



Guide to Understanding Turnitin Originality Reports and How to Reference Appropriately

Overview

This guide has been designed to illustrate some of the more common problems that have been brought before the Committee of Enquiry for Unfair Practice (including plagiarism and collusion). It is designed to make students aware, and hopefully not fall foul, of academic writing conventions. Before proceeding it would be useful to remind ourselves of what is plagiarism. **Plagiarism** is the action of claiming the work of others as your own work. 'Others' in this context can include fellow students and the authors of books, journals and internet material.

Turnitin, when used appropriately, is an excellent tool to help ensure you both reference your work and paraphrase correctly. In order to make use of this you should be uploading your draft work to Turnitin and examining the Turnitin originality report at an early stage. You can upload your work as many times as you like leading up to an assessment deadline. You should therefore be making good use of this facility. No student should be uploading their work for the first and only time when submitting work; this is a recipe for problems which may result in your work being sent for investigation for Unfair Practice. To view your Turnitin originality report you need to click on the 'similarity index score', having uploaded your work.

The following pages are organised by examples of student work. There are seven in total. Having introduced the 'screenshot' these are then discussed in turn. Please remember the referencing style applied to this programme is the Harvard system. The programme handbook details examples of how to apply the Harvard system along with a link to a comprehensive referencing guide. The plagiarism quiz, located within the induction module, is also a very useful resource for re-acquainting yourself with Harvard referencing conventions.

Example One

preferences Help

turnitinUK Originality Report

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Manging the Human Resource
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Passed in 1909 by Conrad Hilton. Hilton bought his first hotel, the Hekley Hotel, in 1909 in Dallas, Texas. In 1919, he bought the Drake Hotel chain, making it Imperial Hospitality company in the world. In 1925, at the Drake Hilton Hotel's Backhoeeder Bar in Las Vegas, Nevada, Howard Hughes created the Hilton Hotels. The Conrad Hilton Hotel in Chicago was one of the 1977 Democratic National Convention that occurred across the street to Grant Park. The hotel still shows damage as a result of the violence outside as the crowd tried to break over even under the weight of hundreds of protesters on the street during the rioting that John Lennon and Yoko Ono held their first bed-in for peace between March 25, 1969 and March 31, 1969 at the Amsterdam Hilton in Room 902. This room became a popular tourist destination. The Hilton Hilton Hotel in Nicosia, Cyprus, was the scene of the assassination of former leader of Egyptian newspaper editor and friend of Egyptian President Anwar El Sadat on March 1981. The assassination and kidnapping of a Cyprus Airways DC-9 at Larnaca Airport led to Egyptian control of Larnaca International Airport by Egyptian forces. The intervention by the Egyptians led to the halting of relations between Cyprus and Egypt. This Amsterdam Hilton hotel has had two notable incidents. In 1991, Dutch drug kingpin Klaas Broekman, once a major drug dealer of cocaine, was assassinated in front of the building. On July eleventh, Dutch artist Henkem Broek committed suicide by jumping from the roof.

Hilton Honors

The loyalty program of the Hilton Hotels Corporation, active at all of the brands. There are four tiers of membership, in ascending order: Blue (their Gold Diamond Hilton Honors). It is the only hotel rewards program that offers both Points & Miles for the same stay and its Blackout Dates. Members can earn both hotel points and airline miles for the same stay at more than 3,0000 Hilton Family hotels in over 100 countries worldwide. If a standard room is available, any member can redeem honors points for it. Hilton rewards includes free hotel nights, experience get-a-way, dream vacations and premium memberships. Members can also convert Hilton points to airline miles or vice versa. Additional VIP-only perks are available to VIP members, including bonus points, complimentary health clubs and spas, hotel room upgrades, and reward planner services. Similar to airline frequent-flier programs, the highest tier members (Diamond VIP) receive priority benefits including guaranteed reservations up to forty-eight hours before arrival, a dedicated travel agent, phone line especially for Diamond VIP members, complimentary upgrades at check-in, complimentary assemblies at check-in (bottled water, snacks, coffee etc.), a dedicated Hilton Honors VIP check-in line at larger hotels, and priority room preferences before other hotel guests. CONCLUSION: Hilton

A critique on globalisation critically affects the next 5 billion to international business resource management. To ensure that the development of managers with international experience in Hilton

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Managing the Human Resource
BY PAULINA SOUT

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1 26% hrguru.monster.com

2 11% www.tutor2u.net

3 9% ezinearticles.com

4 9% workmorale.blogspot.com

5 9% www.communicationtool... Internet source

6 9% www.ctehr.com

7 8% marketingideshop.com

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8 7% www.wisegeek.com

9 5% Submitted to London Sch... Student paper

10 1% www.tee-education.com

1 26% hrguru.monster.com

2 11% www

What is poor in example one?

