

# Introduction to Questionmark

Brian McNamara, Product Manager for Customer Engagement



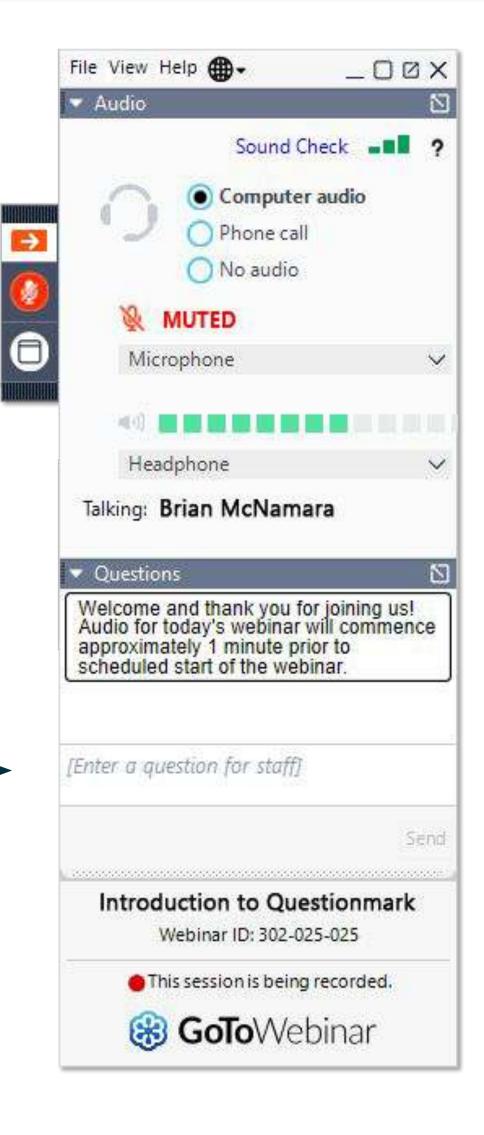
### Before we begin...

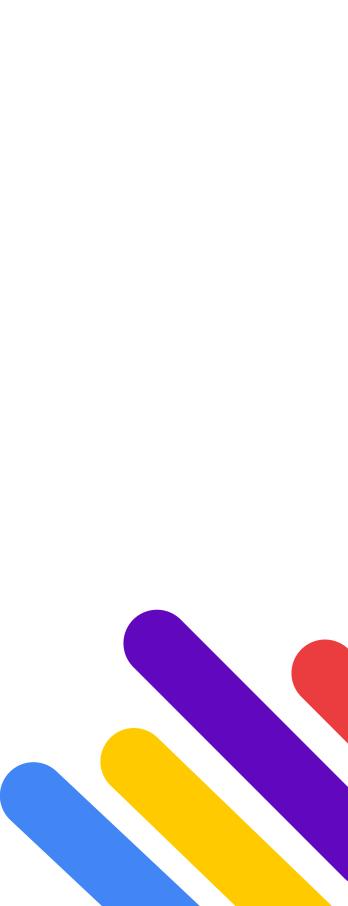
#### Watch for an email after the webinar to:

- Download slides (PDF)
- View a recording

To ask questions, use the "Questions" feature







# About Questionmark

- Helping measure knowledge, skills and abilities securely
  - Assessment platform
  - Proctoring solutions
  - Assessment content
- ISO/IEC 27001 Certified
- Founded in 1988
- Part of the Learnosity Group





#### **Microsoft Partner**





Crown Commercial Service Supplier







### Assessment platform

Reporting: Analyze results and inform stakeholders

Schedule & deliver securely





Analyza

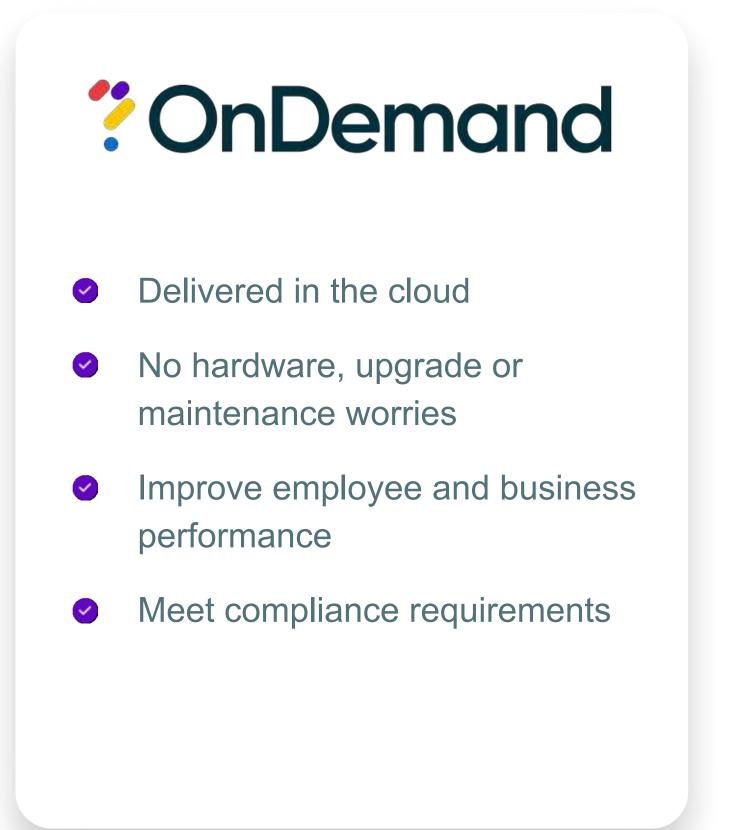
Authoring: Create and manage questions and assessments

#### **38 languages**

24/7 global support



# Deployment options



**Questionmark** 

#### ? OnPremise

Delivered on premise

 $\checkmark$ 

 $\checkmark$ 

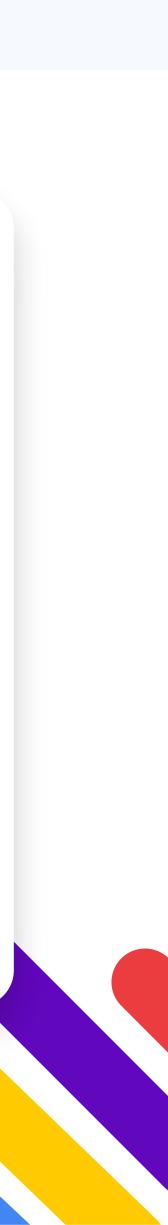
 $\checkmark$ 

 $\checkmark$ 

- For customers that prefer not to use cloud services
- Improve employee and business performance
- Meet compliance requirements



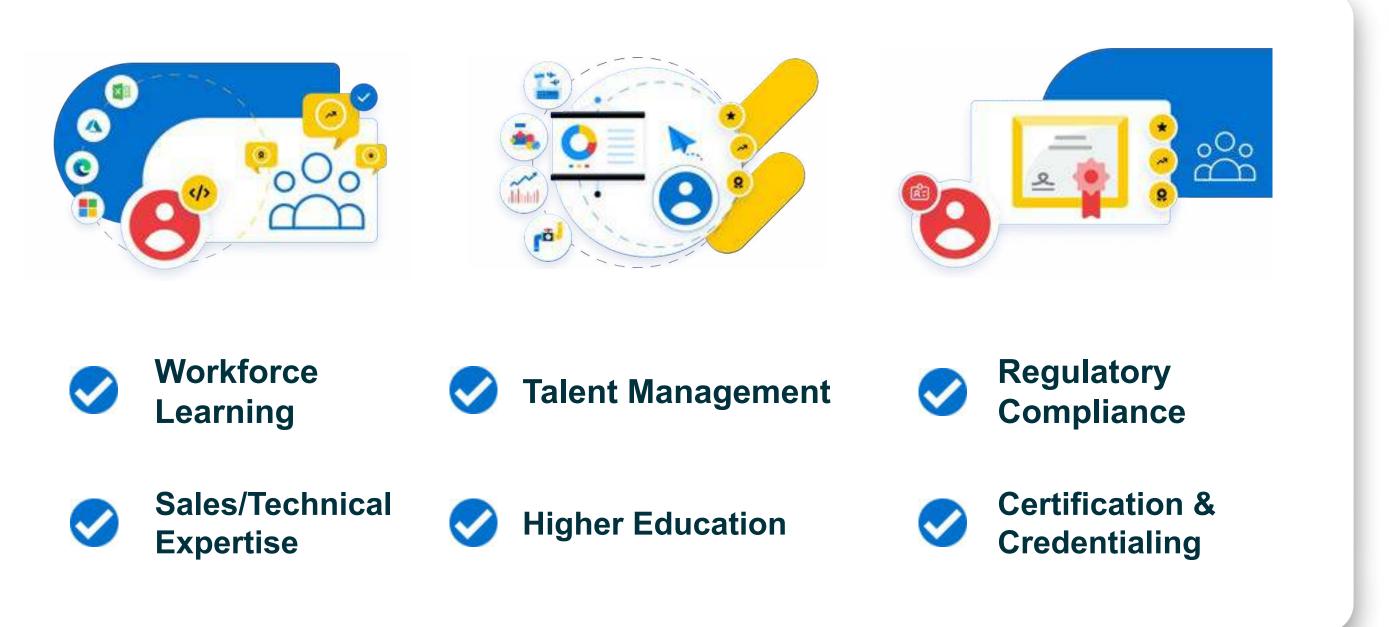
- For federal, state, and local U.S.
   government and agencies
- Compliant with FedRAMP, the U.S. government security standard
- Improve employee and business performance
- Meet compliance requirements



# Assess knowledge, skills and abilities

#### Types of assessments

- Certification exams
- Regulatory Compliance tests
- Formative/quizzes
- Summative assessment
- Pre/post hire
- Pre/post course
- Diagnostic assessment
- Placement tests
- Licensure tests
- Gap analysis
- Job Task Analysis surveys
- Course Evaluation
- Observational assessment
- Kirkpatrick Level 1/2/3 Evaluations
- Employee Satisfaction









### Assess knowledge, skills and abilities

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Licensure tests

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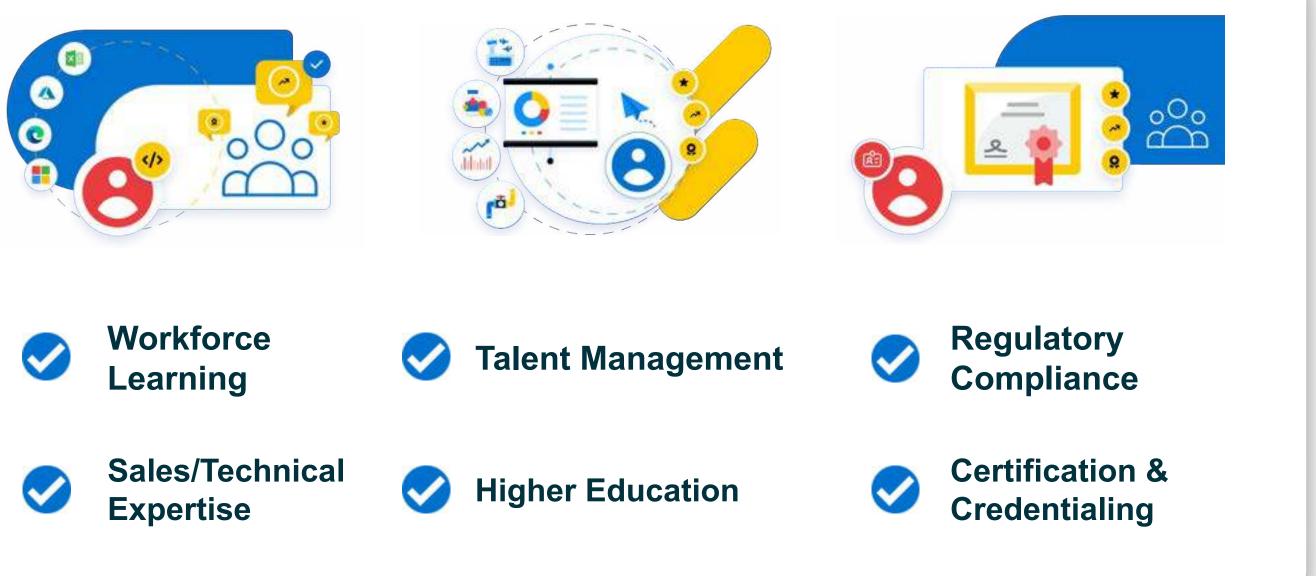
Job Task Analysis surveys

