



Video-based Testing: Advantages, Limitations, & Practical Feasibility

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Use of Video

- ❖ “Video is the Next Wave”
 - January, 2004 edition of *TIP* described video as the “next ‘must-have’ tool” (Weiss, 2004)
- ❖ Use of video in interviews is a growing trend (Van Iddekinge, Raymark, & Roth, 2003)
- ❖ Continuously increasing access to video-based testing due to easier to use technology and decreasing cost

What is Video-based Testing?

- ◈ Not just one type of test – any selection procedure that incorporates video technology
- ◈ How is video incorporated?
 - Administration of test stimuli
 - Assessment of candidate performance
 - Combination of both administration and assessment
- ◈ Use in selection is continuum from very basic to fully involved

Video in Administration

- ❖ Present candidate instructions
- ❖ Present contextual information before a test exercise (e.g., background for a role play)
- ❖ Present test scenarios/questions/items to which candidates immediately respond
- ❖ Present information for in-baskets or other group-based administration tests

Video in Assessment

- ◈ Assess candidates *after* actual test

- ◈ Bring in assessors at a later date
 - Review video recordings of candidate performance
 - Observe and evaluate candidates

- ◈ Store ratings electronically

Advantages of Incorporating Video

❖ Greater standardization

- Consistent presentation of instructions and pre-test information
- Fully standardized administration - same questions in the *exact* same manner
- Creates more consistent view of “scenarios”
- Consistent response times

❖ Better candidate perceptions of fairness??

Advantages of Incorporating Video

- ❖ Greater flexibility in test domain coverage
 - Measure KSAs that may be traditionally difficult to assess due to safety, cost, or other practical issues
- ❖ Greater contextual information – higher fidelity
 - Provides clearer picture of the situation/scenario to be addressed
 - Adding visual info leads to fewer candidate inferences
 - Greater depth to scenarios (“realism”)
 - Constant improvements (technological advances) in capabilities allow for continuously increasing realism
- ❖ Better content validity??

Uniform Guidelines

“The closer the content and context of a selection procedure are to the actual work of the job, the stronger is the basis for showing content validity.”

Advantages of Incorporating Video

- ❖ More efficient administration
 - Removes assessment time from administration time
 - Allows for longer tests
 - Allows for greater job domain coverage
 - Allows for administration to greater number of candidates
 - No “dead time” due to no shows
- ❖ More cost effective administration
- ❖ Increases practical feasibility of administering individualized tests with lower group differences

Administration Time Example

- ❖ Selection procedure consisting of three components:
 - Structured Interview (30 minutes)
 - Role Play (20 minutes)
 - Presentation (20 minutes)
 - In-basket (2 hours – group exercise)
- 200 candidates

Advantages of Incorporating Video

- ◊ Fewer assessors needed
- ◊ More effective assessor training
 - Focus on assessing instead of administration
 - Can replicate assessment more easily in training
- ◊ Greater accuracy of ratings
 - Lower number of assessors leads to less assessor variation
 - Can “go back” if necessary and re-watch candidate
- ◊ Less cognitive demand on assessors
 - No responsibilities associated with administration
 - No “dual” roles

Advantages of Incorporating Video

- ❖ Better estimation of reliability / agreement in ratings
 - Candidates can be assessed by multiple panels, if necessary
 - Across panel reliability estimation possible, as opposed to only within panel agreement

- ❖ Greater flexibility
 - Assessors can take break if they need it
 - Easier rotation of candidates
 - Allows for control over unexpected assessor/ assessment issues (e.g., assessor illness)

Advantages of Incorporating Video

- ❖ Better record keeping/documentation of candidate performance
- ❖ Lower costs associated with assessment
 - No “dead time” due to no shows
 - Fewer assessors leads to reduced expenses

Assessment Cost Example

- ◈ Structured Interview
 - 45 minutes to administer
 - 25 minutes to assess

- ◈ 200 candidates

Disadvantages

- ❖ No criterion research
- ❖ Removes interpersonal aspect
- ❖ Reduced “non-verbal” communication

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Questions