Plagiarism Check with Turnitin

Supervisors' Manual

The following description focuses on the originality check of the degree thesis. The same procedure is applied for double-checking other texts such as semester papers, manuscripts etc.

General Information on the thesis check

Your graduand needs to autonomously check her/his thesis with the online software *Turnitin*, generate a PDF of the result report and upload that report along with the original file of the final thesis to the cockpit. In doing so, she/he declares that both files – the one handed in as final thesis and the one on which the plagiarism check was run – are identical.

This implies that there is no need for you to redo the plagiarism check as you can simply check the PDF result report.

Interpretation of the similarity index

The similarity index should be considered as an additional instrument for the evaluation of a thesis and <u>cannot substitute</u> <u>the individual evaluation by the supervisor</u>. In particular, the analysis of the similarity index needs to consider the highlighted sources and matches, citations that potentially have not been recognized as such, and the field of research where standardized terminology may be recurring.

Therefore, it is not possible to define a priori a threshold value for the similarity index above which a thesis needs to be rejected.

The following explanations are excerpts taken from <u>this</u> (*) und <u>this</u> (**) Turnitin webpage and may help you to size the results of the Turnitin Similarity Report:

The Similarity Report is the result of comparison between the text of the submission against the search targets selected for the assignment; this may include billions of pages of active and archived internet information, a repository of works previously submitted to Turnitin, and a repository of tens of thousands of periodicals, journals, and publications.*

Turnitin does not check for plagiarism in a piece of work. Instead, we will check a student's work against our database, and if there are instances where a student's writing is similar to, or matches against, one of our sources, we will flag this for you to review.**

It is perfectly natural for an assignment to match against some of our database. If your student has used quotes and has referenced correctly, there will be instances where we will find a match. The similarity score simply makes you aware of any problem areas in a student's paper; you can then use this as a tool as part of a larger process, in order to determine if the match is or is not acceptable.**

Similarity Reports provide a summary of matching or highly similar text found in a submitted paper. [...] The color of the report icon indicates the similarity score of the paper, based on the amount of matching or similar text that was uncovered. The percentage range is 0% to 100%. The possible similarity indices are [original text non coloured]: **

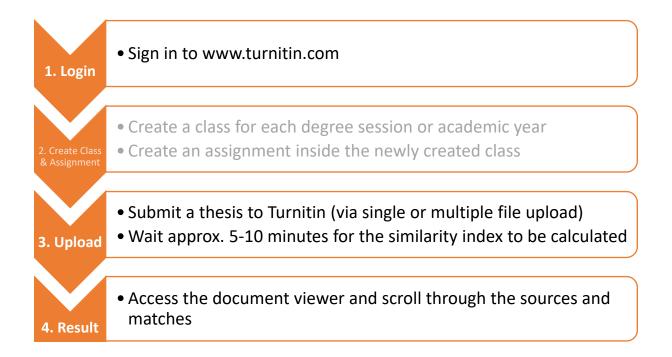
- Blue: No matching text
- Green: One word to 24% matching text
- Yellow: 25-49% matching text
- Orange: 50-74% matching text
- *Red: 75-100% matching text*

Double check the report (optional)

However, you may redo the upload again in case you want to use the web-viewer and/or you have doubts about the document supplied by the student.

In case you want to repeat the upload, please use your personal Turnitin account supplied to you by the library. Below you find a short outline of the procedure, followed by a detailed description of each step.

Outline of workflow



Please note!

