



# 7 Steps For How To Write An Evaluation Essay (Example & Template)

By Chris Drew (PhD) / October 23, 2022

In this ultimate guide, I will explain to you exactly how to write an evaluation essay.

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## 1. What Is An Evaluation Essay?

An evaluation essay should provide a critical analysis of something.

You're literally 'evaluating' the thing you're looking up.

**Here's a couple of quick definitions of what we mean by 'evaluate':**

- [Merriam-Webster](#) defines evaluation as: "to determine the significance, worth, or condition of usually by careful appraisal and study"
- [Collins Dictionary](#) says: "If you evaluate something or someone, you consider them in order to make a judgment about them, for example about how good or bad they are."

**Here's some synonyms for 'evaluate':**



- Appraise
- Assess
- Rate
- Value
- Judge
- Estimate
- Analyze
- Weigh Up

So, we could say that an evaluation essay should carefully examine the ‘thing’ and provide an overall judgement of it.

**Here’s some common things you may be asked to write an evaluation essay on:**

- A book
- A product
- An article
- An event
- A speech

This is by no means an exhaustive list. Really, you can evaluate just about anything!

## **2. How To Write An Evaluation Essay**

There are two secrets to writing a strong evaluation essay. The first is to aim for objective analysis before forming an opinion. The second is to use an evaluation

criteria.



## **Aim to Appear Objective before giving an Evaluation Argument**

Your evaluation will eventually need an argument.

The evaluation argument will show your reader what you have decided is the final value of the 'thing' you're evaluating.

But in order to convince your reader that your evaluative argument is sound, you need to do some leg work.

The aim will be to show that you have provided a balanced and fair assessment before coming to your conclusion.

### **In Order To Appear Balanced You Should:**

- Discuss both the pros and cons of the thing
- Discuss both the strengths and weaknesses of the thing
- Look at the thing from multiple different perspectives
- Be both positive and critical. Don't make it look like you're biased towards one perspective.

In other words, give every perspective a fair hearing.

You don't want to sound like a propagandist. You want to be seen as a fair and balanced adjudicator.

### **Use An Evaluation Criteria**

One way to appear balanced is to use an evaluation criteria.



An evaluation criteria helps to show that you have assessed the 'thing' based on an objective measure.

### **Here's some examples of evaluation criteria:**

#### A Product

- Strength under pressure
- Longevity (ability to survive for a long time)
- Ease of use
- Ability to get the job done
- Cost

#### A Service

- Friendliness
- Punctuality
- Ability to predict my needs
- Calmness under pressure
- Attentiveness

#### A Bed and Breakfast

- Breakfast options
- Taste of food
- Comfort of bed



- Cost
- Local attractions
- Service from owner
- Cleanliness

We can use evaluation criteria to frame out ability to conduct the analysis fairly.

This is especially true for if you have to evaluate multiple different ‘things’. For example, if you’re evaluating three novels, you want to be able to show that you applied the same ‘test’ on all three books!

This will show that you gave each ‘thing’ a fair chance and looked at the same elements for each.

### **3. How To Come Up With An Evaluation Argument**

After you have:

- Looked at both good and bad elements of the ‘thing’, and
- Used an evaluation criteria

You’ll then need to develop an evaluative argument. This argument shows your own overall perspective on the ‘thing’.

Remember, you will need to show your final evaluative argument is backed by objective analysis. You need to do it in order!

*Analyze first. Evaluate second.*



Here's an example.

Let's say you're evaluating the quality of a meal.

You might say:

- A strength of the meal was its presentation. It was well presented and looked enticing to eat.
- A weakness of the meal was that it was overcooked. This decreased its flavor.
- The meal was given a low rating on 'cost' because it was more expensive than the other comparative meals on the menu.
- The meal was given a high rating on 'creativity'. It was a meal that involved a thoughtful and inventive mix of ingredients.

Now that you've looked at some pros and cons and measured the meal based on a few criteria points (like cost and creativity), you'll be able to come up with a final argument:

- Overall, the meal was good enough for a middle-tier restaurant but would not be considered a high-class meal. There is a lot of room for improvement if the chef wants to win any local cooking awards.

Evaluative terms that you might want to use for this final evaluation argument might include:



- Overall
- On balance
- All things considered
- With all key points in mind

## 4. Evaluation Essay Outline (With Examples)

Okay, so now you know what to do, let's have a go at creating an outline for your evaluation essay!

