

## Great Enterprise Contribution to Society

iThenticate is the Leading Provider of Professional Plagiarism Detection and Prevention



<http://www.ithenticate.com>

This similarity index is placed by *iThenticate* which helps in identifying textual similarity, but it is very important that the editor uses a sound judgment on the similarities found. It depends very much on whose text is reused and in which part of the paper.

The image shows a screenshot of the iThenticate website. At the top, the iThenticate logo is on the left, and navigation links for Products, Content, Customers, Resources, and About are in the center. On the right, there are links for Login and Buy Credits. Below the navigation is a large banner with the text "Prevent Plagiarism in Published Works" and two buttons: "Buy Credits" and "Get a Quote". To the right of the banner is a computer monitor displaying a plagiarism report with a "View demo" button. Below the banner, the heading "Verify Originality" is centered. Underneath are three columns of features, each with an icon and a link:

- 50+ Million Documents Checked for Duplication and Attribution** (Checkmark icon) [Learn more »](#)
- 80% of High Impact Factor Journals\* Have Access to iThenticate** (Database icon) [Search our database »](#)
- Easy-to-use Cloud-based Service Serves Up Results in Minutes** (Cloud icon) [See demo »](#)

iThenticate is the leading provider of professional plagiarism detection and prevention technology used worldwide by scholarly publishers and research institutions to ensure the originality of written work before publication. iThenticate helps editors, authors and researchers

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prevent misconduct by comparing manuscripts against its database of over 60 billion web pages and 155 million content items, including 49 million works from 800 scholarly publisher participants of *Crossref Similarity Check* powered by iThenticate software. iThenticate is developed by Turnitin, the leader in plagiarism and originality checking for educational institutions worldwide. The company is headquartered in Oakland, California with an international office in Newcastle, United Kingdom.

### Features of iThenticate

- Prevents plagiarism by detecting textual similarities which could indicate misconduct.
- Compares full-text manuscripts against a database of 38+ million articles from 175,000+ journals, books from 500+ publishers, and 20+ billion webpages.
- Use can be tailored to meet a journal's needs: screening at the submission phase, pre-acceptance phase, or on an ad-hoc basis when allegations are raised.

The main function of iThenticate is to identify the textual overlap of a manuscript against CrossCheck's growing database of published works and internet sources. Such software can only be as good as the database it uses, and this is a large part of the reason that iThenticate is so successful – CrossCheck's database is arguably the most complete and up-to-date of its kind available, with major publishers and societies contributing full-text content to it.

*"iThenticate helps not only in identifying plagiarism, but also in suggesting possible referees that have been overlooked, or at least not mentioned, in the citations."*

A version of this article was first published in Elsevier's Editors' Update (Issue 41, November 2013)

Editor-in-Chief of *Information and Software Technology*, Professor Claes Wohlin, has been using iThenticate since 2010. He said: *"iThenticate helps in identifying textual similarity, but it is very important that the editor uses a sound judgment on the similarities found. It depends very much on whose text is reused and in which part of the paper. There's a big difference between similarities in the research methodology descriptions and the actual research findings."*

Source: <https://www.elsevier.com/reviewers-update/story/publishing-ethics/how-crosscheck-can-combat-the-perils-of-plagiarism2>

The left pane shows an uploaded document while the right pane highlights sources in the CrossCheck database found to have overlapping text. A quick visual scan of the Similarity Report is usually the first step in analyzing the results. iThenticate currently accepts a wide range of file types, now up to 40MB in size: DOC, DOCX, XML, TXT, PDF, HTML, WPD, RTF.