



ISTE Seal Review Findings Report

Turnitin Clarity

2026



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ABOUT

ABOUT ISTE

The International Society for Technology in Education (ISTE) is home to a community of global educators and solution providers who are passionate about using technology to revolutionize learning. Our vision is to create a bold community where education innovators are supported in reimagining and redesigning learning with a focus on using technology to create transformational and equitable experiences for learners. We're making this vision a reality by delivering practical guidance, evidence-based professional learning, virtual networks, thought-provoking events and the ISTE Standards.

ISTE SEAL

The ISTE Seal serves as a mark of high-quality product design for solutions that enable and guide high-quality learning. By choosing to demonstrate their commitment to supporting best practices for teaching and learning, these products show a purposeful and meaningful dedication to practical usability, digital pedagogical implementation, and the ISTE Standards. With a focus on user experience, product usability, and the most essential elements of instructional technology today, the ISTE Seal provides a set of criteria and simple indicators to guide educators, students, and technology directors toward the very best products on the market.

ISTE awards a seal only after an extensive analysis conducted by trained ISTE reviewers that ensures a product meets all critical elements under specific review criteria.



By earning an ISTE Seal, ISTE verifies that this product:

- Promotes critical technology skills.
- Supports the use of technology in appropriate ways.
- Incorporates digital pedagogy and the learning sciences.
- Addresses key elements of tech usability, user experience and user interface.
- Aligns to ISTE Standards in specific ways.

RESOURCE DESCRIPTION

WHAT IS *Turnitin Clarity*?

Turnitin Clarity is a writing and academic integrity tool designed for educational settings. It provides a built-in composition space where students can draft, revise, and submit their writing assignments. The platform gives educators visibility into each student's writing process, including detailed reports on how a submission was composed over time. Turnitin Clarity also includes features such as grammar checking, citation assistance, and rubric-aligned feedback tools to support student writing development.

HOW IS *Turnitin Clarity* IMPLEMENTED?

Turnitin Clarity is implemented within existing classroom writing workflows. Instructors create assignments within the platform, attaching instructions and rubrics that students can reference as they write. Students compose their work directly in the Turnitin Clarity writing space, where they can draft, revise, and submit when ready.

After submission, educators can review student work through a writing report that shows how each submission was developed, including where content was added, pasted, or edited. The platform integrates with the Turnitin Feedback Studio workflow, allowing instructors to view integrity reports, similarity scores, grades, and feedback tools in one place. The tool is designed primarily for use in higher education and secondary settings.

ISTE SEAL REVIEW

Product: Turnitin Clarity

Product Type: Creativity Tool

Organization: Turnitin

Date of Award: April 2026

REVIEW METHODOLOGY

ISTE Seal reviews are conducted by a distinguished panel of experts in education, instruction, and technology. These experts utilize the most up-to-date data provided by the organization to conduct thorough evaluations of each solution. The evaluations focus on assessing the solution's performance in addressing specific elements outlined in the technical and pedagogical usability framework and the ISTE Standards.

To complete their rigorous evaluations, the reviewers utilize a comprehensive rating system, categorizing each solution as either "meets expectations" or "does not meet expectations." This assessment covers both the required and optional "Look Fors" outlined in the application. To ensure the validity and reliability of their results, the reviewers regularly engage in calibrations. Final review findings are then analyzed and combined, providing an overall score for alignment with each indicator.

At ISTE, we take great pride in our unwavering commitment to delivering results that schools and districts can have full confidence in. To be deemed education-ready learning solutions, products must meet the high standards in learning sciences, user experience and interface, accessibility, and content quality.



SCOPE OF REVIEW

Turnitin Clarity was reviewed against the technical, pedagogical usability framework and the ISTE Standards to determine whether **the solution is education-ready**. ISTE reviewers examined all evidence provided by the organization and interacted directly with the product.

REVIEW FINDINGS

ISTE STANDARDS: The ISTE Standards provide the competencies for learning, teaching, and leading in the digital age, providing a comprehensive roadmap for the effective use of technology in schools worldwide. Grounded in learning science research and based on practitioner experience, the ISTE Standards ensure that using technology for learning can create high-impact, sustainable, scalable, and equitable learning experiences for all learners.

