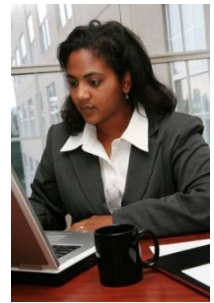


Adaptive Assessment Services, Inc.



Introduction to Smart Employment Testing

Damon U. Bryant, PhD

Outline

- Internet-Based Testing for Employment
- Smart Testing
- Conclusions about Smart Testing for Employment

Computer-Based Testing for Employment

Modes of Internet Employment Testing

- Open, Controlled, Supervised, and Managed

Methods of Internet Employment Testing

- Static, Randomized, and Smart

Computer-Based Testing for Employment: Modes

Several modes to test applicants over the Internet

- Open Mode:
 - Leverages distribution power of the Internet
 - Test in any location (home, library, school, work)
 - No registration requirement (person not known)
 - Least amount of test security (Identification and content)
 - Recommended for applicant preparation purposes only
 - Automated in HR system
 - **Not recommended** for employment selection

Computer-Based Testing for Employment: Mode

Several modes to test applicants over the Internet

- Controlled Mode:
 - Leverages distribution power of the Internet
 - Test in any location
 - Registration requirement for username and password (verified emailed with logon information)
 - Verification of identity and results required during interview or short proctored exam
 - Automated in HR Applicant Tracking System
 - More secure method than Open Mode
 - Used by some innovative, Fortune 100 companies

Computer-Based Testing for Employment: Mode

Several modes to test applicants over the Internet

- Supervised Mode:
 - May or may not leverage distribution power of the Internet
 - Human supervision involved
 - Identity authenticated (ID required)
 - Controlled environment within organization
 - More secure than Controlled Mode
 - Not automated in HR Applicant Tracking System
 - Represents traditional HR practice

Computer-Based Testing for Employment: Mode

Several modes to test applicants over the Internet

- Managed Mode:
 - May or may not leverage distribution power of the Internet
 - Highly trained human supervision for testing
 - Very controlled environment for testing (e.g., video camera, restricted content in test area)
 - Identity authenticated (Picture taken with two forms of identification)
 - Not automated in HR Applicant Tracking System
 - Most secure mode for employment testing/certification (e.g., test centers)

Computer-Based Testing for Employment: Method

Methods to test applicants over the Internet

- Static Testing:
 - Designed with fixed number of questions
 - Administered to all applicants
 - Same order of questions
 - Same time limits (e.g., 100 questions in 2 hours).
 - Different test versions may be available
 - Lowest security in terms of item content

Computer-Based Testing for Employment: Method

Methods to test applicants over the Internet

- Randomized Testing:
 - Tests designed with same number of questions
 - Administered to all applicants in a random order and
 - Takes the same amount of time as paper & pencil tests for equivalent results (e.g., 100 questions in 2 hours)
 - Different test versions may be available
 - Little more security than Static Testing

