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AI in Assessments

Paving the way for positive disruption

John Kleeman
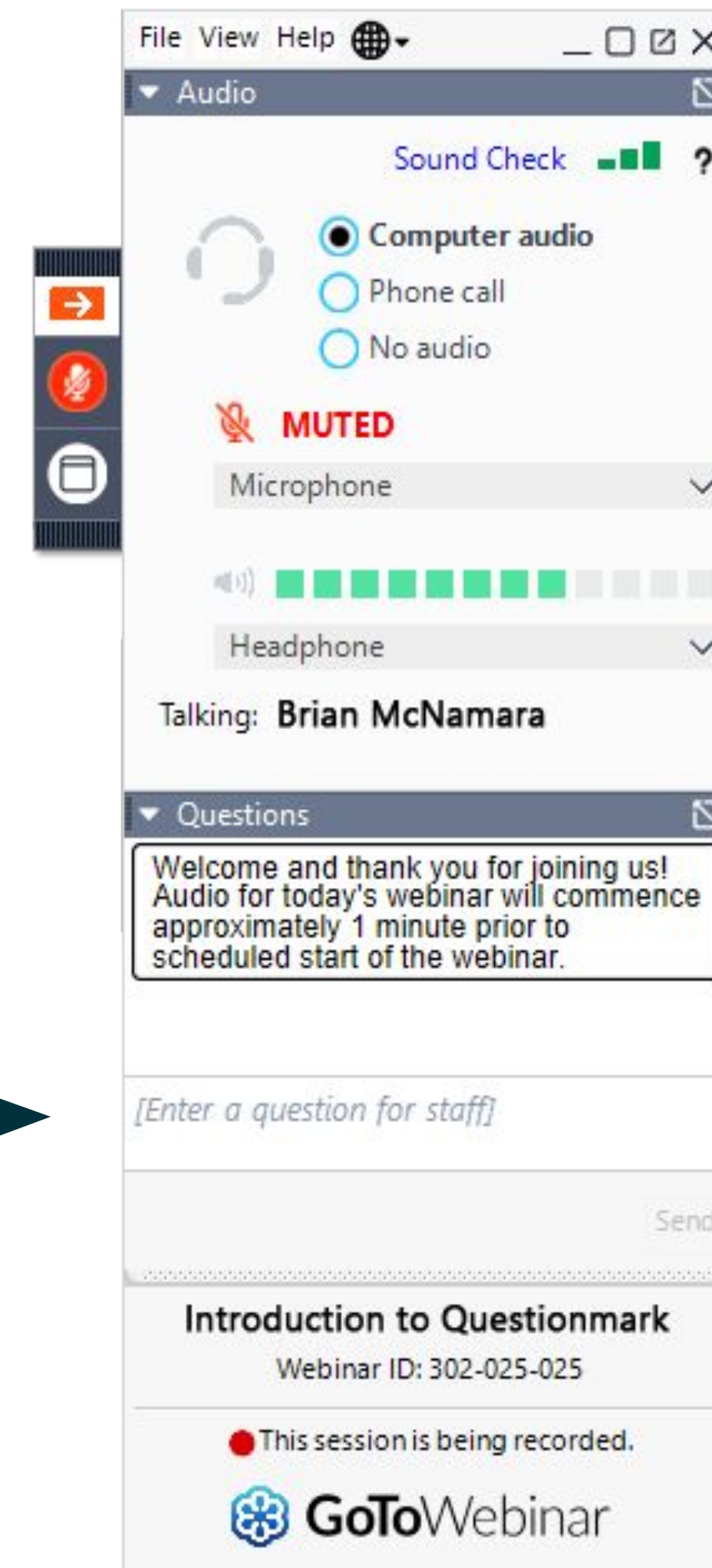
Founder and EVP, Questionmark

Michael Sharman

SVP of Product, Learnosity

Before we get started

Watch for an email after the webinar to:

