



Dramatically Improve Writing Skills

Targeted Reading and Writing Feedback: WriteToLearn

Pearson's complementary solutions enable educators to enrich student learning through meaningful assessment data, frequent feedback, and actionable results.

WriteToLearn™ is a complete online tool for building writing skills and developing reading comprehension. With WriteToLearn, students practice essay writing and summarization skills. Their efforts are measured by the state-of-the-art Knowledge Analysis Technologies™ (KAT) engine, a unique automated assessment technology that evaluates the meaning of text, not just grammatical correctness or spelling. Read-aloud functionality with dictionary and spot-word translation help students learn correct pronunciation and understand meaning.

Using WriteToLearn, students develop a skill that good readers naturally possess—the ability to summarize what they read. They practice essay writing and summarizing and build both writing and reading comprehension skills across the curriculum. Then they get immediate, easy-to-understand feedback and suggestions on how to improve essays and summaries, as well as visually appealing reports that allow them to stay on track with assignments while monitoring their own progress.

Teachers can use WriteToLearn to view classes, performance, and progress, drill down to individual student results or entire portfolios, enter comments on student writing, and adjust scoring to meet the learning goals of a class.

WriteToLearn is the only writing development product that gives students the immediate, targeted feedback necessary to develop the reading comprehension and writing skills that are critical for academic success.

learning through
written expression

Why Consider WriteToLearn?

- Award-winning, web-based educational solution
- Allows students to monitor and reach individual goals
- Provides immediate and automatic scoring
- Offers 24/7 web access

*Angela's ability to understand and analyze text and respond to it in her own written essays has **dramatically** improved with clear and immediate feedback from WriteToLearn.*



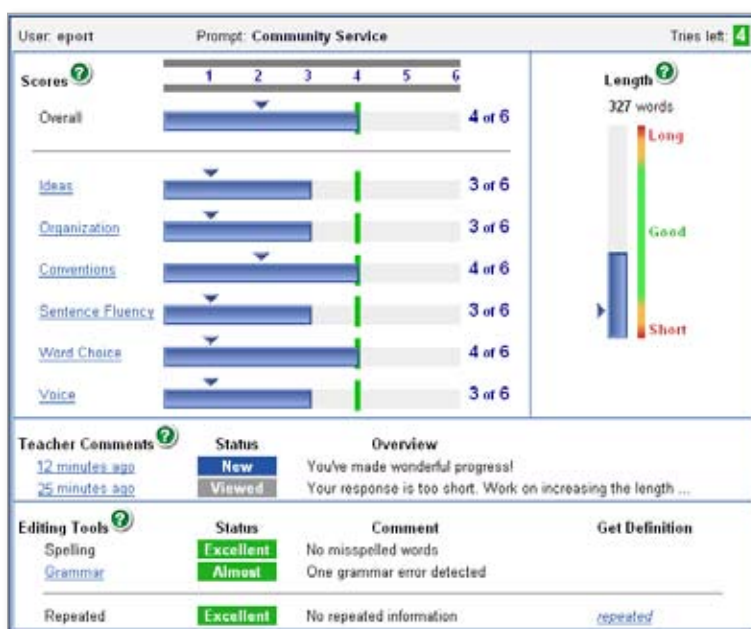
Founded on Sound Research

WriteToLearn is a research and efficacy-based product, benefiting from over a decade of research and development at the University of Colorado and Pearson. It makes use of advances in cognitive science, educational technology, computer science, and computational linguistics.

WriteToLearn was developed using iterative design and development with extensive user testing in educational settings.

WriteToLearn's most important technological basis is Latent Semantic Analysis (LSA), a statistical language learning theory and computer model that measures the semantic similarity of words and documents with accuracy, closely approximating that of human judges. LSA originated at Bell Laboratories under Tom Landauer; its translation into an educational technology component took place at the University of Colorado (CU) and Pearson's Knowledge Technologies group.

In addition to LSA, WriteToLearn employs other powerful new statistical classification and analysis methods, as well as techniques from computational linguistics, spell- and grammar-correctors, and item-response theory.



The Intelligent Essay Assessor Student Feedback Screen offers feedback that includes an overall holistic score, six traits of writing, teacher comments, as well as spelling, grammar and redundancy.

Meaningful and Easy-to-Interpret Feedback

WriteToLearn includes scores on six popular traits of writing. Feedback is also provided on more mechanical aspects of writing such as grammar and spelling. Uniquely, through the use of the KAT engine, WriteToLearn can also evaluate redundancy, relevance, and semantic coherence.

Visit Ed.PearsonAssessments.com, call 888-788-1817, or contact your Pearson representative.