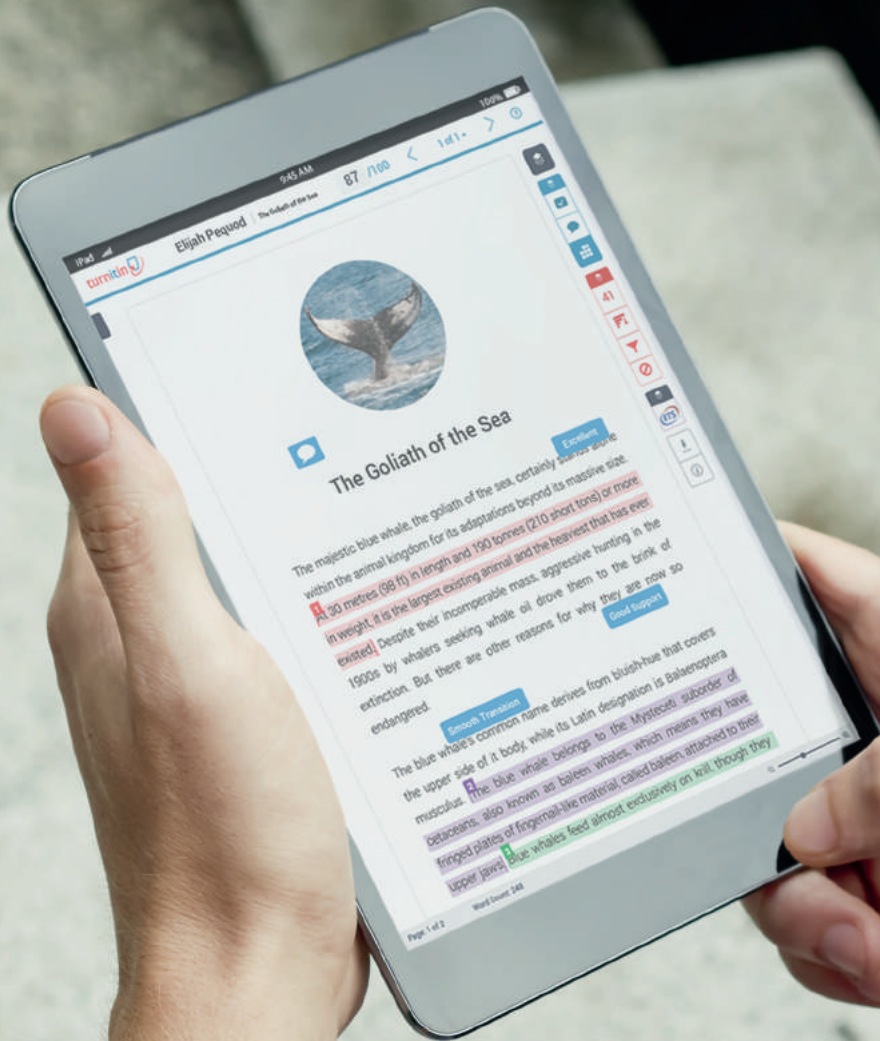




# Turnitin Feedback Studio



Better Writing Starts Here

## Promoting original writing and critical thinking

Turnitin Feedback Studio presents an easy-to-use report that shows how much of a document is matched or cited from other sources. Educators can promote academic integrity, while students learn the importance of original writing and foster critical thinking skills that are key to their success.

## Engaging students with personalised feedback

Turnitin Feedback Studio saves time by enabling instructors to provide engaging verbal and written feedback directly onto student papers. Source matches are highlighted and can be overlaid, allowing instructors to see every aspect of the student work whilst marking.

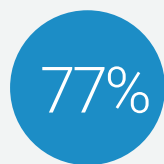
The ability to leave voice comments creates a very personalised form of feedback. Pre-set or customisable drag-and-drop comments provide students with legible feedback and promote consistency within the institution.

## Tracking progress, supporting instructors

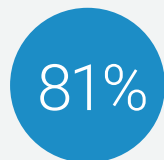
Save time by easily evaluating student work and connecting your feedback to students' grades. Use grading statistics to gain insight into class or institution-wide progress and align grading across classes, departments, and schools.

**In today's digital learning environment, using technology to streamline workflows and engage students with formative feedback is no longer an option. It is essential!**

**Turnitin Feedback Studio** is a cloud-based system which empowers instructors to save time and work more flexibly than ever before. It enables the provision of richer, actionable feedback to engage students and start a conversation that promotes critical thinking and improves student outcomes.



Students believe they became better writers using Turnitin\*

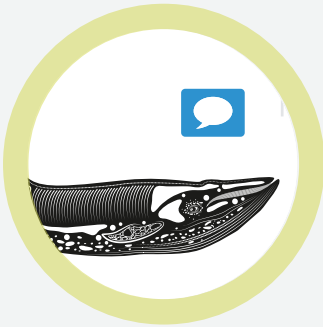


Students believe that Turnitin helped them avoid plagiarism\*



Students prefer online comments in Turnitin versus traditional feedback\*

\* A survey among 1437 students whose instructors use Turnitin (2015)



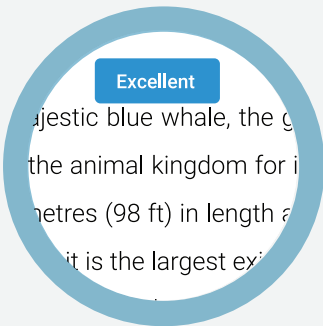
## Multi-format Feedback

Feedback only matters when your students engage with it. Reach your students with voice and text comments on specific sentences or entire assignments.



