ATP 2016
Innovations in Testing
Orlando, Florida

INSIGHT
HAPPENS HERE

What Should Managers and Executives Know When Translating and Adapting Assessments for a Global Market?

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#atpconf

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Welcome!

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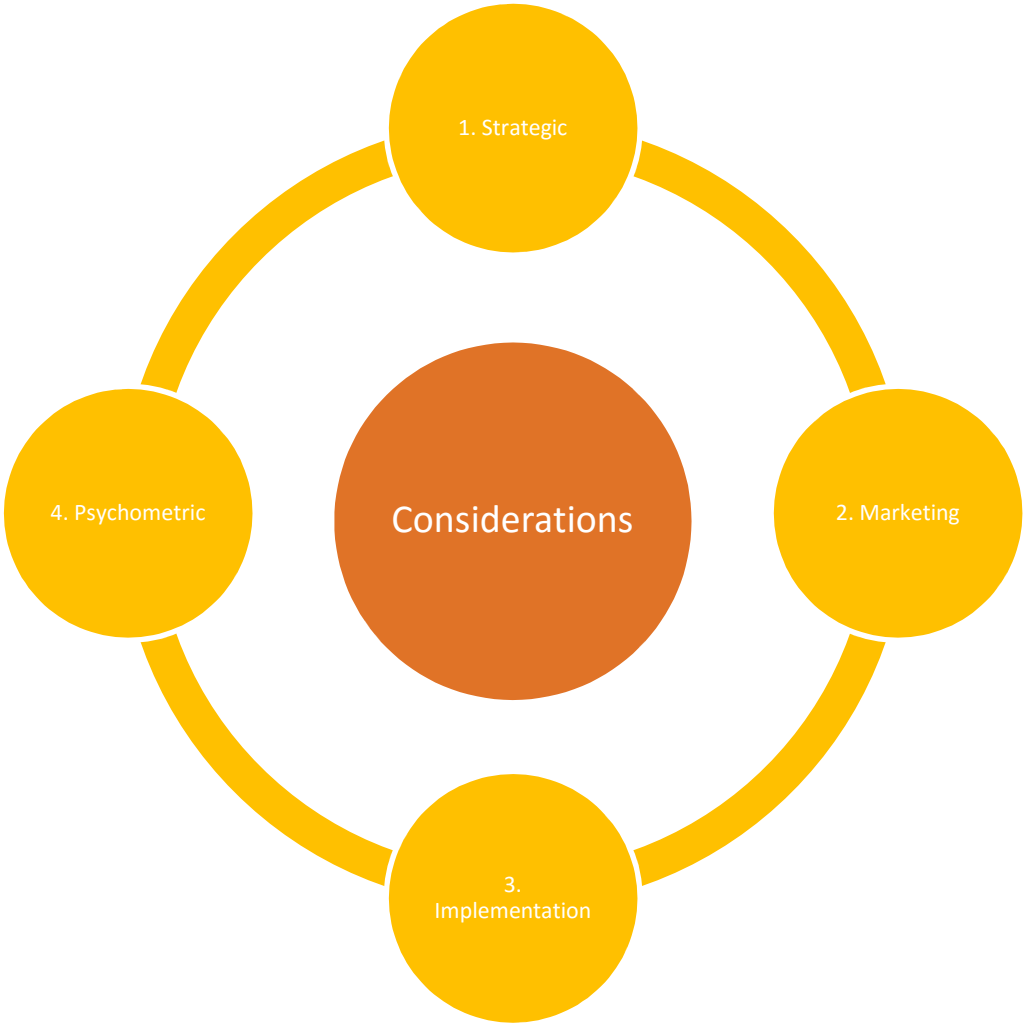
Agenda



Strategic

Current situation

Strategic

- Globalization and Internationalization
- What, how and who?
- Issues being discussed with organizations

Developing an International Strategy

Strategic

- What is our vision?
- Value proposition
- Competition
- New markets and products

Market research

Strategic

- Opportunity assessment
- Feasibility studies
- Key elements involved
- Risk and cost/benefit analysis
- Partners
- Legal, cultural, and administrative issues

"I am stunned by the sophistication of our consumer research."

Brand names

Strategic

Kinki Nippon Tourist Company

Partnerships

Strategic

- Find the right partners
- Local knowledge vital
- Different types of partner:
  - Private companies
  - Government
  - Academic
  - SMEs
  - Delivery
  - Localization

Internal assets and product

Strategic

- Board and other stakeholder commitment
- Assessment of internal capabilities
- Platforms and systems
- Detailed analysis of product
- Pilot studies

Why not English?

