

FOR TEACHERS ONLY

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

CCE

ENGLISH LANGUAGE ARTS (Common Core)

Tuesday, June 3, 2014—1:15 to 4:15 p.m., only

SCORING KEY AND RATING GUIDE

Mechanics of Rating

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 <http://www.p12.nysed.gov/assessment/> 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 (Common Core). 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 (Common Core)*.

Scoring the Multiple-Choice Questions

For this exam all schools must use uniform scannable answer sheets provided by the regional scanning center or the Department's contractor, Data Recognition Corporation, if the school has been selected for the Department's score collection project. The scoring key for this exam is provided below. **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.

Correct Answers			
Part 1			
1 2	6 4	11 1	15 1 20 3
2 4	7 1	12 3	16 4 21 4
3 3	8 1	13 3	17 1 22 2
4 3	9 4	14 2	18 2 23 4
5 2	10 1	19 1	24 1

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 from high to 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 only contain scores, not commentaries.)

- (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.



THE STATE EDUCATION DEPARTMENT / THE UNIVERSITY OF THE STATE OF NEW YORK / ALBANY, NY 12234

New York State Regents Examination in English Language Arts (Common Core)

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:
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	-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 precise 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 reasonable claim, as directed by the task -demonstrate some analysis of the texts, but insufficiently distinguish the claim from alternate or opposing claims	-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
Command of Evidence: the extent to which the essay presents evidence from the provided texts to support analysis	-present ideas fully and thoughtfully, making highly effective use of a wide range 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 clearly and accurately, making effective 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 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 inconsistent 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 little use of citations 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
Coherence, Organization, and Style: the extent to which the essay logically organizes complex ideas, concepts, and information using formal style and precise language	-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
Control of Conventions: the extent to which the essay demonstrates command of conventions of standard English grammar, usage, capitalization, punctuation, and spelling	-demonstrate control of conventions with essentially no errors, even with sophisticated language	-demonstrate control of the conventions, exhibiting occasional errors only when using sophisticated language	-demonstrate partial control, exhibiting occasional errors that do not hinder comprehension	-demonstrate emerging control, exhibiting occasional errors that hinder comprehension	-demonstrate a lack of control, 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 as a 0.

The world we are living in is changing around us. The individual is no longer the most important unit of society. We are being turned into a collective, in no small part due to the startling disregard for privacy today. Technology is changing, allowing companies and other interests, big and small, to track our location and mine information, all without our consent. There should be a limit to what these entities can gather on us. The invasion of our lives is simply not worth the ^{apparent} benefits.

Cell phones today are a huge source of information for companies seeking to market to us. Not only can companies purchase information about our appearance and interests, but the locations we visit as well (Text 1, lines 4, 9-10). First of all, this comes off as astonishing, even somewhat "creepy" (Text 1, line 10). To think that technology reduces our privacy to near zero, that we are never entirely alone, is potentially terrifying. In addition, collecting this information does not require explicit permission from the subject (Text 1, lines 20-22). Not only can these companies collect personal information, they do so in a way that is essentially hidden from the consumer. There are ways to be notified of privacy policies and to even opt out, but the legal language and fine print used make them very difficult to understand (Text 1, lines 20-21). Why should consumers be required to make such an effort in the name of privacy?

Perhaps an even more startling case of consumer tracking technology is the Eye See, a store mannequin that sees what customers look like and where they go in the store (Text 2, lines 1-5). In this instance a well known and well established piece of advertising collects information about us without our knowledge. It cannot discriminate between a willing participant and a person who desires his/her privacy. The very

nature of this technology makes it an enemy to privacy. The companies using these mannequins would argue that they are trying to "personally tailor the shopping experience" to their customers (Text 2, lines 5-6). However, the way it allows companies to categorize people is wrong. Since it can only see you, the Eye See must make assumptions based on appearance. Have we not tried to move away from stereotypes and generalizations? These mannequins now promote such practices, turning customers into nothing more than cattle, who are expected to follow the group.

