

# 7 assessment best practices: the dos and don'ts of creating eLearning quizzes



# Introduction

**When you've put a huge amount of time, thought, and craft into your eLearning courses, it's vital to follow up your content with quizzes and assessments. Whether they're minor knowledge checks scattered across your courses or comprehensive roundups, assessments play a crucial role in helping your learners retain that all-important knowledge and training.**

However, while it can be easy to assume that a few multiple-choice questions are enough to cement new information in your learners' minds, the reality just isn't that simple.

Assessments are absolutely a useful tool when it comes to learning retention, but you won't realize their full value until your questions are presented in a stimulating variety of formats and paired with the right feedback and scoring processes.

It's also easy to overlook the benefits of assessments beyond learning retention. With the right tools and practices, assessments can provide:

- Higher rates of learner engagement
- Significantly increased exam integrity for compliance training
- Handy score- and question-level data that can inform future assessments and newer course iterations

Read on to discover how you can harness the full potential of eLearning assessments—from authoring to feedback.

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# 1 Use the right question types

When you're building those all-important end-of-course assessments, you need to present your quizzes in a way that keeps learners engaged and attentive. That means variety!

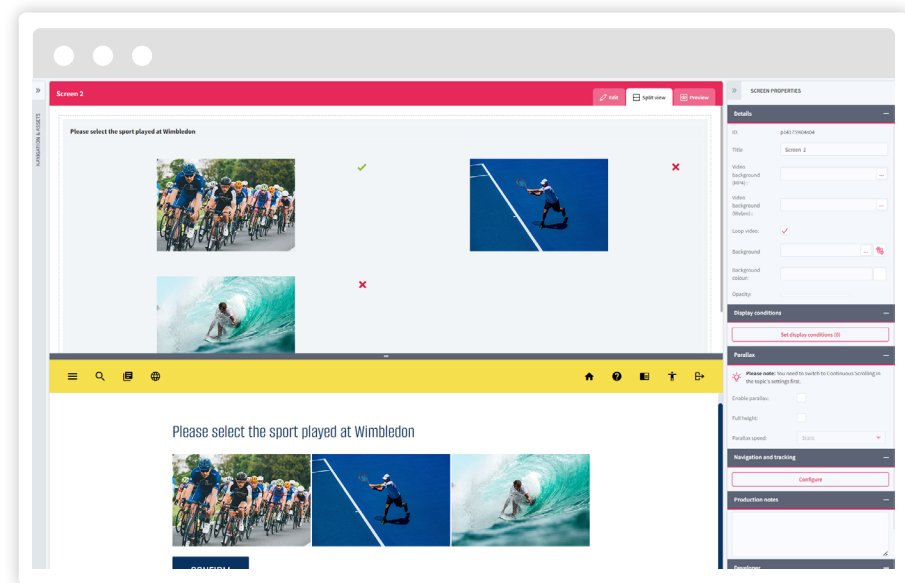
After all, an assessment is more than an opportunity for your learners to prove their knowledge or highlight which topics need a little more attention. They're equally valuable when maintaining and improving engagement among learners who might be flagging as they come to the end of a tricky piece of eLearning material.

With that in mind, it's worth infusing your assessments with an assortment of question types. There's no better way to keep your learners on their toes and (in some cases) make them think a little differently about their newly acquired knowledge. With Gomo, you'll have an array of handy options.

## Graphical multi-choice questions

Sometimes, words just aren't enough. In those situations, you can challenge your learners to choose the right answer from among a series of pictures.

By turning images into selectable answers, you'll provide your learners with a break from what may already be a text-heavy course, keeping them alert and attentive as they experience new ways of testing their knowledge.



## Dropdown lists

Although the humble dropdown list might feel like one of the more pedestrian options for your quiz questions, there are occasions in which you'll benefit from a simple list of responses.

If, for example, your question involves an image—perhaps asking your learners to identify a landmark or correctly label a diagram—you won't want a lengthy list of questions blocking the view.

It's not just about necessary images, either. After all, Gomo users love to take advantage of our library of prebuilt and custom themes—and it would be a shame not to show off the results!

## Open input

If you want to take the guesswork out of the equation altogether, you might want to swap out some of your multiple-choice questions for a simple text or number input.