- Download slides (PDF)
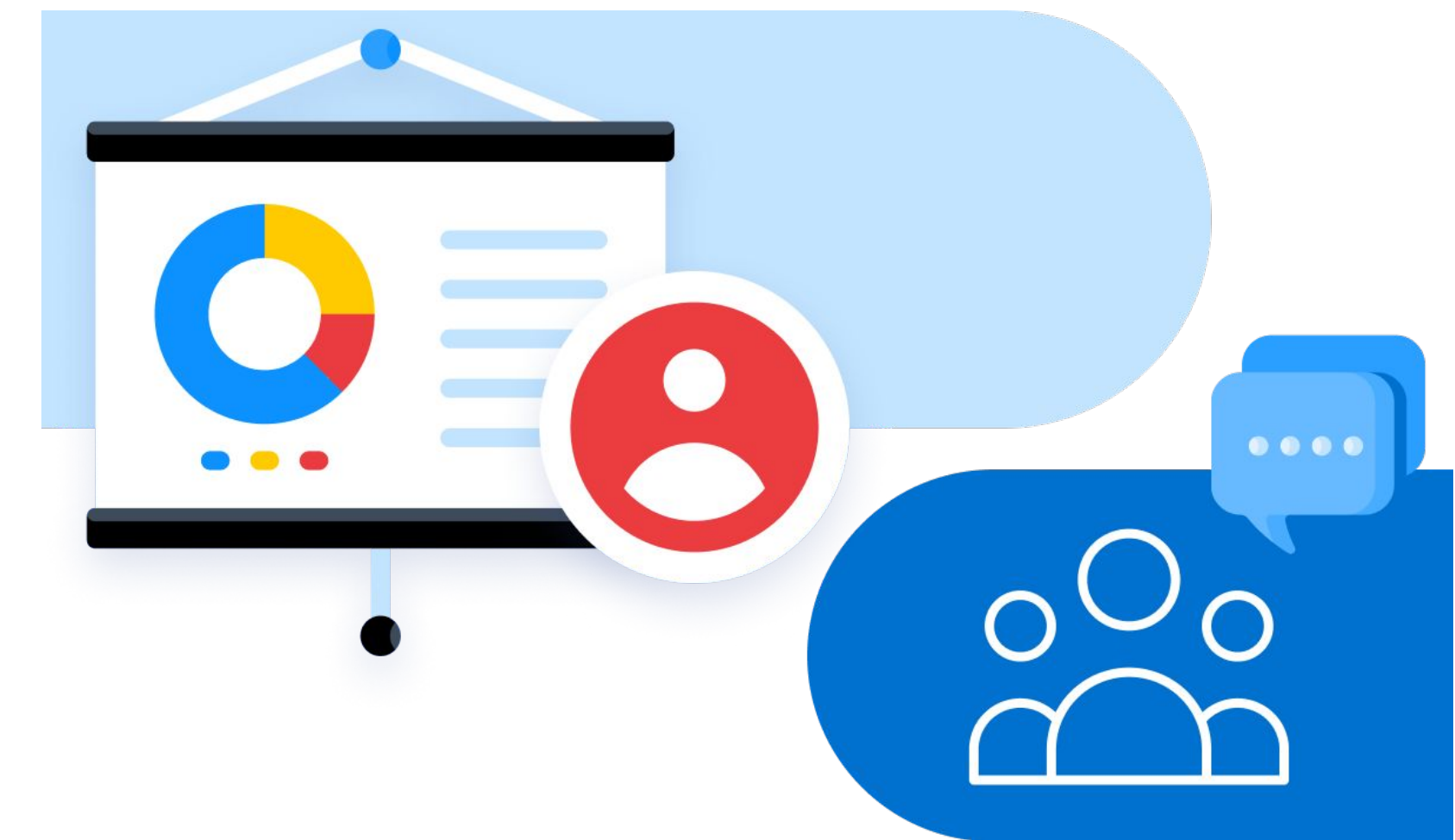- View a recording
- Explore valuable resources

To ask questions, use the "Questions" feature

File View Help 🌐▾   _ □ ⊡ ✕

▼ Audio   ◨

Sound Check ▪▪▌ ?

◉ Computer audio
○ Phone call
○ No audio

🎙 MUTED

Microphone   ⌄

🔊) ▮▮▮▮▮▮▮▮ ▯▯▯▯

Headphone   ⌄

Talking: **Brian McNamara**

▼ Questions   ◨

Welcome and thank you for joining us!
Audio for today's webinar will commence
approximately 1 minute prior to
scheduled start of the webinar.

[Enter a question for staff]

Send

Introduction to Questionmark
Webinar ID: 302-025-025

🔴 This session is being recorded.

GoToWebinar

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Agenda

During this session, we will cover:

- The assessment journey so far

- How does AI change this?

