

# iThenticate 2.0

Advancing research integrity with  
AI writing detection



# Hello!

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EMEA, Turnitin



# Agenda

- ❖ **Turnitin Mission**
- ❖ **Global Research Spending**
- ❖ **iThenticate and How it can help in your Research and Publication**
- ❖ **Database that iThenticate indexes**
- ❖ **Our partners**
- ❖ **AI detection capabilities in iThenticate**



Our mission is to ensure the integrity  
of global education and research.

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# Global Research Spending grows faster than the economy



By 19%  
over the last  
4 years

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# Global Research Spending grows faster than the economy



The number of  
scientists grew  
by 13.7%

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# Competition is going to be fierce

By 2030

The **number of researchers** will increase

From  
20MLN



To  
30MLN

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# Competition is going to be fierce

## By 2030

The **number of researchers**  
will increase

The number of articles  
estimated to be  
published

# Only 5.2MLN



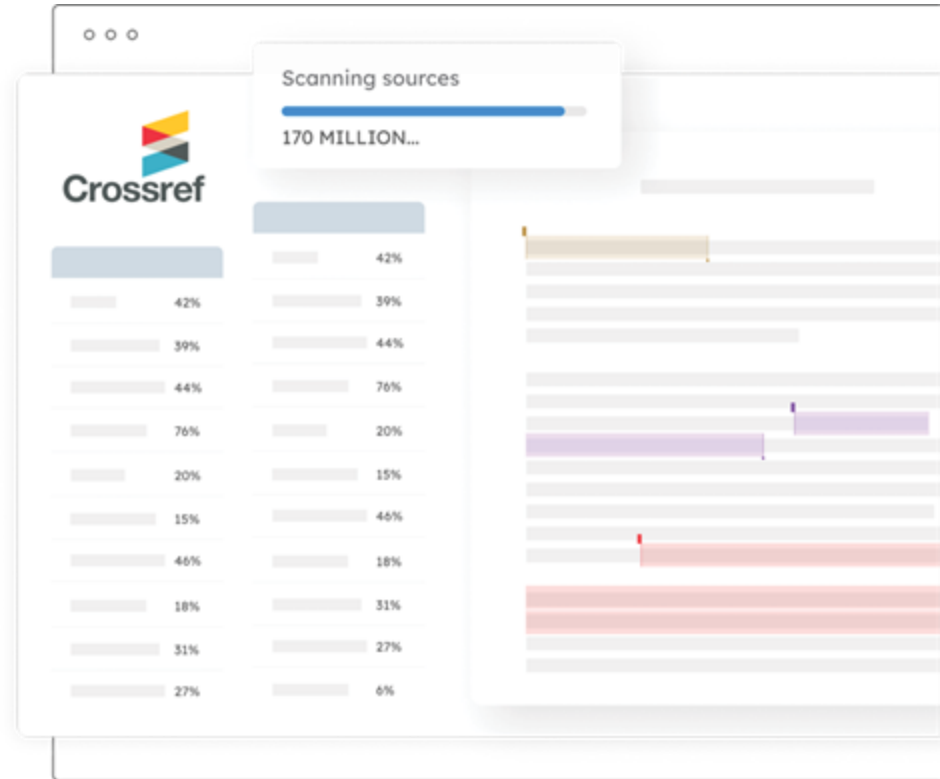


Postsecondary



Professionals

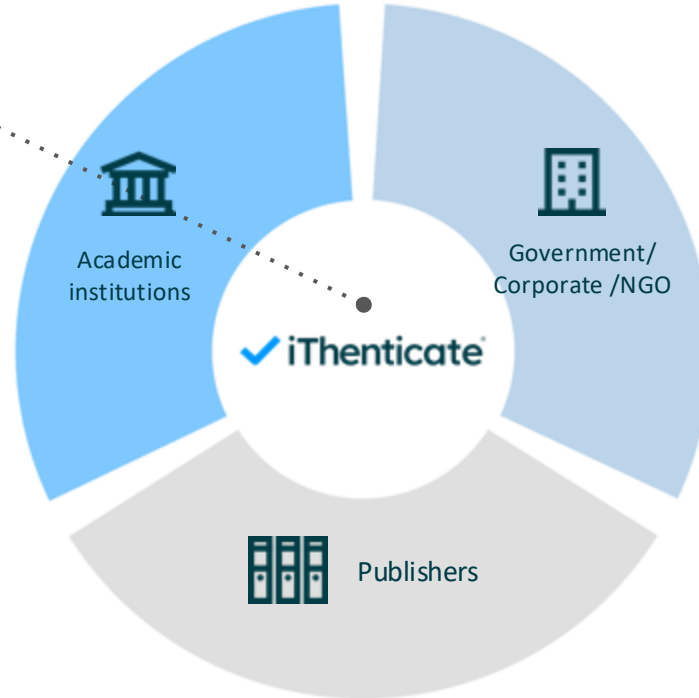
**iThenticate** helps researchers surface potential plagiarism ensuring that they will pass the initial screening and manuscript review process and providing confidence during the high-stakes publication process.



