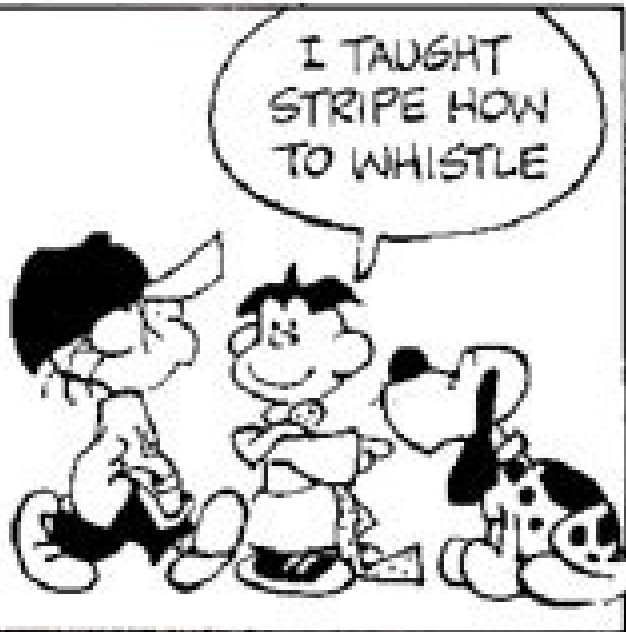


Creating Effective Tests and Surveys

Jennifer L. Ivie



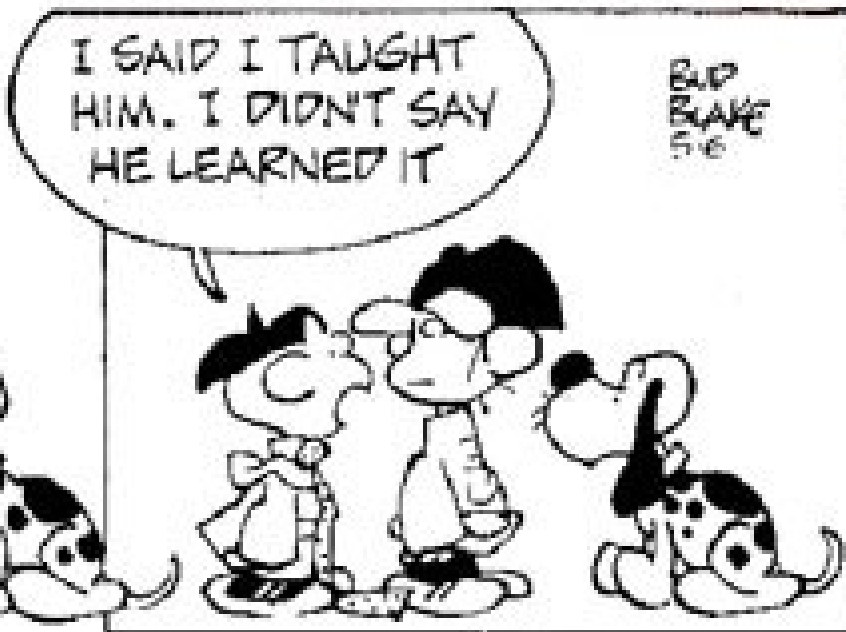
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I TAUGHT STRIPE HOW TO WHISTLE



I DONT HEAR HIM WHISTLING



I SAID I TAUGHT HIM. I DIDNT SAY HE LEARNED IT

BUD
BLAKE
5/6

First, some vocabulary...

Tests vs. Surveys



First, some vocabulary...