Everyone speaks English

Don't they?

The lighter side

This was seen in a hotel lobby in Bucharest, Romania:

"The elevator is being fixed for the next day. During this time, we regret that you will be unbearable!"

To localize or not?

Strategic

- Exams in English
- Localized version in English
- Translate, adapt and localize
- Create new credential or test
- Combination

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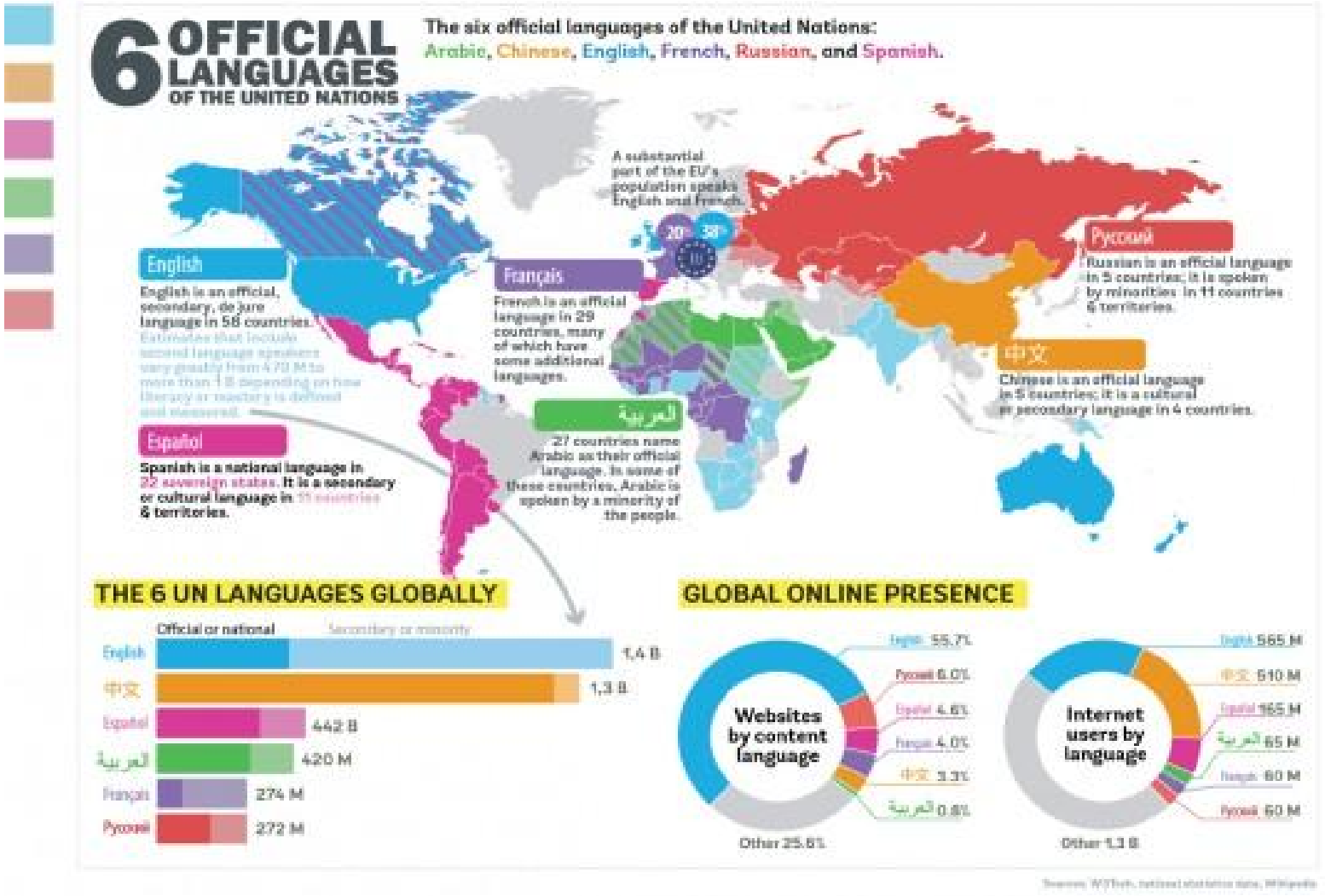
Localization considerations

Strategic



English or not?

