



grammarly

Responsible AI writing assistance for the entire institution

Grammarly Workshop

August, 2024



МІНІСТЕРСТВО
ОСВІТИ І НАУКИ
УКРАЇНИ



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- Bachelor's Degree in Philology and Translation
- Master's Degree in Marketing
- 8 years of experience in tech
- AIESEC Alumna



Agenda

1. About Grammarly

2. Grammarly's solution

3. Generative AI for Academics

4. Pilot Program and Next Steps

5. Q&A



Grammarly:

Loved by millions of students, trusted by institutions



- 15 years of experience in communication and advanced AI/ML technology
- Trusted by 3,000 education institutions and 70,000 teams worldwide, including Stanford, MIT, ASU, Zoom
- 30+ million daily active users, roughly 40% of whom are students
- Works wherever faculty, staff, and students communicate across 500,000 web and desktop applications

Grammarly Products

1

Grammarly Free

Get peace of mind with writing that's mistake-free.

2

Grammarly Premium

Meet your goals and accomplish more with writing that's clear.

3

Grammarly for Business

Move your team's work forward with consistent, on-brand writing.

4

Grammarly for Education

Fuel academic excellence with the help of AI-enabled communication.

Grammarly for Education



Impactful

Harness AI to **help all students** become more confident writers and retain through graduation



Comprehensive

Empower faculty, staff, and students to **write more efficiently and effectively** in every application



Responsible

Leverage AI to **innovate without compromising student learning** or institutional integrity

Protected by secure, private, and trustworthy enterprise-grade AI

Innovating to meet the needs of our students, faculty, and academic teams



2020

Plagiarism Checker
Spring 2020

Style Guides
July 2020

Tone detection
Late 2020

2021

Snippets
Spring 2021

Brand tones
Spring 2021

Analytics
Spring 2021

2022

Citation style
formatting
Fall 2022

Auto-citations
Fall 2022

Clarity and tone
rewrite suggestions
Fall 2022

2023

**Optional generative AI capabilities
March 2023**

**Student-centric gen AI prompts
and AI guideline reminders
August 2023**

**Transparent gen AI use prompts
and outputs
August 2023**

**Plagiarism Check in Word and
Docs
August 2023**

2024

**Customer Data Training
Control
February 2024**

**App Actions
Feb 2024**

**Strategic Suggestions
April 2024**

**Authorship and AI
Detection
Sept 2024**

And more!

Supporting the full communication process



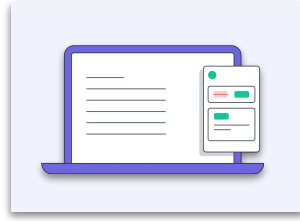
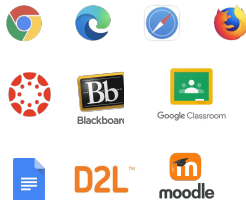
Grammarly Features



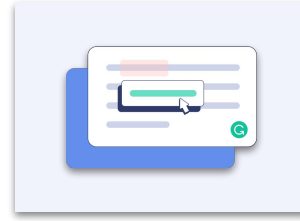
Grammarly works in over 500,000 apps



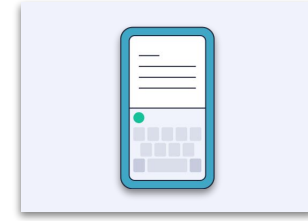
**Browser
Extensions**



**Grammarly for
Mac and Windows**



**The Grammarly
Editor**



**Grammarly for
iPhone, iPad, and
Android devices**



Optional Generative AI Feature



Review your AI use

It seems you may be asking Grammarly to write your assignment for you. Many instructors don't allow this, so please check your academic guidelines.

You can still use Grammarly to support your writing process. Try a prompt designed for students:

- Brainstorm topics for my assignment
- Draft an outline
- Give me a research plan

Tell us to...

Acknowledge Grammarly gen AI use

Grammarly was used to create an outline for this business pitch using the prompt "Draft an outline". Additionally, it was used to rewrite parts of the pitch with the prompts "Shorten it" and "Make it more persuasive".

Intro

Upgrade your dining customizable meal d prioritize your health dietary restrictions a goodbye to unhealthy food and hello to nutritious meals delivered to your doorstep. Try us today!

Insert Rephrase

Grammarly helps students show when they use generative AI to maintain transparency in their work, get citations, and uphold to institutional gen AI guidelines.

