

September 2016

Testing Times

ASIA-PACIFIC



Welcome to Psytech International's quarterly newsletter.

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.

In this edition of 'Testing Times' we feature:

- BPS/EFPA Training in APM Thailand - Advocating highest standards in test user training
- Preview Session by Hann Asia (Malaysia) - Engaging and educating in best practice test use
- The use of norms - an article and webinar session by Chris Densem (Psytech Partner, New Zealand)



**International
Associate**

In this issue, we feature our partner in mainland China - China Select.

China Select are specialists in talent assessment. They work to provide clients with a choice of high quality psychometric and behavioural assessments, plus the professional knowledge and skills to use them. In this way, better decisions are enabled when hiring and developing talent.

China Select has business psychology at the heart of their company. It guides their research, methods and ethical practice. China Select is also an active member of the International Test Commission. Their professional approach has allowed them to establish lasting partnerships with leading test publishers.

As with all Psytech partners, China Select provide tools that are typically used to assess certain job levels, job roles, or for special purposes. So, if you require a qualified solutions provider in mainland China to work with local companies, State Owned Enterprises and multi-national organisations, look no further than China Select.

Key Facts

What it measures

A high-level assessment of fluid ability.

Use With

Graduate and management calibre adults.

Use For

Selection and individual development.

Administration & Scoring

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

Report Options

Decision-maker and candidate reports, with group report option for decision-makers.

Qualification

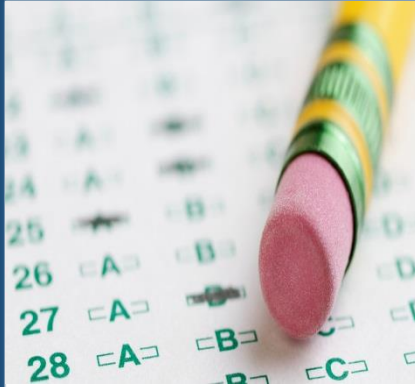
Level A

Timing

30 minutes + administration time

Cost

1-2 Credits per scored assessment.



Why the ART?

Understanding the ART, Abstract Reasoning Test

ART assesses an individual's capacity to perceive logical patterns and relationships and extrapolate from these. Sometimes referred to as 'Fluid Intelligence', this is considered to be the purest form of general mental ability, and is not dependent upon a person's cultural background or educational experience.

Designed to assess the ability to deal with novel stimuli and identify underlying patterns and associations between abstract shapes, ART identifies potential to adapt to and learn from new situations and experiences. This ability is important for roles which require the incumbent to assimilate complex logical material, identify the patterns underlying this material and draw inferences from this. Developed on a large undergraduate sample, the test is particularly appropriate for use with graduate, managerial and professional groups.

Advantages of the ART

ART has excellent levels of reliability and validity, yet only takes 30 minutes to complete (plus administration time). It can be completed in pencil-and-paper or on-screen format, with results being scored and normed through the GeneSys Assessment System, which immediately produces a profile against the desired norm group.

Reports

Decision-maker and candidate feedback reports are provided for ART. Profiles in decision-maker reports present raw score, number of items attempted, sten and percentile ranks. The group report option additionally provides decision-makers with a summary of the results from a number of respondents.

The Tests

The test comprises of 35 non-verbal items. Each item consists of a 3 by 3 matrix with one left blank. The cells contain abstract patterns which change horizontally and vertically according to a set of logical rules.

The respondents' task is to identify the rules which govern how the pattern changes, and extrapolate from this which design fits the blank cell. The items are presently in order of difficulty with respondents typically reaching a point in the test beyond which they find it impossible to answer any further questions.

Latest News and Updates

Training with APM

In May 2016, APM Group (Bangkok, Thailand) conducted a 5 day BPS/ EFPA Occupational Test User (Level 1 and 2) training for their staff and clients. Tey Beng Huan (Psytech Registered Trainer) was invited to conduct the 5-day session for a total of 13 participants, and 2 senior APM consultants (BPS-trained) to assist and facilitate where language constraints are concerned.

In spite of language barriers at times, and their respective jobs requiring attention throughout the course, the attendees gave their fullest attention to the teaching and their greatest effort in assignments and tasks.

From his five day experience at APM, Beng Huan commented that “APM appears to be a very professional outfit and I was most impressed with what I’ve seen in their office, and also with my interaction with their team. It is heartening to know that in a market where companies are looking for ease-of-access test solutions and avoidance of training, APM still advocates for their consultants to be trained to the BPS/ EFPA standards.”



Tricky Facets of Talent Assessment

Introducing the Psytech Team



Lorraine Hornsby

Lorraine Hornsby previously worked in business banking for 29 years, before joining Psytech International in April 2008, as Training Co-ordinator.

Her role involves preparing course materials and organising our training events. Having attended our Level A and B training course herself, she has the expertise to provide the delegates with support and guidance to help them towards completion.

This past July, Dr. Paul Englert was invited by Mr. John Lau, Hann Consulting, to speak at a talk held in Selangor, Malaysia. This session, marketed as "Tricky Facets of Talent Assessment", is an outreach effort by Hann Asia to educate the market on best practice test-use and selection.

