

CAE



CLA+

Sample
Assessment

HIGHER EDUCATION

www.cae.org

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► Overview

CAE's Collegiate Learning Assessment (CLA+) for higher education is designed to measure students' critical thinking, problem-solving and written communication skills regardless of their field of study. These skills are necessary not only for success in college, but also for success in the workplace and life outside the classroom. Our online assessments include real-world scenarios and documents that reflect an authentic situation. No prior knowledge is necessary to perform well.

CLA+ includes a 60-minute Performance Task (PT) with an open-ended prompt that requires a written response. The PT assesses analytical reasoning, the evaluation of information, problem solving, writing effectiveness, and writing mechanics.

A 30-minute Selected-Response Question (SRQ) section is also included in the assessment which contains three types of questions: Data Literacy (DL), Critical Reading and Evaluation (CRE), and Critiquing an Argument (CA). The SRQs ask the student to choose the best response based on the information provided.

The following is an abbreviated version of a PT, scoring rubric, and SRQs.

About CAE

CAE partners with educational organizations to help prepare students for their next steps. Using our authentic performance-based assessments, educators, students, and their families gain actionable insights to help them develop their critical thinking, problem-solving, and written communication skills — the skills that are necessary for academic success and most in-demand by employers. Instructional materials are available to support essential skill development along with professional development on using performance tasks and how to integrate essential skills instruction into existing curricula. CAE can also develop custom performance-based assessments to measure the specific skills your organization is interested in, including for core subject areas.

For more information, visit www.cae.org.

► Performance Task: Social Media

ROLE

You are starting a social media company with a partner. The company, called “PenPals,” will be an online forum for aspiring writers and journalists to network with employers, share their writing, and connect with other writers..

SCENARIO

Your business partner has drafted a business plan but cannot decide the best way to make a profit from the online business. Your partner suggests several possibilities: selling advertising space and member information to advertisers, charging members to use the service, charging employers to search for potential employees using the service, or some combination of these three options. Read the business plan and other supporting documents to analyze the strengths and limitations of each funding option.

TASK

Your task is to write a recommendation to your business partner evaluating the possible funding options and suggesting the best option for the needs and limitations of your business. Consider how financial trends, legal issues, and customer preferences would impact each option. Make sure to address the strengths and/or limitations of each option and support your statement with information found in the documents.

There is no “correct” answer. Your written recommendation should clearly describe all the details necessary to support your position. Your answers will be judged, not only on the accuracy of the information you provide, but also on how clearly the ideas are presented, how thoroughly the information is covered, how effectively the ideas are organized, and how well your writing reflects the conventions of standard written English.

Write your response in the space provided. Write as much as you need to fulfill the requirements on the task; you are not limited by the size of the response area.

► Document Library

Document 1: PenPals draft business plan

Document 2: Memo from Nelson Fareira, J.D.

Document 3: Statistics on internet apps and internet ads

Document 4: Business Universe online discussion forum

Document 5: Article from *Bottom Line* magazine

Document 6: Email from Imani Willis, ReCrucial recruiting website

► DOCUMENT 1: PenPals Draft Business Plan



Draft Business Plan

Business Name: PenPals®

Description of Services: PenPals® is a social media service for students and budding professionals in the field of journalism and writing. When members join PenPals®, they will be able to connect with employers or with people looking to hire freelance writers, and can also apply directly to jobs through the site. In addition, PenPals® has created a vibrant community of users that provides professional networking as well as a platform for discussions about freelance writing experiences. Furthermore, PenPals® includes active online forums where the art and skill of writing, as well as professional development, are discussed.

Target Demographic: Freelance or unemployed writers and students—those who are trying make connections or learn how to improve their writing, as well as established news companies and organizations who are looking to hire new writers. We want to appeal to a wide range of people in the writing and journalism fields, including academics and professionals. At the same time, we want to create a platform that has more focus and provides better content than many of the professional social media options currently available.

Funding Options:

- Sell advertising space that would show up on the screen before members can access the service
- Sell member information to advertisers who would use their information to create user-specific advertising and online mailing lists
- Allow members to join for free, but charge members varying rates for most services. (In this case, we would still need to have on-screen advertising, but members would be able to pay a fee to opt-out of advertising altogether.)
- Charge all members a flat monthly rate for the service
- Charge employers and publications a fee for advertising jobs and opportunities on our site
- A combination of the above options

► DOCUMENT 2: Memo from Nelson Fareira, J.D.

from the desk of
Nelson Fareira, Attorney-at-Law

Thank you for contacting our offices about legal issues surrounding your online business. If you would like to schedule an in-depth consultation, I am happy to meet with you. In the meantime, I am including a statement—free of charge—with a general consultation regarding issues that may affect your business planning. Please feel free to contact me with any further questions.

