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Course Name: COMMUNICATION AND EDUCATION TECHNOLOGY

UNIT 8-Assessment UNIVERSITY

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Lecture 02

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Measurement

It is a process involving the assigning of a number

to an individuals characteristics.

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evaluation

Measurement

- Quantitative
- Objective & impersonal
- Precise & scientific

- Qualitative
- Personal & subjective
- Interpretative &

Not a continues philosophical process, occasional
 Continues process

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Purposes of evaluation

- Facilitate learning
- Diagnose problems
- Make decisions
- Improve products
- Judge effectiveness

Cont...

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• Administrative

– Grading student performance

- Selecting & Recruiting
- Promotional of personal

Education

- Feedback to educational program
- Improve the instruction, measurement and measuring device

Curriculum revision

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ERSITY

- Monitoring and motivational
 - Student progress
 - Bring out the inherent capability of student
 - Continuous & regular watch on pupil development
- Diagnosis and guidance
 - Hard sports or gaps of learning
 - Healthy competitive spirit among student
 - Weakness of student



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Types of evaluation

- Based on time
- Based on manner in which one interpret the result of the learner performance

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Cont...Types of evaluation

Based on time

-Summative

-Formative GALGOTIAS UNIVERSITY

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Cont...Types of evaluation

Based on manner in which one interpret

the result of the learner performance

-Criterion reference

-Norm reference GOTIAS UNIVERSITY

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Summative Evaluation

- M sriven in 1967 coined the term summative and formative evaluation.
- Summative evaluation is the commonly known type of evaluation.
- It comes at the end of the term, course or programme of teaching.

- Course Code : BSCN2005 Course Name: COMMUNICATION AND EDUCATION TECHNOLOGY Annual examination and half yearly examination
 - in school, public examination are the example of such evaluation.

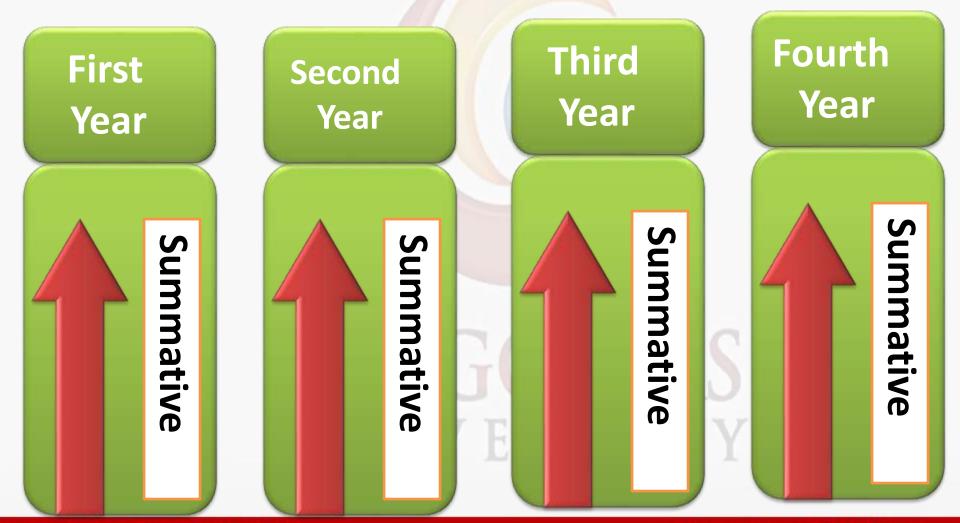
• Summative evaluation is done at the end of any

program or instruction.

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Summative evaluation-vertical dimension



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- It is vertical dimension seeing whether the student has achieved educational objective and how much he has achieved.
- Help to grade, rank, select the students
- It help in curriculum evaluation.

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Formative Evaluation

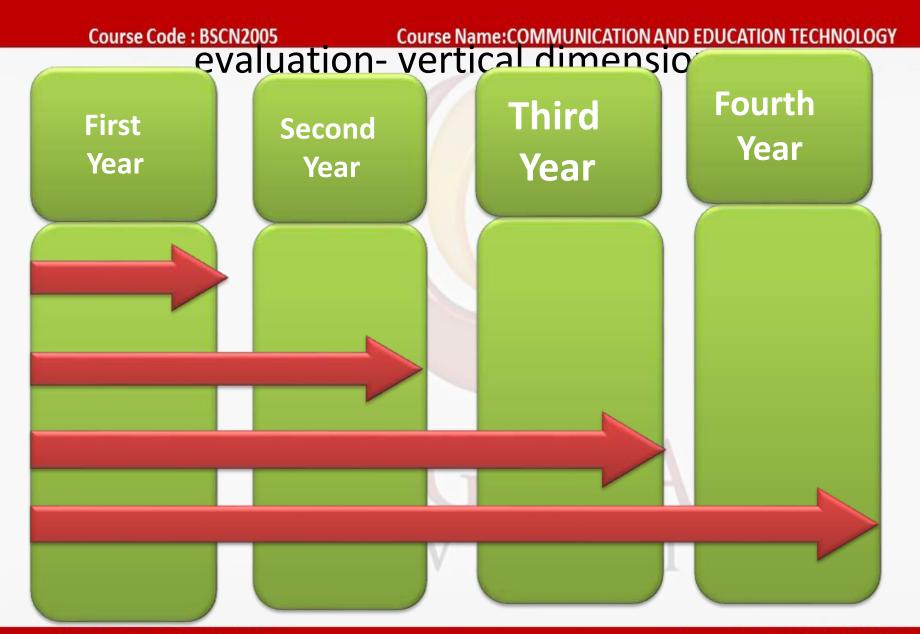
- On going, continuous evaluation
- According to AJ Nikto "it is concerned with judgment made during the design and during the development of program and are toward the modifying, forming and improving the program before it is completed".

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Purpose

- It Help in:
 - Motivation
 - Prediction
 Diagnosis
 Guidance



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ANY DOUBT??

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THANK YOU

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