



## 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

Processed on: ID: Word Count: 3969 Submitted: 1

## Mangaing the Human Resource

By

Similarity Index: 90%  
what's this?

Similarity by Source:  
Internet Sources: 75%  
Publications: 25%  
Student Papers: 45%

include matches include bibliography exclude small matches

mode: show highest matches together

**Founded in 1929 by Conrad Hilton, Hilton bought his first hotel, the Mobley Hotel, in 1929 in Sydney. The first hotel to allow the Hilton name was the Dallas Hilton, a high-rise that opened in Dallas, Texas in 1955. In 1954, Hilton hotels bought the Waldorf Hotel chain, making it largest hospitality company in the world. In 1964, at the Caribe Hilton Hotel's Swan-Orchard Bar in San, Puerto Rico, Ramon Bernieris' "Harris created the Pilsa Cabala. The Conrad Hilton Hotel in Chicago was one of the 1977 Seasonally flooding riots that occurred across the street in Great Falls. The hotel's doors were locked for the first time in its history. The hotel still shows damage as a result of the violence outside as the street level windows were kept under the weight of hundreds of protesters as the street during the riot. 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 Nevada, Vegas, was the scene of the assassination of President John F. Kennedy by an Egyptian newspaper editor and friend of Egyptian President Gamal Abdel Nasser on March 25, 1963. The assassination and shooting of a Cyprus Airways DC-8 at Larnaca Airport led to Egyptian halt on Larnaca International Airport by Egyptian forces. The intervention by the Egyptians led to the falling of relations between Cyprus and Egypt. This Amsterdam Hilton hotel has had two notable incidents. In 1993, Dutch drug kingpin Klaas Bruinsma, once a major drug dealer of Europe, was assassinated in front of the building. On July eleventh, Dutch artist Iwan van Meester committed suicide by jumping from the roof.**

**Hilton Honors**

**In the loyalty program of the Hilton Hotels Corporation, active at all of the brands. There are four tiers of membership, in ascending order: Blue Hilton Gold Diamond Hilton members is the only hotel rewards program that offers both Points & Miles for the same stay and to Blackout Dates. Members can earn both hotel points and airline miles for the same stay at more than 1,800 Hilton Family Hotels in over 100+ (300+) countries worldwide. If a standard room is available, any member can receive Honors points for it. Honors rewards include free hotel nights, experience get a away, dream vacations and premium awardflights. Members can also convert Honors points to airline miles or vice versa. Additional VIP-only perks are available to VIP members, including bonus points, complimentary health club and spas, hotel room upgrades, and reward planner services. Similar to airline frequent-flyer programs, the highest tier members (Diamond VIP) usually receive priority benefits including guaranteed reservations up to forty-eight hours before arrival, a dedicated "Diamond Desk" phone line especially for Diamond VIP members, complimentary upgrades at check-in, complimentary amenities 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 strategy on globalization strongly affects the way it relates to international human resource management. To ensure that the development of managers with international experience in Hilton**

- 21% match (Internet from 23/11/09) <http://en.wikipedia.org>
- 10% match (Internet from 24/12/06) <http://coursework4you.co.uk>
- 13% match (Internet from 23/11/09) <http://www.ansnews.com>
- 6% match (student papers from 06/12/09) Class Module 04 - Managing the Human Resource - College Assignment click here to submit your HRM Part 1 Assessment - 7th December 2009 Paper ID: 4847212
- 7% match (publications) Donald McNeil, "Hotels as Civic Landmarks, Hotels as Assets: The case of Sydney's Hilton", *Australian Geographer*, 39,2(2009)
- 5% match (Internet from 4/12/09) <http://en.wikipedia.org>
- 4% match (student papers from 27/11/09) Submitted to Queen Margaret University College, Edinburgh
- 4% match (Internet from 28/11/09) <http://answers.yahoo.com>
- 3% match (Internet from 21/8/09) <http://alliedglobalnursing.com>
- 3% match (Internet from 7/12/09) <http://sib.hartl.co>
- 2% match (student papers from 06/12/09) Class Managing the Human Resource (G)

Originality: Overall: PeerMark

Managing the Human Resource

turnitin 92% (80% of 98)

Match Overview

- 1 hrguru.monster.com 26%  
Internet source
- 2 www.tutor2u.net 11%  
Internet source
- 3 ezinearticles.com 9%  
Internet source
- 4 workmorale.blogspot.com 9%  
Internet source
- 5 www.communicationtool... 9%  
Internet source
- 6 www.cdehr.com 9%  
Internet source
- 7 marketingideasshop.com 8%  
Internet source
- 8 www.wisegeek.com 7%  
Internet source
- 9 Submitted to London Sch... 5%  
Student paper
- 10 www.teo-education.com 1%  
Internet source

What is the main thing that motivates you? Their answer will most likely be goals. Even the simplest things in life are the result of goal setting. A person may say, "I want to save 300.00 for a new T.V." Well, that is a goal. Success is where we are most likely to learn the correlation between goals, and the definition of motivation. That correlation is what breeds success.

So, as you can see, motivation is what propels life. It plays a major role in nearly everything we do. Without motivation, we would struggle our way about outcomes, means, accomplishment, education, success, failure, employment, etc.. Then, what would be the point?

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There are many types of motivation.

