Optimising candidate experience in online testing

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Use of online assessment in the selection process

- Screening
- Ability
- Selection assessment
- Personality
- Develop capacity
- 360°
- Align staff to corporate values
- Culture values

First contact with a company
Online Assessment
Use of online assessment in the selection process

The best candidates are prepared to perform, but not willing to suffer during the selection process.
Acceptance by test takers
Factors impacting the acceptance of a test by the test taker

Acceptance

- Appropriateness
- Controllability
- Quality of measurement
- Face validity
Properties of the Test & Acceptance
How properties of the test influence acceptance
Properties of the Test & Acceptance
How the properties of the test influence acceptance

Adaptive testing

Objective Test Difficulty → Perceived Performance

Test Takers’ Reactions
- Anxiety
- Motivation
- Satisfaction
- Attributions
- Fairness

Self-Efficacy

Feedback Acceptance

Postfeedback Reactions
- Satisfaction
- Fairness

Feedback Regarding Actual Performance
Controllability: Feedback
Effects of Feedback on Acceptance

Controllability:
Instant feedback
Instant feedback changes processing style: with instant feedback ...

- poor performers increase accuracy
- high performers increase speed

<table>
<thead>
<tr>
<th>Deductive Reasoning</th>
<th>scales lst with feedback</th>
<th>scales lst without Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>NS 2-Test</td>
<td>.328*</td>
<td>.089</td>
</tr>
<tr>
<td>VS1-Test</td>
<td>.319*</td>
<td>-.064</td>
</tr>
<tr>
<td>DIT-Test</td>
<td>.533**</td>
<td>.254</td>
</tr>
<tr>
<td>VP1-Test</td>
<td>-.014</td>
<td>.057</td>
</tr>
</tbody>
</table>

** sig 1% 2-sided, * sig. 5% 2-sided.

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How do you like the test?

![Bar chart showing preferences between no feedback and instant feedback.](image)
Appropriateness
Effects of Test Length

Instrument with an average completion time of 50 min.

Instrument with an average completion time of 15 min.

N= 476, Graduate Selection Germany, 2005.
Emotions - the Study
Effects of tests on candidate emotions

Emotion induction using video clips

Self assessment of mood

Completion of test

Self assessment of mood
Random assignment to one of five conditions:

- **Anger**
  - negative-deactivating
  - “Cry Freedom”

- **Joy**
  - positive-activating
  - “When Harry met Sally”

- **Sadness**
  - negative-deactivating
  - “The Champ”

- **Contentment**
  - positive-deactivating
  - “Waves”

- **Control**
  - neutral
  - “Abstract Shapes”
Emotions - the Study
Assessing mood after the induction and after the test
Emotions - the Study
The test – scales lst

Deductive logical thinking

Please choose the correct answer option

4 minute(s) left
Emotions - the Study
Mood before and after the test – Joy Condition

Bar chart showing the comparison of mood before and after the test. The categories are:
- bad vs. good
- tired vs. energetic
- tense vs. relaxed

The chart indicates a decrease in the experience of negative emotions and an increase in positive emotions after the test.
Emotions - the Study

Mood before and after the test – Anger Condition

- bad vs. good
- tired vs. energetic
- tense vs. relaxed

Before test vs. After test
Emotions - the Study
Mood before and after the test – Control Condition

![Bar chart showing mood comparison before and after the test.]

- **bad vs. good**
- **tired vs. energetic**
- **tense vs. relaxed**

Legend:
- Before test
- After test
Test neutralises and equalises mood

- Mood becomes slightly less euphoric in Joy Condition
- Mood improves in Sadness and Anger Condition
- Mood stays the same in Contentment Condition
Factors impacting acceptance of tests by test takers (Kersting, 2008)

- Appropriateness
- Controllability
- Quality of measurement
- Face validity
Questions?

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