



Using Web-based Technology in Assessment: Examining Benefits and Challenges, Lessons Learned, and the Influence of Organizational Culture

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Agenda

- Introduction
- Topics:
 - An Overview of Promises and Pitfalls Associated with Web-based Assessment
 - Web-based Aptitude Test Administration in the U.S. Navy
 - Online Assessment of Air Traffic Control Candidates
 - Organizational Culture and its Impact on the Implementation of New Technology
- Q & A



An Overview of Promises and Pitfalls Associated with Web-based Assessment

- Matching Technology with the Assessment
- Delivery of Test Content via the Web
- Assessment Security/Resistance to Compromise
- Ability to Provide Feedback / Results
- Dealing with the Constraints of Existing Systems



Matching Technology with the Assessment

- What role should the Internet play in the assessment process?
- What types of assessments are better suited for delivery over the Web?
- Will an Internet-based assessment produce desired results?
- What are the implications of transferring an existing assessment to an Internet-based assessment?



Delivery of Test Content via the Web

- Web connections are getting faster
- People have more access to the Internet
 - This access, however, is not uniform
 - This lack of uniform web access creates an uneven playing field
- The equipment people use differs considerably
 - This impacts the delivery of content
- What are some problems/solutions related to test content delivery?
 - Possibly download test and then complete



Assessment Security/Resistance to Compromise

- What are the security / compromise problems?
 - Nearly impossible to positively ID person taking an assessment
 - Assessment content is open to the public
- What are some possible solutions?
 - Use assessments as prescreens
 - Only use certain types of assessments in a “free and open” Internet environment
 - Use testing centers
 - Create parallel forms/materials



Ability to Provide Feedback/Results

- Applicant perceptions
 - Lack of human contact and rejections
 - How to handle acceptable applicants
- What sort of data will the system be able to provide to the applicant?
 - Pass/Fail scores
 - Scores for sections, overall scores...
- What sort of data will the system be able to provide to the organization?
 - What will applicant information look like?
 - Impact on hiring process speed



Dealing with the Constraints of Existing Systems

- Technical Concerns:
 - How difficult is it to change test content
 - Applicant tracking requires a fairly complex system
 - How will one deal with the transition from an existing testing system to a new one?
 - Should external suppliers be used?
- Organization – Culture/Climate Concerns:
 - What does the organization want from the system
 - Near and far term needs/wants
 - User “buy-in”
 - User understanding