Respectfully yours,

Nelson Fareira

Nelson Fareira, J.D.

FAREIRA, FULTON, & HOLMES



MEMO:

Legal Risks and Ramifications Involved in Online Business and Social Media

Social media businesses are vulnerable to the following primary legal threats:

1. Breaches of security by third parties. Online platforms are vulnerable to being manipulated and used by cyber criminals to steal information about the host company or users. These breaches are exceptionally serious in instances where users share financial information.
2. Online businesses are at risk of legal action from users for leaking confidential information about individuals for third-party use. This may be in the form of sharing or selling information with or to businesses or governmental third parties, without explicit consent from users.
3. Copyright issues. If users post copyrighted information, the service may be legally liable.

Based on the above legal issues, we recommend that you work with one of our attorneys to develop clear Terms of Use that all users must accept before using your site. Your Social Media Policy should make your information-sharing practices transparent and clear, as well as encourage respectful behavior by all users.

Fareira, Fulton, and Holmes
Business Law Firm

► DOCUMENT 3: Statistics on Internet Apps and Internet Ads



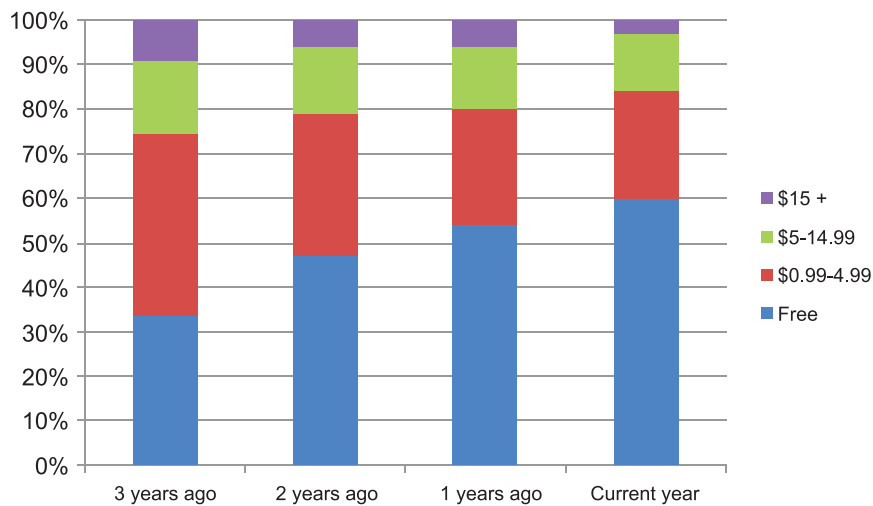
IntelFind Data Group

Statistics for your personal & business finance decisions

SOCIAL MEDIA INFOGRAPHIC

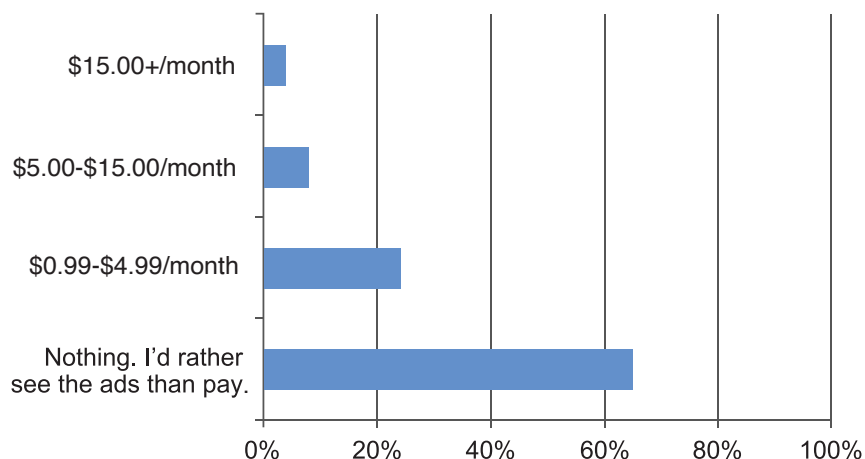
These infographics reflect social media use, user spending, and advertising. All statistics are gathered by IntelFind Data Group.

PRICE OF INTERNET SERVICE SUBSCRIPTIONS, MONTHLY



Percentage showing how people answered the question:

"How much are you willing to pay to remove advertising from your frequently used social media site?"