## Publish with confidence

### Connecting

researchers to the publishing process so they can publish with confidence.



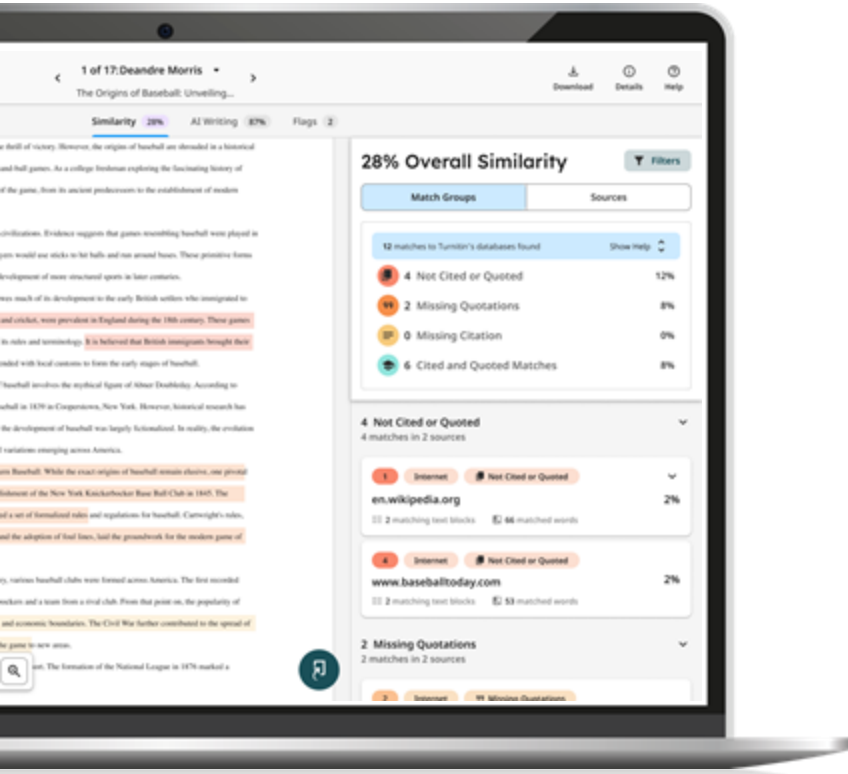
### Protecting

institutional and researcher reputations by making sure that created content is accepted and published free from the damage un-original work brings.

### Evaluating

documents in a scalable and systematic way making it easy to incorporate plagiarism checking and AI writing detection into every organisation.

# Product overview



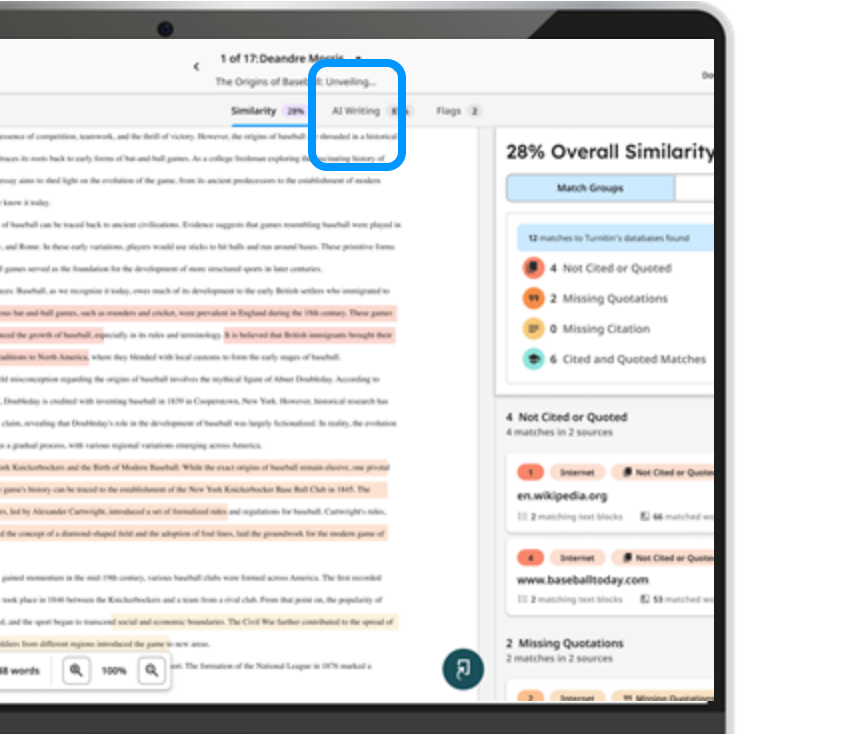
## Enhanced similarity report experience

Thoughtfully redesigned with an intuitive interface and new categorization of match types, making it easier to interpret. The addition of AI writing and AI paraphrasing detection further equips users with valuable data and insights to effectively address this emerging challenge within their existing workflow.



