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Turnitin Moves Beyond Plagiarism Protection with
WriteCycle Digital Workflow Solution

Innovative Instructional Tool Aimed at Improving Student Writing

OAKLAND, California--Sept. 22, 2008--Turnitin today introduced WriteCycle™, a suite of Web-based, integrated services aimed specifically at improving student writing. The new, instructional tool is a 100-percent digital workflow solution that integrates the world's leading originality checking and plagiarism prevention service with the entire process of writing, feedback and grading.

According to John Barrie, president and CEO of iParadigms LLC, the company behind Turnitin, the leading originality checking and plagiarism prevention service, finding a way to improve the writing process was the foundation on which the company was built 10 years ago.

"We saw the potential of the Web as a way to deliver an educational support tool that could make writing a more productive process for both students and instructors," said Barrie. "Originality reporting and plagiarism protection was only the first step, and a necessary one to make the rest of the grading and feedback process effective," he said. "Today we are introducing WriteCycle, a Web-based instructional tool that can

transform this process by maximizing efficiency and collaboration, and thereby increasing student engagement and learning.”

WriteCycle addresses major challenges for teaching and evaluating student writing. “Students are often lost in a huge morass of information and content, and struggle to translate these resources into something original,” said Katie Povejsil, vice president of marketing for Turnitin. “Many times the result is plagiarism, much of it unintentional. Instructors across the curriculum find it more and more difficult to give each student frequent and concrete feedback because the management of student papers is so unwieldy.”

WriteCycle’s three interconnected services help students better engage with their courses, instructors and peers. Originality checking helps students identify various forms of plagiarism, correct the problems and develop original thinking skills. GradeMark™, the digital markup service frees instructors to do what they do best--teach. Peer Review invests students in their work, and the work of others.

“The ultimate goal of WriteCycle is to improve student writing,” says Povejsil. “When used consistently across an institution, WriteCycle can provide the structure and continuity students need to apply their skills to any writing-intensive assignment in any subject area.”

WriteCycle includes:

Turnitin Plagiarism Prevention

Turnitin plagiarism prevention and originality checking service is recognized as the worldwide standard for preventing Internet plagiarism. It also protects students’ original work from being used without citation by another person, and serves as a learning tool to help instructors and students better identify and correct unintentional plagiarism. Turnitin’s comprehensive plagiarism prevention system lets faculty quickly and effectively check students’ work in a fraction of the time necessary to scan a few suspect papers using a search engine.

GradeMark™ Digital Grading

The GradeMark digital markup system lets instructors edit and grade papers completely online, and give students valuable feedback. Instructors who are used to marking papers with pen or pencil will discover an increased degree of efficiency and flexibility with this paperless system. No more comments scribbled in margins, arrows leading to more extensive notes, and incomprehensible editing symbols that often confuse more than help.

Peer Review Collaboration and Feedback

The peer review process gives students a new perspective on research and writing concepts learned in class, and engages them with their peers. This patent-pending system lets instructors create customizable, flexible peer-review assignments that

students then use as a framework for reading, evaluating, and learning from each other's work. Peer Review is widely regarded as a highly effective means for encouraging collaborative learning, and improving student writing.

Ancillary Tools to Manage Writing-Intensive Courses

All three WriteCycle services are delivered in an environment that includes many of the tools usually associated with a course management system, such as: an assignment library; a calendar, discussion boards, and a highly functional grade book.

Turnitin's plagiarism protection service is available alone or as part of the WriteCycle digital workflow solution. For more information visit <http://www.turnitin.com>.

Turnitin is a sponsor of Good Digital Citizenship, one of the National Educational Technology Standards (NET•S) developed by the International Society of Educational Technology, a nonprofit membership organization that provides leadership and service to advance the effective use of technology. These standards provide administrators, educators and students with guidelines and insight about meeting the challenges of teaching and learning in a digital world. The NET•S standard for good digital citizenship encourages faculty to teach students early and often about the proper uses of information, how to access reliable sources, and give others proper credit for their work.

About Turnitin

Turnitin is a service of iParadigms LLC, the leader in textual intellectual property protection and a pioneer of web-based services for collaborative, online educational support. The company is at the forefront of using technology to increase awareness of best practices in teaching and learning as it relates to the use of other people's textual content. Turnitin is the leading originality checking and plagiarism prevention service used by millions of students and faculty and thousands of institutions in more than 100 countries. Its suite of web-based instructional services supports 100-percent digital writing workflows.

Turnitin is a registered trademark, and GradeMark and WriteCycle are trademarks of iParadigms LLC.