Finally, an already relatively common device can do what the previous two technologies can do and more. RFIDs, or Radio Frequency Information Devices, can collect location data as well as store certain pieces of information about a product or other subject (Text 3, lines 9-11). The use of these devices is credited with having positive environmental and safety impacts. They can, hypothetically, help with regarding efforts and food or product recalls (Text 3, lines 9-11, 22, 27). ~~What~~ Unlike other technologies, however, the very nature of RFIDs prevents the user from opting out entirely, since radio waves cannot discriminate. This opens up an entirely new level of privacy invasion. Not only are products within sight fair game for companies, but RFIDs can also be read from inside otherwise private places, like homes or purses (Text 3, lines 41-48). While this is generally distasteful, it is also an invasion of privacy by law. With this knowledge, it should be entirely possible to limit RFIDs either through compromise with manufacturers or by requiring the consumer's consent to even have one installed.

No benefit or potential upside to data mining technology should be worth a complete invasion of privacy. Consumers, who are

Anchor Paper – Part 2 – Level 6 – A

largely unaware of this invasion, should be informed and presented with easy ways to opt out. Technology has progressed so quickly that we must be careful with what we accept.

Anchor Level 6–A

The essay introduces a precise and insightful claim, as directed by the task (*Technology is changing, allowing companies and other interests ... to track our location and mine information, all without our consent. There should be a limit to what these entities can gather on us*). The essay demonstrates in-depth and insightful analysis of the texts, as necessary to support the claim and to distinguish the claim from the alternate or opposing claims (*The use of these devices is credited with having positive environmental and safety impacts and Unlike other technologies, however, the very nature of RFIDs prevents the user from opting out entirely, since radio waves cannot discriminate*). The essay presents ideas fully and thoughtfully (*In this instance a well known and well established piece of advertising collects information about us without our knowledge. It cannot discriminate between a willing participant and a person who desires his/her privacy*), making highly effective use of a wide range of specific and relevant evidence to support analysis (*collecting this information does not require explicit permission from the subject and Not only are products within sight fair game for companies' intrusion, but RFIDs can also be read from inside otherwise private places, like homes or purses*). The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*Text 2, lines 5-6*). The essay exhibits skillful organization of ideas and information to create a cohesive and coherent essay, by first identifying tracking technology as an *invasion of our lives*, then analyzing the supposed benefits and potential risks of different methods of tracking and collection of personal data, and concluding with the reiteration of the claim (*No benefit or potential upside to data mining technology should be worth a complete invasion of privacy*). The essay establishes and maintains a formal style, using sophisticated language and structure (*Not only can these companies collect personal information, they do so in a way that is essentially hidden from the consumer*). The essay demonstrates control of conventions with essentially no errors, even with sophisticated language.

In today's world, companies have ways of marketing their products to specific people. Companies do this by using information gained by tracking consumers while they shop, browse the web, or even use their phones. Such tracking is often performed without consumers being aware that it is occurring and without permission from the consumers for it to be done. Such tracking is definitely an invasion of a person's right to privacy. If informed consent were obtained from people, companies would be able to track those who have voluntarily suspended their privacy rights. Otherwise, companies should not be allowed to track consumers' shopping or other preferences without their permission.

Today's consumers often have access to cell phones, ipods, and computers. While using such devices, people are being tracked, especially since a "data trail is worth big money" to those who can supply information about "people's habits, ages, genders, and location to companies (Text 1, lines 8-9). A major supplier of such information is a cell phone company. In fact, "all of the major cell phone carriers admit to collecting information about its customers" (Text 1 lines 17). While downloading apps onto phones, accessing the internet, using GPS, or even just making calls and accepting updates, users are "technically" giving consent to be tracked when they accept terms and conditions without reading them carefully, or do not pay full attention to privacy policies. Tracking information is often supplied in fine print, and long, drawn-out documents typically do not state that "cookies" will be put on the consumers' devices. Is transparency lacking? At least it appears to be hidden.

Moreover, consumers may not even have the opportunity to know that they are being tracked. Some high-end boutiques are starting to buy mannequins equipped with cameras that employ "facial recognition

technology" (Text 2 line 3). While to the companies, it may seem like a great idea to know who frequent their establishments and what they do while there, the recording of people without their permission or sometimes even knowledge is definitely an invasion of privacy. Businesses, however, justify such surveillance as necessary "to personally tailor the shopping experience to those coming in and out of their stores" (Text 2 lines 5-6). That may make some customer happy, but many will not want their personal information, with pictures, stored in a data base available to third parties. The manufacture of the surveillance mannequins is now working on the development of mannequins "ears" a hearing feature which would further challenge the expectation of privacy.