### Helping to..

- Modernize the iThenticate experience and meet accessibility requirements.
- Navigate and understand the report more easily.
- Drive efficiency through improved product UI/UX, collaboration and sharing workflows.



## AI writing detection

Turnitin's AI writing detection capabilities will help researchers and publishers identify when AI writing tools have been used to generate content submitted to them.



### Helping to..

- Identify when AI writing tools may have been used in research proposals, admission essays, manuscripts, etc.
- Protect institutions from reputational damage as a result of unoriginal content being used.

The screenshot displays the iThenticate AI Writing tool interface. At the top, it shows the document title "1 of 17: Lucas Anderson" and "Navigating the Complex Land...". Below this, there are navigation icons for Download, Settings, Details, and Help. The main section shows a "Similarity" score of 23% and an "AI Writing" score of 56%. A prominent message states "56% detected as AI" with a sub-note: "The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased." Below this is a "Submission Breakdown" bar chart and a list of two categories: "1 AI-generated only" (24%) and "2 AI-generated text that was AI-paraphrased" (32%). At the bottom, there are buttons for "FAQs", "Resources", and "Guides", along with a "Hide Disclaimer" section containing a disclaimer about the tool's accuracy and intended use.

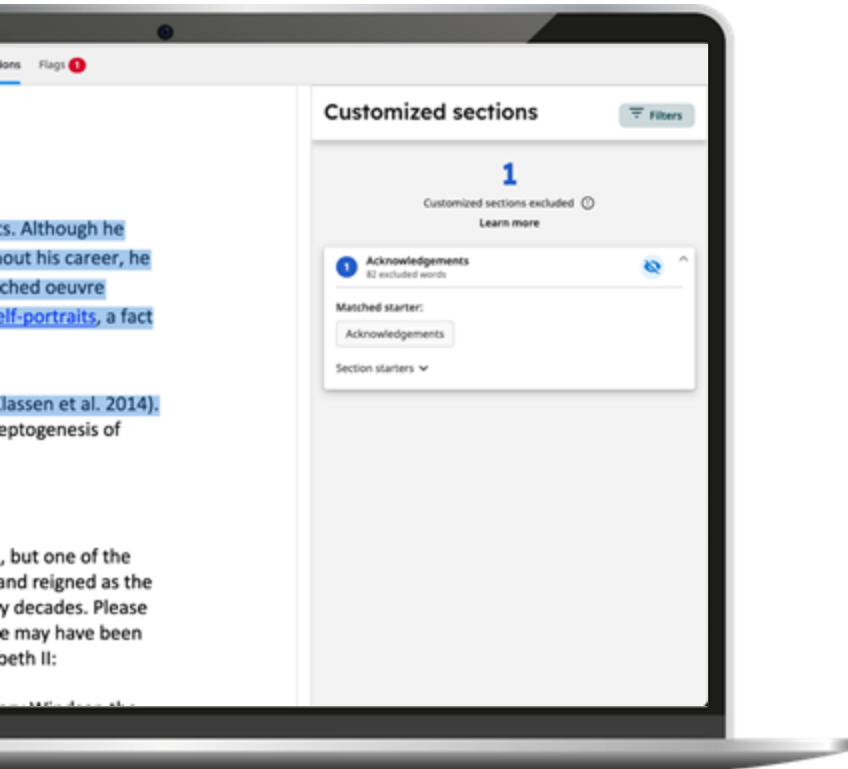
## AI paraphrasing detection

Provide researchers and publishers with the ability to identify when AI paraphrasing tool such as Quillbot may have been used in submitted work.



### Helping to...

- Identify when text spinners may have been used to modify content
- Check the originality of research
- Protect publishers from reputational damage