► DOCUMENT 4: Business Universe Online Discussion Forum

The screenshot shows a web browser window with the URL `http://community.businessuniverse.com/discussion/forum/sdf89435fsd/8w3u48`. The page header features the Business Universe logo and the title "Discussion Forum". A navigation bar includes a "Log in" button and search icons. The main content area displays a discussion thread titled "What could be done to improve social media sites?". Below the title are two tabs: "Social Media" (selected) and "Websites". The thread consists of eight posts from various users, each with a circular profile picture and a username. The posts discuss the annoyance of ads on social media and the potential of a paid model.

What could be done to improve social media sites?
 • Social Media • Websites

WG **WebGrI**
 It creeps me out that every site I go to shows me ads for things I've done Web searches for. Also, stop trying to sell me stupid products I don't care about! I'm DONE with ads.

WA **WorkAholiC54**
 I get your gripe @WebGrI, but are you willing to pay a fee for every site you visit? If there aren't advertisers, there isn't any other way to pay for the content you get on the Web.

WG **WebGrI**
 I'm willing to pay a fee to avoid all this "noise" that ads cause. This might mean fewer people on social media sites, but maybe that's not a bad thing!

JM **JM3creative**
 @WebGrI, I agree! I only use sites and services that offer higher quality content, and I am willing to pay to access these sites and services. 100%.

FN **Fun1st**
 No WAY! You guys are crazy. If we start needing to pay for social media sites, say "bye bye" to the freedom of the Internet. Can't you just ignore the ads?

MO **Money123**
 I'm with @JM3creative. I use the Internet for professional networking and I don't need those ads. Not only are they annoying, but if more social media sites charged fees, the people who use them would take them more seriously. It would make everything a lot better

YM **YeaMan21**
 Think a little deeper. These social media sites are selling our personal information to businesses to make that money. And probably to the government as well. I'd rather pay a small fee to use the service than let myself get sold like that. And these sites better rethink their policies before they get themselves into some major trouble.

GG **g0geTTer**
 I hear what you're all saying about paid sites having better content, but the truth is that no business can survive in this market unless it has a real angle that people are going to want to buy into. Think logically people! If there's something similar for free, you can guarantee people will choose that over paying even a small sum. Who doesn't hate ads clogging up their online feeds? But we're all willing to deal with it, if it means keeping our money in our own pockets. I'd bet even those of you complaining about the ads wouldn't actually pay if it came down to it. Advertising makes our financial markets go round, and that's the truth.

► DOCUMENT 5: Article from *Bottom Line* magazine

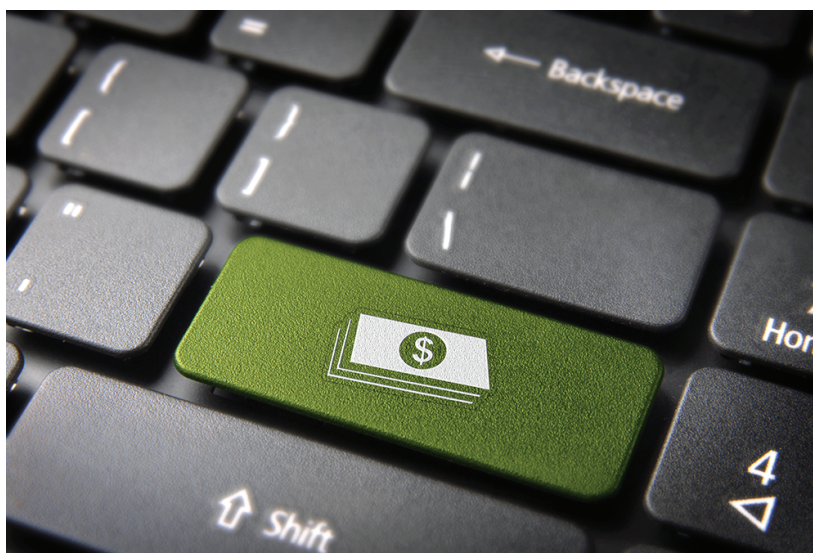
ONLINE PROFITING

by Dina Fowler
Business Consultant and Contributing Writer

The Internet is a fertile and mysterious territory for small business owners and entrepreneurs. Its potential is endless, as well as daunting, and the profit streams are not always obvious. They do exist, but they require some strategic planning to make the most of—and require an understanding of—the global online economy. In general, diversifying your revenue streams is a wise approach, and, luckily, the World Wide Web provides a variety of opportunities that can work in combination with each other.