Course Evaluation

Observational assessment

Kirkpatrick level 1/2/3 Evaluations

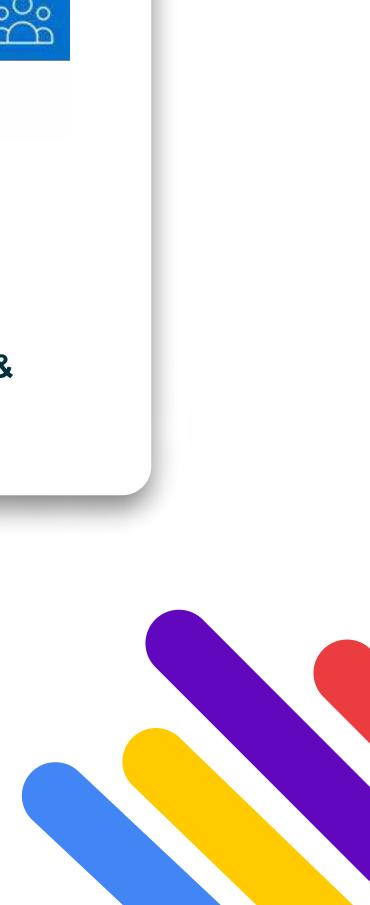
Employee Satisfaction







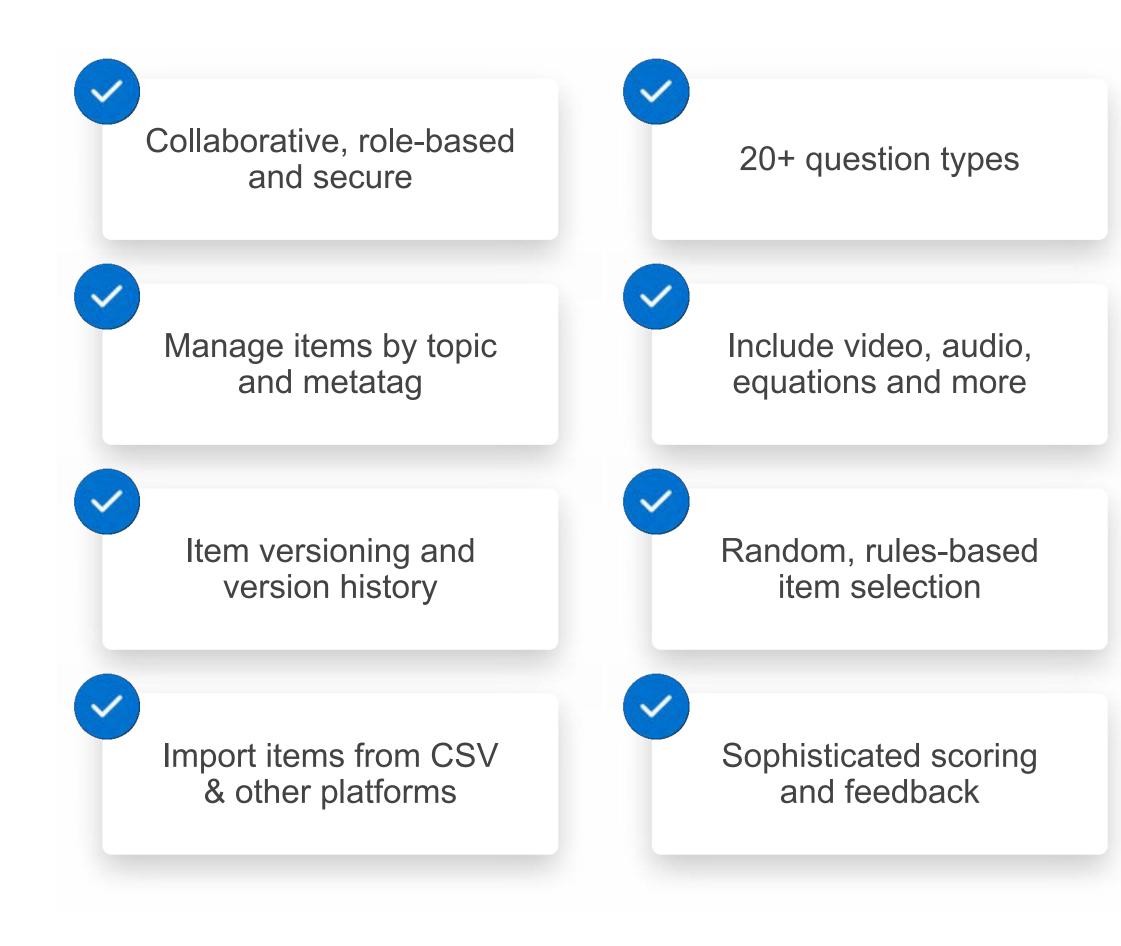




# Authoring & Item Banking



# Highlights of authoring & item banking

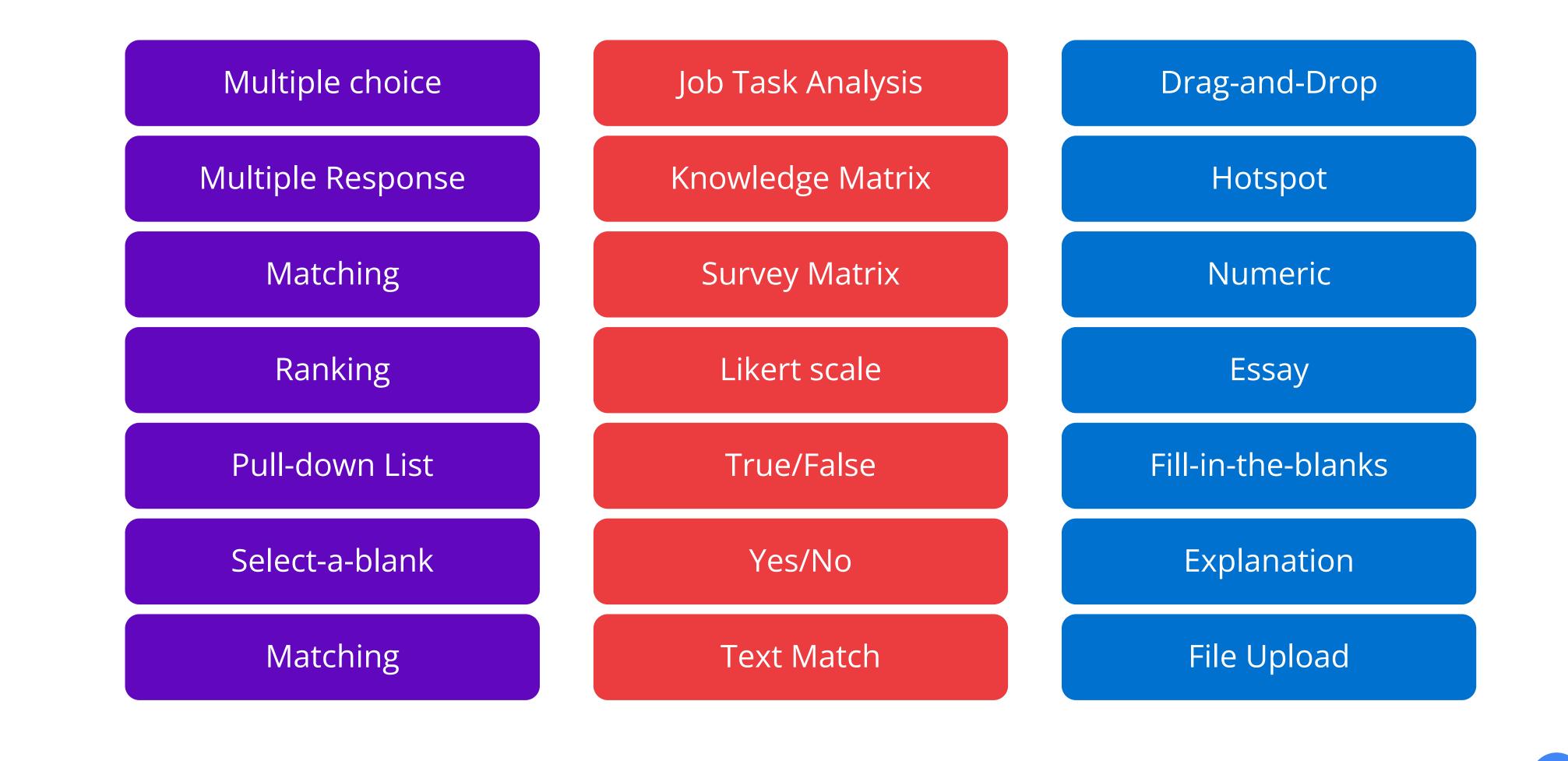




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D Operation and Maintena	1469979							
C) Training and Record Ke	Add New Choice			1				
	Add "/	All of the abov	e" choice					
	Add "No	one of the abo	ve" choice	-				
	1	Add comment	box	12				
	Edi	t question pro	perties					
		Notes		+0	Make sure there is adequate ventilation			
	-	Assign metata	aas		The correct answer is "All of the above"			
		nosign metale	497	+0	Prohibit smoking in the area			
	Delivery sty	le			The correct answer is "All of the above"			
	Scored		~	+0	Have a fire extinguisher nearby			
	Shuffling op	tion			The correct answer is "All of the above"			



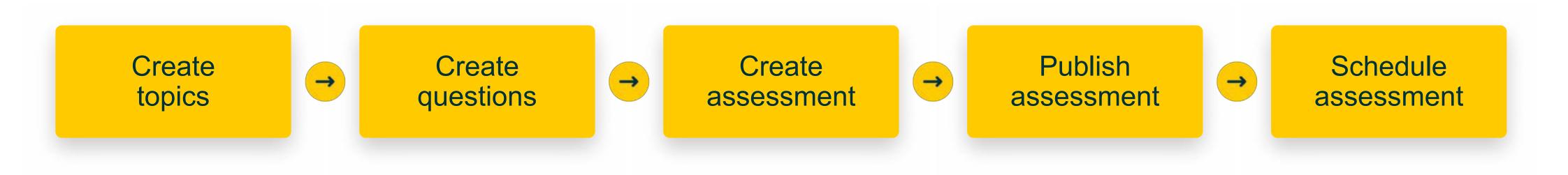
# Many question types to choose from...







## Typical workflow: Authoring and publishing









# Questions organized in hierarchical topic structures

Course content

Laws/regulations

Competencies

Job roles

Qualifications



- Excel 365 Basics
- D 01 Getting started
- D 02 Entering Data
- B 03 Formulas and Functi
  - Copy and paste of for
  - C SUM and AVERAGE
  - Using simple formula:
  - C XLOOKUP
- C 04 Formatting
- D 05 Worksheet layout and
- C 06 Printing
- ▲ B 07 Charts

Creating Charts

- ▷ Title 26 INTERNAL REVENUE CODE
- D Subtitle A Income Taxes
- B Subtitle B Estate and Gift Taxes 4
- ▲ CHAPTER 11 EST ▲ B Sales Enablement
  - Subchapter A-Est
  - D Subchapter B-Est
  - Subchapter C-Mis
  - CHAPTER 12 GIF
  - CHAPTER 13 TAX
  - C CHAPTER 14 SPE
  - CHAPTER 15 GIF
- B Subtitle C Employme C CHAPTER 21 - FED

- 1.0 Fundamentals
- D 2.0 Spotting Opportunities
- ▲ B 3.0 Sales Process
  - 3.1 Getting Assistance for an Opportunit
  - 3.2 Product Collateral on Web site
  - 3.3 Asking the Right Questions
  - 3.4 In What Stage is the Opportunity
  - 3.5 CRM functions for Opportunity mana
  - 3.6 Quotations
  - 3.7 Customer Health
- 4.0 Presenting and Positioning Solutions



#### Demonstration



### Item version history and rollback

Revision ◆       Version ID       Modified On       Modified By         3       3750560       Jun 28 2018       Brian McNamara       Edited on the second of the	1
✓       2       3750559       Jun 28 2018       Brian McNamara       Edit         ✓       1       3750558       Jun 28 2018       Brian McNamara       Adit         Ø       Image: Constraint of the second	1
1       3750558       Jun 28 2018       Brian McNamara       Ad         4        Page 1	1
\$ Revision 1	
Revision 1	
As load weight increases, the center of gravity $\checkmark$ .	Rev
	Wa
$\mathbf{\uparrow}$	
Compare revisions	<u> </u>
side-by-side	



nge Type	Comments		
	Fixed formatting and item properties	Audit trail of edits	and
	Added video to the question.		
	New question created	option to "rollbac	CK″
of 1 (>> >)	25 ~		
	owing video and answer the question below:		
s load weight	t increases, the center of gravity	~.	



