

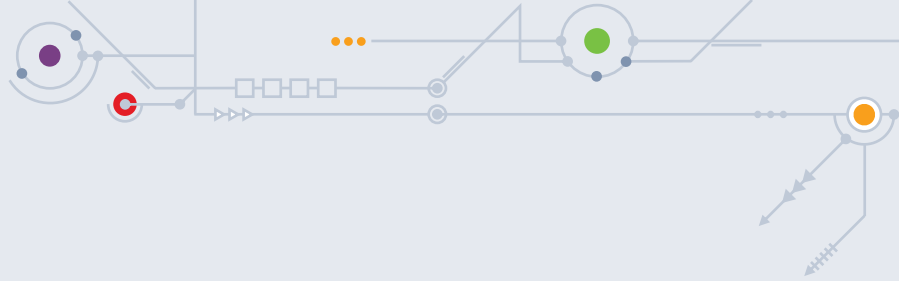


# *CURRENT STATUS* **ABOUT GAME-BASED ASSESSMENT**

*Accelium presents a framework for the measurement of knowledge, skills, abilities, and other human characteristics using smart games*

**November, 2020**





# Chapter A: Introduction

*There is a growing interest in the use of Game-Based Assessment to measure skills performance. This chapter will provide an initial introduction to game-based assessment technology.*



# 1. What is a game-based assessment?

There's a lot of buzz around game-based assessments as a way to evaluate employees and candidates in hiring or in promotion process. Game-based assessments are enticing because they seek to turn something that can be stressful and tedious into something fun and engaging. It's clear that game-based assessments can add a ton of value to the candidate evaluation process, and we believe they represent a promising new frontier. Let's dig into what game-based assessments are and how we see them positioned in the corporate and education landscape.



## First, what is a game?

Games typically have several qualities in common. First, they're fun. Of course, "fun" can be subjective from person to person, but the intention is for the assessment to have that element of game-like fun to it. Without that, it's just a typical assessment.

## Second,

games involve a set of rules that define the gameplay.

## Third,

the player typically gets to make a series of decisions within the bounds of a defined set of rules. These decisions are oriented around achieving a goal, whether that goal is to beat other players or to get the most points.

## And fourth,

the game typically results in some sort of measurable outcome, which is typically expressed as your score, or whether you win or lose.

**Game-based assessment (GBA) is the application of principles of game design to measure human performance.**

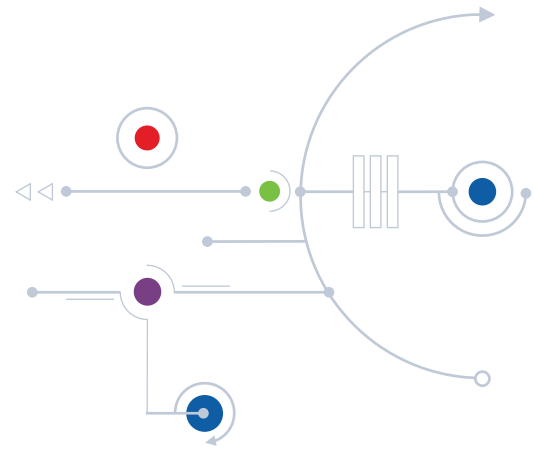
*Game-based assessments balance two very significant needs. The first need is to identify the skills and abilities that will ultimately predict how an employee or a candidate perform in the job. Employers want more predictive information on the likelihood that their candidates will succeed, and validated assessments are a great way to achieve this.*

*But the need for this information is balanced by a second need - the need to maintain a positive candidate experience that respects your candidates' time and investment in the process. In a candidate-driven job market, candidate experience is more important than ever, and companies are rightfully concerned about appealing to their candidates.*

*Game-based assessments have emerged as a way to balance the need for predictive information on your candidates with a fun and engaging experience.*



# 2. What are the benefits of game-based Assessment?



## **Attraction! Positive Experience and Highly Engaging**

- Fun, interesting game-playing test
- Positive differentiation - reflects an innovative, people-oriented brand identity
- No need for long, tiresome questionnaires

