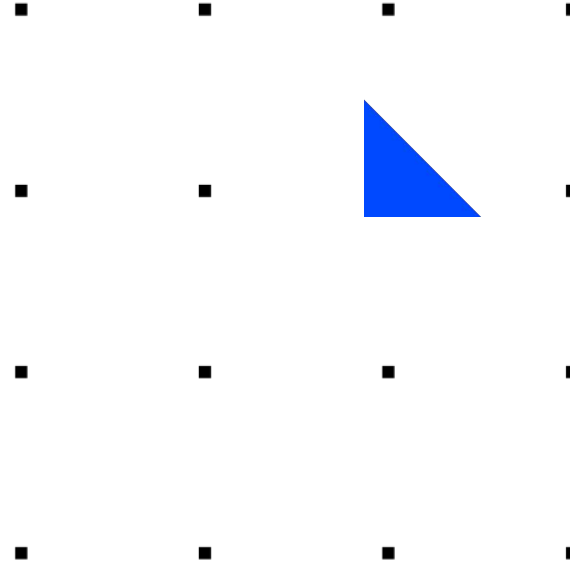


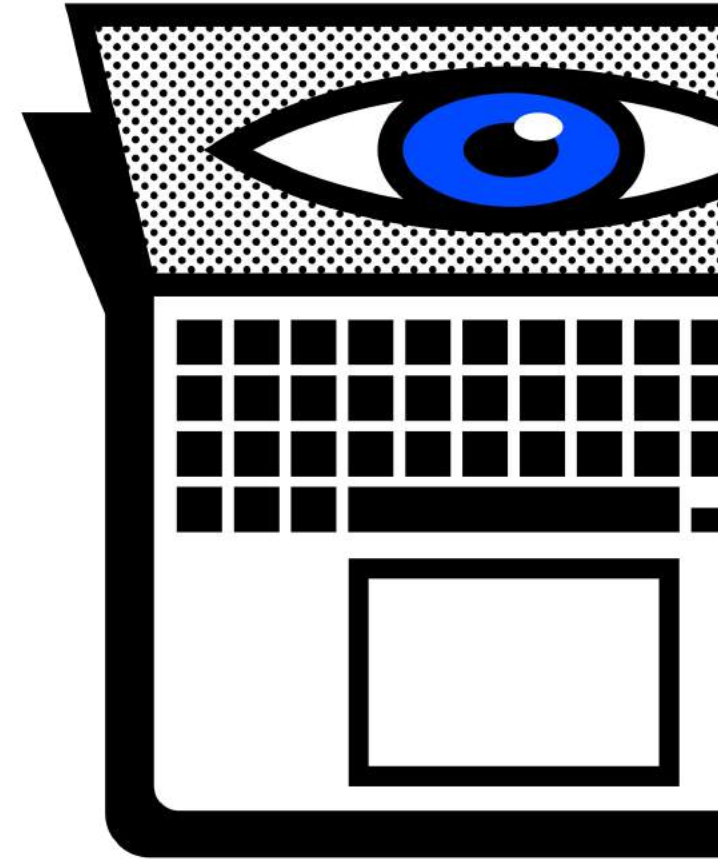


**LEARNING  
IMPACT**  
Digital Series



# AVOID ASSESSMENT PITFALLS

#LearningImpactSeries





## **Cara North**

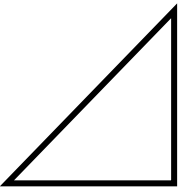
Director of Learning &  
Development, Circulo Health

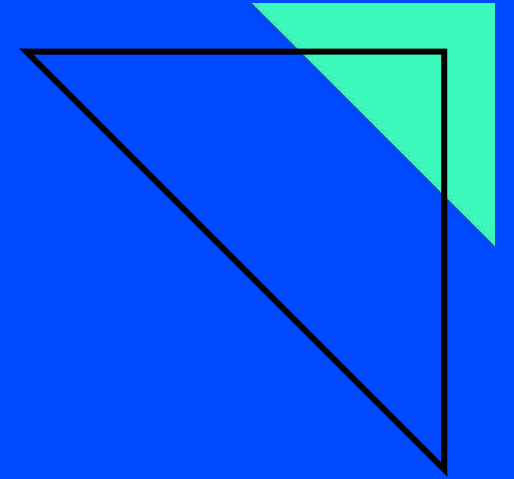
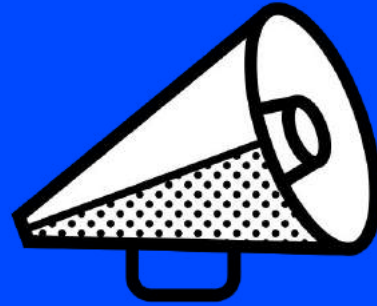
- An award-winning learning experience leader who has worked for some of the biggest organizations in corporate and higher education settings
- Started her career as an “accidental instructional designer” at Amazon before transitioning into higher education, working at The Ohio State University
- Currently the Director of Learning and Development, Circulo Health
- A self-proclaimed social media junkie, you can find her sharing content on her YouTube channel, Unfiltered ID, or on the podcast Instructional ReDesign that she co-founded with Joseph Suarez.



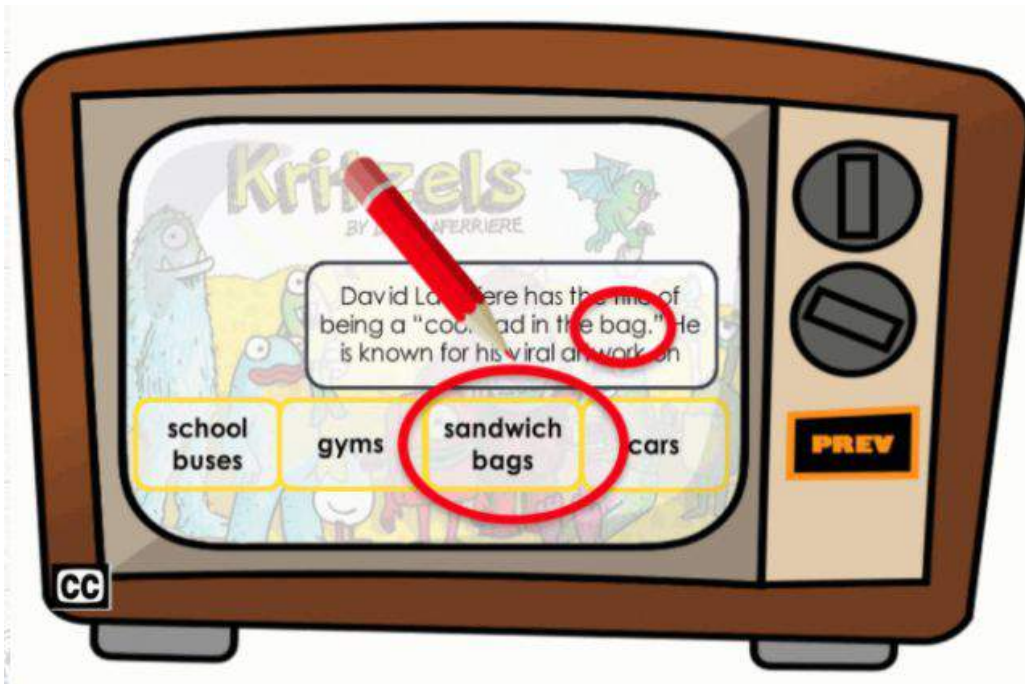
# PITFALLS

Common item-writing errors that make questions **EASIER**



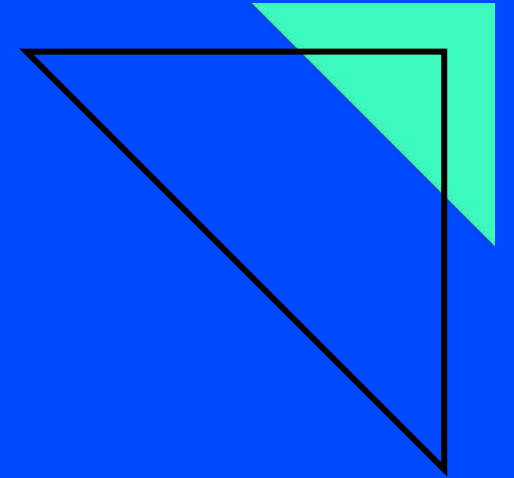
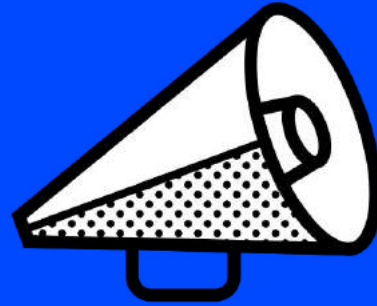


