THE MAGNITUDE AND EXTENT OF MALFEASANCE ON UNPROCTORED INTERNET–BASED TESTS OF COGNITIVE ABILITY AND PERSONALITY

A Thesis

by

RYAN MATTHEW GLAZE

Submitted to the Office of Graduate Studies of Texas A&M University in partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

August 2009

Major Subject: Psychology

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Approved by:

Chair of Committee,	Winfred Arthur, Jr.
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ABSTRACT

The Magnitude and Extent of Malfeasance on Unproctored Internet–Based Tests of Cognitive Ability and Personality. (August 2009) Ryan Matthew Glaze, B.A., The University of Oklahoma Chair of Advisory Committee: Dr. Winfred Arthur, Jr.

The use of unproctored internet–based testing for employee selection is widespread. Although this mode of testing has advantages over onsite testing, researchers and practitioners continue to be concerned about potential malfeasance (e.g., cheating and response distortion) under high-stakes conditions. Therefore, the primary objective of the present study was to investigate potential malfeasance effects on the scores of an unproctored internet-based cognitive ability, and a personality test. This was accomplished by implementing a within-subjects design in which test takers first completed the tests as job applicants (high-stakes) or incumbents (low-stakes) then as research participants (low-stakes). The pattern of cognitive ability test score differences was more consonant with a psychometric practice effect than a malfeasance explanation. Thus, the results suggest that, if present, there was no evidence to indicate that widescale or systematic malfeasance unduly affected the test scores. This may have been due to the speeded nature of the test, which was used to preempt the potential for widespread cheating. Additionally, the unproctored personality administration resulted in similar mean shifts and similar proportions of test takers being suspected of distorting their

responses as that reported in the extant literature for proctored tests. In their totality, these results suggest that an unproctored internet–based administration does not uniquely threaten personality measures in terms of elevated levels of response distortion compared to proctored measures.

ACKNOWLEDGEMENTS

I would like to thank my committee chair, Dr. Winfred Arthur, Jr., and my committee members, Dr. Stephanie Payne and Dr. David Martin, for their guidance and support throughout the course of this research. Additionally, I would like to thank Dr. Anton Villado and Dr. Jason Taylor.

Thanks also go to my friends and colleagues at Texas A&M University. Special thanks go to my friend and colleague, Eswen Fava. Finally, thanks go to my mom, dad, and brother for their encouragement, support, patience, and love.

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CHAPTER I

INTRODUCTION

Since the 1920s, psychological testing has played a definitive role in the field of industrial/organizational (I/O) psychology by increasing the match between employee characteristics and job requirements (Benjamin & Baker, 2004). Considerable research attention has led to substantial contributions to the understanding of selection tests (Arthur & Benjamin, 1999). Although, a review of the selection test literature is outside the scope of this thesis, reviews are available elsewhere (e.g., Sackett & Lievens, 2008). Previous reviews have focused on traditional methods of administering selection tests (e.g., paper–and–pencil tests). However, researchers and practitioners are beginning to realize the impact of technology on selection testing resulting in the increasing use of unproctored internet–based tests. Consequently, the objectives of the current study are to (a) review the extant unproctored internet–based testing literature, and (b) investigate potential malfeasance effects on the scores of unproctored internet–based tests of cognitive ability and personality.

Technology in Selection Testing

As the role of technology in I/O psychology grows, the advantages and disadvantages of using computer–based testing continue to garner research attention. Initial research in this domain focused on the measurement equivalency concerns when

This thesis follows the style of Journal of Applied Psychology.

converting paper–and–pencil tests to computer–based tests. These concerns have since largely been resolved; it would seem that computer administration does not threaten the construct validity of said tests (Booth–Kewley, Edwards, & Rosenfeld, 1992; Mead, & Drasgow, 1993; Potosky & Bobko, 2004; Richman, Kiesler, Wiesband, & Drasgow, 1999). Subsequently, the personnel selection testing literature is now focused on issues brought about by internet–based testing which is a logical extension of computer–based testing.