- The opportunities and challenges of AI in assessment

- Real world applications of AI in assessments

- A demo of AI in action

- The Learnosity/Questionmark plan
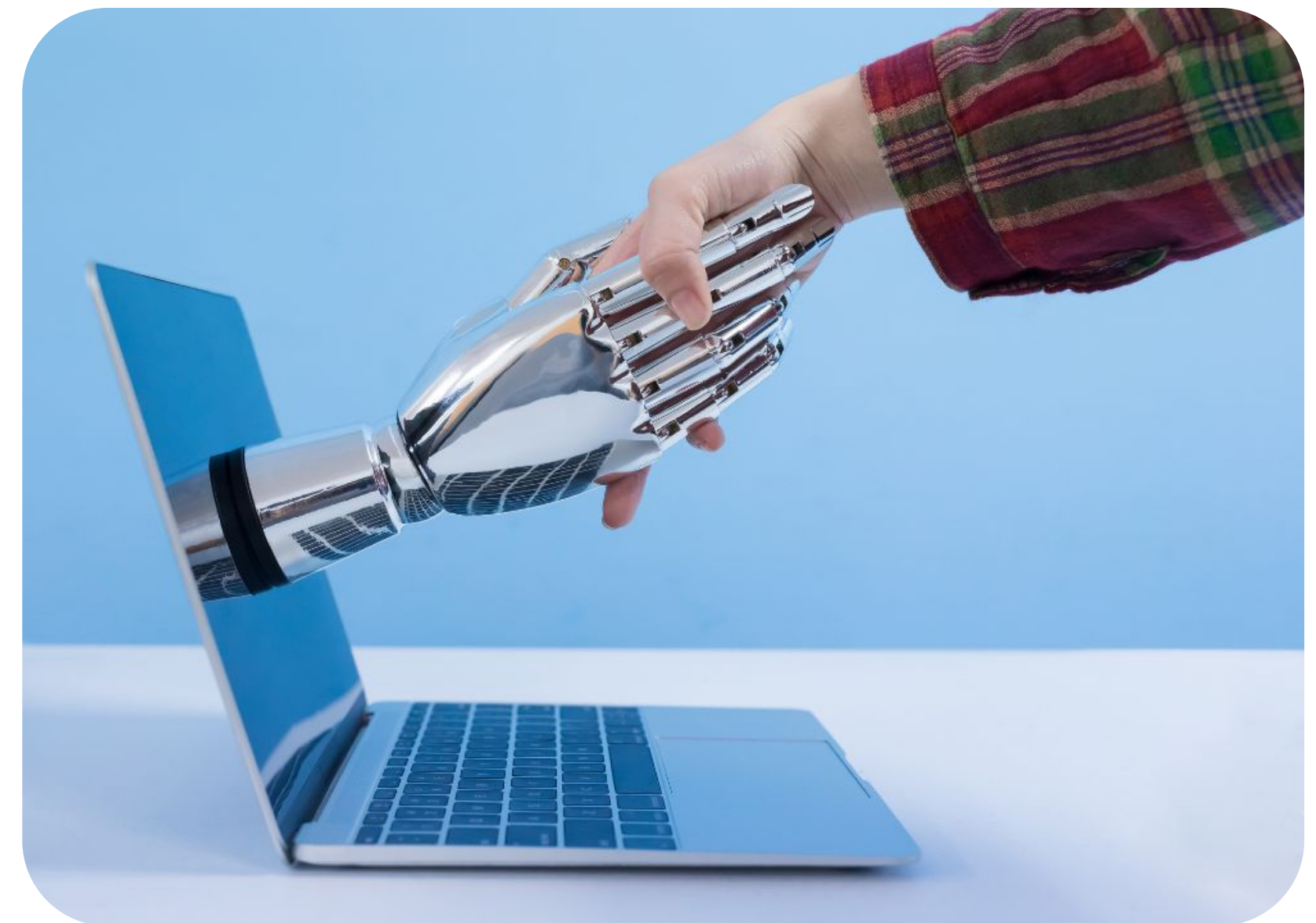
- Key takeaways

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The assessment journey so far

	Yesterday	Now
Experience	Siloed	Embedded in learning experience
Question types	Static: multiple choice	Dynamic: multiple choice + multimedia + technology-enhanced + math + authentic
Frequency	Occasional	Continuous
Medium	Basic online	Fully digital and interactive
Devices	Controlled, standard	Uncontrolled, mobile, varying OS
Instruction approach	Static	Personalized, differentiated, adaptive
Accessibility	Exception	Regulatory requirement, commercial imperative
Analysis	Manual	Automated

How does AI change this?

- Dividing the approach – "before" and "now"

