A Practical Guide to Understanding Turnitin Originality Reports—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

Mangang the Human Resource

By

Founded in 1921 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 1954. In 1966, Hilton hotels bought the Sheraton Hotel chain, making it the largest hospitality company in the world. In 1961, at the Caribe Hilton Hotel in San Juan, Puerto Rico, Randolfo Morazan created the Pina Colada. The Conrad Hilton Hotel in Chicago was one of the 1977 Democratic National Conventions that occurred across the street in Grant Park. The hotel's doors were locked for the first time in its history. The hotel still suffered damage as a result of the violence outside as the street level windows gave way under the weight of hundreds of protesters on the street during the ensuing 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 Nicosia Hilton in Nicosia, Cyprus, was the scene of the assassination of Yitzhak Rabin. The Egyptian newspaper editor and friend of Egyptian President Anwar El Sadat on march 1981. The assassination and hijacking of a Cyprus plane led to the Suez crisis in 1973. The intervention by the Egyptians led to the falling of relations between Cyprus and Egypt. This Amsterdan Hilton hotel has had two notable incidents. In 1993, Dutch drug kingpin Luis Brussema, once a major drug dealer of Europe, was assassinated in front of the building. On July 10th, Dutch artist Herman Brood committed suicide by jumping from the roof.

Hilton Honors

is the loyalty program of the Hilton Hotels Corporation, active at all of its brands. There are four tiers of membership, in ascending order: Blue, Silver, Gold, and Diamond. Hilton Honors is the only hotel rewards program that offers both Points & Miles for the same stay at more than 3,000 Hilton Family hotels in over 75 countries worldwide. If a standard room is available, any member can redeem Honors points for it. Honors rewards include free hotel nights, experience getaways, dream vacations and premium merchandise. Members can also convert Honors points to airline miles or vice versa. Additional VIP-only access is available to VIP members, including bonus points, complimentary health club and spa use, room upgrades, and reward planner services. Similar to airline Frequent-Flier programs, the highest tiers receive Diamond VIP status. Diamond VIPs 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 concierge 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)
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 or 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 UoW library databases. 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.
Managing the Human Resource

Dr. [Name]

Submitted: 1

Managing the Human Resource

By [Name]

In order to have the standard quality, those HR practices are needed which are in close coordination with TQM. Many scholars are of the view that:

"in order for TQM to be successful and meet the quality standards there is need to reshape the HR practices" (Walker, 1992). In order to do so organizations need to move from job-based HR practices to Systems-based practices (Anderson et al., 1994; Dean and Leaman, 1994).

There are certain challenges which are posed to HR practices for improving the good quality. These challenges are in terms of recruitment, retention, teamwork, training and development and award for the good quality. Hilton Group Plc have taken into consideration at these challenges and their HR department designed different programmes to enhance the quality of services. However these programmes were fully focused on the employees. They focus on the following key areas: Change in the behaviour of the employees with each other and with the guests. Decentralization where each of region was fully authorized to implement the new quality strategy. Equilibrium. Introducing different quality measures for different regions which match the cultural requirements. However, some of the practices which were followed to evaluate the quality like systems of Richer, Goff, Gilly, Balanced score cards and Mystery guests, are not appropriate in certain circumstances. Specially the use of Richer and Mystery guests can shatter the confidence of the employees as they are not treated as "trusted" employees. Also while the developing the quality measure and evaluation system Hilton Group Plc was solely concentrating on the economic aspect (to make profit), and the social aspects were totally ignored in the whole programmes. The positive thing for the quality strategy introduced was to ensure the quality by equally focusing on the quality assurance and the employees' performance. Many scholars have recognised the need of customer-contact employees in delivering the quality in services (Bilmer, Boom, & Tetteljau, 1990; Hartline & Ferrell, 1996). For example, customers evaluate the service quality in terms of:

- How employees behave and react while delivering service, what is their body language, how their understand what customers need etc. (Wintner, 2003).

[Further discussion related to HR practices and their impact on quality assurance continues here.]
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

Interaction with manager. (D Maxwell and S Quray, GCU, Glasgow. 4) Organization's culture: Hilton hotel has two characterizations. One is professionalism and second one is "systematized by process-led." Stakis. On the other hand Hilton is more characterized by professionalism and customer loyalty. It has also an additional quality of overcoming the mistakes in a friendly manner.

