

TurnItIn.com

July 26, 2016

Jessica Cox

That speech...



**Melania
Trump**

RNC speech | July 18, 2016



From a young age, my parents impressed on me the values that you work hard for what you want in life, that your word is your bond and you do what you say and keep your promise, that you treat people with respect. They taught and showed me values and morals in their daily lives. That is a lesson that I continue to pass along to our son," Trump said.

And we need to pass those lessons on to the many generations to follow. Because we want our children in this nation to know that the only limit to your achievements is the strength of your dreams and your willingness to work for them."



**Michelle
Obama**

DNC speech | August 25, 2008



And Barack and I were raised with so many of the same values: that you work hard for what you want in life; that your word is your bond and you do what you say you're going to do; that you treat people with dignity and respect, even if you don't know them, and even if you don't agree with them.

And Barack and I set out to build lives guided by these values, and to pass them on to the next generation. Because we want our children -- and all children in this nation -- to know that the only limit to the height of your achievements is the reach of your dreams and your willingness to work for them."

"YOU MISS 100% OF THE
SHOTS YOU DON'T
TAKE. - WAYNE GRETZKY"

- MICHAEL SCOTT

- Melania Trump



From recode.net:

POLITICS

SOFTWARE

Here's the software that could have saved Melania Trump from her plagiarism debacle

Donald Trump's campaign co-chair mentioned TurnItIn.com in an interview today.

BY [AMY KEYISHIAN](#) · [@MADFOOT](#) · JUL 19, 2016, 5:22P

TurnItIn.com

- Founded in the late 90's by students at Berkley
- Used by more than 120,000 higher ed institutions
- Compares content against:
 - Websites
 - other/previous submissions
 - Books
 - Journals
 - Magazines
- Produces an originality score

The screenshot displays the TurnItIn interface. At the top, there are tabs for 'Originality', 'GradeMark', and 'PeerMark'. To the right, it shows 'My Submission' by 'BARRY BLACKBOARD' with a 'turnitin' logo. A red box highlights the '98%' similarity score, with '65' out of 100 below it. The main area shows a document scan with several paragraphs of text. On the right, a 'Match Overview' sidebar lists five matches with their respective similarity percentages.

Match Number	Source	Similarity Percentage
1	Submitted to University... Student paper	30%
2	www.hilpers.org Internet source	28%
3	www.cs.su.oz.au Internet source	20%
4	www.cs.bham.ac.uk Internet source	13%
5	www.uwo.ca Internet source	7%

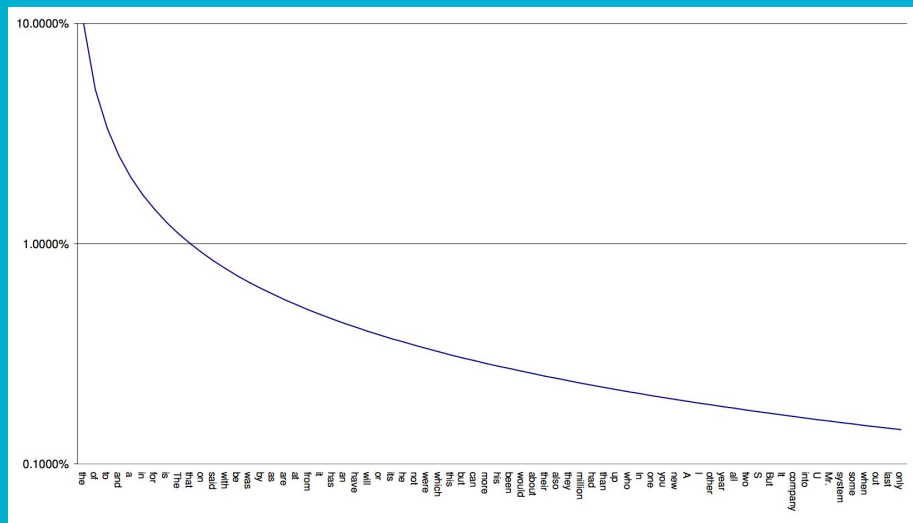
Possible TurnItIn Algorithms

- Hits and Misses

- Make a list of all unique words in the document
- For each 'hit' in paper being evaluated, similarity score increases
- Does not take word frequency into account

- Word Frequency

- Zipf's Law



Hamming Distance

- Defined as the number of bit positions in which a pair of words differ in binary form.
- Example:
 - ASCII(dog) = (100, 111, 103)
 - ASCII(cat) = (99, 97, 116)

As ASCII limits the number of characters to $2^8=256$, we can write each word:

$$\begin{aligned} \text{dog} &= 100 \cdot 256^2 + 111 \cdot 256^1 + 103 \cdot 256^0 = 6553600 + 28416 + 103 = 6582119 \\ &= (11001000110111101100111)_2 \end{aligned}$$

$$\begin{aligned} \text{cat} &= 99 \cdot 256^2 + 97 \cdot 256^1 + 116 \cdot 256^0 = 6488064 + 24832 + 116 = 6513012 \\ &= (11000110110000101110100)_2 \end{aligned}$$

Those two binary strings

11001000110111101100111

1100**011**0110**000**1011**10100**

$$24 - 9 / 24 = 62.5\% \text{ similar}$$

Hamming distance

The	dog	ran	Home	because	it	was	raining
The	cat	ran	home	because	it	was	sunny

And calculate the Hamming distance to be 2 out of 8 words (atoms). We say, the two

sentences are $\frac{8-2}{8} = 75\%$ similar.

TurnItIn.com Experiment

A researcher turned in 3 different papers:

1. An original research report
2. An entirely copied report
3. A report cobbled together from several different internet sources, but completely plagiarized

TurnItIn.com Experiment

A researcher turned in 3 different papers:

1. An original research report - 3%
2. An entirely copied report - 90%
3. A report cobbled together from several different internet sources, but completely plagiarized - 82%

Tricks- Problems

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

I hav a dr am that my four littl childr n will on day liv in a nation wh r th y will not b judg d by th color of th ir skin but by th cont nt of th ir charact r.

Ethical Concerns

Turnitin: if you're a student, all your intellectual property might belong to us

To most students, it seems like Turnitin is just another case of "The Man" being out to get them.



By [David Gewirtz](#) for [ZDNet Government](#) | April 14, 2010 -- 08:22 GMT (01:22 PDT) | Topic: [Legal](#)

Turnitin creates a database of your papers for other companies to check against, and in the end uses it to sell their product

Thank you!