Computer-Based Testing for Employment: Method

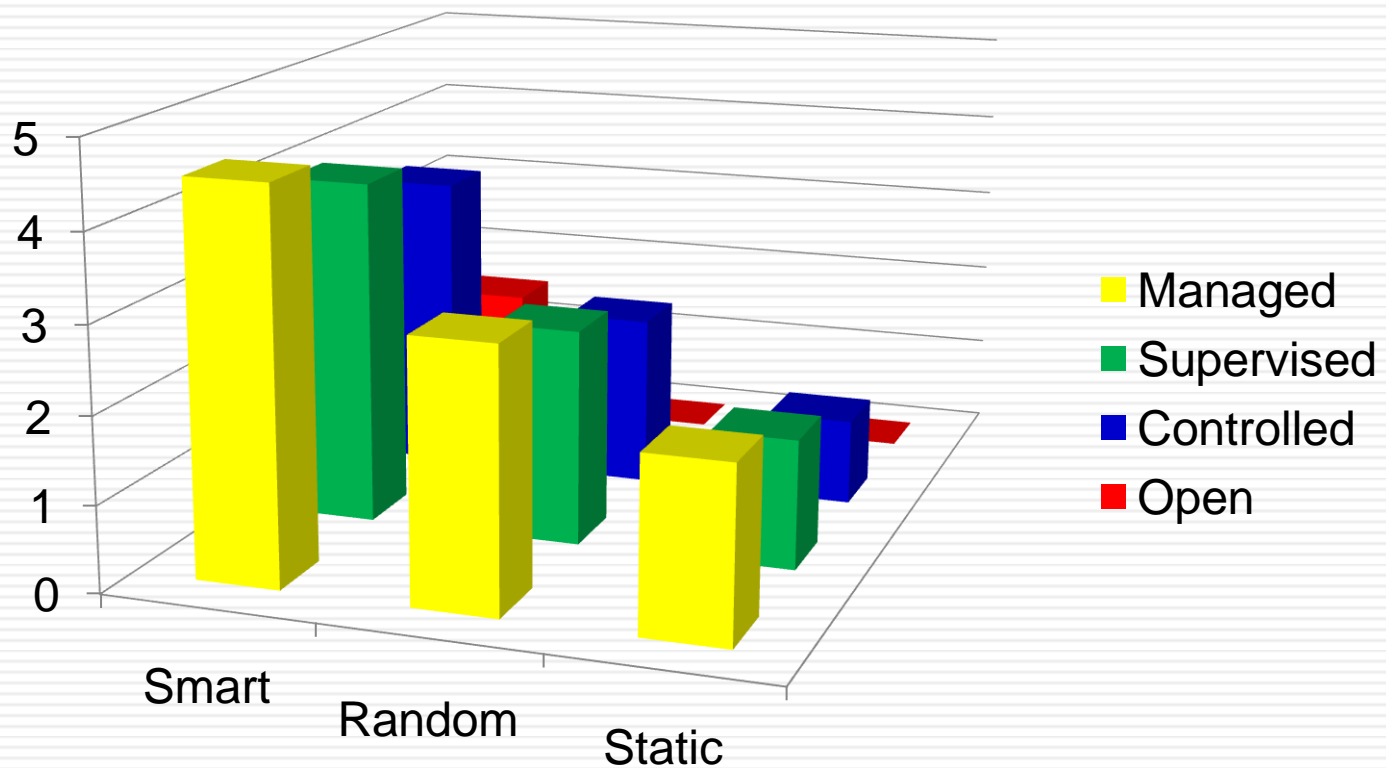
Methods to test applicants over the Internet

- Smart Testing:
 - Tests that use artificial intelligence
 - Matches applicant to the most efficient question given his/her response to previous questions.
 - There are different questions administered in different order
