



Grammarly User Survey Analysis

Grammarly User Survey Analysis

Students

In winter 2011–2012, Grammarly invited all its customers to participate in an online survey. Students were asked to fill out a student survey. The survey sought to collect information on respondents' experience with Grammarly, its impact on their writing, and some demographic information. In total, 392 students responded to the survey. The analysis of the collected data provides insights into who uses Grammarly, how they use Grammarly, and how their writing is affected by Grammarly.

Grammarly Users

Who Uses Grammarly?

The sample is representative of various groups in the population. It includes people of both genders, as well as various ethnic, educational and professional backgrounds. Still, due to the possibility of non-response bias (the answers of respondents might differ from the potential answers of non-respondents), the results should be interpreted with caution.

There were slightly more female respondents (60%) than male respondents (40%). There were significantly more native English speakers (68%) than non-native speakers (32%). This might suggest that people whose first language is English tend to use Grammarly more than those for whom English is not the mother tongue. Grammarly users live all over the world (from Afghanistan to United Arab Emirates), but the majority of them are located in the U.S. (73%).

The majority of the student respondents (79%) were attending a domestic college or university. Only 21% of students had foreign student status. The survey respondents were pursuing various degrees: a bachelor's degree (43%), a master's degree (32%), a doctoral degree (16%), or some other/professional degree (9%). The respondents were enrolled in various academic programs ranging from Mathematics to Music to Law. Most student respondents studied Business (20%), Education (15%), Psychology (10%), or Medicine/Nursing (10%). The statistics suggest that people of various educational backgrounds use Grammarly for writing.

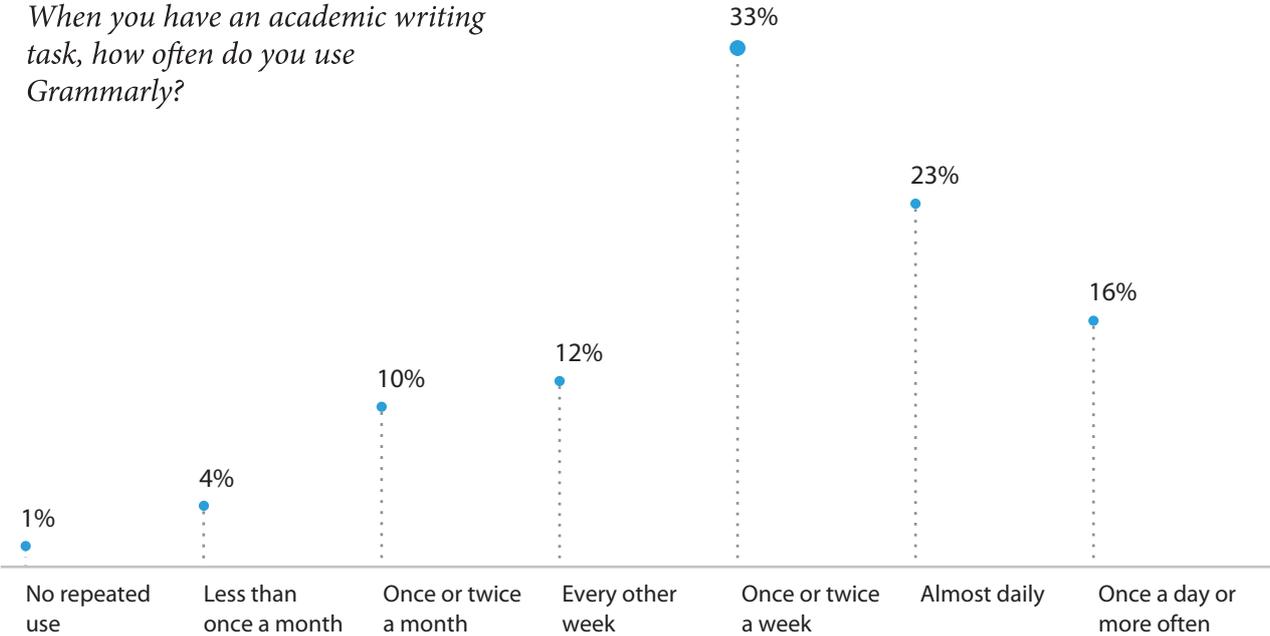
Students did not feel very confident in their writing ability before they started using Grammarly. To be exact, on a 6-point Likert scale ranging from 1 = “not confident at all” to 6 = “completely confident”, the students’ confidence level averaged 3.35.

