



Developing Web-Based Versions of Assessments: Challenges and Benefits

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About *pan*

pan, a TALX company, is a leading provider of secure, web-based assessment solutions for government agencies, global corporations, and educational institutions.

For more information, go to www.panpowered.com.

Massive Impact of Internet on Daily Life

2/3 North Americans Use Internet on Regular Basis

Of Regular Users, 88% Report Significant Impact Upon Life

Digital Divide Decreasing

Diverse Applications and Impact

Growing Usage of Web-Based Testing Over Past Decade

Exotic in mid 1990s

Commonplace Today

“...will become default testing platform by 2010.” David Bartram, Ph.D.

Most Tests Now Offered in Web-Based Format

Seeing Development of Tests Designed Specifically for Internet

Factors Influencing Growth

Use Technology to Achieve Specific Goals and Objectives

Convenience

Test Wherever There is Computer
Logistics Vastly Simplified
Management of Errata
Immediate and Accurate Scoring

Data and Program Management

Immediate Availability of All Test Data

Data in Electronic Format

Central Management of Assessment Programs

Integration with Other Systems

Electronic Data Can be Easily Shared

Job Boards

Complex Multi-Step Assessment Systems

Process Tracking Systems

- | Web Services
- | .xml Conventions www.hr-xml.org

Perceptions

Candidate Preference

- | Familiarity
- | Demographic Issues

Organizational Appearance

- | Organizational Presentation/Identity
- | Applicant as Candidate
- | Applicant as Potential Customer

Factors to Consider in Program Implementation

Psychometric

Test and Interface Design

Organizational

Psychometric Considerations

*Need to Avoid Test Delivery
Method Being Significant Source
of Systematic Variance*

Power Tests: Cautious Optimism

CBT Literature Dating to early 1980s

Mead, AD & Drasgow, F (1993) *Psychological Bulletin*

Power tests: correlation of .97

Consistent Research with Web-Based Assessments Replicates Prior Work

Salgado, JF & Mosco, S (2003). *International Journal of Selection and Assessment*

Caveat.. Speeded Tests

Method Variance Often Great Given
That Focus is Upon Speed

- | Ergonomic Design Concerns Become Critical
- | Normative Revalidation Research Critical

Design Considerations

Simple Is Good

Parsimony

Know Your Audience

“Simple” Depends Upon Population

Be Sure You are Not Measuring Computer Skill

Usability is Key

Delivery System Should be Transparent

Familiarity Can Be Critical

Online Calculators

Equation Building Tools

Complex Interface Designs

Organizational Considerations

Assessment Programs Have Implications for Many Diverse Stakeholders

- | Recruiters
- | Hiring Managers
- | Unions
- | Current Employees
- | Public
- | I/O Psychologists



“All politics are local.” Tip O’Neil

Dual Role of I/O Psychologists

Guardians of Fairness and Good Practice

Participant/Observer in Change Management/Implementation Process