This approach isn't suitable for every type of question. Still, when it comes to a single-word or single-number answer (and with rigorous testing to make sure learners can't be unfairly marked as incorrect!) there's a lot to be said for letting your audience type out their answers themselves.

## Drag and drop

The drag and drop option adds a tactile dimension to the learning experience by asking users to move text or images into different spaces.

Plus, by allowing learners to match or group different concepts, you'll allow them to gain a new perspective on their learning and forge the right connections between the pieces of learning content that make up your course.

## Likert scales

The use cases for a Likert scale are a little less common than a conventional multi-choice approach, but they're a great way to visualize content like dates on a timeline for any history-related quizzes.

Likert scales can also be used to measure learner satisfaction when presented after your assessments. This kind of data can be a handy way to shape your future content (more on that later!).

How happy are you with your current mobile (cell) phone?

Very happy Happy Neutral Unhappy Very unhappy

How happy are you with your current tablet?

Very happy Happy Neutral Unhappy Very unhappy

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## 2 Take advantage of question banks

Question banks are a great way to power your assessments. They're repositories of questions that you can plug into your quizzes, and—in Gomo's case—it's easy to maintain several question banks that cover different topics.

When you're onboarding new employees, for example, you might want to include a quiz about company history, and another quiz about company policy. By maintaining a question bank on each subject, you'll be able to quickly generate assessments that pull questions from the appropriate source and rapidly construct a top-tier test.

While this kind of feature is a great way to facilitate a smooth and frictionless assessment creation process for your learning designers, question banks are also good news for learners, too.

If a given learner got a few questions wrong on a previous attempt, you can set your question banks to present them with the questions they answered incorrectly. This approach prompts learners to fill in the gaps and reinforce any weak spots in their knowledge.



## 3 Remember to randomize your questions

Some organizations make the mistake of presenting the same questions in the same order for every learner. When you're dealing with compliance training, however, and especially in heavily regulated industries like finance, this kind of approach just isn't good enough.

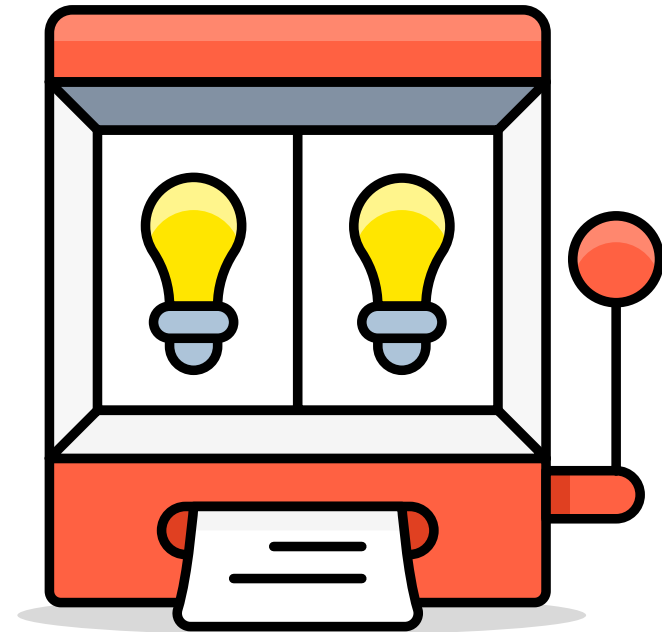
After all, one employee memorizing your answers and spreading that knowledge around could completely compromise your assessment. At the very least, that's going to stunt the learning benefits of your quizzes, but if your learners cheat their way through serious compliance content, you could face fines to the tune of millions.

That's why randomization is such a valuable feature in tools like Gomo. Your learners can't memorize your question order if you:

- Retrieve a random selection of questions from a large pool located in one of your handy question banks, or
- Retrieve every question in a bank and randomize the order they're presented in (which is especially useful if all learners are required to answer specific questions in a compliance assessment)

Any eLearning assessment will benefit from these features. If learners can't cheat, they'll just have to learn the material instead!

But when it comes to compliance, there are enormous financial repercussions for a lack of exam integrity, and mastering features like randomization has never been more urgent or necessary.