# Meta tags

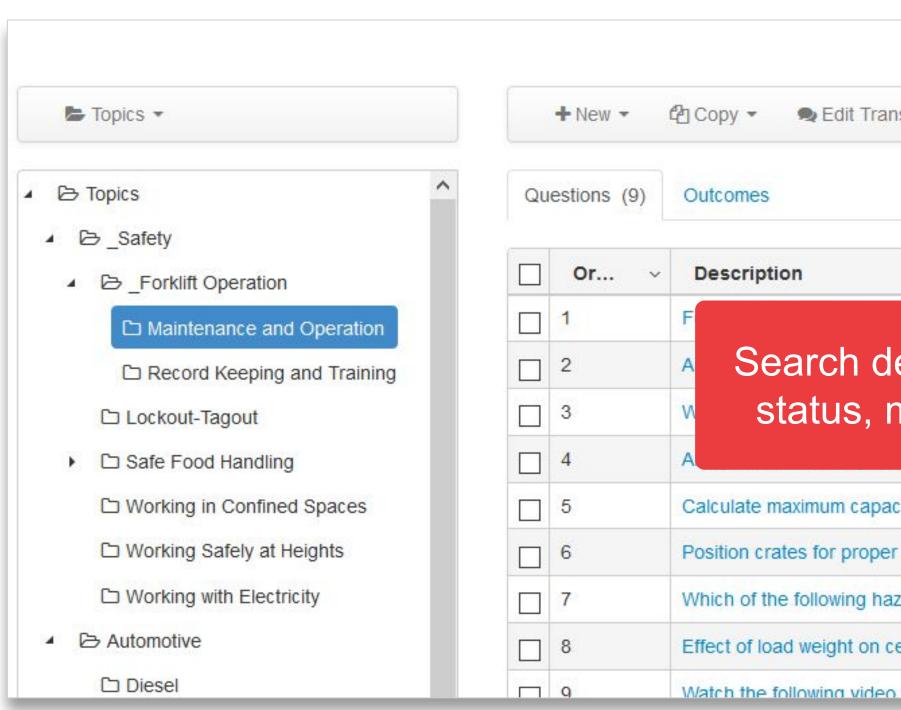
- Create meta tags and values
- Assign to items
  - Individually
  - In batches
- Set default values
- Lock/unlock meta tags
  - Prevent meta tags from being imported via Qpacks
- Use for
  - Search
  - Item selection in dynamic assessments
  - Available in some reports



	Update question	on metat	ags	×
	<ul> <li>Add selected metatags</li> <li>Remove existing metatage</li> <li>Remove existing metatage</li> </ul>		ected metatags	
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Enter description				~
☐ Mandatory Values				Update Cancel
+ New 🗙 Delete 🛛	Toggle default			
□. Name ▲	Default	In use	Created on	
. Analysis	false	true	Feb 02 2015	
Application	false	false	Feb 02 2015	



### Item search





#### Search item bank to find items that contain certain words and/or tags

	Question	~	Description	~ <b>Q</b>	3
islations 🕶			Description Question status Maximum score Created by Created on		
~	Type	~ Modifi	Modified by Modified on	Rev	isio
		Jul 06 20	Copyright holder	2	$\sim$
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neta tags, dates a city with 36-inch load center load distribution	nd more	Aug 15 2 Jul 06 20 Jul 06 20	Question Stimulus Question ID Question Choices Question Outcomes Questions by tag name Questions by tag value Created on range	6 3 4	
city with 36-inch load center load distribution zards must the forklift operator con enter of gravity	nd more Numeric Drag and drop	Aug 15 2 Jul 06 20 Jul 06 20 Jul 06 20	Question Stimulus Question ID Question Choices Question Outcomes Questions by tag name Questions by tag value Created on range Modified on range	6 3 4	



# Multilingual interfaces

- Arabic (العربية)
- Bulgarian (Български)
- Catalan (Català)
- Chinese, Simplified (简体中文)
- Chinese, Traditional (繁體中文)
- Croatian (Hrvatski)
- Czech (Čeština)
- Danish (Dansk)
- Dutch (Nederlands)
- English
- Finnish (Suomi)
- French (Français)

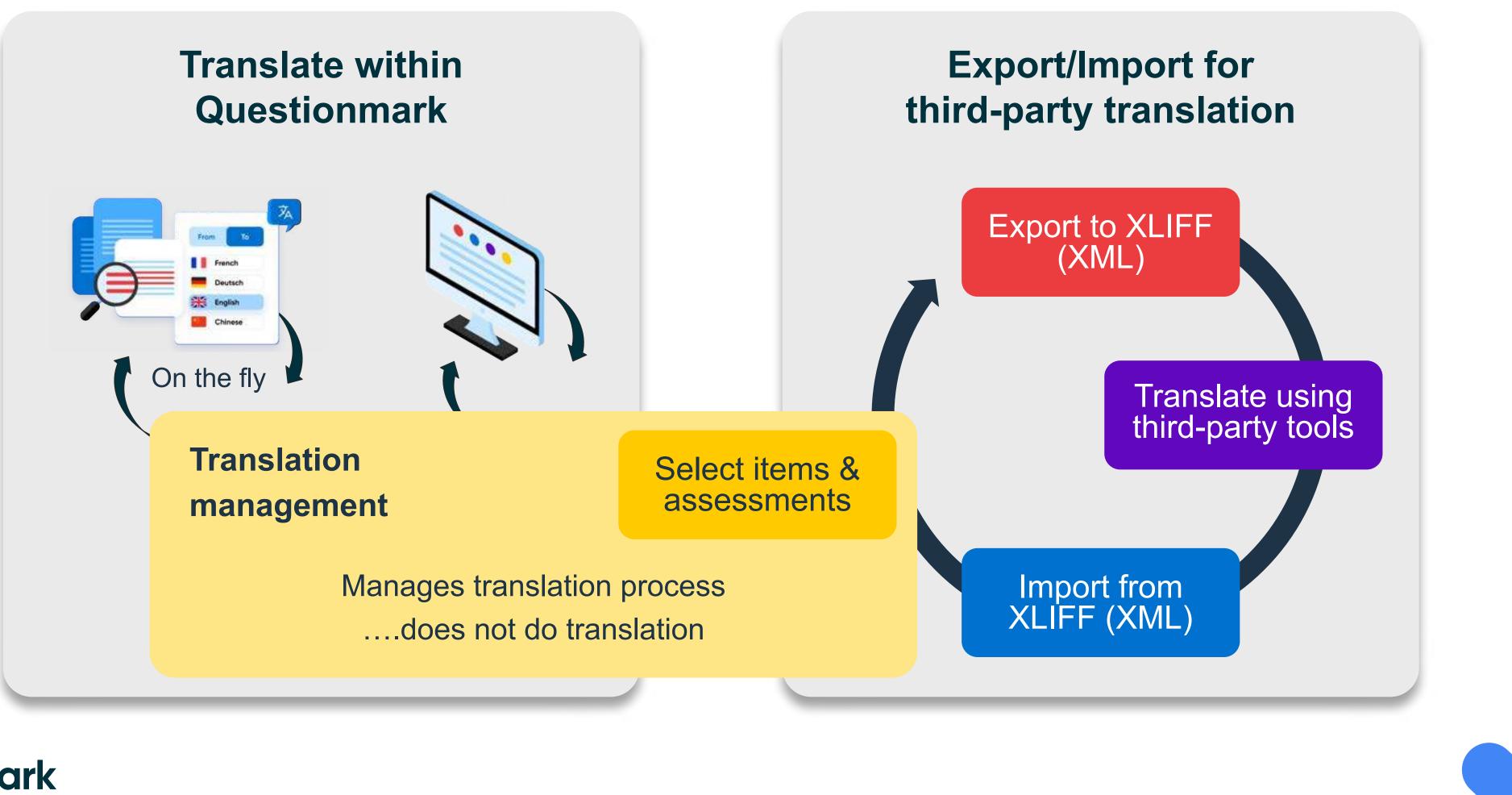
- German (Deutsch)
- Greek (Ελληνικά)
- Hebrew (עברית)
- Hindi (हिन्दी)
- Hungarian (Magyar)
- Indonesian (Bahasa Indonesia)
- Italian (Italiano)
- Japanese (日本語)
- Korean (한국어)
- Norwegian Bokmål (Bokmål)
- Persian (فارسى)
- Polish (Polski)
- Portuguese, Brazil
- Portuguese, Portugal (Português)



- Romanian (Română)
- Russian (Русский)
- Serbian (Српски)
- Slovenian (Slovenščina)
- Spanish (Español)
- Swedish (Svenska)
- Thai (ภาษาไทย)
- Turkish (Türkçe)
- Ukrainian (Українська)
- Urdu (اردو)
- Vietnamese (Tiếng Việt)
- Welsh (Cymraeg)



## Managing multilingual assessments







### Translation management for multilingual assessments

ase Language		Save Exit	Previous Question	Next Question >>
English (United States)				
arget language		Path: Round the world\America\Southernmost city in world		
French (France)	×	Base		
ditable fields		Correct. The southernmost city in the world, Ushuaia, is located in Argentina.		
Option 4 Option 5 Outcome Condition	•			
Outcome Message 1		Target		
Outcome Message 2	-	B I U X <sub>2</sub> X <sup>2</sup> ≣ ≣ ≣ ⊟ ⊟ & □ □ Ω ∞ ℝ ℝ ∞ ∞ ▼ ≡ ⊮ □		Import XLIFF
ranslation status		Corriger. La ville la plus méridionale du monde, Ushuaia, est située en Argen	ntine.	
Translated	v		9	Topic translations
Properties				Question translations
				Topic Translations Editor





# Authoring: Summary of key points

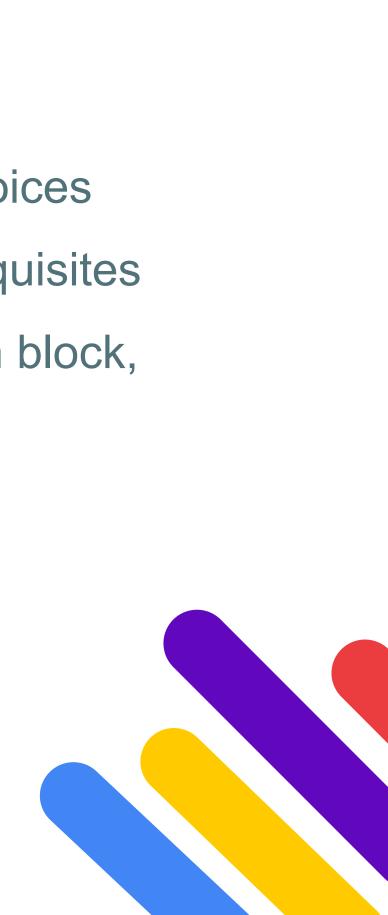
#### Question authoring

- Collaborative, browser-based and secure
- 20 question types
- Tool that SMEs can use directly
- Include video, audio, equations and more
- Item versioning and version history
- Search questions to identify those that need update



#### Assessment authoring

- Random selection of questions from item bank
- Random ordering of questions and choices
- Set a pass score including topic prerequisites
- Set time limit for assessment, question block, and/or questions
- Topic scoring and feedback



# Scheduling and Participant Experience



# How participants access assessments

#### Via Questionmark Portal

- Administrator:
  - Schedule in Questionmark
  - Notify via email
- Participant:
  - Logs into portal
  - Launch assessment
  - View results (optional)



#### Via LMS integration

 More about integration options in a moment...



