



Questionmark

The world's most advanced assessment software!

Question Mark™ Academic Applications

Computerized quizzes, tests, surveys, and assessments are helping thousands of colleges, universities, and schools work more efficiently. Students enjoy getting instant feedback, which quickly tells them what subjects need more study. Teachers are freed from the drudgery of grading tests. Comprehensive reports help instructors craft better lectures and tests, track individual and group performance, and set meaningful cut scores for future exams.

The extracts below are from case studies on our Web site at <http://www.questionmark.com/casestudies/>. They illustrate the wide variety of ways in which Question Mark can be used. These include pre-course assessments, course evaluations, tutorials, and self-assessments. For specific reference contacts, please get in touch with us or email info@questionmark.com.

“Practice Makes Perfect”

University of Southern Maine: John Broida’s psychology students at the University of Southern Maine are expected to take exams until they are satisfied with the results. They take their tests using Question Mark Perception via the Psychology Department’s web site. Every wrong answer brings them immediate feedback telling them what text to study before they try the test again. Broida believes repeated testing with instant feedback tells students what they need to work on and gives them an incentive to review difficult material.

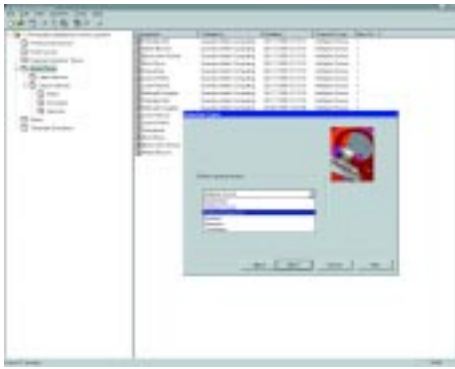
The school chose Internet-based tests because many students cannot get to campus easily. Those who are on campus use Question Mark for class tests. Broida says students love being able to take tests repeatedly and enjoy trouble-free access to the system. His administrative assistant can't remember the last time she had to type a test for him!

Distance Testing:

Wichita State University’s Physician Assistant Program: Students at Wichita State University’s Physician Assistant Program spend their second and last year in a series of clinical rotations that give them experience in a variety of medical settings, primarily in Kansas. They are required to sample family practice, acute care, inpatient medicine and internal medicine or surgery for five to eight weeks each. In the course of this busy year, they can find themselves several hours’ drive from the university campus.

Until 1999, the students had to travel back to Wichita to take written tests covering such subjects as general medicine, gastrointestinal and pulmonary health, dermatology, and the reproductive system. While ensuring the students were keeping up with their coursework, the tests were problematic because of the long journeys required to take them. Now, using Question Mark Perception, students can take their tests anywhere.

The 46 second year students take two major tests each semester, with 100 questions on each exam. Students say the exams are great practice for their national certification exams and help them pinpoint weak areas for further study. They also like travelling less and having more time to work and study.



Asynchronous Learning

Westchester Community College: Four courses at Westchester Community College combine the communication and coordination capabilities of Lotus Notes with Question Mark's testing functions. NYNEX collaborated with the college's Technology Division to create three courses aimed specifically at telephone company employees. The school's biology department is offering a fourth course. All of the courses run on asynchronous learning networks, which enable participants to log onto a course any time of the day or night, at work or at home. They can contact colleagues and instructors via e-mail or engage in discussion groups through a conferencing system or bulletin board. Students can even participate interactively in a team project that requires discussion, spreadsheet analysis or report generation. Question Mark is used for pre-course surveys, self-quizzes, formal tests and course evaluations.

Daily Quizzes

Baylor University: The data communications and networking classroom at Baylor University in Waco, Texas, has 45 laptop computers. Students use them not only to take notes but to take a 7-minute Question Mark quiz at the end of every lecture. Quiz scores make up the final grade in the class. Daily quizzes have resulted in better preparation, attendance and attention on the part of students.

University of California, Irvine: The Graduate School of Management at UC Irvine has fully embraced the use of the Internet and electronic classrooms to enhance academic activities. Students of economics take their laptop computers to class, which concludes each day with a Question Mark quiz. Students can all take the same test regardless of the type of laptop they use. Less than a second after finishing each quiz, they find out which questions they answered incorrectly. They are also told the correct answers.

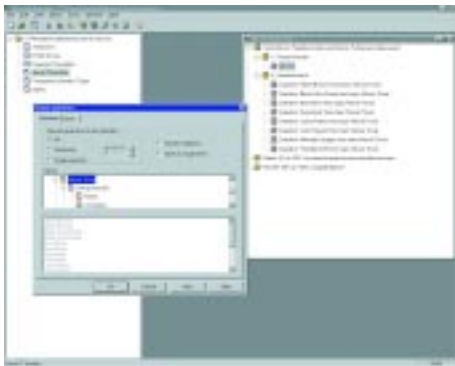
Self-assessments

University of Wisconsin's Hospitality and Tourism Department has developed online courses in a format that is free from the normal constraints of a traditional classroom. Students use a Web browser and several plug-in applications to participate in the class without constraints on time or place.