# **PITFALL #1:** **THE JEOPARDY CLUE**

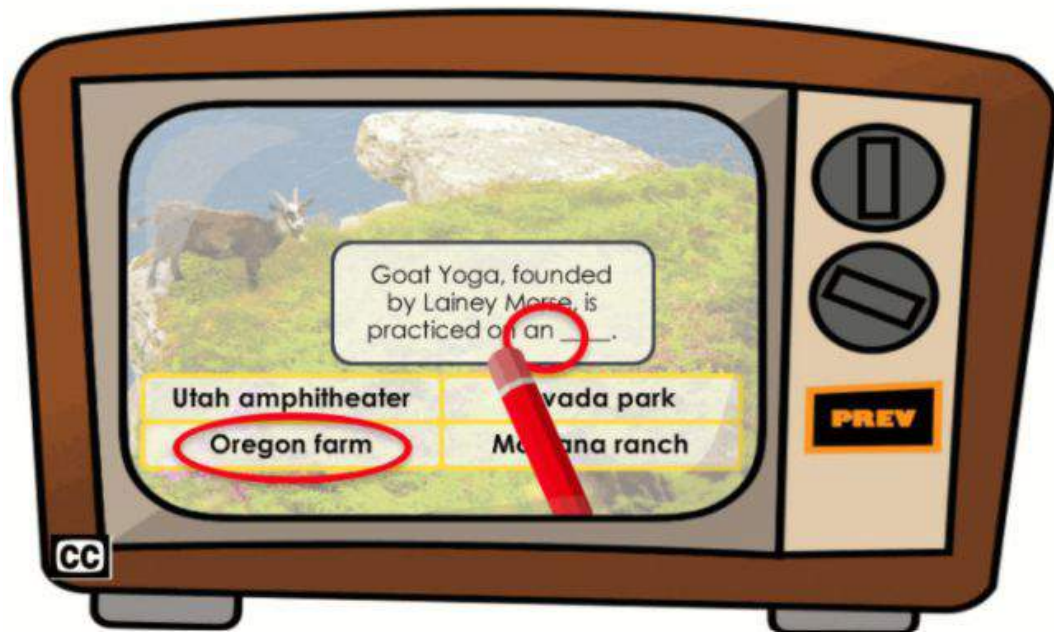


**A clue in the stem  
points test-takers to the  
correct answer choice**

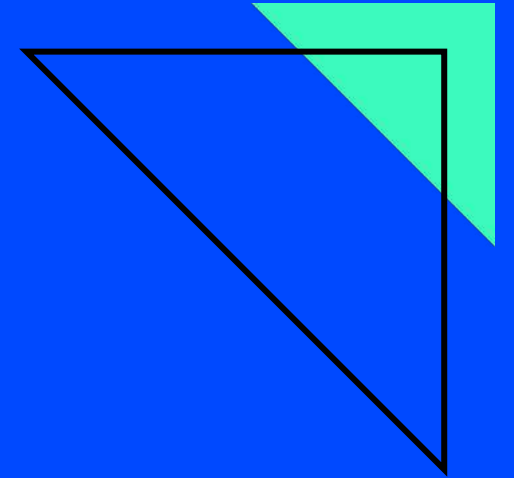
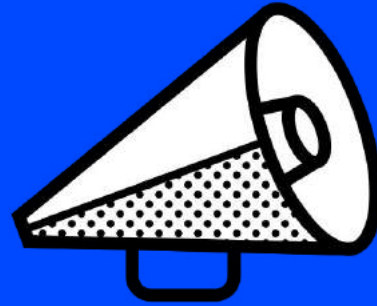
**You often see this on  
jeopardy**



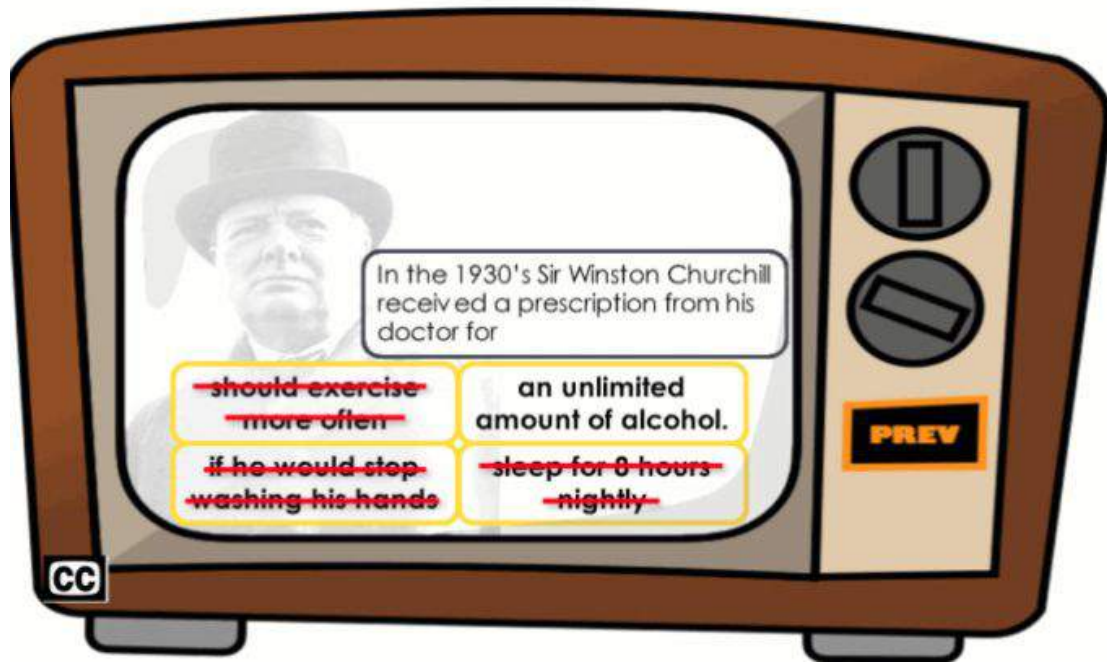
# **PITFALL #2:** **THE GRAMMATICAL** **CLUE**



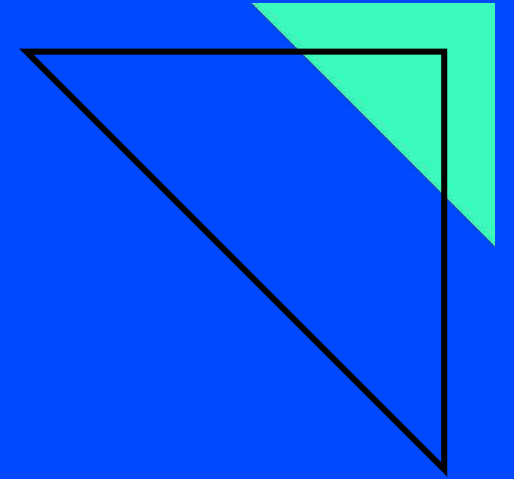
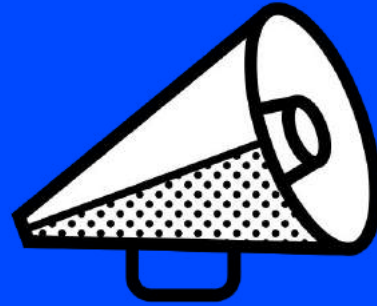
**A grammatical cue  
points test-takers to the  
correct answer choice**



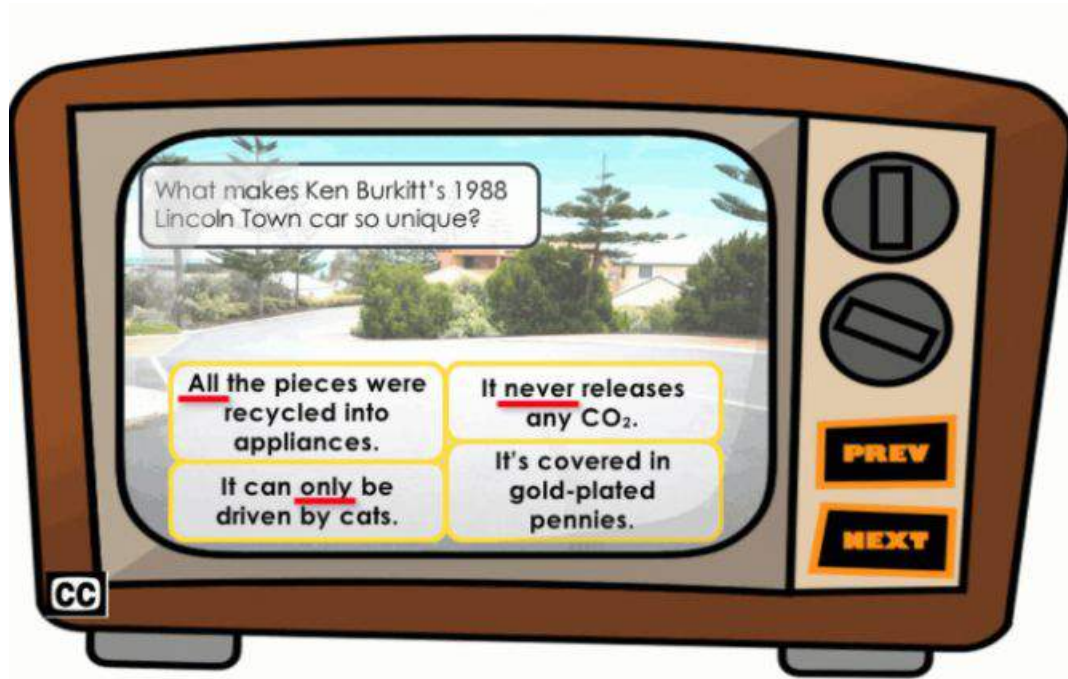
# **PITFALL #3:** **BAD SYNTAX**



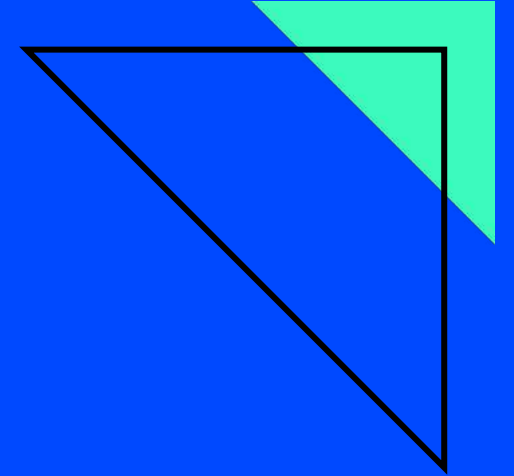
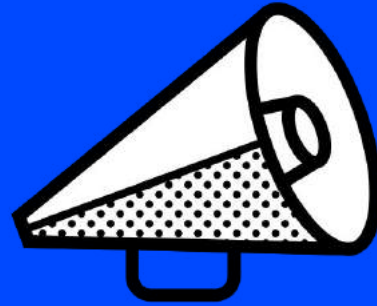
**Sentence structure that makes only one answer choice correctly fit the question stem**