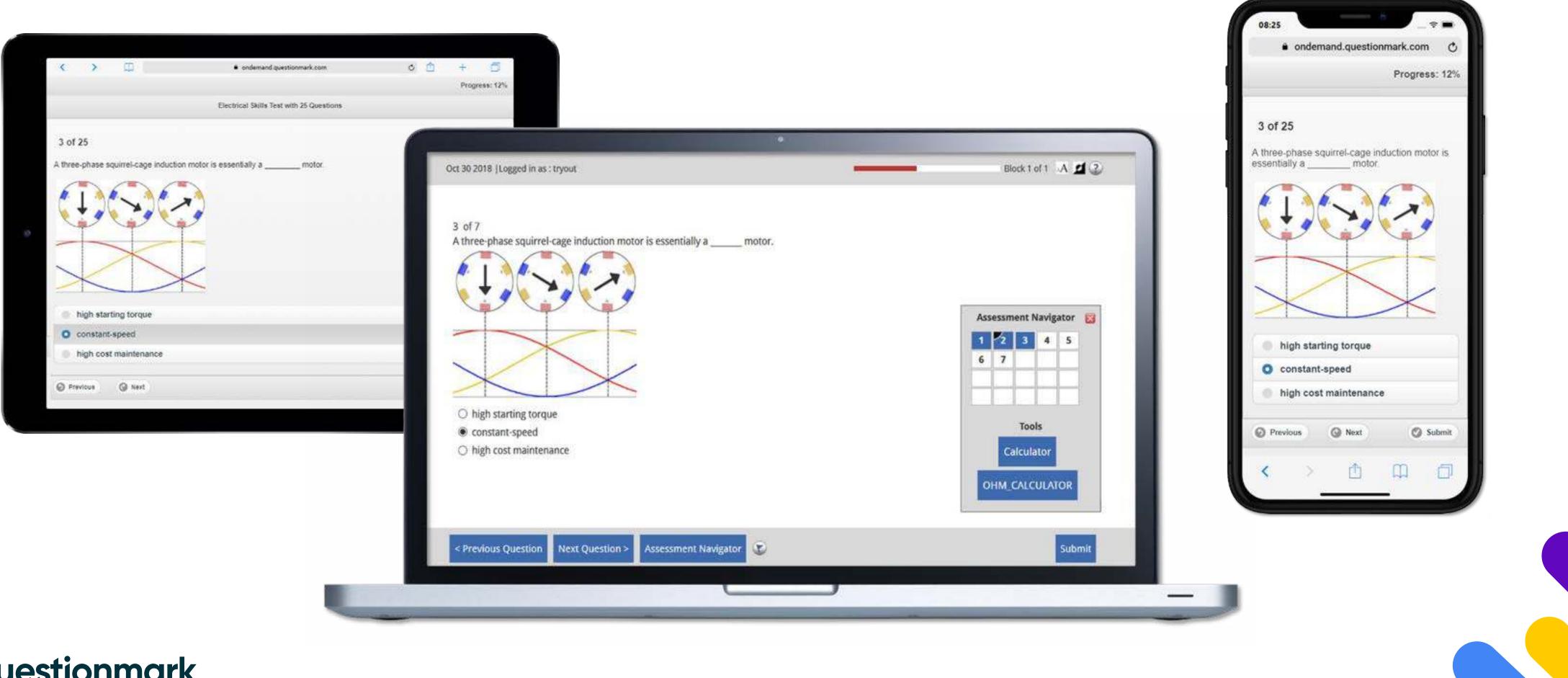


#### Demonstration

# Blended Delivery



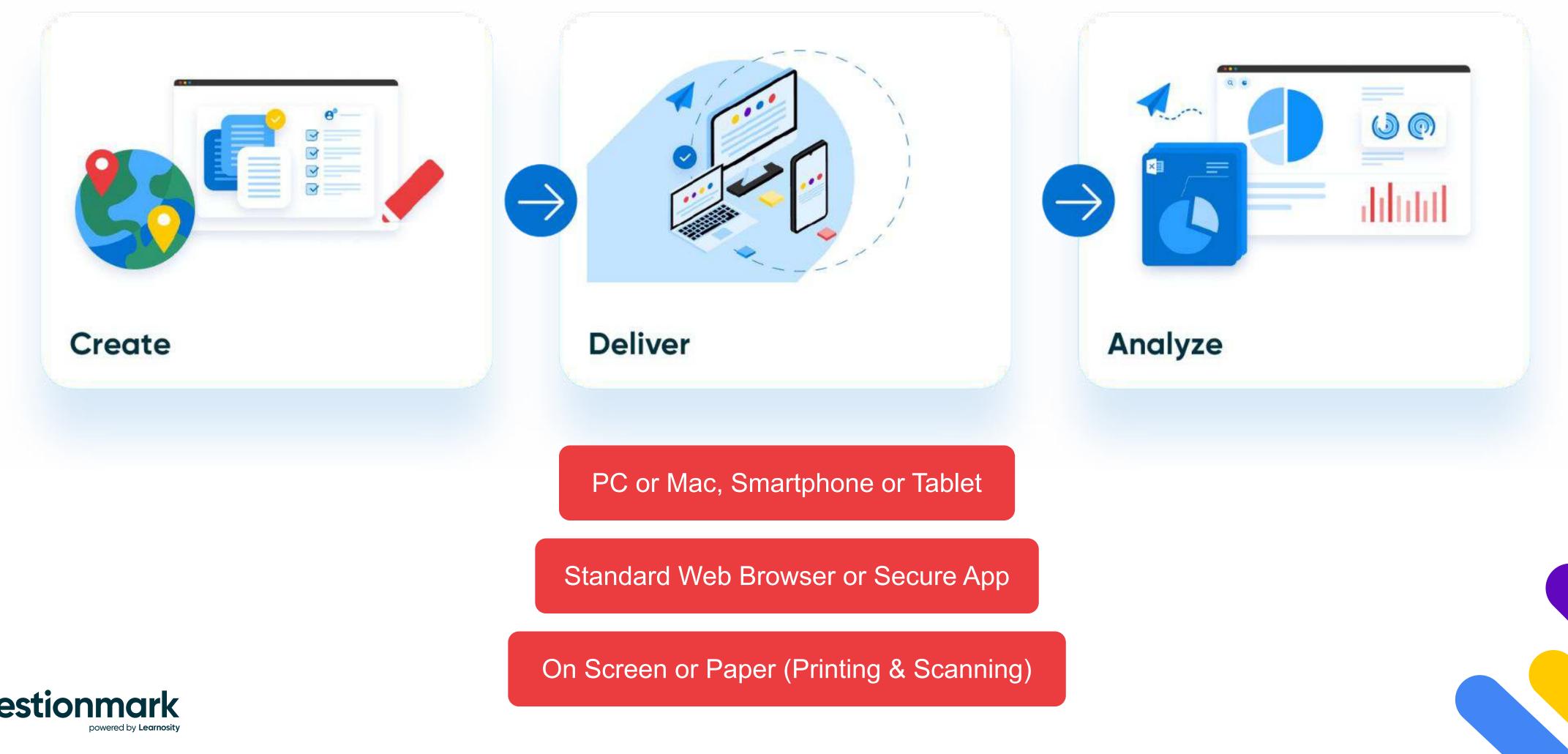
### Responsive design







#### Author once... deliver anywhere



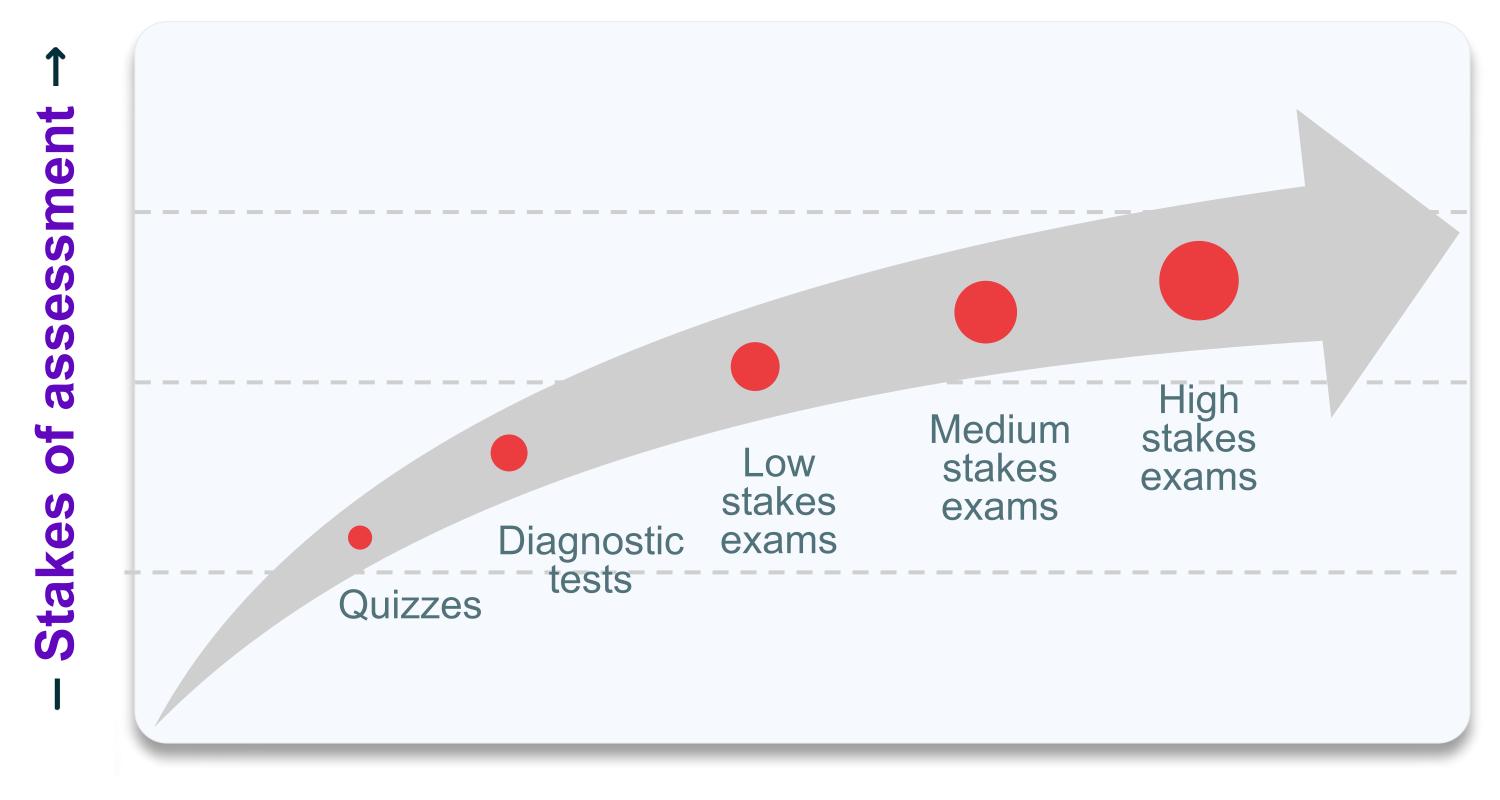




# Secure Delivery



### Delivering high stakes assessments





#### — Security Requirements —→



### Hope for the best; prepare for the worst

General	Security	Item-level 1	feedbac	k	
Template					
default		~	]		
Time limi	t				
60	minutes				
Save as	/ou go				
Automa	tic	V	every	10	minutes



#### "Save as you go"

Results saved at the server "as you go" to prevent loss of responses due to connection failures.





# Manage and enforce strong password policies

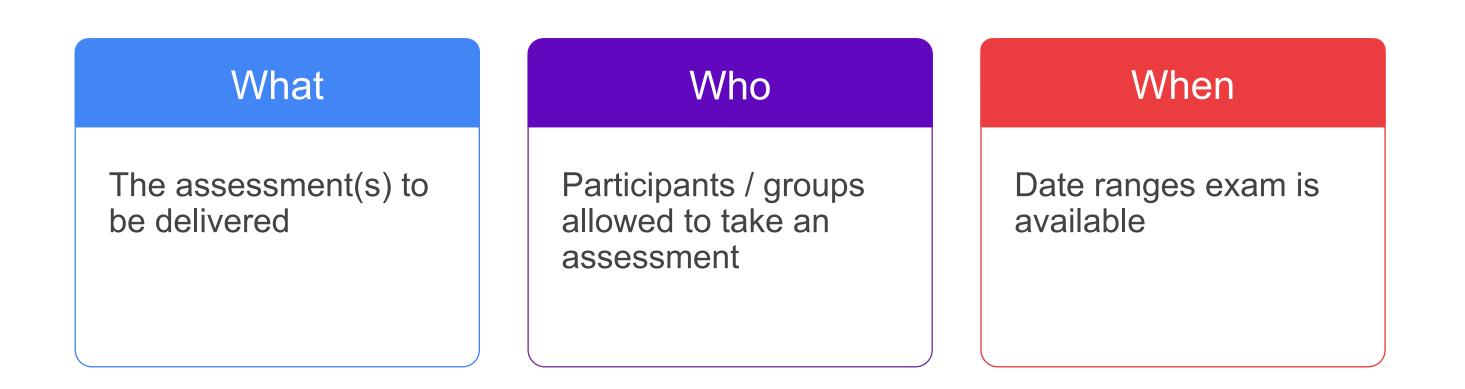
- Set password requirements
  - Length
  - Complexity
  - Alphanumeric
  - Punctuation
  - Upper/lower case
  - Digits/Digit placement
  - Exclude previous passwords
- Set password expiration periods
- Force password changes







### Schedules control the "who/what/when" of assessment delivery



#### Security

- Proctoring
- Test center

#### Number of attemp

- Max # attempts
- Resumable?