It is possible to tap into one of the many Internet-based revenue streams to ignite financial fires for your online business. It really depends on what your business has to offer. One of the more straightforward profit sources is to sell a product or service that exists outside of the virtual world, like a clothing business or design company, for example. In these cases, you are utilizing the Internet to promote your products or services, network with other companies, advertise, and offer promotions or deals. Much of the business exchange can take place via social media or on your website, which can help to expedite and expand your profit-making influence.

You need to be more creative, though, when you don't have a physical product to offer. If you're offering online content or resources, the most obvious and direct form of revenue is to charge users a fee for accessing your online presence. This works if you are offering a unique online resource that provides



explicit benefits to the user. Good models for this are dating websites, newspapers with online subscription fees, and job or apartment search engines. Even with these types of services, however, the more that people have to pay, the less likely they are to visit your site.

Selling promotional space in the form of pop-ups, banners, and sidebars to advertisers is a classic approach adopted from non-Internet based media, such as newspapers and magazines. The benefit, of course, is that your content remains free to users and your profit comes from the advertisers. The problem is that it's not always as profitable as one might think. Typically, the way that pay-per-click advertising works, a site needs an average of one million views per month in order to actually make a profit. The danger in this approach is that with the popular distaste for

pop-up ads and banners, you may be driving away viewers with these advertisements rather than bringing them in. More effective approaches to online advertising include selling customer information to advertisers and providing targeted advertisements, where marketers have access to user information and develop ads based on users' Internet behavior.

The wisest approach for online business entrepreneurs is to match form to function. Choose the revenue streams that best fit your business model. If you're a high traffic site, then advertising will be well worth it. If you can find the right partners, make it a joint venture. And as always, diversify your profits. It's the best security for any business, online or off. ■

► DOCUMENT 6: Email from Imani Willis, ReCrucial Recruiting Website

PenPals Team

From: Imani Willis
Sent: February 2
To: PenPals Team
Cc:
Subject: ReCrucial data

Dear PenPals Team,

Thanks for reaching out to us about how our Web service maintains financial viability through the solicitation of funding from employers. As you know, ReCrucial consistently places in the top five recruiting sites across multiple industries in the US.

You asked for information about the purchasing patterns of employers who post open jobs on ReCrucial. The charts below show that data for the last two years. Our team is working to help create more stable revenue streams for the future.

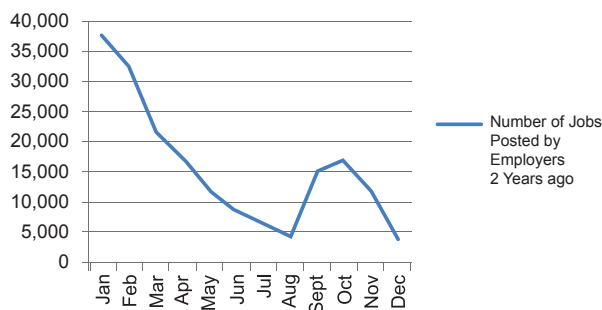
Feel free to contact me with any other questions.

Best regards,

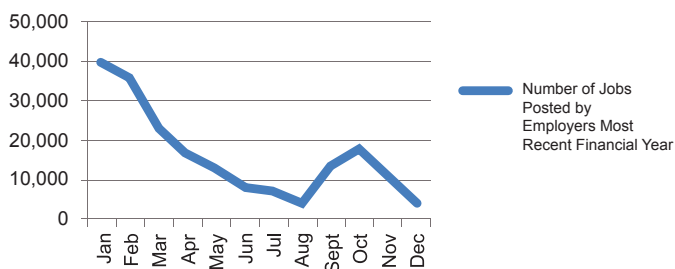
Imani Willis
Chief Marketing Officer



Number of Jobs Posted by Employers 2 Years Ago



Number of Jobs Posted by Employers Most Recent Financial Year



Performance Task Answer Sheet

Please use the space below to write your response to the task on page 4. If necessary, additional paper can be used.