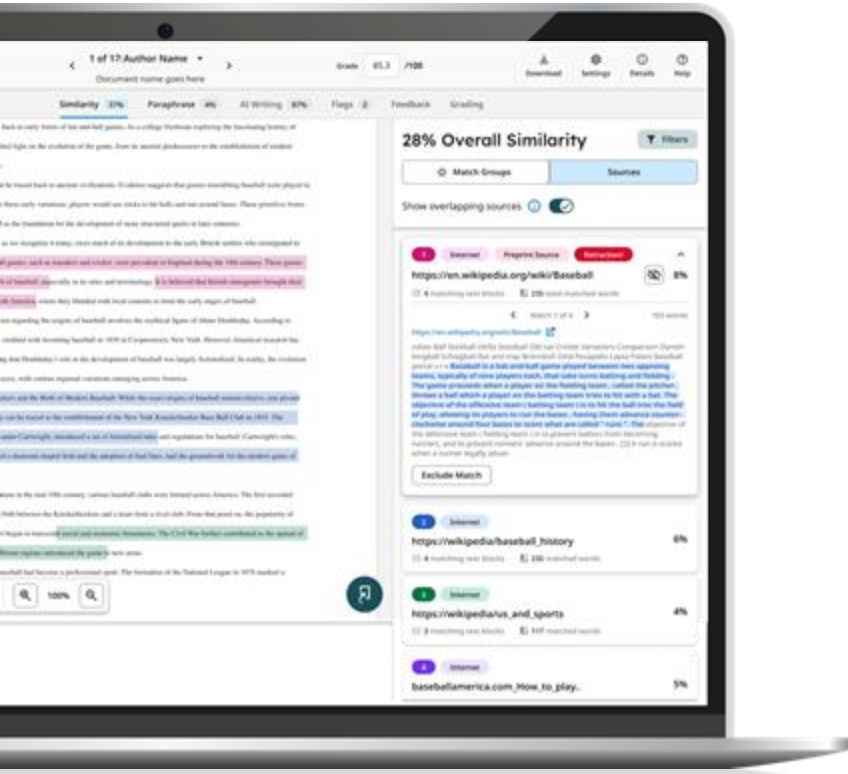
## Custom sections exclusions

Allows account admins to set select repetitive sections of text (Methods & Materials and abstract), to be automatically removed from the Similarity score, and thus, refine it from the false positives.



### Helping to...

- Save time by removing the need to manually exclude repetitive sections of text that shouldn't be checked for plagiarism
- Make iThenticate Similarity Report and Similarity score highly reliable indicators for drawing informed conclusions



## Ungrouping URLs

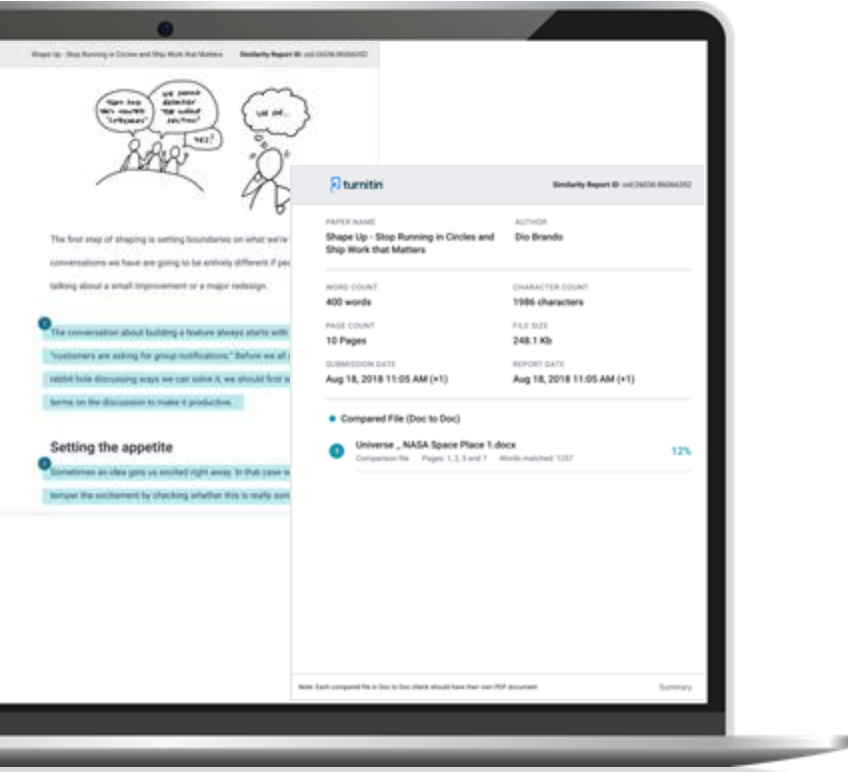
Users will be able to see each URL from the same domain listed separately with its own match percentage.



### Helping to...

- Reduce time investigating a Similarity Report
- Understand the level of similarity with a particular source at a glance
- Feature parity with iThenticate v1





## Doc-to-doc PDF report

Generation of a PDF report of a Similarity Report generated with a doc-to-doc comparison feature (available only within a new Similarity Report).