How academics can use generative AI in assessments?

- ➔
 - As a research partner
 - An assistant in analysing texts
 - Supporting creativity and overcoming writer's block
 - Unpacking ideas and increasing exposure to literature
 - Improving student writing and language learning
 - Infuse career preparation and maximize productivity
- Assessment and grading



Style Rules



Grammarly is available across more than 10,000 applications and websites, through various product offerings such as our browser extensions and mobile keyboards.

 Grammarly's Style Rules

*...more than ~~10,000 applications and websites~~ **500,000 applications and websites**, through various...*

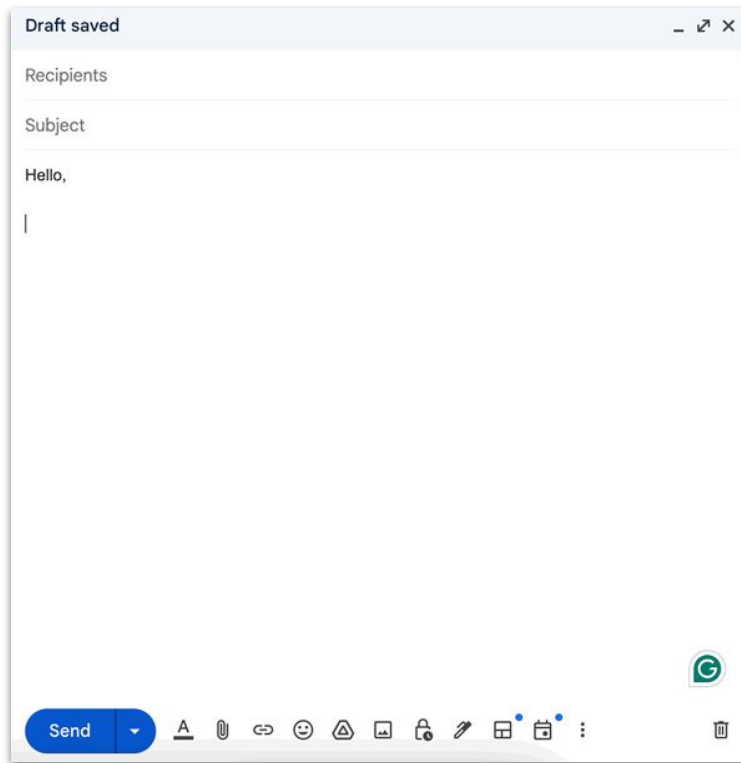
Grammarly is available across more than 500,000 applications and websites, through various product offerings such as our browser extensions and mobile keyboards.

 Dismiss

 See more in Grammarly

The style rules feature allows you to create custom rules around the proper use, spelling, and formatting of specific words, terms, and phrases in order to ensure org wide consistency.