Instructors use Question Mark interactive quizzes extensively as self-assessment tools that enable students to check their own progress and achievement in the course. Question Mark is also used for pre- and post-course surveys as well as graded quizzes.

Some of the students in these asynchronous courses are on campus; many are not. Many are involved in co-op assignments or internships. The courses allow these students to maximize their learning by being able to study while they are involved in these off-campus activities. Some on-campus students enroll in the asynchronous courses when the classroom version of the course conflicts with another class or with work or family commitments.

Question Mark offers instructors the opportunity to create interactive self-assessments that the students use throughout the life of the class, not just during a single segment of the course schedule.



Licensing Exam Preparation

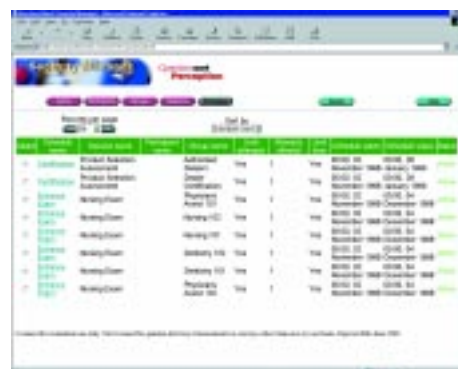
University of Alabama School of Nursing needed some testing software that allowed teachers to present the student with a patient scenario or case study background, then ask questions about each scenario. Question Mark for Windows was chosen from about a dozen test authoring packages because of its generous space for explanations and its intuitive user interface.

Staff in the school's Learning Resource Center developed a check sheet based on Question Mark's set-up parameters, so that faculty members can indicate their preferences for screen color, font size, and so on. Once assembled by LRC staff and approved by faculty, the tests are administered in a lab equipped with 50 computers. More and more courses are switching to online testing, which is preferred by many students because they can get their scores instantly.

Medical College of Georgia School of Nursing faculty focused on ease of use and network compatibility in their search for testing and assessment software.

Question Mark for Windows tests are administered in the university library's electronic classroom, with two time slots for each test to accommodate the 50 students in a course on problems arising from mental health disorders. The course includes three examinations using multiple choice questions similar to those in the NCLEX-RN licensure examination. Questions for the course tests were selected from the computerized test bank that came with the course textbook. The exam files were saved in an ASCII format and imported into Question Mark's presentation module.

Both faculty and students have benefited from Question Mark. Faculty members spend less time developing, administering and scoring tests. By creating a variety of question types and putting them in test banks, they can generate new quizzes automatically and, if desired, offer individualized assessments. The use of computerized tests in the school setting is an essential part of their preparation for the NCLEX-RN. While the licensing exam is formidable in its own right, the process of taking it on a computer can be made easier by giving students plenty of practice.



Paper-Free Quizzes

West Virginia Institute of Technology has offered a self-paced course in chemical kinetics and reactor design for more than a decade. Prior to the installation of Question Mark, students had to juggle papers when they took course-related quizzes. Question Mark allows students to use spreadsheets and other documents they would use in a real work environment. To progress from one of the course's 10 modules to another, students must score 90 percent on their quizzes. This application utilizes question jumps. Wrong answers trigger simpler questions for partial credit. Correct answers trigger more difficult questions.

Campus Wide Testing

Sinclair Community College in Dayton, Ohio has a steady eye on the future. The college's web site (<http://www.sinclair.edu>) guides visitors to distance learning programs, a computerized testing center, the school's "electronic college" and a host of projects aimed at maximizing the college's effective use of information technology.

Teachers can write, edit and schedule tests from their own desktops, where they also receive test scores after students have visited the testing center. The college is also now



using Question Mark for nursing courses, developmental studies, physics, biology, psychology, computer science, and English.

The college sees computer based testing as a campus-wide tool that can be used for diagnostic tests that would enable administrators to tailor instruction to individual needs. Other plans include assessing all incoming students to determine what knowledge they already have and what they need to learn, and utilizing summative assessment to measure each student's competency before awarding an associate's degree.

Student Orientation:

Northwest Michigan College: Like college students everywhere, newcomers to Northwest Michigan College are required to go through an orientation program. At NMC, as part of their orientation, students take a short, multimedia course called the "NMC EXPERIENCE" on the Internet. Once students have reviewed the college's resources, services and policies, they take a test developed using Question Mark software to measure their comprehension. To be deemed thoroughly "oriented" to their new life on campus, the students must answer at least 58 percent of the 25 questions on the test correctly. Question Mark was so easy to use that the counselors authored the questions themselves, and two students set them up in HTML.

Faculty Training:

Austin Community College: Question Mark tests aren't just for students. The Faculty Development Office at Austin Community College wanted to help adjunct faculty incorporate electronic information resources into their work for the school. So the office created a Web-based modular course on Electronic Information Literacy. The program covers such topics and Internet access, electronic information resources, electronic searching techniques, using copyrighted material, and assigning electronic research for student papers.

How to tell if the faculty members have mastered the material? By a series of six Web-based quizzes using Question Mark Perception. Response to the quizzes has been very positive, even from people who had previously considered themselves computer novices. The course has proved so successful that the school may revise and expand the program for use by students.

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