

# **FOR TEACHERS ONLY**

**The University of the State of New York  
REGENTS HIGH SCHOOL EXAMINATION**

**ELA**

## **ENGLISH LANGUAGE ARTS**

**Monday, August 19, 2024 — 8:30 to 11:30 a.m., only**

### **RATING GUIDE**

Updated information regarding the rating of this examination may be posted on the New York State Education Department's web site during the rating period. Check this web site at <https://www.nysesd.gov/state-assessment/high-school-regents-examinations> and select the link "Scoring Information" for any recently posted information regarding this examination. This site should be checked before the rating process for this examination begins and several times throughout the Regents Examination period.

The following procedures are to be used for rating papers in the Regents Examination in English Language Arts. More detailed directions for the organization of the rating process and procedures for rating the examination are included in the *Information Booklet for Scoring the Regents Examination in English Language Arts*.

## ENGLISH LANGUAGE ARTS

### **Mechanics of Rating**

#### **Scoring the Multiple-Choice Questions**

For this exam all schools must use uniform scannable answer sheets provided by the regional scanning center or large-city scanning center. **If the student's responses for the multiple-choice questions are being hand scored prior to being scanned, the scorer must be careful not to make any marks on the answer sheet except to record the scores in the designated score boxes. Marks elsewhere on the answer sheet will interfere with the accuracy of the scanning.**

Before scannable answer sheets are machine scored, several samples must be both machine and manually scored to ensure the accuracy of the machine-scoring process. All discrepancies must be resolved before student answer sheets are machine scored. When machine scoring is completed, a sample of the scored answer sheets must be scored manually to verify the accuracy of the machine-scoring process.

## ENGLISH LANGUAGE ARTS

### Rating of Essay and Response Questions

- (1) In training raters to score student essays and responses for each part of the examination, follow the procedures outlined below:

#### *Introduction to the Tasks*

- Raters read the task and summarize it.
- Raters read the passages or passage and plan a response to the task.
- Raters share response plans and summarize expectations for student responses.

#### *Introduction to the Rubric and Anchor Papers*

- Trainer reviews rubric with reference to the task.
- Trainer reviews procedures for assigning holistic scores (i.e., by matching evidence from the response to the language of the rubric and by weighing all qualities equally).
- Trainer leads review of each anchor paper and commentary. (*Note:* anchor papers are ordered in pairs of high and low within each score level.)

#### *Practice Scoring Individually*

- Raters score a set of five practice papers individually. Raters should score the five papers independently without looking at the scores provided after the five papers.
- Trainer records scores and leads discussion until raters feel comfortable enough to move on to actual scoring. (Practice papers for Parts 2 and 3 contain score and commentary.)

- (2) When actual rating begins, each rater should record his or her individual rating for a student's essay and response on the rating sheets provided in the *Information Booklet*, *not* directly on the student's essay or response or answer sheet. Do *not* correct the student's work by making insertions or changes of any kind.
- (3) Both the 6-credit essay and the 4-credit response must be rated by at least two raters; a third rater will be necessary to resolve scores that differ by more than one point. **Teachers may not score their own students' answer papers.** The scoring coordinator will be responsible for coordinating the movement of papers, calculating a final score for each student's essay or response, and recording that information on the student's answer paper.

**Schools are not permitted to rescore any of the open-ended questions on any Regents Exam after each question has been rated the required number of times as specified in the rating guide, regardless of the final exam score. Schools are required to ensure that the raw scores have been added correctly and that the resulting scale score has been determined accurately.**



