

## How do I write a really good objective?

Heinich, Molenda, Russell, & Smaldino (2002) suggested that really good objectives have four parts. These four parts can be best represented by using the ABCD Method where A=Audience, B=Behavior, C=Condition, and D=Degree. Take a look at how they work.

<b>Audience</b>	<p>The <b>audience</b> is the group of learners that the objective is written for.</p> <p>This is usually written "the learner" or "the student". Really apply the KISS principle here: Keep It Simple Sweetie!</p>
<b>Behavior</b>	<p>The <b>behavior</b> is the verb that describes what the learner (audience) will be able to do after the instruction.</p> <p>This is the heart of the objective. These verbs <b>MUST</b> be specific. Verbs such as “know”, “understand”, “comprehend”, and “appreciate” are difficult to measure and should <b>NOT</b> be used. Please see the list of 100 Helpful Verbs that follow.</p>
<b>Condition</b>	<p><b>Conditions</b> are the circumstances under which the objective must be completed.</p> <p>For our purposes, most will read, “After participating in our session (or training, or workshop), . . . “</p>
<b>Degree</b>	<p>The <b>degree</b> identifies the standard that the learner must meet to reach acceptable performance.</p> <p>How will you know when participants at your session have met the objective?</p>

Let's put the parts together in these examples:

1. After participating on our 45-minute session, participants will be able to select 5 barriers to social change in their community.
2. After participating in our 90-minute mini workshop, participants will be able to name at least 3 agencies they can partner with to help bring about needed change.
3. After listening to the third plenary speaker, participants will be able to correctly illustrate the structure of effective collaborative groups.

Read more about the ABCDs of instructional objectives in R. Heinich, M. Molenda, J. Russell, S. Smaldino (2002). *Instructional Media and Technologies for Learning, 7th Edition*. Englewood Cliffs: Prentice Hall, Inc.

## The Helpful Hundred

Smaldino, Lowther, and Russell (2008) suggest 100 verbs that one might use in writing good objectives. Each of these verbs is observable and measurable. This is not an exhaustive list, but provides a good starting point and reference.

add	compute	drill	label	predict	state
alphabetize	conduct	estimate	locate	prepare	subtract
analyze	construct	evaluate	make	present	suggest
apply	contrast	explain	manipulate	produce	swing
arrange	convert	extrapolate	match	pronounce	tabulate
assemble	correct	fit	measure	read	throw
attend	cut	generate	modify	reconstruct	time
bisect	deduce	graph	multiply	reduce	translate
build	defend	grasp	name	remove	type
cave	define	grind	operate	revise	underline
categorize	demonstrate	hit	order	select	verbalize
choose	derive	hold	organize	sketch	verify
classify	describe	identify	outline	ski	weave
color	design	illustrate	pack	solve	weigh
compare	designate	indicate	paint	sort	write
complete	diagram	install	plot	specify	
compose	distinguish	kick	position	square	

Source: Smaldino, S. E., Lowther, D. L., & Russell, J. D. (2008). *Instructional Media and Technologies for Learning* (9th ed). Upper Saddle River, NJ: Pearson.