The respondents were asked to rate their confidence in their writing ability when they started their current studies. Students were only somewhat confident in their writing ability when they started their current studies. On a 6-point Likert scale ranging from 1 = “not confident at all” to 6 = “completely confident”, students’ average confidence level was 3.55. This low level of confidence in writing skills might be explained by the respondents’ inadequate level of writing experience or education. Another possible explanation is that those who do not feel confident in their writing tend to use Grammarly.

Grammarly Use

How Often Do Students Use Grammarly?

When you have an academic writing task, how often do you use Grammarly?



Seventy-two percent of Grammarly customers use Grammarly at least once a week for academic writing tasks. The majority of those use Grammarly on a daily basis. What is curious is that native English speakers tend to use Grammarly as often as non-native speakers. Similarly, no differences in usage frequency patterns

are observed between males and females, domestic and foreign students or people pursuing studies leading to different degrees.

What is Grammarly Used for?

Students mostly use Grammarly for school-related writing tasks, such as course papers, research papers, reports, presentations, and dissertations. Students use Grammarly for a variety of courses, ranging from Theology and Philosophy to Engineering, from Physics to Art and Music. Unsurprisingly, most students (31%) use Grammarly for writing courses. Other most often cited courses were English/Literature (21%), Business (20%), Education (17%), Psychology (13%), Communication (11%), History (11%), and Sociology (11%). Students also use Grammarly for non-academic purposes, such as writing emails, resumes, cover letters, etc.

Grammarly’s Effect on Writing

How Does Grammarly Influence Users’ Writing Confidence?

The table below provides average student ratings of confidence in their writing ability before and after using Grammarly.

Confidence Level	Students, n = 307
Before Grammarly	3.34
With Grammarly	4.78
Gain	1.44 (29%)

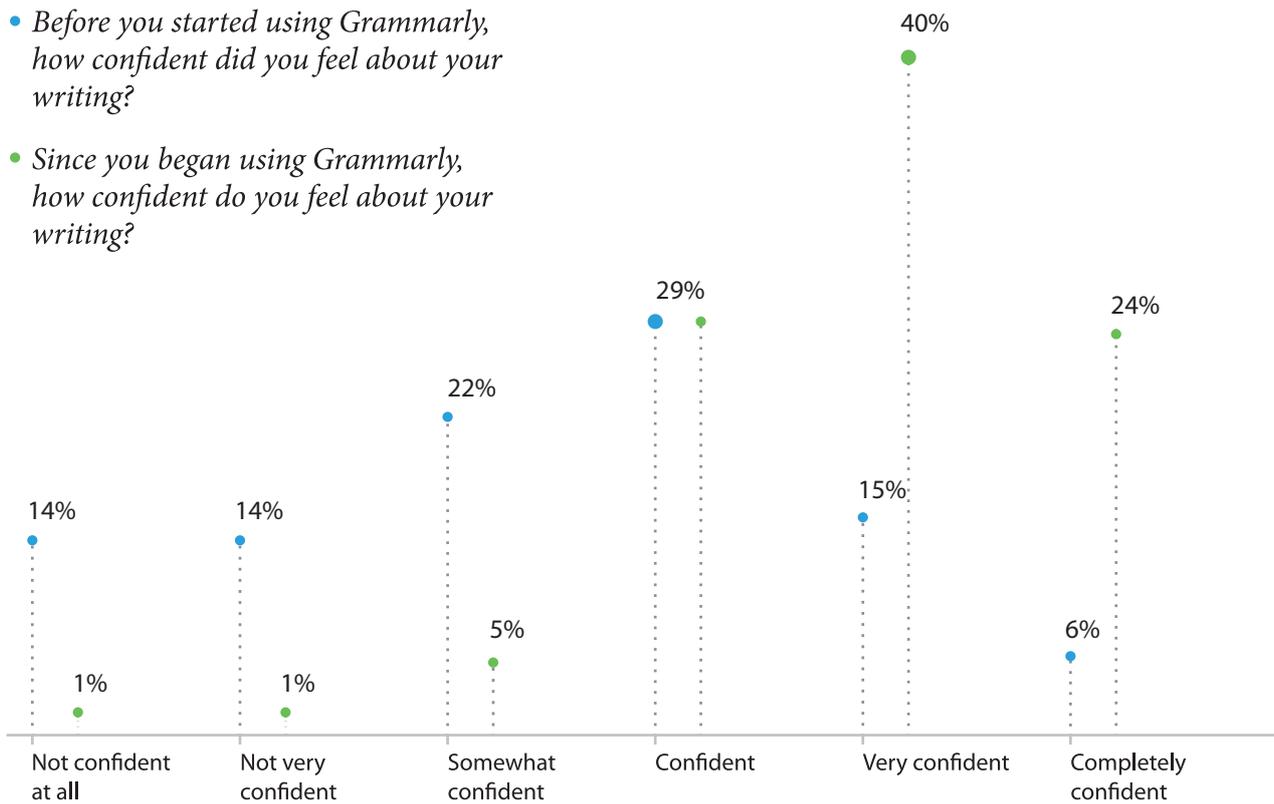
Confidence level in writing ability is measured on a 6-point scale, where 1 is “not confident at all” and 6 is “completely confident”.