## New York State Regents Examination in English Language Arts

### Part 2 Rubric

#### Writing From Sources: Argument

Criteria	6 Essays at this Level:	5 Essays at this Level:	4 Essays at this Level:	3 Essays at this Level:	2 Essays at this Level:	1 Essays at this Level:
<b>Content and Analysis: the extent to which the essay conveys complex ideas and information clearly and accurately in order to support claims in an analysis of the texts</b>	-introduce a precise and insightful claim, as directed by the task  -demonstrate in-depth and insightful analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims	-introduce a precise and thoughtful claim, as directed by the task  -demonstrate thorough analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims	-introduce a reasonable claim, as directed by the task  -demonstrate appropriate and accurate analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims	-introduce a claim  -demonstrate some analysis of the texts, but insufficiently distinguish the claim from alternate or opposing claims	-do not introduce a claim  -demonstrate confused or unclear analysis of the texts, failing to distinguish the claim from alternate or opposing claims	-do not introduce a claim  -do not demonstrate analysis of the texts
<b>Command of Evidence: the extent to which the essay presents evidence from the provided texts to support analysis</b>	-present ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis  -present ideas fully and thoughtfully, making highly effective use of a wide range of specific and relevant evidence to support analysis	-present ideas sufficiently, making adequate use of specific and relevant evidence to support analysis  -demonstrate proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material	-present ideas briefly, making use of some specific and relevant evidence to support analysis  -demonstrate proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material	-present ideas inconsistently and/or inaccurately, in an attempt to support analysis, making use of some evidence that may be irrelevant  -demonstrate inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material	-present little or no evidence from the texts  -do not make use of citations	-present little or no evidence from the texts
<b>Coherence, Organization, and Style: the extent to which the essay logically organizes complex ideas, concepts, and information using formal style and precise language</b>	-exhibit skillful organization of ideas and information to create a cohesive and coherent essay  -establish and maintain a formal style, using sophisticated language and structure	-exhibit logical organization of ideas and information to create a cohesive and coherent essay  -establish and maintain a formal style, using fluent and precise language and sound structure	-exhibit acceptable organization of ideas and information to create a coherent essay  -establish and maintain a formal style, using precise and appropriate language and structure	-exhibit some organization of ideas and information to create a mostly coherent essay  -establish but fail to maintain a formal style, using primarily basic language and structure	-exhibit inconsistent organization of ideas and information, failing to create a coherent essay  -lack a formal style, using some language that is inappropriate or imprecise	-exhibit little organization of ideas and information  -are minimal, making assessment unreliable  -use language that is predominantly incoherent, inappropriate, or copied directly from the task or texts
<b>Control of Conventions: the extent to which the essay demonstrates command of conventions of standard English grammar, usage, capitalization, punctuation, and spelling</b>	-demonstrate control of conventions with essentially no errors, even with sophisticated language	-demonstrate control of conventions, exhibiting occasional errors only when using sophisticated language	-demonstrate partial control of conventions, exhibiting occasional errors that do not hinder comprehension	-demonstrate emerging control of conventions, exhibiting frequent errors that hinder comprehension	-demonstrate a lack of control of conventions, exhibiting frequent errors that make comprehension difficult	-are minimal, making assessment of conventions unreliable

- An essay that addresses fewer texts than required by the task can be scored no higher than a 3.
- An essay that is a personal response and makes little or no reference to the task or texts can be scored no higher than a 1.
- An essay that is totally copied from the task and/or texts with no original student writing must be scored a 0.
- An essay that is totally unrelated to the task, illegible, incoherent, blank, or unrecognizable as English must be scored a 0.

## Anchor Paper – Part 2 – Level 6 – A

The internet as we know it's known today only really came to be in the past thirty to forty years, evolving and developing to keep up with the ever changing society around us. As the use of the internet gained traction and more people started to move to be online, companies that perhaps had previously been thriving in person realized that a new source of revenue was emerging and was possibly necessary for their continued survival: moving their businesses online to reach more people. But in order to earn the most profit, the audience and consumers had to be interested in the product, which was where personal data came in. By using personal data, companies could reach their target audience efficiently and easily, wasting less resources in the long run and providing a better experience for people online. While somewhat morally grey, companies' use of personal data is beneficial for both parties and should remain a part of their online presence.

One of the main reasons that people object to the use of personal data by companies is that the idea of a disembodied company having personal information that's supposed to be for their eyes alone, is unsettling. It can be a bit odd to think that someone/something other than you holds information but realistically, that has always been a possibility. Many people have the ability to hack into your devices and steal/read your information and it has always been possible, just not something that a lot of people choose to focus on. Companies typically collect or buy that data from those people or data brokers and use it for better purposes. The type of information collected is also public, being volunteered data or observed data. Volunteered data is "created and shared by the individuals," it's information on social media and information that you could usually find by just looking online (Text 3, line 19). Observed data is a bit more personal, being data gathered through "the actions of the consumer/individual," but it's also information that many people could figure out without any complex technology skills (Text 3, lines 22-23). These pieces of information are easily accessible and have always been at risk of being found and exploited, because "as much as consumers may want to opt-out of ... data-mining," and believe that they can be on the internet without dangerous risks, it's the way that the internet has developed (Text 3, line 30). The internet has evolved to be the way it is because of the way that companies use personal data.

