



## 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.*