 - Takes less time for equivalent results as compared to paper & pencil and fixed length tests (e.g., 20 questions in 24 minutes)
 - Most secure form of testing
 - Can be supported by automatic item generators

Computer-Based Testing for Employment: Security Matrix

Security

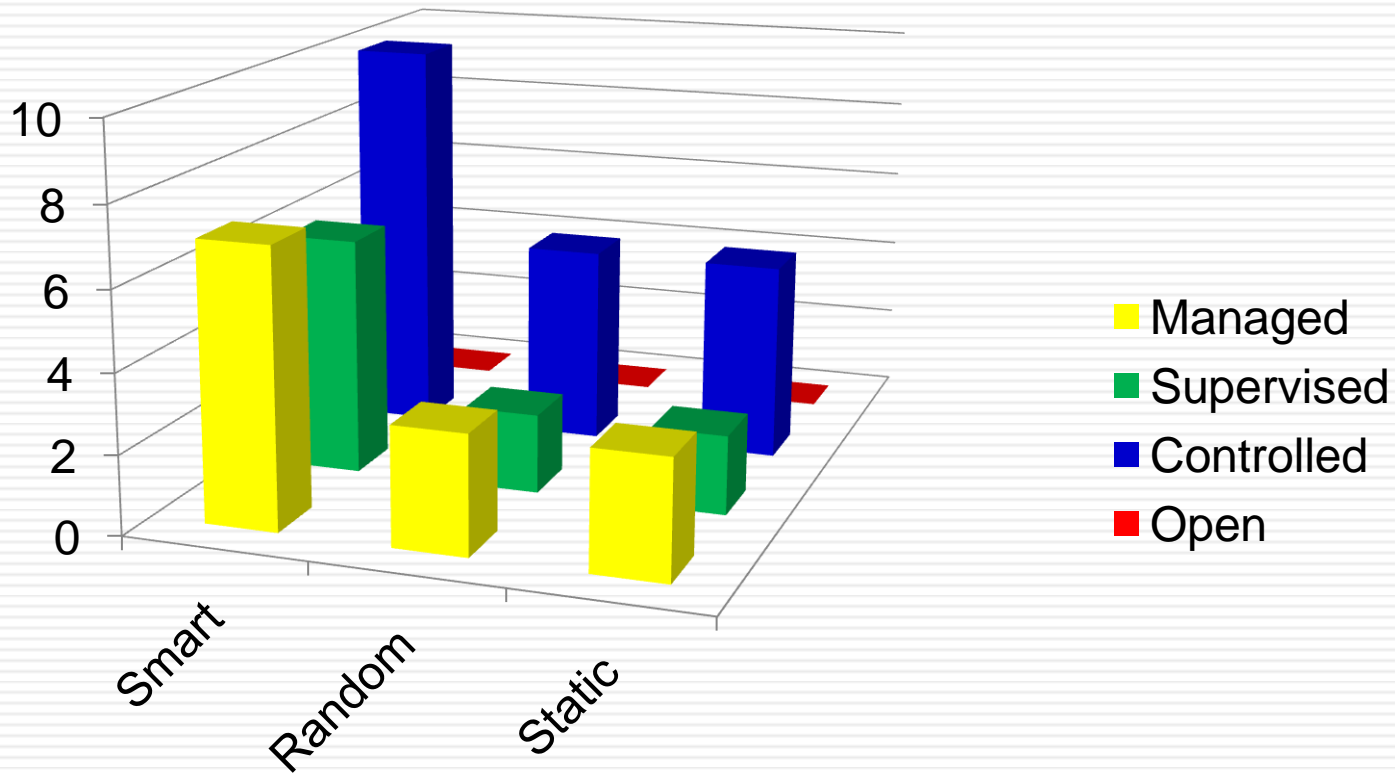
Protection of test content and identity of applicants taking tests