## Anchor Paper – Part 2 – Level 6 – A

People enjoy being on the internet so much because it interests them; there are things to look at and click on that don't bore them. But part of that experience comes from the fact that companies use collected personal data to "improve [their] website functionality" ... creating customized promotions <sup>and</sup> as special offers "that will interest the consumer" (Text 2, lines 31-33). By seeing advertisements that you want to actually see, perhaps about things that will actually be of use to you, your experience online is that much better. Without using personal data, companies blindly guess at what you might want, which always leads to the possibility of some very odd things. ~~Personal~~ The use of personal data doesn't only benefit the consumer either, as it allows companies to market things that they want to market but didn't know how or who to market to. Data brokers, people or companies who buy or sell data, also benefit from this as the demand for more data rises. It "represents an opportunity for a new stream of revenue" in a new industry (Text 2, lines 47-48). Collected data can even help secure your data, using things like voice recognition that comes from examining your voice on call centers to add an extra layer of security for something like a bank account (Text 2, paraphrased lines 49-53).

~~The internet~~ It seems more and more that the internet has grown to be somewhat reliant on personal data, which is somewhat true. The way that the internet is formatted now includes many free websites and free services. As the internet was in the process of development, the foundation of it became the data that was collected. Using that data, websites and companies made money without requiring consumers to pay much, and stopping the use of that data would inevitably force companies and websites to start "charging for "free" services," the "whole infrastructure [of online businesses] ... tumbling down" (Text 3, lines 34, 45-46). The internet depends on your data to maintain the way it is now. But with the modernity of the internet comes things like VPNs and companies developed to protect your data if you truly wanted to. The use of personal data should focus more on accepting it and figuring out ways to work around any uncomfortability (Text 4, lines 50-52 paraphrased).

## **Anchor Level 6–A**

### **CONTENT AND ANALYSIS:**

- The essay introduces a precise and insightful claim, as directed by the task (*While somewhat morally grey, companies' use of personal data is beneficial for both parties and should remain a part of their online presence*).
- The essay demonstrates in-depth and insightful analysis of the texts, as necessary to support the claim (*By seeing advertisements that you want to actually see, perhaps about things that will actually be of use to you, your experience online is that much better and The use of personal data doesn't only benefit the consumer either, as it allows companies to market things that they want to market but didn't know how or who to market to*) and to distinguish the claim from alternate or opposing claims (*One of the main reasons that people object to the use of personal data by companies is that the idea of a disembodied company having personal information that's supposed to be for their eyes alone is unsettling ... but realistically, that has always been a possibility ... Companies typically collect or buy that data ... and use it for better purposes*).

### **COMMAND OF EVIDENCE:**

- The essay presents ideas fully and thoughtfully, making highly effective use of a wide range of specific and relevant evidence to support analysis (*Volunteered data is "created and shared by the individuals"; companies use collected personal data to "improve [their] website functionality ... creating customized promotions and special offers"; It "represents an opportunity for a new stream of revenue"*).
- The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material [*(Text 3, lines 22–23), (Text 2, lines 31–33), (Text 4, lines 50–52 paraphrased)*].

### **COHERENCE, ORGANIZATION, AND STYLE:**

- The essay exhibits skillful organization of ideas and information to create a cohesive and coherent essay, with an introductory paragraph that provides background to the issue and establishes a positive claim, followed by a paragraph that presents a counterclaim (*It can be a bit odd to think that someone/something other than you holds personal information*) and then refutes it (*These pieces of information are easily accessible and have always been at risk of being found and exploited*). A third paragraph offers further support by focusing on how data collecting is beneficial to both companies and users and the essay concludes with a summation of how *the internet has grown to be somewhat reliant on personal data* which leads to a reiteration of the claim.
- The essay establishes and maintains a formal style, using sophisticated language and structure (*As the use of the internet gained traction and more people started to move to be online, companies that perhaps had previously been thriving in person realized that a new source of revenue was emerging and was possibly necessary for their continued survival and The way that the internet is formatted now includes many free websites and free services*).

### **CONTROL OF CONVENTIONS:**

- The essay demonstrates control of conventions with essentially no errors, even with sophisticated language.

In the modern day and age, technology and specifically the internet had developed to become a huge part of our lives. It is unbelievable how much time we spend on the internet, and the amount of entertainment available to us overshadows the fact that we are being tracked when we use it, and companies are collecting our personal data. Because we do not know what companies are doing with the data they have collected about us, they should not be allowed to collect such personal data.

First off, personal data collection poses a "privacy issue." (text 1 line 48). "Consumers need to own their information and be compensated when it's used" (line 43-44). Companies use a lot of information that they collect from us to find out more about us, such as age, gender, hobbies, etc. This poses a threat to our privacy because it is legal for companies to discover certain facts about us and then profit off of that info by selling it. Companies should not be able to make profit by invading our privacy.