This is almost word for word plagiarism! There is no acknowledgment of the author/source for either paragraph. In addition to this, looking on the right-hand side of the screenshot, there are also links to student work. This suggests potential collusion and/or self plagiarism. It is important if you identify a similar pattern of links to student work that you satisfy yourself you have not breached the rules and exposed yourself to Unfair Practice allegations.

Although not an issue of unfair practice it should be pointed out that the quality of the research is very poor. Students should not be citing work from Wikipedia, Coursework4you.co.uk or Answers.com. These types of sites are simply not credible. Instead you should be using relevant texts (see programme guide for indicative texts for each module) and journals. To these ends you should be making good use of the University library databases/EBSCO online library (whichever is appropriate). These contain quite literally thousands of journal articles. If using websites, you should either paraphrase the work in your own words and reference this to the source or use short extracts and place these in speech marks and again reference appropriately. Please remember you should only be quoting short extracts and only do this when the extract is key to the argument you are developing.

Example Two

The screenshot shows a Turnitin UK similarity report. At the top left, it displays the Turnitin logo and the text "turnitinUK Originality Report". Below this, it shows "Processed on: ID: 3133 Word Count: 3133 Submitted: 1". In the center, the title "Managing the Human Resource" is displayed with the author "By". On the right, a "Similarity Index" box shows "37%" with a yellow background. Below it, a "Similarity by source" table shows three rows: "Internet Sources: 23%", "Publications: 28%", and "Student Papers: 32%". A "What's this?" link is also present.

Below the main header, there are several search filters: "include quoted", "include bibliographies", "include small matches", and "show highest matches together".

The main content area contains two paragraphs of text. The first paragraph discusses the need for appropriate training for quality improvement and support from management. The second paragraph discusses the need to reshape HR practices to meet quality standards.

On the right side of the page, a list of 8 matches is shown:

- 1 9% match (publications) *Personnel Review, Volume 27, Issue 1 (2006-09-19)*
- 2 3% match (student papers from 07/12/09) Class Managing the Human Resource (G) Assignment Click here to submit assignment Paper ID: 4673042
- 3 2% match (Internet from 29/4/09) <http://www7.open.ac.uk>
- 4 2% match (student papers from 04/12/09) Class Module 04 - Managing the Human Resource - College Assignment click here to submit your HRM Part 1 Assessment - 7th December 2009 Paper ID: 4608811
- 5 2% match (publications) *Qualitative Market Research: An International Journal, Volume 6, Issue 2 (2006-09-19)*
- 6 1% match (publications) *Marketing Intelligence & Planning, Volume 23, Issue 6 (2005-09-19)*
- 7 1% match (student papers from 07/12/09) Class Module 04 - Managing the Human Resource - College Assignment click here to submit your HRM Part 1 Assessment - 7th December 2009 Paper ID: 4657551
- 8 1% match (publications) *Tsaur, S.-H. "Promoting service quality in tourist hotels: the role of HRM practices and service behavior". Tourism Management, 2002-2003*

What is poor in example two?

The student has failed to reference to the secondary source. The offending sentence can be located on the left-hand side of the screenshot, labelled as (1) (commences 'practices to systems-based....'). As a recap, secondary referencing is when one author is referring to the work of another and the primary source is not available. Wherever possible you should try to locate the original work. This is because you are reading an 'interpretation' of the primary source.

Where this is not possible, you need to satisfy yourself of the accuracy of the secondary source. In this specific case, the reference should have appeared in the following format:

"system-based practices (Anderson et al., 1994; Dean and Bowen)" cited in Redman & Mathews (1998, p. 61).