Assessment Blueprint



Assessment Blueprint

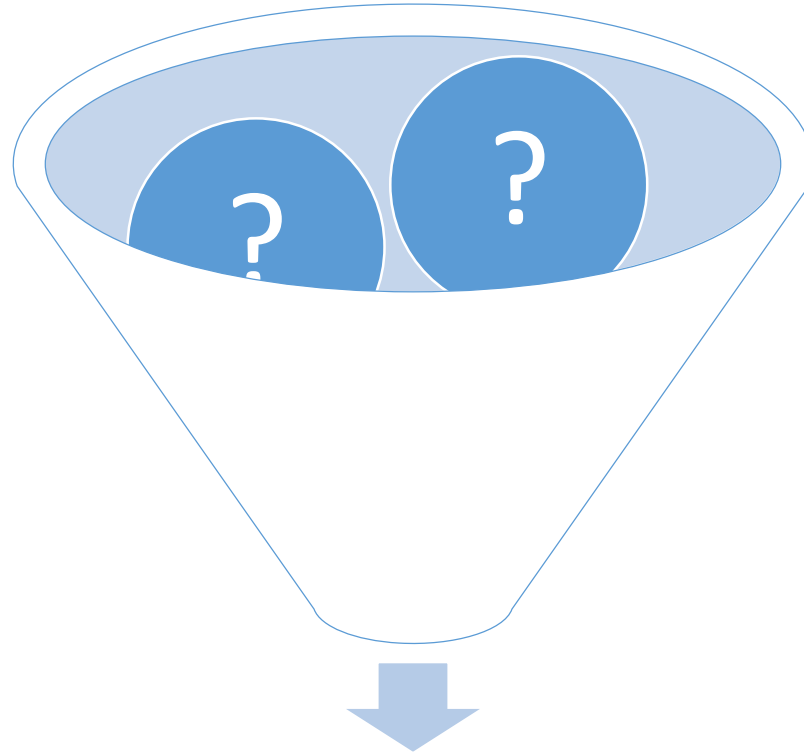
- Ensures assessment focuses on learning outcomes
- Ensures assessment gives appropriate emphasis to each skill, value, and behavior
- Makes writing items easier
- Helps document that students are achieving major learning outcomes
- Helps ensure alignment between learning outcomes, course coverage, and assessment content



Let's first focus on Tests...

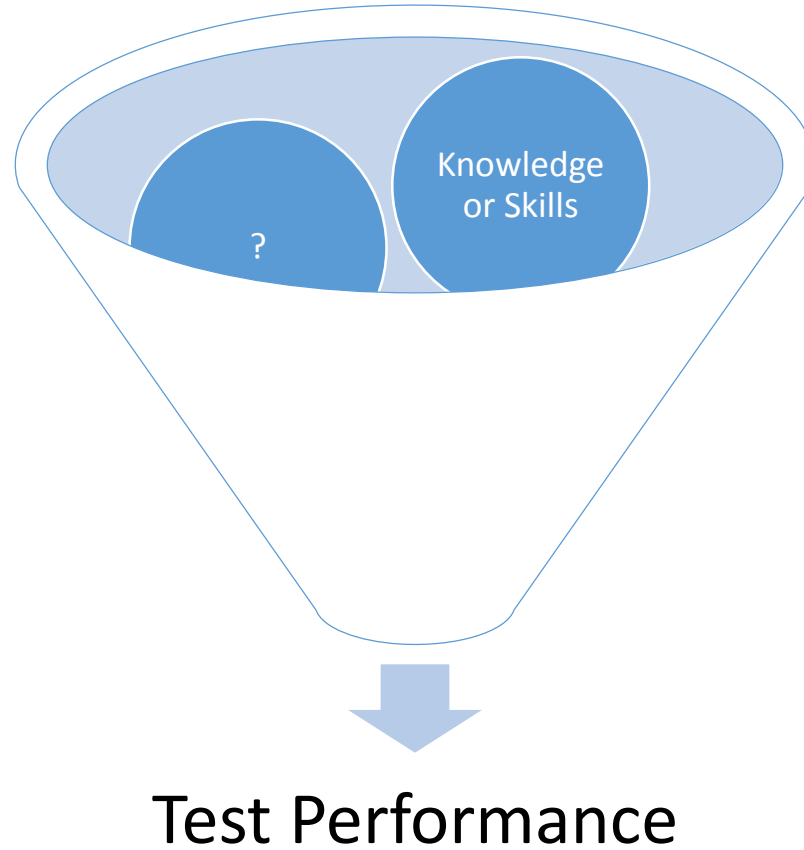


What goes into a Test Score?

