Division: Theoretical and Behavioral Foundations
Program Area: Evaluation & Research
Course: EER 7610, Evaluation and Measurement
Day: Monday, Oakland Center
Term/Year: Winter, 2014
Instructor: Dr. Shlomo Sawilowsky, Professor
Office: #371 EDUC, College of Education, Wayne State University, Detroit, MI 48202
Office Hours: Monday, Oakland Center, 3:30 – 4:30 pm by appointment.
Office Telephone: 313.577.5244 e-mail: shlomo@wayne.edu
Secretary: Sheri Telephone: 313.577.1614

Course Description: Principles and practices of evaluation and measurement with special focus on behavioral goals. Informal and formal evaluation strategies. Metrical analyses and standards. Teacher-made tests.

Course Objectives: The student will acquire skills in the following areas:

I. Introduction
   a. Educational Variables
   b. Scales of Measurement

II. Planning Teacher-made Mastery-level Tests
   a. Educational Goal
   b. Instructional Goal(s)
   c. Test Blueprint
      1. Competencies
   d. Taxonomies
      2. Gagné
      3. Ward
   e. Table of Specifications
   f. Task Analysis
      1. prerequisite skills
      2. enabling skills
   g. Item Specifications
      1. stem
      2. response
   h. Writing Items do's and don'ts

Review for Test 1

TEST 1
III. Item Analysis
   a. Item Difficulty
   b. Item Discrimination
   c. Distracter Analysis
   d. Mastery-level Analysis

IV. Evaluating Group Performance (Group Statistics)
   a. Distribution of Scores
   b. Measures of Central Tendency
      1. Mean
      2. Median
      3. Mode
   c. Measures of Variability
      1. Standard Deviation
      2. Variance
   d. Measures of Bivariate Analysis
      1. Pearson Product-Moment Coefficient of Correlation

Review for Test II

TEST II: Take-Home Test
Due: Following Week

V. Standardized/Norm Referenced Tests

VI. Classical Theory of Measurement

VII. Reliability
   a. Measures of Internal Consistency
      1. Split Halves
      2. Odd-Even
      3. KR-20; KR-21
      4. Cronbach (Coefficient) Alpha
   b. Test-Retest
   c. Alternate/Parallel Forms

VIII. Validity
   a. Content
   b. Predictive
   c. Concurrent
   d. Construct
IX. Interpreting Standardized Scores  
   a. Gaussian Distribution  
   b. IQ scores  
   c. Z scores  
   d. T scores  
   e. SAT, GRE scores  
   f. Stanines  
   g. Percentiles  
   h. Grade Equivalent scores  
   i. Age Equivalent scores  

X. Grading on the Gaussian Curve  

Review for Test III  

TEST III  


Note: If you wish to augment the course pack with a traditional textbook, I recommend Kelley, D. L. (1999), “Measurement made accessible.” Thousand Oaks, Sage, Chapters 1 and 3 – 8. This is a textbook written by one of my former doctoral students, and much of the material in her book is from EER 7610.  

Evaluation & Grading:  
There will be three tests. The scores will be averaged with the weights indicated below to produce the final grade.  

<table>
<thead>
<tr>
<th>Weight</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Test I: 40%</td>
<td>tba</td>
</tr>
<tr>
<td>Test II: 30%</td>
<td>tba</td>
</tr>
<tr>
<td>Test III: 30%</td>
<td>tba</td>
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Scale  

<table>
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<th>Grade</th>
<th>Range</th>
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<th>Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
<td>A-</td>
<td>85-89</td>
<td>B+</td>
<td>82-84</td>
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<tr>
<td>B</td>
<td>78-81</td>
<td>B-</td>
<td>75-77</td>
<td>C+</td>
<td>72-74</td>
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<tr>
<td>C</td>
<td>68-71</td>
<td>C-</td>
<td>65-67</td>
<td>F</td>
<td>0-64</td>
</tr>
</tbody>
</table>

**IMPORTANT NOTE:** TURN YOUR CELL PHONE OFF PRIOR TO CLASS!
**College of Education Syllabi Notices**

*(Instructor corrections in Italics)*

**Academic Dishonesty:** No form of academic dishonesty will be tolerated. You are in this class to learn, and you must commit the effort to obtaining your own knowledge and skills. You should already be aware, but for specific examples of academic dishonesty, including what constitutes plagiarism, you should read the Undergraduate and Undergraduate Bulletins found at [http://www.bulletins.wayne.edu/](http://www.bulletins.wayne.edu/), The Student Due Process Policy at [http://students.slis.wayne.edu/policies/index.php](http://students.slis.wayne.edu/policies/index.php) and any other formal documents that are created for students at WSU found through [www.wayne.edu](http://www.wayne.edu). You will be asked to sign a “denial of academic dishonesty/pledge of authenticity” statement and attach it to each product turned in for credit in this class. **By virtue of paying tuition you affirm the work you turn in is entirely your own. THIS INCLUDES ANY TAKE-HOME TESTS. IF IT IS DISCOVERED THE WORK IS NOT YOUR OWN YOU WILL RECEIVED AN “F” IN THE COURSE.** Any academic dishonesty will clearly be considered premeditated and not accidental. Expulsion is probably not worth the few hours of work you will avoid by cheating, so please think carefully and thoroughly, ask for help when needed, and make smart decisions.

