Choosing the Right Assessment Method: 
Embedded Exam/Quiz Questions

Definition: Multiple choice exam/quiz testing assesses knowledge based on students’ correct selection of potential answers. Typically, this evaluates students’ direct recall and depending on the questions, students’ ability to apply what they have learned to specific contexts.

Advantages:
- Time-efficient to administer.
- Allows for quick feedback and easy data analysis.
- Covers a broad range of content.

Disadvantages:
- Requires considerable faculty leadership/coordination during the phases of test development.
- Feedback to students can be limited.
- May measure students’ test taking ability, as opposed to their content knowledge and understanding.
- Students may misinterpret the questions.
- Reliability and validity of tests are unknown.

Ways to Reduce Disadvantages:
- Utilize on-campus measurement experts, such as the Educational Assessment Research Analyst during test construction and validation.
- Embed in a capstone course for maximum relevance.

Developing Embedded Multiple Choice Exam/Quiz Questions
- Faculty teaching sections of a course should work together to develop the embedded test questions to better ensure that the questions target the student learning outcomes that are being measured.
  - While faculties’ other exam questions can be different, the embedded assessment questions should be the same on every exam.
- Pay attention to question layout on the exam. Make sure that the exam is easy for students’ to follow.
- Conduct a pilot study the first semester that the questions are implemented. This way you can discover any mistakes and whether or not students are interpreting the questions correctly before the actual assessment is conducted.