Empowered Learner 1.1.a, 1.1.c

Students connect their learning needs, strengths and interests to their goals and use technology to help achieve them and reflect on their progress. Students use technology to seek feedback that informs and improves their practice and to demonstrate their learning in a variety of ways.


Digital Citizen 1.2.a

Students manage their digital identity and understand the lasting impact of their online behaviors on themselves and others and make safe, legal and ethical decisions in the digital world.

Knowledge Constructor 1.3.b

Students evaluate the accuracy, validity, bias, origin, and relevance of digital content.




<p>Innovative Designer 1.4.d Students exhibit a tolerance for ambiguity, perseverance and the capacity to work with open-ended problems.</p>	
<p>Creative Communicator 1.6.b Students create original works or responsibly repurpose or remix digital resources into new creations.</p>	
<p>Exemplar Summary As part of their ISTE Seal submission, Turnitin Clarity provided exemplar artifacts to demonstrate authentic uses for the tool aligned to the ISTE Standards for Students. For example, the exemplar showed how teachers can use the product to support formative conversations about writing and the writing process.</p>	
<p>FEEDBACK</p>	<p>OUTCOME</p>
<ul style="list-style-type: none"> • The platform gives students a clear view of assignment instructions, rubrics, and feedback, enabling them to set learning goals, track their drafts and revisions, and take ownership of their writing progress. • Students can use technology to seek formative feedback on structure, grammar, and citations, allowing them to iterate and refine their work and demonstrate learning in multiple ways before final submission. • The solution encourages students to practice proper attribution, cite sources, and consider the impact of 	



<p>their digital actions on their own work and learning within teacher-defined parameters.</p> <ul style="list-style-type: none"> • The writing process view tracks the origin of content and encourages students to actively evaluate the accuracy, validity, and relevance of information as they integrate it into their work. • Students engage in open-ended writing tasks with a full view of their drafting process and tools that help them brainstorm, outline, and refine ideas, encouraging perseverance and independent problem-solving. • The solution helps students create original works of writing and responsibly repurpose digital resources by tracking the origin of all content and providing built-in citation assistance. 	
<p>DIMENSION 1: USER INTERFACE AND AGENCY</p> <p>Definition: The design of the product interface and user experience helps teachers quickly and reliably achieve instructional goals. This dimension includes features related to interface design, learnability, navigation, maximizing time on task, control over actions, and general usability.</p>	
<p>FEEDBACK</p>	<p>OUTCOME</p>




<ul style="list-style-type: none"> • The interface is well-organized, with key actions and information prominently placed, and buttons and interactive elements are consistently sized and clearly labeled. • In-app guidance welcomes new users and explains specific features, with pop-up tutorials that also announce new features to existing users. • Predictable navigation patterns and effective search functionality allow users to quickly locate content, with embedded filters, layers, and tabs for focused review. • Robust support is available on every page through persistent help buttons, a comprehensive resource hub, searchable documentation, and a help center ticketing system. • Interoperability is demonstrated through a clear integrations page listing compatible products, with documentation specifying data sync capabilities and configuration guidelines. 	
<p>DIMENSION 2: LEARNING DESIGN</p> <p>Definition: The product has features that exhibit and promote design and customization of learning episodes in ways that align with research-based best practices, including those rooted in the learning sciences.</p>	
<p>FEEDBACK</p>	<p>OUTCOME</p>




<ul style="list-style-type: none"> • Learning outcomes align with instructional content by providing students with access to assignment instructions and rubrics alongside their writing. • Content is presented in appropriately sized chunks, with the AI assistant tailoring feedback to reading level and providing personalized scaffolding. • Related content, such as assignment instructions, AI feedback, and visual tools, is kept on the same screen with collapsible tabs, so users do not need to navigate away to access resources. 	
<p>DIMENSION 3: DIGITAL PEDAGOGY</p> <p>Definition: The product is designed to support the development of digital age learning skills, capacities and knowledge. This dimension focuses on how technology can help students and teachers experience the best possible learning experiences, including the social and learning affordances that digital educational products uniquely offer.</p>	
<p>FEEDBACK</p>	<p>OUTCOME</p>
<ul style="list-style-type: none"> • The solution supports authentic learning by engaging students in real-world writing tasks and helping them develop original work through AI-powered guidance and iterative drafting. • Structured solution design is supported by guiding students through idea development with AI prompts aligned with assignment instructions and by providing a dedicated space for drafting and revision. 	



