





## The *Criterion*<sup>SM</sup> Online Writing Evaluation Service

### What is it?

The *Criterion*<sup>SM</sup> service from ETS is a web-based learning tool that provides you and your students with reliable evaluations of their English-language essays — so you can focus more on the areas that need improvement.

The *Criterion* service provides you with a **faster and easier** way to help your English-language students improve their writing skills.

### How do you use it?

Instructors create their own essay topics or select from the *Criterion* topic library. Students then write their essays online, and the *Criterion* tool automatically scores their writing and provides instant feedback they can use to revise and resubmit their essays. This saves time and helps you enhance your classroom instruction.

### What are the benefits to instructors?

- **Customizable — address a wide range of student performance levels**

Instructors can choose from more than 400 essay assignments at various skill levels, as well as essay prompts written specifically for English-language learners. An additional 170 essay topics are available for use with beginning writers.

- **Flexible — measure writing, adjust instruction and track student progress**

The *Criterion* learning tool allows you to gauge your students' essay-writing skills online, generate a variety of reports and adjust your curriculum accordingly.

- **Efficient — spend less time working with students on the fundamentals**

The *Criterion* service provides instant feedback and scoring so instructors can spend more time working with students on higher-level writing skills.

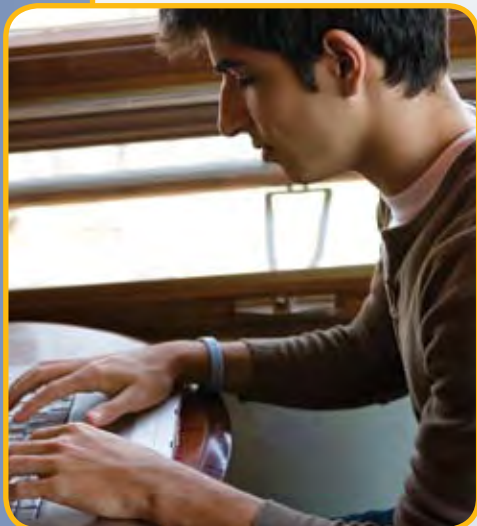
- **Convenient — communicate with students about their writing online**

Instructors can make, save and reuse personalized comments to make evaluation faster, control which feedback and scoring information the student sees, and easily track which students have written and revised their essays.

*Help your students plan, write and revise their essays —  
anywhere, anytime*

## What are the benefits to students?

The *Criterion* service **motivates** English-language learners by giving them **frequent writing practice** that helps build confidence and improve skills.



- **Convenient** — Students can access the *Criterion* service **online — anytime, anywhere**. And since submissions are automatically stored, students also can use the tool as their own online writing portfolio.
- **User-friendly** — Students can choose from **eight templates** to plan and organize their essays, as well as **access assignments and instructor comments**.
- **Immediate** — Students receive **instant feedback and scoring**, so they can work on the areas of their writing that need improvement right away.
- **Easy to understand** — Students have access to a free, online **Writer's Handbook** that helps them interpret feedback and provides strategies for improving their skills.

## What the *Criterion* service evaluates

The *Criterion* service uses the *e-rater*® automated scoring engine to provide immediate feedback in five categories:

- **Grammar**
- **Usage**
- **Mechanics**
- **Style**
- **Organization & Development**

While it supports all stages of English-language writing, the *Criterion* service does not grade essay content and cannot take the place of instruction and feedback.

(Some instructors may use a *Criterion* score to make an important decision about student placement or performance. ETS **strongly recommends** the use of additional information, such as a second scoring by a human grader, to ensure appropriate decisions are made.)

*“It stands head and shoulders above anything out there. Students love it because it gives them instant feedback and helps them improve.”*

Robert Ussery, Assistant Vice Chancellor for Academic Affairs and Director of Institutional Research,  
North Carolina Agricultural & Technical State University

### How to purchase the *Criterion* Service for your students

Institutions or individual instructors can choose from several subscription options to fit their program duration.

For more information, please contact  
[critterionglobal@ets.org](mailto:critterionglobal@ets.org).

## Steps to success using the *Criterion* learning tool

- **Instructors select essay topics**

The *Criterion* service offers **14 essay topic areas**: levels 4–12, College 1 and 2, GRE® argument, GRE issue and TOEFL®. Types of topics include: **persuasive, informative, expository, narrative, issue** and **argumentative**.