Shoppers, however, are not just threatened by mannequins. They are also at the mercy of Radio Frequency Identifier Devices or RFIDs, as they are called, that track and collect data through tags (Text 3 lines 1-3). Then "a reader extracts and processes the information on the tag" (Text 3 line 3). In truth, a tag is a wireless barcode that does not possess some of the limitations of regular barcodes. RFIDs can be read through solid objects and can supply "a different barcode sequence" (Text 3 lines 7-8) for each individual item. Eventually companies hope to move all their products to RFIDs and eliminate check out lines by having everything charged. This would definitely save time and reduce shoplifting (Text 3 line 32); but RFIDs go home with consumers, and the home may not still be a "private place" when "an active RFID tag enters the home" (Text 3 line 46).

In today's world of cell phones, computers, hand held devices, surveillance systems, and RFIDs, companies are continually seeking new ways to market products specific to consumers. This is their right. However, the practices they employ must respect the privacy rights of consumers. Companies should not be allowed to track consumers' shopping or other preferences without their permission and this permission must be gained openly and not be a product of fine print.

Anchor Level 6–B

The essay introduces a precise and insightful claim, as directed by the task, stating that companies who obtain *informed consent ... would be able to track those who have voluntarily suspended their privacy rights*, but without such consent *companies should not be allowed to track consumers' shopping or other preferences*. The essay demonstrates in-depth and insightful analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims, recognizing that companies have the *right to seek information needed to market products specific to consumers*, but in doing so they *must respect the privacy rights of consumers*. The essay presents ideas fully and thoughtfully, stating that *companies have ways of marketing their products* and do so by *using information gained by tracking consumers*, making highly effective use of a wide range of specific and relevant evidence to support analysis (“*all of the major cell phone carriers admit to collecting information about its customers*”; *Some high-end boutiques are starting to buy mannequins equipped with cameras; In truth, a tag is a wireless barcode*). The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*Text 1, lines 8–9*). The essay exhibits logical organization of ideas and information to create a cohesive and coherent essay, recognizing the major sources of tracking information (*cell phones, computers, hand-held devices, surveillance systems, and RFIDs*), devoting each body paragraph to a tracking source (*cell phones, store surveillance, and RFIDs*), and discussing how each source infringes on the privacy rights of consumers. The essay establishes and maintains a formal style, using fluent and precise language (*Is transparency lacking? At least it appears to be hidden*), and sound structure. The essay demonstrates control of conventions with essentially no errors, even with sophisticated language.

Companies should be permitted to have access to consumer's spending without their permission. The companies may seem like they are invading their privacy, but they are simply finding better and more efficient ways to help their consumers and profit their business. Tracking consumer spending will help small businesses grow, make the lives of the buyers easier, and improve the environment.

Despite popular belief in the invasion of privacy, companies in today's society do not aim to intrude your space just to ~~get~~ personally know you. Companies track your spending and history to help ~~them~~ their business grow. They do not care that you are going to a meeting, or cannot find your way to a place. Companies only check up on ~~your~~ ^{consumer's} history to find out what their interests are and how to advertise their products so that they fit those interests. Needless to say, businesses are in it for the money, and they "invade ~~consumer's~~ privacy" to help profit and expand their company.

Moreover, the allowance to track consumer spending aids small businesses and helps them grow and succeed in the competitive business world today. EyeSee cameras in store mannequins allows stores to see the type of people that shop at their stores. The information that the cameras get allow marketing companies to "personally tailor the shopping experience to those coming in and out

of their stores" (Text 2, lines 5-6). By their perception of the customers, stores can change their approach to advertising their merchandise so that the buyers are more apt to spending. ~~They~~ Stores may also rearrange their departments to fit the desires of the ^{certain} type of people that shop there, (Text 2). ~~Eye See~~ Eye See mannequins will increase consumer spending, and ultimately profit small businesses.

