Packback vs. Turnitin at a Glance

See how Packback moves beyond detection to empower students and simplify your workload.

CATEGORIES / THEMES	SUBCATEGORY (i.e, product features we deliver)	VALUE PROPOSITION	packback Fearlessly curious.	turnitin
CORE FOCUS	COMPANY MISSION	Emphasis on student-success and driving outcomes through instructional AI	✅	❌ Not available, unless subscription includes **Draft Coach**
	ROLE OF AI	Instructional AI, guides student thinking and writing before submission	✅	⚠️
	FACULTY TRAINING & SUPPORT	**PARTNERSHIP INCLUDES:** Dedicated Curriculum Consultant for faculty support *18 hours of in person training* *18 hours of remote training*	✅	❌
WRITING SUPPORT	WRITING DEVELOPMENT	Emphasizes clear thinking & well-formed questions through AI feedback. Models good writing.	✅	❌
	FACULTY GRADING SUPPORT	Grading recommendations/support, scalable messaging features, and course level data insights to enable instructors to spend more time with at-risk students	✅	❌
	DEMONSTRATION OF REGULAR AND SUBSTANTIVE INTERACTIONS (RSI)	Instructional AI supports in delivering personalized, meaningful feedback to all students	✅	⚠️
	HOLISTIC LEARNING	Integrates engagement, writing, & academic integrity aspects.	✅	❌
	DIRECT-TO-STUDENT WRITING COACH (WRITING LAB)	Ability for writing feedback software to be directly accessed by students, without a course adoption	✅	⚠️
	LMS INTEGRATION	Holistic Writing Hub with streamlined LMS integration where students can get feedback on their assignments before they submit without leaving the LMS.	✅	⚠️
ORIGINALITY	PLAGIARISM DETECTION	Checks against 100M+ sources, including student submissions	✅	✅
	PLAGIARISM PREVENTION	Real-time guided feedback before submission	✅ False Positive Rate **0.01%**	⚠️ False Positive Rate **1%**
	AI-GENERATED TEXT DETECTION	Transparent, statistical analysis of AI-generated text	✅	✅
DISCUSSIONS	ROBUST PEER TO PEER INTERACTION	Student-led questions and peer responses, with AI powered coaching to encourage more meangingful interactions	✅	❌
	AI-ENABLED "DIGITAL TA"	Ability to act as an instructor's "Digital TA" to help them manage discussion communities with ease, so instructors can spend less time managing discussion, and more time engaging with students.	✅	❌

✅ YES   ⚠️ SOME   ❌ NOT OFFERED

Want to dive deeper or see it in action?

[SPEAK TO AN EXPERT]

[EXPLORE MORE RESOURCES]

packback Fearlessly curious.