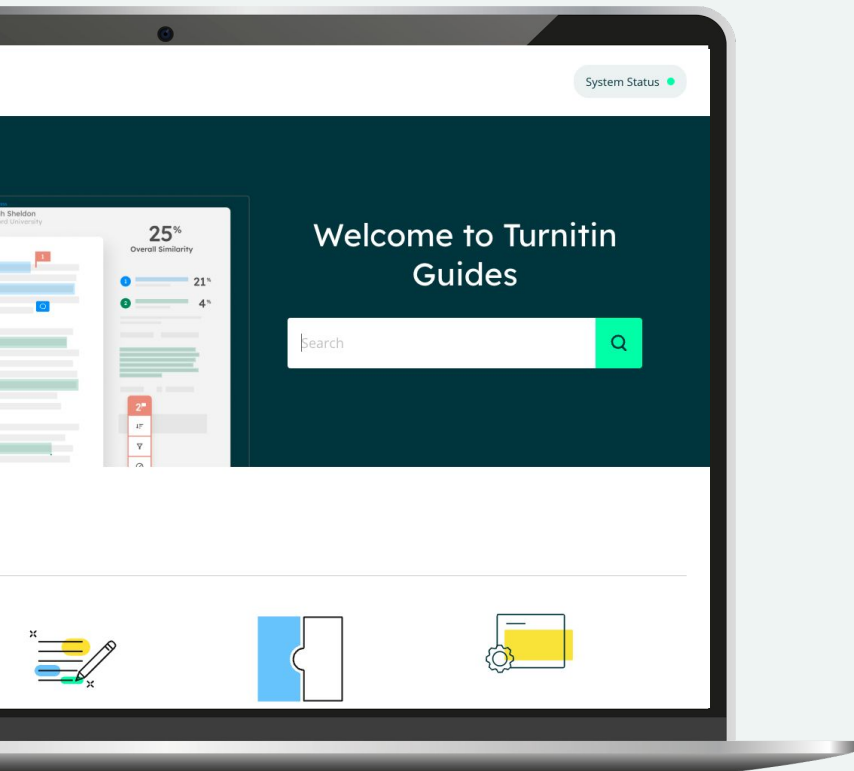
Your voice. Your experience.
Your questions. TEN is better when educators like you share what works—and what doesn't.

All you need is your institutional email & a readiness to join the conversation.

Visit TEN and become a member today!

<https://turnitin.forumbee.com>





Help & Support

Got a question?

Search the self-help guides:

guides.turnitin.com

Can't find your answer?

Contact your institution's administrator.

Get in touch with Turnitin Customer success team:

aprasanna@turnitin.com

How did we go?



Email : aprasanna@turnitin.com

Instructor (Standard Assignments) | English



Thank you