## **Streamlined Assessment Process**

- Fast testing
- Produces a rich, concise report including skills assessment and identification of strengths
- In-depth and multidimensional analysis - based on the identification of behaviors and thinking patterns

## **No prior knowledge required**

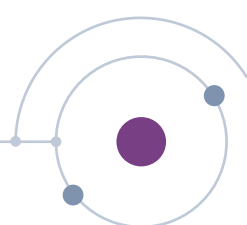
- No need for preliminary instruction
- Game rules are learned during the test

## **Maximum flexibility**

- No monitor presence required
- Applicants can be tested in the comfort of their own homes
- Supports multiple concurrent test-takers

## **Enhances Employment Brand**

- Leave a lasting positive impression on applicants
- Convey a fresh and dynamic employer image
- Creates an important competitive edge for companies in an increasingly global war for talent



# 3. For what ends will we use a game-based assessment?

Perhaps the most important aspect of game-based Assessment is its potential to measure the higher-order skills essential for success in so many walks of life. This what makes the Game-Based Assessment relevant to various segments in the population and for different purposes.

## For Recruitment

Game based assessment makes recruitment process more effective and efficient for employers. It enables to test employees' and job applicants' skills in a fast, engaging and effective way, providing exclusive insights on the most critical skills for success.

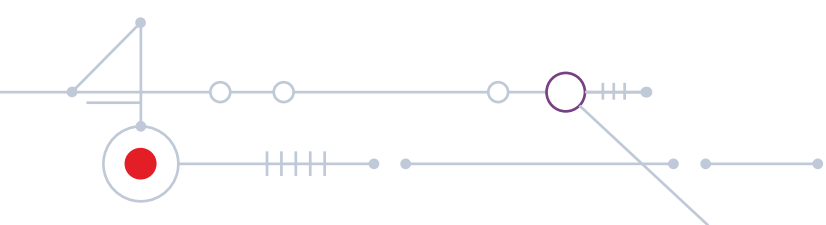


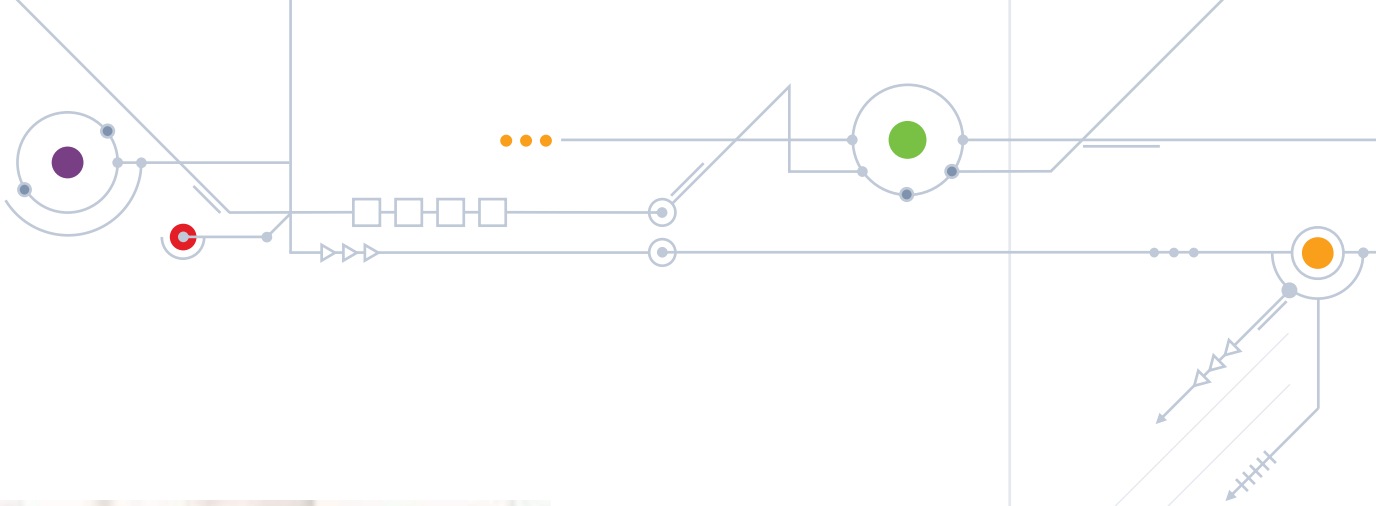
## For Business Coaches

Whether they are training individuals or an entire organization, game-based skill-development programs give coaches an innovative way to build critical skills such as Analysis, Planning, Flexible Thinking, and Resilience.

## For Executive Courses

Game-based Executive Courses allow key managers and employees to build critical skills in an engaging, cost-effective way across organizations.