Unproctored Internet–Based Testing

The advantages of internet–based testing build on the utility of computer–based testing (Baron & Austin, 2000; McBride, 1998), and can be characterized as improving the efficiency of delivery. Thus, like computer–based testing, internet–based testing may ensure that every test taker receives the same instructions, precise timing, and accurate scoring. In addition, internet–based testing also permits the easy incorporation of modifications and updates into existing systems (Tippins et al., 2006). However, one advantage of internet–based testing over computer–based testing is its ability to be paired with internet–based recruitment systems allowing applicants to search and apply for jobs from any location with internet access at any time. This "test anywhere– anytime" approach has many advantages. From an applicant perspective, the ease of searching and applying for jobs online reduces the motivation and resources required to engage in such behaviors by reducing or eliminating some common barriers to finding jobs (e.g., transportation issues). From an organizational perspective, the "test anywhere–anytime" approach may (a) reduce costs associated with onsite testing (e.g.,

space, staff, and production costs), (b) reduce time-to-hire, and (c) increase the size of the hiring organization's applicant pool, and subsequently improve the selection ratio. Consequently, it is expected that the use of unproctored internet-based testing will continue to increase and play an important role in employment testing (Tippins et al., 2006).

However, to capitalize on the noted advantages of the "test anywhere–anytime" approach, internet–based tests must be administered in an unproctored manner.¹ Yet, unproctored testing engenders disadvantages that potentially compromise the integrity of unproctored internet–based test scores and hence, the resultant researcher and practitioner concerns about this mode of testing. Possible threats that result from the use of unproctored internet–based testing include the inability to verify the test taker's identity, test content security concerns, and technologically– and psychologically–based sources of construct irrelevant variance (Messick, 1995).

There are available technologies that are intended to minimize the threats concerning test taker identity and test content security. For example, practitioners may use webcams, keystroke analysis, or biometric identification systems, such as iris, retina, or fingerprint scans, in an attempt to verify test takers' identities. Furthermore, other layers of security for online testing, including electronic monitoring and control such as real–time data forensics, browser lockdown, and desktop control, may increase test content security and decrease access to illicit aides such as other internet sites (Foster, 2008; see also Burke, 2008). However, these technologies have some disadvantages,

¹ The term "unproctored" is used here to refer to a lack or absence of human observation of test takers.

including concerns regarding cost and applicant reactions to the testing process and invasive technologies (Foster, 2008). Furthermore, these possible solutions are state–of–the–art and may not be a viable option for all organizations due to administrative challenges (e.g., administrative cost and required expertise).

Concerns regarding test content security and test taker identification notwithstanding, technologically–based sources of construct irrelevant variance also compromise the veracity of unproctored internet–based test scores. The speed and performance properties of the test taker's computer and the quality of their connection to the internet will affect how fast web pages (i.e., test items) are loaded and subsequently, the amount of time the test taker has to complete the test (Potosky & Bobko, 2004). Furthermore, the performance properties of the server on which the test content resides may also affect the speed at which test items are loaded.

Finally, two major sources of construct irrelevant variance in this context are the lack of standardization in the physical test taking environment, and the opportunity for malfeasant behavior. Specifically, the physical context in which applicants complete unproctored–internet based tests is not standardized. Applicants may be at a disadvantage when taking tests, if for example, they are distracted by ambient noise (e.g., crying children) whereas others take the test in a quiet environment. This lack of standardization raises questions about whether unproctored internet–based tests meet the levels of standardization required by professional guidelines (Pearlman, 2009).

Although there are a plethora of concerns regarding unproctored internet–based testing, the focus of the present paper is the magnitude and extent of malfeasant behavior

and its potential effects on the veracity of test scores. Malfeasant behavior is defined here as deliberately falsifying one's responses on a test in an attempt to distort one's standing on the construct of interest. Malfeasant responding may take one of two forms —cheating or response distortion. In reference to cheating, test takers may employ illicit aids such as calculators and dictionaries, alternate test takers (e.g., an intelligent friend), or pre–knowledge of test items that have been downloaded (printed) from the testing website. In contrast, response distortion refers to deliberately falsifying one's responses as in faking, impression management, and other forms of socially desirable responding (Paulhus, 2002). Consequently, the primary objective of the present study is to investigate and compare potential malfeasance effects on the scores of unproctored internet–based tests of cognitive ability, and personality.

