

Test Publisher™ Newsletter

News and information for providers of assessment products and services from the Association of Test Publishers
ATP: The intelligent voice for testing

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ATP asks Wikipedia for more reasonable policy in handling secure assessments

ATP CEO Dr. William G. Harris, recently sent a sternly worded letter to the Wikimedia Foundation (the sponsors of Wikipedia, the online information service), asking them to rethink their posting of the Rorschach test plates along with the expected responses of test takers on a wikipedia site.

"Although the Rorschach is no longer protected under US copyright law, the posting of test material still in use constitutes insensitive, if not ethically questionable behavior," said Harris.

The letter was prompted by ATP members who still use the Rorschach exam and were frustrated by the Wikimedia Foundation's lack of responsiveness to their concerns.

The Wikimedia Foundation did respond to Harris' letter and although they stopped short of promising removal of the posting, they did agree to frame an educational posting around the value of these assessments.

ATP provides legal opinion regarding new consumer protection safety policy

ATP counsel Alan J. Thiemann, Esq. recently composed a legal opinion statement for ATP members regarding Section 103 of the Consumer Product Safety Improvement Act (CPSIA) which became effective August 14, 2009.

The purpose of the section is to establish a means for consumers and retailers to identify and remove from the market dangerous children's products. The concern for test publishers were the manipulatives used in some assessments. For example, noted Thiemann, "If a manipulative is broken it could theoretically pose a hazard to children."

However, Thiemann noted in his opinion, in such an instance, "the professional supervising its use will not use it (the manipulative) and will obtain a replacement." He also noted that testing products are not sold directly to children, but are instead sold to "states, schools,

Dear Colleagues,

Welcome to the Association of Test Publishers' online newsletter. Click here to reference past issues of the Test Publisher newsletter: [Test Publisher Newsletters](#)

ATP Launches successful European Conference in Brussels

With the historic Metropole Hotel in Brussels awash in ATP's signature color purple, leaders of the European Division of the Association of Test Publishers welcomed attendees to the inaugural European conference: *Growing Talent in Europe/Gaining Advantage through Assessment*. More than 150 delegates representing 15 countries attended the first time event held September 30 - October 2, 2009.

The opening keynote speaker was Wim J. van der Linden, Chief Research Scientist from CTB/McGaw Hill and renowned professor, author and researcher of psychometrics throughout Europe. Professor van der Linden kicked off the conference with a keynote address in which he compared and contrasted the educational systems of the U.S. and Europe. He noted the U.S. emphasis on what he termed as "output control" in which students are assessed according to national standards and assumed to be candidates for higher education upon their completion of high school. He noted this contrasted with the European model of "input control" in which students are assessed by local standards and admission tests and where a high school diploma does not guarantee admission rights to higher education. Understanding the different testing and educational traditions, he said, was a first step in finding commonalities.



(Left, Wim van de Brug, CEO of Lamark BV and member of the E-ATP Programme Committee, proudly displays his company's trademark giraffe on the exhibit floor.)



Conference delegates then dispersed to attend a variety of workshops and content sessions and to visit an exhibit area in which 15 sponsors displayed their products and services.

(Left, Wim van de Brug, CEO of Lamark BV and member of the E-ATP Programme Committee, proudly displays his company's trademark

On Friday, October 2, John Mahoney-Phillips, Global Head of Human Capital for UBS AG, one of the world's leading financial firms addressed delegates as the closing keynoter.

Mahoney-Phillips gave an insiders view of the challenges in hiring and managing a global workforce. He noted that having 30,000 applicants from 40 countries, speaking 8 different languages can tax even the most efficient of hiring assessment systems. He outlined for delegates the way in which his company has partnered with assessment vendors to create way to identify high quality candidates with leadership potential.

Another highlight of the conference was a panel titled *CEO Perspective* in which seven CEOs from the world's leading assessment organizations addressed questions related to the future of assessment in Europe.



(CEO Panel Above, L to R.: Robert Hogan, Hogan Assessment Systems; Robert Whelan, Pearson VUE; Eric Shepherd, Questionmark; Jurgen Hogrefe, Hogrefe; Marten Roorda, Cito; Simon Lebus, Cambridge Assessment. Not pictured was the moderator, Eugene Burke, Science and Innovation Director, SHL.)

Paul Howarth of Pearson VUE, Chair of the European ATP Division, reported that he and other E-ATP leaders would be reviewing the satisfaction surveys from attendees and sponsors and seeking ways in which to improve and enhance the conference for the future. He said they hoped to make it an annual event.

ATP CEO Dr. William G. Harris concurred that he also hopes to see the conference established as a new European tradition and another value added benefit of membership in the Association of Test Publishers.

clinicians, and other professionals."

In summation, Thiemann expressed the opinion that, "Despite the above lack of any jurisdiction over test products...the publisher can meet the requirements of Section 103 in a flexible manner by ensuring that appropriate information is provided."

To request a copy of the full opinion contact [Lauren Scheib](#).

Quick Links at ATP

[The ATP Career Center](#)

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Membership counts...

The State of Tennessee recently released an RFP which included the criteria that applicants should be members of the Association of Test Publishers

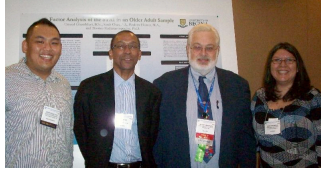
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In other News...

Operation Best Practices update. The ATP Education Division, in cooperation with the Council of Chief State School Officers (CCSSO) has entered the review stage of the Operational Best Practices document which is due to be released this Spring. As part of introducing the document, a special presentation is planned for the 2010 ATP Innovations Conference.

ATP Presented its annual award for the Best Student Poster Focused on Assessment at the American Psychological Association conference held in August. This year's winner was a poster titled: *Evaluating the Impact of Forced Zero Cross-loadings in a Structural Model: A Monte Carlo Simulation*



The co-authors were Hsien-Yuan Hsu (left), Susan T. Skidmore (right), and Yan Li (not pictured). Presenting the award was ATP CEO Dr. William G. Harris (center left) and Kurt Geisinger, APA (center right).

New Article published in JATT (Journal of Applied Testing Technology): *Computer-Based Signing Accommodations: Comparing a recorded Human with an Avatar* by Michael Russell and Maureen Kavanaugh, Lynch School of Education, Boston College; Jessica Masters and Jennifer Higgins, Technology and Assessment Study Collaborative, Boston College; and Thomas Hoffmann, Nimble Assessment Systems

Many students who are deaf or hard-of-hearing are eligible for a signing accommodation for state and other standardized tests. The signing accommodation, however, presents several challenges for testing programs that attempt to administer tests under standardized conditions. One potential solution for many of these challenges is the use of computer-based test delivery that integrates recordings of signed presentation of test content into the test. In addition to standardizing conditions, computer-based delivery holds potential to decrease the cost of developing recordings of signed presentation by using avatars rather than humans. However, because avatars are relatively new and are not as expressive or lifelike as humans, they may not be as affective as humans in presenting content in a clear and interpretable manner. The study presented here employed a randomized trial to compare the effect that a computer-based provision of the signed accommodation using a recorded human versus a signing avatar had on students' attitudes about performing a mathematics test and on their actual test performance. (To Read the complete study click here: [Computer-Based Signing Accommodations](#))

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