Graphs

Confidence Before and After

Grammarly is especially effective in boosting confidence in writing among students. Seventy percent of students reported an increase in the confidence in their writing skills. On average, the students’ confidence level before Grammarly use was 3.34. Since the student respondents started using Grammarly, their confidence level increased by 1.44 points (29%) and reached 4.78. The results of analysis of variance revealed that Grammarly tends to be particularly helpful for native English-speaking students, whose confidence increased by 1.5 points or 30%. The reported

- Before you started using Grammarly, how confident did you feel about your writing?
- Since you began using Grammarly, how confident do you feel about your writing?

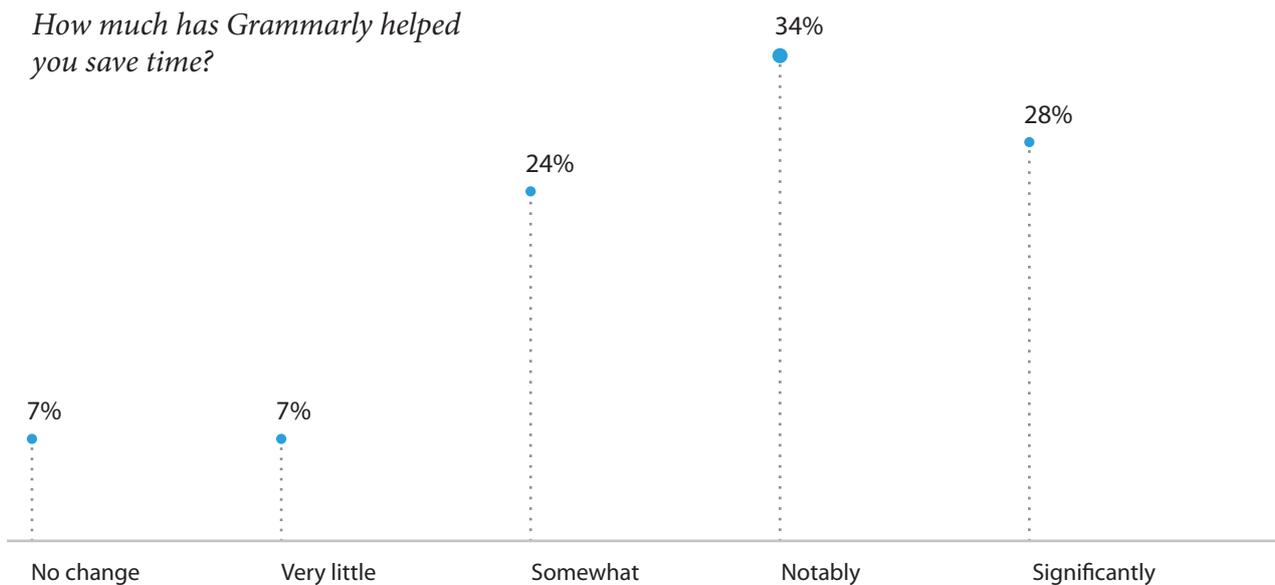


increase in the confidence level of non-native English speakers was lower than for native English speakers (0.9 points or 18%), $F(1, 307) = 9.62, p < .01$. The increase in the confidence level of students seeking a bachelor's degree (32%) was also higher than that of graduate students (24%). The results of the regression analysis revealed that the frequency of Grammarly use for both academic and non-academic writing slightly increased the students' confidence level. Frequent use of Grammarly for academic writing explained a 7% change in the confidence gain, while frequent use of Grammarly for non-academic writing explained a 10% change in the confidence gain.

