

# Writing Multiple Choice Tests

Academic Learning Centre  
201 Tier  
480-1481

# Hierarchy of Learning

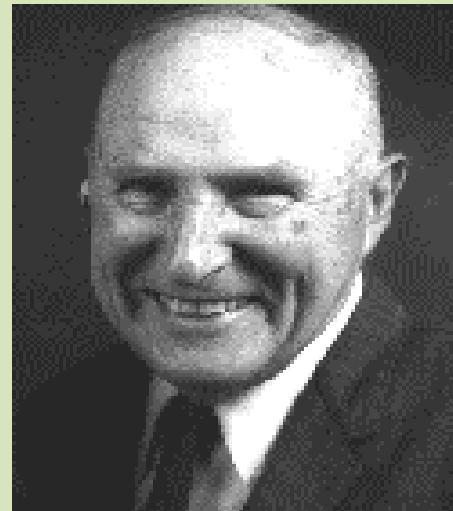
1. Knowledge (Recognition/Recall)
2. Understanding/Comprehension
3. Application
4. Analysis
5. Synthesis
6. Evaluation

Anderson, L.W., & Sosniak, L.A. (Eds.).(1994). Bloom's taxonomy: a forty year introspective. Chicago: University of Chicago Press.

# Knowledge Based Question

The effect of primacy on impression formation was first studied in 1957 by:

- a) Freud
- b) Luchins
- c) Seyle
- d) Maslow
- e) Watson



# Comprehension Based Question

According to research on first impressions, the *primacy effect* is a term used to describe:

- a) the impact of one's initial impression on others that becomes difficult to change.
- b) how a person judges others through the lens of his or her own cultural framework.
- c) beliefs about what character traits will occur simultaneously in people.

# Application Based Question

You are at a party. A person walks up to you and accidentally spills a drink all over your new pants. You begin to dislike the person, even though everybody else claims that the person is really nice. Your reason can be attributed to:

- a) the co-variation rule
- b) implicit personality theory
- c) the actor observer bias
- d) the primacy effect



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# Exercise

Ex: Dad always says “give a firm handshake”

def      According to social psychologists, there is a cognitive bias known as the primacy effect that overemphasizes the importance of first impressions. This is generally assumed to be because people are especially attentive during introductions.

cause



# Preparing for Exams

- Elaborate and create meaning
- Apply concepts to real life situations
- Study regularly and review frequently
- Use active study strategies
- Test yourself regularly

Which of the following is an example of a social system that ranks people into a hierarchy?

- a) the caste system
- b) the class system
- c) the estate system
- d) the feudal system
- e) all of the above

# Tips for Taking Multiple Choice Tests...

## Be systematic

- Cover the alternatives and focus on the question
- Come up with your own answer
- Read each response one at a time
- Eliminate wrong answers
- Identify the best possible response

# Writing Multiple Choice Tests

Some things to consider:

- Absolutes (ex: always, only, never, every)
- Negatives and double negatives
- Word associations
- Unfamiliar content
- Similar responses
- Contrasting responses
- All of the above

# Specific Determiners

Watch out for words like:

- Always, never, all, none, every, only  
ex: Mercury is always in a liquid state. **False**
- Usually, often, generally, seldom, typically  
ex: Rembrandt typically painted portraits. **True**

# Negatives and Double Negatives

- Negatives: look for the *false* responses

ex: Which of the following is *not* part of the cardiac cycle?

ex: All of the following are found in plant cells *except*:

- Double negatives: rewrite the sentence

common

ex: Which of the following is ~~not uncommon~~?

# Word Association

- Watch for words clues in both the stem and the response.

Ex: Marrying someone outside of the group to which you belong is defined as:

- a) Polyandry
- c) Endogamy
- d) Exogamy
- e) Monogamy

# Sensory memory can be defined as:

- a) memory that groups distinct pieces of information together.
- b) memory that is permanent and limited only by storage capacity.
- c) memory that briefly holds information in a person's senses.

# Unfamiliar Content

- Be wary of response items that contain content that you do not understand.
  - a) Torpor is an alternative physiological state, during which metabolism decreases and heart rate slows down.
  - b) Torpor is a physiological state that is conducive to somatic dematriculation of the ganglion.

# Similar Responses

- When items are very similar, there is a strong possibility that one is correct. Study them closely.
  - a) Discrimination is detrimental because it depletes a country's social, economic, and political resources.
  - b) Discrimination is detrimental because it depletes a country's social, economic, and natural resources.

water, energy, timber, and minerals

# Contrasting Responses

- When you are faced with two options that are exactly opposite, there is a chance that one is the correct choice.

ex: Torpor is characterized by (a/an):

- a) decrease in heart rate.
- b) increase in heart rate.
- c) increase in food consumption.



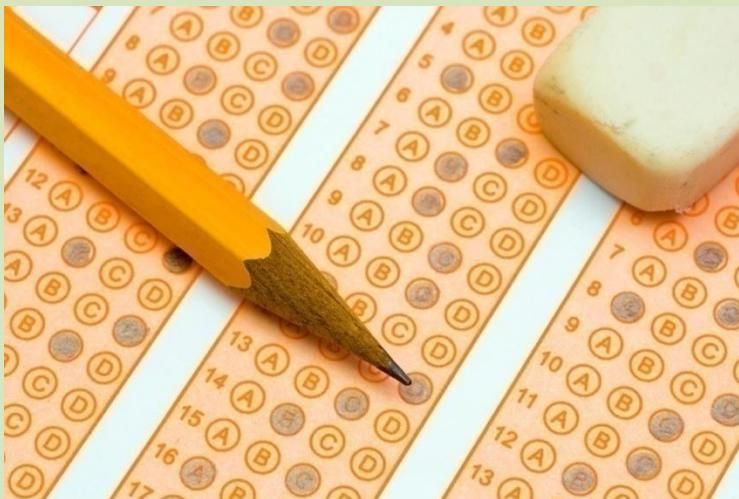
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Which of the following would be considered typical, if you were living in a tropical climate?

- a) There are forests filled with natural vegetation. **T**
- b) The climate is warm and wet in both summer and winter. **T**
- c) Rainfall usually comes from daily convectional rains **?**
- d) All of the above.

# Do you ever change your answers?

- If you have a reason to change the answer, change it!
- Don't play mind games with yourself.



# Sources

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