Similarly, "Data brokers, or companies that buy and sell information on customers, has risen as a new industry alongside big data... this represents an opportunity for a new stream of revenue" (text 2 lines 45-48). It is concerning that a whole new industry has been created because companies can make a profit off of spying on people essentially and selling that information. If a whole industry has been created off of this, it is hard to know whether the government will be able to regulate our right to privacy if similar ~~things~~ events continue to unfold in the future.

Despite arguments against personal data collection, arguments for it are very relevant in today's world. One such argument is: "Segmenting data effectively allows you to market to only the people you know are most likely to engage. These have opened up new opportunities in industries previously very hard to market to" (Text 2 lines 42–44). "By using our personal data, companies can argue that they are giving us a better customer experience and keeping the internet largely free at point of entry" (Text 3 lines 8–1). This argument is made so that companies can show the positive benefits of such ~~on~~ data collection and how this personalization helps and interests the user. However, the privacy issues and ~~as~~ our lack of knowledge of what is happening with the data overshadows the benefits. The reason for concern is a very reasonable one.

The complexity and capabilities of our world have opened a window of possibility and problems as well. Privacy, should however, remain a priority, and we can protect it by prohibiting companies from collecting personal data.

## **Anchor Level 6–B**

### **CONTENT AND ANALYSIS:**

- The essay introduces a precise and thoughtful claim, as directed by the task (*Because we do not know what companies are doing with the data they have collected about us, they should not be allowed to collect such personal data*).
- The essay demonstrates in-depth and insightful analysis of the texts, as necessary to support the claim (*This poses a threat to our privacy because it is legal for companies to discover certain facts about us and then profit off of that info by selling it and If a whole industry has been created off of this, it is hard to know whether the government will be able to regulate our right to privacy*) and to distinguish the claim from alternate or opposing claims (*Despite arguments against personal data collection, arguments for it are very relevant in today's world* ).

### **COMMAND OF EVIDENCE:**

- The essay presents ideas fully and thoughtfully, making highly effective use of a wide range of specific and relevant evidence to support analysis (“*Consumers need to own their information and be compensated when it's used*”; “*Data brokers ... has risen as a new industry ... this represents an opportunity for a new stream of revenue*”; “*By using our personal data, companies can argue that they are giving us a better customer experience and keeping the internet largely free at point of entry*”).
- The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material [(text 1 line 48) and (text 3 lines 8–9)].

### **COHERENCE, ORGANIZATION, AND STYLE:**

- The essay exhibits skillful organization of ideas and information to create a coherent essay, with an opening paragraph that introduces a negative claim, followed by two paragraphs of support that focus on the “*privacy issue*” whereby companies and data brokers profit from the data collected that is being bought and sold. A fourth paragraph addresses and refutes a counterclaim regarding the *benefits of such data collection and how this personalization helps and interests the user* and is followed by a concluding paragraph that returns to the claim.
- The essay establishes and maintains a formal style, using fluent and precise language and sound structure (*It is unbelievable how much time we spend on the internet, and the amount of entertainment available to us overshadows the fact that we are being tracked; It is concerning that a whole new industry has been created because companies can make a profit off of spying on people essentially and selling that information; The complexity and capabilities of our world have opened a window of possibility and problems as well*).

### **CONTROL OF CONVENTIONS:**

- The essay demonstrates control of conventions with essentially no errors, even with sophisticated language.

Living in the age of the Internet, personal data is something that's constantly being collected. The data is often prioritized and collected by businesses to learn about their customers. Should we be concerned about our personal information? Well personal data had long before already been ~~collected~~ when the internet had yet to exist. Companies collecting our data had given us more positive results than negative results, giving us reasons to why they should be allowed to collect our data. Companies should be allowed to collect personal data because it would improve the services that they provide people and that personal data allows such companies to provide free services.

Companies value the personal data they we give, shaping their services to match our preferences. Thus they should be allowed to collect personal data for the sake of improving their businesses. In Text 2 it says "For many companies, consumer data offers a way to better understand and meet their customers demands... modify their digital presence, goods or services to better suit the current marketplace." (lines 26-29) This talks about how companies use the customers behavior and feed back to better meet their demands. Meeting their demands will result in more satisfied customers and sales. Products would improve according to the customer's feedback which would reduce the amount of unnecessary products wasted.