### Helping to...

- Flexibly review the Similarity doc-to-doc report with a student or a colleague offline
- Share the report with colleagues, co-authors, students who don't have access to iThenticate

## iThenticate 2.0

### Publish with confidence



Rapid innovation for  
emerging challenges



Robust similarity  
checking



Improved collaboration

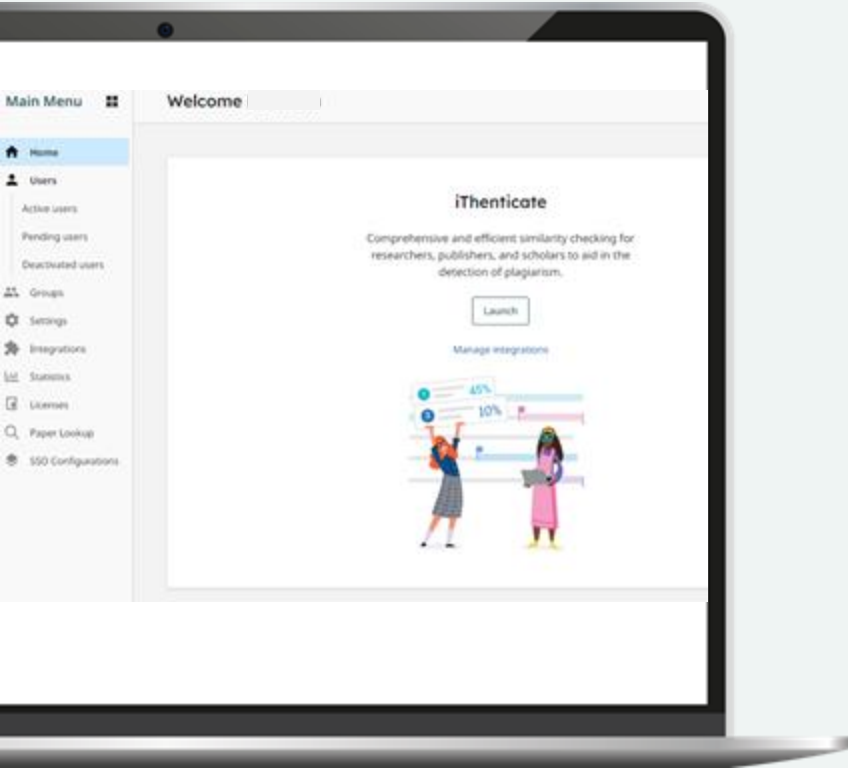


Modern and accessible  
design

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## Modern interface

A streamlined and intuitive user experience that's compliant with the latest global standards



# An Unparalleled Collection of Content

## Depth

- 47 Billion web pages
- 190M published works
- 1.9 Billion student papers



47B



190M



1.9B



## Quality

- 97% of top 10,000 Journals, selected by top research universities worldwide
- Partnership with CORE



97%

## Longevity

- 25 years of indexing the best of the internet



20+

## Breadth of content types

- Books
- Journals
- Conference proceedings
- Pre-prints
- Patents



# Premium Scholarly Content

Curating the highest-quality database of scholarly content in every discipline, we are forging relationships with top providers like CORE and Crossref to supply the best content.

## 190 Million published works:

- Delivered directly from publishers
- Open Access Repositories such as CORE



# Access to Gated Content

Delivered directly to iThenticate through our publisher partnerships we are able to bypass paywalls and index the most prestigious journals.

- 81,000 Journals
- 190 million published items
- Around 1,500 publishers from around the world

97% of the top 10,000 journals are included in our database.

**SPRINGER**  
**NATURE**



 **WILEY-  
BLACKWELL**

 **Taylor & Francis**  
Taylor & Francis Group

 **IEEE**



## Trusted by top publishers

Through our *trusted relationship* with Crossref, **1,500 publishers** in their network use iThenticate as a fundamental part of the manuscript screening and review process. Publishers rely on Turnitin's expansive content database to surface any potential plagiarism issues prior to publication, *protecting the journal's as well as the researcher's reputation.*