Given this is a short extract the student would have been better advised to locate the original source or use an alternative primary source, arguing a similar point within the context of the 'paragraph' in question. In terms of cases brought before the Committee of Enquiry inappropriate use of secondary sources (i.e. not including these) account for a significant proportion of the cases. Many of these include entire paragraphs that have not been attributed to the secondary source. For further guidance on secondary sources, question 37 of the online plagiarism quiz details an example of how to reference secondary sources both within the main body of the work and within the reference list.

As with example one, looking on the right-hand side of the screenshot, there are also links to student work. This suggests potential collusion and/or self plagiarism. It is important if you identify a similar pattern of links to student work that you satisfy yourself you have not breached the rules and exposed yourself to Unfair Practice allegations.

Example Three

The screenshot shows a Turnitin UK similarity report for an assignment titled "HRM Assignment." The report indicates a "Similarity Index" of 64%. The "Similarity by Source" section shows that 45% of the text came from Internet Sources, 17% from Publications, and 49% from Student Papers. The main content area displays several text snippets with their sources and similarity percentages:

- process-led." Stakis On the other hand Hilton is more characterized by [7]
- An organisation's rewards strategy is perhaps the area which, for employees, provides the greatest bridge between rhetoric and reality. It is not only an essential tool in terms of retention, motivation and recruitment – it is an opportunity to demonstrate the culture of the organisation in a way that has real impact on employees. (Boselie, Paauwe and Richardson R., 2003; Briscoe 1995; D'Annunzio-Green, 1997; González, 2004) [2]
- training and team meetings. In addition, [7]
- continuous, individually centered employee development is most important [7]

The right-hand side of the interface lists the detected matches with their URLs and similarity percentages:

- 1 10% match (Internet from 1/10/09) <http://www.hiltonworldwide.com>
- 2 9% match (Internet from 24/12/06) <http://coursework4you.co.uk>
- 3 8% match (Internet from 7/12/09) <http://www.caterersearch.com>
- 4 7% match (Internet from 13/4/09) <http://www.answers.com>
- 5 4% match (student papers from 07/12/09) Class Module 04 - Managing the Human Resource - College Assignment click here to submit your HRM Part 1 Paper ID: 4873139
- 6 3% match (Internet from 9/4/09) <http://www.hiltonmanagementservices.com>
- 7 3% match (publications) [Journal of European Industrial Training, Volume 28, Issue 2-3 \(2006-09-19\)](http://www.jstor.org/stable/10.1080/08982600609460199)
- 8 3% match (student papers from 07/12/09) Class Module 04 - Managing the Human Resource - College Assignment click here to submit your HRM Part 1

What is poor in example three?

This is almost a 'carbon copy' of the problems contained within example one. Again, this is almost word for word plagiarism. The student has plagiarised from a web site that should not even be searched by students (coursework4you.co.uk). This is simply not a credible source. As stated within example TWO you are advised wherever possible to locate the primary source.

In addition to this, looking on the right-hand side of the screenshot, there are also links to student work. This suggests potential collusion and/or self plagiarism. It is important if you identify a similar pattern of links to student work that you satisfy yourself you have not breached the rules and exposed yourself to Unfair Practice allegations.

Example Four

The screenshot shows a Turnitin UK similarity report for a document titled "MANAGING HUMAN RESOURCE (PART 1) (FORMATIVE)". The report indicates a "Similarity Index" of 85%. The "Similarity by Source" section shows four matches: 1. 81% match (student papers from 19/01/09) Submitted to Royal Holloway and Bedford New College. 2. 3% match (Internet) <http://www.fuc.org>. 3. 1% match (Internet from 13/11/07) <http://ungani.un.org>. 4. 1% match (student papers from 23/05/08) Submitted to University of Hertfordshire.

Reference List:

- Adorka,F. (2006) Growth tied to Technology, Hotel& Management, Vol. 211, Issue, 13pp .4
- Beardwell, I., Holden, L., Claydon,T. (Eds.) (2007) Human Resource Management: Harlow, Prentice Hall.
- Berta, D. (2008) Study shows student eager to work in hospitality, Nation's Restaurant News, Vol.37 Issue 12 pp.16-18.
- Hendry, C. (2005) Human Resource Management a Strategic Approach to Employment: Oxford, Butterworth- Heinemann Ltd.
- Handy, C. (2009) Understanding Organizations: London, Penguin Books Ltd.
- Lockwood, A., Jones, P. (2007) People and the Hotel and Catering Industry, Wiltshire, Cassell.
- Lockwood, A., Jones, P. (2007) The Management of Hotel Operations: London, Cassell.
- Price, A. (2007) High-Performance Management Systems - Part 1&2. [Internet] Accessed 22, 23, 24 July 2005. Available from: www.hrmguide.co.uk

What is poor in example four?

