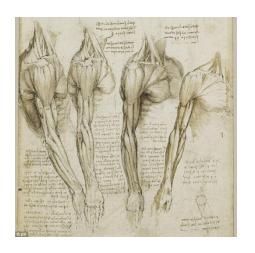
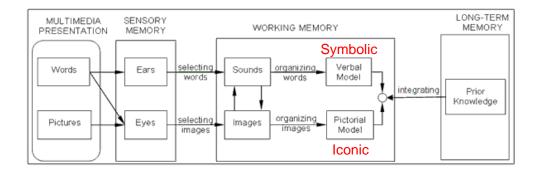
Investigating the use of images in assessment

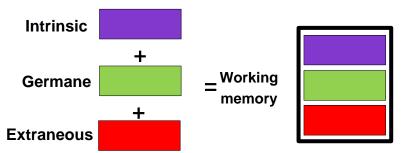
Dr J Holland*, Ms M Flood, Dr A McGarvey, Prof R O'Sullivan, Prof T Pawlikowska









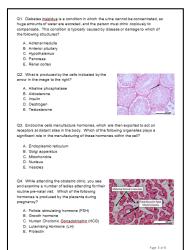


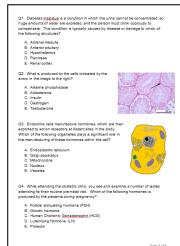




Prospective Study design

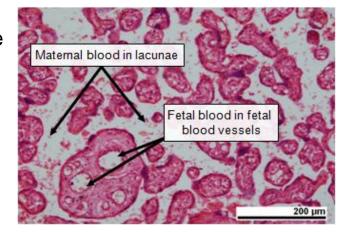
- Think-aloud protocol
 - Interviews with 30 students
 - 14 Multiple Choice Questions
 - Textual vignettes
 - Visual images within some stems
 - Essential / non-essential





While attending the obstetric clinic, you see and examine a number of ladies attending for their routine pre-natal visit. Which of the following hormones is produced by the placenta during pregnancy?

- A. Follicle stimulating hormone (FSH)
- **B.** Growth hormone
- c. Human Chorionic Gonadotrophin (HCG)
- D. Luteinising Hormone (LH)
- E. Prolactin

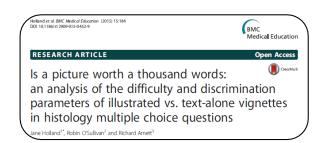






Results to date

- Quantitative (CTT) item analyses
 - No difference between item types
 - Text / essential image / non-essential image



Qualitative

- 15 interviews coded to date (vA) (work in progress!)
- Influence of images on cognitive processing
- Verbalisation
 - Essential vs. non-essential images
 - Verbalised / mentioned image
- Test-taking behaviours
 - Option elimination
 - Premature closure