### Employee Evaluation

Game-based Assessment utilizes artificial intelligence tools to identify employee thinking patterns and characterize their decision-making style, focus over time, methodicalness, learning curve, etc. Resulting insights improve personal awareness and can help define a focused personal growth and career plans.

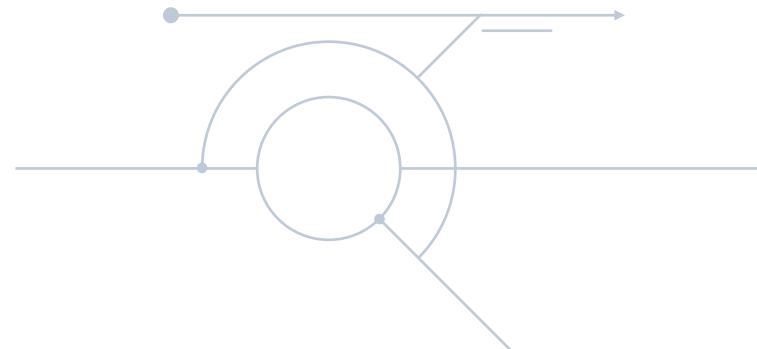
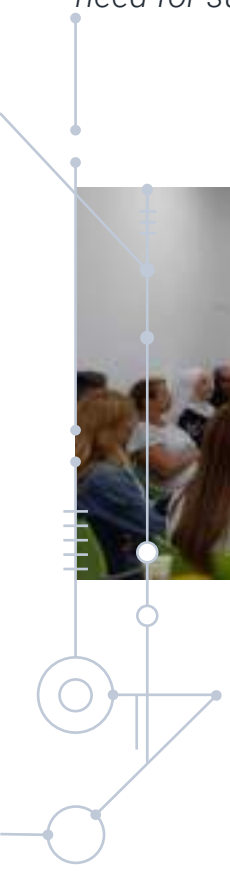
### Educational Systems

Game-based learning and assessment are a great tool that helps to modernize learning and education. It keeps students engaged and make sure they are learning how to be critical, confident, and creative; all are abilities they'll need for success in the future.



### Universities

The formative nature of game-based learning and assessments permits students, through applying and practicing the targeted knowledge and skills during gameplay, to gain experiences, receive immediate feedback, and as a result, improve their skill mastery.



# 4. What is the difference between game-based and traditional assessments?

While it's rather obvious that playing a fun digital game is more exciting and less stressful for candidates and can lower the guard of candidates to answer more truthfully, what's in it for the employers using these tools?

Routinely, companies examine their candidates via interviews on their academic achievements and past professional experience; occasionally combining the latter with Psychometric tests. One of the problems employers are facing when applying the traditional evaluation tactics alone is the subjectivity level and inability to determine candidates' soft skills. Not to mention the biases that predetermine our choices and impressions.

It is proven that companies applying a combination of several selection practices end up generating greater productivity and increased sales per employee. Here is where the game-based assessments come into the fray. The use of games for HR purposes helps to recreate real-world situations and true candidate reactions; disclosing their soft skills (i.e. adaptability, flexibility, resilience, decision-making etc.) which are difficult to ascertain from traditional multiple-answer tests or interviews.

