Measurable Learning Objectives

Steps to creating measurable objectives:

1. Identify the noun or thing you want students to learn.

    a. e.g., three steps of target marketing

    b. e.g., American immigration policy

2. Identify the level/type of learning from Bloom's Taxonomy that you want students to demonstrate.

    a. **Evaluation** (critical thinking): justifying or determining value.

    b. **Synthesis** (critical thinking): combining two or more concepts, ideas, or information into something new.

    c. **Analysis** (critical thinking): dividing a whole into its component parts and relating the parts to each other and the whole.

    d. **Application**: using concepts, ideas, or information in a new context.

    e. **Understanding**: explaining concepts, ideas, or information in one's own words.

    f. **Memorization**: recalling concepts, ideas, or information.

3. Select a verb that is observable to describe that type of learning. (See pg 2 of this document for examples.)

4. Add the media by which students will demonstrate this learning.

    a. research paper

    b. poster presentation

    c. class presentation

NOTE: Avoid the conjunction "and." Lists in a learning objective force you to evaluate the quantity of criteria met, not the quality of meeting that criteria.

Verbs for Bloom's Taxonomy

Category	Generic Skill	Sample Verbs
Evaluation (critical thinking)	justifying or determining value	appraise, argue, assess, choose, conclude, compare, contrast, debate, decide, deduce, defend, determine, differentiate, discriminate, evaluate, infer, judge, justify, measure, prioritize, rank, rate, recommend, score, select, validate
Synthesis (critical thinking)	combining two or more concepts, ideas, or information into something new	assemble, blend, combine, compile, compose, concoct, create, design, develop, devise, formulate, forecast, generate, hypothesize, imagine, invent, predict, plan, prepare, propose, produce
Analysis (critical thinking)	dividing a whole into its component parts and relating the parts to each other and the whole	analyze, arrange, detect, calculate, categorize, compare, contrast, criticize, debate, detect, diagram, discriminate, distinguish, examine, group, infer, inquire, inspect, investigate, probe, question, relate, scrutinize, subdivide, test
Application	using concepts, ideas, or information in a new context	adapt, apply, change, compute, dramatize, draw, exhibit, generalize, illustrate, operate, practice, show, sketch
Understanding	explaining concepts, ideas, or information in one's own words	account for, annotate, associate, define, describe, discuss, explain, express, identify, recognize, report, restate, retell, summarize, translate
Memorization	recalling concepts, ideas, or information	cite, enumerate, label, list, locate, match, name, quote, recall, recite, record, repeat, reproduce, select, show, state