Crowd Sourcing Tests
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What is Crowd Sourcing?

- The process of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community, rather than from traditional employees or suppliers.
  - Original Oxford Dictionary (by mail)
  - Software code
  - *KickStarter*
  - Marketing Campaigns
  - Product Development

What Are the Potential Applications In HR?

- Test Questions

- Survey Items

- Recruitment Ideas

Test Development

- Where appropriate for content valid tests
  - No in-house SMEs
  - Frequently changing content
  - Unique jobs where there is not published content

- In reality, it's a very scaled up version of item banking from previous exams

Concerns

- Test Security
  - Risks are the same as with unproctored tests.
    - Perhaps less so if the test is adaptive.
- Quality of the Items
  - Is the online expert community better or worse at writing items than your SMEs?
- Norming
  - Averages likely to be lower, but better item statistics due to larger samples.
- Standardization
  - Likely to be adaptive

Application

- Virtual software company
  - Low number of SMEs and geographically spread out

- Growing fairly rapidly

- Need for programmers and professional staff (marketing, etc)

Outcomes

- Cost
  - It's FREE (for now)
  - Integrates into ATS

- Candidate Reaction
  - Meets the face validity test
  - Still some dissatisfaction as they items are multiple choice

Test Statistics

- Tests are normed

Master = 780-800
Expert = 700-779
Proficient = 450-699
Familiar = 300-449
Beginner = < 300

- Not a presumption of a normal curve.

Observed Statistics

Type of Test	Mean	SD	Median Intercorr
IT	593.0	159.4	.32
Office	639.1	134.1	.11

• Scores are above the midpoint of the middle range (450 to 699), which indicates that there are some non-experts in the crowd.

• Items have large SDs, indicating that there is good variance.

• Not all tests are given in combination with others, but the intercorrelations appear to be low-positive.

Outcomes

- Too early for criterion related study.

- The automation and integration with the ATS is a huge time saver for a company with a small HR staff.

- Have not lost any candidates to the process.

- Used in combination with personality/aptitude testing and structured interviews.

What Does the Future Hold?

- Unlikely that this will take over content validation testing.
  - Not enough control over the process for many organizations.

- Likely to be adopted by tech startups and small firms
  - Meets an important need
  - Is a good cultural fit

Q&A