It would appear the reference list has been 'lifted' in its totality from another source (Royal Holloway and Bedford College paper). This is at best misleading and potentially an offence. Your reference list is an important part of your essay. It lists all the work referred to in the main body of the text. You should ensure that all work referred to in the main text of your essay is referenced appropriately in your reference list and that your reference list ONLY includes sources cited in the main text.

As with previous examples and looking on the right-hand side of the screenshot, there are also links to student work. This may suggest potential collusion and/or self plagiarism. It is important if you identify a similar pattern of links to student work that you satisfy yourself you have not breached the rules and exposed yourself to Unfair Practice allegations.

Example Five

The screenshot shows a Turnitin Originality Report for a document titled "Managing the Human Resource Part 1". The report indicates a similarity index of 17%. A list of 12 matches is provided, each showing a percentage match, the source, and a link to view the original paper.

Rank	Match Type	Source	Percentage
1	4% match	student papers from 06/12/09 Class Managing the Human Resource (G) Assignment Click here to submit assignment Paper ID: 4939929	4%
2	2% match	student papers from 06/12/09 Class Module 03 - Marketing Management - College Assignment click here to submit your assessment Paper ID: 4941320	2%
3	1% match	student papers from 23/11/09 Submitted to University of Hull	1%
4	1% match	student papers from 01/05/09 Submitted to University of Aberdeen	1%
5	1% match	Internet from 20/4/09 http://online.glos.ac.uk	1%
6	1% match	student papers from 19/12/07 Submitted to University of Huddersfield	1%
7	1% match	student papers from 13/05/08 Submitted to University of Birmingham	1%
8	1% match	Internet from 6/12/09 http://www.cipa.co.uk	1%
9	1% match	student papers from 07/12/09 Submitted to Coventry University	1%
10	< 1% match	student papers from 06/05/08 Submitted to University of Westminster	< 1%
11	< 1% match	student papers from 27/11/08 Submitted to University of Hull	< 1%
12	< 1% match	student papers from 10/03/08	< 1%

What is poor in example five?

Within the text on the left hand-side there is NOTHING wrong with this work. The student has repeated the assessment question which has been highlighted by Turnitin. This is not an offence, although Turnitin does detail 'all matches'. This is an excellent example demonstrating that the similarity index score cannot be used in isolation from the Turnitin originality report. This is why Arden does not give a 'score' that is acceptable. This is also why you should be uploading your draft work and interpreting the report for yourself and where necessary making changes to ensure your work is appropriately referenced.

As with previous examples and looking on the right-hand side of the screenshot, there are also links to student work. This may suggest potential collusion and/or self plagiarism. It is important if you identify a similar pattern of links to student work that you satisfy yourself you have not breached the rules and exposed yourself to Unfair Practice allegations.

Example Six

The screenshot shows a Turnitin UK Originality Report. At the top, it displays the Turnitin UK logo, the document title "Managing the Human Resource Part 1", and the author's name "By". On the right, there is a "Similarity Index" of 17% and a "Similarity by Source" table showing results from Internal Sources, Publications, and Student Papers.

Similarity Index: 17%

Similarity by Source:

Internal Sources:	4%
Publications:	2%
Student Papers:	27%

Similarity Report Details:

1 4% match (student papers from 06/12/09) Class Managing the Human Resource (G) Assignment Click here to submit assignment Paper ID: 4839952

2 2% match (student papers from 06/12/09) Class Module 03 - Marketing Management - College Assignment click here to submit your assessment Paper ID: 4841330

3 1% match (student papers from 23/11/09) Submitted to University of Hull

4 1% match (student papers from 01/05/09) Submitted to University of Aberdeen

5 1% match (Internet from 20/4/09) <http://onfree.glo.ac.uk>

6 1% match (student papers from 19/12/07) Submitted to University of Huddersfield

7 1% match (student papers from 13/05/08) Submitted to University of Birmingham

8 1% match (Internet from 6/12/09) <http://www.cptd.co.uk>

9 1% match (student papers from 07/12/09) Submitted to Coventry University

10 < 1% match (student papers from 06/05/08) Submitted to University of Westminster

11 < 1% match (student papers from 27/11/08) Submitted to University of Hull

12 < 1% match (student papers from 10/03/08)

What is poor in example six?