Performance Task Scoring Rubric

	1	2	3	4	5	6
Analysis and Problem Solving Making a logical decision or conclusion (or taking a position) and supporting it by utilizing appropriate information (facts, ideas, computed values, or salient features) from the Document Library.	May state or imply a decision/conclusion/position Provides minimal analysis as support (e.g., briefly addresses only one idea from one document) or analysis is entirely inaccurate, illogical, unreliable, or unconnected to the decision/conclusion/position	States or implies a decision/conclusion/position Provides analysis that addresses a few ideas as support, some of which is inaccurate, illogical, unreliable, or unconnected to the decision/conclusion/position	States or implies a decision/conclusion/position Provides some valid support, but omits or misrepresents critical information, suggesting only superficial analysis and partial comprehension of the documents May not account for contradictory information (if applicable)	States an explicit decision/conclusion/position Provides valid support that addresses multiple pieces of relevant and credible information in a manner that demonstrates adequate analysis and comprehension of the documents; some information is omitted May attempt to address contradictory information or alternative decisions/conclusions/positions (if applicable)	States an explicit decision/conclusion/position Provides strong support that addresses much of the relevant and credible information, in a manner that demonstrates very good analysis and comprehension of the documents Refutes contradictory information or alternative decisions/conclusions/positions (if applicable)	States an explicit decision/conclusion/position Provides comprehensive support, including nearly all of the relevant and credible information, in a manner that demonstrates outstanding analysis and comprehension of the documents Thoroughly refutes contradictory evidence or alternative decisions/conclusions/positions (if applicable)
Writing Effectiveness Constructing organized and logically cohesive arguments. Strengthening the writer's position by providing elaboration on facts or ideas (e.g., explaining how evidence bears on the problem, providing examples, and emphasizing especially convincing evidence).	Does not develop convincing arguments; writing may be disorganized and confusing Does not provide elaboration on facts or ideas	Provides limited, invalid, over-stated, or very unclear arguments; may present information in a disorganized fashion or undermine own points Any elaboration on facts or ideas tends to be vague, irrelevant, inaccurate, or unreliable (e.g., based entirely on writer's opinion); sources of information are often unclear	Provides limited or somewhat unclear arguments; presents relevant information in each response, but that information is not woven into arguments Provides elaboration on facts or ideas a few times, some of which is valid; sources of information are sometimes unclear	Organizes response in a way that makes the writer's arguments and logic of those arguments apparent but not obvious Provides valid elaboration on facts or ideas several times and cites sources of information	Organizes response in a logically cohesive way that makes it fairly easy to follow the writer's arguments Provides valid elaboration on facts or ideas related to each argument and cites sources of information	Organizes response in a logically cohesive way that makes it very easy to follow the writer's arguments Provides valid and comprehensive elaboration on facts or ideas related to each argument and clearly cites sources of information
Writing Mechanics Demonstrating facility with the conventions of standard written English (agreement, tense, capitalization, punctuation, and spelling) and control of the English language, including syntax (sentence structure) and diction (word choice and usage).	Demonstrates minimal control of grammatical conventions with many errors that make the response difficult to read or provides insufficient evidence to judge Writes sentences that are repetitive or incomplete, and some are difficult to understand Uses simple vocabulary, and some vocabulary is used inaccurately or in a way that makes meaning unclear	Demonstrates poor control of grammatical conventions with frequent minor errors and some severe errors Consistently writes sentences with similar structure and length, and some may be difficult to understand Uses simple vocabulary, and some vocabulary may be used inaccurately or in a way that makes meaning unclear	Demonstrates fair control of grammatical conventions with frequent minor errors Writes sentences that read naturally but tend to have similar structure and length Uses vocabulary that communicates ideas adequately but lacks variety	Demonstrates good control of grammatical conventions with few errors Writes well-constructed sentences with some varied structure and length Uses vocabulary that clearly communicates ideas but lacks variety	Demonstrates very good control of grammatical conventions Consistently writes well-constructed sentences with varied structure and length Uses varied and sometimes advanced vocabulary that effectively communicates ideas	Demonstrates outstanding control of grammatical conventions Consistently writes well-constructed complex sentences with varied structure and length Displays adept use of vocabulary that is precise, advanced, and varied

DOCUMENT: Data Literacy

Fueling the Future

In a quest to solve the energy problems of the twenty-first century—that is, to find sustainable and renewable sources of energy that are less destructive to the environment yet economical enough to have mass appeal—scientists throughout the world are experimenting with innovative forms of fuel production. While oil is still the most common source of fuel, there is a finite amount of it, and new alternatives will become necessary to sustain the supply of energy that we are accustomed to.

Corn-based ethanol, the most common alternative to traditional fossil fuels (primarily coal, petroleum, and natural gas), is mixed into gasoline in small quantities, and it now accounts for about 10% of the fuel supply from sources within the United States. Because corn is grown on farmland, it is subject to price fluctuations based on supply and demand of the crop, as well as disruptions resulting from naturally occurring events, such as droughts and floods. At present, nearly 40% of the corn grown in the United States is used for fuel, and the demand for corn-based ethanol is rising. To meet this demand, wetlands, grasslands, and forests are all being converted into farmland with the sole intention of growing corn for more ethanol production. Corn grown for ethanol has become a more valuable commodity for farmers than crops grown for food, and this has negatively affected consumers worldwide, as shown by the increasing price of food over time.

