



# **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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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