ots		

#### Security

Email broadcast / notify participants scheduled for exam

#### Number of attempts

If/when a Coaching Report available to participants

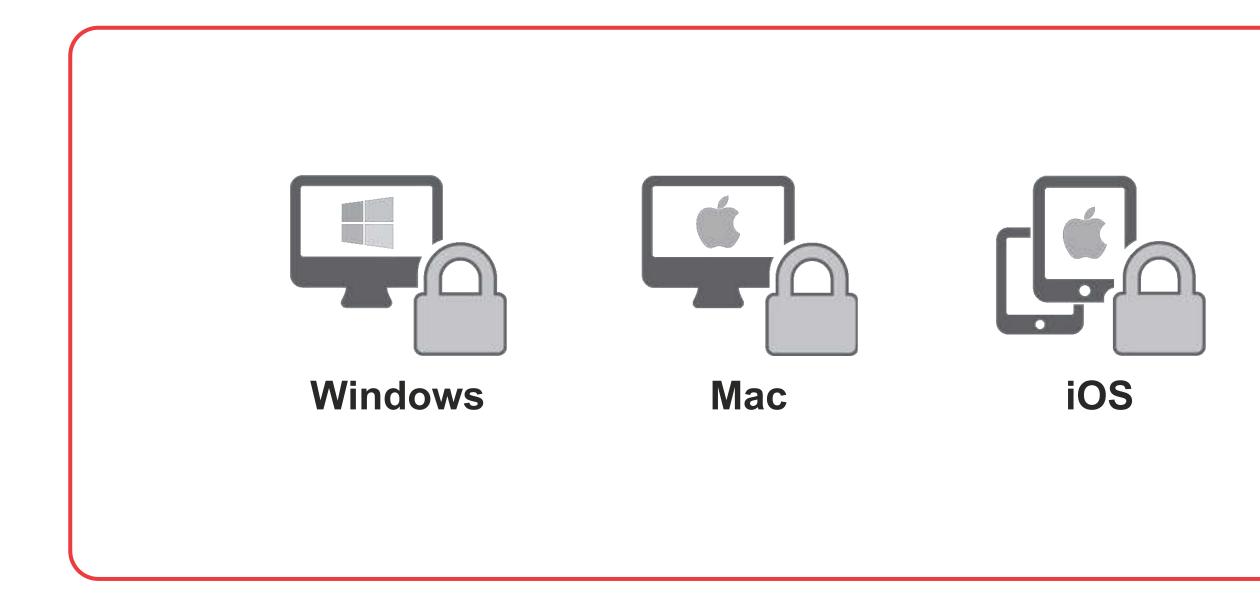






# Questionmark Secure: One setting, multiple platforms

- Secure browser for high-stakes assessments
- Reduce content theft, cheating; improve exam integrity





#### **Prevents**

Printing Screen capture Task switching Control/system keys Right-click/context menu options View source Accidentally exiting exam

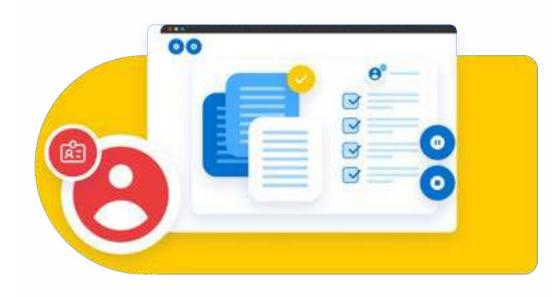


# **Proctoring options**



#### **Proctoring Onsite**

- Proctor tools and dashboard
- Generate "unlock" code for test
- Start, pause, un-pause and stop
- Monitor exam status of each test taker



#### **Proctoring Live Online**

- Proctored exam delivery at home or workplace
- Works with most standard webcams/audio
- Live proctor can start, pause, and stop exam





#### **Proctoring Record and Review**

- Automated, objective data analytics to flag anomalies
- No appointment needed
- ID verification options
- Professional Review available



Integration



## Standard Content Slide

#### AICC and SCORM

- Publish to AICC
  - Links to assessment schedule
  - Compatible with proctoring/secure delivery solutions
- Publish to LMS (AICC/SCORM)
  - Links to assessment

#### Single-sign on

- Can provision user accounts
- Works with standards-based (AICC, SCORM, LTI) and API-based integration



#### IMS LTI

- Instructors link directly from LMS to Questionmark to create/manage student schedules
- Compatible with proctoring/secure delivery solutions

#### APIs

 Authoring Odata API Delivery Odata API Results Odata API

#### xAPI support

• Use an LRS to analyze topic and assessment scores



### How participants access assessments

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- Administrator:
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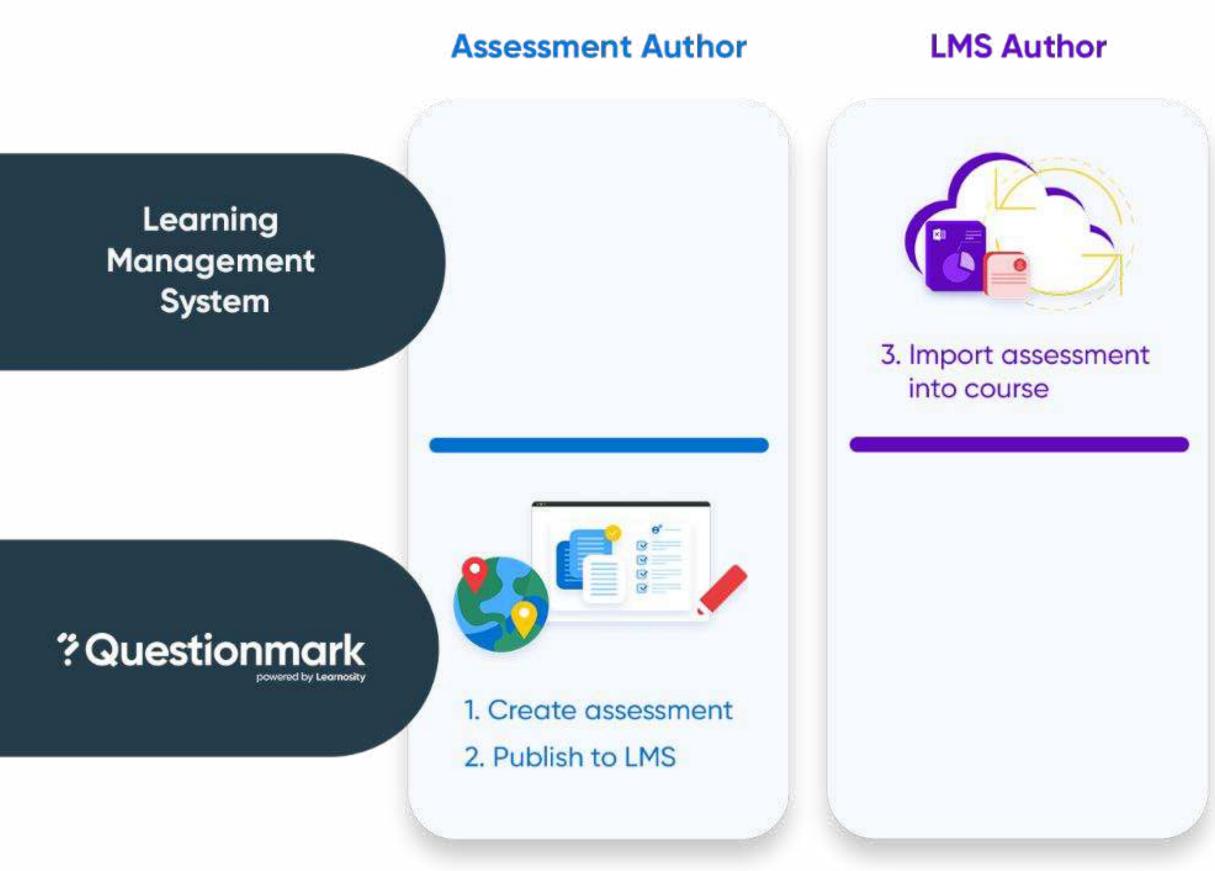


#### Via LMS integration

- Publish to LMS via AICC or SCORM package
- Administrator:
  - Schedule via LMS
- Participant:
  - Launch assessment via LMS
  - Assessment delivered, scored, feedback via Questionmark



## Publishing to AICC / LMS





#### Participant

## 4. Start Course 8. Record result 5. Launch assessment 2 å dululul 6. Delivers assessment 7. Display result 9. Run detailed & processes results and/or feedback analytics



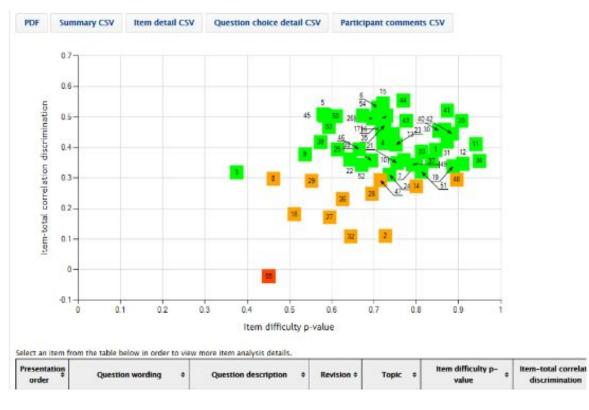
Reporter

## Reporting & Analytics



## Areas of reporting





## Participant/group performance

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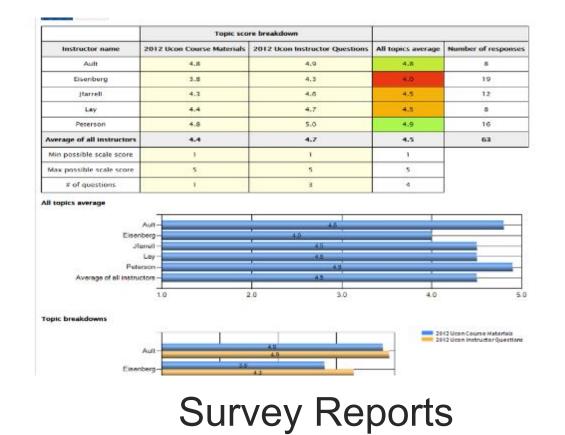
Administrative/Audit Reports

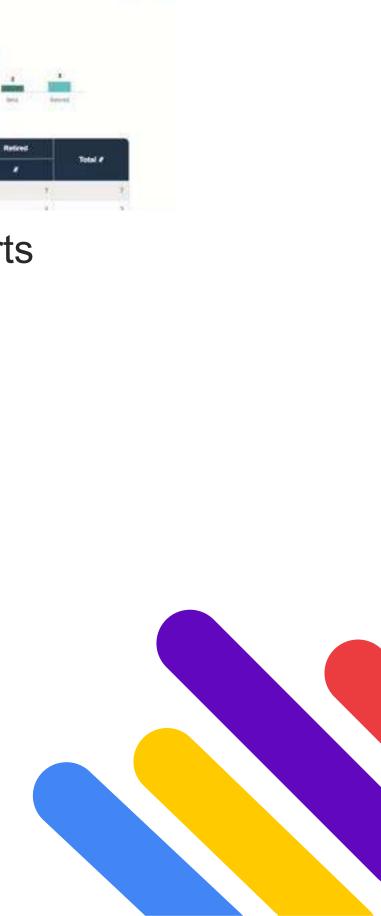


## Psychometrics/Security



#### Item Bank Reports

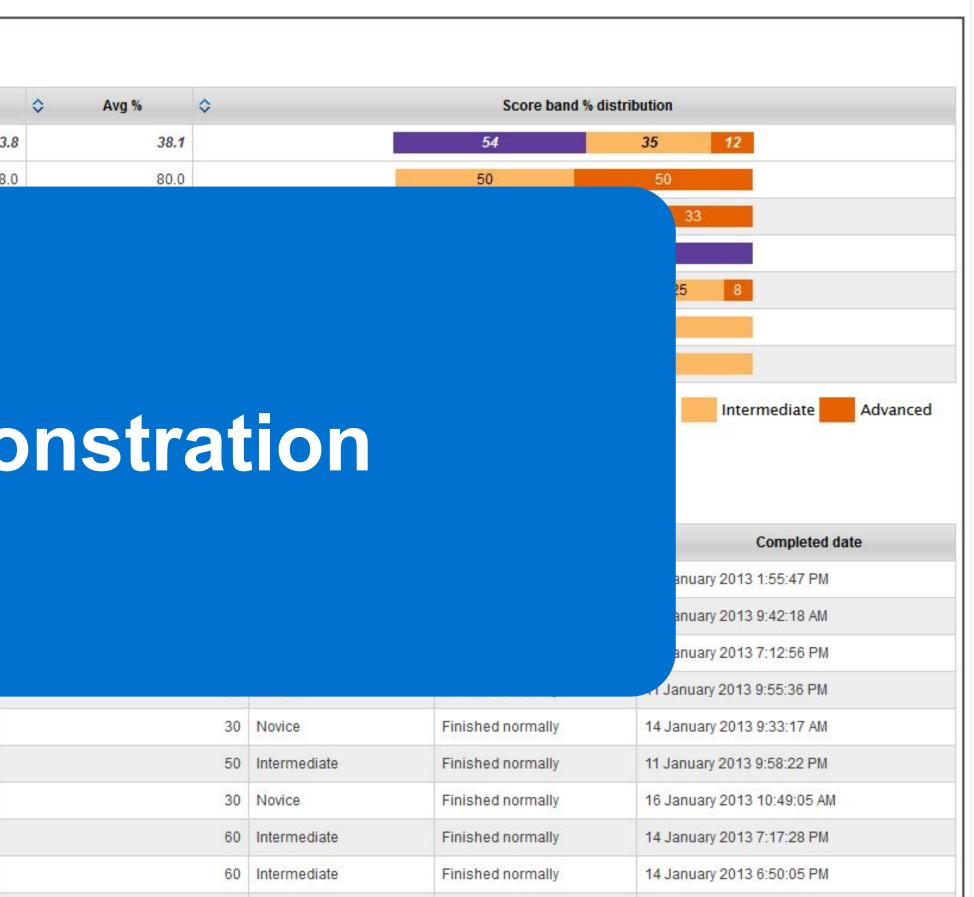




## Score list report

Assessment	results Topic results	Item results	1 1	
Show/hide	aggregate table			
\$	Group	\$	N completed	\$ Avg score
Report total			26	3.
Documentatio	on		2	8.
Product Mana	agement			
Quality Assur	ance			
Software Eng	ineering			
Solutions				
Technical Ser	rvices			
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doug.peterso			Product Management	5
101 M	@questionmark.com		Software Engineering	3
<u></u>	n@questionmark.com		Software Engineering	6
	estionmark.com		Product Management	6