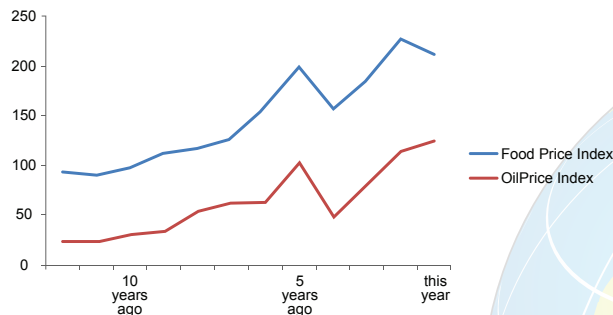


Figure 1: Food and oil price indices (based on information found at www.fao.org and www.indexmundi.com)

Another alternative that has gained attention in recent years is the harvesting of biofuel from algae. Biodiesel, a type of biofuel, is produced by extracting oil from algae, much like the process involved in creating vegetable oils from corn or soybeans. Ethanol can also be created by fermenting algae. Algae biofuel has some unique benefits that separate it from other fossil fuel alternatives. To begin with, while all fuels create

carbon dioxide when they are burned, algae have the ability to recapture and use that carbon dioxide during photosynthesis while they are growing. In this regard, the advantage is enormous. The process of growing algae actually absorbs more carbon dioxide than is released into the atmosphere when it is burned for fuel. Most manufacturing processes strive for “carbon neutrality”—or the balance between carbon emissions and depletion corresponding to a net carbon output of zero. Even better, algae-based biofuel can be described as “carbon negative.” Other forms of biofuel can make similar claims. For example, ethanol from corn also eliminates carbon dioxide in the atmosphere through photosynthesis. Unlike corn, however, algae grow in water, usually in man-made ponds built on land not used for crops. Additionally, algae do not require fresh water. Instead algae can be grown in salt water, and, in some cases, even sewage water and other waste material.

The most promising aspect of algae biofuel stems from its yield. When compared to other biofuel producers, algae’s fuel yield per harvested acre is over 500 times greater than that of corn.

The following chart compares commonly used biofuel crops on several important factors.

Table 1: Comparison of biofuel crops (based on information found at: algae-fuel.org and clgas2.org.wpengine.netdna-cdn.com)

Product	Oil Yield Gallons/Acre	Harmful Gas Emissions	Use of Water to Grow Crop	Fertilizer Needed to Grow Crop	Energy Used to Extract Fuel from Crop
Ethanol from Corn	18	high	high	high	high
Biodiesel from Soybeans	48	high	high	low-medium	medium-low
Biodiesel from Canola	127	medium	high	medium	medium-low
Biodiesel from Algae	10,000	negative	medium	low	high

► QUESTIONS: Data Literacy

1. **Which of the following negatively affects algae biofuel's ability to be a "carbon-negative" energy source?**
 - A. It takes 3000 liters of water to create one liter of biofuel from algae, which is highly inefficient and wasteful of resources.
 - B. The process of extracting biofuel from algae requires more energy than is generated by burning the biofuel itself.
 - C. The construction of facilities needed to extract algae biofuel would initially require the use of fossil fuels for energy.
 - D. Algae biofuel is about 25 years away from being commercially viable, by which point there will be more efficient alternative energy sources.
2. **The graph shows that food and oil prices increase and decrease together. Which of the following is the most plausible explanation for this phenomenon?**
 - A. As the price of food increases due to supply and demand, the cost of oil also rises because less land is available for planting corn.
 - B. Food and oil suppliers dictate the prices of their goods. Therefore, the prices of food and oil rise as consumers can afford to pay more for commodities.
 - C. The prices of oil and food are simultaneously affected by global conditions, such as natural disasters, weather, famine, and political unrest.
 - D. Farmers plant more corn for ethanol when the price of oil increases. The price of food then rises because less food-yielding crops are being produced.
3. **What additional information could be added to the table for evaluating the efficiency and viability of algae biofuel compared to other sources of biofuel?**
 - A. The average amount of money farmers earn per acre for each biofuel source.
 - B. The costs associated with the extraction of energy from each biofuel source.
 - C. The taxes collected by the government on the sale of each biofuel crop.
 - D. The level of financial support each type of biofuel has received from investors.
4. **Which of the following could plausibly occur if algae become a highly efficient and cost-effective source of biofuel?**
 - A. The price of food would fall because more farmland could be used to produce food rather than corn harvested for ethanol.
 - B. The supply of fresh water would be reduced because of the demands of harvesting algae for biofuel.
 - C. The cost of fuel would rise as the world's markets become flooded with alternative sources of energy.
 - D. The amount of carbon in the air would increase because more fuel will be burned due to lower costs.