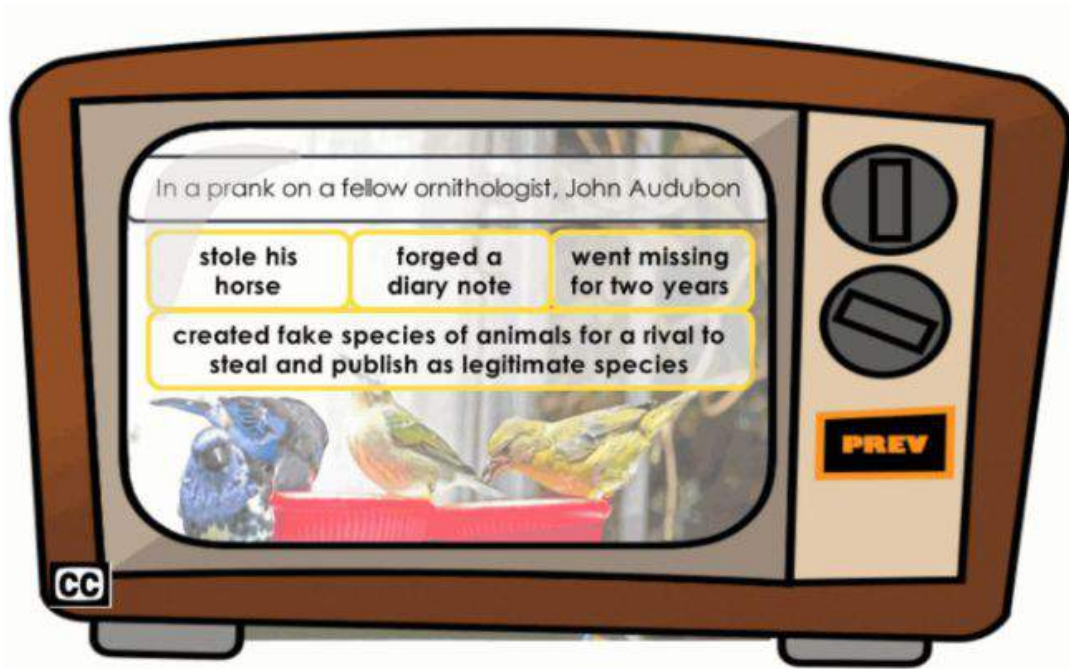
# **PITFALL #4:** **ABSOLUTES**



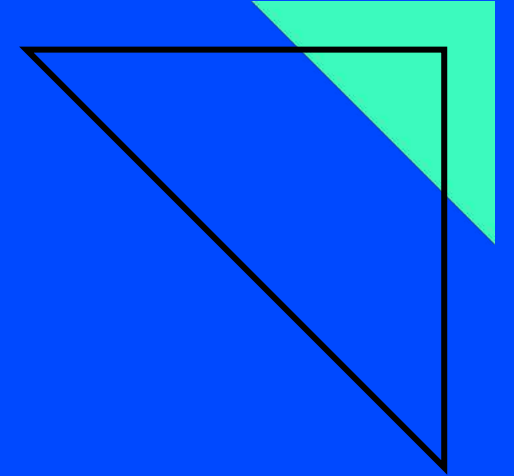
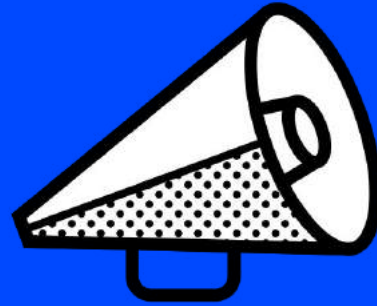
**Answer choices  
with words like “all”,  
“every”, “always”,  
“only”, “never”, and  
“none”**



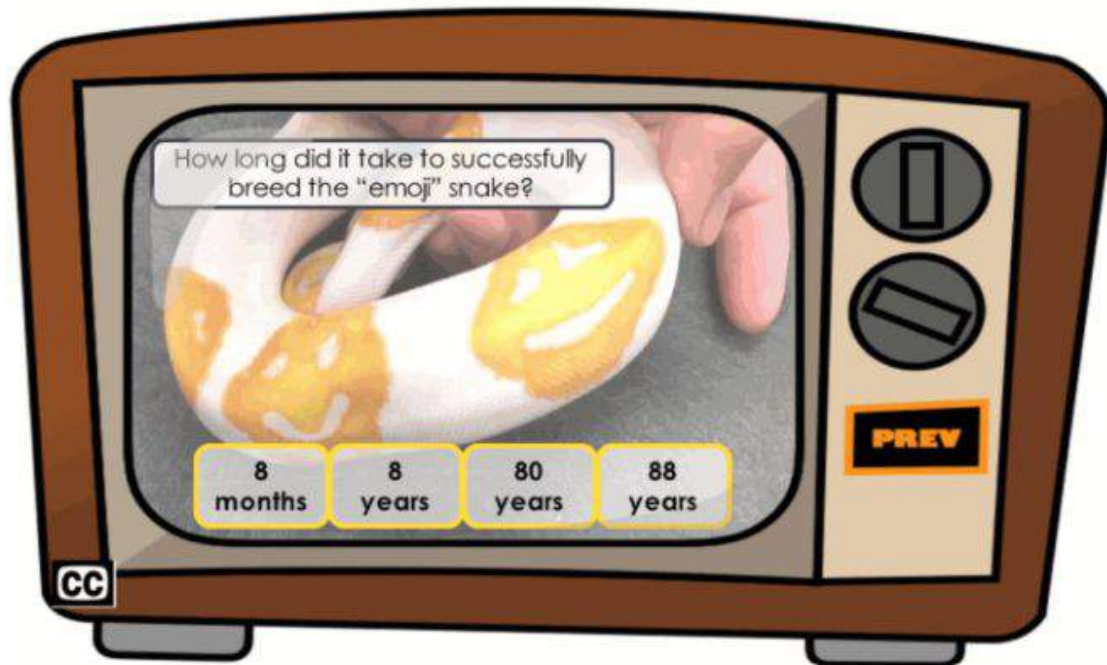
**PITFALL #5:**  
**LONGEST CHOICE IS**  
**CORRECT**



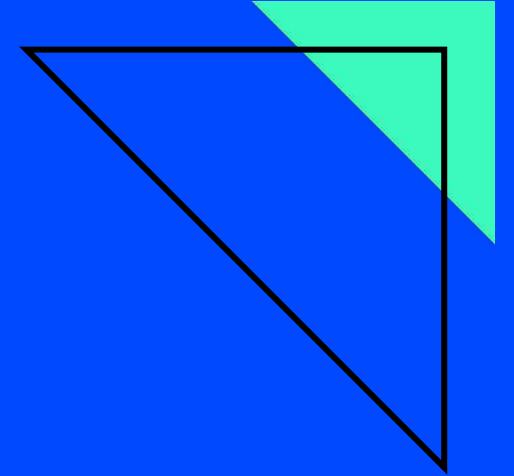
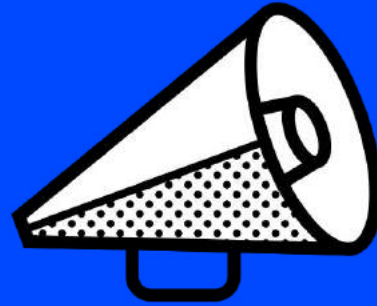
**The longest answer stands out and test-takers are drawn to the longest answer choice**



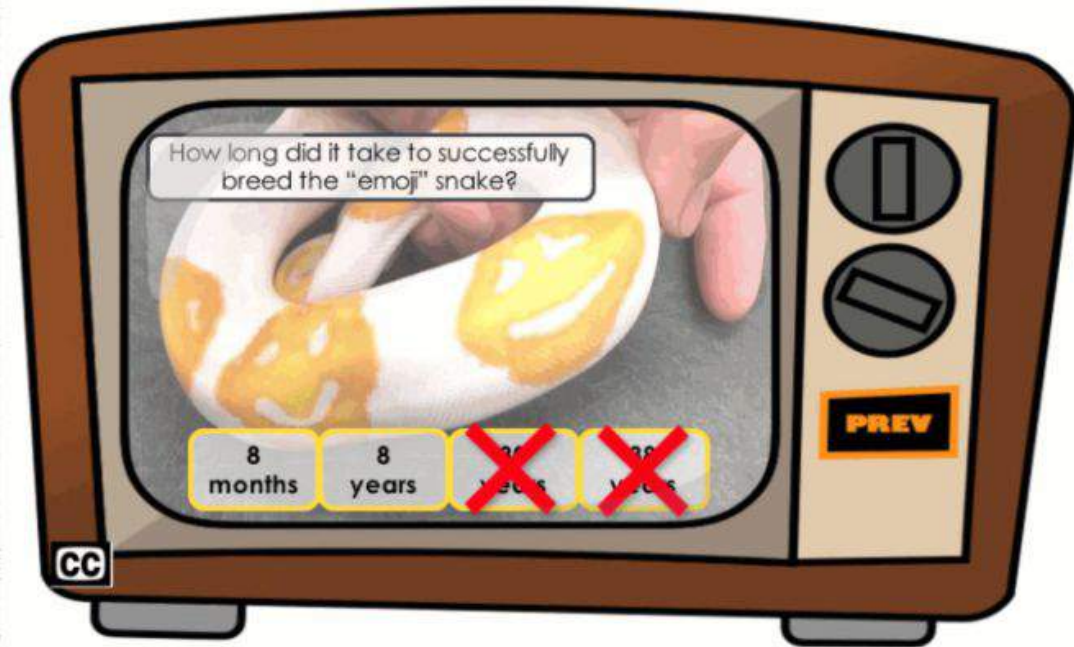
# **PITFALL #6:** **CONVERGENCE**



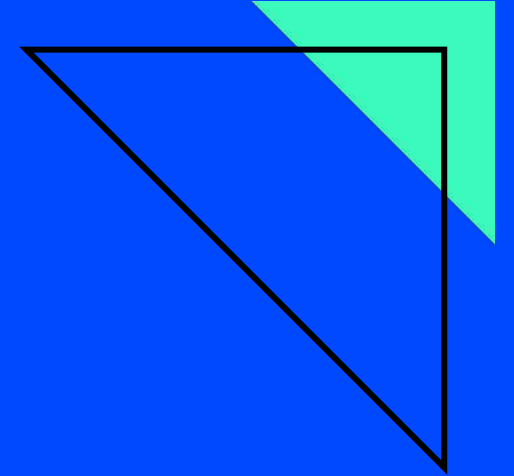
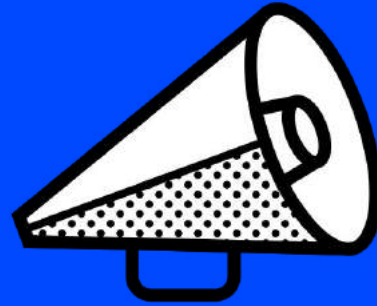
**Convergence occurs when there are multiple answer choices with the same answer (or part of the same answer)**



