Forensic Analysis Service

Questionmark and test security company Caveon have joined forces to create a new Forensic Analysis service to help detect cheating in assessments. This document summarizes the new Forensic Analysis service and lists the specifications and features that help build confidence in the integrity of assessment results.

The Problem

A recurrent problem for organizations delivering tests and exams to employees, contractors, and other personnel is test fraud and cheating. Not only does it compromise the validity of the assessment results, but it can cast doubt on the integrity of all the participants.

For certification organizations and awarding bodies, someone who cheats at a test is awarded a qualification unfairly, and prevalence of cheating devalues the qualification or certification with stakeholders. It could also unleash someone who is incompetent or unsafe into an important role in society.

For organizations who deliver tests in the workplace, cheating nullifies any data drawn from the assessment, so that it's difficult for organizations to judge the efficacy of training or level of employee understanding. This can lead to an underprepared workforce that makes mistakes, doesn't adhere to regulations, and prevents organizations from unlocking their potential. Poor data can, therefore, have dire business or financial consequences.

There are other implications too. If an employee cheats in an assessment, they may be willing to cut corners elsewhere in your organization, which could lead to reputational damage and regulatory fines.

How the solution works

Questionmark's Forensic Analysis service identifies anomalies which might indicate test fraud or cheating. The kinds of things it can do include:

- **Resemblance.** It's possible to analyze how closely test-taker responses match with one another to determine the probability of cheating, or whether the matches were coincidental.
- **Timing.** By studying the time taken to answer each question, it's possible to identify a pattern that could indicate cheating, for example, if someone answers difficult questions rapidly.
- **Test center anomalies.** Statistical analysis can determine the likelihood of proctors or administrators assisting candidates at test centers, by detecting suspicious location and response patterns.

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Functionality

Questionmark Forensic Analysis is a supplemental service to the Questionmark OnDemand service offering. It permits statistical analysis of test results to detect cheating, presented in a report which identifies and explains inconsistencies.

To provide this service, Questionmark has partnered with industry leader Caveon to help build confidence in the integrity of assessment results.

Reporting
The service is usually run once a month, with data downloaded and a report produced. It can also be run quarterly or on a one-off basis.

Analytics
In order to deliver the service, Questionmark extracts data from the Questionmark OnDemand data center, and passes it to Caveon (with candidate names removed) for them to analyse. Questionmark's Consulting team will then interpret the data and share a report with the customer and explain threats and inconsistencies.

Why Questionmark?

Questionmark provides a secure, enterprise-grade assessment platform and professional services to leading organizations around the world – delivered with care and unmatched expertise. Its full-service online assessment tool and professional services help customers to improve their performance and meet their compliance requirements. Questionmark enables organizations to unlock their potential safely and securely by delivering assessments that are valid, reliable, fair, and defensible.

Questionmark's platform enables collaborative, secure authoring and robust integration with proctoring services – making it easy to bring everything together in one place.

Questionmark's cloud-based assessment management solutions offer rapid deployment, scalability for high-volume test delivery, available 24/7 support, and the peace-of-mind of secure, audited U.S. and European-based data centers. Questionmark's flexible APIs and support of major industry standards ensure interoperability with a variety of enterprise systems.

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