

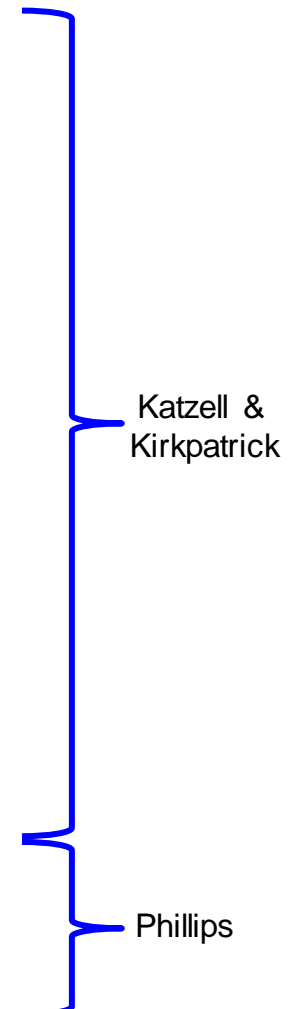
Create Level 2 Quizzes & Tests That Measure Job Application, Not Just Recall

Presented by:
Ken Phillips
Phillips Associates
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5-Level Evaluation Model

Level 1: Reaction	Degree to which participants find the training favorable, engaging, and relevant to their jobs
Level 2: Learning	Degree to which participants acquire the intended knowledge, skills, attitude, confidence and commitment based on their participation in the training
Level 3: Behavior	Degree to which participants apply what they learned during training when they are back on the job
Level 4: Results	Degree to which targeted outcomes occur as a result of the training and the support and accountability package
Level 5: ROI	Degree to which monetary program benefits exceed program costs



Data Collection Methods

METHODS	EVALUATION LEVELS			
	1 Reaction	2 Learning	3 Behavior	4 Results
Survey/Questionnaires	●	●	●	●
Interviews	●	●	●	●
Focus Groups	●	●	●	●
Knowledge Testing		●		
Work Review		●	●	
Structured Observation		●	●	
Action Planning			●	●
HR/Business Unit Reports			●	●
Key Performance Indicators				●

Source: Donald & James Kirkpatrick, "Evaluating Training Programs: The Four Levels," 2006.



Level 2

Background Information



Level 2 Evaluation Facts

80%

Organizations
evaluate some
programs
at Level 2

Source: ATD Research Study, "Effective Evaluation: Measuring Learning Programs for Success," 2019



Level 2 Evaluation Facts

48%

of all **programs** being
evaluated at
Level 2

Source: ATD Research Study, "Effective Evaluation: Measuring Learning Programs for Success," 2019



Level 2 Evaluation Facts

63%

Organizations view
data collected
as having high
or very high value

Source: ATD Research Study, "Effective Evaluation: Measuring Learning Programs for Success," 2019



Why The Disconnect?



4

Reasons:

- ✓ Test items are viewed as too easy or too difficult
- ✓ Test items measure mere recall, not job application
- ✓ The test was administered too close to the learning event
- ✓ The data collected is not used