Here's what I recommend:

### 4.1 How To Write Your Introduction

In the introduction, feel free to use my [5-Step INTRO method](#). It'll be an introduction just like any other [essay introduction](#).

And yes, feel free to explain what the final evaluation will be.

So, here it is laid out nice and simple.

Write one sentence for each point to make a 5-sentence introduction:

1. **Interest:** Make a statement about the 'thing' you're evaluating that you think will be of interest to the reader. Make it a catchy, engaging point that draws the reader in!
2. **Notify:** Notify the reader of any background info on the thing you're evaluating. This is your chance to show your depth of knowledge. What is a historical fact about the 'thing'?



3. **Translate:** Re-state the essay question. For an evaluative essay, you can re-state it something like: “This essay evaluates the book/ product/ article/ etc. by looking at its strengths and weaknesses and compares it against a marking criteria”.
4. **Report:** Say what your final evaluation will be. For example you can say “While there are some weaknesses in this book, overall this evaluative essay will show that it helps progress knowledge about Dinosaurs.”
5. **Outline:** Simply give a clear overview of what will be discussed. For example, you can say: “Firstly, the essay will evaluate the product based on an objective criteria. This criteria will include its value for money, fit for purpose and ease of use. Next, the essay will show the main strengths and weaknesses of the product. Lastly, the essay will provide a final evaluative statement about the product’s overall value and worth.”

If you want more depth on how to use the INTRO method, you’ll need to go and check out our blog post on writing quality introductions.

## 4.2 Example Introduction

This example introduction is for the essay question: *Write an Evaluation Essay on Facebook’s Impact on Society.*

“Facebook is the third most visited website in the world. It was founded in 2004 by Mark Zuckerberg in his college dorm. This essay evaluates the impact of Facebook on society and makes an objective judgement on its value. The essay will argue that Facebook has changed the world both for the better and worse. Firstly, it will give an overview of what Facebook is and its history. Then, it will



examine Facebook on the criteria of: impact on social interactions, impact on the media landscape, and impact on politics.”



You'll notice that each sentence in this introduction follows my 5-Step INTRO formula to create a clear, coherent 5-Step introduction.

### **4.3 How To Write Your Body Paragraphs**

The first body paragraph should give an overview of the 'thing' being evaluated.

Then, you should evaluate the pros and cons of the 'thing' being evaluated based upon the criteria you have developed for evaluating it.

Let's take a look below.

### **4.4 First Body Paragraph: Overview Of Your Subject**

This first paragraph should provide objective overview of your subject's properties and history. You should not be doing any evaluating just yet.

The goal for this first paragraph is to ensure your reader knows what it is you're evaluating. Secondly, it should show your marker that you have developed some good knowledge about it.

If you need to use more than one paragraph to give an overview of the subject, that's fine.

Similarly, if your essay word length needs to be quite long, feel free to spend several paragraphs exploring the subject's background and objective details to

show off your depth of knowledge for the marker.



## 4.5 First Body Paragraph Example

Sticking with the essay question: *Write an Evaluation Essay on Facebook's Impact on Society*, this might be your paragraph:

“Facebook has been one of the most successful websites of all time. It is the website that dominated the ‘Web 2.0’ revolution, which was characterized by user two-way interaction with the web. Facebook allowed users to create their own personal profiles and invite their friends to follow along. Since 2004, Facebook has attracted more than one billion people to create profiles in order to share their opinions and keep in touch with their friends.”

Notice here that I haven't yet made any evaluations of Facebook's merits?

This first paragraph (or, if need be, several of them) should be all about showing the reader exactly what your subject is – no more, no less.

## 4.6 Evaluation Paragraphs: Second, Third, Forth And Fifth Body Paragraphs

Once you're confident your reader will know what the subject that you're evaluating is, you'll need to move on to the actual evaluation.

For this step, you'll need to dig up that evaluation criteria we talked about in Point 2.

For example, let's say you're evaluating a President of the United States.

Your evaluation criteria might be:



- Impact on world history
- Ability to pass legislation
- Popularity with voters
- [Morals and ethics](#)
- Ability to change lives for the better

Really, you could make up any evaluation criteria you want!

Once you've made up the evaluation criteria, you've got your evaluation paragraph ideas!

Simply turn each point in your evaluation criteria into a full paragraph.

How do you do this?

Well, start with a topic sentence.

For the criteria point 'Impact on world history' you can say something like:

"Barack Obama's impact on world history is mixed."

This topic sentence will show that you'll evaluate both pros and cons of Obama's impact on world history in the paragraph.

