Scenario-based Online Assessments

Best Practice Example at Vodafone

ICELW 2015, NY, USA
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Our focus

• Full service in corporate learning and training – all from a single source –
• E-learning, blended learning, mobile learning and performance support based on knowledge management
• Consulting, design, realisation, integration, marketing, controlling and evaluation
• inside stands for

>> large-scale learning <<
There is Change in Corporate Learning

Instructional Design

Fact-oriented, audio-based page-turner

Helps the Learner …
- to be informed and be aware

Change

Immersive and engaging learner-oriented learning experiences

Enables the Learner …
- to improve knowledge and skills
- to solve (complex) problems
- to change attitude or behaviors
There is Change in Corporate Learning

Instructional Design

Fact-oriented, audio-based page-turner

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Enables the Learner …

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Watch, rate and compare

Branched scenarios

Fake scenarios

Investigate and decide
But when it comes to certification …

Assessment and Certification

<table>
<thead>
<tr>
<th>Standard fact-based online assessments</th>
<th>Change</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure the degree of …</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• gained (memorized) information</td>
<td></td>
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</tr>
</tbody>
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Provides feedback on …

- the **actual knowledge** and **skills**
- the **problem-solving capabilities**
- the **attitudes** and **behaviors**
But when it comes to certification …

Assessment and Certification

Standard fact-based online assessments

- Measure the degree of …
  - memorized information

Change

- Action-oriented Assessments
- Scenario-based Assessments

Change

Provides feedback on …

- the actual knowledge and skills
- the problem-solving capabilities
- the attitudes and behaviors
Scenario-based Online-Assessments

Basic Idea

• Put the learner (virtually) in one or more situations related to his daily work where he is able …
  - to use the gained information,
  - to apply his new skills,
  - to show the favored attitudes and
  - to behave as desired.

• Register (observe) and score his actions,
  • map it to scaled dimensions (personality traits) and
  • provide positive feedback and guidance to the learner

Objective Personality Tests

So called Objective Personality Tests, nowadays better described as experiment-based assessment of behavior, try to assess certain personality constructs by observing the testee’s behavior when working on a performance or ability task.

Klaus D. Kubinger
Scenario-based Online-Assessments

Registration of Behavior

<table>
<thead>
<tr>
<th>Dimension/Skill/Trait</th>
<th>Opportunities in Situations</th>
<th>Customer focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action / Behavior 1</td>
<td>1 2 3 ... m</td>
<td>Emphasizes how important it is to fulfill customers' requirements</td>
</tr>
<tr>
<td>Action / Behavior 2</td>
<td>1 2 3 ... m</td>
<td></td>
</tr>
<tr>
<td>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action / Behavior n</td>
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### Scenario-based Online-Assessments

**Registration of Behavior**

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<tbody>
<tr>
<td>Action / Behavior 1</td>
<td>X</td>
</tr>
<tr>
<td>Action / Behavior 2</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>X</td>
</tr>
<tr>
<td>...</td>
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### Scenario-based Online-Assessments

**Scoring and Mapping**

<table>
<thead>
<tr>
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<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action / Behavior 1</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
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<td>x</td>
<td>x</td>
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- **Score X**
  - $X < t_1$
  - $X \geq t_1$
  - $X \leq t_2$
  - $X > t_2$
## Scenario-based Online-Assessments

### Feedback

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- **Feedback Endorsement of Strength**
- **Feedback Improvement Action**
- **Summarized Individual Feedback**
- **Individual Feedback**
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Example – Vodafone

Talking is silver, sharing is golden …
### Scenario-based Online-Assessments

#### Application Range – Certification

If the reason for the e-learning program was …

- … to **inform** and **raise awareness**
- … to **improve knowledge** and **skills**
- … to **change attitudes** and **behaviors**
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Application Range – Recruitment/Personnel Selection

If a company wants to select the best candidates suitable for the company and a position to fill

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are appropriate as one module in the selection process (Assessment Center, Development Center).

Assessment Center

An assessment center (AC) is a technique used in the selection of candidates for a job in an organization. ACs often combine traditional assessments, such as interviews and psychological tests with simulation exercises, including in-basket or leaderless group exercises. Trained raters would review each candidate's performance in each exercise and provide scores.

Wikipedia
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Quality Criteria

- Requirements orientation
- Performance orientation
- Principle of controlled subjectivity
- Simulation principle
- Transparency principle
- Individuality principle
- System principle
- Organized process guidance

Source: Arbeitskreis Assessment Center e.V.
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Conclusion (I)

• SOAs are applicable for
  - Recruitment / Personnel Selection,
  - Self assessment and Certification.
• SOAs are a suitable method to give feedback on
  - knowledge and skills,
  - problem-solving capabilities and
  - change in attitudes and behaviors.
• SOAs have a scientifically sound basis
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Conclusion (II)

- If the SOAs meet the quality criteria they are
  - objective, valid and reliable,
  - interpretation distinct and almost unforgeable.
- SOAs are reasonable and engaging
Thank you very much for your attention ...

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