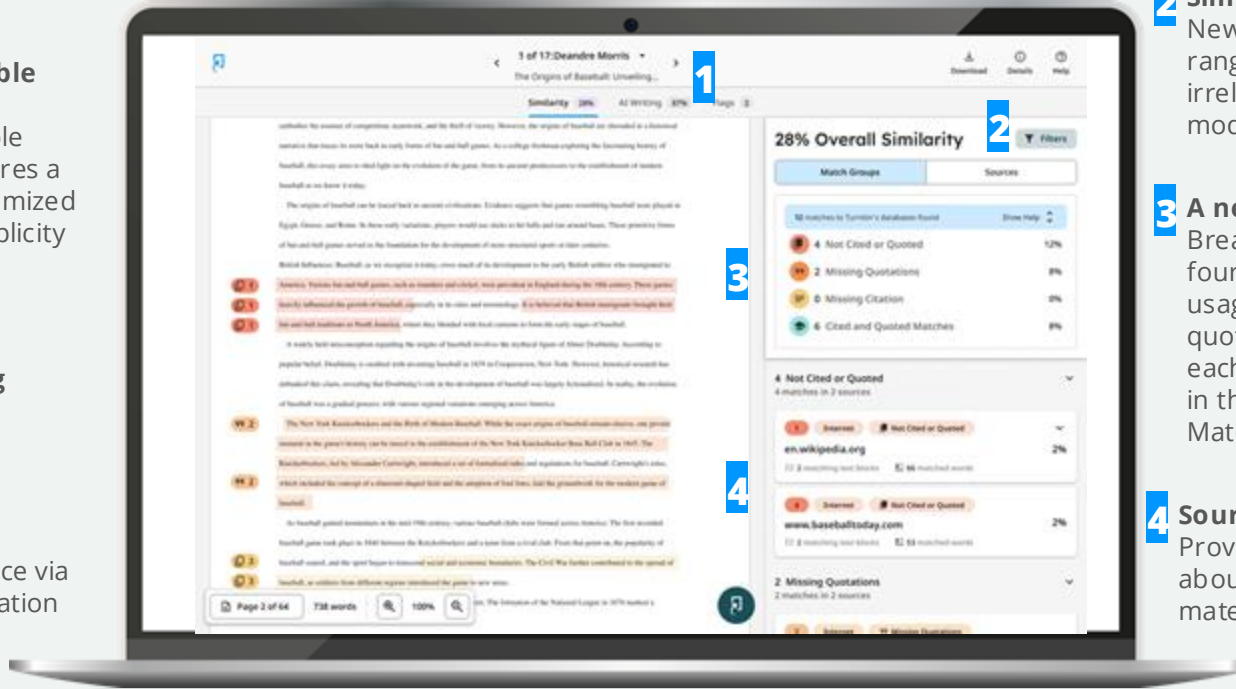
# Easy-to-use Similarity Report

## 1 User-friendly, accessible design

A modern and accessible document viewer features a streamlined layout optimized for readability and simplicity

## 1 Integrated AI writing & flags panel

AI writing detection capabilities and the flags panel are fully integrated into the new experience via the intuitive tab navigation



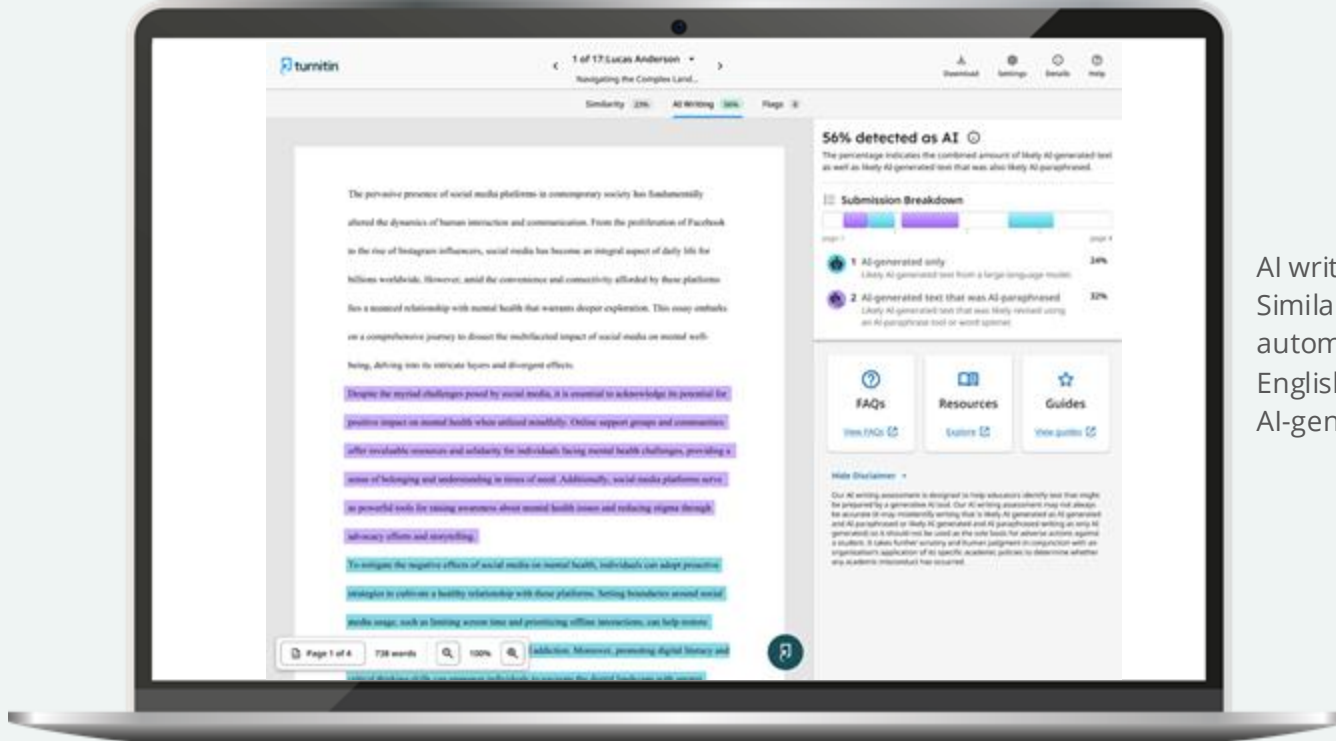
**2 Simplified settings**  
New filters panel provides a range of options to exclude irrelevant matches and modify database settings