Furthermore, Radio Frequency Information Devices (RFID) makes the lives of people easier and more simplistic. ~~These~~ RFID cuts out wasted time looking for change or money at toll booths or at the gas stations. Companies such as EZpass allow ~~per~~ drivers to breeze through toll booths without having to stop, get money out, and possibly wait for change. That is too slow in today's fast-paced world. Instead, RFID came up with this idea to speed up the time spent at the toll booth so that drivers can ~~get~~ get to their destination quicker and faster (Text 4). In addition, RFID is used at gas stations. At the pump, consumers can wave a ~~keychain~~ RFID keychain to pay for their gas instead of pulling out a credit card or cash. These key chains also benefit the gas company by increasing the amount of cars served in times of immense traffic (Text 4). Another way RFID helps the lives of others is by tracking lost or stolen items. The active RFID tags can search and find any item that was misplaced or stolen

from them (Text 4). Nevertheless, RFID betters the lives of individuals by no longer wasting their time and finding something that belongs to them.

Additionally, tracking consumer spending benefits the environment and people living on earth. RFID can track the life span of a coke can ~~and~~ which ^{then} can ~~pro~~ determine its whereabouts after the consumer drinks it. RFID can track whether the can was recycled or thrown out, and it can promote the use of recycling items such as cans instead of throwing them in garbage dumps (Text 3). Moreover, RFID cuts down on the amount of wasted food in America. By tracking consumer spending, ~~the~~ companies can more accurately meet the needs of supply and demand and cut down on the amount of food that was overproduced, (Text 4). In addition, RFID can identify certain objects that should not have been dumped in garbage dumps, and hopefully provide an easier way to sort these ~~a~~ items from appropriate trash.

Companies should track consumer spending because it will aid business, make easier lives, and improve the environment. Despite belief in the invasion of privacy, ~~the~~ looking at ~~one~~ buyers' history ~~helps~~ proves to help the people of today's world, and the future generations.

Anchor Level 5–A

The essay introduces a precise and insightful claim, as directed by the task (*Tracking consumer spending will help small businesses grow, make the lives of their buyers easier, and improve the environment*). The essay demonstrates in-depth and insightful analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims (*The companies may seem like they are invading their privacy, but they are simply finding better and more efficient ways to help their consumers and profit their business*). The essay presents ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis (*EyeSee cameras ... allows stores to see the type of people that shop at their stores; stores can change their approach to advertising their merchandise; RFID cuts out wasted time looking for change or money at toll booths or at the gas stations*). The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material [*“personally tailor the shopping experience to those coming in and out of their stores”* (Text 2, lines 5–6)]. The essay exhibits logical organization of ideas and information to create a cohesive and coherent essay by identifying three reasons why *companies should be permitted to have access to consumer’s spending* in an introductory paragraph, and then supporting each reason with specific examples from the text in three separate body paragraphs, and concluding with a reiteration of the initial claim while refuting the counterclaim (*Despite belief in the invasion of privacy, looking at buyers’ history proves to help the people of today’s world*). The essay establishes and maintains a formal style, using fluent and precise language and sound structure (*By tracking consumer spending, companies can more accurately meet the needs of supply and demand and cut down on the amount of food that was overproduced*). The essay demonstrates control of conventions, exhibiting occasional errors (*consumer’s, cameras ... allows, ultimately profit*) only when using sophisticated language.

In most scenarios, consumers should not be tracked for the sole benefit of companies without permission. However, if the consumer does authorize its use by way of contract, companies should have every right to track them.

When people walk into stores to buy things they need, they do not expect to be watched in those stores solely for the things that they buy. People have known about security cameras for years, but those are high in the air, and primarily focused on keeping the store secure. With new technology such as the EyeSee camera and the widespread use of RFID ~~and~~ barcodes, information about consumers is now passed directly to companies and advertisers without permission.