## 4 Use assessments to trigger course completion

Although you'll want to make sure compliance courses and eLearning more broadly are completed with integrity and thoroughness, that doesn't mean you can't grease the wheels a little.

While some eLearning content is constantly evolving or communicates brand-new information, this will inevitably be coupled with regular training that some of your existing employees are already familiar with.

By using assessments to trigger course completion, you can give your learners the option to skip past the various screens that make up your course and dive straight into the questions. This isn't always the default setting—in Gomo, for example, course completion is tied to visiting every screen in every topic unless configured otherwise—but in the right circumstances, this can be an efficient move.

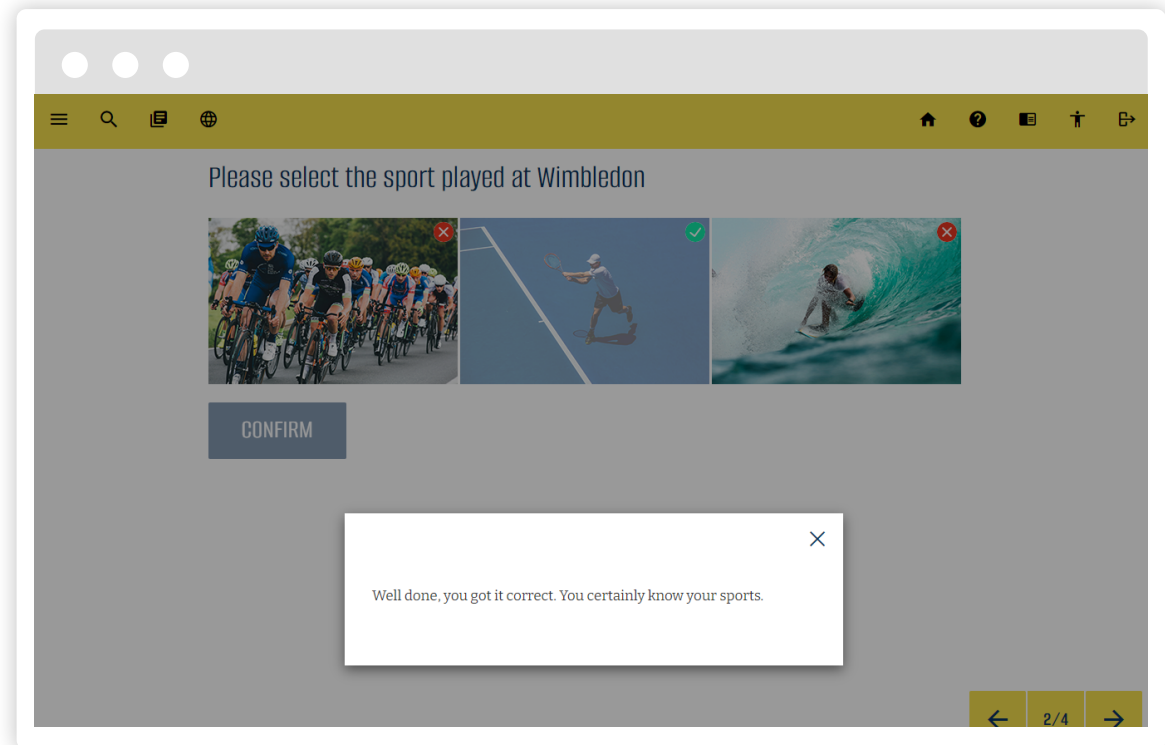
Not only will your learners be able to demonstrate their pre-existing knowledge with a minimum of fuss, but you'll also show that you respect their time by letting them return to their work!



## 5 Provide your learners with feedback

Sometimes, your learners are going to get things wrong—and it's worth thinking about how best to provide feedback for their answers. A big, red cross might make the mistake clear, but without any feedback or elaboration, some assessments might start to become disheartening or inadvertently encourage guesswork.

As luck would have it, authoring tools like Gomo will allow you to offer inline feedback. Whether your learner takes one or multiple attempts at the same question, you'll be able to craft feedback that clarifies their mistake, guides them towards the right answer, or prompts them to return to the relevant course content.