<ul style="list-style-type: none"> The product supports digital identity and ethical online behavior by guiding students to properly attribute sources, use AI responsibly, and maintain transparency about authorship. 	
<p>DIMENSION 4: INCLUSIVITY</p> <p>Definition: The product helps teachers provide learning experiences that are relevant to students of many cultures, backgrounds, and abilities, and support learner motivation and agency in the learning process. The product meets current guidelines around accessibility, and supports a positive classroom culture.</p>	
<p style="text-align: center;">FEEDBACK</p>	<p style="text-align: center;">OUTCOME</p>
<ul style="list-style-type: none"> Training videos include easily accessible closed captions and controls for audio and video speed. Important functions and buttons use high-contrast design to support visual accessibility. A dedicated VPAT is provided detailing WCAG compliance, and additional accessibility documentation is available on the product website. 	
<p>DIMENSION 5: ASSESSMENT AND DATA</p> <p>Definition: The product uses formative assessments – learning experiences that help make visible what students know and don’t yet know – to generate data that inform teachers about student knowledge and skill gaps, and provide students</p>	



assessment feedback that is specific, actionable, and constructive. As such, it guides teachers’ instructional decisions and students’ learning journeys.

FEEDBACK	OUTCOME
<ul style="list-style-type: none"> • Rubrics display each criterion, the score earned, and associated teacher comments in a single view, giving students clear, detailed success criteria. • Students can submit work artifacts in multiple formats and preview how their work will appear upon submission, allowing them to demonstrate learning in various ways. • The product provides a variety of feedback tools, including the ability for teachers to quickly provide feedback as students are working and AI coaching to encourage students throughout the writing process. • Teachers have quick access to both high-level assignment results and detailed individual student data, with configurable, context-specific performance views. • An analytics dashboard tracks student activity, including submissions, AI assistant interactions, writing time, and pasted text findings. 	

CONCLUSION

Turnitin Clarity supports teaching and learning by promoting academic integrity, enhancing writing skills, and providing educators with actionable insights. The solution offers clear submission processes, detailed rubrics, robust feedback tools, and comprehensive reporting that enable students to develop original work while educators efficiently monitor progress. Across the review dimensions, the product demonstrated strong alignment with expectations for user interface design, learning design, digital pedagogy, inclusivity, and assessment and data.

The product's interface is well-organized with intuitive navigation, persistent support access, and clear documentation around data privacy and interoperability. Learning design features keep related content accessible on a single screen with appropriately chunked information, and assessment tools provide educators with detailed, configurable analytics to inform instruction. The solution also aligns to the ISTE Standards for Students by supporting students in setting and tracking learning goals, seeking formative feedback, practicing proper source attribution, evaluating the credibility of information, persevering through open-ended writing tasks, and creating original work.

The product excels in providing educators with detailed, configurable assessment data and analytics that meaningfully support both student growth and instructional decision-making. The writing process transparency provides educators with clear visibility into how student work develops over





time, and the robust feedback tools, including rubric-aligned comments, targeted annotations, and multiple feedback formats, help connect assessment directly to learning goals. Accessibility supports such as closed captioning, video speed controls, and high-contrast interface design further demonstrate the product's commitment to serving learners with a range of abilities.



Exemplars: ISTE Standards in Action



Rowan enjoys gaining new skills in the use of AI and writing with confidence, knowing his work will be assessed as authentic.



Ms. Nair feels empowered knowing that the insights provided by Turnitin Clarity has enabled her to strengthen her relationship with students like Rowan, thus supporting their academic success.



Turnitin Clarity supports Ms. Nair in having formative conversations with students about their writing and use of AI.



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