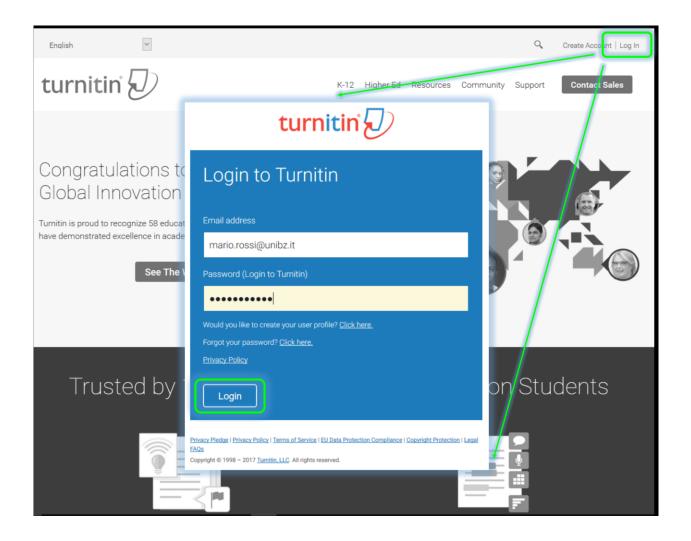
(1) You need to have an active class and assignment in order to upload a document. Step no. 2 (*Create Class & Assignment*) is done only once for each degree session or academic year. It is not necessary to create a new assignment for each student/thesis to be checked.

(2) When you redo the upload with your account, you will obtain a very high similarity index (~ 90-100%), since the document that was uploaded by the student is already part of the pool of papers Turnitin uses to double check future uploads. Therefore, you need to exclude this source/match in order to obtain the correct similarity index.

Detailed description:

Step 1: Login

Go to <u>www.turnitin.com</u> and access your account. If you have not set up your account yet, please follow the instructions in the e-mail that you received from Turnitin when the Library created your account.



Step 2: Create a virtual class

Click + Add Class

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Please note!

If you plan to regularly double-check the theses of your graduands, we recommend creating a class for each (academic) year, or even for each examination session, in particular if you have a large number of students. If you have only a small number of students every now and then and/or if you are not planning to regularly double-check all the theses but mainly rely on the report upload by your student(s), you may even create a class with a *Class end date* some day in the future (see *Class settings* below).

Class type:	please select Standard
Class name:	your choice
Enrollment password:	your choice; not needed afterwards if class is used for autonomous checks only
Subject area(s):	please select one or more values
Student level(s):	please select one or more values
Class end date:	please select an end date of the class. After this date, the class
	becomes inactive.

Please insert the corresponding information and click Submit.

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	Create a new class
To create a class, enter a class name and a class e	nrollment password. Click "Submit" to add the class to your homepage. For a master class, you will also need to enter a TA join password.
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* Class end date	07-Jul-2017
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Step 3: Add an assignment

In order to check a thesis, you need to create a so-called Assignment. For the purpose of checking one or more theses in one class (e.g. during one examination session), one assignment is sufficient. It is not necessary to create a new assignment for each student/thesis to be checked. Once you create a new class, though, a new assignment must be created.

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Add Assignment	
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Please insert the mandatory settings, and have a look at the optional ones.

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	Generate Originality Reports for student submissions immediately (can overwrite reports until due date)
Select Yes or No according to whether you want to exclude or not	 Yes No Exclude quoted materials from Similarity Index for all papers in this assignment?
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(2)quotations,	O _{N0}
(3)a certain number of words/percentage	Exclude small matches? 0
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	Percentage: 0 %
	Allow students to see Originality Reports? 0
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	Search options: Student paper repository
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when double checking the originality.	
	Periodicals, journals, & publications
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Step 5: Upload/check a thesis

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File types allowed: Microsoft Word, Excel, PowerPoint, WordPerfect, PostScript, PDF, HTML, RTF, OpenOffice (ODT), Hangul (HWP), Google Docs, and plain text

Click Upload, then Confirm (no screenshot) and then Go to assignment inbox:

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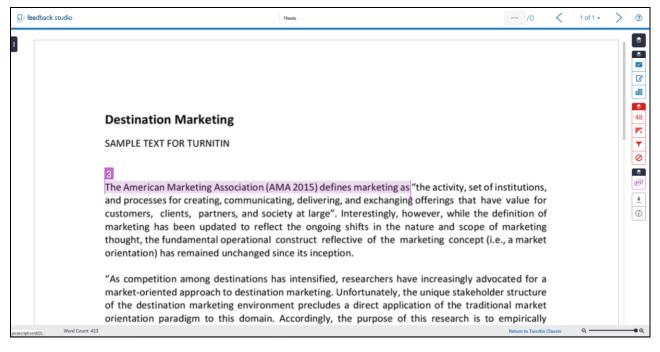
Step 6: Wait for the similarity index to appear (5–10 Minutes depending on the length of the document)

From time to time refresh the page (by pressing F5) until a percentage value appears. Click on it in order to access the document viewer.