- Shifting the pace of change

- The differentiator is different
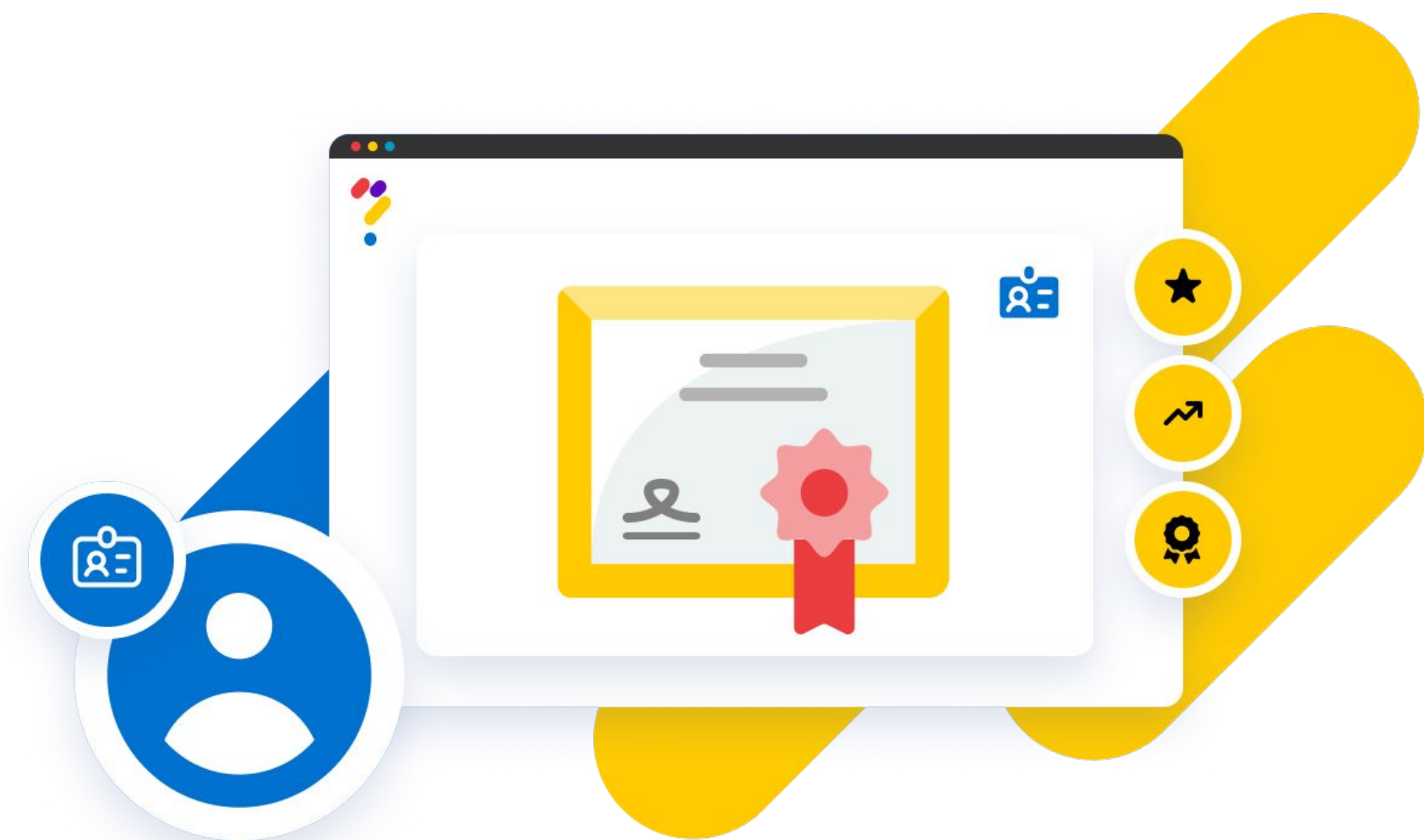
- Opportunity is emergent

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"Advances in AI are not necessarily the enemy – in fact, they should prompt long overdue consideration of assessment types and frequency"

Dr. David Carless, Times Higher Education

The Opportunities of AI in Assessments

- Improve the quality, efficacy, and outcomes for test-takers

- Be a catalyst for changing how and what we assess

- Harness modern tools to reduce bias, improve diversity and inclusion in assessment

