

# Turnitin Feedback Studio

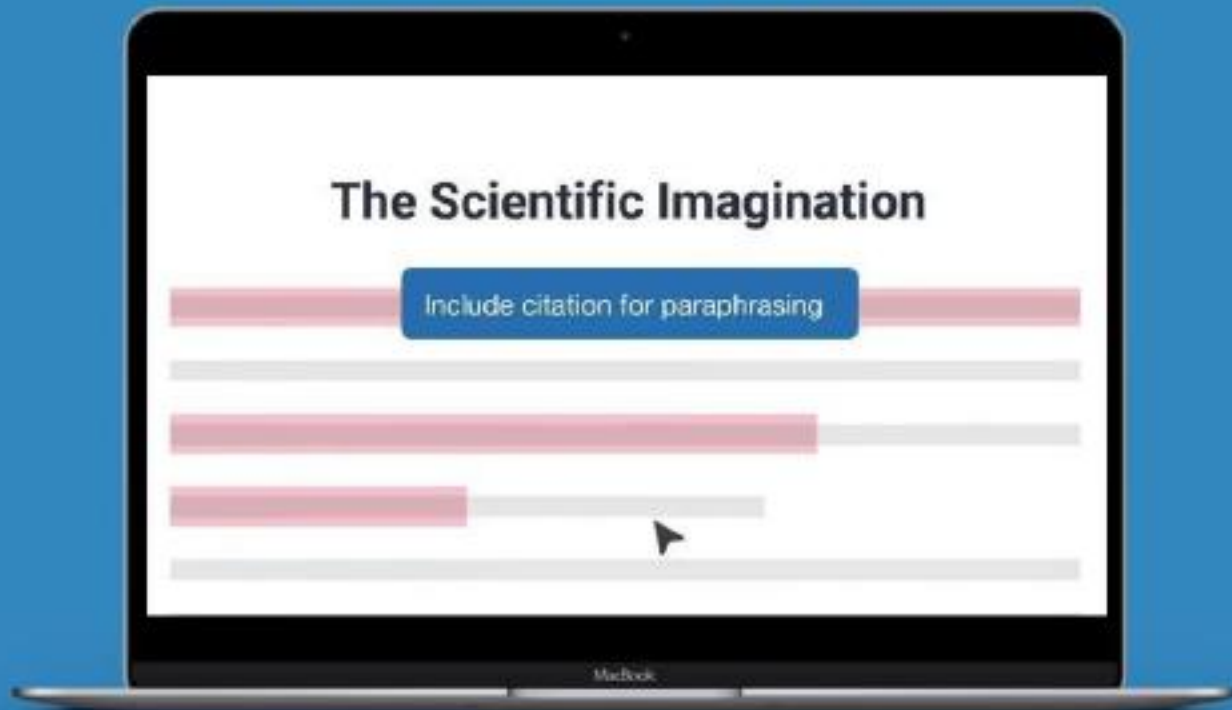
## Empower students to do their best, original work

**Jack Brazel**

Head of Business Partnerships, South East Asia

## Why limit personal interactions to the classroom?

Drag-and-drop, text and voice comments provide personalised and actionable feedback to students.



# Turnitin: Supporting Academic Integrity for 20+ years



- 1998**      Founded at UC Berkeley for Peer Review
- 2000**      Launched Plagiarism Checking and Prevention
- 2002**      Introduced Online Digital Grading
- 2007**      16 Million Registered Users
- 2014**      25 Million Registered Users
- 2016**      Launched Revision Assistant
- 2017**      College Board partnership for SAT Practice on Khan Academy
- 2018**      Launch Contract Cheating and Computer Code Similarity Detection

Their mission is to expose all universities, schools & institutions to our technology.

1. **Jack Brazel** - New Head of Business Partnerships, South East Asia
2. **Sastri Chao** - Territory Sales Manager.
3. **Fajri Rusani** - Territory Sales Manager
4. **Yunanda Avereanee** - Sales Development Representative



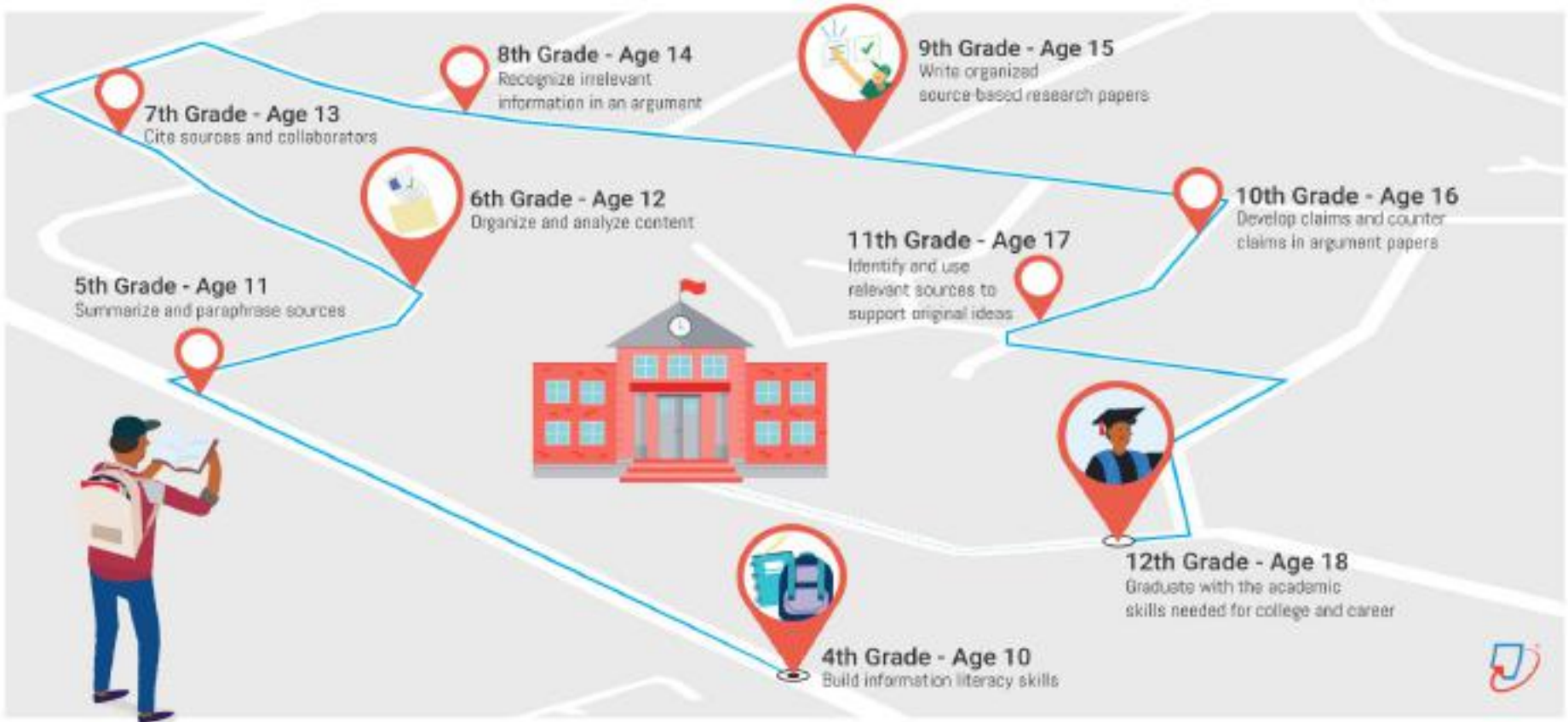
# Academic Integrity Matters More than Ever, In the Classroom and Beyond



**80% - 95%** of high school students admit to cheating

Source: [Edutopia](#) 2014

# Academic Integrity Puts Students on the Path to Success



# Prepare Students for College



60% of students in US colleges & universities use Turnitin



STANFORD  
UNIVERSITY

PennState



# 300+ Universities & Schools in the Indonesia uses Turnitin, too



And many more...