Using a company's services would usually result in a fee, but what would that fee be? Some companies would let you use their services in return for using your personal data to create targetted ads. But what would occur if they weren't allowed to use ~~use~~ personal data? In Text 3, lines 47-51 it says "This could present a class system of internet users with the best and most useful websites only available to those who can afford them... questionable and hacked content that ~~would~~ be full of bugs and viruses." This text answers the question of what would happen, explaining that websites that rely on ads would no longer be ~~accessible~~

to everyone. This would create a gap between those who can afford it and those who couldn't. It would negatively impact society by leaving the poor and less advanced societies to dangerous, malicious websites instead of the safe and reliable websites.

But when it comes to collecting personal data, people can be concerned about their privacy. People wouldn't know what data is being collected and who the data is going to. While this may be concerning in Text 4, lines 8-12 it says "Those are claims being made by critics of data brokers, companies which collect personal information on people... verification or fraud protection. Much of it is used for traditional marketing." This shows us how while you may not know where your personal data is heading off to, the majority of the time it isn't being used in a harmful intent. It's usually just used to market products to us and sometimes used to protect our identity. ~~This shows~~ letting companies collect our personal data is more beneficial than harmful.

With this we can conclude how we should let companies collect our personal data. It does more good this way, providing us products we want and even protecting our identities. Concerns about privacy aren't too serious as it mostly used for marketing. Personal data provides targeted ads to people, in return the companies would sometimes provide free services, making it more accessible to everyone.

## **Anchor Level 5–A**

### **CONTENT AND ANALYSIS:**

- The essay introduces a precise and insightful claim, as directed by the task (*Companies should be allowed to collect personal data because it would improve the services that they provide people and that personal data allows such companies to provide free services*).
- The essay demonstrates in-depth and insightful analysis of the texts, as necessary to support the claim (*Meeting their demands will result in more satisfied customers and sales. Products would improve according to the customer's feedback which would reduce the amount of unnecessary products wasted and This would create a gap between those who can afford it and those who couldn't*) and to distinguish the claim from alternate or opposing claims (*But when it comes to collecting personal data, people can be concerned about their privacy*).

### **COMMAND OF EVIDENCE:**

- The essay presents ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis (“*For many companies, consumer data offers a way to better ... suit the current marketplace*” and “*Those are claims being made by critics of data brokers, companies which collect personal information ... Much of it is used for traditional marketing*”).
- The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material [*In text 2 ... (lines 26–29)* and *In Text 3, lines 47–51 it says*].

### **COHERENCE, ORGANIZATION, AND STYLE:**

- The essay exhibits logical organization of ideas and information to create a cohesive and coherent essay, with an opening paragraph that introduces a positive claim, followed by two paragraphs of support that focus first on the argument that companies *should be allowed to collect personal data for the sake of improving their businesses* and then on the fact that letting companies collect personal data allows for free access to their sites in return. A fourth paragraph addresses the counterclaim’s concern regarding privacy issues by noting that *It's usually just used to market products to us and ... to protect our identity* and is followed by a concluding paragraph of summation.
- The essay establishes and maintains a formal style, using fluent and precise language and sound structure (*The data is often prioritized and collected by businesses to learn about their customers and Using a company's services would usually result in a fee, but what would that fee be?*). Although the selected evidence is appropriate throughout, the improper use of the ellipsis within the quoted material interrupts the coherency by creating a slight disconnect.

### **CONTROL OF CONVENTIONS:**

- The essay demonstrates control of conventions, exhibiting occasional errors (*customers behavior; unnessacary; targetted; accessiable; it says “Those; Persanol*) only when using sophisticated language.

Companies around the world today have many means of collecting data on their clients or consumers. Many people who use online sites or go into stores know that information about them is being collected but often we don't realize how much ~~is~~ data or how specific the data is. Often data is used to personalize websites and advertisements but it can be sold to others as well. Companies and businesses should not be allowed to collect personal information from people because it is a violation of privacy and can really affect people's lives.

First, companies that collect information often gather more than the ~~other~~ individual is aware of. Every action online is tracked and used to generate data on you. Text 4, line 44 states, "most disturbing, there's nothing consumers can do about any of this." We often accept Terms and Conditions allowing access to certain data but once that happens, what companies can access is out of the person's control. This information that is gathered is used by companies to profit off you through ads, etc. Text 2, lines 21-22 reads that ~~is~~ "companies also purchase it from or sell it to third-party sources." The data then ~~regularly changes hands~~ is "regularly changing hands in a data marketplace." (Text 2, line 22). Once companies have our data, it can go anywhere ~~to~~ to be used by anyone and we are usually unaware of how much data was truly collected on us.

