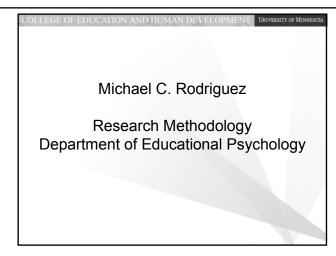
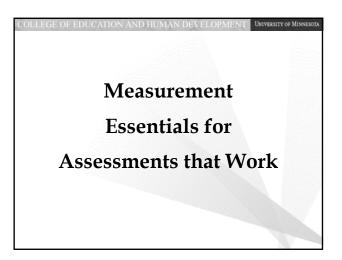
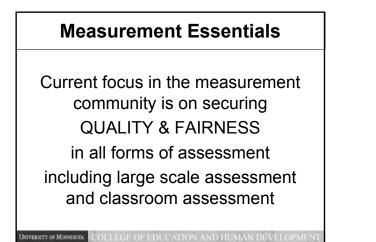
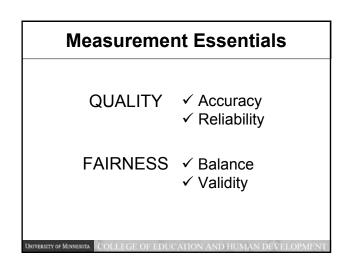
Paper presented at the ARTIST Roundtable Conference on Assessment in Statistics held at Lawrence University, August 1-4, 2004

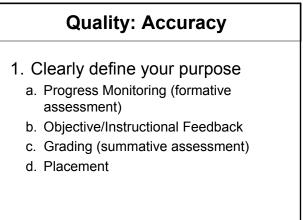




Measurement Enduring Themes: If What to measure If How to measure









Quality: Accuracy

- 2. Create an assessment blueprint
 - a. Content to be covered
 - b. Cognitive tasks to be assessed
 - c. Format of items
 - d. Number of items (given time limits)

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Quality: Accuracy & Reliability

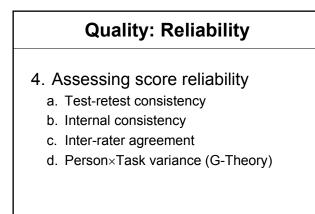
- 3. Design effective items & tasks
 - a. Use accepted principles of item writing
 - b. Trial use of new item types
 - c. Review items prior to use peer review
 - d. Review items after use

Quality: Reliability (Item Review)

3.d. Item Review

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- a. Item Difficulty
 - ➢Proportion that correctly answers item
- b. Item Discrimination
 - ≻Item-Total correlation (point-biserial)
 - ≻Upper Score Group v. Lower Score Group



Fairness: Balance

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- ✓ Preparation
- ✓ Bias

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- ✓ Accommodations
- ✓ Recourse
- ✓ The Good, the Bad, & the Ugly

Fairness: Validity

- ✓ Content related validity evidence
- ✓ External Criterion related validity evidence
- ✓ Construct related validity evidence
- ✓ Consequential aspects of validity

Some Final Advice

Plan ahead

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- · Clarify expectations and standards
- Document procedures
- Talk with others (peers and students)
- Listen to others (peers and students)
 - ... and ... take a measurement class...

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Go forth and measure...

www.edmeasurement.net