**3 A new view: Match Groups**  
Breaks down matches into four categories based on the usage of in-text citation and quotation marks. The text for each match will be highlighted in the color of their assigned Match Group

**4 Source cards**  
Provides detailed information about a match and its source material



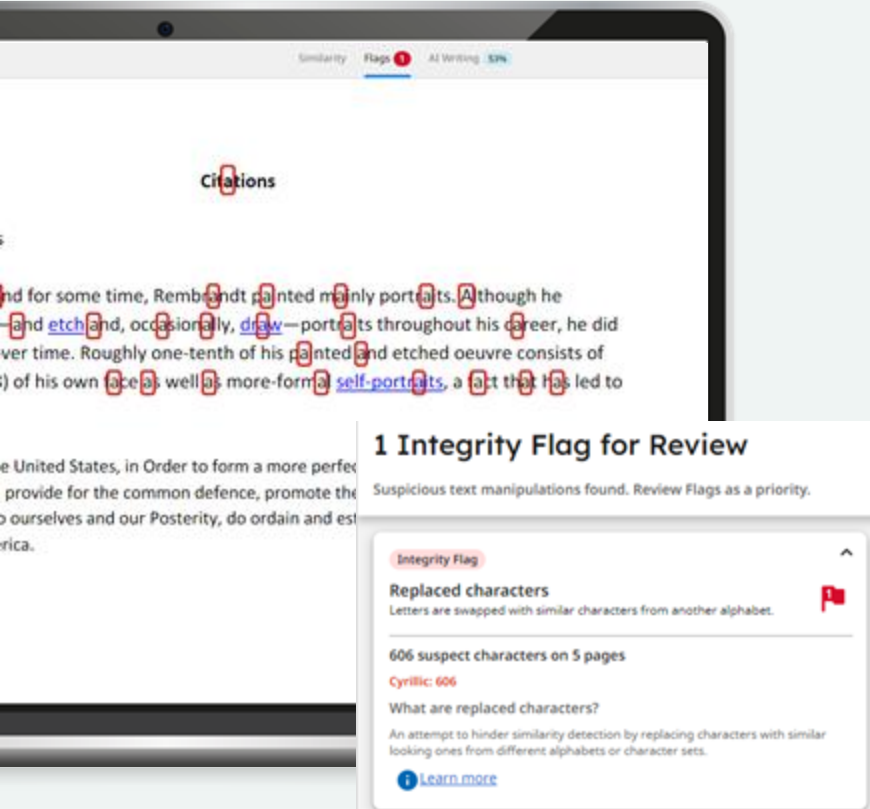
# Integrated AI writing detection



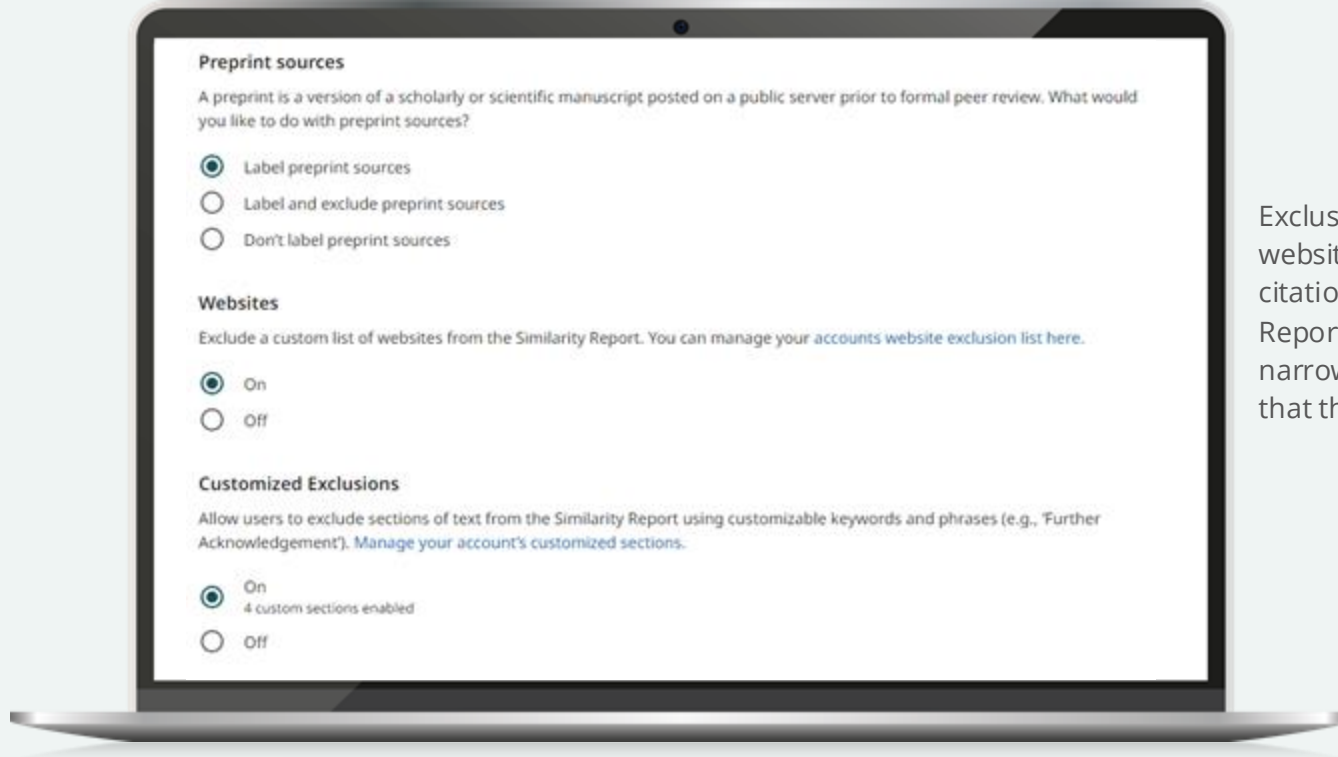
AI writing detection is integrated in the Similarity Report workflow and runs automatically for submissions made in English, and helps identify instances of AI-generated content in a submission

