

Testing Times

ASIA-PACIFIC

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Psytech: The New Global Force in Testing

What we stand for

Think Global: We aim to be the global provider of choice for the most extensive range of psychometric assessments.

Act Local: We believe that for psychometric tests to be fair and valid, they have to be fully adapted to local cultures and contexts.

Real Value: We strive to provide a real return on investment through premium testing at a cost effective price.

Practical Innovation: We aim to continue to innovate in the testing arena providing applications that make psychometrics accessible for business.

Welcome to Psytech International's inaugural quarterly newsletter.

This has been an exciting half year for us. We have been busy with a number of innovations.

In this edition of 'Testing Times' we are:

- Reviewing the understanding and use of the OIP+;
- New Developments for GeneSys Online;
- Latest Trends and Updates;
- Training dates across the globe.

INTERNATIONAL ASSOCIATE:



Talent Makers has 15 years' experience in India aligning employee behaviour to organisational vision and strategy, leading to significant gains in revenue per employee.

Our approach -"Specify-Quantify-Optimise"- and Strategic Talent Acquisition Consulting, ensures measurable improvements in Talent Management. As International Assessment specialists, our services include: Consulting, Tools and Training in Psychometrics, Talent Analytics, Assessment/Development Centres, Behaviour Competency Mapping, Leadership Development and Hiring Skills.

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PSYTECH

Key Facts

What it measures

Vocational interests and personal work needs.

Use With

Young people over 15 and adults.

Use For

Career guidance and development.

Administration & Scoring

Paper-and-pencil or computerised administration with scoring through the GeneSys Assessment System.

Report Options

Respondent reports with option to integrate with ability measures.

Qualification

Level A

Timing

15 minutes + administration time

Cost

2-4 Credits per scored assessment.



Why the OIP+?

Understanding the OIP+ test

The OIP+ was designed to provide a comprehensive and fully integrated assessment for career guidance and development, OIP+ consists of an occupational interest questionnaire and a measure of 'personal work needs'.

It was developed following the extensive trialling on 16 to 18 years-olds and subsequently extended for use with older adults. The test has been designed so that only a basic level of education is required to complete it. OIP+ can also be fully integrated with a choice of general or specific aptitude measures.

OIP+ provides a comprehensive assessment of vocational interests and personal work needs. The 8 vocational interests identify work areas which an individual would enjoy, (e.g. administrative, computational, persuasive, practical), whereas the 8 work needs are related to the individual's personal needs within a chosen area of work (e.g. variety, structure, people, control).

Advantages of the OIP+

Quick to administer, yet producing a comprehensive and detailed assessment, OIP+ provides a psychometrically sound solution for all those who are engaged in vocational guidance and counselling. It can be administered in paper-and-pencil or on-screen format, with scoring and reporting being done through the GeneSys Assessment System. There is also the option to integrate OIP+ with GRT2 to provide an extended career assessment.

Since its development in 1991, OIP+ has subsequently been applied to professional groups with impressive results and now boasts a norm group of several thousands of working adults in a variety of occupational areas. In line with this development, there is now the option to administer GRT1 in conjunction with OIP+ for use in graduate careers assessment and counselling as well as managerial out-placement.

Reports

OIP+ reports fully integrate the results from the occupational interests and work needs elements of the questionnaire, and also include the option of incorporating results from ability tests such as GRT2. Focused on career exploration and choice, reports are compiled to form the basis of a discussion with a careers adviser or counsellor but are suitable for giving to the respondent to take away for further reference. In addition, the reports also produce a detailed list of career suggestions based on the person's profile.

New Developments for GeneSys Online



New Reports

More functionality has been added to report customisations and a process for scoping custom reports developed which includes competency mapping and setting report requirements and development time and cost estimates. Custom report requirements include changing the colour theme, fonts and adding client logos to all new style reports generated online and not only to custom reports. The process can be shared with any Psytech partners in the form of a pdf document with instructions and an excel scoping document that can be used for the competency modelling and setting report requirements.