The one-day session discussed the different aspects of using tests, including how to differentiate the types of assessment tools, capability versus potential, reports, etc. For the final section of the talk, Dr. Paul introduced to attendees the values and details of the EFPA certification course.



Comparing Apples to Oranges:

Understanding the use of norms in testing and selection By Chris Densem (Psytech Partner, New Zealand)

As human beings, so much of **our understanding of the world around us is based on comparisons** between things, and we use these comparisons to inform our decision-making almost constantly. This includes little things like which is the faster way to walk to a meeting, which meal seems tastier or healthier, which movie looks more entertaining, etc. It also includes more important things with significant impact – which car is of a better value, which career is likely to be more fulfilling, which potential partner is more appealing. Fairly often this comparison is unconscious, subjective, and maybe even a bit faulty, but it is possible to make comparisons in a structured and reliable way – ‘pros and cons’ lists are a simple example of this.

Being able to make good-quality comparisons like this is also important for business; if I’m trying to decide who to hire from a group of applicants, then I need to have a good understanding of how well each is suited to the role. Questionnaires and tests allow us to measure traits, preferences and abilities, but all that these give us are scores which might not be meaningful. The real value of psychometric testing comes from the application of normative data – **we make sense of a person’s test results by comparing them to the results of some group of people (the ‘norm’)**. This allows us to understand if say a particular candidate is much more likely than most professionals to do something in a certain way, or may struggle more than the average manager to work with a particular type of information, etc.

With modern assessments, the test system performs the math behind these comparisons, providing clear estimates of a person’s abilities and personality relative to others. However, the test user still has a responsibility of **picking the right norm**. For the best impact, your norm should be:

1. Chosen for the type of applicants you need or the situation into which the person is going; **not the specific applicants/respondents who are applying for the role.**
2. As **specific as possible** to the particular group of interest – Broad or general norms are useful, but an appropriate specific norm will be more useful.
3. **Consistently applied** across a group of applicants, trainees, team-building participants, etc.

E.g., if someone with a hospitality background is assessed for an accountancy role, they (and other respondents) should be compared against a group of accountants – not hospitality staff.

Bearing the above in mind, the three questions you should ask when selecting a norm are:

1. Against whom should I compare people on this test?
2. Which available norm best represents this group?
3. Does it make sense to use this for all applicants/participants?

Global Leaders in Local Assessment Solutions

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.

If your organisation regularly assesses large quantities of people in relation to specific roles or developmental activities, you might want to consider developing norms specifically for your organisation or even particular roles. This allows a clear, meaningful interpretation of test results against comparison groups that your hiring managers and team can easily understand. Test software like GeneSys Online should make this quite easy, but there are some risks to be aware of (such as unclean, biased or unrepresentative data) – so do contact your Psytech solutions provider/support before you create or use your own norms.

The above concerns, however, do not fully apply to the use of adaptive tests like the Adapt-g. Adaptive or “Item response theory” tests are scored differently to other tests, and because there is usually a large ratio of available questions relative to the number of questions each respondent actually sees, the standardisation (norming) process is very different, and exceptionally time-consuming. However, this is not of great concern to the test user, as the adaptive nature of the test means that a single, well-built ‘norm’ can serve a much, much wider group than for a comparable non-adaptive test.

Psytech's assessments are available in 26 languages and used in 29 countries (and counting), allowing us to provide both local and international norms for a range of different groups. Industry-specific options are also available for a number of tests – such as Accountancy, Call Centre, Healthcare, Hospitality, Human Resources, Information Technology, Legal, and Marketing. The general norm categories are outlined below, and please note that because assessments are designed for particular tasks or groups, there is some variety as to which norm categories are available for certain tests:

	Critical Reasoning	General Reasoning	Personality (15FQ+)	Values (VMI)	Influencing (SPI)
Working Age Adults	✓	✓	✓	✓	✓
Young People		✓			
Professionals & Managers	✓	✓	✓	✓	
Middle Managers				✓	
Senior Managers and Executives	✓		✓	✓	
Graduates	✓	✓	✓		✓
Customer Service Reps		✓	✓		✓
Sales & Retail	✓	✓	✓		✓
Clerical Staff		✓	✓		
Process Workers		✓	✓		
Technical and Trade Workers		✓	✓		

The Webinar

If you are interested to know more, Chris Densem presented a complimentary webinar on 22nd August. During the webinar, some of the ways assessment results can be made more meaningful, in an accessible and general way, were examined using Psytech GeneSys range of assessments as examples.

[Click here to view the recording!](#)

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.

Upcoming Training Dates

<u>City</u>	<u>Course</u>	<u>Date</u>	<u>Contact Info</u>
<u>Singapore</u>	EFPA	21-25 Nov 16	<u>singapore@opragroup.com</u>
<u>UK</u>	EFPA	21-23 & 26-27 Sep 16	<u>info@psytech.co.uk</u>
	EFPA (TBC)	30 Nov, 1-2 & 5-6 Dec 16	
<u>Oman</u>	EFPA (TBC)	18-20 & 23-24 Oct 16	<u>info.om@psytech.com</u>
<u>UAE</u>	EFPA	8-10 & 13-14 Nov 16	<u>info.uae@psytech.com</u>

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