Nothing! The work is the student's own work. However Turnitin will identify words similar to other resources.

As with previous examples and looking on the right-hand side of the screenshot, there are also links to student work. This may suggest potential collusion and/or self plagiarism. It is important if you identify a similar pattern of links to student work that you satisfy yourself you have not breached the rules and exposed yourself to Unfair Practice allegations.

Example Seven

The screenshot shows a Turnitin UK similarity report for a document titled "Managing the Human Resource Part 1". The report indicates a similarity index of 17%. The left side lists various references, and the right side displays a list of detected matches with their details.

Similarity Index: 17%

Similarity by Source:

Internet Sources	4%
Publications	3%
Student Papers	17%

References:

- Gibb, S. 2008. Human resource development, process practise and perspectives. 2nd ed. London: Palgrave Macmillan.
- Handy, C. 1999. Understanding organisations. 4th ed. London: Penguin Books.
- Harrison, R. 2009. Learning and development. 5th ed. London: CIPD.
- Harrison, R. 2000. Employee development. 2nd ed. London: CIPD.
- IRS. 2006. Building a McReputation to aid recruitment and retention. IRS Employment review, No.053, 18th Aug.
- Iverson, R, D, Deery, M. 2007, Jan 30th. Turnover culture in the hospitality industry. Human resources management journal. Vol.7 Issue.4 Pgs 71-82.
- Johnson, G, Scholes, K, Whittington, R. 2000. Exploring corporate strategy Text and cases. 8th Ed. Harlow: FT Prentice Hall.
- Minchington, B. 2005. Your employer brand attract-engage-retain. Australia: Collective Learning.

Detected Matches:

- 1 4% match (student papers from 06/12/09) Class Managing the Human Resource (G) Assignment Click here to submit assignment Paper ID: #8399252
- 2 2% match (student papers from 06/12/09) Class Module 03 - Marketing Management - College Assignment click here to submit your assessment Paper ID: #8413300
- 3 1% match (student papers from 23/11/09) Submitted to University of Hull
- 4 1% match (student papers from 01/05/09) Submitted to University of Aberdeen
- 5 1% match (Internet from 20/4/09) <http://online.glos.ac.uk>
- 6 1% match (student papers from 19/12/07) Submitted to University of Huddersfield
- 7 1% match (student papers from 13/05/08) Submitted to University of Birmingham
- 8 1% match (Internet from 6/12/09) <http://www.cipd.co.uk>
- 9 1% match (student papers from 07/12/09) Submitted to Coventry University
- 10 < 1% match (student papers from 06/05/08) Submitted to University of Westminster
- 11 < 1% match (student papers from 27/11/08) Submitted to University of Hull
- 12 < 1% match (student papers from 10/03/08)

What is poor in example seven?

Nothing! Looking at the left-hand side of the screenshot the references do not appear in one 'block' of colour. This would suggest the references have been individually constructed. If Turnitin indicates references are similar to other work then this is 'probably' OK. Indeed it is not surprising that Turnitin has located other resources using the same references. You should however still check to satisfy yourself you have referenced appropriately.

As with previous examples and looking on the right-hand side of the screenshot, there are also links to student work. This may suggest potential collusion and/or self plagiarism. It is important if you identify a similar pattern of links to student work that you satisfy yourself you have not breached the rules and exposed yourself to Unfair Practice allegations.

Conclusion

Turnitin is a very useful resource that you should ensure you are familiar with as an essential part of your referencing tool kit. You need to ensure you upload your draft work at an early stage to check your referencing and paraphrasing. Always try to locate primary sources wherever possible. If this is not possible then you need to satisfy yourself the secondary source is reliable. Make use of recommended texts for each module. Also make good use of the University library/EBSCO online library (whichever is appropriate). Finally be proactive and make good use of Turnitin. If in doubt, contact your module leader for guidance.