- Democratize quality assessment by reducing costs and time to market

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The Challenges of AI in Assessments
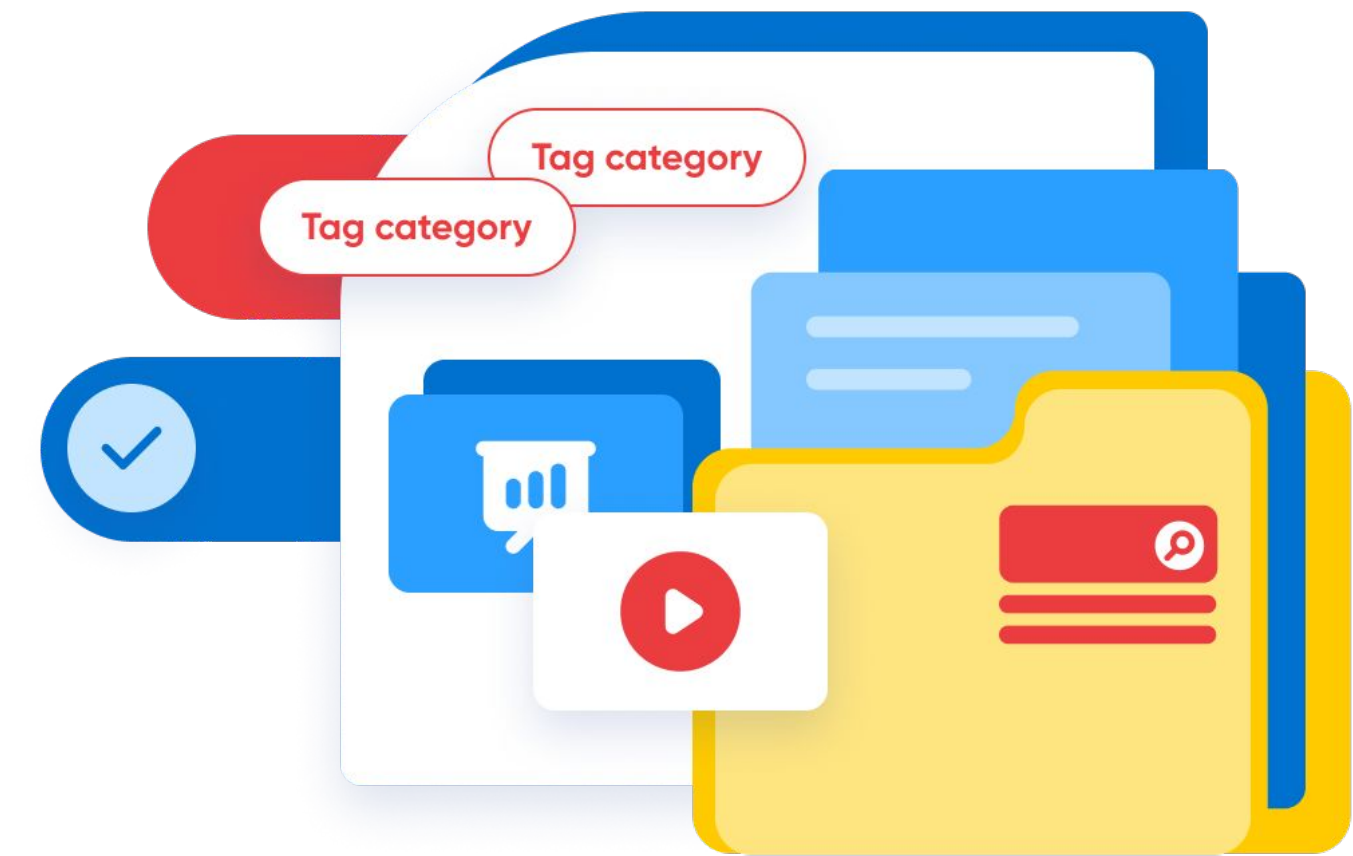
Data privacy & security

Test fraud

Bias

Legal concerns

The unknown

Real World Applications Now

- Assistive AI authoring

  - Creation, upcycling of assessment content
  - Quality of content assessment
  - Question translation and localization
  - Item upskilling – from multiple choice to more complex
  - Smart tagging of content

- Areas that reduce friction and drive output while also improving quality

- Allow subject matter experts to focus on higher level tasks

Tag category

Tag category

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Items ▼   Activities ▼   Tags ▼   **Learnosity - Internal** ▼   🤖 AI assisted content   👤 Daleen Rabe ▼

Close

Creating content with [insert name]

Step 2 of 2

💾 SAVE

Multiple choice – standard   ↶ Undo   ↷ Redo   ⓘ Help   </> Source   ☑ Show Distractor Rationale ▼

Compose question

Which stage of the frog life cycle involves the development of legs and the gradual disappearance of the tail?

Multiple choice options

☐ Show advanced accessibility options

≡ Egg stage   🗑
≡ Adult stage   🗑
≡ Metamorphosis stage   🗑
≡ Froglet stage   🗑

+ ADD

Set correct answer(s)

Correct +

1 Point(s)

○ Egg stage
○ Adult stage
○ Metamorphosis stage
○ Froglet stage

☐ Multiple responses   ☐ Shuffle options

Which stage of the frog life cycle involves the development of legs and the gradual disappearance of the tail?

○ Egg stage

○ Adult stage

○ Metamorphosis stage

○ Froglet stage

Are you happy with your new question? Add any changes and I'll adjust my suggestions.

What topic would you like to cover?

Add any general topic or content area to cover, for example "Natural sciences" or "Film history"

Natural sciences

I can handle about 100 words

What sub-topic would you like to cover?