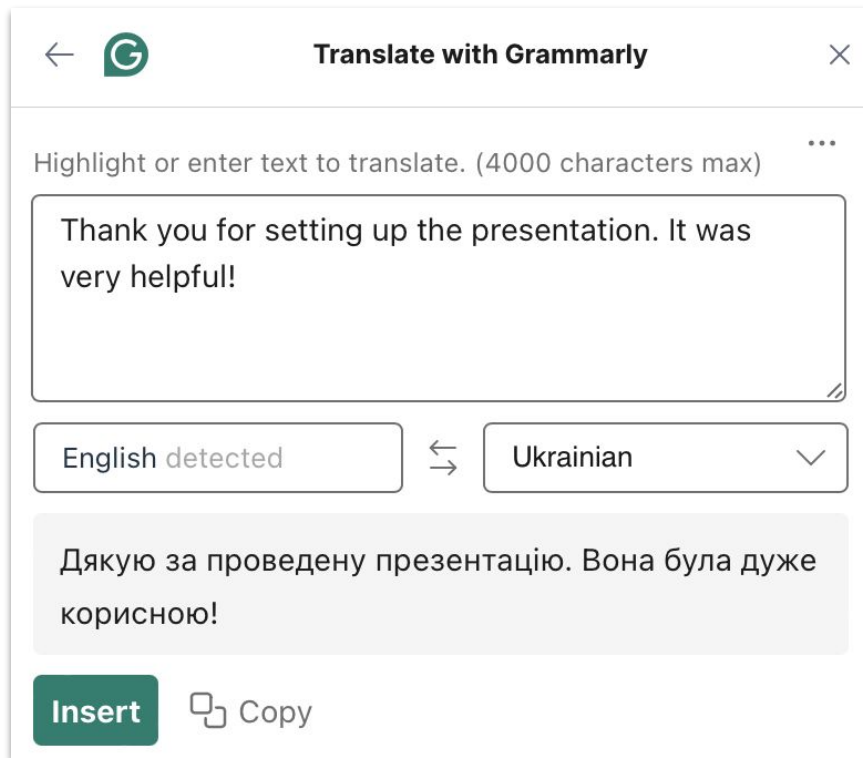
Snippets



Snippets are reusable phrases, sentences, and even whole paragraphs that you can quickly insert into your text, preserving the formatting, to save you time when you use Grammarly.



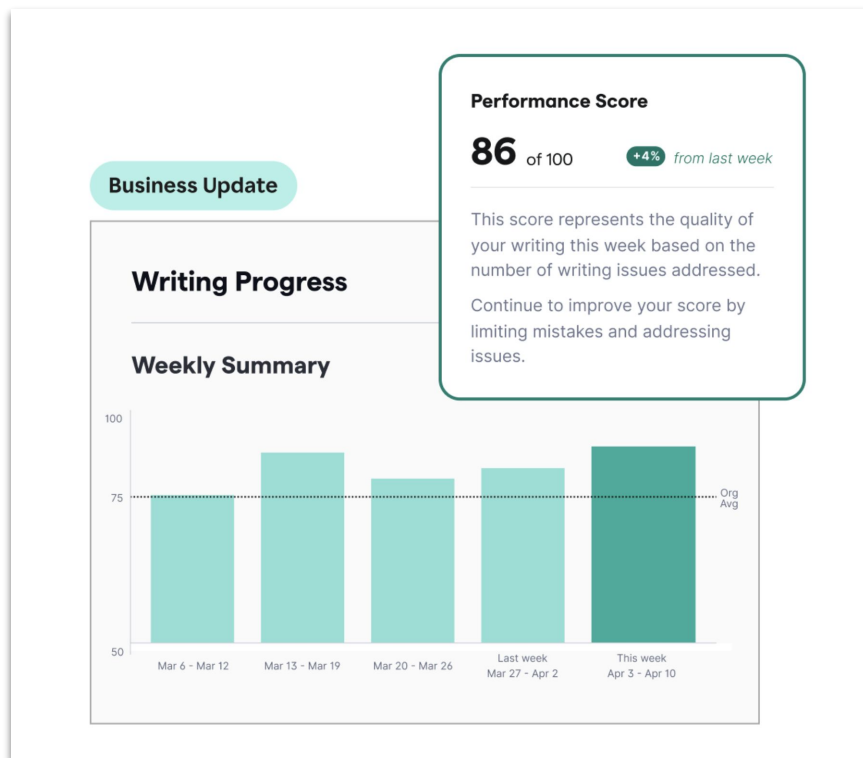
Translate



This feature allows you to translate text directly within Grammarly. This way, you can stay focused on your current work and minimize the need to switch to external translation tools.



Writing Score



Grammarly not only helps correct writing in the moment but also helps enhance your core writing skills over time with the Writing Progress Dashboard. The dashboard offers personalized writing insights and recommends resources to help you improve your skills.

