



WritePrep

Accurate scores. Immediate feedback.

WritePrep lets students get immediate feedback when they score their SAT® and ACT® essays using the Online StudyGuide.

Accurate Grading

We use the same grading rubric used for the SAT and ACT. WritePrep utilizes Latent Semantic Analysis (LSA), which has been extensively researched and tested, to accurately grade student essays. It measures abstract factual knowledge, not just superficial factors such as word counts, word length, keywords, or punctuation. Studies have proven that this methodology judges the quality of the overall content of an essay as reliably as a skilled human grader over a large range of topics.

Fast Feedback

Students no longer need to wait for teachers to hand-grade their essays. Because of this advanced web-based technology we are able to give students instant feedback.

We then remediate with the use of interactive lessons within our StudyGuide product.

More Than Just a Score

In addition to a score, our products give both students and teachers a robust analysis of each student's ability to compose an essay. Skills analyzed are the same ones used by the College Board and ACT, Inc. to grade the real essays.

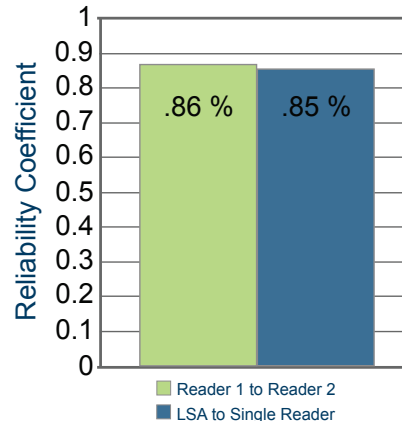
These include:

- Development of point of view and critical thinking
- Organization and focus
- Use of language and vocabulary
- Sentence structure variety
- Grammar, usage, and mechanics

We then remediate with the use of interactive lessons, quizzes and strategies to make a marked improvement in those areas.

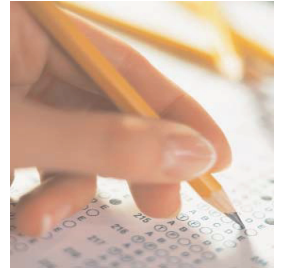
Start Early

Consider using our essay grader in conjunction with the administration of the PSAT.



Comparison of human to human grading and LSA to human grading on standardized essays (A reliability coefficient of 1 means an exact match between graders). In thousands of tests LSA has proven to be a reliable, cost-effective method to grade student essays.

**PROVEN
RESULTS
DATA
DRIVEN**



"TCA's products have proven to be one of the best investments for our school. They have become essential to our student success."

Dr. John Cox
Former Assistant Superintendent
of Instruction
Charles County
Public Schools, MD



Triumph College Admissions

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What type of technology are you currently using?

WritePrep uses the Intelligent Essay Assessor™ (IEA), a software application developed by Knowledge Analysis Technologies (KAT). Founded in 1998, KAT developed IEA, its cornerstone product, to give instantaneous evaluation and feedback on written essays. Using IEA we are able to provide accurate essay scoring for the SAT and ACT.

How does IEA work?

The Intelligent Essay Assessor™ uses Latent Semantic Analysis, a machine-learning algorithm that accurately mimics human understanding of language. This patented and proprietary technology is based on over 10 years of corporate and university research and development. IEA analyzes the body of text from which people learn, to derive an understanding of essays on that topic. The algorithm is highly computer intensive, requiring over a gigabyte of RAM, which is why our WritePrep service is web-based.

How is WritePrep trained to score student essays?

TCA educators have developed essay prompts that mimic the prompts for the SAT and ACT. We then administer the essay under time constraints to hundreds of students. After collection, these papers are scored by experts specially trained in writing assessment using the SAT or ACT rubrics. Finally, the training papers are sent to Knowledge Analysis Technologies, where the papers and their scores are used to train the computer to score new student essays on the prompt. The system at KAT "learns" to recognize how papers differ for each score point on a scoring rubric.

What feedback does WritePrep give students and educators?

For both the SAT and ACT essay students will receive a score for their essay based on the rubric used in the SAT or ACT. Perhaps more importantly each student will receive feedback on how to improve writing skills. Our software will provide lessons to help remediate weak writing skills. Educators will also be able to see individual and disaggregated student results.

This feedback will help teachers pinpoint specific areas where their students need assistance. Educators can also use this feedback to evaluate the writing program in their school or district

How does the computer recognize a good essay?

The Intelligent Essay Assessor™ measures the relationship between each word in an essay and every other word in the essay. Further, it compares the interrelationship of words in a particular essay with the interrelationship of words in the training essays. When a student submits an essay for scoring, the system immediately measures the content and structure of the essay itself, then compares it to the training essays—looking for similarities—and assigns a holistic score by placing the essay in a category with the most similar training essays. Analytic scoring occurs in much the same way. For each trait, the system assesses the student essay, compares it to the training essays, and then categorizes the trait in question as advanced, competent, limited, or emerging.

How does IEA scoring compare to the way teachers grade writing?

If you think about it, IEA's approach mirrors the way teachers grade essays. When you approach a student's essay, you look for characteristics that would identify it as an A or a C paper, for example. Your expectations are likely based on your previous experience as a grader and on your criteria for the assignment in question. In other words, you search for a match between the essay itself and the criteria you have for a particular grade or score; when you have finished examining the essay in question, you assign it a grade or score accordingly. The Intelligent Essay Assessor™ is trained to mimic this process. And it never gets tired.

Will WritePrep be a component of your current test prep software?

Yes, WritePrep was created to help you remediate essay writing skills for your students. WritePrep is an integral part of our successful StudyGuide product offering.



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