ASSESSMENT TECHNOLOGIES

COMPARATIVE ANALYSIS

Traditional Assessment Method	Characteristics of Traditional Methods	ATI Advantages (Organized by type of decision maker)		
		Business Manager	**HR Manager**	**I/O Psychologist**
Resume screens	◆ Poor predictors of work performance ◆ Cannot evaluate core abilities and personal attributes ◆ Good for initial sorting based on degrees, training, work experience	◆ Much better predictor of work performance ◆ Evaluates important cognitive abilities and personal attributes necessary for successful performance ◆ Assesses attributes related to a wide range of jobs ◆ Can optimize selection with a single process	◆ Automatic link to HR database (TBD) ◆ Customized employment reports ◆ Comprehensive screening of applicants	◆ Much better predictor of work performance ◆ Objective, defensible selection tool ◆ Assesses wide range of cognitive abilities and personal attributes relating to wide range of jobs
Interviews	◆ Moderate predictors of work performance ◆ Expensive and time consuming ◆ Good for evaluating relevance of experience ◆ Poor for evaluating cognitive abilities and personal attributes which are most predictive of performance	◆ Efficient, does not require manager's time ◆ Better predictor of work performance ◆ Objective ◆ Evaluates both cognitive abilities and personal attributes necessary for success	◆ Fewer people need to be trained ◆ Less expensive and time consuming ◆ Avoids illegal questions and behavior ◆ Automatic link to HR database ◆ Customized employment reports	◆ Gathers and supports analysis of validation and group difference results ◆ Objective, does not require constant calibration; easy to maintain ◆ Better predictor of work performance
References	◆ Poor predictors of work performance ◆ Unreliable and time-consuming ◆ Difficult to obtain in USA	◆ Far better predictor of work performance ◆ Dependable, objective ◆ Fast	◆ Far better predictor of work performance ◆ Dependable, objective ◆ Fast	◆ Far better predictor of work performance ◆ Dependable, objective ◆ Fast
Paper/Pencil Tests	◆ Good cognitive tests are good predictors of work performance ◆ Good personality tests are moderate predictors of work performance ◆ Efficient for high volume mass testing applications ◆ Do not efficiently combine cognitive and personality assessments ◆ Subject to theft ◆ Difficult and time consuming to score ◆ Not engaging for applicants ◆ Good cognitive tests yield large White-Black-Hispanic group differences (but not biased)	◆ At least as good a predictor of work performance and possibly better ◆ Uniquely combines cognitive abilities and personal attributes to provide one-of-kind assessment of stress tolerance, distractibility and social awareness ◆ Engaging experience for applicants ◆ Much faster results and feedback ◆ Associates organization with leading edge technology; impressive to applicants ◆ Competitive end-to-end costs	◆ Possibly reduced group differences ◆ Easy to transport ◆ Better security ◆ Seen as cutting edge technology by applicants	◆ Possibly reduced group differences ◆ More transferable across cultures and languages due to reduced reliance on written content. ◆ Engages applicants ◆ Strong evidence of measurement validity ◆ Stress tolerance, distractibility and social awareness are new types of assessments that may predict a wider range of work performance ◆ Social skills assessed less expensively and faster
Polygraph Testing	◆ Poor predictors of work performance ◆ Illegal in USA for most employment applications ◆ Very expensive and time-consuming	◆ Much better predictor of work performance ◆ Less expensive and faster ◆ More reliable ◆ Has many more applications	◆ Less costly and faster ◆ Much better predictor of work success ◆ Legal ◆ Does not antagonize applicants	◆ Defensible ◆ Much better predictor of work success ◆ Administerable by many
Clinical testing	◆ Good for diagnosing pathology or dysfunction in high stakes jobs ◆ Poor predictors of "ordinary range" work performance ◆ Very expensive and time-consuming	◆ Much better predictor of wider range of work performance ◆ Less expensive and faster ◆ Has many more applications	◆ Much better predictor of wider range of work performance ◆ Less expensive and faster ◆ Has many more applications	◆ Much better predictor of wider range of work performance ◆ Less expensive and faster ◆ Has many more applications
Graphology	◆ Poor predictor of work performance ◆ Popular in some European countries	◆ Much better predictor of wider range of work performance	◆ Perceived as reputable ◆ Reflects well on organization	◆ Defensible ◆ Objective and reliable
Computerized Testing	◆ Frequently the PC serves just as page turner (No different than paper version) ◆ Many don't take advantage of adaptive methodologies	◆ Takes fuller advantage of computer capabilities ◆ Reflects well on company as innovative	◆ Direct, easy link to HR database ◆ Comprehensive technical and implementation support ◆ Easy, customized reports and analysis ◆ Provide employment process metrics	◆ Gathers work performance data ◆ Optimizes value of computer by adaptive methodology and by combining cognitive and personality attributes (stress tolerance, social awareness, distractibility)