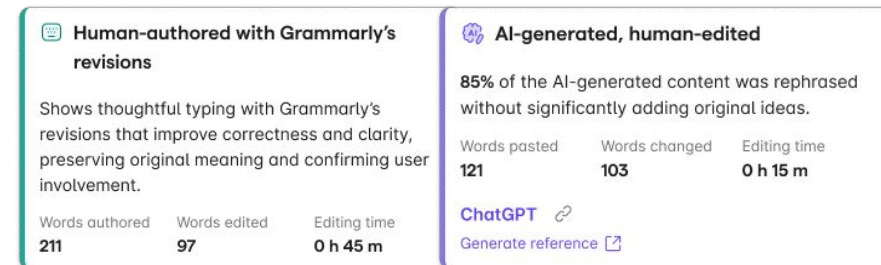
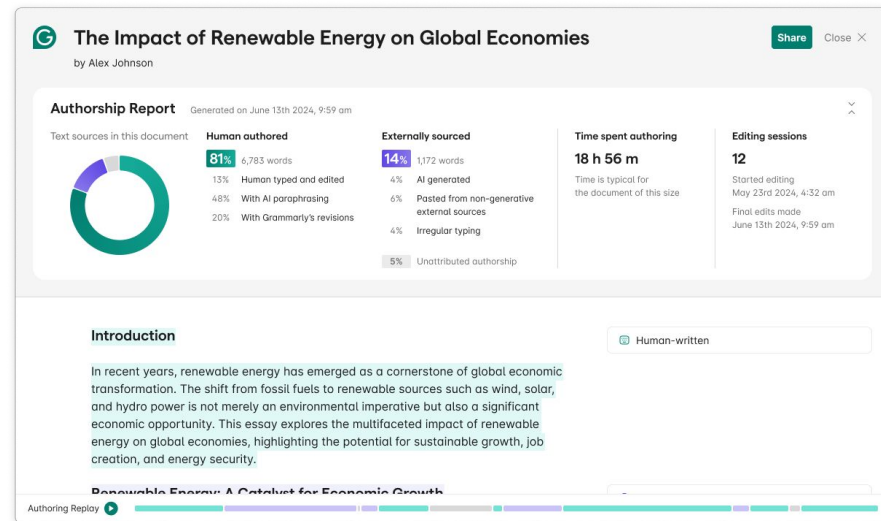


Grammarly Authorship

Introducing a more transparent, objective way to understand how students are writing in the AI age. By enabling Grammarly Authorship, students can automatically document how text entered their writing, enabling them to submit their most authentic work with confidence.

With Authorship enabled, students can generate a shareable report that groups their document text into the following categories:

1. **Human typed**
2. **AI generated** (w/ attribution from ChatGPT, Gemini, Grammarly, or other known browser-based gen AI tool)
3. **Modified with gen AI** (Grammarly's rewrites, paraphrasing)
4. **Pasted from a known source (w/ attribution)**
5. **Pasted from an unknown source** (showing text appeared in the doc, but that we don't know where it came from)
6. **Edited with Grammarly or Gdocs** (correctness, clarity, delivery, tone)



Pilot Program Overview



Program Overview



Timeline

6 months

September 1, 2024 - February 28, 2025



Scope and Administration

Number of licenses is custom for each institution

Institutional account for each facility

Office Hours Q&A Session



GRAMMARLY FOR EDUCATION

Website: www.grammarly.com/edu

Grammarly



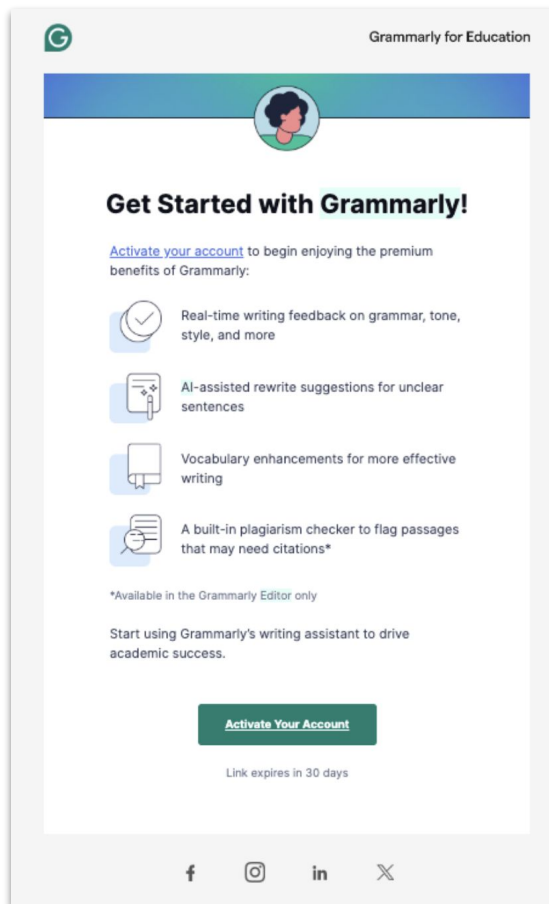
Grammarly, a company founded in Ukraine, is an AI communication assistant for the English language. Over 30 million people and more than 3,000 educational institutions worldwide, including Stanford University, UCLA, Florida State University, and the University of Pennsylvania, use Grammarly daily.