Ability Testing

Ability tests are generally considered to be one of the best predictors of job performance (Schmidt, 2002; Schmidt & Hunter, 1998). Given their typical format (e.g., paper–and–pencil, computer–based) they are also inexpensive to administer. As a class of predictors, ability tests have true correct or incorrect answers. Thus, unlike nonability testing where malfeasant responding takes the form of response distortion, malfeasant responding occurs in the form of cheating in the context of ability testing.

Although the prevalence of cheating in organizational settings is not well researched (however, see Burke, 2008), this is less so in the educational literature where the prevalence of cheating is known to be widespread. For instance, Chizek (1999) and

Whitley (1998) report that approximately half of all college students cheat on an examination during their college career.

Ability (and knowledge) tests are susceptible to cheating for several reasons. First, test takers' scores play an important role in whether they get hired or not. Second, the transparency and valence of ability test items are clear—that is, ability test items have a correct or best answer. Unlike personality measures, the desired response is a matter of fact. Consequently, it is not unreasonable to assume that cheating can and does occur in applicant testing.

In an unproctored environment, cheating may consist of using crib sheets, viewing other test takers' responses, and communicating with other individuals. Proctors deter such forms of cheating insofar as they are able to prevent and detect such behaviors. Thus, human observation is the primary method for curtailing cheating. However, human proctors are not perfect and some fraction of cheating behavior goes undetected. Although there is no empirical evidence describing the relationship between cheating and the criterion–related validity of test scores, cheating would have a detrimental effect on the criterion–related validity of test scores if only a subset of test takers engaged in cheating behaviors or if some test takers were able to cheat better than others (i.e., differential score inflation across test takers).

Unproctored Internet–Based Ability Tests

As previously mentioned, ability tests utilize proctors to deter test takers from cheating. In an unproctored environment², the absence of a proctor may create a permissive environment for cheating as test takers may experience little or no fear of detection. Motivated test takers may seek out illicit aids, including alternate test takers, reference materials, calculators and the like and use these illicit aides to increase their test scores.

The potential for wide–scale cheating initially led several researchers to suspect that unproctored internet–based ability testing may not a viable selection strategy (Tippins et al., 2006). However, there are potential methods for detecting and reducing the propensity of cheating. These methods include technological solutions as previously noted (e.g., browser lockdown, desktop control) as well as proctored retesting (i.e., confirmation or verification tests), and using a speeded test.

Detecting cheating via proctored retesting. In an effort to utilize unproctored internet–based testing and maintain test utility and validity, some researchers advocate the use of proctored retesting (Tippins et al., 2006). Using unproctored internet–based testing in conjunction with proctored retesting is advantageous over proctored testing alone as it reduces the number of applicants who must be tested onsite. Nevertheless, proctored retesting does reduce the efficiency and advantages of unproctored internet– based testing, especially its cost effectiveness. Along these lines, Tippins et al. discuss four approaches to unproctored internet–based testing for selection purposes and

² It is important to note that the mode of testing (e.g., paper–and–pencil, computer–based, internet–based) is independent of the presence or absence of a test proctor.

delineate the tradeoffs associated with each approach. One approach is to use unproctored internet–based testing to deliver feedback to applicants regarding their likely performance on subsequent proctored retesting. Two approaches require proctored retesting, taking the form of a full length retest (i.e., repeating the original tests or taking alternate forms) or an abridged retest. The fourth approach entails unproctored internet– based testing without retesting, although this may result in poor test score validity as this approach is the most permissive for cheating.

In addition to the reduced efficiency of proctored retesting, research indicates that retesting is associated with increases in test scores (Hausknecht, Halpert, Di Paolo, & Moriarty Gerrard, 2007) and changes in the factor structure of ability tests (Lievens, Reeve, & Heggestad, 2007). Hausknecht et al.'s (2007) meta–analytic evidence suggests that in operational contexts test takers increase their scores .27 standard deviations upon retest (k = 19, N = 61,795). Furthermore, the retesting effect in the absence of coaching (in both research and operational contexts) is similar (d = 0.21, k = 75, N = 81,374). Based on this evidence, Hausknecht et al. recommend a minimum retest interval of 1 year to minimize practice effects due to memory—a recommendation that is probably not viable in most selection contexts. Furthermore, test scores based on a retest of general mental ability (GMA) are less saturated with GMA (and less predictive of grade point average) than initial test scores (Lievens et al., 2007). Thus, the use of proctored retesting may threaten construct– and criterion–related validity of test scores gathered under this approach.