Strategic

- Body of knowledge
- Critical mass of candidates
- Effect on results
- Varying knowledge of English
- What are you testing?
- Translation benefits
- AAT's decision: had to be in Arabic

Arabic
English
Polish
German
French
Finnish
Italian
Dutch
Chinese
Korean
Spanish
Catalan
Romanian
Hindi
Latin
Arabic
Chinese
Russian
Hebrew
Italian
Dutch
Hebrew
Japanese
Catalan
French
Korean
Spanish
Polish
Romanian
Hindi
Latin
Arabic
Chinese
Russian
Hebrew
Italian
Dutch
Spanish

Marketing

General Marketing Strategy

Marketing

International Marketing Strategy

- Segmentation Analysis
- Collaborations/Partners/Joint Ventures
- Motivational Analysis
- Pricing/Promotional Strategies
- Product/Service Strategy
- Local/Regional Marketing Plans
- Government/Local Governments

Collaborations

What are your reasons?

- If you build a translated/localized exam would they come?
  - Why?
- What are the barriers?

TABLE 1

The 32 Motivational Factors in Consuming Wine

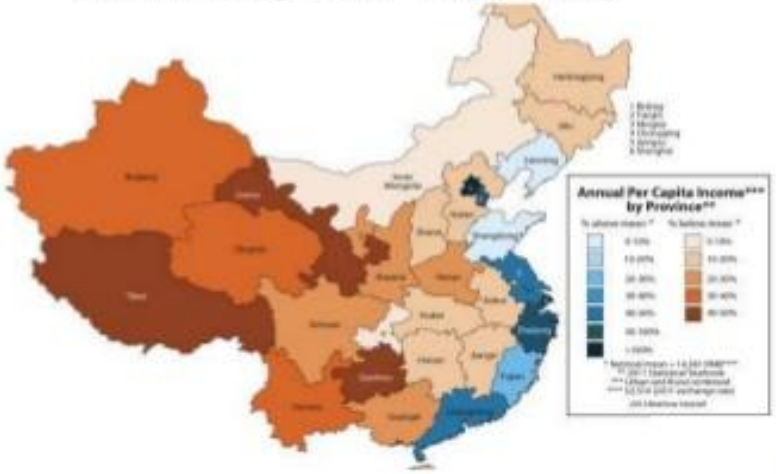
1. I liked the taste	17. To be friendly
2. To relax	18. I wanted something easy to serve
3. I wanted a refreshing drink	19. To celebrate something
4. As a treat for myself	20. To be socially acceptable
5. To enhance the taste of food	21. I wanted a low alcohol drink
6. I enjoyed choosing the wine	22. I wanted something less filling
7. I wanted a mild tasting drink	23. I wanted a hearty drink
8. I wanted a familiar type	24. I wanted a natural drink
9. To enjoy the aroma/bouquet	25. I wanted something low in calories
10. I was in no hurry	26. To be romantic
11. To feel good	27. To be distinctive
12. I wanted something light	28. To help me sleep
13. Something special to share	29. To be stylish
14. To be sociable	30. To watch my weight
15. To satisfy a thirst	31. I felt depressed
16. To have fun	32. I felt lonely

Localization

Marketing

GAMES MARKETER — Video Games Marketing, Promotion and Monetisation — Philip Driver

China: Regional Variations



Unsurprisingly wealth and disposable income levels are higher in the more developed western and coastal areas of China