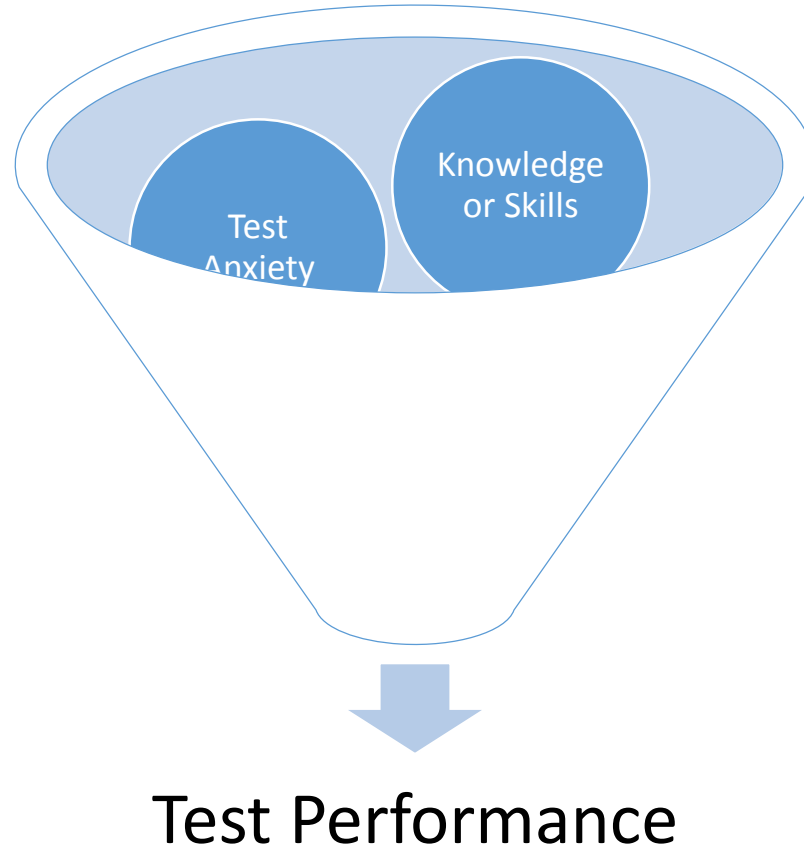


Test Performance

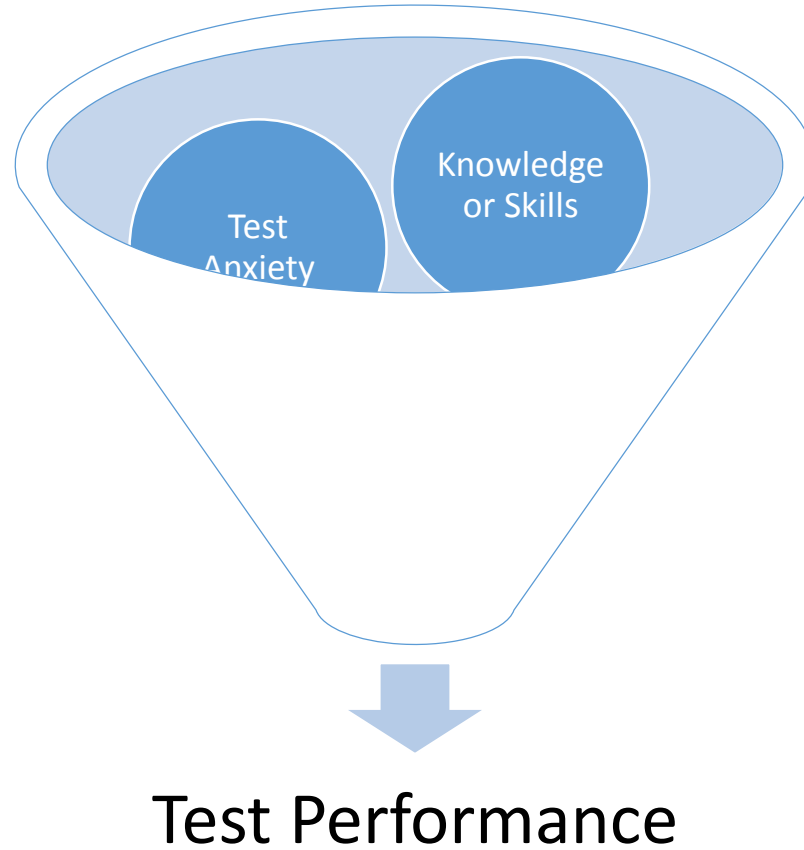
What goes into a Test Score?