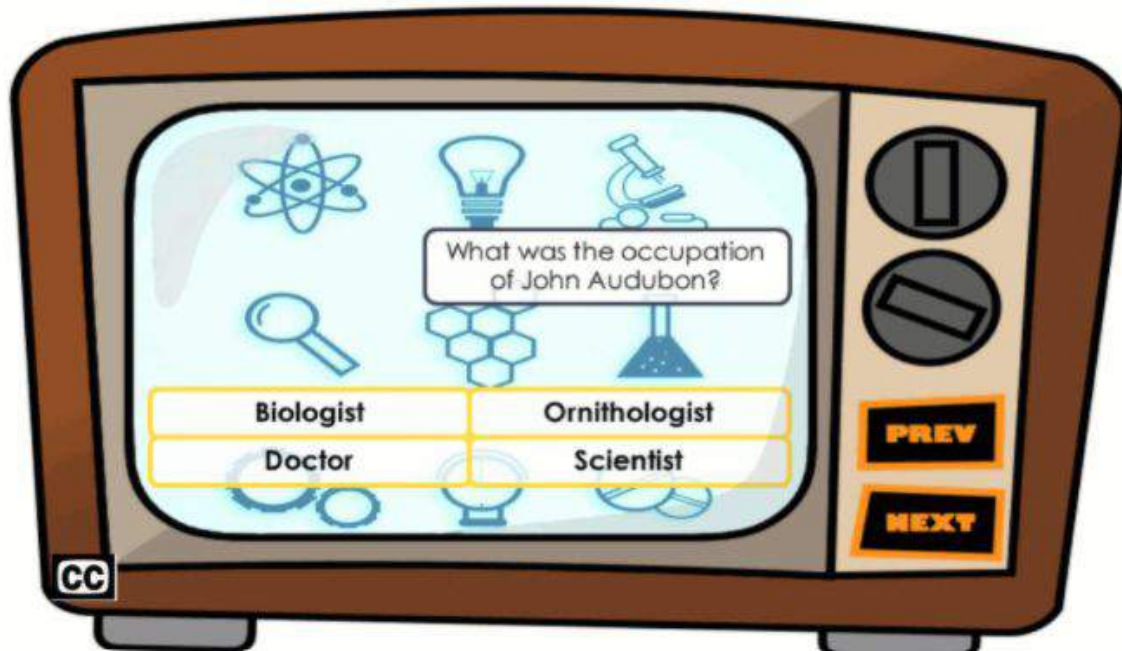
# **PITFALL #7:** **IMPLAUSIBLE** **CHOICES**



**Answer choices are not plausible and can be easily eliminated**



# **PITFALL #8:** **THE GWEN STEFANI**



**One question is a hollaback (provides the correct answer to another question)**

# PLAY THE GAME

2019 Best of Show Non-Vendor DemoFest winner at The eLearning Guild's Learning Solutions Conference

2019 Association for Education Communications and Technology (AECT) Learning Artifact of the Year award, Learner Engagement division.

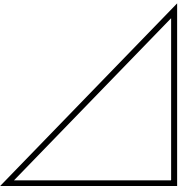
Play the game at <https://go.osu.edu/sme3>

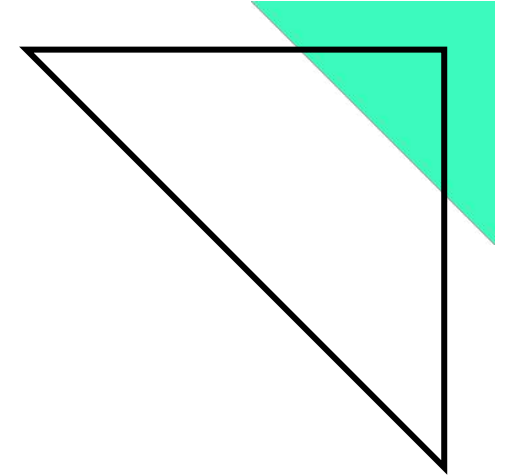
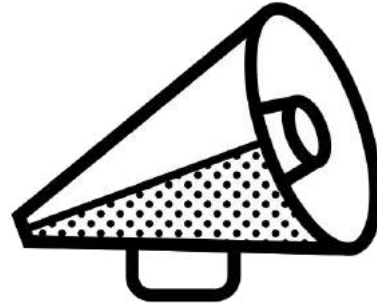




## MORE PITFALLS

Common item-writing errors that make questions **MORE DIFFICULT**





**WHICH OF THE  
FOLLOWING IS A  
TRUE STATEMENT?**



## MEANINGLESS STEM

Which of the following is a true statement?

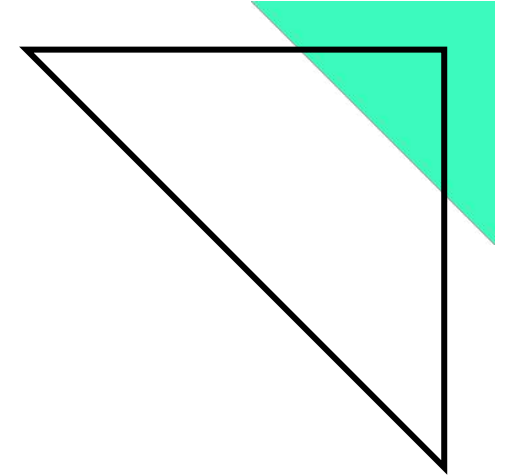
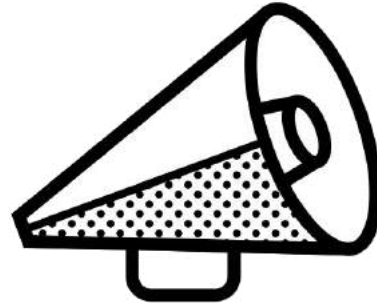
- A. Orcas and bottlenose dolphins are members of the same family.
- B. Orcas are in the scientific suborder that includes all baleen whales.
- C. Orcas swim in organized family hunting groups called packs.
- D. Orcas stand out because of their black and white skin.



## MEANINGLESS STEM **REVISED**

To which scientific order do orcas belong?

- A. Odontoceti (toothed whales)
- B. Eschrichtiidae (gray whales)
- C. Mysticeti (baleen whales)
- D. Balaenidae (right whales)



**TMI: TOO MUCH  
INFORMATION  
TEACHING IN  
THE STEM**



## TEACHING STEM

The first arcade video game, Computer Space, was created in 1971. It used 7400-series TTL integrated circuits. What is an integrated circuit?

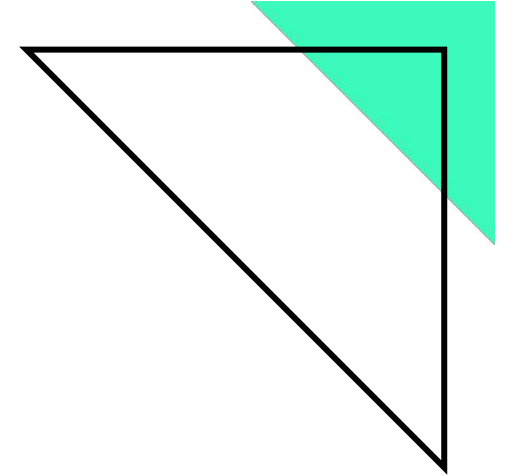
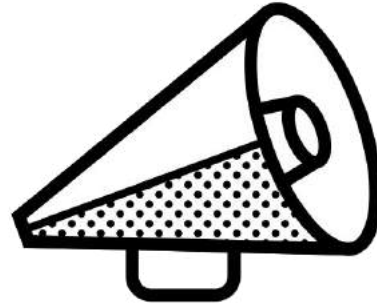
- A. A semiconductor wayer on which multiple resistors, capacitor, and transistors are fabricated
- B. A semiconductor device with three connections.
- C. A device to store an electric charge.
- D. A device with a defined resistance to an electric current.



# TEACHING STEM REVISED

What is an integrated circuit?

- A. A semiconductor wayer on which multiple resistors, capacitor, and transistors are fabricated
- B. A semiconductor device with three connections.
- C. A device to store an electric charge.
- D. A device with a defined resistance to an electric current.