How Much Time Does Grammarly Save?

Ninety-three percent of Grammarly customers reported that Grammarly helped them save time on their writing. The majority of the respondents (62%) indicated that the amount of time that they saved with Grammarly was "notable" or "significant". No significant differences in the amount of the time saved with Grammarly were observed between males and females, native and non-native English speakers, domestic and foreign students, or students pursuing different degrees. What is curious is that even respondents who did not feel more confident in their writing since they started using Grammarly (30% of the student respond-

How much has Grammarly helped you save time?

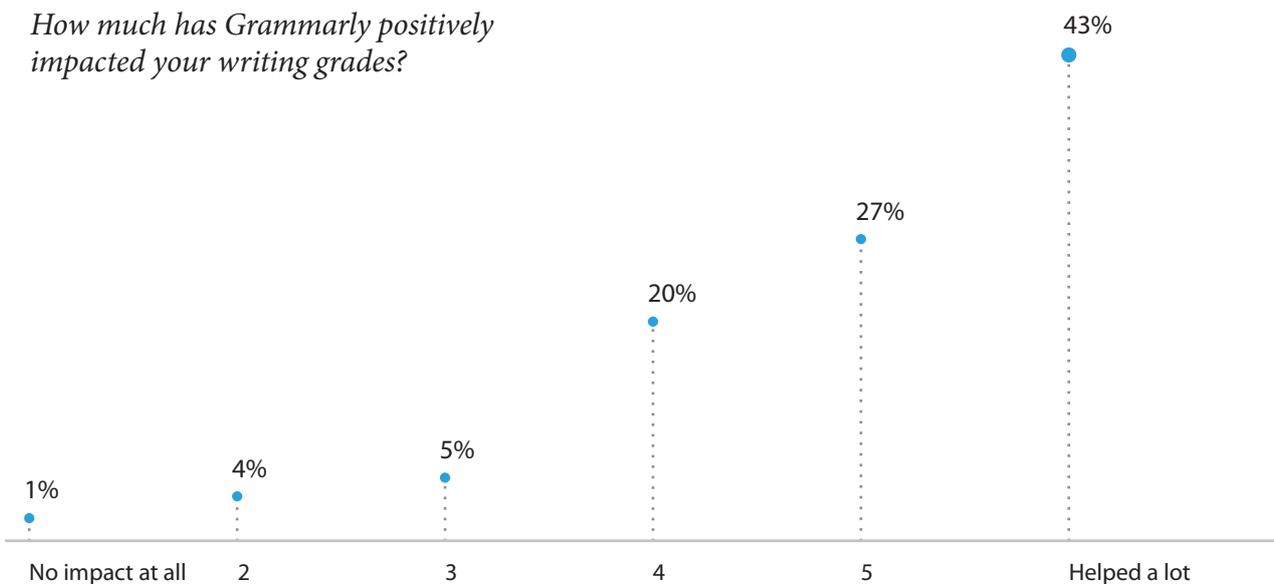


ents) reported that Grammarly saved them “some” time on writing. For those who did feel more confident in their writing (63%), Grammarly helped save a “notable” amount of time. That is to say that people who feel more confident in their writing as a result of using Grammarly also tend to save more time with Grammarly. Similarly, respondents who used Grammarly more often reported more time savings with Grammarly. On average, for the respondents who used Grammarly less than once a week (27% of the student respondents) Grammarly helped save time “somewhat”, while for those who used Grammarly on a weekly or daily basis (72% of the respondents) it helped save time “notably”. This means that the more often one uses Grammarly and the more confident he/she feels in his/her writing as a result of using Grammarly, the more time he/she saves.

How Does Grammarly Affect Academic Achievement?

Ninety-nine percent of the survey respondents reported that Grammarly had some impact on their writing grades. Forty-three percent of students indicated that Grammarly helped them to improve their writing grades “a lot”. On average, the students felt that Grammarly impacted their writing grades quite significantly. To be exact, their ranking of the impact was 4.97, on a 6-point scale ranging from 1—“no impact at all” to 6—“helped a lot”. Grammarly is equally effective in improving writing grades for female and male students, and for those seeking bachelor’s, master’s, doctorate, or professional degrees. It tends, however, to be par-

How much has Grammarly positively impacted your writing grades?