Government

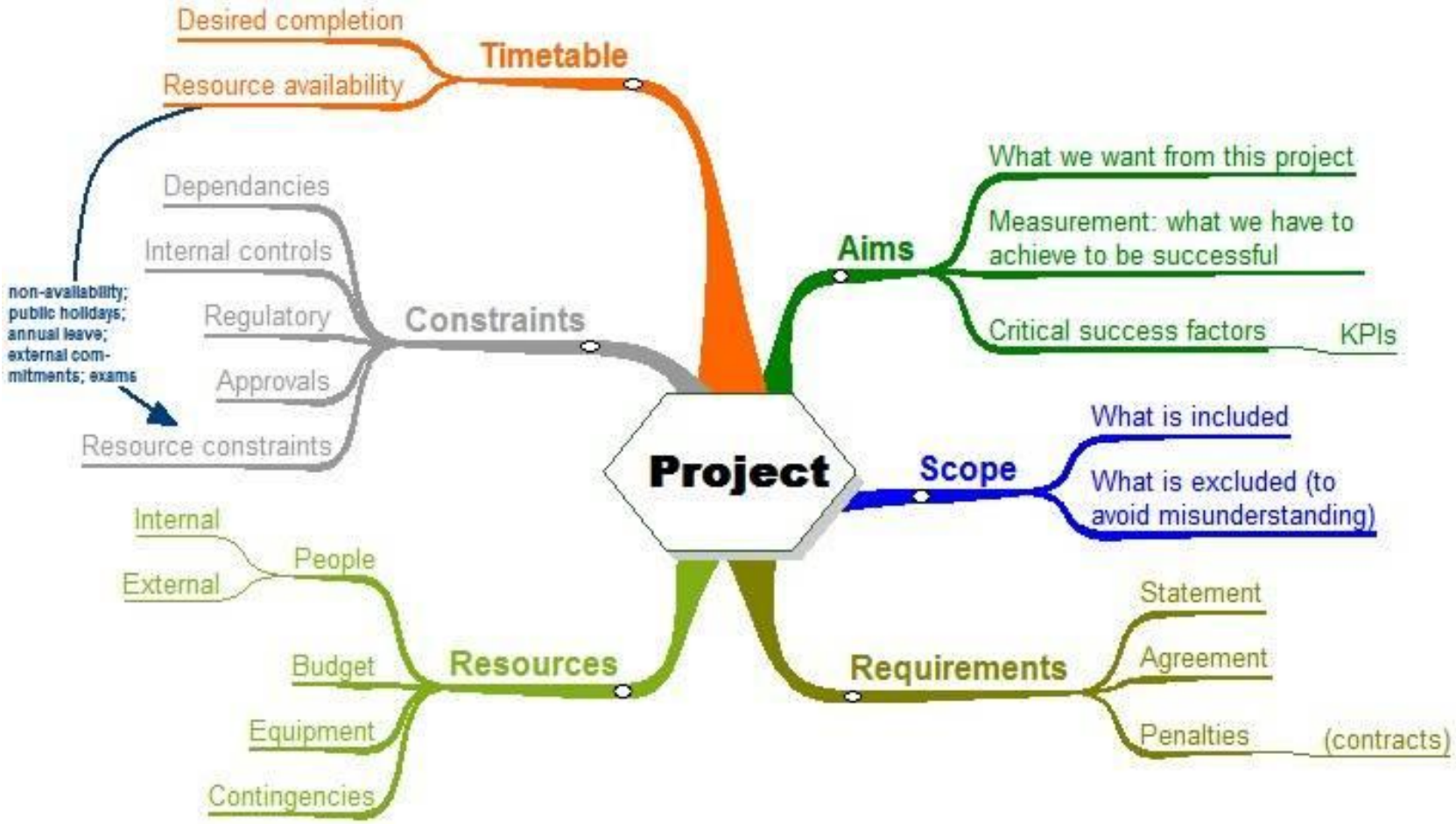
Marketing

Implementation

Implementation Considerations

- Project Plan
- Technology
- Test Security Policy
- Test Site and Proctoring Policies
- International Accreditation
- Customer Service Plan
- Technology Supports
- Payment Systems
- Staff
- Accommodations
- Exam Program Materials
- Translation and Adaptation

Project Plan



Technology Platform

Test Security Practices

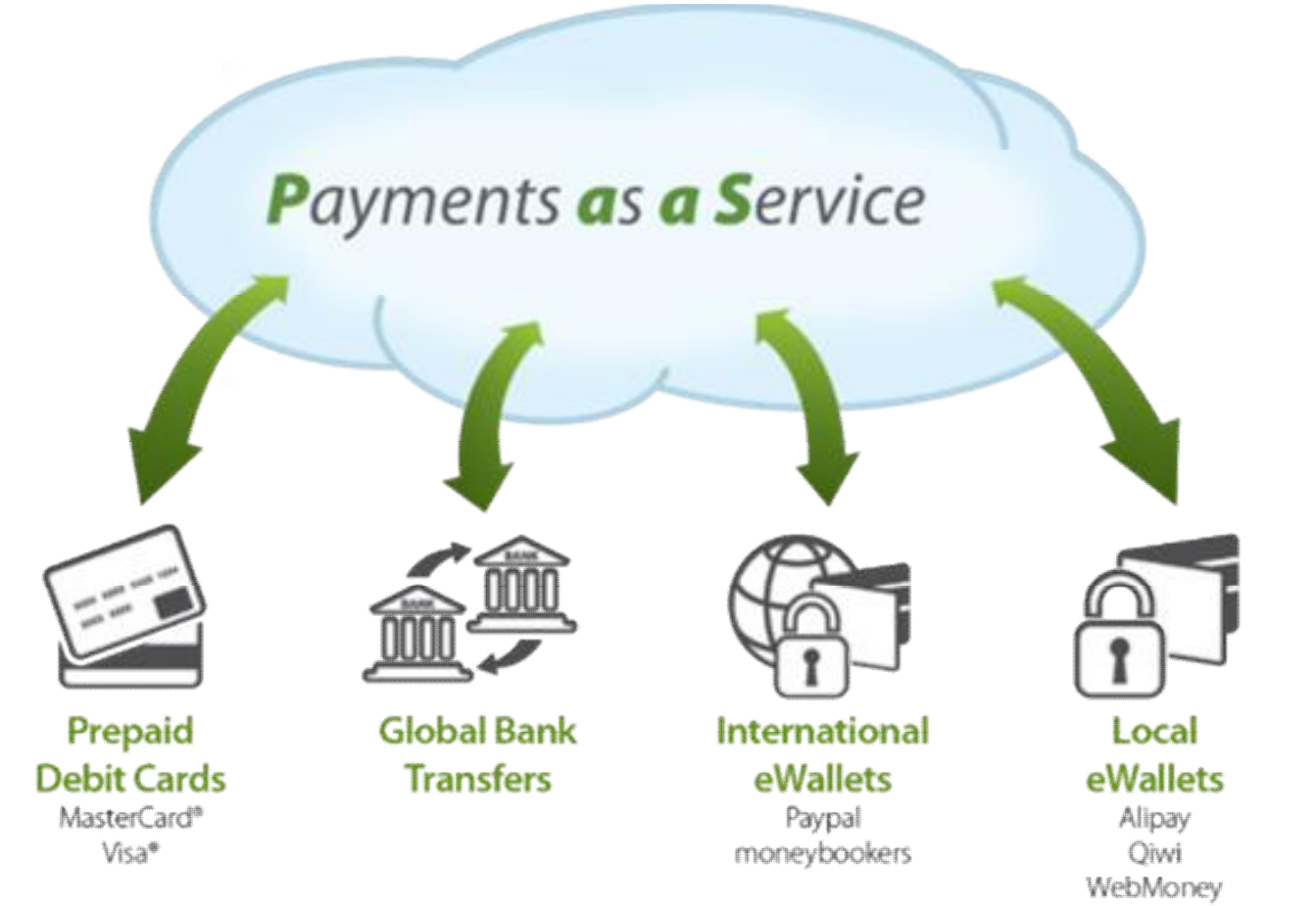
Proctoring and Test Venue Practices

Accreditation

ISO 17024

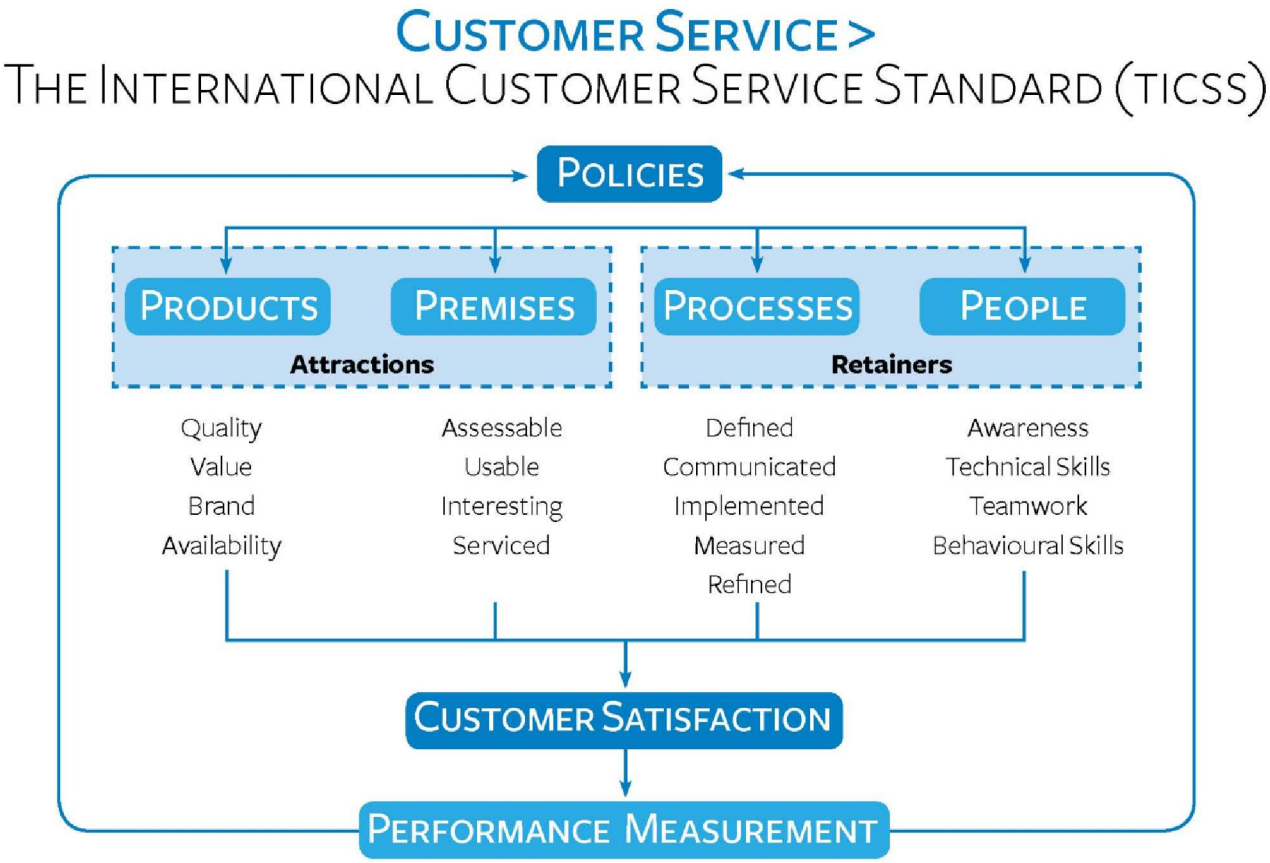
NATIONAL COMMISSION FOR CERTIFYING AGENCIES NCCA ®

Payment



Payment and Payouts under the PaaS model

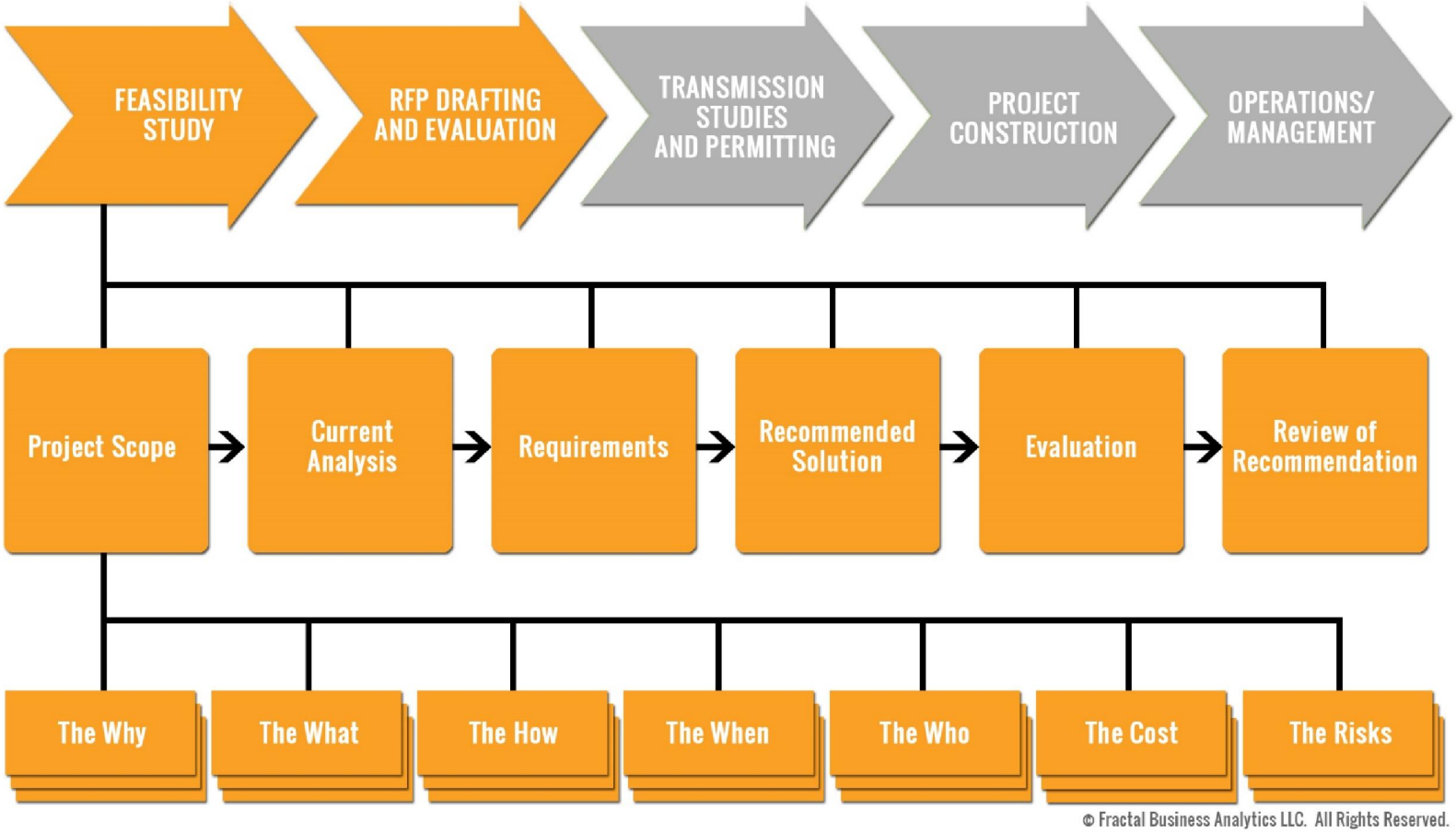
Customer Service



Internal Staff Capability

Implementation

Vendors to Select



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Accommodate Candidates

Translation processes

- **Glossary**
- **Localization and adaptation**
- Forward translation
- Backward translation
- Quality checking
- SME review
- Finalization

Sample Translation Issues

- Currency
- References to UK organizations
- Financial systems
- Taxes
- Company names
- Capitalization and bolding

Translation processes

- Glossary
- Localization and adaptation
- **Forward translation**
- **Back translation**
- Quality checking
- SME review
- Finalization

Back translation value

Out of sight

Out of mind

Blind

Insane

Translation processes

- Glossary
- Localization and adaptation
- Forward translation
- Back translation
- **Quality checking**
- **SME review**
- **Finalization**

The lighter side

Seen in a restaurant in Switzerland:

"Our wines leave you nothing to hope for"

Translate Assessment Program Materials

Materials

- Candidate Handbook
- Website
- Policies
- Forms
- Glossary

Develop A Technical Support Plan

Psychometrics

Psychometric Considerations

- Is score comparability the goal?
- Validity across the life span of the assessment involves
  - The 3 Cs of Validity:
    - Content
    - Criterion (Predictive)
    - Construct
  - And the 3 Ds of Test Development:
    - All steps of the development process must be documented, deliberate, and defensible

Content Validity

- Test Development
  - Establish equivalence of KSAs
  - Adapt Job/Task Analysis, as needed
  - Translate/Adapt/Localize items
    - Verify item coding to KSAs and blueprint
- Identify SMEs
  - Appropriate level of diversity
  - Representative of target population
  - Develop customized training
  - De-center as needed (not US-centric)

Other Considerations

- Cut score study
  - Is the source methodology appropriate for the target population?
  - Is there a difference to pass rates? If so, it is real or is it an artifact of the adaptation?
- DIF analyses
  - Do groups perform equivalently after matching on ability? What is the matching criterion?
- Drift analyses
  - Are item statistics similar between source and target populations?

Construct Equivalence

- Do the same constructs exist in the target population?
- Is the job description the same in the target population?
  - Same requirements? Same/Equivalent expectations?
  - Same predictive value?
- Example: Written part of a pilot's license
  - Same KSAs: Regulations? Safety protocols? Operating procedures?
  - Will scores of adapted instruments be predictive of successful job performance?

Test Security

- Cultural views may impact risk to test security
- Importance of clear, concise, messaging
  - What constitutes "cheating"?
  - What constitutes a reasonable or appropriate consequence?