Answer Key:
1-B, 2-D, 3-B, 4-A

► DOCUMENT 1: Critical Reading & Evaluation

Dear Nord County School Board,

We urge you to consider a ban on serving coffee in the Nord High School cafeteria. This is important for protecting and promoting good health practices in our teenagers. Caffeine is a harmful drug for growing brains and bodies. Many adults struggle to break their own addiction to coffee so allowing the teenagers at Nord High School to begin drinking coffee on a regular basis is a dangerous idea. Teenagers have less self-control and common sense about their own health than their adult counterparts.

There may be parents and researchers who claim that a daily cup or two of coffee for a teenager is not dangerous, but this is a misconception that is easily erased by simply looking at the facts. Teenagers need more sleep than most adults because their minds and bodies are still developing. Caffeine consumption disrupts their sleep cycles and leads to sleepiness during the school day. One study found that teenagers who fell asleep during class consumed 76% more caffeine than those who did not sleep during the school day. Additionally, caffeine consumption can lead to mood swings, impulsiveness, and loss of control. These are issues that many parents deal with. Serving coffee in the Nord High School cafeteria only worsens these problems and threatens the healthy functioning of our high school students.

Ban coffee from Nord High School and help Nord teenagers lead healthier lives.

Sincerely,

Garret Ricci

Garret Ricci

Parent of Nord High School students

► DOCUMENT 2: Critical Reading & Evaluation



Petition to Keep Coffee in our School Cafeteria



To all Nord High School students:

Due to complaints from some parents, the Nord School Board is now considering a ban on coffee in our high school cafeteria. This would be an injustice to our school community! We have a right to make our own choices about our bodies and our consumption habits. Coffee is a healthy drink in moderation and is an important part of the school day for students who lead busy lives, balancing homework, friends, work, and extra-curricular activities. Just one cup of coffee during the day can help busy students stay alert and focused.

It's time that the Nord School Board treats high school students like the young adults that we are. They must give us the responsibility of making smart choices, and we will rise to the occasion. We must demand respect for our choices and our needs.

Oppose the ban on coffee in the Nord High School cafeteria by signing the petition below.
Protect our rights!

Sincerely yours,

Lisa Browning

Nord High School Senior Class President

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

► QUESTIONS: Critical Reading & Evaluation

1. Which of the following statements, if true, would most seriously weaken Garret Ricci's claim?

- A. Teenagers who are prone to mood swings and impulsiveness consume caffeine at the same rate as their peers.
- B. Adults who consume a small amount of caffeine daily are able to multitask more efficiently.
- C. Adults who consume caffeine regularly were not necessarily coffee drinkers as teenagers.
- D. Eighty percent of caffeine consumed by teenagers is consumed in the form of soda and other caffeinated non-coffee beverages.

2. Which of the following is a significant flaw in the Garret Ricci's argument?

- A. The author assumes that teenagers have less self-control than adults, without any evidence.
- B. The author claims that sleeping during class is caused by caffeine consumption, while it may be that caffeine consumption is a result of sleepiness.
- C. The author associates sleep and mood with health, without explaining the connection.
- D. The author uses anecdotal evidence from parents and teenagers, rather than a substantial body of research.

3. On which point do Garret Ricci and Lisa Browning most clearly disagree?

- A. The ability of teenagers to make reasonable judgments about their own health.
- B. The usefulness of coffee as a replacement for sleep.

C. The effects of coffee on the human brain and body.

D. The prevalence of coffee in a variety of cultural and commercial settings.

4. It can be inferred that Lisa Browning would MOST LIKELY agree with which of the following statements?

- A. The School Board should not be allowed to make decisions about anything that affects the daily life of students.
- B. The job of a class president is to protect the rights of students and represent their voices.
- C. Parents who complain about coffee in the cafeteria have a negative view of teenagers.
- D. Every high school student should enjoy the physical and mental benefits of coffee by drinking it daily.

5. Which of the following statements could be used as a counterargument to Garret Ricci's claim?

- A. Coffee needs to be available in high school cafeterias for the teachers and staff members who rely on it.
- B. Because of its bitter taste, most teenagers are unlikely to consume coffee, whether or not it is served in their high school cafeterias.
- C. Teenagers will be exposed to coffee elsewhere, so it is important that they learn to consume it in school, with self-control and moderation.
- D. It is the parents' job, not the school's, to determine whether their teenagers should consume caffeine.