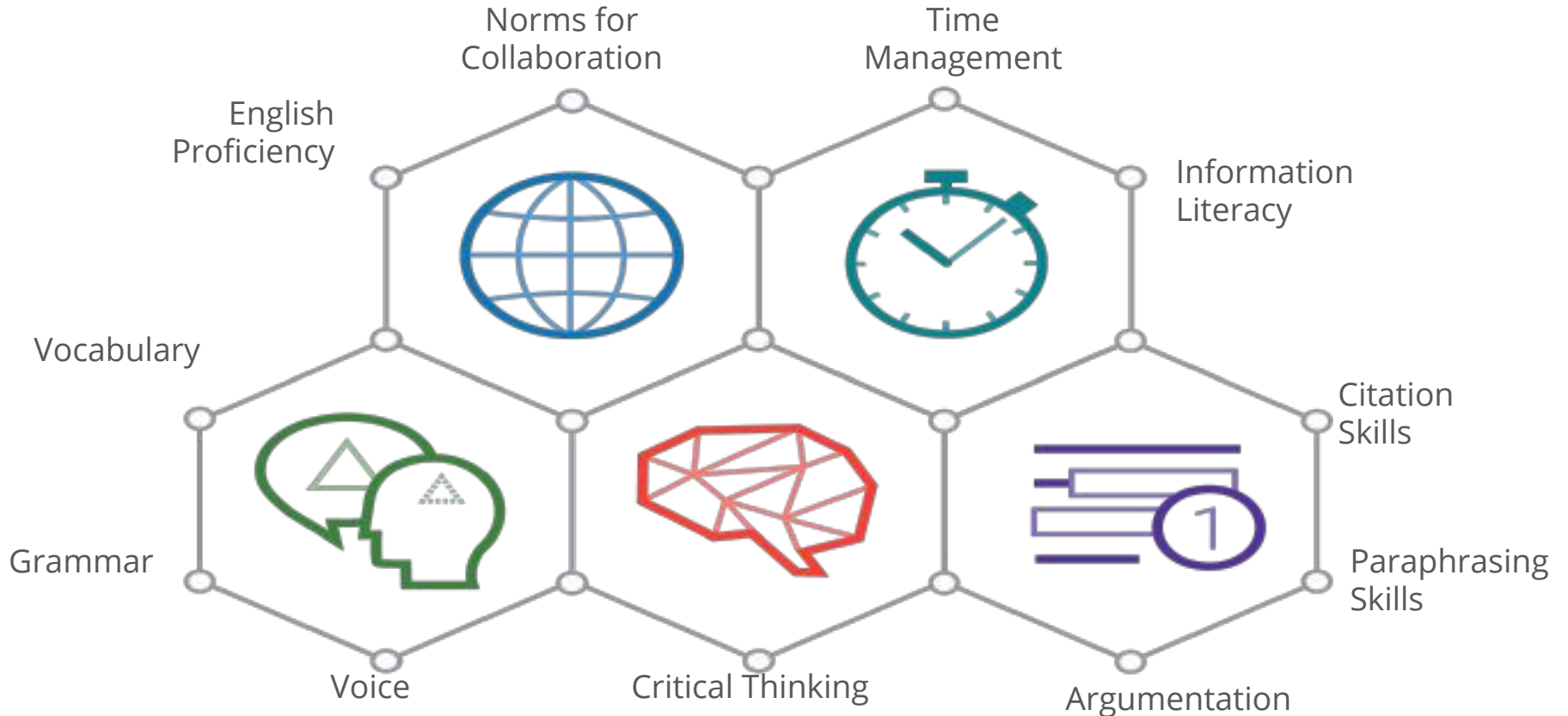


# Plagiarism Isn't Just a Cheating Issue

Unoriginal work reveals fundamental student skills and learning challenges that instructors need support to address.