Three-pronged Approach

- Before the test is administered
  - Candidate messaging, item types, test design (windows vs. continuous, CBT vs. PBT, pre-equating vs. post-equating, item exposure caps, item overlap rules, field test policies), copyright protection, non-disclosure forms, legal support
- During the test session
  - ID requirements, proctoring; test environment (privacy screens for monitors, seating charts, test center resources (individual white boards, markers, scratch paper, pencils, calculators), lockers for personal items); timed/observed breaks; real-time analyses
- After the administration and On-going Activities
  - Data forensics
  - Web patrol, monitor chat rooms and prep companies
  - Secret shopping

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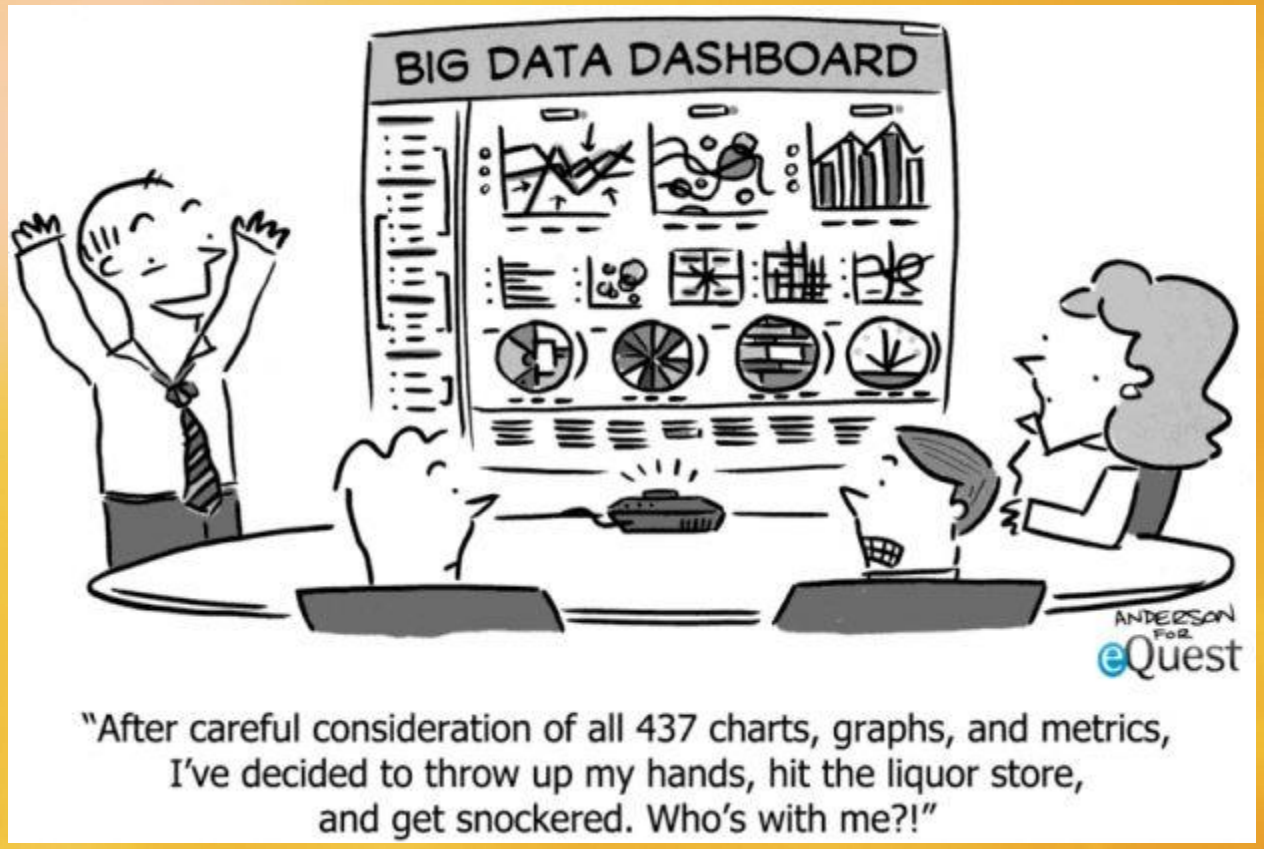
And finally.....

- Planning and preparation
- Stakeholder participation
- Allow enough time
- Strategic partnerships
- Technical matters
- Psychometric matters

Questions


BIG DATA DASHBOARD
ANDERSON FOR eQuest
"After careful consideration of all 437 charts, graphs, and metrics, I've decided to throw up my hands, hit the liquor store, and get snockered. Who's with me?!"