Answer Key:
1-D, 2-B, 3-A, 4-B, 5-C

► DOCUMENT: Critique an Argument

ARGUMENT

Law-enforcement agencies depend heavily on eyewitnesses to identify suspected criminals. Indeed, it is estimated that 77,000 people nationwide are put on trial each year because of eyewitness identification. Traditionally, eyewitnesses are asked to identify suspects in a police “lineup” where suspected criminals are presented along with known innocents, called fillers, in a simultaneous (all at once) lineup. However, nowadays the lineups typically involve photos, not actual people. New research conducted in a well-controlled laboratory setting suggests that presenting photographs in a sequential (one at a time) lineup significantly reduces eyewitnesses’ identification of fillers from 18% in simultaneous lineups to 12% in sequential ones. It is clear that the sequential lineup is far superior to the simultaneous one, and it is imperative that law-enforcement agencies change the way in which eyewitnesses identify criminal suspects. This will greatly reduce the number of innocent people put on trial.

► QUESTIONS: Critique an Argument

1. Which of the following is the strongest argument against the speaker’s position that law-enforcement agencies need to change eyewitness identifications from simultaneous to sequential lineups?
 - A. Simultaneous lineups have traditionally been used and have always worked well, so it does not make sense to change things.
 - B. Eyewitnesses using a sequential lineup may not be better at ruling out fillers because the rate of misidentification between the two groups is not that large.
 - C. It is easier for eyewitnesses to rule out fillers in a simultaneous lineup because they are seeing everyone at the same time.
 - D. People should have faith in the legal system because there are many steps in the judicial process to prevent an innocent person from going on trial.
2. The speaker states that the study was conducted in a well-controlled laboratory setting. The speaker probably intended this statement to
 - A. establish that a laboratory study is better than a study that was conducted in the field because it is free of competing explanations for the difference between the two lineups.
 - B. illustrate that a laboratory setting is one in which a placebo must be in place in order for researchers to draw an accurate conclusion about the two lineups.
 - C. demonstrate that both real-world and scientific experiments can be conducted in laboratory settings because laboratory settings are neutral environments.
 - D. reveal that the results of the study are not accurate because studies conducted in a laboratory setting are contrived and not a reflection of what happens in the real world.

Continued

3. Which of the following research results would best strengthen the case for law-enforcement agencies using sequential lineups instead of simultaneous ones?

- A. The same percentage of suspects was found guilty by juries regardless of whether a sequential or simultaneous lineup was used.
- B. Eyewitnesses presented with a sequential lineup made fewer overall selections than those presented with a simultaneous lineup.
- C. Eyewitnesses presented with a sequential lineup feel more confident about their choices than those presented with a simultaneous lineup.
- D. Fewer fillers were identified as criminals by eyewitnesses presented with a sequential lineup than those presented with a simultaneous one in real-life cases.

4. What assumption does the speaker make when stating that law-enforcement agencies can reduce the number of innocent people sent to prison if they use sequential lineups?

- A. Eyewitnesses could identify fillers as criminal suspects who then could be incorrectly put on trial and ultimately sent to prison.
- B. If the simultaneous lineup is less accurate at identifying suspects, then more fillers are misidentified and incorrectly tried than if law-enforcement agencies only use sequential lineups.
- C. If the sequential lineup is better at increasing the number of correctly identified suspects, then the fillers will no longer be needed, leading to fewer people being incorrectly put on trial.
- D. People who act as fillers in multiple lineups could be incorrectly identified as suspects in one lineup but not in another.

5. Eyewitnesses from multiple cases were recruited to participate in a follow-up study where they were randomly assigned to one of two groups. Which one of the following research designs could be used to test the hypothesis that an officer's body language influences eyewitnesses' ability to correctly identify a suspect in a lineup?

- A. Have officers with knowledge of the cases present images in a sequential lineup to one group of eyewitnesses and in a simultaneous lineup to the other group.
- B. Have officers with no knowledge of the cases present images in a sequential lineup to one group of eyewitnesses and in a simultaneous lineup to the other group.
- C. Have officers with knowledge of the cases present images to one group of eyewitnesses and officers with no knowledge of the cases present images to the other group.
- D. Two officers, one with and one without knowledge of the cases, present images to one group of eyewitnesses and another officer with knowledge of the cases presents images to the other group.

1-b, 2-A, 3-D, 4-B, 5-C
Answer Key: