Using Turnitin will help you to develop **sound academic practice** with respect to the use of source material in your work. Turnitin speaks to two aspects: 1) Originality: ensuring that your work is mainly composed of your own ideas and that you have kept source material (other’s ideas) to a reasonable percentage of your work; and 2) Citation and Referencing: checking that you have accurately given credit to sources you use in your work.

Originality, as checked by Turnitin and highlighted in color in the report, is a measure of the percentage of source material in your work. Your work should mainly consist of your own ideas and you should aim to have no more than 15% of your work from quotations from outside sources. The lower the percentage, the greater originality. If you accurately referenced all source material and the originality check displays 15% or less, this is considered **sound academic practice** in relation to these two aspects of citation and referencing.

It is generally considered **poor academic practice** if the originality check displays greater than 15%, even if you have accurately referenced your sources. For instance, if the originality displays at 60% it means that you have afforded only 40% of your paper to your own ideas and 60% to those from sources. While this is not considered plagiarism if you have referenced all of your sources fully and accurately, it is **poor academic practice**, as you are allowing your sources to speak for you. **Plagiarism** occurs when you have not given credit to your sources for their ideas and have instead presented them--either intentionally or unintentionally--as your own.

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**Scenario 1: Sound academic practice**

**Originality below 15%?**

- **Yes**

**Are all highlighted matches accurately referenced with quotation marks and author attribution, date and page number (if not an online source)?**

- **Yes**

**Paper ready to submit from a citation and referencing standpoint**
Scenario 2: Poor academic practice

Originality below 15%?

No

Are all highlighted matches accurately referenced with quotation marks and author attribution, date and page number (if not an online source)?

Yes

Reduce the amount of quoted text to 10-15% of your word count through paraphrasing or by being more selective in what you include in your paper including only directly relevant quotations.

Re-submit draft to Turnitin
Scenario 3: Plagiarism

Originality below 15%?

No

Reduce the amount of quoted text through paraphrasing or by being more selective in what you include in your paper including only directly relevant quotations.

Are all highlighted matches accurately referenced with quotation marks and author attribution, date and page number (if not an online source)?

No

Review these citation and referencing resources and correct your work. (Links to go here)

Re-submit your draft to Turnitin and begin the process again.
Scenario 4: Plagiarism

Originality below 15%?

Yes

Are all highlighted matches accurately referenced with quotation marks, author attribution, date and page number (if not an online source)?

No

Review these citation and referencing resources and correct your work (Links to go here)

Resubmit your draft to Turnitin.