**MY BLOOD TYPE IS B-:**  
**THE NEGATIVE STEM**



## NEGATIVE STEM

All of the following fire extinguishers can be used on a Class A fire except:

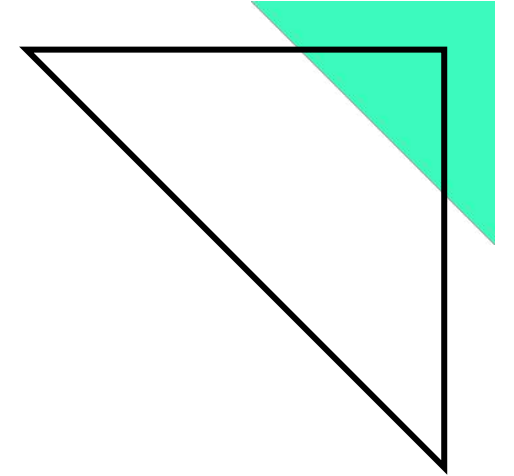
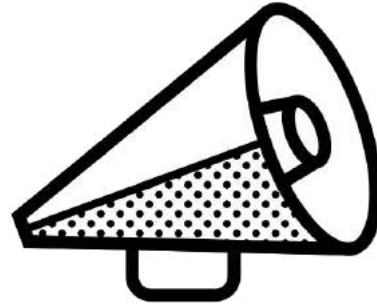
- A. Water foam
- B. Carbon dioxide
- C. Wet chemical
- D. Dry powder



## NEGATIVE STEM REVISED

What type of fire extinguisher should be used on a Class B fire?

- A. Water foam
- B. Carbon dioxide
- C. Wet chemical
- D. Dry powder



# **INCOMPLETE STEM: COMPUTERS ARE**



# INCOMPLETE STEM

Computers are:

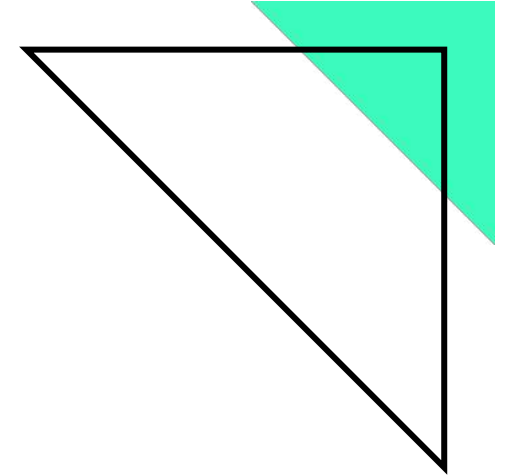
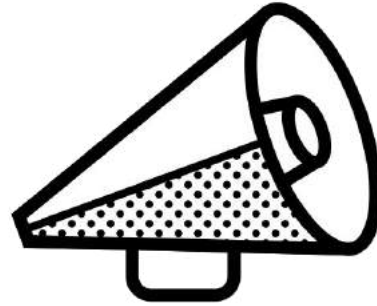
- A. Electronic devices for storing and processing data
- B. Something used for mathematical calculations
- C. Mobile devices for communication
- D. Resources that provide information on many subjects



# INCOMPLETE STEM **REVISED**

An electronic device for storing and processing data is called a:

- A. Computer
- B. Television
- C. Calculator
- D. CD-ROM



**BLA BLA BLA:**  
**WORDY ANSWER**  
**CHOICES**



# WORDY ANSWER CHOICES

Which is a prototype?

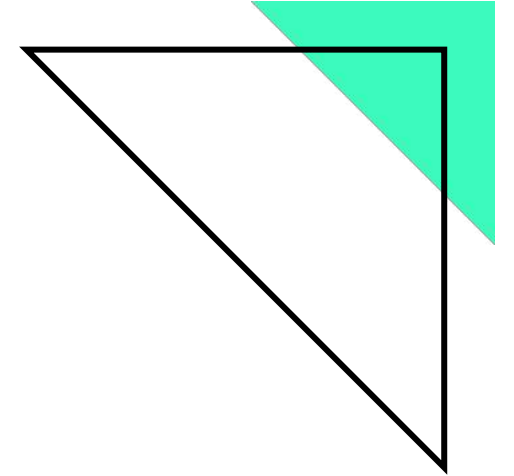
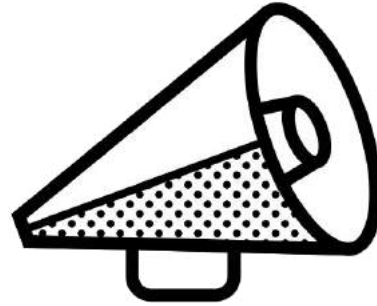
- A. A first, typical or preliminary model of something, usually a machine or other invention, from which other forms are developed or copied, usually after significant design testing and/or experimentation.
- B. The first model, device, or finished product having come off an assembly line or finished a manufacturing process, ready for packaging, shipment, or direct implementation.
- C. An experimental phase during which a hypothesis is testing through the completion of step-wise investigations, each involving the change of a single variable.



## WORDY CHOICES **REVISED**

What is the name for the stage of the design process where designs are built and tested?

- A. Prototyping
- B. Brainstorming
- C. Manufacturing
- D. Analyzing



**NOT BALANCED**  
**NON-PARALLEL**  
**CHOICES**



# NON-PARALLEL CHOICES

Which step in baking cookies involves a chemical change?

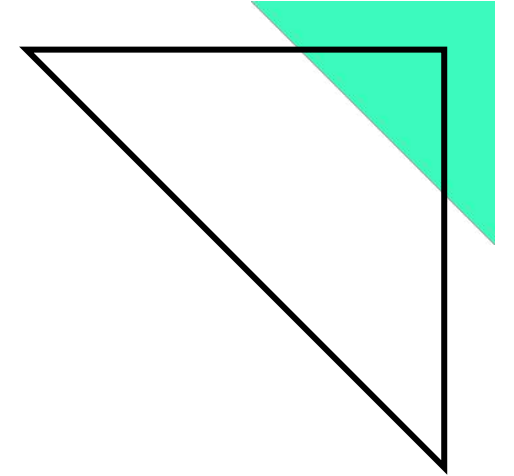
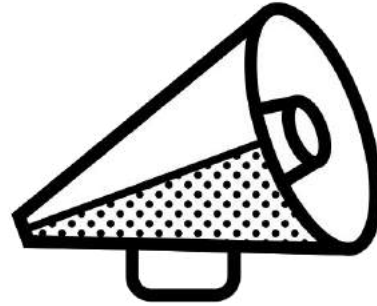
- A. Mixing the flour and eggs
- B. When baking soda is added
- C. The final product is not hot anymore
- D. When the dough or batter changes appearance in the oven

# NON-PARALLEL CHOICES

## REVISED

Which step of baking cookies involves a chemical change?

- A. Mixing the flour and eggs
- B. Adding the dry ingredients
- C. Heating the dough in the oven
- D. Cooling the cookies on a rack



1900 – 1910  
1910 – 1920:  
**OVERLAPPING CHOICES**



## OVERLAPPING ANSWER CHOICES

At what age do boys generally reach  
the end of adolescence?

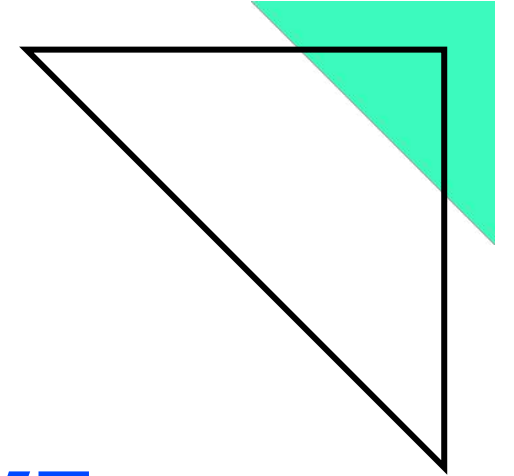
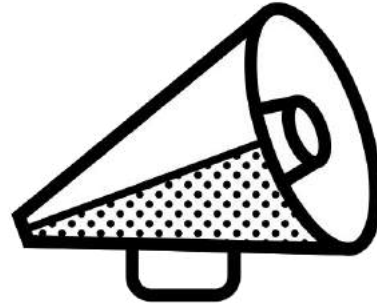
- A. 12-15
- B. 15-17
- C. 17-20
- D. 20-23



# OVERLAPPING ANSWER CHOICES REVISED

At what age do boys generally reach the end of adolescence?

- A. 12-14
- B. 15-17
- C. 18-20
- D. 21-23



**ALL/NONE OF THE ABOVE:**  
**AKA THE MOMENT YOU'VE ALL  
BEEN WAITING FOR**

A 10x10 grid of blue dots. A green diagonal band runs from the top-left to the bottom-right, covering the main diagonal and the adjacent diagonals. A small blue triangle is located in the bottom-left corner, covering the first two rows and the first two columns.

# ALL/NONE OF THE ABOVE

Which is a moon of Saturn?