(Excerpt 2, lines 3-6) The camera is installed in the eyes of mannequins and allows companies to see exactly what kind of people enter what store at what time. This, combined with RFID readers

(Excerpt 3) at entrances that have the ability to read state-issued ID cards, credit cards, and most product labels, allow companies to build databases about who buys their products the most and attempt to appeal to them. This complete invasion of privacy is instituted in a very public environment, and ~~is~~ ~~causing~~ many others, ^{including myself} are uneasy about this. In other places, like the Internet, tracking technology like cookies combined with social networking allows many kinds of businesses and groups to build consumer and participant databases without authorization.

The government is a large offender of this, particularly the Democratic and Republican parties during the 2012 election.

(Excerpt 2, lines 41-43) Privacy is becoming more of an issue, even in the supposed seclusion of one's own home. Businesses

need to practice consumer authorization of some sort.

Those who do practice consumer authorization, however, still get flack for tracking consumers—specifically, cell phone companies. Businesses like Verizon and T-Mobile actually do tell customers exactly what they are monitoring—data usage, GPS usage, and other various things—because they sell these things and want to make them more efficient and profitable. However, customers still complain about data monitoring, even when they should have read contracts that companies had sent them. (Excerpt I, lines 4-11) For those who complain that their bills are hard to decipher, a quick Google search should allow a user to read their contracts. Also, unlike retail stores and websites, cell phones are entirely optional, and if one company's policies are too invasive, there are many others. Cellphone companies rely on data monitoring, and since they tell customers what they are doing ahead of time, they should be allowed to. Consumers should understand how their technology works before they complain about how invasive it is, or even sign their name to a legal document to use it.

If privacy invasion is authorized by a consumer, businesses should be able to do so. In the much more prevalent case where consumers do NOT authorize corporate tracking, the technology should NOT be used, and the government needs to put a mandate on this. If the information regarding tracking is not shown to the public, tracking has no right to be instituted at all.

Anchor Level 5–B

The essay introduces a precise and thoughtful claim, as directed by the task (*In most scenarios, consumers should not be tracked for the sole benefit of companies without permission. However, if the consumer does authorize its use by way of contract, companies should have every right to track them*). The essay demonstrates a thorough analysis of the texts (*With new technology such as the EyeSee camera and the widespread use of RFIDs and barcodes and Consumers should understand how their technology works before they complain how invasive it is, or even sign their name to a legal document to use it*), as necessary to support the claim and to distinguish the claim from opposing claims. The essay presents ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis (*This, combined with RFID readers at entrances that have the ability to read State-issued ID cards, credit cards, and most product labels, allow companies to build databases about who buys their products the most and attempt to appeal to them*). The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*Excerpt 2, lines 3–6*). The essay exhibits logical organization of ideas and information to create a cohesive and coherent essay, starting with an introductory paragraph stating a specific claim, followed by two supporting paragraphs which address both the claim and counter claim, using specific examples from the text (*In other places, like the Internet, tracking technology like cookies combined with social networking allows many kinds of businesses and groups to build consumer and participant databases without authorization*), and concluding with a strong reiteration of the introductory claim (*If the information regarding tracking is not shown to the public, tracking has no right to be instituted at all*). The essay establishes and maintains a formal style, using fluent and precise language and sound structure (*In the much more prevalent case where consumers do NOT authorize corporate tracking, the technology should Not be used, and the government needs to put a mandate on this*). The essay demonstrates control of the conventions, exhibiting occasional errors (*consumer ... them and flac*) only when using sophisticated language.

Throughout the years, new innovations in technology have enabled companies to develop a system to monitor goods, consumers and other objects of concern. These systems may ~~be~~ monitoring ~~ing~~ ~~may include~~ cell phone usage, internet usage, the goods bought by consumers, or the places that people travel. In some cases this is seen as an invasion of privacy. However, ~~the~~ ~~is~~ during the majority of the time this new technology can be seen as a benefit to both the people and the companies affected.

