

**Abstract for presentation at the LDHEN April Symposium.  
Carrot or stick? Student engagement with Turnitin:  
Implementing Turnitin formatively in Business courses**

Outline:

- 90 mins slot
- Two presenters (Des Laffey, Lecturer in Business; Judy Cohen)
- Equipment required: PowerPoint projection, room suitable for small group interaction
- We are planning an active participation session to explore both our guidelines and implementation of Turnitin, and the student experience of Turnitin as a formative writing tool.
- Participants can expect to:
  - ✓ share ideas and practice on implementing Turnitin,
  - ✓ examine practical ways to provide students with a formative experience of the software and
  - ✓ gain insight into students' views on the uses and usefulness of Turnitin

Introduction

Turnitin plagiarism detection software became available to all staff at the University of Kent the beginning of the 2006/7 academic year. In response to this, UELT prepared guidelines for staff on the use of Turnitin (accepted by the Learning and Teaching Board in October 2006) and a website of resources for staff and students on academic writing, referencing and plagiarism and on how to use the Turnitin software. In response to the guidelines, staff at the Kent Business School provided their students with a structured introduction to Turnitin and allowed students access to the software to facilitate reflection on and improvement of their referencing skills. This workshop aims to provide a forum to discuss the formation of guidelines, share practical tips on using Turnitin, provide an insight into students' uses of and feedback on Turnitin as a formative writing tool and finally, consider effective uses of Turnitin.

Proposed workshop outline

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| 10 mins | 1. Presentation of Kent University Guidelines on using Turnitin. <ul style="list-style-type: none"><li>• Background to and rationale behind the guidelines</li><li>• Invite participants to share their institutional policy on Turnitin</li></ul> |
| 10 mins | 2. Overview of the formative sessions with students on the use and interpretation of the Turnitin system. <ul style="list-style-type: none"><li>• Planning the student workshop: pitfalls and successes</li></ul>                                  |
| 25 mins | 3. Analysis of student feedback and use of Turnitin <ul style="list-style-type: none"><li>• Using an originality report to explore best ways for students to improve their writing (practical)</li></ul>   |
| 30 mins | 4. Where to from here? <ul style="list-style-type: none"><li>• Group activities and discussion on ways to implement Turnitin effectively (practical/discussion)</li></ul>  |
| 15 mins | 5. Questions   |