

NEW ENHANCEMENTS!

More teaching. *Less correcting.*

The *Criterion*[®] Online Writing Evaluation service
frees up time to focus on higher-level writing skills.

www.ets.org/criterion

 **Criterion**

Listening. Learning. Leading.[®]

The *Criterion*® Online Writing Evaluation service

What is it?

The *Criterion*® Online Writing Evaluation service is a web-based instructor-led writing tool that helps students plan, write and revise their essays. They are empowered to practice writing at their own pace and receive immediate diagnostic feedback. Instructors then have more valuable classroom time to concentrate on higher-level writing skills and areas of improvement. The *Criterion* service provides instructors and administrators at schools, universities and language institutions with a comprehensive writing solution to help improve student outcomes.

The *Criterion* service can benefit both students whose first language is English and English-language learners (ELLs).

How does it work?

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.

The patented *e-rater*® scoring engine, developed by ETS, provides diagnostic trait feedback in five key categories — grammar, usage, mechanics, style, and organization and development — which are used by the student to guide the revision process.



Three Tools in One

Benefits for students, instructors and administrators

For administrators — More data. Less guesswork.

The *Criterion* service helps administrators make critical data-driven decisions. With in-depth reports, they can benchmark writing, track progress, place students and help guide instruction.

- ✓ Easily monitor your school's writing performance anytime, anywhere.
- ✓ Access customizable, expanded reports across all schools.
- ✓ Target where professional development for instructors may be indicated.

For instructors — More time. Less basics.

The *Criterion* service improves classroom efficiency so instructors have the time to teach higher-level writing skills. With customizable reports, they can review student progress and highlight areas that need improvement.

- ✓ Easily incorporate the *Criterion* service into any curriculum and customize assignments based on class needs.
- ✓ Save planning time with a library of more than 400 topics that include **TOEFL®** and **GRE®** items.
- ✓ Focus on content and style rather than mechanics.
- ✓ Review reports on student performance and error patterns to inform instruction.

For students — More practicing. Less worrying.

Your students gain confidence through unlimited practice and targeted feedback that helps them improve their writing skills and achieve higher test scores.

- ✓ Students can access the *Criterion* service on any computer or tablet with an Internet connection — **anytime, anywhere.**
- ✓ Individualized scoring and diagnostic feedback is provided **within 10 seconds** so students can work on areas that need improvement right away.
- ✓ Additional feedback from instructors and peers helps students revise and strengthen their essays.



Steps to success using the *Criterion* learning tool

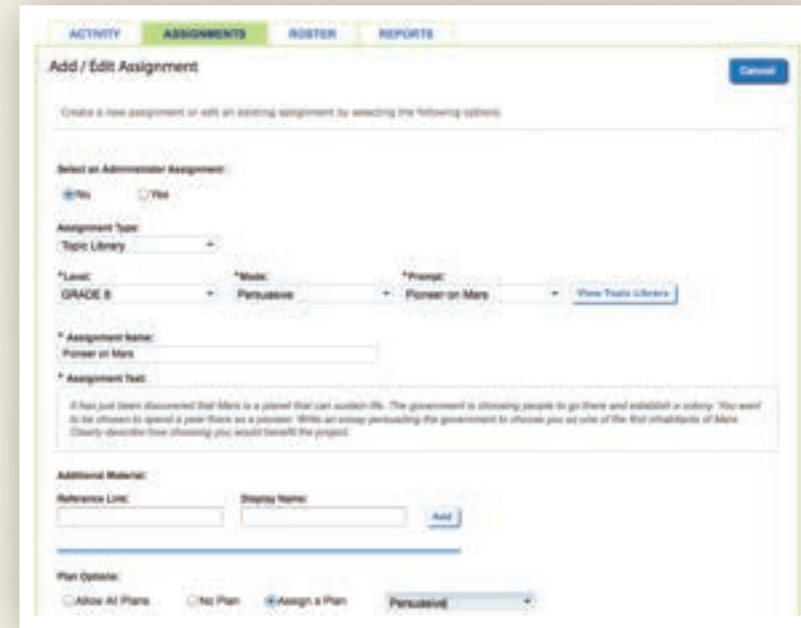
1. Instructors select essay topics

The *Criterion* service offers 14 essay topic areas: levels 4–12, College 1 and 2, **GRE argument**, **GRE issue** and **TOEFL essay**. 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.

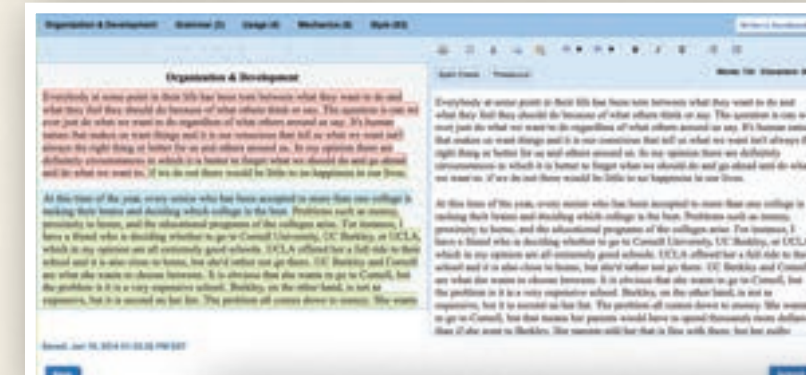
2. Students log in and write their essays

Several valuable **planning and writing** tools are built into the *Criterion* service. Students can choose from eight planning templates to help with prewriting strategies, and then type or paste their essay into the essay-writing screen. Instructors can view the essay from the student's portfolio, or students can print out or email their essay.