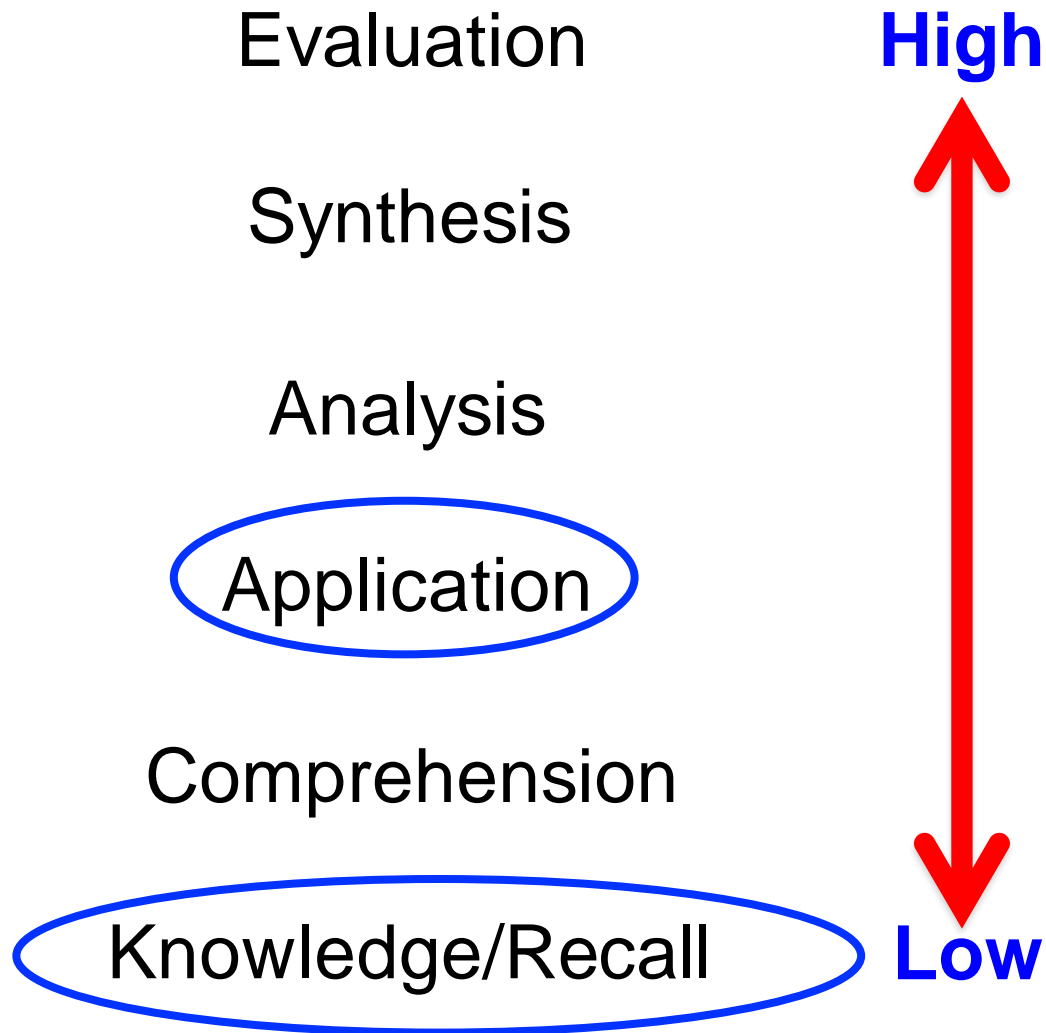
The

Solution:

**Create Level
2 Quizzes &
Tests That
Measure Job
Application**



Bloom's Taxonomy of Thinking Skills



Recall Questions

Test only whether someone learned something. Writing them requires a **deep understanding** of the training program content but **zero understanding** of the learners' work environment.



Application Questions

Test whether someone learned something & if they know how to apply it. Writing them requires a deep understanding of the **training program content** & the **learners' work environment**.



Job

Application

Test Question

Benefits

- Demonstrate training program value by using data to show whether participants learned something & know how to apply it
- Connect Level 2 & Level 3 evaluation results into an integrated measurement & evaluation approach
- Provide valuable insight into the cause when Level 3 evaluation results indicate little or no application back on the job occurred

Something to Think About

“ *The single most useful improvement you can make in test development is to write test items above the knowledge/recall level.* ”

Source: Shrock and Coscarelli,
Criterion-Referenced Test Development, 2007



Examples

What does TV stand for? (Recall)

What is the main function of a TV? (Recall)

What physical principle is used to display images on a TV? (Comprehension)

Your TV is not working properly. What is the most likely cause given the following set of symptoms:....? (Job Application)



Example: Recall

The best leadership style for taking over a team where trust is nonexistent is:

- A. Visionary/Authoritative*
- B. Directive/Coercive*
- C. Democratic*
- D. Affiliative*



Example: Application

You're taking over a team that has significant challenges. Trust is absent, and there are rifts to heal. Consequently, the team members feel considerable stress. The best leadership style for this situation is:

- A. Visionary/Authoritative*
- B. Directive/Coercive*
- C. Democratic*
- D. Affiliative*



Example: Recall

What is the best leadership style for a team when you have an urgent challenge to address?

- A. Visionary/Authoritative*
- B. Directive/Coercive*
- C. Democratic*
- D. Affiliative*



Example: Application

You are leading a team of highly experienced competent, and self-driven high performers. They are self-motivated and hold themselves to a very high standard. You have an urgent challenge requiring everyone on the team to help address it. The best leadership style for this situation is:

- A. Visionary/Authoritative*
- B. Directive/Coercive*
- C. Democratic*
- D. Affiliative*



Example: Recall

What does the letter “E” in the ADDIE model stand for?

A. Evaluate

B. Examine

C. Explore

D. Explain



Example: Application

You sent a detailed design document to a group of SMEs to solicit their feedback regarding a program design. This is an example of what element in the ADDIE model?