[Grammarly for Education](#) offers comprehensive AI-powered communication assistance for English, enhancing writing and learning and enabling students, faculty, and staff to become more effective communicators. The product's suggestions help users improve spelling, grammatical correctness, clarity, concision, and tone. Grammarly also offers optional generative AI features that can be enabled by the admins of educational institutions. Strategic feedback comes with explanations, allowing writers to polish their drafts and strengthen their writing over time. Features like automatic citation generation and plagiarism detection support students in maintaining academic integrity. The company adheres to principles of [responsible AI use](#) and has developed the ["AI for Students"](#) course, offering guidelines for how to responsibly use generative AI.

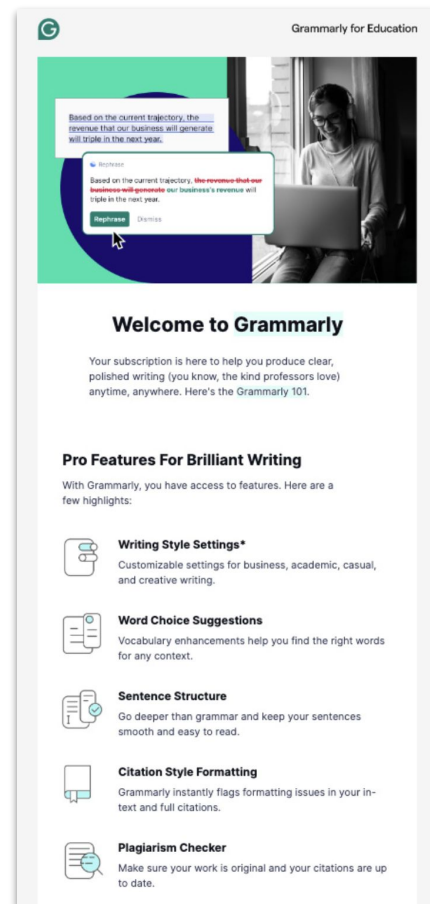


Invitation Email

coming on September 1



Admin email



User email

Curated Resource Hub for Students and Staff

The screenshot shows the Grammarly for Education Resource Hub. At the top left is the Grammarly logo and a share button. Below is a hero image of a teacher and students with a text box that reads: "Welcome to your Grammarly for Education Resource Hub! We've created a set of evergreen materials, and we'd be delighted if you could promote them to your students, faculty, and staff. We recommend doing so within the first month of implementation and during critical moments on campus, like back to school, seasonal breaks, job or internship fairs, or any other on-campus events you think could benefit from our service." Below the hero image are three navigation buttons: "Grammarly's Education Blog", "Education Events & Reports", and "New Feature Releases". The main content is organized into two columns: "Admins" and "All Users".

Admins

- Setting Up Grammarly: A Guide to Authentication Methods** (PDF) - We offer two preferred authentication methods for Grammarly for Education license sales. Single Sign-On (SSO) and Invitations. These methods offer your institution the ability to control users and increase usage among your desired audience.
- Admin Panel** (PDF) - After you activate your Grammarly for Education account, you can use the Admin Panel to manage account settings, user permissions, the purchase and add-on details, and additional features, settings, and user groups.
- Adding Users** (PDF) - Grammarly for Education_Admin Panel Guide
- Inviting Users (Single Sign-On or Invitation URL)** (PDF) - Single Sign-On (SSO)
- Improve communication across the entire institution.** (PDF) - How Grammarly can help your institution meet their goals.
- Email - Activate your Premium Grammarly Subscription.** (PDF)
- Grammarly for Education One-Pager** (PDF)

