



A Comparison of Spoken and Written Responses in Computer-Facilitated Assessment Centers

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Some Background

- Computer Based Assessment Centers
- Extensive use of video for stimuli
- Several different items types
 - Constructed Responses
 - Multiple Choice Responses
 - Prioritizing, Ordering, and Arranging Options
 - Tracking of Activity within a Interface
- Algorithmic data aggregation
- Recently introduced voice responding

Our Sample

- Data represents participants completing virtual assessment centers with voice response options in 2014 and 2015
- All participants completed the assessment centers in English
- Frontline leader assessment center
 - Approximately 700 participants
 - Each participant has 14 opportunities to select voice or typed responses
- Early executive assessment
 - Approximately 220 participants
 - Each participant has more than 35 opportunities to select voice or typed responses

The Questions Driving the Investigation

- What is the frequency of use for the voice recording option?
- Are there personality attribute that correlate with a participant's choice of response medium?
- Are there any differences in responses (measured by assessor scoring of relevant behaviors) between spoken and typed responses?



Frequency of Use

Frequency of Use

- Do more participants tend to use the voice response option than the typing option?
 - Hypothesis: In these virtual formats, participants will tend towards typing more frequently than using voice responding.
- Do participants tend to use the same response option consistently?
 - Hypothesis: Those participants choosing to use voice responses will do so on several opportunities.
- Are there certain types of exercises, situations, or stimuli that show a greater propensity for participants to use the voice recording option?
 - Hypothesis: Participants will use voice responding more frequently for interpersonal exercises like coaching and influencing compared to business or decision making exercises



Personality Attributes

Personality Attributes

- Are there personality attribute that correlate with a participant's choice of response medium?
 - Hypothesis: Participant's higher on Social Adeptness and Relationship focus will be more likely to choose the voice response option.



Performance Differences

Performance Differences

- Are there any differences in responses (measured by assessor scoring of relevant behaviors) between spoken and typed responses?
 - Hypothesis: Interpersonal behaviors, like Emotional Intelligence Essentials, will be used more frequently in voice responses than in text responses.



Questions?



THANK YOU!