Motivational techniques have been experienced by every person from birth. We learn behavior through motivation. We live our whole lives because of motivation. The question that remains however is this: What

### **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](http://Coursework4you.co.uk) or [Answers.com](http://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 displays the Turnitin interface. The document title is "Managing the Human Resource". The Turnitin logo and "Processed on: ID: Word Count: 3133 Submitted: 1" are visible. The document content on the left includes a paragraph starting with "Appropriate training for quality improvement and support from the management to give the shape to new ideas..." and another paragraph starting with "In order for TQM to be successful and meet the quality standards there is need to reshape the HR practices (Walker, 1992)..." Match 1 is highlighted in red, indicating a 9% match with a publication: "Personnel Review, Volume 27, Issue 1 (2006-09-19)". Other matches include student papers and internet sources with varying percentages of similarity.

### 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 displays a Turnitin report for an HRM Assignment. The top section shows the Turnitin logo, the assignment title 'HRM Assignment', and the student's name 'By'. The similarity index is 64%, with a 'What's this?' link. A 'Similarity by Source' table shows: Internet Sources: 45%, Publications: 17%, and Student Papers: 49%. Below this, there are filters for 'exclude quoted', 'exclude bibliography', and 'exclude small matches'. The main text area shows several paragraphs of text with similarity scores in boxes: 'process-led.' (7), 'An organisation's rewards strategy...' (2), 'training and team meetings...' (7), and 'continuous, individually centered employee development...' (7). On the right, a list of sources is shown with their respective match percentages and dates: 10% match (Internet from 1/10/09) from <http://www.hiltonworldwide.com>; 9% match (Internet from 24/12/06) from <http://coursework4you.co.uk>; 8% match (Internet from 7/12/09) from <http://www.caterersearch.com>; 7% match (Internet from 13/4/09) from <http://www.answers.com>; 4% match (student papers from 07/12/09) from 'Class Module 04 - Managing the Human Resource - College' with assignment link and Paper ID: 4873139; 3% match (Internet from 9/4/08) from <http://www.hiltonmanagementservices.com>; 3% match (publications) from 'Journal of European Industrial Training, Volume 28, Issue 2-3 (2006-09-19)'; and 3% match (student papers from 07/12/09) from 'Class Module 04 - Managing the Human Resource - College' with assignment link.

## 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](http://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

turnitinUK Originality Report

Processed on: ID: Word Count: 2245 Submitted: 1

### MANAGING HUMAN RESOURCE (PART 1) (FORMATIVE)

By

Similarity Index	Similarity by Source
85%	Internet Sources: 39%
	Publications: 13%
	Student Papers: 82%

mode: show highest matches together

- 81% match (student papers from 19/01/09)  
[Submitted to Royal Holloway and Bedford New College](#)
- 3% match (Internet)  
<http://www.fuc.org>
- 1% match (Internet from 13/11/07)  
<http://angpan1.un.org>
- 1% match (student papers from 23/05/08)  
[Submitted to University of Hertfordshire](#)

**Aderka, 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. **Henry, 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 displays a Turnitin report for the assignment 'Managing the Human Resource Part 1'. The top section shows the Turnitin logo, the student's name, and the similarity index of 17%. A table titled 'Similarity by Source' indicates that 4% of the similarity is from internet sources and 17% is from student papers. The main body of the report shows the student's submission, which includes a question about HRM and a table of contents. The question is highlighted in yellow. The table of contents lists 'Word Count: 2000' and 'Submitted By: Student ID: STU 123456789 Date: 07 December 2009 Table of Contents 1.'. The right-hand side of the report shows a list of 12 matches, each with a percentage of similarity and a link to the source. The matches include student papers from various universities and internet sources.

Match Number	Similarity Percentage	Source
1	4%	student papers from 06/12/09
2	2%	student papers from 06/12/09
3	1%	student papers from 23/11/09
4	1%	student papers from 01/05/09
5	1%	Internet from 20/4/09
6	1%	student papers from 19/12/07
7	1%	student papers from 13/05/08
8	1%	Internet from 6/12/09
9	1%	student papers from 07/12/09
10	< 1%	student papers from 06/05/08
11	< 1%	student papers from 27/11/08
12	< 1%	student papers from 10/03/08

## 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

turnitinUK  
Processed on: ID: Word Count: 2454 Submitted: 2

Managing the Human Resource Part 1  
By

Similarity Index: 17%  
What's this?

Similarity by Source:  
Internet Sources: 4%  
Publications: 15%  
Student Papers: 17%

image of an organisation as a great place to work in both the minds of current employees and

Internal and external stakeholders of the business. Benefits: In

1 4% match (student papers from 06/12/09)  
Class Managing the Human Resource (G)  
Assignment click here to submit assignment  
Paper ID: [4939952](#)

2 2% match (student papers from 06/12/09)  
Class Module 03 - Marketing Management - College  
Assignment click here to submit your assessment  
Paper ID: [4941330](#)

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 10/12/07)  
[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.cpsd.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 Originality Report for a document titled "Managing the Human Resource Part 1". The report includes a similarity index of 17.0% and a breakdown of similarity by source: Internet Sources (4%), Publications (1%), and Student Papers (17%). The main body of the report is divided into two columns. The left column lists references with their similarity percentages: Gibb, S. (10%), Handy, C. and Harrison, R. (6%), Harrison, R. (15%), IRS (12%), Iverson, R. D. and Deery, M. (3%), Johnson, G., Scholes, K., and Whittington, R. (5%), and Minchington, B. (11%). The right column lists matches with their similarity percentages and source information: 4% match (student papers from 06/12/09), 2% match (student papers from 06/12/09), 1% match (student papers from 23/11/09), 1% match (student papers from 01/05/09), 1% match (Internet from 20/4/09), 1% match (student papers from 19/12/07), 1% match (student papers from 13/05/08), 1% match (Internet from 6/12/09), 1% match (student papers from 07/12/09), < 1% match (student papers from 06/05/08), < 1% match (student papers from 27/11/08), and < 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.