Also, the data collected by companies can be used to

make decisions on your life, including jobs and schools. who use the data for acceptance/hiring. The bad thing is the data can be incorrect, leading the wrong information to be used by an organization. In Text 4, Pam Dixon speaks about how a company that uses data to calculate consumer Scores ~~has~~ only "50 percent accuracy rate" (lines 35-36). This shows information calculated about a person cannot only be inaccurate, but it has a chance to be completely untrue. Purchases <sup>on activities</sup> you ~~do~~ online can effect healthcare and acceptance in your life. Dixon also says that "a woman did a lot of online shopping, she was predicted to be a much higher health risk" (line 22). Based on this information from Text 4, this prediction could cause the woman to pay more in healthcare because of something she did online. completely unrelated.

Despite these negative effects, the data can be used for good. Companies that we use often, are able to collect data to then personalize the experience on that platform. Text 3, lines 8-9 supports this by saying, "By using our personal data, companies can argue that they are giving us a better customer experience and keeping the internet largely free at point of entry." With access to the internet and the resources on it ~~for~~ close to nothing, more people can use it making the lives of many easier for day to day things.

The negatives outweigh the positives though because for the most part companies use collected data to

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## **Anchor Paper – Part 2 – Level 5 – B**

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exploit the consumers. This uncontrolled collection of data has large effects on what we see advertised daily. The amount of data collected by these companies is often unknown to the user which violates their privacy. With this information constantly spreading across data marketplaces, it is never certain where your data is being used or for what which can create serious issues for people in their lives.

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## **Anchor Level 5–B**

### **CONTENT AND ANALYSIS:**

- The essay introduces a precise and thoughtful claim, as directed by the task (*Companies and businesses should not be allowed to collect personal information from people because it is a violation of privacy and can really affect people's lives*).
- The essay demonstrates thorough analysis of the texts, as necessary to support the claim (*We often accept Terms and Conditions allowing access to certain data but once that happens, what companies can access is out of the person's control*) and to distinguish the claim from alternate or opposing claims (*Despite these negative effects, the data can be used for good. Companies ... are able to collect data to then personalize the experience on that platform*).

### **COMMAND OF EVIDENCE:**

- The essay presents ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis (“*companies also purchase it from or sell it to third-party sources.*” *The data then is “regularly changing hands in a data marketplace” and “By using our personal data, companies can argue that they are giving us a better customer experience and keeping the internet largely free at point of entry*”).
- The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material [*Text 4, line 44 states and (Text 2, line 22)*].

### **COHERENCE, ORGANIZATION, AND STYLE:**

- The essay exhibits logical organization of ideas and information to create a cohesive and coherent essay, with an opening paragraph that introduces the issue and a negative claim, followed by two paragraphs of support (*Once companies have our data, it can go anywhere to be used by anyone and we are usually unaware of how much data was truly collected on us* and *Also, this data collected by companies can be used to make decisions on your life*), a paragraph that addresses the counterclaim, and a concluding paragraph of summation.
- The essay establishes and maintains a formal style, using mostly precise and appropriate language and structure (*First, companies that collect information often gather more than the individual is aware of; This shows information calculated about a person cannot only be inaccurate, but it has a chance to be completely untrue; close to nothing; has large effects*).

### **CONTROL OF CONVENTIONS:**

- The essay demonstrates partial control of conventions, exhibiting occasional errors (*realise; advertisements but; individual ... you; healthcare; often, are; better; acess; part companies; user ... their*) that do not hinder comprehension.

The internet is a huge part of the lives of many. So, for companies to want to enhance the experience of online surfing is not odd.

Companies use of personal data is crucial to improving the experience of online browsing for the user and creating more privacy.

The first reason why companies should be allowed to collect personal data is that it would be fundamental in improving the online experience for users. In text 2, lines 27-29 it states "By analyzing customer behavior, as well as vast troves of reviews and feedback, companies can nimbly modify their digital presence, ~~and~~ goods or services to better suit the current marketplace...". People browse the internet for items they need, so by companies using personal data from their customers they are making their products more accessible, therefore making the lives of the consumers easier. It states in Text 3 lines 27-29 "Using this information allows them to pre-empt your interests, ~~employment~~ ~~state, hobbies, etc.~~ and offer you goods and services that would fit in the "box" of the specific person that they are targeting". Doing this makes the product or service more relatable to the person. It also creates more profit for the companies.