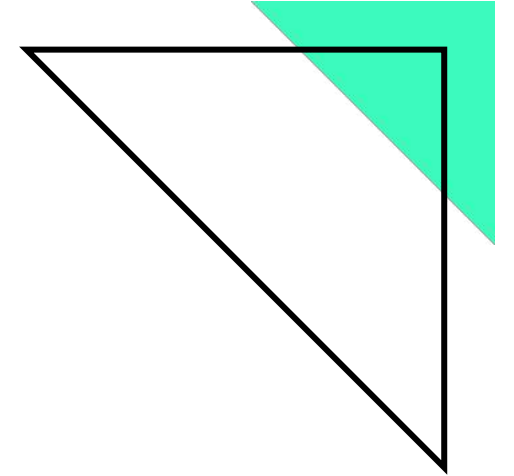
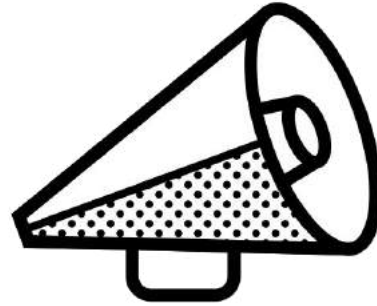
- A. Mimas
- B. Dione
- C. Titan
- D. All of the above



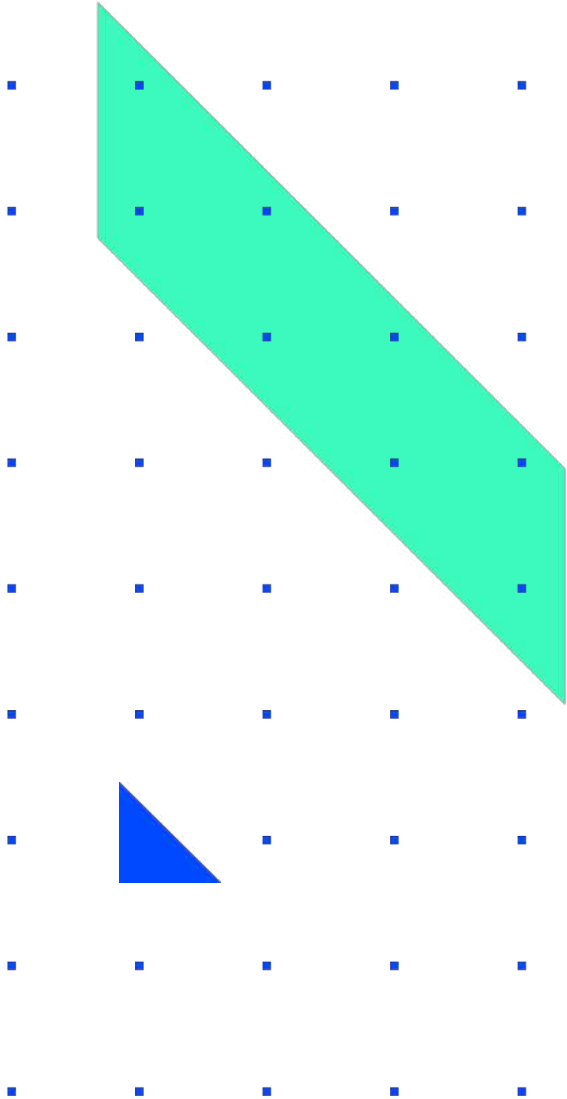
# ALL/NONE OF THE ABOVE REVISED

Which is a moon of Saturn?

- A. Europa
- B. Ganymede
- C. Titan
- D. Io



# SCENARIOS AND ILLUSTRATIONS

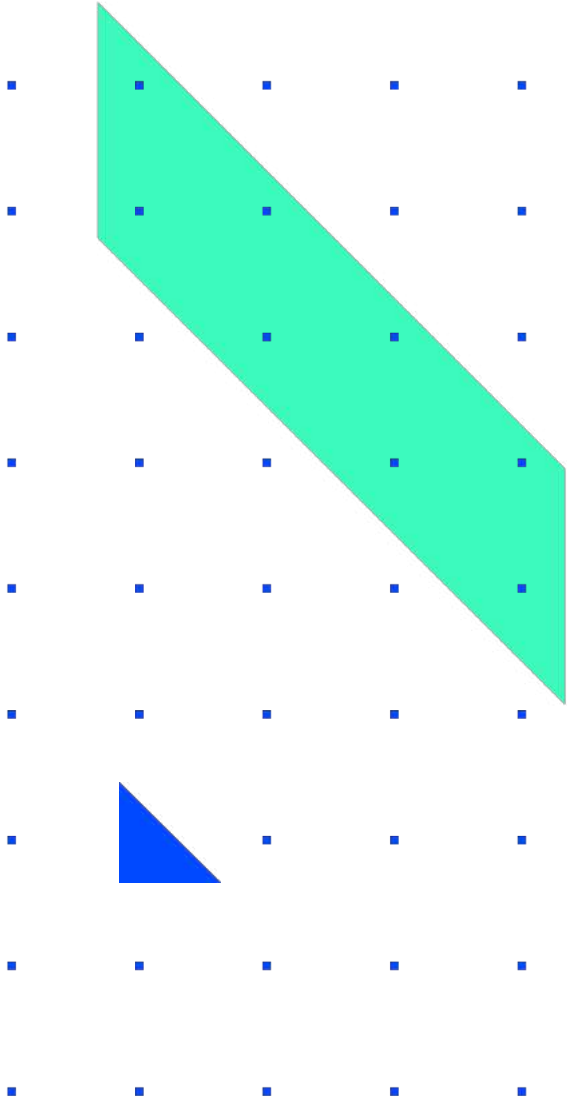


## UNNECESSARY SCENARIO

You are laying flooring for a square room measuring 10 feet on each side. You are using floor tiles that are 1 sq. feet. The tiles are sold for \$15/sq yard.

How many square feet are in one yard?

- A. 3 sq feet
- B. 9 sq feet
- C. 12 sq feet
- D. 15 sq feet



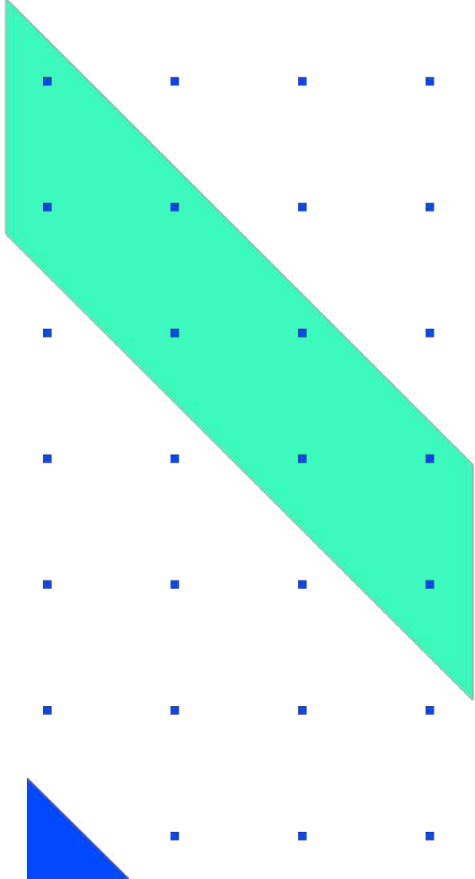
# UNNECESSARY SCENARIO

## REVISED

How many square feet are in one yard?

- A. 3 sq feet
- B. 9 sq feet
- C. 12 sq feet
- D. 15 sq feet

# REALITY SHOW SCENARIO

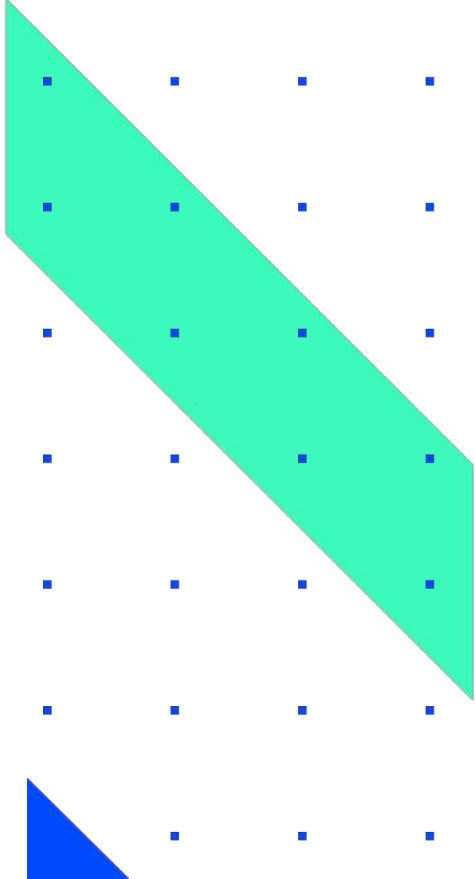


Carolyn is a shift manager at a daycare facility. She is in charge of scheduling the team. Al is the parent of a child who attends the daycare. He cannot pick up his daughter, Alyssa on time and wants contact information of other parents to see if they can help him out and bring Alyssa to his cousin Rick's house.

**According to COPPA, what will Carolyn tell Al?**

- A. Carolyn will not provide any information
- B. Carolyn will provide a list of employees
- C. Carolyn will provide phone numbers of employees

# REALITY SHOW SCENARIO **REVISED**



You are a shift manager at a daycare facility. You are in charge of scheduling the team. A parent of a child who attends the daycare calls and says he cannot pick up his daughter on time and wants contact information of other parents to arrange carpooling.

**According to COPPA, what information should you provide?**

- A. You will not provide any information
- B. You will provide a list of employees
- C. You will provide phone numbers of employees

# ONE OFF SCENARIO

You have a camel farm and you are building a new building. One of the circuits has a 2 Ohm resistor.