We hope that the provision of such a tool will enable partners to include customisation in their client proposals while we build this functionality into GeneSys Online. In addition to being able to customise reports against clients' competency frameworks, we can also create custom reports that compete against other models of personality. So if you're proposing to a client who is interested in a model of personality that we don't offer such as learning agility for example then please share that model with us. We will research the literature around it and provide a solution to measure and report findings against it

Updated Norm Groups

New and updated norms are also available to allow for more fine-grained candidate comparisons. Over 300,000 GeneSys tests were completed in 2014 alone, so the norm base held by Psytech is one of the most substantial available by any supplier globally. We've changed the way norms are broken down to make it easier to choose the right norm for your needs. In addition, we're now offering international norms for most of our assessments. Updated norms have been rolled-out to your GeneSys accounts. Details of the new norms have been updated in the Book of Norms and can be viewed on <http://www.psytech.com/Content/References/BookOfNorms.pdf>.

New Assessments

Two new assessments have now been released in unsupervised format.

The Critical Reasoning Test Battery (CRTBi) includes a measure of verbal and numerical critical reasoning, and can be combined with the Abstract reasoning component of our Adaptive ability assessment. This assessment is ideally suited to roles that require the interpretation of complex written or numerical data, as in the case of executive-level, policy, and analytical jobs.

The Employee Well-being Questionnaire (EWQ) is a brief questionnaire which examines job demands, job satisfaction, and psychological health at work. It is intended for use in conjunction with organisational change, employee development, and well-being programmes. This assessment provides easy to understand results at

Latest Trends and Updates

‘Cutting Through the Marketing Hype: How Psychometrics Can Really Help Business’

In a recent conference organized by Q2HR Solutions in the Philippines on the 7th of September, 10 well respected and inspiring thought leaders gathered to share innovative ideas, challenging today's HR practices.

The speakers presented different perspectives to the main topic of Innovation, talking about breaking through norms, the key to results, retaining & engaging, etc. in the working environment.

Our very own, Dr Paul Englert, Director of Psytech International Asia Pacific, was invited as a speaker and took the opportunity to present his take on the topic.

Paul began the presentation with some common misconceptions that people have on psychology findings. He went on to address some myths surrounding the use of psychometrics, bringing to light some of the more realistic expectations that people should consider towards psychometric testing. From here, Dr Paul shared with the participants how an evidence-based approach can be used instead.



Their Gullibility vs Our Credibility

Considering the accuracy of personality feedback

Qualified users of psychometric instruments will remember the stringent process of training and assessment for delivering feedback to test takers. The professional and ethical guidelines that form the backbone of this stringency, however, are not something that the curriculum covers extensively. Nonetheless, users who are deemed qualified to administer and deliver results for tests are expected to be mindful of the expectations that test takers may have when they are assessed or receive the “verdict” of the assessment. We have been entrusted with a power differential created by their perception of us as knowledgeable professionals.

In the field of counseling and therapy, this expectation has been found to contribute to the outcomes of the service (15%), more so than the techniques of the professional.¹ More in line with the paradigm of occupational assessment would be the commonly known Barnum effect, also known as the Forer effect. In this iconic study, students were given purportedly individualized personality descriptors after sitting for an assessment, and were asked to rate the reports for accuracy. The students rated the reports 4.26 (5 for excellent) only to be told that everyone received the same vague and general personality descriptors put together from the pages of a newstand astrology book.

Introducing the Psytech Team



Mike Agnew

Mike Agnew hails from Glasgow, UK, and is the key person behind all the information technology solutions that we utilise from Psytech for our day-to-day operations.

Mike holds a Bachelor's Degree in Marketing, and a Master's Degree in Computer Science from the University of Strathclyde. Mike has more than 20 years' experience in the industry and has been a programmer for Psytech since 1996.