# 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



# Refined similarity matching with exclusion options

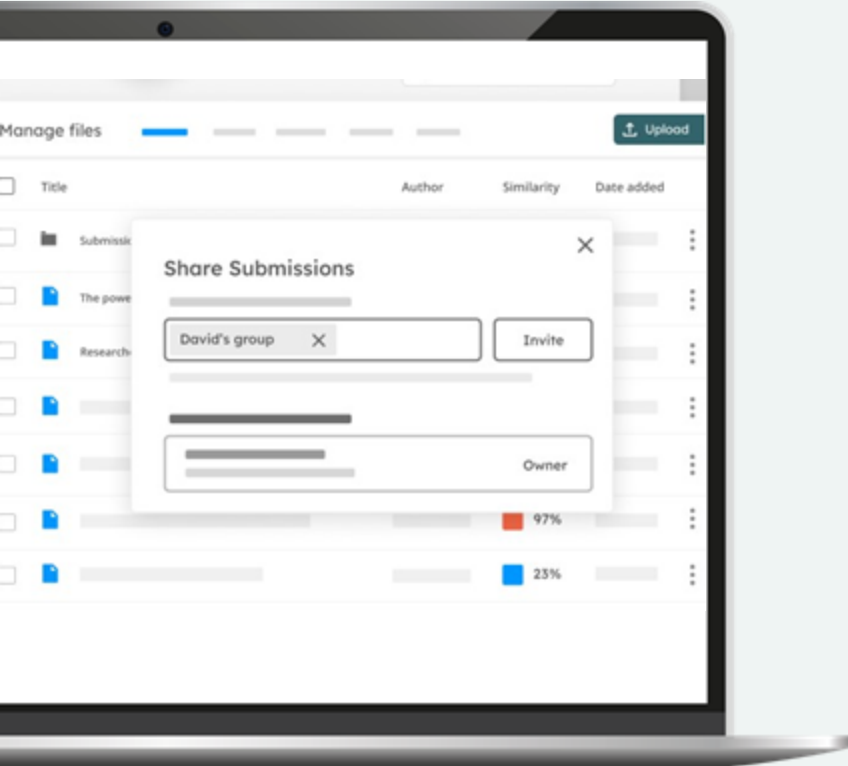


Exclusion options such as preprints, websites, custom sections, quotes, citations, etc., help refine the Similarity Report while enabling reviewers to narrow in on the most critical matches that they need to evaluate

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## Seamless collaboration

A simple system of folders and folder sharing between user and user groups, enables researchers and other users to work collaboratively with ease



Thank you!

Need additional Resources  
?

Scan for instant access →