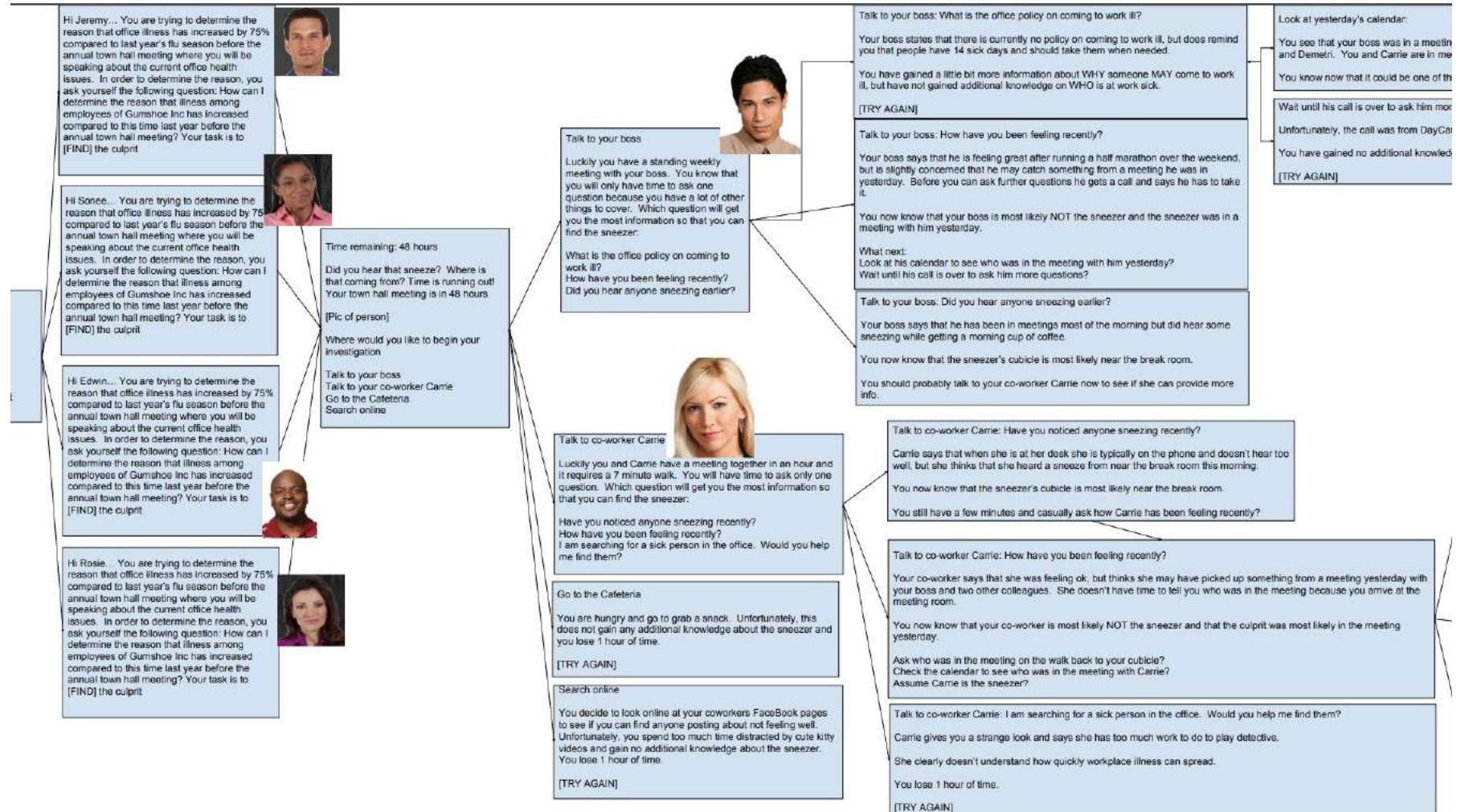
**If the power sources is 6V,  
what is the the current?**

- A. 4.5 A
- B. 7.0 A
- C. 11.0 A
- D. 18 A

# ONE OFF SCENARIO **REVISED**

You have a camel farm and you are building a new building. One of the circuits has a 2 Ohm resistor. Your new building has a 6V power source.

1. What is the total current of the circuit?
2. How would the current change is the circuit was parallel?
3. Which resistor would need to be added for the total current to be 2.25A?



# Draw.io

# Twine

# Google Jamboard

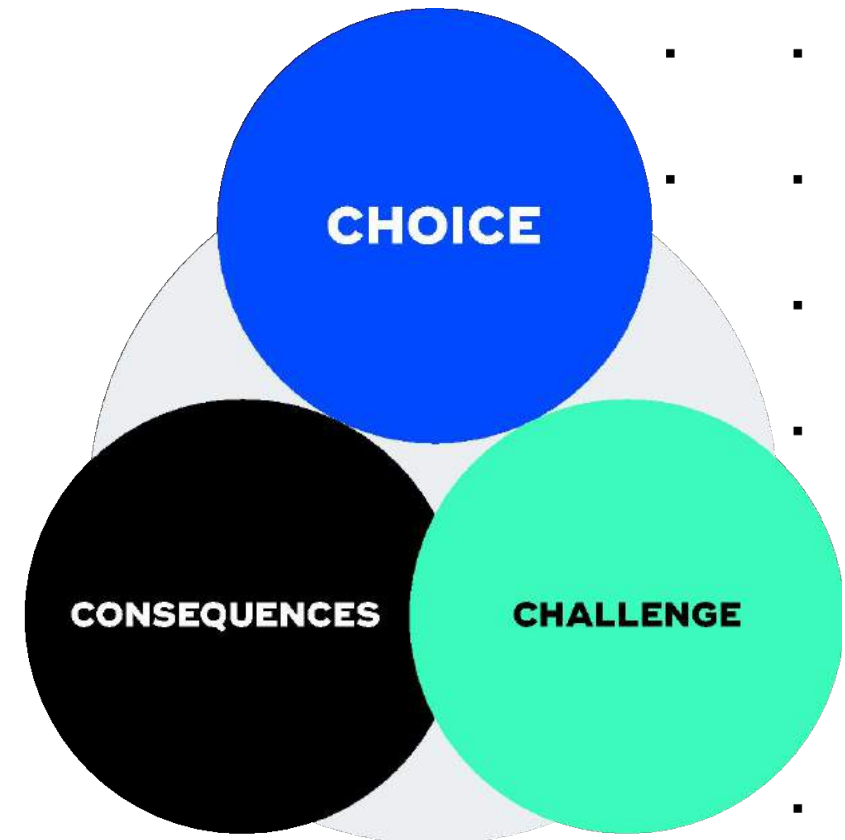
# Klaxoon

## Explain Everything (iPad app)

---

## TOOLS TO HELP BUILD OUT SCENARIOS/BRANCHING

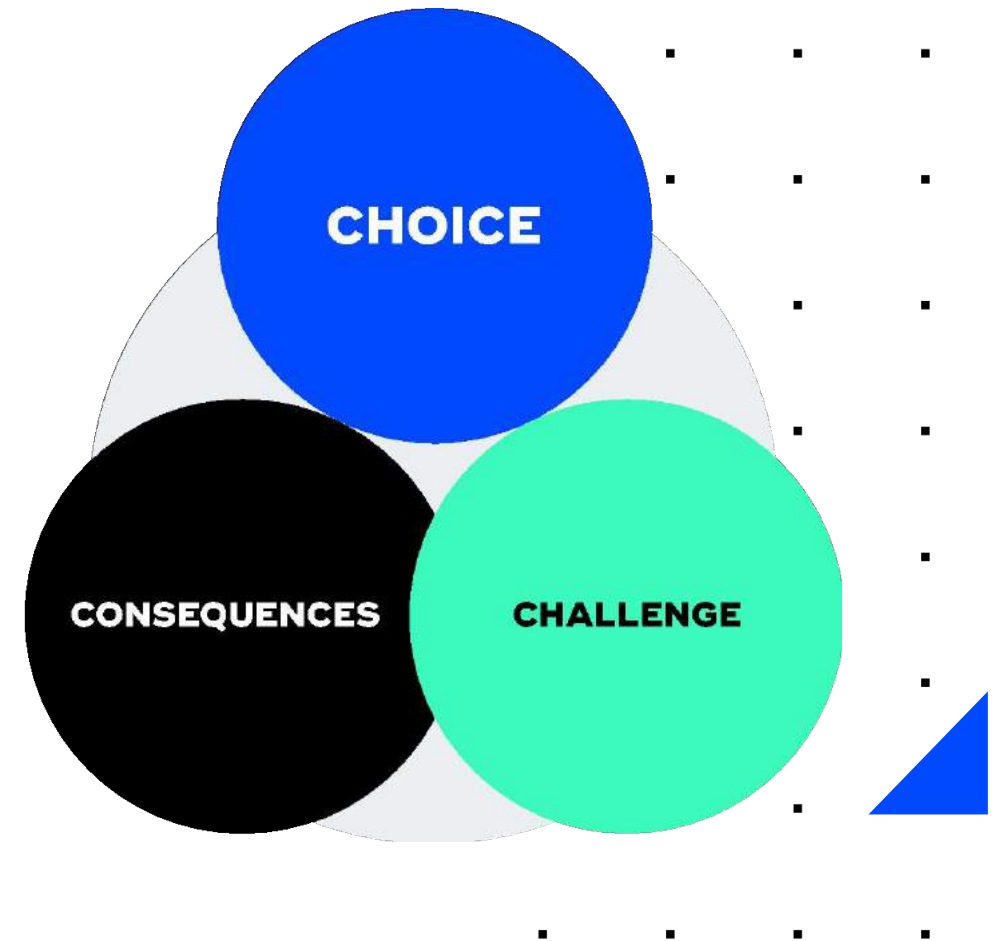
# BUILDING A PICK YOUR OWN PATH SCENARIO



**Choice:** What are the options for response/action?

**Challenge:** What am I being asked to do? What is in it for me? Why does this matter?

**Consequences:** What type of feedback will I receive for my choice?



Challenge (Question)

Instructional graphic/image

Host

Choices

Consequence (Feedback)



Image: Tom Kuhlmann

## Challenge/Question

- \*Who are you in the scenario?
- \*Do you take on a character or are you in the environment?

## Context

- \*What background do I need to know?
- \*Why is this a problem?
- \*What performance standard am I trying to address with this question?

Option 1 (Choice doesn't have permanent consequence)

Option 2 (Choice is risky and has its own branch)

Option 3 (Choice is preferred path and goes to the next anchor decision)

Feedback for selected choice here

Congrats! While your manager is out on paternity leave, you are the acting director. You have inherited some concerns around the office you need to address. You receive multiple complaints about Azusa being disruptive in the office.

Azusa loves talking on her cellphone. Each day at work she calls and talks to her family and shares personal information and makes doctor's appointments from her desk.