These new innovations in technology have a large impact on people. For example, cell phone companies monitor information about the distribution and usage of their products. ~~One customer~~ This made one customer feel uneasy and take extra measures to ensure the safety of her information; but if she doesn't have anything to hide then why bother. Most of the data collected is done without the people knowing anyways. In text 1, line 18 it is shown how the monitoring of information is beneficial to the customer because they can then receive ads based off of the data collected. This is not an invasion of privacy because the customers are notified in one

way or another. This same idea is seen with internet usage as every single website visited collects some sort of information about the usage of their sites. The monitoring of internet usage is also beneficial as the people may receive coupons based upon the businesses you travel to (text 2, line 33). Most items ~~things that~~ are tracked ~~are~~ only if the consumer makes a conscious ^{decision} to use something such as a credit card. (text 3, line 56). Tracking devices such as RFID tags [Radio Frequency Information Device] may not be seen as a threat to privacy because the manufacturers have distinct rules to follow depending on where the tag is located. ~~Overall monitoring people devices are not an invasion of privacy and all of the benefits outweigh the drawbacks.~~ The RFID ~~tags~~ allow customers to gain knowledge of the items being purchased. (text 4, line 35) They also allow companies to track products and inform ~~customers~~ consumers about hazardous items and recalls. Overall monitoring devices are not an invasion of privacy and all of the benefits outweigh the drawbacks.

New innovations also have a great impact on companies. Sensors and hidden cameras can be used to monitor customers

within the stores. They can be used to collect information, monitor interests, and help change marketing depending on the data collected. ~~Companies should~~ (text 1, lines 20-21) Companies should ^{also} be able to do this tracking because it helps the environment by ~~ens~~ creating a system that wastes less product. (text 4, ~~the~~ lines 50-51) Tracking and monitoring devices are convenient, ~~effie~~ efficient, and they help improve the functionality of ~~many~~ ~~many~~ many businesses and companies. These are all valid reasons as to why tracking of consumers' shopping should be allowed.

In conclusion, companies should be allowed to track ~~track~~ information about consumers and their buying habits as it is beneficial to all involved. The people may gain ads or coupons as a result of this and it may also help ensure their safety ~~against~~ against hazards. ~~The~~ New technology has increased the efficiency of businesses and companies and makes it so that minimal product is wasted. Overall, new methods of consumer tracking should not be ~~can~~ considered intrusive.

Anchor Level 5–C

The essay introduces a precise and thoughtful claim, as directed by the task (*companies should be allowed to track information about consumers ... as it is beneficial to all involved*). The essay demonstrates a thorough analysis of the texts, as necessary to support the claim (*Throughout the years, new innovations in technology have enabled companies to develop a system to monitor goods, consumers and other objects of concern*) and to distinguish the claim from alternate or opposing claims (*In some cases this is seen as an invasion of privacy. However ... this new technology can be seen as a benefit to both the people and the companies effected*). The essay presents ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis (*Tracking devices such as RFID tags ... may not be seen as a threat to privacy because the manufacturers have distinct rules to follow*). The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*In text 1, line 18 it is shown how*). The essay exhibits logical organization of ideas and information to create a cohesive and coherent essay by first introducing the claim, then identifying the benefits of technology on consumers, followed by the benefits of technology on business, and concluding that *new technology has increased the efficiency of businesses and companies and ... should not be considered intrusive*. The essay establishes and maintains a formal style, using fluent and precise language and sound structure (*Overall, monitoring devices are not an invasion of privacy and all of the benefits outweigh the drawbacks*). The essay demonstrates partial control, exhibiting occasional errors (*effected* for “affected,” *recieve*, *convienient*, *effiency*) that do not hinder comprehension.

Companies should not be permitted to track consumers' shopping and other activities without their ~~per~~ consent. Without informing people of new tracking devices and methods and letting them decide, ~~people's privacy is invaded.~~ companies invade people's personal privacy. Although some people may argue that tracking systems help companies and individuals, doing so with ~~their~~ people's permission is not right.

When companies do not inform and ~~get~~ ^{recognize} the opinion of their consumers, people become oblivious, uneducated, and invaded. Most companies use tracking devices for personal and financial benefits. Cell phone companies track information ~~for personal reasons~~ in order to ~~the~~ target specific products that are most popular among buyers. ^(Text 2, lines 10-11) Similarly, many stores place cameras on their mannequins to pin point the most commonly sold items. ^(Text 2, lines 17-18) ~~There also~~ The Almax SpA mannequin company is working to add "ears" to mannequins to listen to people's comments about products. ^(Text 2, line 15). As a result of these selfish habits, companies invade people's privacy and make them oblivious and uneducated. People are unaware of the hidden cameras and audio devices and unaware that their cell phone companies can track what apps they have bought and where they have traveled. Unlike other tracking devices, RFID, ~~it~~ devices that track solid objects, are not used solely for selfish reasons. They still invade people's privacy, though. People are unaware that companies know their identities through the products they purchase ^(Text 3, lines 15-16). Cell phone companies, Facebook, Twitter, and most other websites track some information ~~and~~ about each person and store it away ^{Additionally, some companies take photos of people walking in their stores.} without their permission. ^(Text 2, lines 31-32) It is wrong to track people and the things they buy without their agreement.

