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University of Mississippi Medical Center

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The Turnitin service provides a plagiarism-prevention tool that allows academic institutions to easily determine if students are writing and submitting original work. Utilizing our unique technology, Turnitin searches the Internet, as well as our proprietary databases of papers and digital texts for sources of potential plagiarism. The service then generates a custom Similarity Report that highlights and provides links to any textual matches found on the Internet, in our database of previously submitted papers, and/or in the proprietary databases of subscription-based publication material from content aggregators with whom we have partnered.

To find potential plagiarism, Turnitin has developed its own search technology (in use for over 15 years). Turnitin's proprietary crawler, called Walker, is different than many other solutions that rely on search engines such as Yahoo or Bing's Search API but cannot scale because of cost or request limitations. Walker has been built from the start to be horizontally scalable, smart about recrawling, lean on storage, and flexible about what can be done with data. Some of the key features you can expect from Walker:

- Broad, scalable, focused crawl of the web.
- Prioritized (re)crawl, and how often.
- Persistent, query-friendly store of the crawl frontier allowing for useful, rapid reporting.
- Smart crawling that will avoid junk (ex. crawler traps).
- Crawling non-HTML file types.
- Support for selectively crawling JavaScript based sites.

Turnitin's patented and proprietary technology compares submitted papers to:
- A database of previously submitted student papers—more than 845 million submissions (as of March 2018)
- A database of subscription-based electronically published content that covers over 170 million articles from mainstream to specialized sources on virtually every popular, business and professional topic, including:
    - CrossRef, which provides over 60 million articles and documents from publishers including: Wiley-Blackwell, Elsevier, American Institute of Physics, IEEE, Cambridge University Press, British Medical Journal and the New England Journal of Medicine.
    - Sage e-Reference, the publisher of over 60 electronic encyclopedias for the social sciences, public policy, law, business and medicine.
    - Emerald, the world's leading publisher of management research
    - ABC-CLIO, the publisher of educational and reference materials for history and social studies.
    - Pearson, McGraw-Hill, W.W. Norton, and Wiley, representing thousands of college and secondary textbooks across all disciplines.
    - Acumen PI coursework.info, the leading provider of high school and college level coursework materials across the disciplines.
- A database of 65 billion+ pages of continuously-updated content from the publicly accessible Internet, and
    - An archived copy of past web pages no longer available on the Internet.
    - Wikipedia content provided through a direct partnership and ingested via a bespoke tool.

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Turnitin generates a Similarity Report that includes multiple views and features:

- Reports are available within minutes after submission (usually much less than two minutes).
- Direct-source comparisons of matched words to matched documents (highlighted with or without color coding) numbered and aligned side-by-side.
- Pattern-recognition matching of both word-for-word and paraphrased text.
- Ability to exclude matching material within quotes, within the bibliography, or any individual source.
- Ability to view all underlying matched words that have been obscured by overlapping matches
- Accepted submission formats include: Word®, PowerPoint®, WordPerfect®, OpenOffice, Rich Text Format (RTF), HTML, Text, Postscript, PDF, Hangul, Excel, and Google Docs.
- Option to refresh a Similarity Report to include matches to any updated content in the database.
- Automatic exclusion of submissions by the same author to the same assignment.
- Ability to detect translated plagiarism by matching content that has been translated from English into another language. Languages include French, Spanish, German, Dutch, Swedish, Portuguese, Turkish, Czech, Danish, Finnish, Greek, Hungarian, Italian, Polish and Romanian.

The complete Turnitin solution also includes paperless Online Grading tools and PeerMark® online peer reviewing tools:

- Turnitin's Online Grading is a time-saving, paperless alternative to traditional pen and paper grading, making it easy for instructors to give students the valuable, time sensitive feedback that is so essential for building quality writing skills. Key components include: pre-loaded and customizable marks and comments; voice comments; customizable and sharable rubrics; the ability to associate on-paper comments with rubric criterion, automatic checking of grammar, spelling, mechanics, usage and style using ETS® e-rater® technology.
- PeerMark online peer reviewing gives instructors the ability to create peer review assignments that students use to evaluate and learn from one another's work. Key components include: automatic paper distribution; option to allow for anonymous reviews.

Turnitin is accessible via a web-based interface and is hosted in Turnitin's secure datacenters.

Turnitin can be integrated with most standard course management or learning management systems such as Blackboard (including former WebCT and ANGEL), Moodle, Canvas, Brightspace (formerly "Desire2Learn"), and Sakai. Turnitin also offers an LTI tool (Learning Tools Interoperability) that further enhances integrations. These integrations make Turnitin seem like a natural extension of the web application an institution already has in place.

Annual subscription fees include unlimited access to free videos and documentation for educators and students to learn how to use Turnitin. If you need additional information about our services, please contact us at 510-764-7600 or visit our website at http://www.turnitin.com. Thank you for your interest in Turnitin.

Sincerely,

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