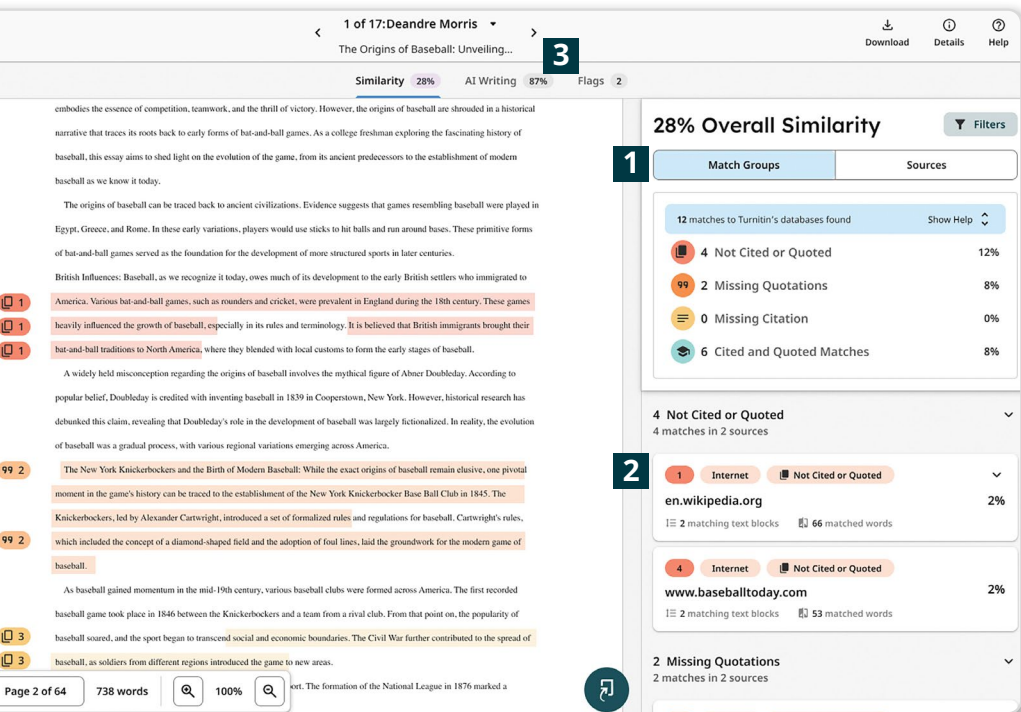


Turnitin's enhanced Similarity Report experience

Actionable integrity insights to tackle emerging threats

Turnitin is thrilled to present the enhanced experience for the Similarity Report, taking our commitment to innovation to new heights. With a new intuitive interface and a modernized view, the new report provides an improved user experience. The report also includes a new categorization of match types, making it easier to interpret, action results, and use as a formative learning tool to strengthen academic writing skills. The addition of AI writing detection further equips users with valuable data and insights to effectively address this emerging challenge within their existing workflow.



Rapid innovation to address emerging threats

Constant innovation to address emerging threats such as AI writing detection provides users with the latest and most advanced tools to support their needs while also helping them uphold academic integrity.

Guarantee the safety of your data

Any data submitted to Turnitin including AI writing detection, is covered by Turnitin's stringent data protection policies. Our robust security measures are regularly reviewed and updated to keep your data secure. You can review our privacy and security policy [here](#).

Learn more at www.turnitin.com/products/features/new-similarity-report

1 Reimagined for clarity and focus

The enhanced experience categorizes matches based on the usage of in-text citations and quotation marks, making it easier for users to interpret and pinpoint problems in submissions, saving them time and effort in interpreting results.

2 Actionable insights supporting formative learning

New source cards present a wealth of information about the highlighted match and its source material, including the percentage of text matched within the document and the number of matched text blocks and words.

3 Integrated AI writing & Flags panel

Turnitin's latest AI writing detection capabilities and the Flags panel are fully integrated into the new experience. Users can leverage these powerful features to detect deliberate text manipulations and identify any sections of the paper that may have been generated using AI writing tools like ChatGPT.