The second reason why companies should be allowed to collect personal data is that it would create more privacy. Text 2, lines 50-52 state "... banking institutions will sometimes use voice recognition

data to authorize a user to access their financial information or protect them from fraudulent attempts to steal their information." This type of info is saving people from losing money. It's also keeping other info secure from getting stolen. Also in text 2, lines 53-56 it says "These systems work by marrying data from a customer's interaction with a call center and machine learning algorithms that can identify and flag potentially fraudulent attempts to access a customer's account. This takes some of the guesswork and human error out of catching a con...". By storing personal data, it's keeping users from getting scammed & saving their money.

Many on the opposing side though would argue that collecting personal data is an invasion of privacy. Text 1, lines 28-29 states "They may also gather your medical records, browsing history, social media connections and online purchases." Many may find this creepy but nobody ever told them their life was going to be completely private. This business is completely legal and you'll probably be the first one to know if its being used for the wrong purposes. People are also worried not the right information is being shared. Text 4, lines 41-43 state "Clients use it anyway, because inaccurate data is more helpful than no data. But you don't have to be a computer scientist to realize that a score calculated from incorrect

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## Anchor Paper – Part 2 – Level 4 – A

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data can be misleading." While this may be true, depending on what the info is being used for it does not matter. Your info should not be sent to anyone other than those companies using it.

In conclusion, the use of personal data should be allowed for companies and should not be raised as a concern. The consumer should trust the company. If they don't want their info being shared to better their experience then they shouldn't purchase from that company at all.

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## **Anchor Level 4–A**

### **CONTENT AND ANALYSIS:**

- The essay introduces a precise claim, as directed by the task (*Companies use of personal data is crucial to improving the experience of online browsing for the user and creating more privacy*).
- The essay demonstrates appropriate and accurate analysis of the texts, as necessary to support the claim (*People browse the internet for items they need, so by companies using personal data from their customers they are making ... the lives of the consumers easier and By storing personal data, it's keeping users from getting scammed & saving their money*) and to distinguish the claim from alternate or opposing claims (*Many on the opposing side though would argue that collecting personal data is an invasion of privacy ... This business is completely legal*).

### **COMMAND OF EVIDENCE:**

- The essay presents ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis (“*By analyzing customer behavior, as well as vast troves of reviews and feedback, companies can nimbly modify their digital presence, goods or services to better suit the current marketplace*” and *banking institutions will sometimes use voice recognition data to authorize a user to access their financial information or protect them from fraudulent attempts to steal their information*”).
- The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*In text 2, lines 27–29 and Text 4, lines 41–43 state*).

### **COHERENCE, ORGANIZATION, AND STYLE:**

- The essay exhibits acceptable organization of ideas and information to create a coherent essay, with an opening paragraph that introduces a positive claim, followed by two paragraphs of support that respectively focus on how companies collecting personal data is *fundamental in improving the online experience for users* and how this would *create more privacy*. A fourth paragraph presents and refutes a counterclaim that raises concerns regarding privacy issues and is followed by a concluding paragraph that reaffirms the initial claim.
- The essay establishes and maintains a formal style, using precise and appropriate language and structure (*Doing this makes the product or service more relatable to the person* and *In conclusion, the use of personal data should be allowed for companies and should not be raised as a concern*), although the response uses & for “and” in one instance.

### **CONTROL OF CONVENTIONS:**

- The essay demonstrates partial control of conventions, exhibiting occasional errors (*Companies use of; states “By; information.” this; Many ... their life was ... you'll; its being used; experience then*) that do not hinder comprehension.

In a world where the internet and computers are all anyone is ever on it can be a very dangerous place. Companies take peoples personal data constantly making a profit off it. ~~They claim it's to it.~~ The ironic part about it is that it's not even completely accurate. The other thing people have to watch out for is not the companies with their terms of service but the data brokers. Buying peoples personal data solely for a profit. Companies should not be allowed to collect personal data.

When companies get ahold of personal data they put it all together and try and figure out that specific person. Mainly to just slap them with ~~ads~~ ad's, but they are personalized based on what the computer found out through the data. The thing to watch out for is accuracy, "Second, collected data is often incorrect. We found a 50 percent accuracy rate in Acxiom data we looked at," says Dixon, and they are considered among the best (Text 4 lines 35-37). If the one of the best data collection results aren't more than 50 percent accurate how can it be so popular to spread around. People and companies are making bank on this personal data.

and these configurations of who these people are as a person. Yet, it's not even over half accurate. People don't want the wrong image of themselves out there even if it's just in the data.