Instructors also can create their own original essay prompts. The *Criterion* service will provide feedback and a score based on models developed using human scorers.

- **Students log in and write their essays**

Several valuable **planning and writing tools** are built into the *Criterion* service. Students can choose from eight planning templates to help with prewriting strategies. They also can print, save or paste into the essay writing screen, or have their instructor view their plan from their portfolio. A free, online **Writer's Handbook** explains the errors detected, offers solutions on how to correct them, and provides examples of correct and incorrect usage.

- **Next, they click a button to submit their essays**

Within 20 seconds, the *Criterion* service gives **Trait Feedback Analysis** on Grammar, Usage, Mechanics, Style and Organization & Development. A summary of errors and advice on how to correct them is provided. Students also receive a **holistic score** (on a 1–6 point scale) with guidance on how their essays compare to others written at the same level.

- **Then, they revise and resubmit essays based on the *Criterion* diagnostic feedback**

Each time essays are submitted, feedback is provided to help English-language students fine-tune their writing.

- **Instructors add personalized feedback**

- Notes, feedback and topic-specific advice can be added in the comments field of each essay.
- Pop-up notes can be inserted into the essay itself.
- Frequently used comments can be saved in the “Comments Library” and inserted at the exact place the error occurs.

- **Instructors assign revisions and verify completion**



# Provides instructors with a quick and easy way to gauge student progress

**Error Reports** highlight writing skills that have been mastered, as well as skills that need improvement.



**Holistic Score Summaries** help instructors quickly gauge how well individuals and groups of learners are doing.



**Class Roster Reports** present information on individual scores and error frequency in different categories.

Student Name	Score	Grammar	Usage	Mechanics	Style	Organization & Development
Student 1	3	2	1	1	0	0
Student 2	4	1	1	1	1	0
Student 3	2	3	1	1	0	0
Student 4	3	2	1	1	0	0
Student 5	4	1	1	1	1	0
Student 6	3	2	1	1	0	0
Student 7	2	3	1	1	0	0
Student 8	4	1	1	1	1	0
Student 9	3	2	1	1	0	0
Student 10	2	3	1	1	0	0

**Feedback Analysis** provides diagnostic reports on Grammar, Usage, Mechanics, Style and Organization & Development to help students revise their essays.

Feedback Analysis

This report provides a detailed breakdown of the errors found in your students' essays. It is designed to help you identify common writing problems and provide targeted feedback to your students. The report is organized into sections for each error category: Grammar, Usage, Mechanics, Style, and Organization & Development. Each section includes a list of the errors found, a table showing the number of occurrences, and a list of the students who made the most errors. This information can be used to create a lesson plan that addresses the most common errors and to provide individualized feedback to students who need it most.

Error Category	Error Type	Number of Occurrences	Students with Most Errors
Grammar	Subject-Verb Agreement	15	Student 1, Student 2, Student 3
	Pronoun Usage	10	Student 4, Student 5, Student 6
	Verb Tense	8	Student 7, Student 8, Student 9
Usage	Word Choice	12	Student 10, Student 11, Student 12
	Idiom Usage	7	Student 13, Student 14, Student 15
Mechanics	Punctuation	9	Student 16, Student 17, Student 18
	Capitalization	6	Student 19, Student 20, Student 21
Style	Sentence Structure	11	Student 22, Student 23, Student 24
	Paragraph Structure	8	Student 25, Student 26, Student 27
Organization & Development	Topic Sentence	10	Student 28, Student 29, Student 30
	Conclusion	7	Student 31, Student 32, Student 33

## About ETS

At nonprofit ETS, our mission is to advance quality and equity in education for all people worldwide. We do this by:

- Listening to educators, parents and critics
- Learning what students and their institutions need
- Leading in the development of new and innovative products and services

## Give your students the extra writing guidance and feedback they need to succeed.

To learn more about how the *Criterion* service can help your students improve their English-language writing skills, or to view an online demonstration:

**Visit:** [www.ets.org/criterion/ell](http://www.ets.org/criterion/ell)  
**Call:** 1-609-683-2328  
**E-mail:** [criterionglobal@ets.org](mailto:criterionglobal@ets.org)



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