Although some people may argue that companies' tracking can benefit ~~the world~~ society as a whole, I strongly believe that people would feel offended and invaded if they knew the ~~or~~ companies' tactics. Many people see the use of tracking devices as beneficial to the community environmentally, and ^{as} helpful to save time. Radio Frequency Information Devices are ^{most} efficient in toll collection systems (text 4, line 4) and when people need to locate lost or stolen items (text 4, line 15), but ultimately invade people's space and identity. They are efficient but only fair with the consent of the people using them.

Ultimately, companies should not be allowed to track ~~the~~ buyers' activity without their permission. Even though some ~~companies~~ ^{people} argue that tracking techniques benefit their businesses and their consumers, ~~invading~~ doing so without people's permission is simply an invasion of privacy.

Anchor Level 4–A

The essay introduces a precise claim, as directed by the task (*Companies should not be permitted to track consumers' shopping and other activities without their consent*). The essay demonstrates appropriate and accurate analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims (*Although some people may argue that tracking systems help companies and individuals, doing so with people's permission is not right*). The essay presents ideas sufficiently, making adequate use of specific and relevant evidence to support analysis (*People are unaware of the hidden camaras and audio devices and unaware that their cell phone companies can track what apps they have bought and where they have traveled*). The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*text 3, lines 15-16*). The essay exhibits acceptable organization of ideas and information to create a coherent essay with an opening paragraph that introduces the claim, one paragraph that supports the claim, one paragraph that addresses the counterclaim, and concludes with a reaffirmation of the original claim. The essay establishes and maintains a formal style, using precise and appropriate language and structure (*Most companies use tracking devices for personal and financial benefits*). The essay demonstrates control of the conventions, exhibiting occasional errors (*camaras, efficient but, buyers' activity ... their*) only when using sophisticated language.

Technology has made major improvements all over the world, However these improvements have made it much easier for companies to track consumers without their permission. In my opinion I believe the tracking of a customer's habits and observations is an invasion of privacy. I do not agree with modern companies today who believe tracking consumers is right. Modern day companies are always looking for a way to profit off the customer.

In Text 1 it is demonstrated how cell phone providers are invading customer privacy by monitoring every app you download, search or text you make, or drive by a store with your GPS still on (Lines 1-2). In my opinion it is strange to know that a company is tracking everything I do. Some customers have no idea they are being tracked and are shocked when they find out. I agree with Harrine Freeman in Line 16 when she also claims it is an invasion of privacy. According to Lines 9 - 10 in text 1 Details about your habits, age, and gender are all compiled and sold to third party companies. Third party companies would pay for this information because it could potentially impact them in a positive way.

People who do not want to be tracked have to go out of their way which can sometimes be

'inconvenient to some people (Line 22-23) Text 1.

Text 2 ~~talks~~ talks about how in some places you are being watched while you shop. In my opinion having mannequins observe you while you shop is creepy to consumers. Some people prefer not to be photographed without permission before hand. In Lines 14-16 of Text 2 it talks about improvements to the mannequins by adding ears to them. This is a bad idea because of all the potential information the mannequins can also hear if the customer is having a private conversation with someone they trust. You no longer have to be in front of a computer for your information to be tracked as it said in Lines 28-30 of Text 2.

In text 3 it tells how RFID tags can track everything you purchase and also monitor the products journey to see where it ends up (Lines 16-19). The RFID tags can also identify the person who bought each of these items. In my opinion this makes a person not trust companies that can not thrive without the support of its customers.