As well as the accuracy there are other major problems with companies taking personal data. For example the data brokers who work outside of companies buying data only to make a profit. How easily ~~my~~ someone's personal information gets around is ~~is~~ not good. Normally companies will have a trade off of sorts for ~~a~~ personal data. People get to use their site or app and the company gets all the data from it both free of charge. Data brokers are not part of big companies which ~~is~~ makes it worse, "the trade-off between the data you give and the services you get may or may not be worth it, but another breed of business amasses, analyzes, and sells your information without giving you anything at all: data brokers. These firms compile info from publicly available sources like property records, marriage licenses, and court cases" (Text 1 lines 25-28). This system is not the best, computers have to be working all the time.

Collecting data from different companies. Money constantly switching hands. All for something that doesn't turn out completely accurate. People don't appreciate being stalked this is a similar idea but the computer stalking the data doesn't care what comes out of it only that it's making a profit.

Not everyone is a believer that collecting personal data through companies is a bad thing. These people, specifically the ones benefiting from the trade of free use of the site and ~~to~~ the data collection, don't see it as harmful. ~~#~~ A lot of people just enjoy the free stuff and live in ignorance, "Without the ability to sell us products and services using our personal information, users would be faced with either being confronted with a scatter-gum approach to advertising, or having to pay a fee as for Netflix - for traditionally free services such as search engines and social media." (Text 3 lines 5-8). Some people see this as a major upside who doesn't like free stuff but it's not as great as it seems, "In the future, data will power everything and be the most valuable commodity in the world." (Text 3 lines 39-40) and, "The situation will either see personal data being treated as confidential information that cannot

be accessed by outside agencies (such as personal medical data is now) or governments will demand a sizable cut, forcing big internet companies to diversify their revenue stream in order to increase profits: i.e. charging for "free" services" (Text 3 lines 42-46). Everyone loves free stuff but if data is the hot commodity then prices will be put on it. Then where will the lower class be? Nothing is free there is always a price tag ~~unless~~ if it be money or something else entirely.

Companies should not be allowed to collect your personal data. The data brokers buy it from them ~~for~~ for profit. While everything the data leads to about a person is only 50 percent accurate. Not only that but in a couple of years, some more ~~the~~ evolution, will people be paying just to ask Google a question?

## **Anchor Level 4–B**

### **CONTENT AND ANALYSIS:**

- The essay introduces a precise claim, as directed by the task (*the internet and computers ... can be a very dangerous place ... Companies should not be allowed to collect personal data*).
- The essay demonstrates appropriate and accurate analysis of the texts, as necessary to support the claim (*People don't want the wrong image of themselves out there even if it's just in the data; How easily someones personal information gets around is not good; if data is the hot commodity then prices will be put on it. Then where will the lower class be?*) and to distinguish the claim from alternate or opposing claims (*Not everyone is a believer that collecting personal data through companies is a bad thing*).

### **COMMAND OF EVIDENCE:**

- The essay presents ideas sufficiently, making adequate use of specific and relevant evidence to support analysis (“*Second, collected data is often incorrect. We found a 50 percent accuracy rate in Acxiom data ... and they are considered among the best*” and “*The trade-off between the data you give and the services you get may or may not be worth it, but another breed of business amasses, analyzes, and sells your information ... data brokers. These firms compile info from publicly available sources like property records, marriage licenses, and court cases*”).
- The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material [*(Text 4 lines 35–37)* and *(Text 3 lines 5–8)*].

### **COHERENCE, ORGANIZATION, AND STYLE:**

- The essay exhibits some organization of ideas and information to create a mostly coherent essay, first introducing the idea of how the world of *the internet and computers ... can be a very dangerous place* that leads to the negative claim, then supporting the claim with one body paragraph that focuses on the inaccuracy of the data being collected and a second body paragraph that focuses on *the data brokers who work ... only to make a profit*, although some confusion exists as to what a data broker actually is. A fourth paragraph addresses the counterclaim regarding how users benefit from *free use of the site* and is followed by a summative conclusion. The lack of transitions when moving from original text to quoted material disrupts fluency.
- The essay establishes but fails to maintain a formal style, using primarily basic language and structure (*Mainly to just slap them with; The thing to watch out for; are making bank; the free stuff*) that is sometimes inexact (*some more evolution*).

### **CONTROL OF CONVENTIONS:**

- The essay demonstrates partial control of conventions, exhibiting occasional errors (*constently; for if not ... service but; brokers. Buying peoples; ad's; one ... aren't; If ... around; example the; someones personal; from it both; worse, “The; stalked this; benifiting; but if; free there; that but*) that do not hinder comprehension.