An organisation's rewards strategy is perhaps the area which, for employees, provides the greatest bridge between rhetoric and reality. It is not only an essential tool in terms of retention, motivation and recruitment - it is an opportunity to demonstrate the culture of the organisation in a way that has real impact on employees. (Boreale, Peauve and Richardson R., 2003; Brisee 1995; D'Annunzi-Breen, 1997; González, 2004)

Employee motivation. Individual motivation is provided by Espirit:

training and team meetings. In addition, continuous, individually centered employee development is most important.
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). This is simply not a credible source. As stated within example TWO you are advised wherever possible to locate the primary source.

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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 appropriated in your reference list and that your reference list ONLY includes sources cited in the main text.

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Example

FIVE

Managing the Human Resource Part 1

By

Human Resource Management at the Hilton

2009 Tasks:

Question 1 (Q1) 3.1 Introduction: 3.1.1 Value chain concept: 3.3.1 General role of the HR department: 3.3.1.1 Strategic alignment: 4.1.1 Cultural elements: 4.1.1.1 Training and development: 4.1.1.1.1 Performance measurement: 5.2. Answer to Question 2 (Q2) 6.3.1 Introduction: 6.3.1.1 Benefits: 6.3.1.2 Contributing factors: 7.3.3 Bibliography

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Essay will analyse the general roles of the HR function as outlined by the literature and apply this to the Hilton to assess how the company uses the functions of the HR department to deliver the company’s strategic objectives. Value chain concept: As has been noted the Hilton does not attach any value to HRM in its self as an activity despite this it is felt perhaps paradoxically that the HR function is still a key function in the delivery of the company’s critical success factors of good customer service. One was in which this contradiction can be explained through the consideration of the value chain as outlined by Porter (2004). The value chain concept splits activities down into two distinct groups’ primary activities which are those activities which physically add value to the product or service and supporting or secondary activities which do not add physical value but are vital to facilitating such activities. As such the concept reconciles the apparent paradox in that the Hilton does not view HRM as an activity in itself but delivers the outcomes associated with the department’s role through all activities undertaken.
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 RDI 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.

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Example

Managing the Human Resource Part 1

SIX

measurement: Finally, there is the element of performance measurement to consider, there are three methods used by the company in order to gauge customer satisfaction ranging from mystery customers to a balanced score card. Most of the techniques used in the five methods are based around inspection techniques with feedback being given to staff and managers after such events have taken place. From a HR perspective such performance measurements have a two fold impact on customer service delivery. On the one hand inspections highlight areas of good practice and can lead to rewards for individual hotels; and employees thus providing greater motivation to maintain high levels of customer service. On the other hand such techniques also highlight areas for which there needs to be improvements in the field of customer service thus allowing the HR function to facilitate the relevant training and development in order to rectify any identified problems. Answer Q2 Introduction. This essay will consider concept of employer branding with regards to the Hilton group with an emphasis on how such concepts are applied by both the company and its employees and what actions are needed to maintain a contemporary and distinctive employer brand. Employer branding is defined by Hindington (2005) as

"The first instance one must consider the benefits to a company of having a good employer brand. Taylor (2002) points out that there are benefits to a company of good employer branding right from the outset of the recruitment and selection stage, Tailor (2002) makes specific reference to the costs which a company can save coming from uncoordinated applications for positions within the business thus saving the business money on advertising costs something which may be a considerable problem for employers with a poor reputation such as McDonalds and Burger King (RJS004, JRS006). At the recruitment level however the benefits go beyond that of mere cost savings there is also the consideration that having a strong employer brand will attract a better quality of candidate in the first instance thus allowing the company to benefit from being able to accrue a better pool of talent within the organisation than its competitors. Another benefit for organisations with a good employer brand is that of increased rates of staff retention, it is believed that were an employer has a strong brand there is automatically a lower rate of staff turnover which has a number of implications for a business. In the first instance staff turnover is a huge cost to a business, it’s estimated that the cost of replacing an employee for a business in the UK is around £3,314 rising to £5,028 for higher skilled workers (Thornton 2000). In addition to the financial costs of replacing such employees there is also the impact on operations which larger means good customer service in the case of the Hilton which may be seen as an additional non-financial cost. As such for a company such as the Hilton which operates in an industry with a reputation for high staff turnover and poor employee branding (seefor and Deery 2007) the maintenance of a good employer brand may be seen as usual to maintaining operational consistency and reducing some related costs. Despite the perceived benefits of a good employer brand it is important to take into account that the brand does not match up with the expectations of the consumer this will result in dissension (Babb 2000) as with any other marketed product or service. In
What is Poor in Example SIX?

Nothing! Looking at the left-hand side of the screenshot the majority of the work is the student’s own work. However turnitin will identify words similar to other resources.

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Example

SEVEN
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.

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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 online library. Finally be proactive and make good use of turnitin. If in doubt, contact your module leader for guidance.