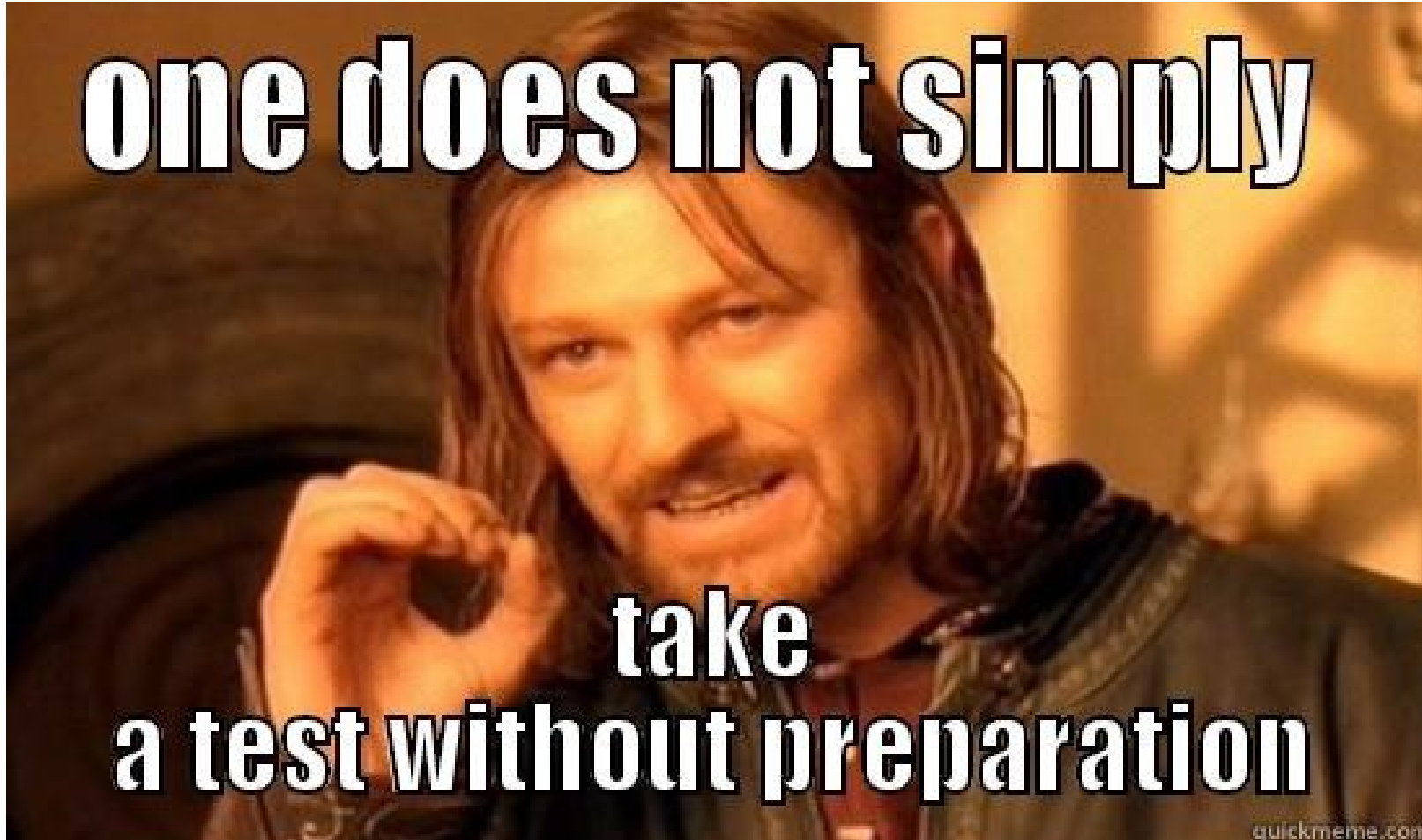
What goes into a Test Score?



What goes into a Test Score?



Test Taking Skills...



