

Watch Out for Verbs that are not Measurable

In order for an objective to give maximum structure to instruction, it should be free of vague or ambiguous words or phrases. The following lists notoriously ambiguous words or phrases which should be avoided so that the intended outcome is concise and explicit.

WORDS TO AVOID

*Believe Hear Realize
Capacity Intelligence Recognize
Comprehend Know See
Conceptualize Listen Self-Actualize
Depth Memorize Think
Experience Perceive Understand
Feel*

PHRASES TO AVOID

Evidence a (n): To Become: To Reduce:
*Appreciation for... Acquainted with... Anxiety
Attitude of... Adjusted to... Immaturity
Awareness of... Capable of... Insecurity
Comprehension of.... Cognizant of...
Enjoyment of... Conscious of...
Feeling for... Familiar with...
Interest in... Interested in....
Knowledge of... Knowledgeable about....
Understanding of... Self-Confident in.*