## Item analysis: Reliability of question results data

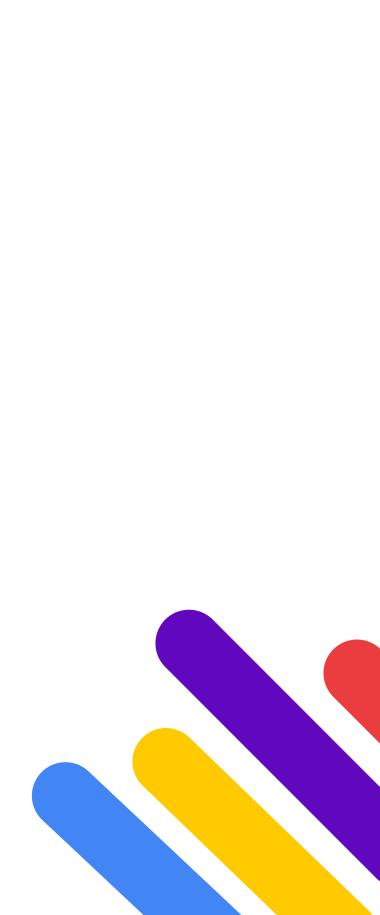
## Difficulty index (aka «P value»)

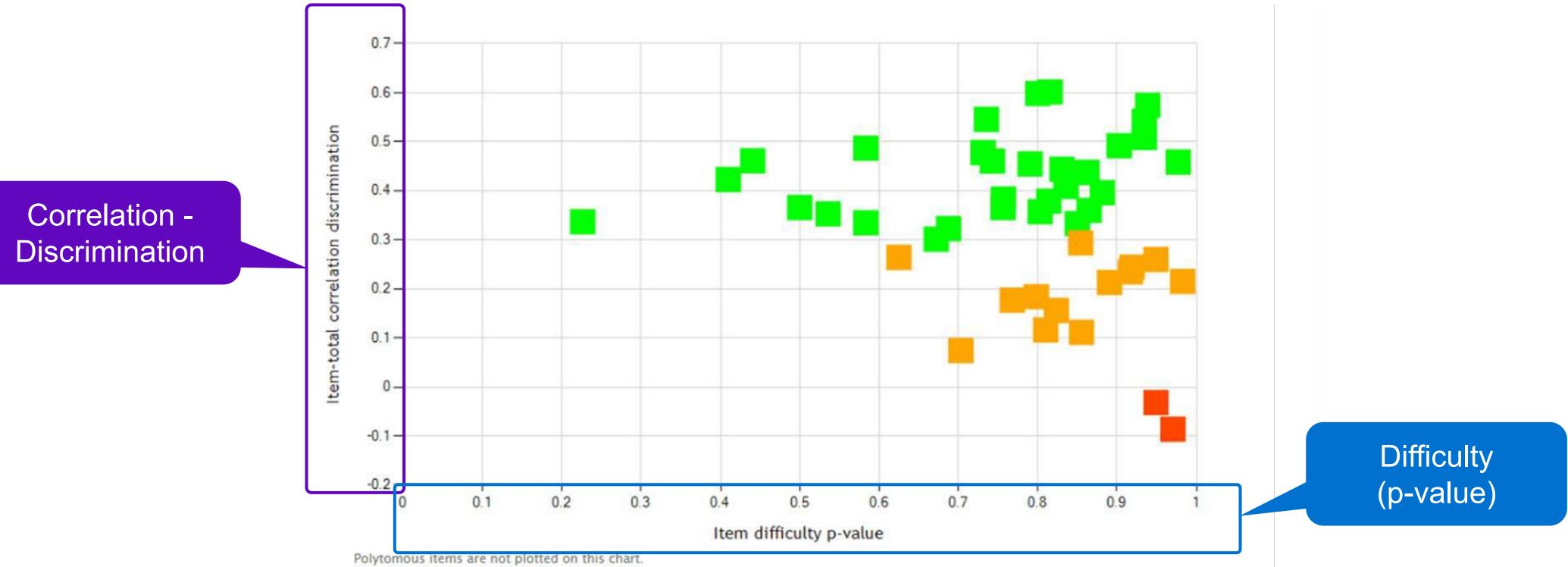
- What it measures:
  - ~ % answered correctly
  - How easy or hard the question is
- How it is expressed:
  - Number from 0.0 to 1.0
- How to interpret:
  - Too high: Question is too easy.
  - Too low: Might be Too difficult...or confusing, ambiguous wording... or more than one possible correct answer... or miscoded



## Item correlation discrimination:

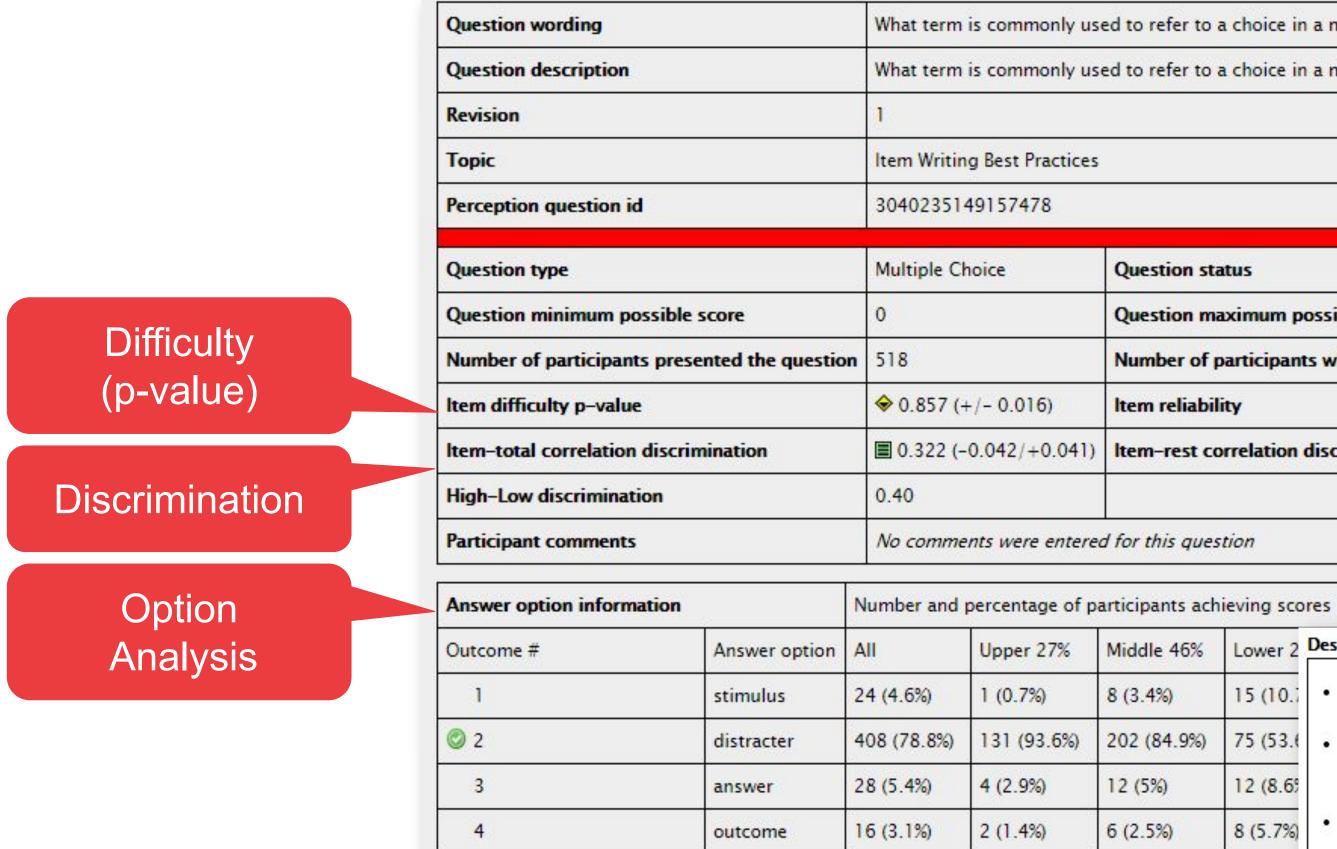
- What it measures:
  - Correlation between item and assessment scores
  - How effectively the question differentiates between participants of different knowledge/skill levels
- How it is expressed:
  - Number between -1.0 and +1.0.
- How to interpret:
  - Generally...
    - < 0.2 low
    - > 0.3 good





#### Select an item from the table below in order to view more item analysis details.

<ul> <li>Presentation</li> <li>order</li> </ul>	Question wording	Question description	Question type	<ul> <li>Perception</li> <li>question id (Revision)</li> </ul>	<ul> <li>Item</li> <li>difficulty</li> <li>p-value</li> </ul>	<ul> <li>Item-total</li> <li>correlation discrimination</li> </ul>	<ul> <li>Item-rest</li> <li>correlation</li> <li>discrimination</li> </ul>	Average item score	Max possible score
N/A	Which three of the following examples are ways in which malware could be spread?	Which three of the following examples are ways in which malware could be spread?	Multiple Response	0000100008295757	0.756	0.366	0.238	0.756	1
N/A	What is Malware?	What is Malware?	Multiple Choice	0000100008295758	<b>•</b> 0.949	0.26	0.192	0.949	1
N/A	Why is it important to	Why is it important to	Multiple	0000100008295763	• 0.5	0.366	0.238	0.5	1



5

Total assessment mean score

d to refer to a choice in a multiple choice question that is i	ncorrect?			
Question status	Normal			
Question maximum possible score	1			
Number of participants who responded to the question	476			
Item reliability	0.113			
	■ 0.163 (-0.045/+0.044)			
Item-rest correlation discrimination				

42 (8.1%)

74 %

No response

2 (1.4%)

95.1 %

Middle 46%	Lower 2	Description of item performance
8 (3.4%)	15 (10.3	방법을 것이 가장 같은 것 같은
202 (84.9%)	75 (53.6	<ul> <li>participants.</li> <li>This item is on the borderline of being too easy or too difficult. Note that item difficulty can affect item-total correlation,</li> </ul>
12 (5%)	12 (8.69	in that items of high or low difficulty may have lower discrimination statistics. Review the content of the item in the context of the assessment, instruction, and sample of participants to inform decisions about editing this item.
6 (2.5%)	8 (5.7%)	The second se
10 (4.2%)	30 (21.4	select the correct answer at a higher rate than average-ability participants. Consider reviewing the content of the correct
80. <mark>4</mark> %	42 %	answer to determine why this is occurring.



## Reports by category and usage

#### Results by participants, groups, schedules

- Score list report
- Coaching/Score Report
- Transcript Report
- Grade Book Report
- Schedule Outcome\*
- Results Export\*
- Demographic report

#### Item and Assessment Performance

- Item Analysis
- Test Analysis\*
- Assessment Results Summary\*
- Test center analysis
- Assessment completion time
- Assessment Overview
- Assessment results over time

#### Survey analysis

- Survey Report
- Survey Frequency Analysis
- Job-task-analysis (JTA)
- Course Evaluation Course Summary
- Course Evaluation Instructor Summary
- Course Evaluation Class Summary
- Course Evaluation Class Detail



#### Item Bank

- Item Exposure\*
- Item Revision History\*
- Items by Status\*
- Items Used by Assessments\*
- Item Results by Metatag\*
- Question type report
- Question frequency analysis

#### "Sandbox"

- Item Analysis Dashboard\*
- **Question Outcomes**\*
- Question Details\*
- **Question Scores**\*
- Schedule Attempt\*
- Metatag Participant Heatmap\*
- Topic Demographic Heatmap\*
- Demographic Heatmap\*

#### User / Administrative

- Usage Report\*
- People Report\*
- Manage Access Reports\*



## Key questions reporting can help answer...

#### Results by participants, groups, schedules

- How did participants do on the test?
- How did participants perform compared to others, or to benchmarks?
- What topics have participants mastered? Where do they need help?