Lastley I believe tracking consumer habits is a major invasion of privacy which can result in consumer information being released to other companies. It can also cause a person not to feel safe whenever they buy something from a company that

does so. The major goal of a company is for a customer to buy its products but if a customer does not trust the company that can be hard.

Anchor Level 4-B

The essay introduces a precise claim, as directed by the task (*I believe the tracking of a customer's habits and observations is an invasion of privacy*). The essay demonstrates appropriate and accurate analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims (*I do not agree with modern companies today who believe tracking consumers is right. Modern day companies are always looking for a way to profit off the customer*). The essay presents ideas sufficiently, making adequate use of specific and relevant evidence to support analysis (*According to Lines 9-10 in text 1 Details about your habits, age, and gender are all compiled and sold to third party companies*). The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material [*In Text 1 ... (Lines 1-2) and (Lines 22-23) Text 1*]. The essay exhibits acceptable organization of ideas and information to create a coherent essay with an introductory paragraph that states the claim, three body paragraphs, each of which focuses on a separate text to support the claim, and concluding with a reaffirmation of the claim. The essay establishes and maintains a formal style, using precise and appropriate language and structure (*Some customers have no idea they are being tracked and are shocked when they find out*). The essay demonstrates partial control, exhibiting occasional errors (*world, However these; opinion I; manniquinns; photografted; customer ... they; products but*) that do not hinder comprehension.

Should companies be allowed to track consumers' shopping or other preferences without their permission? Many people can see that companies monitoring them is a bit invasive, but it is beneficial in many ways. Companies should be allowed to track consumers' shopping or other preferences. It can benefit the company as well as the consumer and the environment. Everyone goes shopping and has cell phones these days so this issue has become important.

Many people feel that being tracked by companies without giving permission is very invasive of one's privacy. The fact that just by using a cell phone or GPS companies can find out where the person has been, how long they were there, how often they visit that place and so on. This idea shown in text one does not sit right with people. They believe it is an invasion of privacy and overall creepy. Although some people may feel this way many others realize that it can be a good thing and very beneficial in a lot of ways.

People who don't mind having their personal preferences monitored are helping themselves, companies and the environment. Text one is all about cell phones and how carriers' that track the data trail from each customer. It is said that "The information is predominantly used as a marketing tool so advertisers can target you with products or

services that you are more likely to use or want." Not only is this helping the company, but the consumer is getting what they want. It helps to get ads that are relevant to that particular person.

Another reason that companies should be allowed to track consumer preferences is because it helps the consumer shopping become highly personal and much easier. Text two tells about mannequins with cameras for eyes that allow storekeepers to keep track of the age, gender and race of all their customers. This would personally tailor the shopping experiences of those coming in and out of the stores.

Also companies should be allowed to track this information because it can benefit the environment. Texts 3 and 4 tell about Radio Frequency Identification Devices. These RFID's can be beneficial in many ways. They track food and drug purchases. If toxic things had been thrown out they can track where to make less pollution. This helps the environment.

Companies should be allowed to track consumer products.

Anchor Level 4–C

The essay introduces a precise claim, as directed by the task (*Companies should be allowed to track consumers' shopping or other preferences*). The essay demonstrates appropriate and accurate analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims (*Many people can see that companies monitoring them is a bit invasive, but it is beneficial in many ways*). The essay presents ideas briefly, making use of some specific and relevant evidence to support analysis (*The fact that just by using a cell phone or GPS companies can find out where the person has been and Text two tells about mannequins with cameras for eyes that allow storekeepers to keep track ... of all their customers*). The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*Text one is all about, It is said that "The, Texts' 3 and 4 tell about*). The essay exhibits acceptable organization of ideas and information to create a coherent essay starting with an introductory paragraph that states the claim of companies being *allowed to track consumers'*, next stating the opposing argument, then providing three additional body paragraphs each supporting the claim, and concluding by restating the claim. The essay establishes and maintains a formal style, using precise and appropriate language and structure (*It can benefit the company as well as the consumer and the environment and It helps to get ads that are relevant to that particular person*). The essay demonstrates partial control, exhibiting occasional errors (*shopping, Although some people may feel this way many others, carriers', It is said that "The*) that do not hinder comprehension.