Computer-Based Testing for Employment: Efficiency Matrix

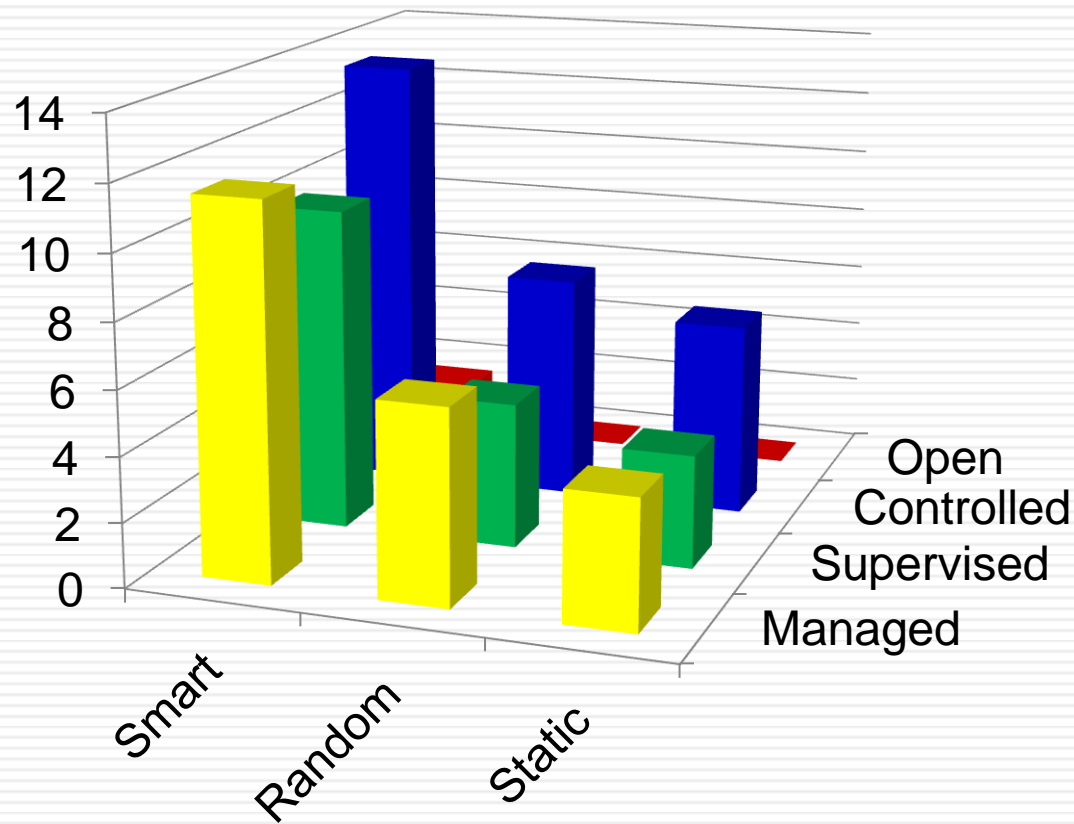
Efficiency

Number of tests administered to identified applicants per unit of time



Computer-Based Testing for Employment: Efficiency + Security

Security + Efficiency = Controlled (Internet), Smart Tests



Smart Testing

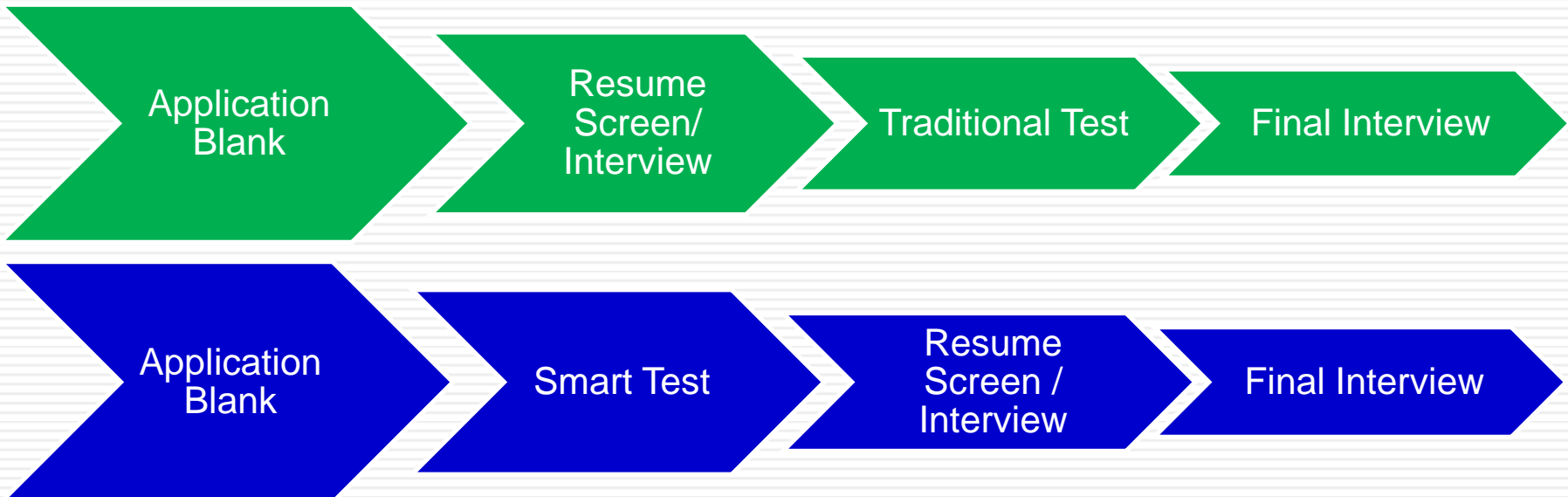
- What is Smart Testing
- Benefits of Smart Testing

Smart Testing for Employment: What is it?

- Smart Testing
 - Uses state of the art measurement technology
 - Leverages computational and processing power of IT resources
 - Selects questions based upon principle of efficiency
 - Takes less administration time than traditional tests (50% to 70% less)
 - More accurate than fixed length and random tests at shorter lengths
 - Best predictor of job performance!

Smart Testing for Employment: Benefits

- Reduces time to hire in a competitive job market
- Maximizes test security in a controlled, unproctored setting
- Increases quality of hire by efficiently screening very large applicant pools when properly positioned near frontend of HR selection system.
- Saves time and money using Smart Tests.



Conclusion for Smart Testing

- Smart Testing is the most efficient and secure method
- Controlled Testing is the most secure mode of unproctored testing
- Controlled Mode, Smart Testing leverages the distribution power of the Internet while maximizing security and increasing test volume by at least 100% to get the best applicants for the job.
- Controlled Mode, Smart Testing decreases time to hire and increases the quality of employees selected. More quality hires lead to increases in organizational performance.

Questions

Damon U. Bryant, PhD

dbryant@aastest.com

Office: 985.224.1256