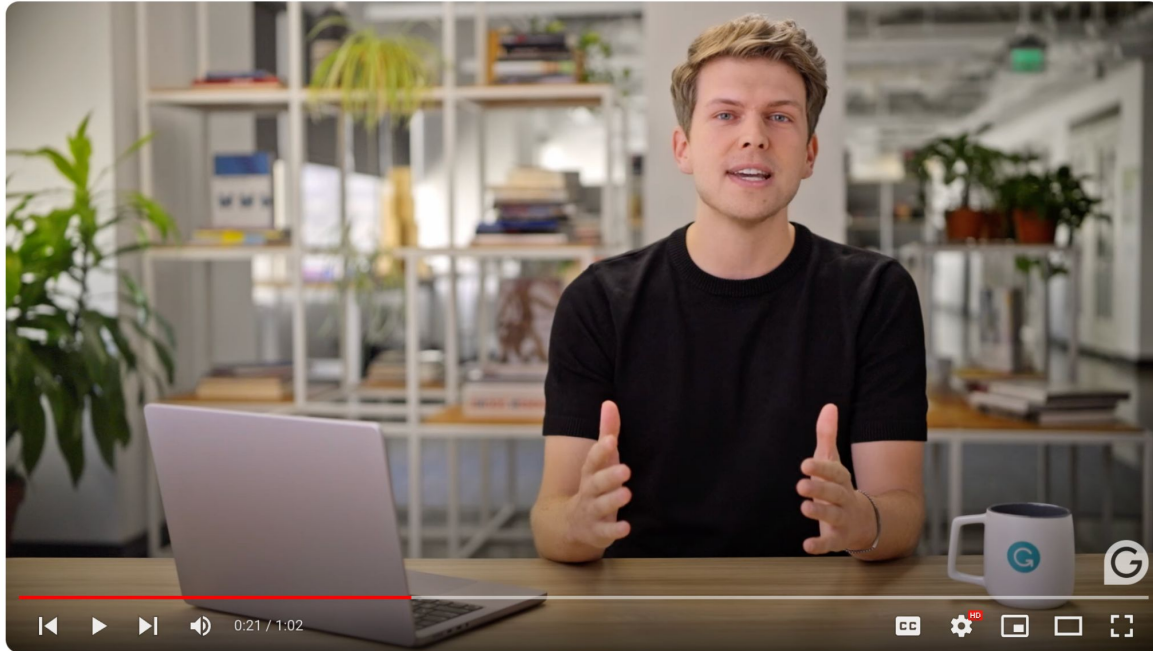
All Users

- Getting Started** (PDF) - Students and faculty use Grammarly to save time and avoid confusion that your writing to ensure they submit and complete their papers on time and without your Grammarly account, visit [getstarted.com](#) for more information, where you can manage your settings and create new documents.
- Getting Started with Grammarly** (PDF) - Get started with Grammarly for Education. Use the resources below to learn more.
- How Grammarly can help you academically and professionally** (PDF) - How Grammarly can help you academically and professionally.
- Student Best Practices** (PDF) - Student Best Practices.
- Grammarly Editor User Guide** (PDF) - The Grammarly Editor combines a web-based editor where you can create, upload, and edit your documents, an on-board hub where you can use Grammarly's mobile and desktop apps, and an app center where you can download other Grammarly products and apps.
- Editor User Guide** (PDF)
- How Grammarly can help with citations and a bibliography** (Web link)

Contains onboarding guide, feature overviews, posters for socials, FAQs and more!



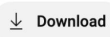
AI for Students Grammarly Videos



Your Introduction to AI for Students Using Grammarly



Grammarly ✓
224K subscribers

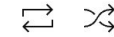


[Link to Youtube playlist](#)

[Link to AI for Students webpage](#)

AI for Students from Grammarly

Grammarly - 1 / 5



- 1 Write Smarter for School 1:03 Grammarly
- 2 Better Brainstorming With AI 1:57 Grammarly
- 3 Get Instant Feedback on Your Work Using Our AI Writing... 2:10 Grammarly
- 4 Paraphrase Like a Pro 2:30 Grammarly
- 5 Citations Made Simple 2:16 Grammarly



Thank you



grammarly

Appendix

What is Grammarly?

Grammarly is a digital writing assistant that uses artificial intelligence to analyze and improve the quality of writing, helping students, faculty, and staff to communicate more effectively.



The screenshot displays the Grammarly interface for a document titled "Sample Essay - How Generative AI is Changing Academia". The main text area contains two paragraphs. The first paragraph discusses the potential of generative AI to enhance creativity and innovation in academia, mentioning the use of algorithms and machine learning techniques. The second paragraph discusses the benefits of generative AI, such as its ability to generate new and innovative ideas by analyzing large datasets of existing content.