## 6 Remember these scoring and feedback tips

Giving feedback is one thing, but how do you make sure it's doing the trick? When it comes to giving your learners feedback and totaling up the score they receive for each assessment, try to think about the following factors.

### Give clear feedback

Inline feedback is the perfect opportunity to establish or reinforce a key point for your learner, aiding any future attempts and providing a clear rationale for the correct answer. These benefits will be undermined, however, if your feedback is ambiguous or contradictory.

### Make it detailed

Your feedback may be clear—but that doesn't mean it can't also be thorough. After all, your main goal isn't to trick your learners or to hope they'll fail, and explaining precisely how they went wrong will set them up for success down the road. Studies have shown that elaborate feedback on incorrect answers can lead to strong results compared to corrective feedback, so injecting your inline comments with a little specificity is well worth the effort<sup>1</sup>.

### Enable score tracking

Instant, premade inline feedback is a great feature for users looking to learn and reflect while they're in the midst of your quizzes, but it's far from the only string to your feedback bow! In Gomo, ticking the 'set course score' box will ensure that your learners' scores are reported back to your LMS. This allows you to reap the data-fuelled benefits of your users' results in a more comprehensive way—and, thereafter, act on the areas where employees are struggling.



1. Enders, N., Gaschler, R., & Kubik, V. (2020) 'Online Quizzes with Closed Questions in Formal Assessment: How Elaborate Feedback can Promote Learning'. Psychology Learning & Teaching. [Available online.](#)

## 7 Leverage your assessment data

**A good assessment infrastructure is only half the story. After all, if you've gone to the trouble of providing your learners with a robust mix of randomized questions, engaging question types, and insightful inline feedback, you'll want to make sure your assessments are working and improving! That's where scoring data comes in.**

An authoring tool like Gomo will provide you with a huge amount of assessment-related data by reporting back to your LMS. The level of detail you receive will, however, depend on the standard your LMS supports.

The ever-popular SCORM 1.2, for example, will allow a course to report a simple (but still highly useful) set of data to the effect of: "this person did this course and got this score". While this isn't the most detailed information in the world, it's still a great insight into the broad strokes of your learners' progress.

More advanced standards like SCORM 2004 and xAPI, meanwhile, can take you much deeper. If your LMS supports these standards, it'll receive in-depth, question-level data. That means every learner's answer to every question (and every occasion in which a score is triggered) gets recorded and neatly packaged for your inspection.

### How to interpret question-level data

It's one thing to receive assessment data reports, but what kind of insights can they reveal?

Let's suppose that a given course (or, if your LMS supports an xAPI statement, a given question) frequently returns wrong answers. There are a few different possibilities here:

- The question (or assessment) is too difficult
- The course materials that precede your assessment don't provide enough memorable information
- Your learners are just guessing!

Identifying the root cause of these issues will inform the requirements for future course revisions, leading—if you play your cards right—to improved learner outcomes. Whatever the cause may be, it all starts with the assessment data that kickstarts your investigation.

Of course, the root cause might be easy to track down—you don't necessarily need to get your magnifying glass out whenever your people struggle with a given assessment! Instead, you can always ask your learners for their feedback as part of your assessments, perhaps through a Likert-style rating system or an open input option.

That way, your reports will be enhanced by quick and easy access to the feelings of your learners, and your improvements will be informed by tips and insights taken straight from the horse's mouth.

# Ready to enhance your eLearning assessments?

If you're ready to easily create beautiful and engaging eLearning—including first-class assessments and quizzes—request a demo and see Gomo's cloud-based authoring tool in action. Or, request a free trial today.

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## About Gomo

The [Gomo learning suite](#) provides multi-award-winning products that allow you to create, deliver, update, and track beautiful multi-device eLearning. With Gomo Authoring, you can create truly responsive and adaptive HTML5 content that looks perfect on all devices, including desktops, tablets, and smartphones.

With an ever-growing client base including the BBC, British Airways, BT, Centrica, HSBC, L'Oréal, Shell, Sony, Squarespace, TDK, Vodafone, Weetabix, and many more, Gomo is quickly becoming the established choice for global organizations seeking collaborative, future-proof, and responsive HTML5 multi-device eLearning.

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