- A. Analysis*
- B. Design*
- C. Development*
- D. Implementation*
- E. Evaluation*



Your Turn



Instructions

- Use the *Guidelines for Writing Job Application Focused Test Questions* information on **page 6** in your handout
- Write one or two job application-focused test questions for one of your training programs
- Be prepared to share your test items with the entire group

This activity
will be done in
breakout
groups



Guidelines for Writing Job Application-Focused Test Questions

1. Select a learning objective from a training program
2. Consider what learners need to know and do to meet the objective
3. Identify real-life situations that reflect the actual application of the program content covered by the objective
4. Choose one of the situations and write the stem (the question or problem in 1 to 3 sentences
5. Identify plausible distractors – think of things someone might say or do who thought they knew content associated with this learning objective but didn't understand



**Writing Job Application
Focused Test
Questions**

Other M & E

Resources



Free M&E Articles

- ✓ “Eight Tips on Developing Valid Level 1 Evaluation Forms”
- ✓ ”Predictions and Probabilities in Training Evaluation.”
- ✓ “Level 1 Evaluations: Do They Have a Role in Organization Learning Evaluation Strategy?”
- ✓ “Developing Valid Level 2 Evaluations”
- ✓ “Writing Test Questions That Actually Measure Something”
- ✓ Level 3 Evaluations Made Simple, Credible, and Actionable
- ✓ “Capturing Elusive Level 3 Data: The Secrets of Survey Design”
- ✓ “Business Results Made Visible: Designing Proof Positive Level 4 Evaluations”

Available at www.phillipsassociates.com

2 Free M&E ebooks



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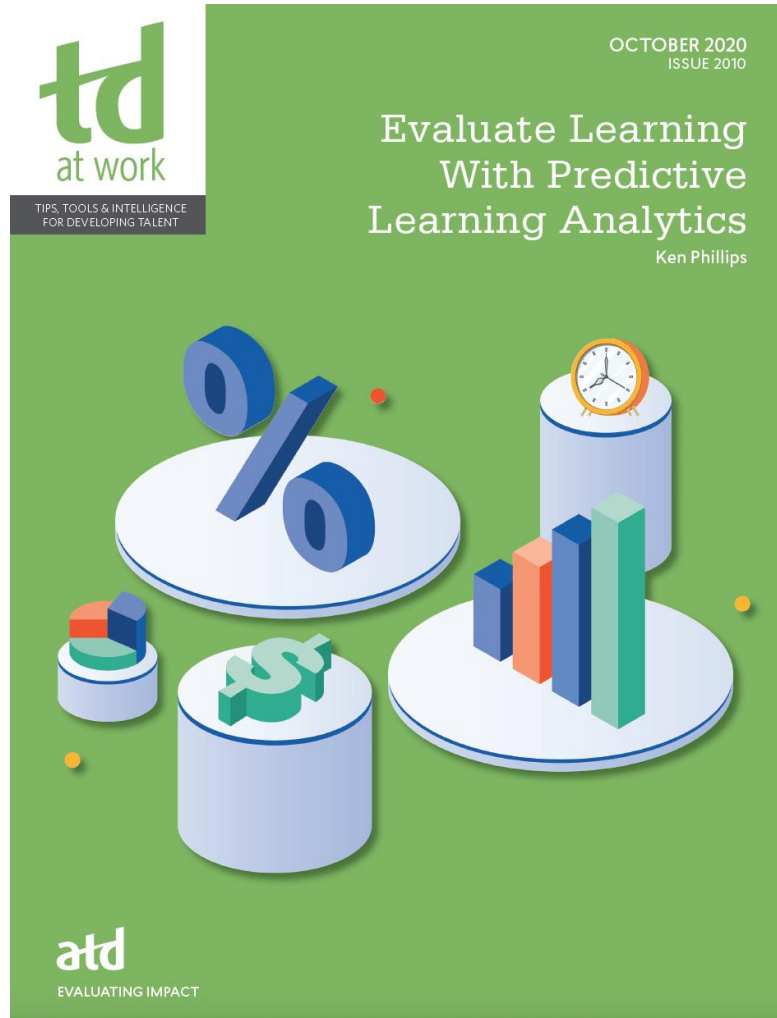
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The issue is available at: www.td.org

Ken Phillips

Phillips Associates

ken@phillipsassociates.com

(847) 231-6068

LinkedIn: www.linkedin.com/in/ken-phillips-3420b11

Website: www.phillipsassociates.com

34137 N. Wooded Glen Drive
Grayslake, Illinois 60030

