Comparison Criteria Checklist

Description: Use this essential checklist to evaluate your chosen points of comparison. A strong essay is built on relevant, balanced, and analytical criteria—this guide ensures yours meet the standard before you start writing.

✅ The Comparison Criteria Checklist

For each point of comparison you plan to use, ask yourself:

1. Is it Relevant?

- **Does it directly relate to both subjects?** (e.g., Comparing the "engine type" of a car and a motorcycle is relevant; comparing the "engine type" of a car and a book is not).

- **Does it help prove or explore my thesis?** The point should serve your central argument, not just be a random fact.

2. Is it Significant?

- **Does it go beyond the obvious?** Avoid surface-level observations (e.g., "Both are popular"). Instead, dig deeper (e.g., "Their approaches to user privacy differ significantly").

- **Does it reveal a key similarity or difference?** The point should be substantial enough to warrant a full paragraph of analysis.

3. Is it Balanced?

- **Can I apply this same criterion to both subjects equally?** You must discuss the same aspect for each subject (e.g., "Cost of ownership" for both, not "Cost" for one and "Brand reputation" for the other).

- **Do I have enough evidence for both subjects?** Ensure you can find specific examples, quotes, or data for Subject A and Subject B regarding this point.

4. Is it Analytical?

- **Does it allow me to explain "Why does this matter?"** A good criterion leads to analysis, not just description. It should help you explore causes, effects, or broader implications.

Example Application:

- **Thesis:** "While both electric vehicles (EVs) and gasoline-powered cars provide personal transportation, EVs offer superior long-term value and environmental benefits despite higher initial costs."

- **Strong Criteria (Passes the checklist):**

    o **Environmental Impact** (Relevant, Significant, Balanced, Analytical)

- o **Long-Term Cost of Ownership** (Relevant, Significant, Balanced, Analytical)

- o **Performance & Driving Experience** (Relevant, Significant, Balanced, Analytical)

- **Weak Criteria (Fails the checklist):**

  - o **Color Options** (Irrelevant to the thesis, insignificant)

  - o **Number of Manufacturing Plants** (Not balanced or relevant to the user's experience)

  - o "**Popularity**" (Too vague and descriptive, not analytical)