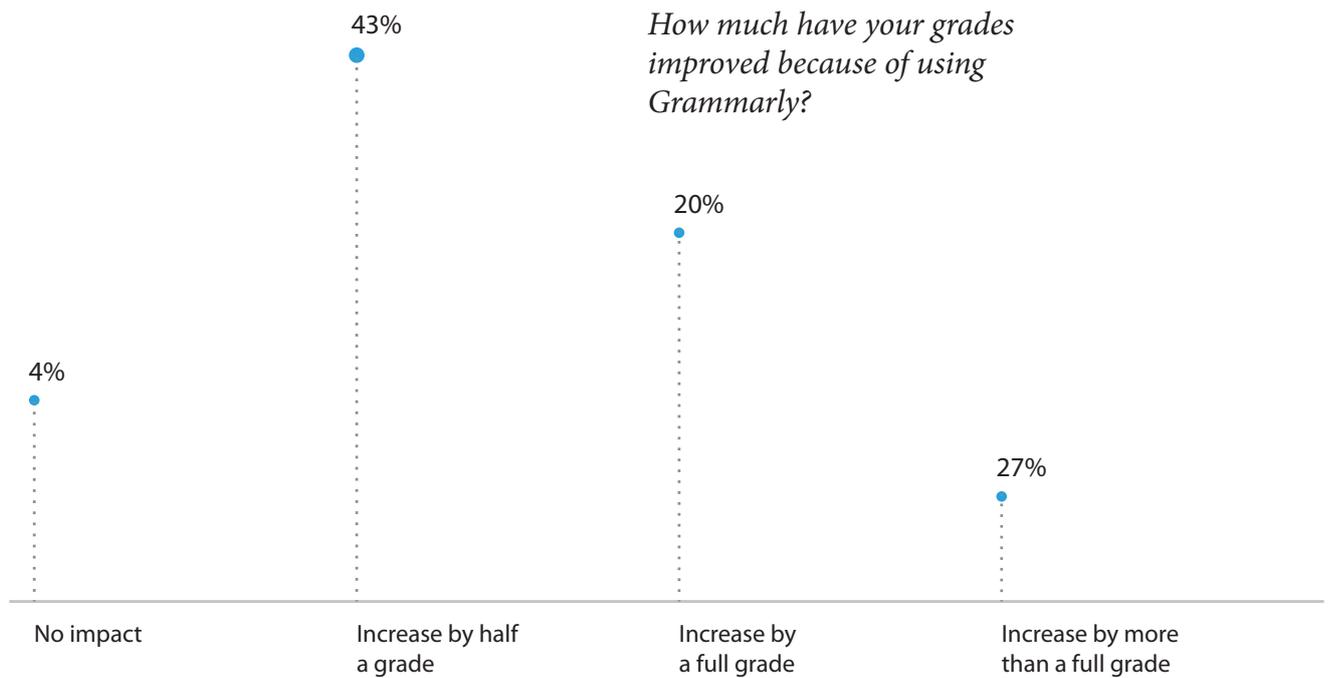


ticularly helpful for domestic and English-speaking students, who reported the most positive impact of Grammarly on their writing grades ($M = 5.11$, $SD = 1.18$). In contrast, foreign, non-English-speaking students reported a lower impact ($M = 4.34$, $SD = .80$), $F(1, 298) = 8.72$, $p < .01$. Those who use Grammarly more often also tend to get better writing grades because of Grammarly. For example, the students who used Grammarly on a weekly or daily basis rated Grammarly's impact significantly higher ($M = 5.16$, $SD = 1.1$) than those who used Grammarly less than once a week ($M = 4.42$, $SD = 1.2$), $F(1, 295) = 24.34$, $p < .01$.

Eighty-four percent of the surveyed students believe that Grammarly improved their grades in general. Thanks to Grammarly, 45% of the students reported that their grades increased by half a grade, 30% by a full grade, and 9% by more than a full grade. All students (native and non-native English speakers, foreign and local students, males and females, bachelor's, master's and doctoral candidates) reported similar effects of Grammarly on their general academic achievement. Students who use Grammarly more often tend to feel a greater impact of Grammarly on their grades. For example, on average, students who use Grammarly almost every day, once a day, or more attribute a full grade increase to their use of Grammarly.

