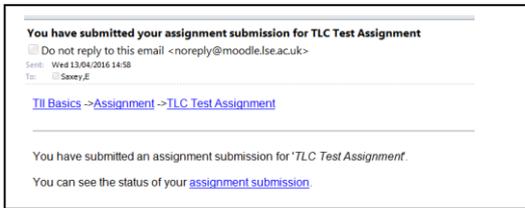**LSE** Learning Technology and Innovation

Student support: how to interpret your Turnitin Originality Report

In this guide, you will find information about:

- How to submit your work & how to view your originality report
- What you will find inside the report & what to do with highlighted sections
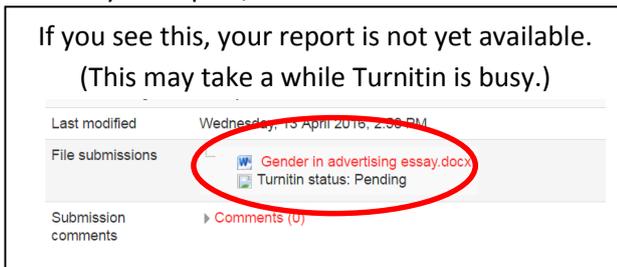
How do I submit my work?

Submit your work by selecting the submission link on the course's Moodle area, and following the instructions inside. You'll receive two email confirmations – one from Moodle, and one from Turnitin.

You have submitted your assignment submission for TLC Test Assignment
Do not reply to this email <noreply@moodle.lse.ac.uk>
Sent: Wed 13/04/2016 14:58
To: Saxey,E

TII Basics ->Assignment ->TLC Test Assignment

You have submitted an assignment submission for 'TLC Test Assignment'.

You can see the status of your assignment submission.

From: Admin User <noreply.lse.ac.uk>   Sent: Wed 13/04/2016 15:06
To: Saxey,E
Cc:
Subject: This is your Turnitin Digital Receipt

Dear Esther Saxey,

You have successfully submitted the file Gender in advertising essay.docx to the assignment TLC Test Assignment in the class TII Basics (Moodle PP) on 13-Apr-2016 03:06PM. Your submission id is 55683956. Your full digital receipt can be viewed and printed from the assignment inbox or from the print/download button in the document viewer.

Thank you for using Turnitin.

The Turnitin Team

How do I view my originality report?

To read your report, return to the submission link.

If you see this, your report is not yet available. (This may take a while Turnitin is busy.)	If you see a Turnitin ID number, your report is ready. Click on the coloured block to view.
Last modified Wednesday, 13 April 2016, 2:58 PM	Last modified Wednesday, 13 April 2016, 2:58 PM
File submissions — Gender in advertising essay.docx / Turnitin status: Pending	File submissions — Gender in advertising essay.docx / Turnitin ID: 55683956 / 57%
Submission comments ▸ Comments (0)	Submission comments ▸ Comments (0)

Inside the report

You may get a warning that the bibliography has been excluded – that's been done to help you, as bibliographies almost always match other sources, and can confuse your results.

In this main window is the text of your work. You can scroll down to see all the pages or use the **Toggle page navigation** for a page thumbnail view.

Make sure you click on the % similarity (circled) for a detailed view.

Esther Saxey | Gender in advertising essay.docx   -- /100

Match Overview

57%

1 en.wikipedia.org   26
   Internet Source

2 Submitted to Fenwick ...   5
   Student Paper

3 cdclv.unlv.edu
   Internet Source

4 www.medialit.org   5%
   Internet Source

You may see sections of your work have been highlighted, each with a number and colour.

What gets highlighted? Words which match another source (a book, website, article, essay)

So if you've got **a passage that's highlighted, which is not in quote marks or indented**, it might well be **inadequately referenced.**

On the right hand side here, you can see the matching sources Turnitin has found, starting with the most-used source.

Click on any number of highlighted section for a pop-up side-by-side comparison of your work and the matched source.

Turnitin may match a source which is not the source where you read it e.g. Turnitin shows a recent article, you read the words in a textbook.

If you hover your cursor over a source listed here, and click on the arrow that appears, Turnitin will show you other matching sources – you may recognise one of these as the one you used.

I've got no highlighted sections. Does that mean I haven't plagiarised?

Not necessarily! Because…
- Turnitin is only a text-matching tool. Plagiarism is about using "the *thoughts, writings, inventions*, etc. of another person as one's own" (see **LSE Plagiarism, important information**). Turnitin will highlight phrases that match other sources, but can't tell if thoughts, ideas, or examples are your own.
- Turnitin can't know and check every possible source. It's still your responsibility to take notes carefully and acknowledge your sources.

What should I look for?

Check any highlighted sections, like the ones shown above.

Also, look out for when there are a few phrases highlighted in a paragraph, like these:

images of both men and women have become more common, women were incre "hypersexualised". Last year, a study by ad agency Saatchi & Saatchi, in partner discovered that only one in five British mums had ever identified with a woman stereotypes of the perfect mother and, on the other side of the debate, the frazzle with the bumbling husband, were found to be particularly infuriating.

However, they note the negative reverse of this emphasis: males are discou pursuing many positive traits, if those traits aren't in line with a stereotype of masc include the ability to feel a range of emotions, including fear, hurt, confusion – eve feelings is considered unmanly. Men are also not encouraged to learn to work coop to love in a nonsexual way, to have friendships. They also aren't support in solving violence.[2]

This could happen because:
- You've copied phrases from a source into your notes, and then copied back into your work, forgetting these phrases weren't your own words.
- You paraphrased a source, but have not put it entirely into your own words; too much of the original text is still intact.

Both are poor academic practice. Even if you reference the source of the ideas, using these phrases without putting them in quotation marks means you are taking credit *for the wording itself.*

Don't worry about titles of books, or common phrases, being highlighted - they're not considered plagiarism and you don't need to give a reference for them.

What should I do with the highlighted sections?

You should NOT be trying to 'clean' your report so Turnitin no longer find matches. Rather, try to make sure you've acknowledged your sources, for *exact phrases* and also for *ideas* and *examples*.
- **If you have a whole highlighted passage**, place it in quotation marks or indent it, to show that the precise words came from another source.
- **If you have a few highlighted phrases** without quote marks or indenting, decide whether to:
  - rewrite the whole passage and put it entirely into your own words
  - OR place the original phrases in quote marks.

In both cases, the source should be listed in your bibliography.
Use the referencing format requested by your department.

This ensures you'll get recognition from your marker for all the reading you've done, and you'll have avoided plagiarism.

What should I do if I need more help?

- **Contact your course convener or class teacher** in the first instance.
- **LSE LIFE (in the library)** can help you understand your report, and improve your academic writing – it offers workshops and one-to-one support.
- **Frequently Asked Questions on Turnitin**