# Writing with Integrity in the 21st Century



# Most Prevalent Form of Plagiarism: Student Collusion

## Highly Unoriginal Student Papers



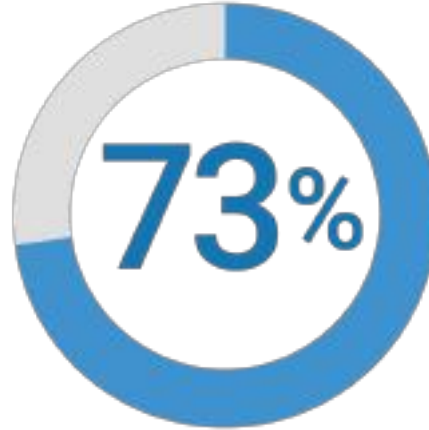
**94%** of highly unoriginal student papers match other student work

Majority of unoriginal work may be due to copying other student work, either within same class or across schools

# Writing Skills Matter for Students' Futures



Proficiency in writing is the single best predictor of academic success in college



of employers want candidates with strong communication skills



93% of white-collar workers and 80% of blue-collar workers say that the ability to write well is important to success in their careers

Source: College Board, The SAT Essay and College Performance, <http://files.eric.ed.gov/fulltext/ED563089.pdf>; Southern Regional Education Board [http://www.sreb.org/sites/main/files/file-attachments/getitinwriting\\_tx\\_final.pdf](http://www.sreb.org/sites/main/files/file-attachments/getitinwriting_tx_final.pdf)

# Deter Plagiarism and Support Academic Integrity



Prevent Copy-Paste Culture



**65 billion**  
current & archived  
web pages

Discourage Improper Student Collusion



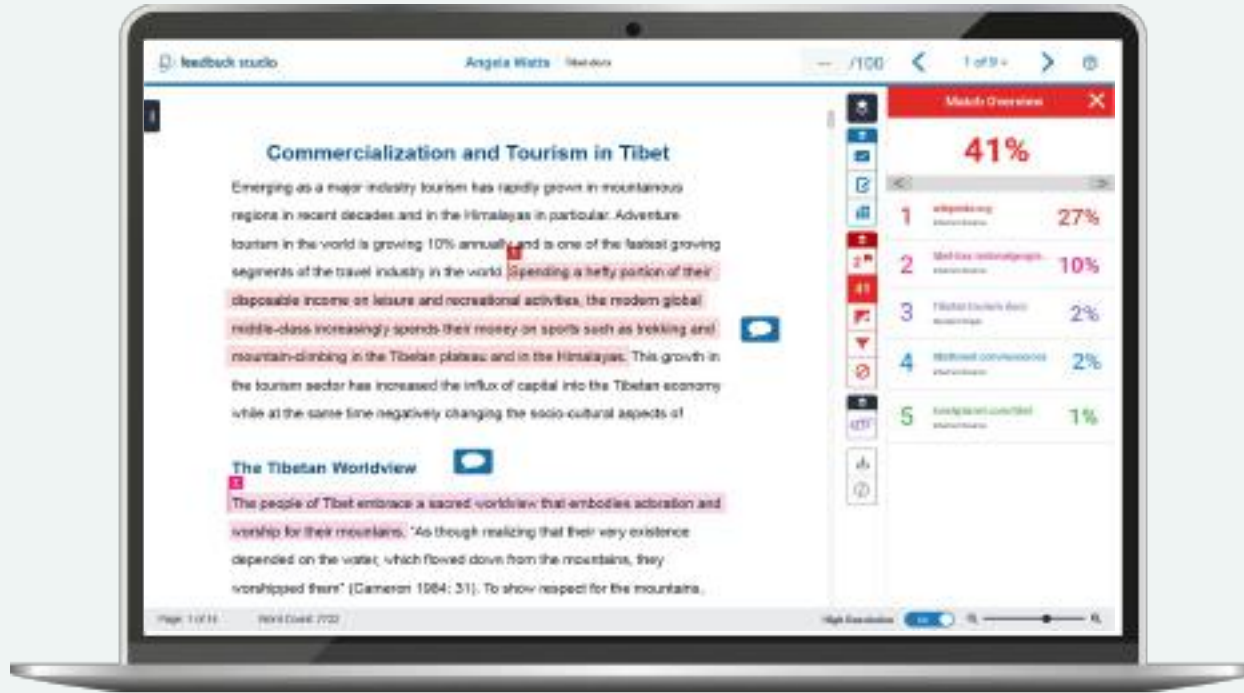
**1 billion**  
anonymized  
student papers