Then, follow it up with explanations.

You might say:



“While Obama campaigned to withdraw troops from Iraq and Afghanistan, he was unable to completely achieve this objective. This is an obvious negative for his impact on the world. However, as the first black man to lead the most powerful nation on earth, he will forever be remembered as a living milestone for [civil rights](#) and progress.”

Keep going, turning each evaluation criteria into a full paragraph.

## 4.7 Evaluation Paragraph Example

Let’s go back to our essay question: *Write an Evaluation Essay on Facebook’s Impact on Society.*

I’ve decided to use the evaluation criteria below:

- impact on social interactions;
- impact on the media landscape;
- impact on politics

Naturally, I’m going to write one paragraph for each point.

If you’re expected to write a longer piece, you could write two paragraphs on each point (one for pros and one for cons).

Here’s what my first evaluation paragraph might look like:

“Facebook has had a profound impact on social interactions. It has helped people to stay in touch with one another from long distances and after they have left school and college. This is obviously a great positive. However, it can also



be seen as having a negative impact. For example, people may be less likely to interact face-to-face because they are ‘hanging out’ online instead. This can have negative impact on genuine one-to-one relationships.”

You might notice that this paragraph has a topic sentence, explanations and examples. It follows my [perfect paragraph formula](#) which you’re more than welcome to check out!

## 4.8 How To Write Your Conclusion

To conclude, you’ll need to come up with one final evaluative argument.

This evaluation argument provides an overall assessment. You can start with “Overall, Facebook has been...” and continue by saying that (all things considered) he was a good or bad president!

Remember, you can only come up with an overall evaluation after you’ve looked at the subject’s pros and cons based upon your evaluation criteria.

In the example below, I’m going to use my [5 C’s conclusion paragraph method](#). This will make sure my conclusion covers all the things a good conclusion should cover!

Like the INTRO method, the 5 C’s conclusion method should have one sentence for each point to create a 5 sentence conclusion paragraph.

The 5 C’s conclusion method is:

1. **Close the loop:** Return to a statement you made in the introduction.



2. **Conclude:** Show what your final position is.
3. **Clarify:** Clarify how your final position is relevant to the Essay Question.
4. **Concern:** Explain who should be concerned by your findings.
5. **Consequences:** End by noting in one final, engaging sentence why this topic is of such importance. The ‘concern’ and ‘consequences’ sentences can be combined

## 4.9 Concluding Argument Example Paragraph

Here’s a possible concluding argument for our essay question: *Write an Evaluation Essay on Facebook’s Impact on Society.*

“The introduction of this essay highlighted that Facebook has had a profound impact on society. This evaluation essay has shown that this impact has been both positive and negative. Thus, it is too soon to say whether Facebook has been an overall positive or negative for society. However, people should pay close attention to this issue because it is possible that Facebook is contributing to the undermining of truth in media and positive interpersonal relationships.”

Note here that I’ve followed the 5 C’s conclusion method for my concluding evaluative argument paragraph.

## 5. Evaluation Essay Example Template

Below is a [template you can use for your evaluation essay](#), based upon the advice I gave in Section 4:



## Introduction

Use the [5 sentence INTRO formula](#) to write an introduction. This introduction should clearly state what you are evaluating, the criteria that you will be using to evaluate it, and what your final thesis statement will be.

## Body Paragraph 1: Outline of the Subject


Before evaluating the subject or 'thing', make sure you use a paragraph or two to clearly explain what it is to the reader. This is your chance to show your depth of knowledge about the topic.

## Body Paragraphs 2 – 5: Evaluate the Subject

Use the evaluation criteria you have decided upon to evaluate the subject. For each element of the criteria, write one paragraph looking at the pros and cons of the subject. You might want to use my [perfect paragraph formula](#) to write your paragraphs.

## Conclusion

Use my [5 C's conclusion method](#) to write a 5-sentence conclusion. Make



sure you show your final evaluative argument in the conclusion so your reader knows your final position on the issue.

## 6. 23+ Good Evaluation Essay Topics

Okay now that you know how to write an evaluation essay, let's look at a few examples.

For each example I'm going to give you an evaluation essay title idea, plus a list of criteria you might want to use in your evaluation essay.