**WSU Plagiarism Policy:** Plagiarism includes copying material (more than 5 consecutive words) from outside texts or presenting outside information as if it were your own or by not crediting authors through citations. (APA cites require author, year, and page number for direct quotes in quotation marks and for paraphrases with no quotation marks.) It can be deliberate or unintended. If in doubt about the use of a source, cite it. University policy states that students can be subject to multiple sanctions, from reprimand to expulsion as a consequence of academic dishonesty. Students caught plagiarizing information from other sources will receive a failing grade in the course. To enforce this policy, all outside references must be submitted with assignments. [Check out web resources related to plagiarism to learn more. For instance a good plagiarism definition can be found at: http://www.suite101.com/content/a-definition-for-plagiarism-a10232; and paraphrasing examples good and bad at http://library.csusm.edu/plagiarism/howtoavoid/how_avoid_paraphrase.htm.](http://library.csusm.edu/plagiarism/howtoavoid/how_avoid_paraphrase.htm)

**Religious Observance Policy:** Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provisions for non-Christian religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual students who find that their classes or examinations involve conflicts with their religious observances. They are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

**Student Disability Services:** If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only). Student Disability Services’ mission is to assist the university in creating an accessible
community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

Withdrawal Deadlines:
Withdrawal Policy: Students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN.

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade
- Students must submit their withdrawal request on-line through Pipeline. The faculty member must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email that withdrawal has been approved. Withdrawals can be requested at any point from the fifth week of class through the end of the 10th week of classes.

Students are sent two communications each semester regarding course withdrawals and deadlines for withdrawing. The medical withdrawal process can be initiated for up to three months following the end of a term, and is not impacted by this change in withdrawal deadline. Exceptions for other reasons would be considered only when circumstances beyond a student’s control affect ability to complete course requirements, and occur after the end of the withdrawal period and prior to the beginning of the final examination period. In no case will a late withdrawal be approved after a student has taken the final exam, or received a final grade in the class. The appropriate remedy for a poor grade is normally to repeat the course. If questions exist about exceptions for course withdrawal after the deadline, please consult with the Office of the Registrar prior to advising a student to seek an exception.

Adding Classes: Students may add classes no later than the end of the first week of classes. This includes online classes. Students may continue to drop classes (with full tuition cancellation) through the first two weeks of the term.

Anti-Discrimination and Harassment Policies: Wayne State University respects and protects the personal and academic freedom of its students, faculty and academic staff. The programs and activities of the University are open to all qualified persons without regard to race, religion, marital status, sex, sexual orientation, age, national or ethnic origin, political belief, or physical handicap, except as may be required by law. The University seeks to demonstrate, through all its programs and activities, its appreciation of human diversity and to maintain an atmosphere of tolerance and mutual respect that will nourish human liberty and democratic citizen-ship. Source: WSU’s Mission Statement: (http://www.wayne.edu/MissionStatement.htm).
Attendance:
You are expected to attend each class session, arrive on time, and prepared to begin each lesson by the published start time for this class. The syllabus allows you to know what general material is to be read before the designated class date. Your ability to do well on the tests will likely relate to attending and participating in the class. In the event that you are not able to attend a session, you are to contact the Instructor by phone or email advising her/him of your absence. In the event that you are not able to fulfill that expectations of the seminar, you must discuss this personally with the Instructor. The University has an Incomplete Grade Policy in place that you may qualify for; when developed in written format between you and the Instructor; should this be necessary. More information on this policy can be found at http://students.slis.wayne.edu/policies/index.php.

The Writing Center: The Writing Center (2nd floor, UGL) provides individual tutoring consultations free of charge for graduate and undergraduate students at Wayne State University. The Writing Center serves as a resource for writers, providing tutoring sessions on the range of activities in the writing process - considering the audience, analyzing the assignment or genre, brainstorming, researching, writing drafts, revising, editing, and preparing documentation. The Writing Center is not an editing or proofreading service; rather, students are guided as they engage collaboratively in the process of academic writing, from developing an idea to correctly citing sources. To make an appointment, consult the Writing Center website: http://www.clas.wayne.edu/writing/. To submit material for online tutoring, consult the Writing Center HOOT website (Hypertext One-on-One Tutoring) http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330.

MORE POLICIES CAN BE FOUND AT:
http://students.slis.wayne.edu/policies/index.php