Option 1

Option 2

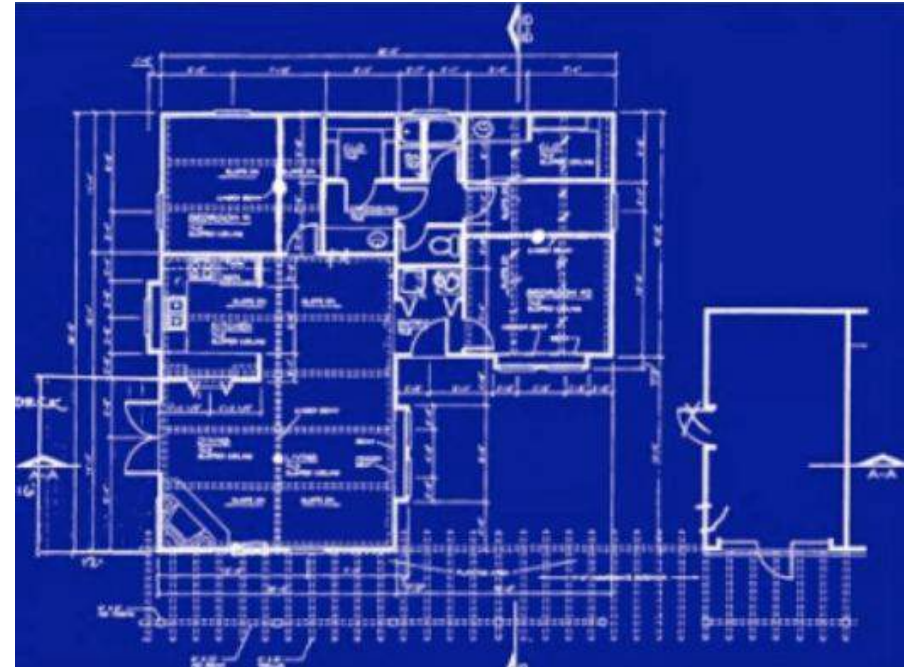
Option 3

Feedback for selected choice here

# AVRIL LAVIGNE ILLUSTRATION

What is the area of the largest room in the diagram?

- A. 122.7 feet
- B. 153.7 feet
- C. 212.8 feet
- D. 456.4 feet

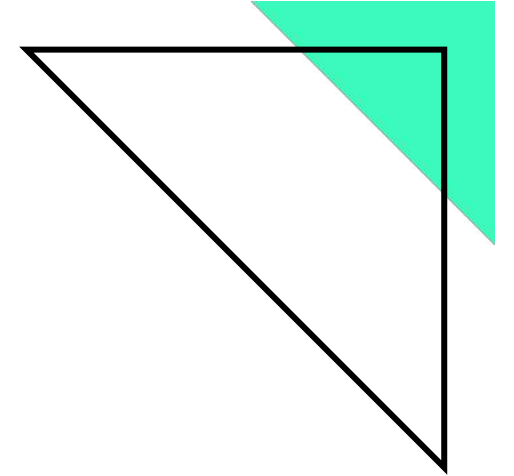
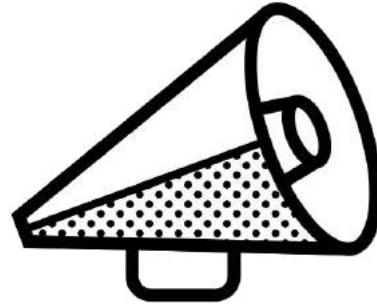


# AVRIL LAVIGNE ILLUSTRATION REVISED

What is the area of the largest room in the diagram?

- A. 122.7 feet
- B. 153.7 feet
- C. 212.8 feet
- D. 456.4 feet





# COGNATE AND RIGOR

# WEBB'S DEPTH OF KNOWLEDGE

A framework for dividing learner's cognitive tasks into increasing levels of difficulty and complexity.

DOK Level 1

Recall

Who? What? Where? How?

DOK Level 2

Application of Skills

How did it happen?  
What is the result?

DOK Level 3

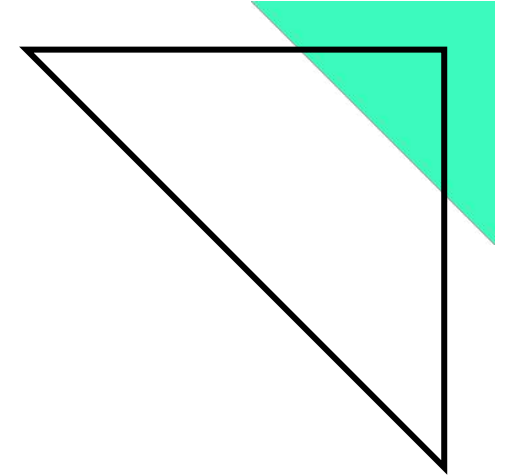
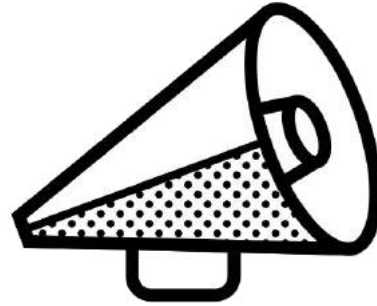
Strategic Thinking

Why did it happen?  
What was the cause and effect?

DOK Level 4

Extended Thinking

What is the impact?  
What might happen if...



# EVALUATION

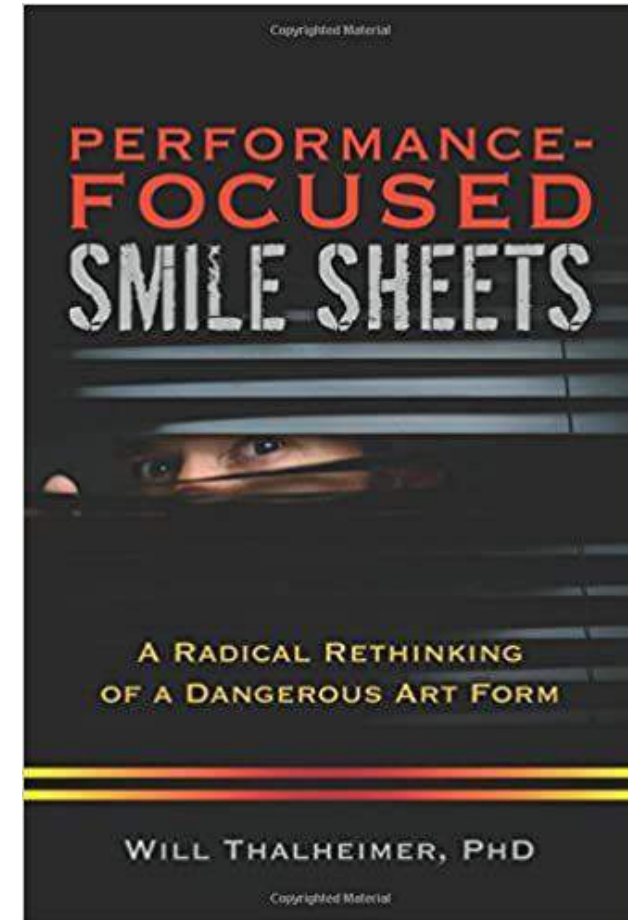


## MY LEAST FAVORITE EVALUATION QUESTION OF ALL TIME

On a scale of 1–10, how likely are you to recommend this course to a friend?

# MY FAVORITE EVALUATION BOOK

Sample questions that focus on motivation and performance, not the aesthetics of your learning experience.



- 
- A 3x9 grid of small black squares, arranged in three rows and nine columns.

# Levels of Training



# AWARENESS TRAINING

Often lecture based



# PERFORMANCE TRAINING

Lecture + application + feedback  
+ more practice



# PERFORMANCE TRAINING W/ PERFORMANCE ASSISTANCE

All of performance training but  
with post training application of  
the course material

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# 30/60/90 Plan



## 30 Days

Evaluate assessments and evaluation via styles and analytics



## 60 Days

Create measurable assessments that measure content knowledge, not deduction skills. Also create evaluations that give you data you can use.



## 90 Days

Become an assessment & evaluation champion by spreading the good word with peers



CONNECT WITH

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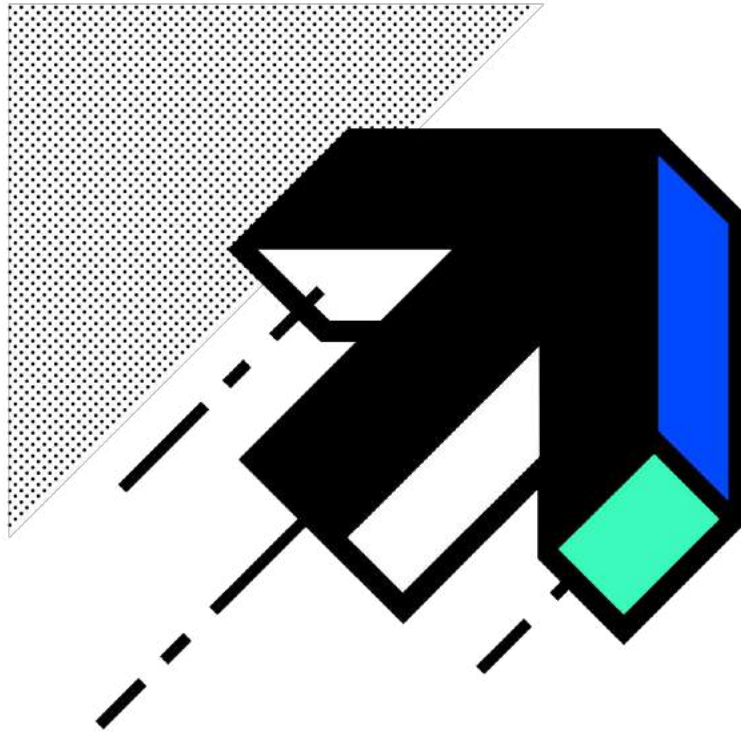
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**THANK  
YOU!**