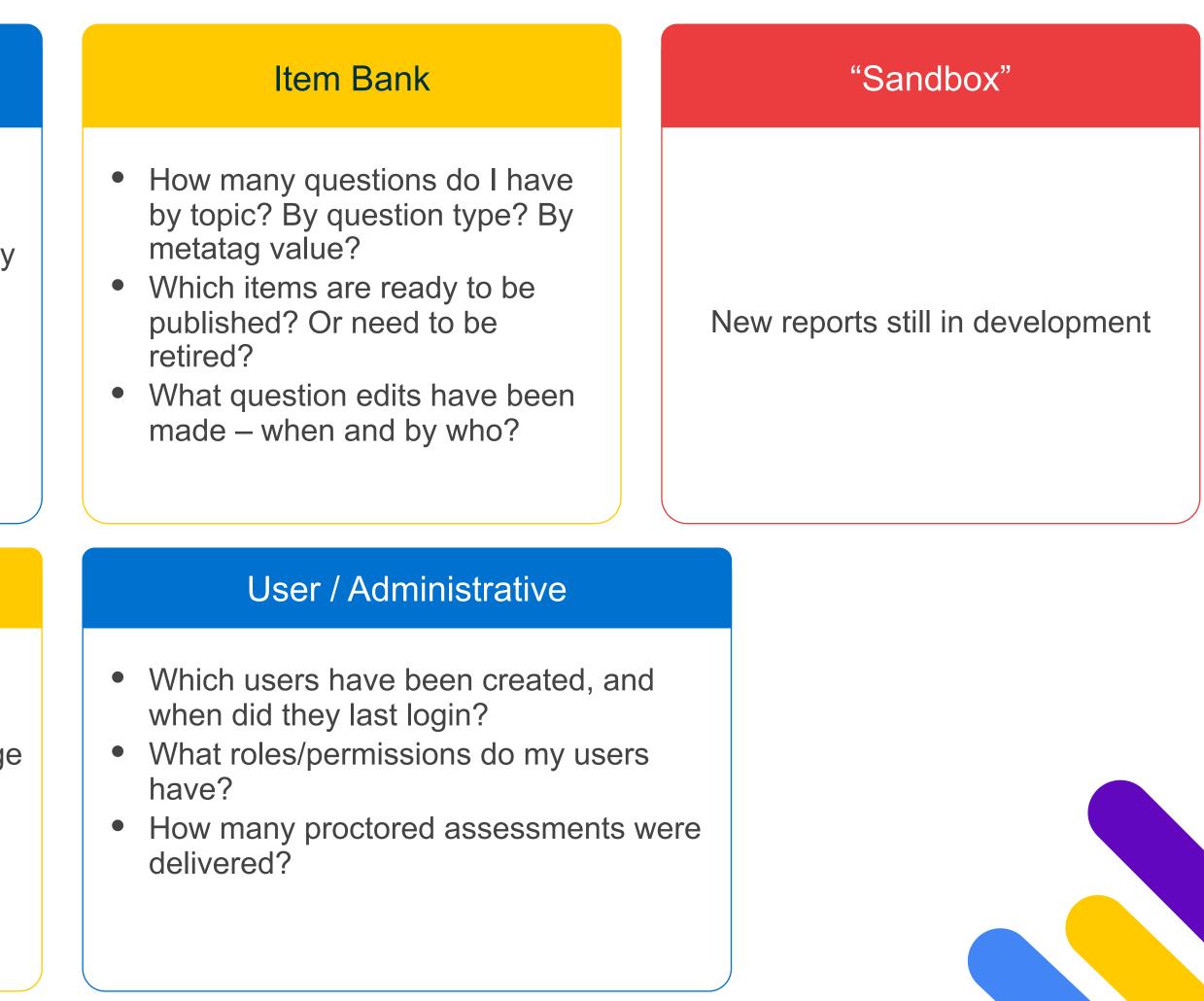
#### Item and Assessment Performance

- Are my questions too easy or too hard?
- What is the psychometric quality of our questions and assessments?
- How are the tests performing over time?

#### Survey analysis

- What did participants think of the learning?
- Are participants applying new knowledge and skills on the job?
- How satisfied are my candidates, students, employees or customers?



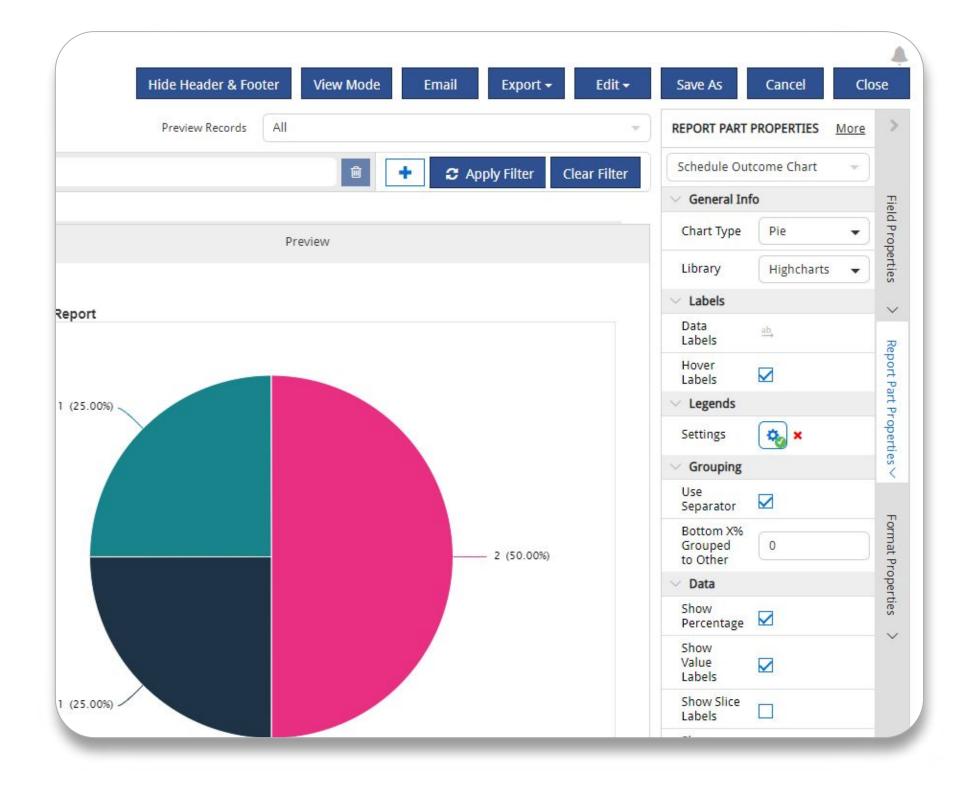




## New reports and dashboards

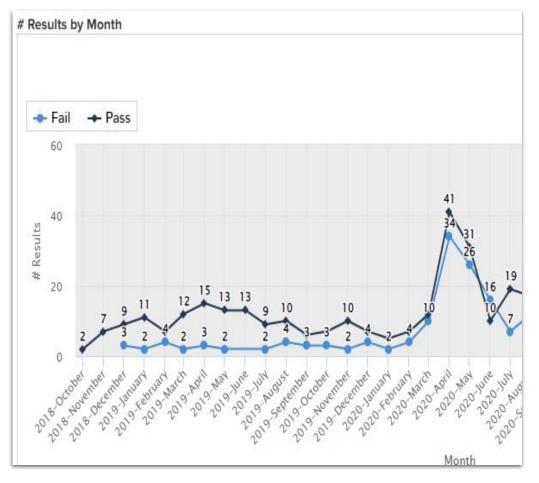
- Edit and Save reports with preset filters
- **Subscribe** to reports
- Design and Configure:
  - Add visualizations
  - Choose fields
  - Re-label field aliases
  - Add calculated fields
  - Add/change report filters



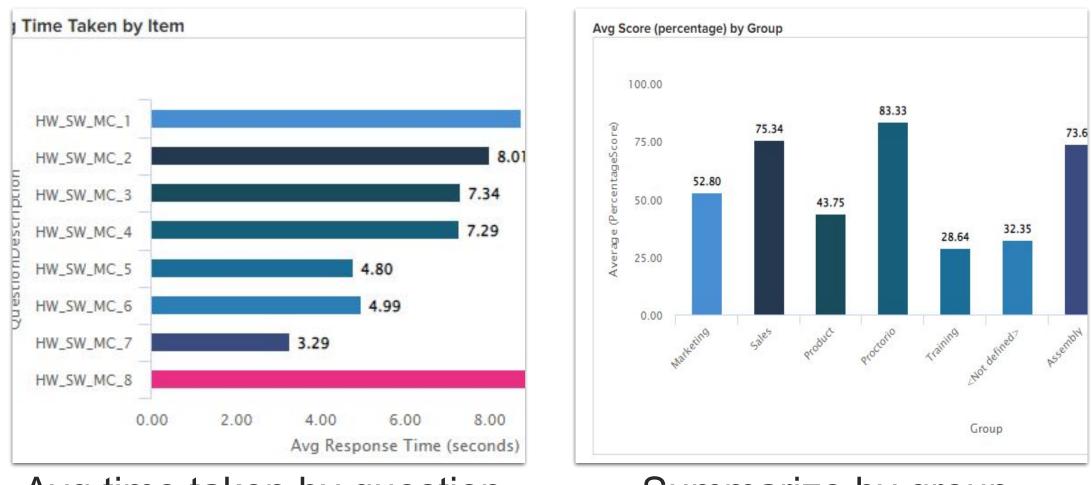




## Examples of report parts and data visualizations



**Results over time** 



Avg time taken by question, assessment



Summarize by group, demographics

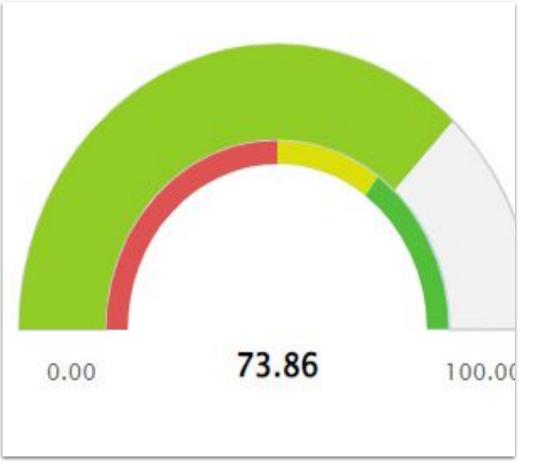
Average Topic Score by Assessment Language Spanish (Spain) 30.77 35.28 34.82 30.55 German (Germany) 33.00 39.73 French (France) 31.81 33.84 39.86 English (United States) 35.10 34.97 40.11 Africa America Asia Topic

Analyze results by Assessment Language





## Examples of report parts and data visualizations



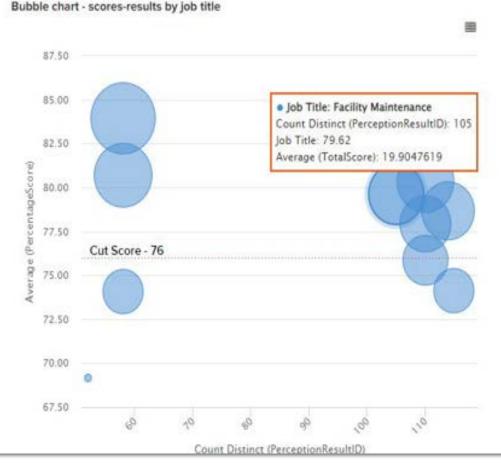
Compare to a Benchmark

~	Completed	
	Outcome	Particip
	Completed - Outcome=Pass	Taylor (
	Completed - Outcome=Fail	bbuck19
	Completed - Outcome=Fail	Ben Jar
	Completed - Outcome=Pass	Jamie A
	Completed Outcome-Fail	Novillo

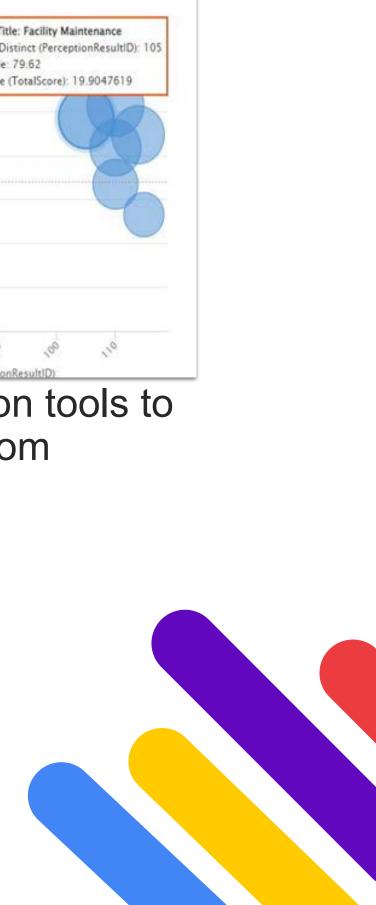
### Apply conditional formatting







Many visualization tools to choose from



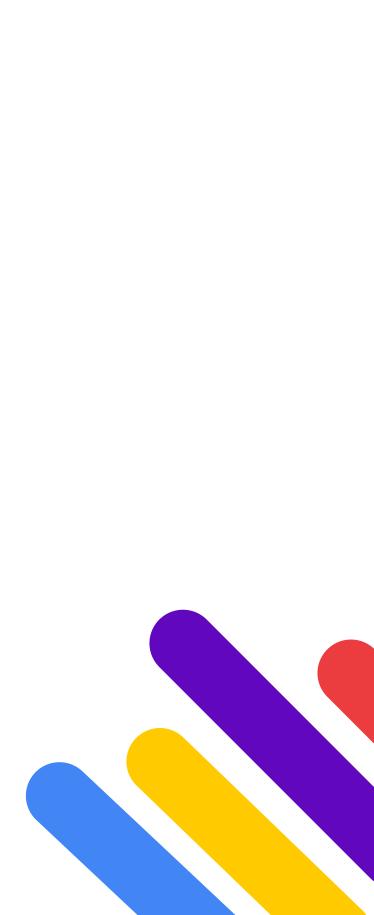
## Schedule outcome report





## • Provides a real-time view of:

- How many participants have not yet started a schedule?
- How many participants are currently taking an assessment in the schedule?
- How many participants have completed a scheduled assessment?
- What is the breakdown of outcomes of in the schedule?



