



Questionmark Case Study

AAA's Travel Challenge Puts Teens to the Test

Scenario

As part of its centennial celebrations in 2002, AAA wanted to create a national event that would promote high school students' knowledge of travel and geography. Working with travel industry educator Marc Mancini, the AAA's Travel Services department decided to run a quiz competition that would test American students' knowledge of people and places worldwide.

The first round of the competition would be a Web-based test. This would be followed by a proctored, written test for the top students in all 50 states and the District of Columbia. Top scorers on the written exam would be invited to Universal Studios in Florida for a final, game-show-style playoff. The first place team of three winners would garner \$25,000 in scholarships, with second place team members receiving \$10,000 each.

In order to run the competition, the AAA needed to find testing and assessment software with which to create a thousand questions, which would then be chosen at random to create individualized quizzes for contestants.

Choosing Perception

The AAA initially did not plan on purchasing an assessment software product. Instead, they sought a company to host the competition. But with average costs quoted at \$1 per test, and without being certain of how many students would participate, it was impossible to budget for the project.

At this point, the organization contemplated building its own assessment tool. But when AAA learned about Questionmark Perception, they realized this wasn't necessary.

Reaching a licensing agreement that stayed within the project's budget, the AAA can use Perception as it wishes. And the software itself offers many more features than could have been provided by an in-house product.

Writing the Test

Test authors at Mancini Seminars and Consulting created different question banks for travel and geography - three covering the U.S. and three covering the rest of the world. One bank contained easy questions, one medium, and one difficult. From a total of 1,000 questions, Perception generated equally-weighted quizzes containing different combinations of questions for each participant.

Results

Practice tests were made available on the contest website at www.aaa.com/TravelChallenge before the competition opened. Students could get a feel for the test by answering 40 multiple choice questions covering U.S. and world destinations. Once finished, they could review each question to see how many they got right. Nearly 8,000 students registered for the first travel challenge in 2003, setting the stage for even more students to take part in future competitions.

More information

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