3. Next, they submit their essays and receive feedback

Within 10 seconds, the *Criterion* service gives **Trait Feedback Analysis** on grammar, usage, mechanics, style, organization and development. A summary of errors and advice on how to correct them is provided. Students also receive a score with guidance on how their essays compare to others written at the same level.



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

Each time essays are submitted, feedback is provided to help students fine-tune their writing. A free, online **Writers' Handbook** (available in English, Japanese, Korean, Simplified Chinese and Spanish) explains the errors detected, offers solutions on how to correct them, and provides examples of correct and incorrect usage.

5. Instructors add personalized feedback

- ✓ Notes, feedback and topic-specific advice can be added in the comments field of each essay.
- ✓ Comments can be embedded into the essay that will pop up at the exact place the error occurs.
- ✓ Frequently used comments can be saved in the instructors' Comments Library and inserted on any student's essay.

Check out these new enhancements!

The *Criterion* service is more valuable than ever with these recently added features:

- Tablet-friendly design
- Eight editable graphic organizers
- *Criterion* Score and trait levels
- Student peer review tool
- Expanded dictionary and thesaurus
- Unique formatting tool bar
- Customizable reports that quickly assess performance for students, classes and schools

The power behind the *Criterion* service for English-language learners

The *Criterion* service was developed by ETS based on rigorous research and cutting-edge technology.

Research informs the process

Research shows that these key factors can help nonnative English learners improve their writing in English:

- ✓ prewriting strategies and online planning tools
- ✓ immediate feedback
- ✓ opportunities to make revisions
- ✓ content-related instructor feedback

In addition, automated feedback has shown potential for facilitating the assignment of more writing tasks and enabling instructors to focus on higher-level writing skills.

For details on related research, visit www.ets.org/criterion/research.

Technology supports the tool

- ✓ The patented *e-rater* scoring engine was developed at ETS to provide both annotated diagnostic feedback and holistic scoring based on level-specific models built from essays pre-scored by ETS-trained readers.
- ✓ The *e-rater* scoring engine provides diagnostic trait feedback in five key categories — grammar, usage, mechanics, style, and organization and development — which are used by the student to guide the process of revision.
- ✓ The computer-generated holistic score is aligned to each grade/level based on models built from essays previously scored by human readers. The holistic score reflects the overall quality of the writing. It is a single numerical score given to the essay as a whole. Scores range from 1–6 or 1–4, with 1 being the lowest.

When compared with a human scorer, the *e-rater* scoring engine provides holistic scores that are in close agreement with human scores.

While it supports all stages of student writing, the *Criterion* service does not grade essay content and should not take the place of teacher instruction and feedback. It provides supplemental feedback to help improve writing skills. This saves time and helps instructors enhance their classroom instruction.



Assignment	Due	Score	Grade	Start Date	End Date	Status
Essay 1: Introduction	Jan 21, 2014 10:00:00 PM EST			Jan 21, 2014 10:00:00 PM EST	Jan 21, 2014 10:00:00 PM EST	10 of 10 Attempts Available
Essay 2: Main Body	Jan 21, 2014 10:00:00 PM EST			Jan 21, 2014 10:00:00 PM EST	Jan 21, 2014 10:00:00 PM EST	10 of 10 Attempts Available
Essay 3: Conclusion	Jan 21, 2014 10:00:00 PM EST			Jan 21, 2014 10:00:00 PM EST	Jan 21, 2014 10:00:00 PM EST	10 of 10 Attempts Available
Essay 4: Final Draft	Jan 21, 2014 10:00:00 PM EST			Jan 21, 2014 10:00:00 PM EST	Jan 21, 2014 10:00:00 PM EST	10 of 10 Attempts Available

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

Faster feedback. Better writing.
Improved scores.

Add the *Criterion* service to your curriculum.

For general information or questions about the *Criterion* Online Writing Evaluation service, please visit www.ets.org/criterion, or use the contact information below.

About ETS

At ETS, we advance quality and equity in education for people worldwide by creating assessments based on rigorous research. ETS serves individuals, educational institutions and government agencies by providing customized solutions for teacher certification, English language learning, and elementary, secondary and post-secondary education, as well as conducting education research, analysis and policy studies. Founded as a nonprofit in 1947, ETS develops, administers and scores more than 50 million tests annually — including the *TOEFL*[®] and *TOEIC*[®] tests, the *GRE*[®] tests and *The Praxis Series*[™] assessments — in more than 180 countries, at over 9,000 locations worldwide.

www.ets.org



Copyright © 2014 by Educational Testing Service. All rights reserved. ETS, the ETS logo, LISTENING. LEARNING. LEADING., CRITERION, E-RATER, GRE, TOEFL and TOEIC are registered trademarks of Educational Testing Service (ETS). THE PRAXIS SERIES is a trademark of ETS. 23933



Listening. Learning. Leading.[®]

www.ets.org