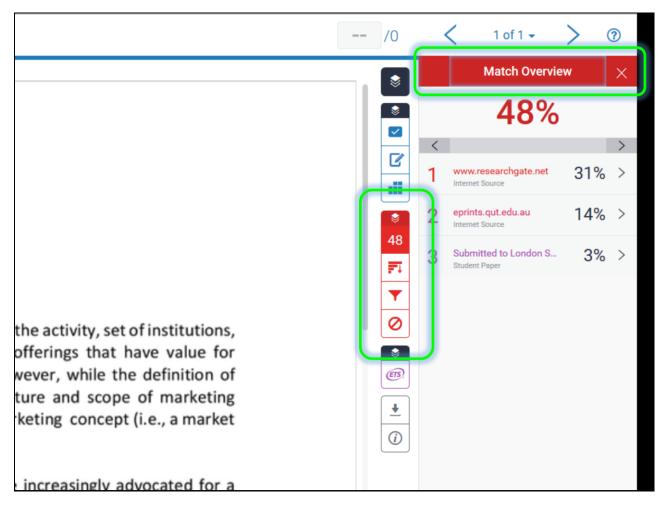
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Step 7: The document viewer

After clicking on the similarity index, the document viewer pops up in a separate window:



On the right hand side, you see several blue and red coloured icons. By clicking on the red ones – here number 48 – the Match Overview is shown:



By clicking on the small arrow > next to the single percentages, you enter the Match breakdown, which means all matches that correspond to the source that you selected in the Match Overview.

In the Match Breakdown, by clicking on >, you can move from one match to the next (see Match 1 of #).

The Exclude Sources button at the bottom on the right allows you to exclude single sources.

Thesis	/	/0	<	1 of 1 +	> 0
and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". Interestingly, however, while the definition of marketing has been updated to reflect the ongoing shifts in the nature and scope of marketing thought, the fundamental operational construct reflective of the marketing concept (i.e., a market orientation) has remained unchanged since its inception. "As competition among destinations has intensified, researchers have increasingly advocated for a market-oriented approach to destination marketing. Unfortunately, the unique stakeholder structure of the destination marketing environment precludes a direct application of the traditional market orientation paradigm to this domain. Accordingly, the purpose of this research is to empirically develop an operational definition of the market orientation construct that can be applied to destination marketing organizations" (Line & Wang, 2017). It is proposed a VRM orientation involves explicit efforts to develop a long-term bodd with selected visitors to the destinat when development of a summa four market in the market orientation involves explicit efforts to develop a long-term bodd with selected visitors to the destinat of the market orientement market in the fold admental barrent market in the fold admental form in the market orientement in 1970. But the broad extent of the field action of the fold admental barrent market in the fold admental form in the develop and the admental admental form the develop of the market in the fold admental form in the develop action of VRM within dy, & Lings, 2011). It is proposed a term of the field, and the absence of any previous reviews in four decades, a key challenge is in providing a focus for such a disparate body of knowledge. The review is structured around one principal question: To what extent is the Destination Marketing Organisation (DMO) reponable for the competitiveness of the destination. The purpou				Match Breakd www.researchgate.net Match 1 of 1 www.researchgate.net termer Source - 2 uns upblication / 229441876.En. publication / 229441876.	own × 31% 31% 31% 31% 31% 31% 22% 16% 16% 5%
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The funnel shaped icon allows you to change the settings, i.e. to exclude/include bibliography, citations, etc. .