Add any sub-topic to cover, for example "Frog life cycle" to refine my suggestions
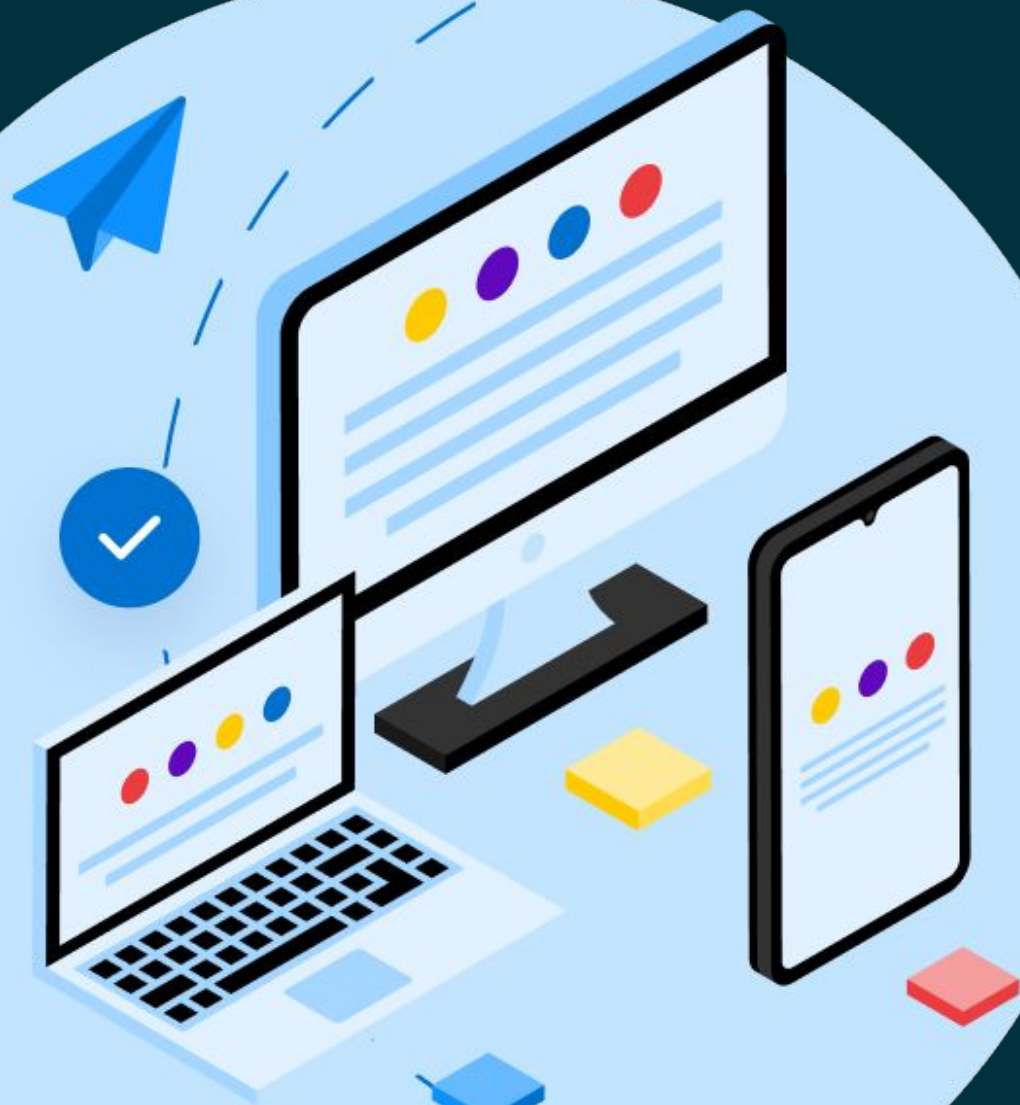
Frog life cycle

I can handle about 5 words

More options ▼

Re-generate   Save as new question

A demo of Learnosity's new AI tool

Real World Applications Soon

- AI as part of fraud detection, cheating and catching anomalies

  - More tools in the arsenal for test security

- Real world insights via AI powered data analytics

- Improving the speed and consistency of painful tasks such as grading

- Genuinely impact student outcomes through interactive feedback

- Allow subject matter experts to focus on higher level tasks

What's the Learnosity plan?

In line with our manifesto of aiming higher, and ethic of never settling for the status quo, Learnosity aims to move with progress, manage risk, and ensure we are frontrunners of innovation and able deliver the opportunities this positive disruptor will bring.

Believe learning is a life-changing and lifelong endeavor of excellence

Take pride in delivering exceptional and accessible experiences for all learners

Strive for first-mover advantage, never settling for the status quo

Learnosity
Authoring

The Future is Uncertain... *Revel in it*

- AI at a consumer-level is new and fast-paced. It demands an **adapt-and-thrive approach**

- Our ability to judge the opportunities and risks and **adapt to the uncertain is a key indicator to success**

- You **can't put progress back in the box** or ignore it

"Uncertainty is a gadfly of the mind, jolting us from complacency — if we are willing to take up its invitation...Tolerance for uncertainty is the stepping-stone to cognitive flourishing."