He is responsible for the overall architecture of GeneSys and plays a key role in the evolution of the platform, including development of the assessment and reporting engines which are central to its function. Besides programming language, Mike also happens to be professionally fluent in French.

HOW WE REALISE OUR VALUES

Local Provider Local

Solution:

Psytech does not believe that local markets are best served by global solutions. All tests should demonstrate application to local market needs.

Global Network:

The local distributors of Psytech together form a global network of dedicated testing providers. Through shared experience around common goals Psytech is a global company that has been built by local providers.

Making Psychometrics

Affordable:

Psytech have been instrumental in all markets at making psychometrics accessible for all organisations.

In light of the “gullibility” of the audience, it does suggest strongly that the onus is on us as professionals to operate with a great deal of transparency, responsibility and ethics. It might be worthwhile to end the narrative on that high note to cement the need for stringent standards of training for psychometric test users, but no argument is sound without presenting the alternative standpoint.

To test respondent gullibility beyond general descriptors, a study was conducted using the 15 Factor Questionnaire Plus (15FQ+) where descriptors for middle sten scores were left intact while opposite definitions were given for the lower and higher traits³, i.e. scores of 1,2 were given the feedback for scores 9, 10. Receivers of the feedback would then rate the trait descriptions for accuracy.

Results showed that the respondents who received the inaccurate feedback were less likely to accept it as accurate compared to a control group. The results were significant for all 16 factors except Factor B (Intellectance).

While the sample size for this study was small, it addressed a working population (rather than students) and confronted gullibility towards deliberately wrong descriptors rather than generalized ones; and it found that people will not simply give approval and acceptance to personality interpretations just because it was delivered from an assessment report.

Where does that leave us in our delivery of feedback?

Firstly, we ought to be reminded that respondents provide the information in self-report personality instruments and what is presented in the reports should be consistent with their self-presentation. Secondly, while the respondents bring in a certain level of trust to the session, if there is inconsistency in the description with what they know of themselves, they are likely to question it. We would do well to not capitalize on “gullibility” and strive to be the objective and ethical professional, delivering an objective two-way feedback process where possible.

From a research perspective, it highlights the lack of scrutiny of instrument accuracy. Current definitions of instrument validity do not extend to issues of accuracy. Discerning users need to consider whether instrument reports are able to accurately discern the stronger traits (low band and high band scores) or are simply getting by with the general descriptors aimed at the “gullible”. With this study of the Forer effect, users of the 15FQ+ can be heartened that the accuracy of the instrument is validated by the respondents’ rejection of “reversed” trait descriptions.



Figure 1 - Copyright Dave Coverly (Speedbump.com)

¹ Lambert, M. J. (1992). Psychotherapy outcome research: implications for integrative and eclectic therapists. In Norcross, J. C., & Goldfried, M. R. (Eds.), *Handbook of psychotherapy integration* (pp. 94-129). New York: Basic Books.

² Forer, B. R. (1949). The fallacy of personal validation: a classroom demonstration of gullibility. *Journal of Abnormal and Social Psychology*, 44 (1), 118-123.

³ Biqqs, D., & Hunt, L. (2011). Gullibility and psychometrics: Do people just believe what you

Upcoming Training Dates

HOW WE REALISE OUR VALUES

Model Based Psychology:

Psytech continues to use models that are well supported by solid academic research.

Leading Innovator:

Psytech continues to innovate in the technology based testing arena.

Professional Standards:

Psytech are committed to upholding the highest professional standards that promote the discipline of Industrial and Organisational Psychology.

	City	Course	Date	Contact Info
	Melbourne	PTC	14-15 Oct 2015	melbourne@opragroup.com
	Sydney	PTC	18-19 Nov 2015	sydney@opragroup.com
	-	EFPA	23-27 Nov 2015	singapore@opragroup.com
	Bangalore	PTC	27-29 January 2016	info@talentmakers.in Tel: 00 91 80 40910029

For more information on the upcoming training courses, contact your local distributor listed above or visit our [website](#) for other local contact information.