

Back to the Future: Interactive Oral Assessments

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BACKGROUND

ChatGPT and similar models have the capability to mimic sophisticated, human-like responses. There is a need for developing assessments that are robust against AI interference. As AI advances, it's vital for institutions to uphold assessment integrity and authenticity.



RATIONALE

Develop an authentic assessment that 1) goes beyond evaluating content knowledge, 2) integrates theoretical knowledge and practical problem-solving skills & soft skills required in professional settings, 3) mitigates issues with attendance and teamwork by differentiating between individual and group contributions.

WHAT ARE IOA?

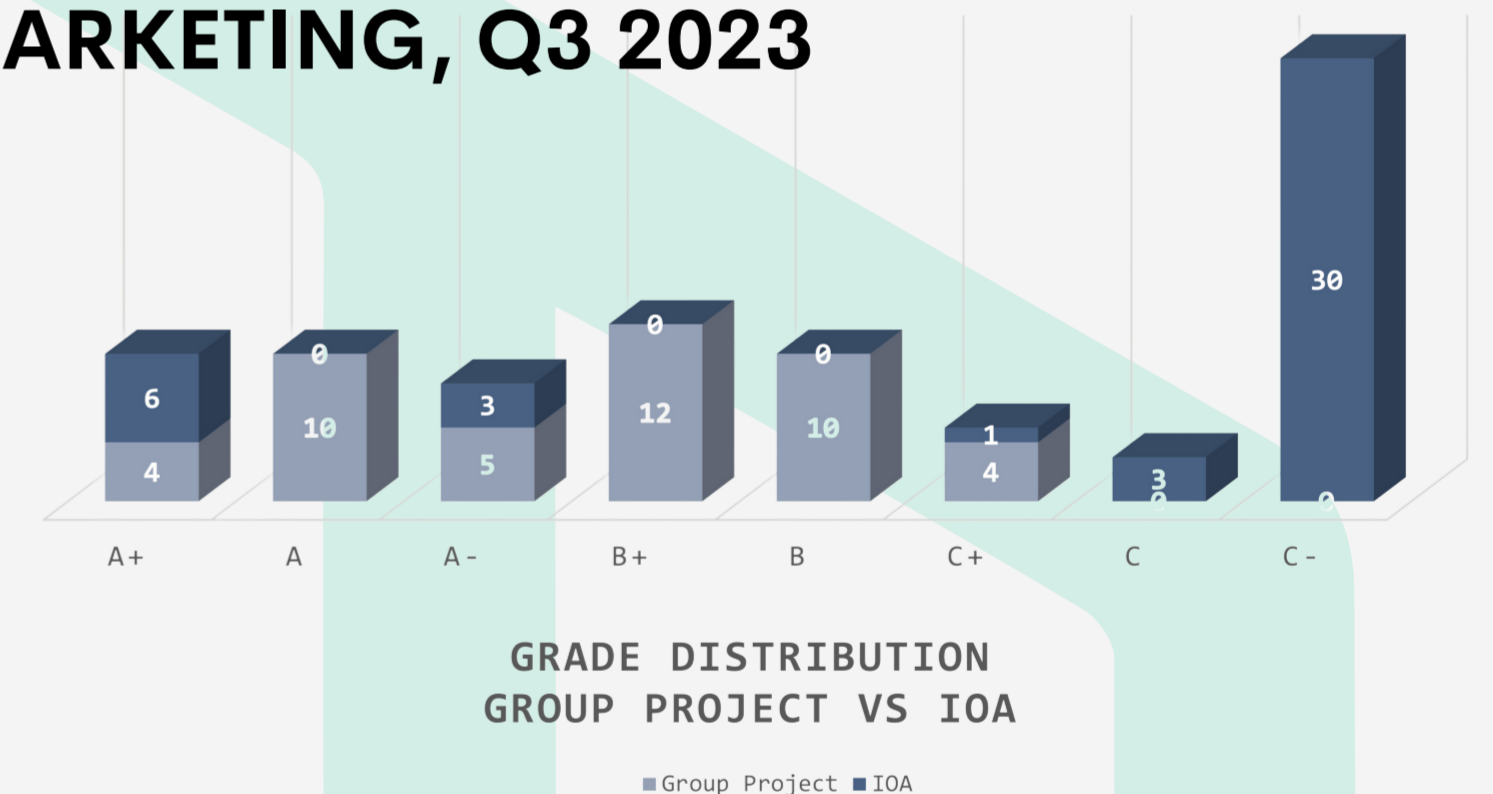
Interactive Oral Assessments (IOA) are one-on-one assessments in which students orally respond to prompts from an instructor, designed to evaluate their comprehension, critical thinking, and communication skills.

IMPLEMENTATION

IOA, titled 'Proposal Defence Interviews', was integrated into the final team project - a client digital marketing campaign proposal. Questions were designed to validate proposed content ideas, datasets, and recommendations.

CASE STUDY 1. BUSMGT 755 STRATEGIC DIGITAL MARKETING, Q3 2023

The postgraduate course/45 international students with non-business backgrounds. The cultural diversity and varying English proficiency levels present unique challenges. Each IOA was conducted individually, lasting 5 minutes per student. Students were permitted to use the campaign's PPT slides during their IOA. Two assessors per interview.



CASE STUDY 2. MKTG 304 DIGITAL MARKETING, S2, 2023

The undergraduate elective, a stage-3 course with 199 students. IOA was conducted in group settings, with 41 groups participating. Each team was allocated 15 minutes, and each student within the teams had 3 minutes. Two assessors per interview. 68% of surveyed students voted in favor of IOA as a part of the team-based assessment.

68%

PRACTICAL CONSIDERATIONS

Review the course's LOs to identify the competencies, skills, and knowledge students can be assessed via IOA. **Determine** gaps in current assessments to understand where IOA could provide more in-depth insights compared to traditional methods. **Evaluate** the IOA alignment with the university's graduate profile. **Develop** interview questions and a rubric aligned with the course's LOs and goals of the assessment. **Introduce** and practice the anticipated interview questions throughout the duration of the course. **Use** a streamlined rubric for the grading process. The **weighting** for the IOA should be motivational to mitigate attendance and teamwork issues. The MKTG 304 **rubric** included only three **criteria**: understanding the project (content knowledge), critical evaluation using evidence (critical thinking), and communication (the student's ability to convey their ideas effectively).