Boston Globe Daily

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Questions?

Talk to us

If you want to learn more about the Questionmark platform or our perspective on AI and assessments **talk to us** today.
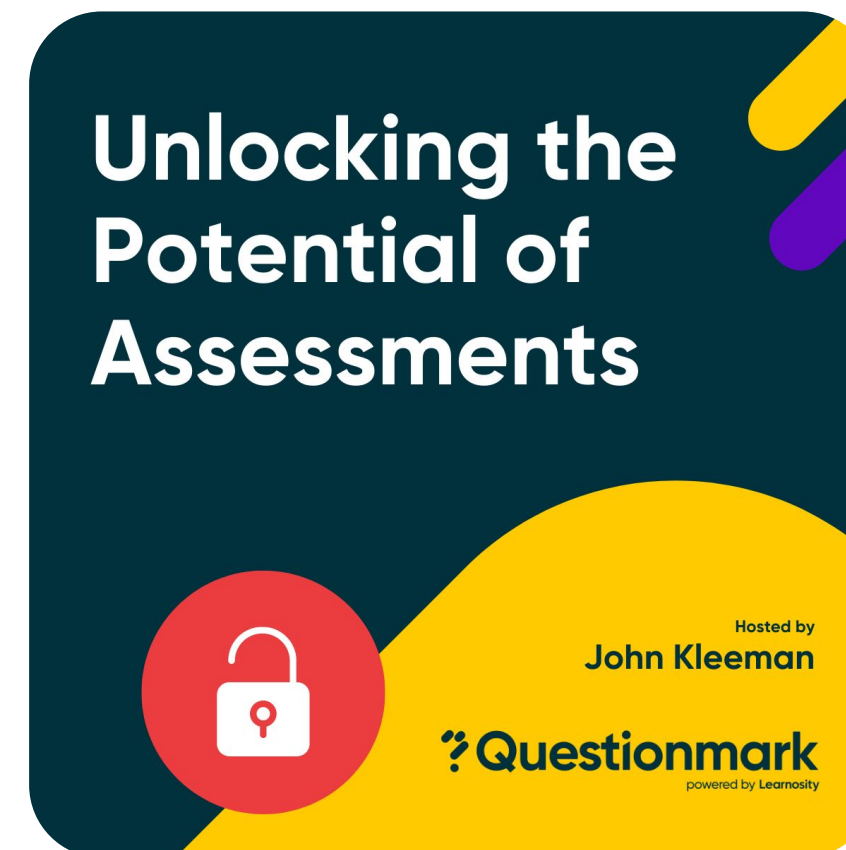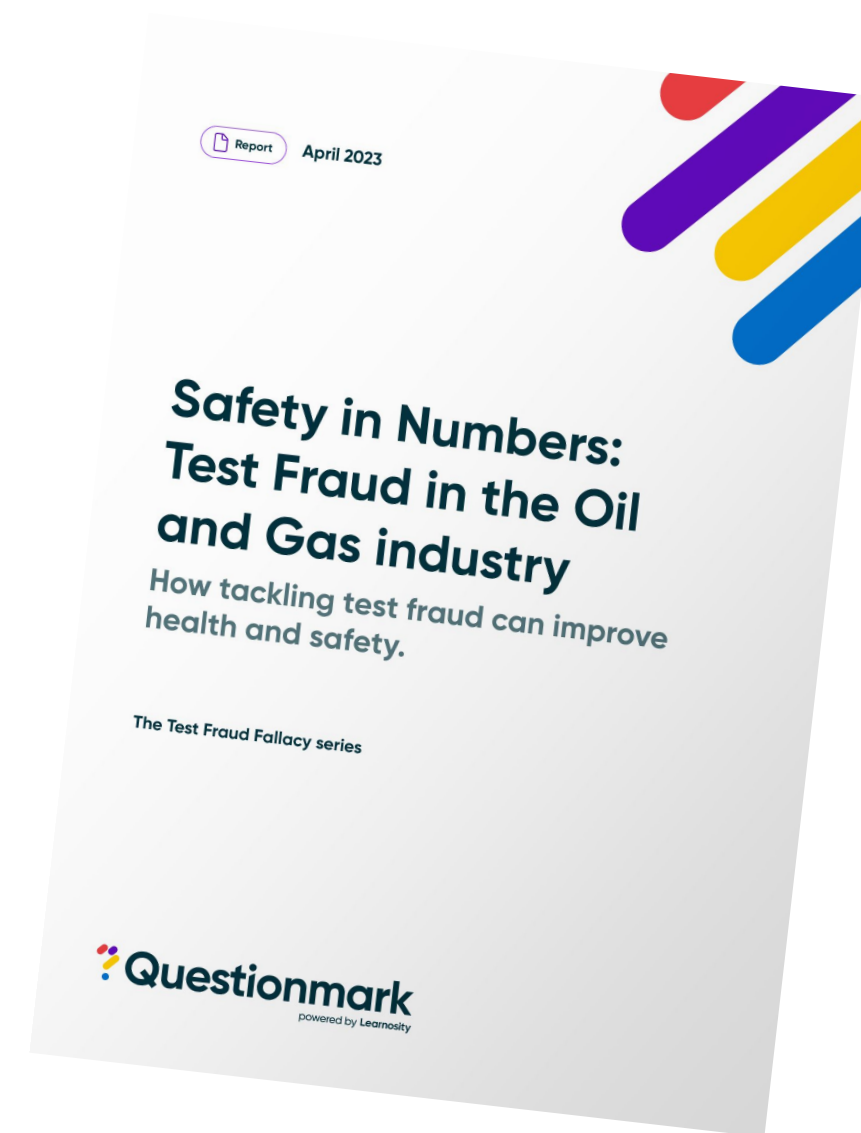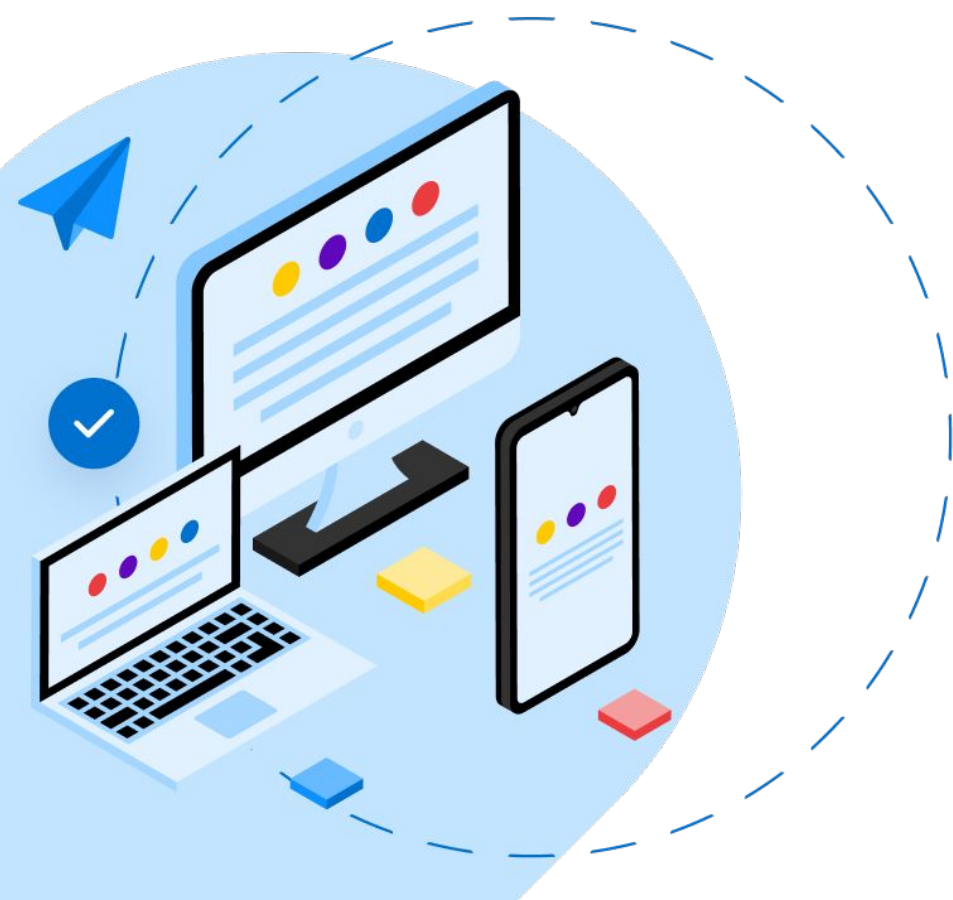
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Report   April 2023

Safety in Numbers: Test Fraud in the Oil and Gas industry

How tackling test fraud can improve health and safety.

The Test Fraud Fallacy series

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Unlocking the Potential of Assessments

Hosted by
John Kleeman

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Assessments   Best Practice

Mastering Item Analysis

Learn how item analysis including item-total correlation and item difficulty can improve test quality and make your assessments better.

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