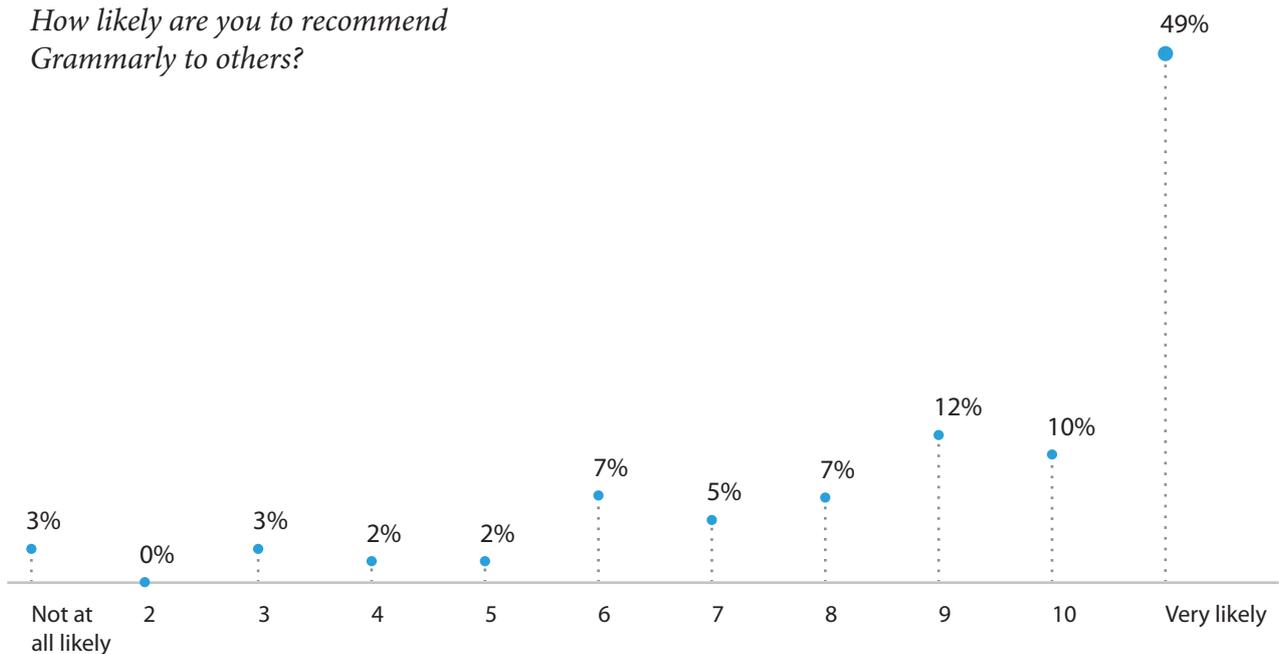
Users Recommend Grammarly

Almost half of the respondents checked the highest value on an 11-point likeness scale when they were asked how likely they



were to recommend Grammarly to others. Ninety percent scored their likeliness at 6 or higher. The average score was 9.08, SD = 2.64. This is obvious, but it still worth reporting—users who are more likely to recommend Grammarly to others are the ones who benefit more from Grammarly and have: improved their writing grades ($r = .76, p < .01$), saved more time on writing ($r = .55, p < .01$), improved their grades in general ($r = .39, p < .01$), and gained more confidence in writing ($r = .35, p < .01$).

How likely are you to recommend Grammarly to others?



Conclusions

Grammarly is used by students pursuing various studies and degrees worldwide. Students use Grammarly on a weekly or daily basis and mostly for school-related writing tasks, such as course papers, presentations, and dissertations. The majority of Grammarly users report significant benefits from using the service:

- 70% of student respondents report that Grammarly has increased their level of confidence in their writing ability;
- 93% of all respondents report that Grammarly has helped them save time on their writing;
- 99% of student respondents report that Grammarly has improved their writing grades;
- 84% of student respondents report that Grammarly has improved their grades in general;
- 39% of student respondents report that Grammarly has helped to increase their grades by a full grade or more.

The bottom line is that those who use Grammarly more often tend to feel more confident in their writing, save time on writing, and get better grades in general. An overwhelming majority of the survey respondents are likely to recommend Grammarly to others. So why not try Grammarly at your institution?