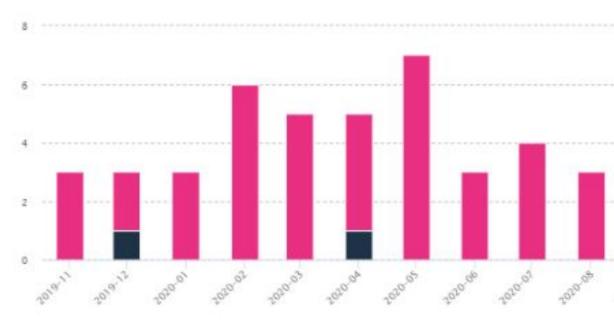
## Assessment results summary report (New in 2021!)

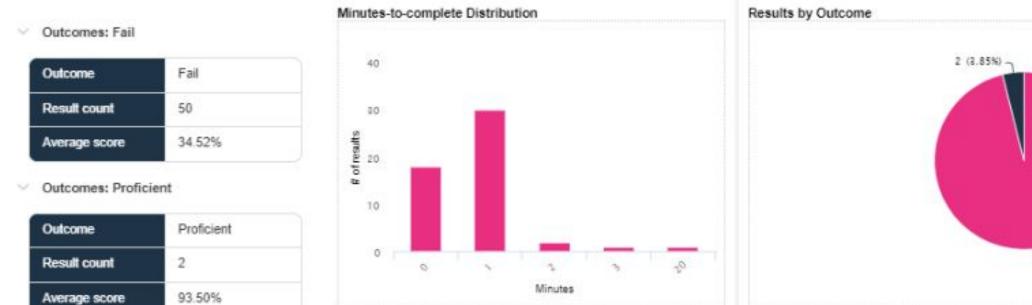
#### [+] Assessment Result Summary

This report shows a high-level summary (such as data points and visualizations) of key metrics for a single assessment.

Assessment name	PIT Training Test - Forklift Operation
Total completed results	52
Assessment time limit (in minutes)	20
Number of questions	8
Average time to complete assessment (in minutes)	1
Median time to complete assessment (in minutes)	1.00
Number of sessions that exceeded time limit	4

#### Assessment Outcome Distribution



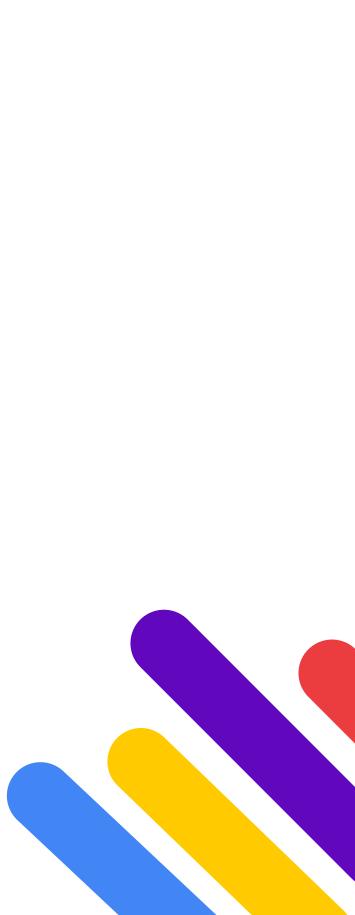






"Snapshot" summarizing key results single assessment:

- Total # results
- Results over time
- Results by outcome
- Average scores
  - Overall
  - By outcome
- Time to complete vs time limit



## Topic participant heatmap report

		AC Motors	High Voltage Switchgear	Synchronous Motors		
		C - Industry Specific Questi	C - Industry Specific Questi	C - Industry Specific Questi	Total Score	
Participant	Group	Score	Score	Score		
Abigail Mathis	Assembly	75%	88%	80%	81%	
Abigail Wallace	Maintenance	100%	88%	60%	83%	
Adam Butler	Fabrication	100%	100%	100%	100%	
Adrian Ball	Fabrication	75%	75%	40%	63%	
Adrian Glover	Maintenance	83%	88%	80%	84%	
Adrian Kerr	Fabrication	67%	75%	40%	61%	
Adrian Langdon	Fabrication	67%	75%	40%	61%	





## Metatag participant heatmap

	3-Tier Item D	ifficulty Rating	Bloom's Taxonomy - Revised					
Tag Value	Least Difficult (P- value > 0.800)	Moderately Difficult (P-value ≥ 0.45 and ≤ 0.800)	1 - Recall	2 - Understand	3 - Apply	4 - Analyze		
Participant	Score	Score	Score	Score	Score	Score		
Ashley Wilkes	73.33%	84.38%	60.00%	94.44%	83.33%	100.00%		
Ben Jardine	86.67%	87.50%	100.00%	88.89%	75.00%	50.00%		
Brent Tarleton	73.33%	75.00%	86.67%	88.89%	33.33%	100.00%		
Carmel Knight	86.67%	81.25%	93.33%	88.89%	75.00%	0.00%		
Cathleen Calvert	60.00%	93.75%	53.33%	100.00%	91.67%	100.00%		
Cedric Adams	80.00%	71.88%	73.33%	88.89%	58.33%	50.00%		
Charles Waldron	86.67%	81.25%	73.33%	100.00%	75.00%	50.00%		
Charlie Allnut	86.67%	78.13%	100.00%	88.89%	41.67%	100.00%		







## Results export

#### [+] Results Export Report

This report displays the assessment, participant and result details for each assessment attempt made by a participant. This report is designed to enable easy export of the information.

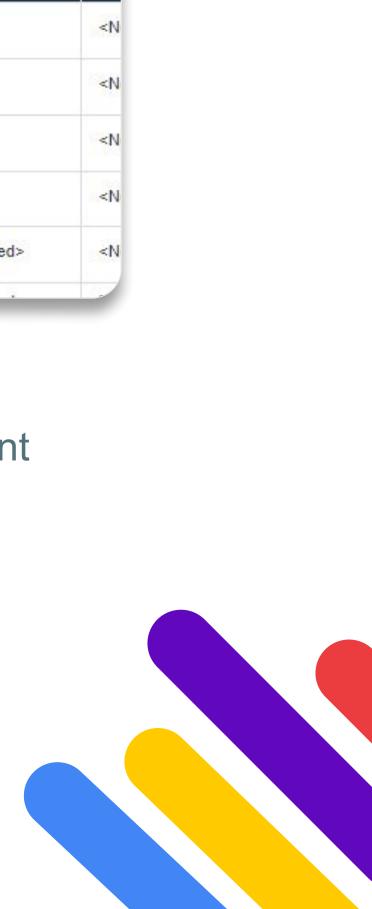
Assessment Id	Assessment name	Assessment description	Assessment author	Assessment last modified	Assessment revision	Assessment language	Result Id	Participant	Participant first name	Participant last name	Pa
2 <mark>4</mark> 5657000245657	Badge Test - PIT		Brian McNamara	18 Aug 2020 12:15	1	<unknown></unknown>	447061634	Quizmo McDemo	Quizmo	McDemo	<
245657000245657	Badge Test - PIT		Brian McNamara	18 Aug 2020 12:15	1	<unknown></unknown>	1314033832	Quizmo McDemo	Quizmo	McDemo	<
2 <mark>4</mark> 5657000245657	Badge Test - PIT		Brian McNamara	18 Aug 2020 12:15	1	<unknown></unknown>	1335833292	Quizmo McDemo	Quizmo	McDemo	<
245657000245657	Badge Test - PIT		Brian McNamara	18 Aug 2020 12:15	1	<unknown></unknown>	1572471024	Quizmo McDemo	Quizmo	McDemo	<
245657000245657	Badge Test - PIT		Brian McNamara	01 Dec 2020 15:23	2	<unknown></unknown>	522506056	AllenOsborne- Tricia	<not defined=""></not>	<not defined=""></not>	<

- Tabular view showing detailed results for one or more assessments
- Three versions:
  - Results Export Report
  - Results Export Report with Item Details
  - Results Export with Topic Scores

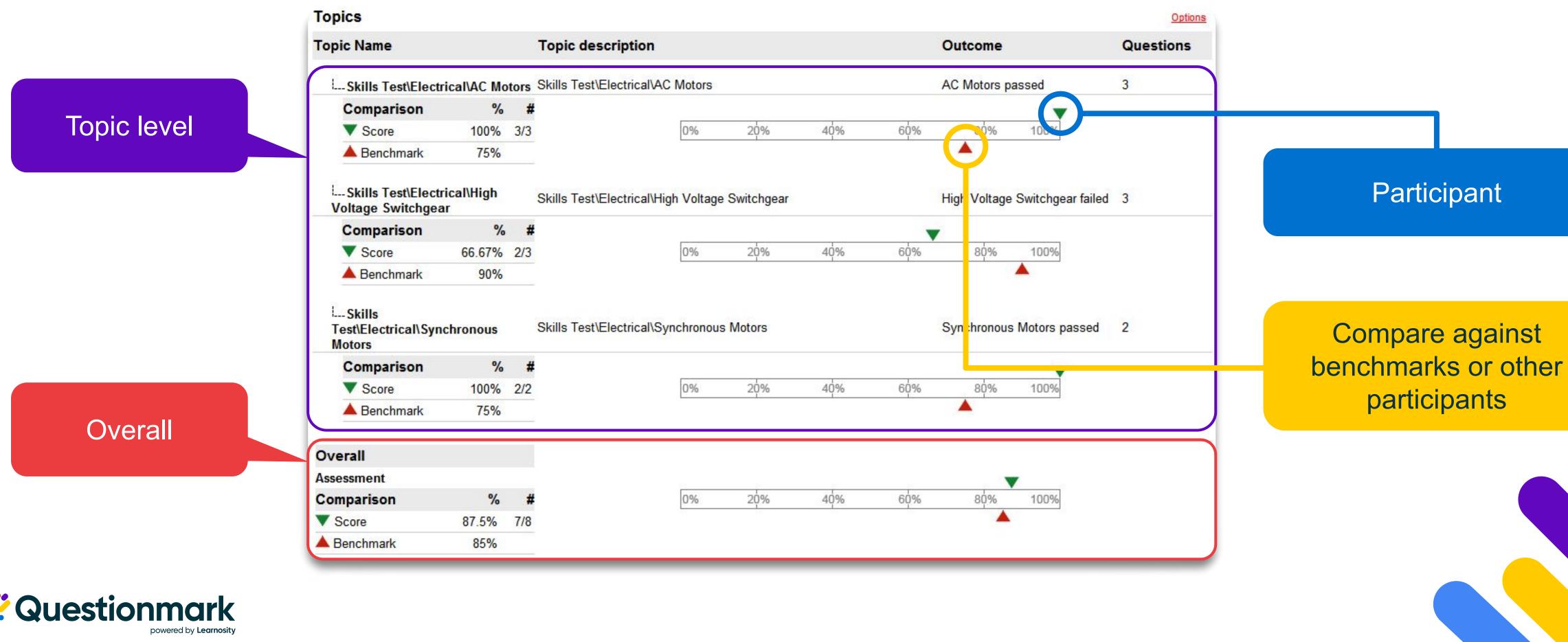


## Report can be copied/edited/saved

• Results set: 50+ fields with assessment and item/topic level results



## Participant-facing coaching/score report







## Course evaluation reports











## Professional services





## Assessment Content... ready to deploy







## Comprehensive assessment management

### **Collaborative Authoring**

- Secure
- Browser-based
- Available globally

## **Reporting and analytics**

- How are my participants doing?
- How are my tests doing?
- Results API

- Translation Management • Screens/Controls in 38 languages
- Right-to-left languages



### Secure Delivery

- Proctoring
- Responsive Design
- Accessibility

### Multilingual

### Integration

- Integrates with LMSs
- Standards support: AICC, SCORM, IMS LTI, and xAPI
- Flexible APIs



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