### 6.1 Evaluation Of Impact

- **Evaluate the impact of global warming on the great barrier reef.**

Recommended evaluation criteria: Level of bleaching; Impact on tourism; Economic impact; Impact on lifestyles; Impact on sealife

- **Evaluate the impact of the Global Financial Crisis on poverty.**

Recommended evaluation criteria: Impact on jobs; Impact on childhood poverty; Impact on mental health rates; Impact on economic growth; Impact on the wealthy; Global impact

- **Evaluate the impact of having children on your lifestyle.**

Recommended evaluation criteria: Impact on spare time; Impact on finances; Impact on happiness; Impact on sense of wellbeing

- **Evaluate the impact of the internet on the world.** Recommended evaluation criteria: Impact on connectedness; Impact on dating; Impact





on business integration; Impact on [globalization](#); Impact on media

- **Evaluate the impact of public transportation on cities.**

Recommended evaluation criteria: Impact on cost of living; Impact on congestion; Impact on quality of life; Impact on health; Impact on economy

- **Evaluate the impact of universal healthcare on quality of life.**

Recommended evaluation criteria: Impact on reducing disease rates; Impact on the poorest in society; Impact on life expectancy; Impact on happiness

- **Evaluate the impact of getting a college degree on a person's life.**

Recommended evaluation criteria: Impact on debt levels; Impact on career prospects; Impact on life perspectives; Impact on relationships

## 6.2 Evaluation Of A Scholarly Text Or Theory

- **Evaluate a Textbook.** Recommended evaluation criteria: clarity of explanations; relevance to a course; value for money; practical advice; depth and detail; breadth of information

- **Evaluate a Lecture Series, Podcast or Guest Lecture.** Recommended evaluation criteria: clarity of speaker; engagement of attendees; appropriateness of content; value for monet

- **Evaluate a journal article.** Recommended evaluation criteria: length; clarity; quality of methodology; quality of literature review; relevance of findings for real life

- **Evaluate a Famous Scientists.** Recommended evaluation criteria: contribution to scientific knowledge; impact on health and prosperity of humankind; controversies and disagreements with other scientists.



- **Evaluate a Theory.** Recommended evaluation criteria: contribution to knowledge; reliability or accuracy; impact on the lives of ordinary people; controversies and contradictions with other theories.

### 6.3 Evaluation Of Art And Literature

- **Evaluate a Novel.** Recommended evaluation criteria: plot complexity; moral or social value of the message; character development; relevance to modern life
- **Evaluate a Play.** Recommended evaluation criteria: plot complexity; quality of acting; moral or social value of the message; character development; relevance to modern life
- **Evaluate a Film.** Recommended evaluation criteria: plot complexity; quality of acting; moral or social value of the message; character development; relevance to modern life
- **Evaluate an Artwork.** Recommended evaluation criteria: impact on art theory; moral or social message; complexity or quality of composition

### 6.4 Evaluation Of A Product Or Service

- **Evaluate a Hotel or Bed and Breakfast.** Recommended evaluation criteria: quality of service; flexibility of check-in and check-out times; cleanliness; location; value for money; wi-fi strength; noise levels at night; quality of meals; value for money
- **Evaluate a Restaurant.** Recommended evaluation criteria: quality of service; menu choices; cleanliness; atmosphere; taste; value for money.
- **Evaluate a Car.** Recommended evaluation criteria: fuel efficiency; value for money; build quality; likelihood to break down; comfort.



- **Evaluate a House.** Recommended evaluation criteria: value for money; build quality; roominess; location; access to public transport; quality of neighbourhood
- **Evaluate a Doctor.** Recommended evaluation criteria: Quality of service; knowledge; quality of equipment; reputation; value for money.
- **Evaluate a Course.** Recommended evaluation criteria: value for money; practical advice; quality of teaching; quality of resources provided.

## 7. Concluding Advice

Evaluation essays are common in high school, college and university.

The trick for getting good marks in an evaluation essay is to show you have looked at both the pros and cons before making a final evaluation analysis statement.

You don't want to look biased.

That's why it's a good idea to use an objective evaluation criteria, and to be generous in looking at both positives and negatives of your subject.

**[Read Also: 39 Better Ways to Write 'In Conclusion' in an Essay](#)**



I recommend you use the evaluation template provided in this post to write your evaluation essay. However, if your teacher has given you a template, of course use theirs instead! You always want to follow your teacher's advice because they're the person who will be marking your work.

Good luck with your evaluation essay!

## [Chris Drew \(PhD\)](#)

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Dr. Chris Drew is the founder of the Helpful Professor. He holds a PhD in education and has published over 20 articles in scholarly journals. He is the former editor of the Journal of Learning Development in Higher Education.



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