Ensure Proper Research Citation



**170 million**  
journal articles,  
including Crossref  
content

# The Most Accurate and Comprehensive Content Coverage



# More than a Plagiarism Report



feedback studio Tessa Ruiz The Death of the Sea /100 1 of 1

The majestic blue whale, the greatest of the sea, certainly stands alone within the animal kingdom for its adaptations beyond its massive size. At 33 meters (99 ft) in length and 190 tonnes (210 short tons) or more in weight, it is the largest existing animal and the heaviest that has ever existed. Despite their incredible size, blue whales were hunted to the brink of extinction in the 1900s by whalers seeking whale oil. But there are other reasons for why they are now so endangered.

The blue whale's common name derives from bluish hue that covers the upper side of its body, while its Latin designation is *Balenoptera musculus*. The blue whale belongs to the Mysticeti suborder of cetaceans, also known as baleen whales, which means they have fringed plates of keratin-like material, called baleen, attached to their upper jaws. Blue whales feed almost exclusively on krill, though they also take small numbers of copepods. An adult blue whale can eat up to 40 million krill in a day.

These gargantuan beasts used to dominate all the oceans of the Earth up until the late nineteenth century, when the technology was developed to effectively hunt and harvest them. In 1864, the Norwegian Sverre Foyn equipped a steamboat with harpoons specifically designed for catching large whales. This led to the killing of hundreds of thousands of whales up until 1966, when the International Whaling Commission banned the practice.

The blue whale certainly appears grand in size and beauty, but the sounds it produces and how it communicates are also quite fascinating. Research has shown that blue whales can produce sounds that last for up to 200 seconds.

**Full Source Text**

14%

The blue whale (*Balenoptera musculus*) is a marine mammal belonging to the baleen whales (Mysticeti) [1] and is the largest animal in length and 190 tonnes (210 short tons) or more in weight, it is the largest existing animal and the heaviest that ever existed [2] Long and slender the blue whale's body can be various shades of bluish-grey dorsally and somewhat lighter underneath [3] There are at least three extant subspecies: *B. m. musculus* of the North Atlantic and North Pacific, *B. m. brevicauda* of the Southern Ocean and *B. m. brevicauda* (also known as the pygmy blue whale) found in the Indian Ocean and South Pacific Ocean, *B. m. indica*, found in the Indian Ocean, may be another subspecies, like with other baleen whales, its diet consists almost exclusively of small crustaceans known as krill [4] Blue whales were abundant in nearly all the oceans on Earth until the beginning of the twentieth century. For over a century, they were hunted almost to extinction by whalers, until protected by the international community in 1966, a 2002 IWC estimate there were 1,000 to 12,000 blue whales worldwide [5] located in at least five groups. More recent research into the pygmy subspecies suggests this may be an underestimate [10] Before whaling, the largest population was in the Atlantic, numbering approximately 239,000 (range 202,000 to 317,000) [11] This remain-

# Partnering with Customers to Support Academic Integrity



1998



## COPY-PASTE PLAGIARISM

70B Web Pages

UC Berkeley

2005



## STUDENT COLLUSION

700M Student  
Papers

Customers

2007



## RESEARCH MISCONDUCT

170M Journals

Exclusive  
relationship w/  
Crossref

2018



## CONTRACT CHEATING

New Turnitin  
Submissions

UNSW, Deakin, UCSD, +

2018



## COMPUTER CODE PLAGIARISM

Computer Science  
Submissions

Stanford, +

2018



## CASE MANAGEMENT

Documentation and  
Process Management

UNSW, +



# Would You Like Live Demonstration?

Representative:

Yunanda Avereanee

[yavereanee@turnitin.com](mailto:yavereanee@turnitin.com)

Mb phone/WA: +6281311246907

# Thank you

**Schedule a meeting with TSM Turnitin:**

<https://forms.gle/HZZJbs3aZPjzHR328>