Test Taking Skills

TEST-TAKING SAVVY



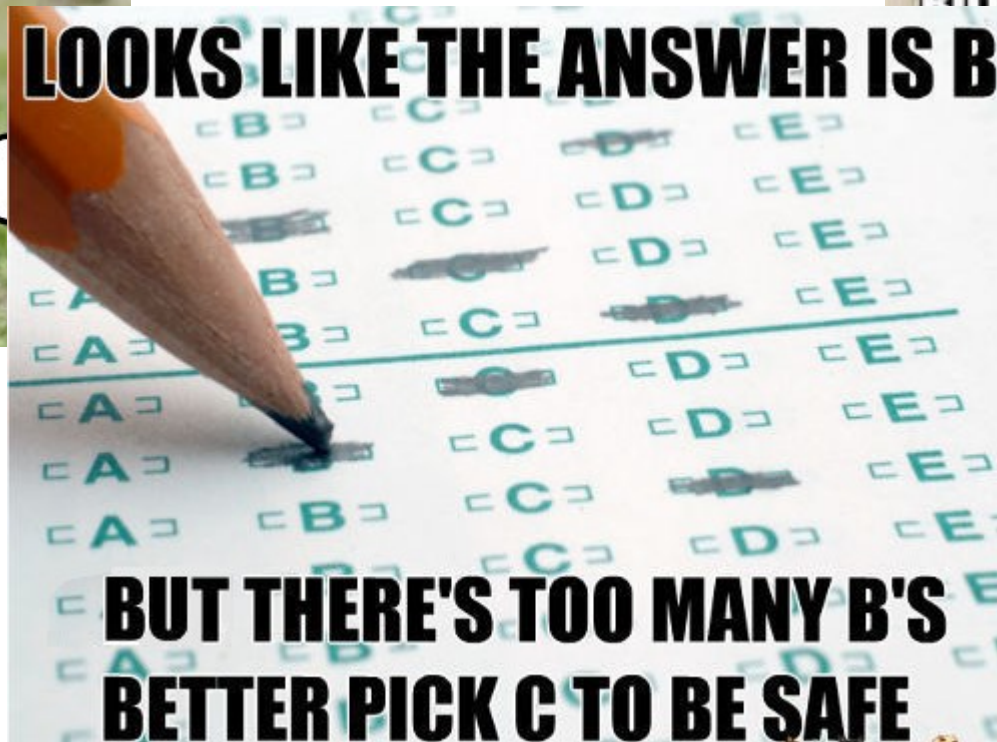
**ALREADY KNOW HOW TO
DEAL WITH THE TEST**



I DON'T ALWAYS TAKE TESTS

**BUT WHEN I DO, I READ ALL
POSTERS IN THE ROOM
SEE IF THEY HELP ME**

LOOKS LIKE THE ANSWER IS B



**BUT THERE'S TOO MANY B'S
BETTER PICK C TO BE SAFE**

Test-wiseness Clues

- The most general alternative is often correct.
- The longest alternative is often correct.
- The middle value or option is often correct.
- If two options are similar in meaning, choose neither.
- If two options are opposite in meaning, choose either.