**Professionals state that "unconscious biases have a critical and problematic effect on our judgment, leading to making decisions in favor of one person to the detriment of others".**

Here is a short review of the advantages of game-based assessment versus the disadvantages of traditional assessment tools.



Time-consuming:  
possibility to screen  
more people in less time



Reliable and  
Objective  
results



Easy -  
applicable



Engaging for  
Candidates



Capture  
hidden  
behaviors







## #1 Time-consuming: allow to screen more people in less time

Vs.



Game-based assessments don't require the presence of an interpreter, moreover, they do not even require the candidate to be in the same country. Instead of spending a day for conducting interviews, recruiters are able to devote their time analyzing the results and then making a hiring decision. This approach also motivates recruiters to assess a larger amount of candidate profiles, than they would have if running traditional interviews, allowing them to cherry pick the best profile.



## #2 Reliable and objective results

Vs.



Another difference between game-based and psychometric tests in the traditional methods is that during the game, candidates can hardly fake their reactions; what they would normally do when asked directly. This provides recruiters with a rather powerful, factual, objective and unbiased ability to evaluate candidates' fit for the position. The game-based assessment analytical report is available to the recruiter upon completion of the test; illustrating the potential hires' strengths and areas of improvement, enabling them to shortlist candidates and hire the best person for the job. Due to the human factor elimination, game-based assessment also reduces discriminatory judgments such as gender or ethnicity, providing a unique opportunity for fair comparison for every candidate. In turn, this adds credibility to the company's employers' brand, representing the company as an innovator; providing a base for top talent attraction.

SUBMIT



Vs.



### #3 Easy - applicable

Game-based assessment focuses on the evaluation of soft skills and of cognitive aptitude, which are necessary and are applicable across all the industries and position levels, regardless the seniority. Additionally, there is no difference whether the candidate is an "experienced gamer" or not. Game based assessment are self-explanatory and offer each candidate a unique experience. Furthermore, companies of all sizes can gain from game-based tests.



Vs.



### #4 Engaging for Candidates

Game based assessment is significantly more engaging than a traditional psychometric exam. Candidates are generally more likely to complete a short series of games than a lengthy test and are more likely to enjoy the experience.



Vs.



### #5 Capture hidden behaviors

Game-based assessment can be used for the summative evaluation. Still, its natural strength is monitoring performance by assessing the information trails that examinees naturally leave behind when playing a game: that information trail can consist of four types of observations: time to respond, the accuracy of answers, points earned, number of attempts, and more. Traditional tests will not be able to calculate these criteria.

# 5. What prompted the use of game-based assessment?

Corporate recruiting and training are facing significant challenges. Employees are no longer engaging with traditional forms of recruiting, training, and assessment, finding the whole experience 'unexciting' and 'boring'. Compounding this situation is the growing number of 'millennials' entering the workforce. Millennials are the largest generation in the world labor force since 2015.

By 2025, Millennials are going to make 75% of the global workforce. Millennials (also known as Generation Y) are the generational demographic group of people born between 1980 and 1995. The older Generation Z members are now entering their final year of college, and they will soon be entering the job market. Millennials have come of age during a time of technological change, globalization, and economic disruption. That's given them a different set of behaviors and experiences than their parents.

Gallup report from 2017 states that Millennials have grown up with the internet and smartphones. This new generation is highly educated, tech-savvy, entrepreneurial, self-aware, and confident. These demographics have made it necessary for businesses to engage with emerging talent in new ways to secure their company's future.

## The generations defined

**Post-Millennial generation**  
Born: 1997 and later  
Age of working-age adults in 2017: 16 to 20

**Millennial generation**  
Born: 1981 to 1996  
Age in 2017: 21 to 36

**Generation X**  
Born: 1965 to 1980  
Age in 2017: 37 to 52

**Baby Boom generation**  
Born: 1946 to 1964  
Age in 2017: 53 to 71

**Silent and Greatest generations**  
Born: 1945 or earlier  
Age in 2017: 72 and older

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