The right-hand side of the interface shows a "Review suggestions" panel with 29 suggestions. The first suggestion is under the "Clarity" category and highlights the phrase "the use of" in the text "...refers to the use of using algorithms...". The suggestion explains that this phrase may be wordy and suggests using a shorter phrase. Below this, there are two "Concise" suggestions for the sentence "We have discovered a number of errors." and "We have discovered many errors." respectively, suggesting "six" as a more precise number. Another "Vague" suggestion highlights "were helpful in teaching me how to code." and suggests "helped teach me how to code." as a more direct phrasing. At the bottom of the suggestions panel, there are options to "Accept", "Dismiss", or "Remove the comma" for a specific suggestion, and a "New!" badge next to a suggestion to "Increase the impact of your text". A "Check for plagiarism" option is also visible at the bottom.

Sample Essay - How Generative AI is Changing Academia

As the field of artificial intelligence (AI) continues to advance, there is growing interest in the potential of generative AI to enhance creativity and innovation in academia. Generative AI refers to the use of algorithms and machine learning techniques to create new content, such as images, music, and text, that is similar to or inspired by existing content. In this paper, we will explore the potential of generative AI in enhancing creativity and innovation in academia, and discuss some of the challenges and ethical considerations that must be addressed.

One of the main benefits of generative AI is its ability to generate new and innovative ideas. By analyzing large datasets of existing content, generative AI algorithms can identify patterns and generate new content that is similar to or inspired by the original content. This can be particularly useful in fields such as art, music, and literature, where creativity and innovation are highly valued. For example, generative AI algorithms can be used to create new works of art that are inspired by existing works, or to generate new musical compositions that are similar to existing pieces but with unique variations.

Another potential benefit of generative AI is its ability to automate certain tasks and processes, freeing up time and resources for more

Review suggestions 29

Correctness Clarity Engagement Delivery Style guide

< Clarity · Change the wording

...refers to **the use of using** algorithms...

The phrase **the use of** may be wordy. Consider changing the wording.

Using a long phrase when a shorter one (or even a single word) will suffice can contribute to wordiness or vagueness. Though a sentence may be grammatically correct, writing more concisely is often a better choice. Consider your reader and context to make a determination.

Vague We have discovered **a number of** errors.

Concise We have discovered **many** errors.

Concise We have discovered **six** errors. (precise)

Vague Those videos **were helpful in teaching** me how to code.

Concise Those videos **helped teach** me how to code.

Accept Dismiss ...

Remove the comma

Increase the impact of your text New!

Check for plagiarism

462 words

The Anatomy of Writing in Collaboration With AI

Output

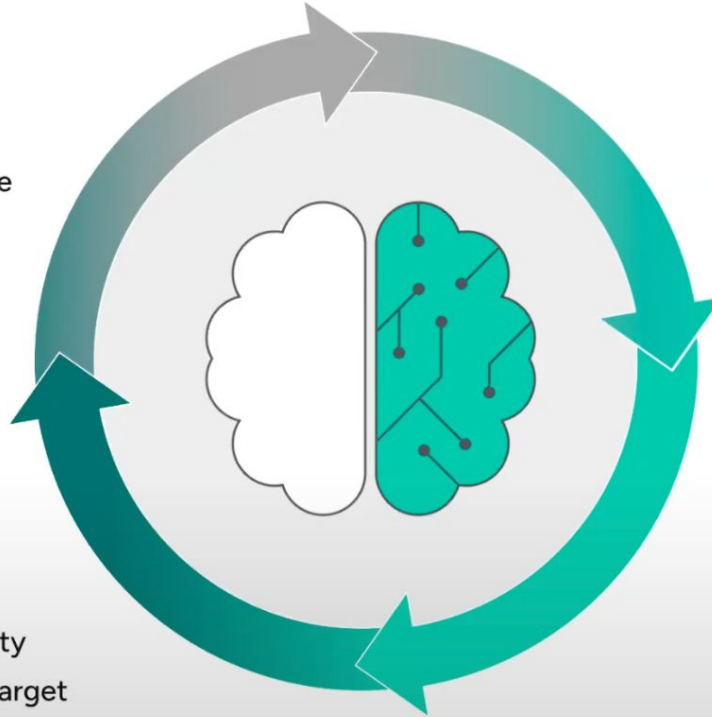


- Produce final content for handoff to target audience
- Final pressure test

Critical reflection



- Evaluate accuracy
- Pressure test writing quality
- Assess effectiveness for target audience and goals



Process



- Identify audience
- Define goals
- Investigate existing body of knowledge
- Explore new perspectives

Composition



- Organize thoughts
- Construct arguments
- Craft narratives
- Formulate core messages