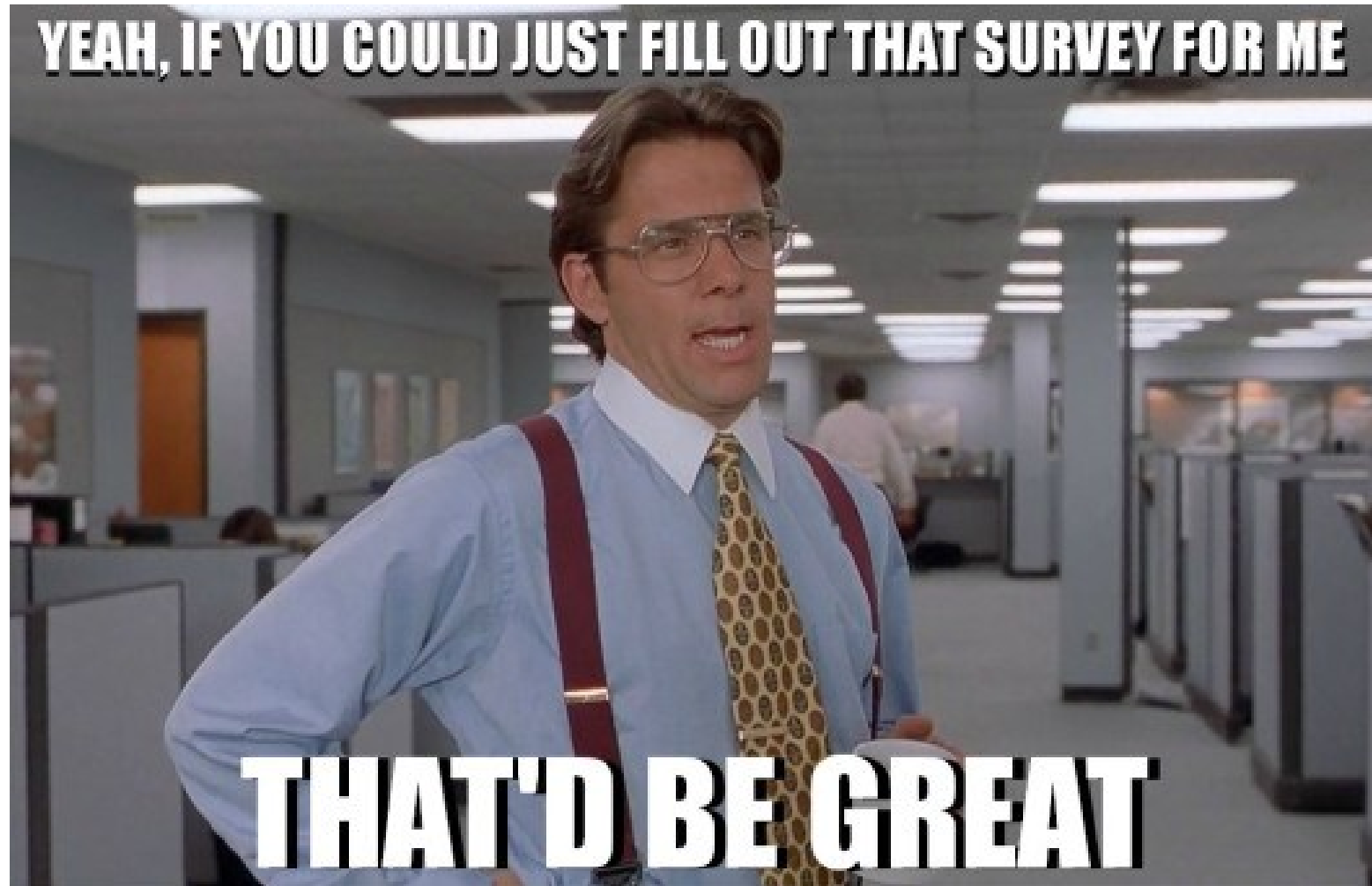
Some More Test-wiseness Clues

- Pay attention to grammatical cues.
- Pay attention to word association cues.
- Note the number of blanks provided.
- “All of the above” only requires partial knowledge.
- Overlapping choices can give away the correct answer.

Test Design Basics

- Average test time is 3-5 times how long it would take you to complete.
 - Typically about a minute per multiple-choice item, 30 seconds for True/False.
- Type of questions asked should match level of cognitive complexity being assessed.
- Randomization to discourage test-wiseness and cheating.
- Pretests include an “I don’t know” option.
- Minimize correct answer cues.
- Minimize external causes of test anxiety.

Now, let's move on to Surveys...



Good Survey Items...

- Avoid double barreled questions.
- Avoid loaded, biased, or leading words.
- Avoid vagueness or ambiguity.
- Avoid jargon or confusing language.
- Avoid double negatives.
- Include options that are mutually exclusive and exhaustive.

Good Survey Items...

- Are full sentences.
- Minimize cognitive load.
- Use a balanced, 4-5 point scale.
- Include reverse scored items.
- Keep vocabulary at the appropriate level.

Survey Design Basics

- Keep it short.
- Don't skimp on the demographics.
- Don't provide options when open-ended is viable.
- Place demographics based on sensitivity of topic.
- Use conversational tone.
- Make it aesthetically pleasing.
- Offer small incentives if possible.
- Anonymity is preferred, confidentiality is required.

Questions???

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