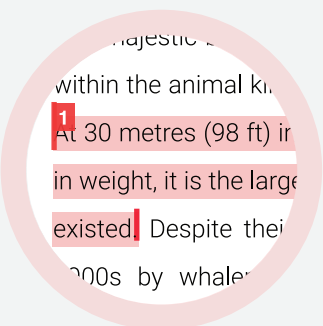
## Promote Consistency with Rubrics

Grade objectively and consistently with standards-aligned assessment criteria (rubrics) and show students how specific passages affect their grade.



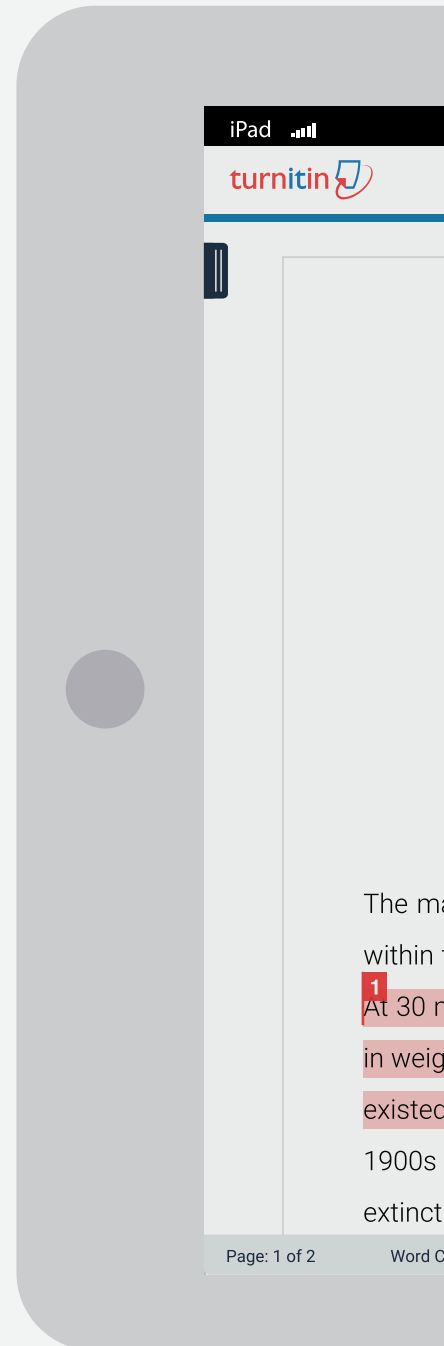
## Faster Marking

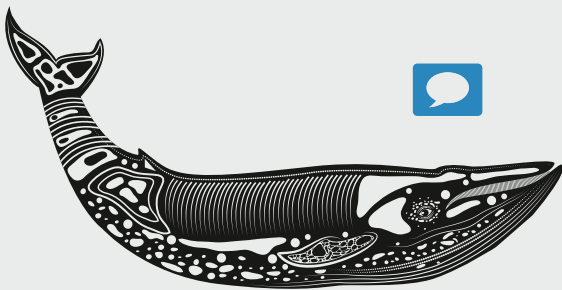
Save time with pre-set or customisable drag-and-drop comments. Share reusable comment libraries across your institution to make assessment more consistent.



## Source Matching

Reveal content matches in student writing from the world's largest database of content. Help students take ownership of their work and practice proper citation.





# The Goliath of the Sea

Excellent

majestic blue whale, the goliath of the sea, certainly stands alone in the animal kingdom for its adaptations beyond its massive size. It is 30 metres (98 ft) in length and 190 tonnes (210 short tons) or more in weight, it is the largest existing animal and the heaviest that has ever lived. Despite their incomparable mass, aggressive hunting in the past for their blubber and whale oil drove them to the brink of extinction. But there are other reasons for why they are now so

Smooth Transition



### Rubric

6+1 Writer's Rubric

5.22/6

Apply to Grade

**Organisation**  
Exceptional **6**

**Voice**  
Capable **4**

**Word Choice**  
Experienced **5**

**Fluency**  
Exceptional **6**

#### Beginning

Presentation/formatting of piece confuses message.

#### Emerging

Presentation/formatting delivers a message clear in places and confusing in others.

*“Students really like the fact that they can easily engage with the feedback. They are also very positive about the speed with which their work is returned because it’s all online.”*

**Clare Wolfenden**

Senior Lecturer and Programme Leader  
Bradford College

*“Reinforcing how students can improve, and more importantly, transform the way they think and learn. Turnitin provides a wonderful platform for actually showing students what good writing is.”*

**Earle Abrahamson**

Senior Lecturer in Sports Therapy  
University of East London



billion  
web pages



million academic documents from  
books & publications



million  
student papers