Preventing cheating via speeded ability test. The primary reason for onsite retesting of unproctored internet-based tests is to diminish the threat of cheating on the part of the test taker and subsequently, scores that do not reflect the individual's standing on the construct of interest. Thus, the need for retesting individuals would be mitigated if one used testing approaches that were less susceptible to cheating. One such approach is to use speeded tests, which by virtue of their time constraints do not facilitate expected cheating behaviors. This is predicated on the assumption that a speeded administration is consonant with the job-relatedness of the test³. Possible modes of cheating (e.g., using surrogate test takers, using additional aids) are not independent of time, assuming there is no pre-knowledge of test content. For example, pertinent information in dictionaries and reference materials must be located and read, which may take more time than is permitted. Thus, if test takers do not have pre-knowledge of the test content, then time constraints should make cheating more difficult, thereby deterring test takers from engaging in cheating under speeded conditions. Thus, time constraints may reduce the propensity of some forms of cheating (i.e., those that are dependent on time).

Nonability Testing

As a class of tests that are typically administered by means of self–report, there are no true correct or incorrect, or even best answers for nonability measures. Therefore, in the absence of true correct or incorrect answers, coupled with the inability to verify the accuracy of test takers' responses, nonability measures are susceptible to test takers'

³ In the United States, users of speeded tests should also consider the implications of the Americans with Disabilities Act. Specifically, some test takers may require some accommodation in the form of additional time to complete the test.

self-deception or impression management efforts (Edens & Arthur, 2000). As a result, there has been increasing interest regarding the issue of test takers' response distortion when nonability tests are used for selection and other employment-related decision making (e.g., Cullen, Sackett, & Lievens, 2006; Levashina, & Campion, 2007; Schmitt & Kunce, 2002). Paulhus (2002) highlights the distinction between self-deception and impression management as facets of socially desirable responding. Socially desirable responding is the tendency to over-report socially desirable personal characteristics and to under-report socially undesirable characteristics. It entails the inclination to choose particular responses even if they do not represent one's true disposition or opinion. As a facet or dimension of socially desirable responding, self-deception occurs when an individual unconsciously views himself or herself in an inaccurately favorable light; this is typically due to a lack of self-awareness by the respondent. In contrast, impression management or deliberate response distortion refers to a situation in which an individual consciously presents himself or herself falsely to create a favorable impression.

Personnel researchers have used a variety of terms and labels to describe response distortion. Some of these terms include social desirability, faking, impression management, lying, honesty, frankness, claiming unlikely virtues, denying common faults and unpopular attitudes, exaggerating personal strengths, good impression, and self–enhancement. Although there are subtle distinctions between these descriptive labels, for the purposes of this thesis, the term "response distortion" is used and is defined as a conscious attempt on the part of test takers to manipulate their responses in order to create an overly positive impression which deviates from their true standing on the trait or characteristic of interest (Ellingson, Sackett, & Connelly, 2007; McFarland & Ryan, 2000; Zickar & Robie, 1999). Response distortion is commonly conceptualized as systematic error variance (Arthur, Woehr, & Graziano, 2001). Thus, job applicants are assumed to distort their responses because it assists them in attaining valued outcomes such as jobs and promotions.

In spite of the minority claims that few applicants distort their responses (Hogan, Barrett, & Hogan, 2007; Hough et al., 1990), the preponderance of recent research indicates that applicant response distortion on nonability measures does occur (Griffith, Chmielowski, & Yoshita, 2007; Levin & Zickar, 2002). As a result, several techniques for preventing or minimizing response distortion on personality measures have been investigated, including forced–choice responses, empirical keying, warning and verification, and response elaboration (see Hough, 1998 for a review). These techniques are designed to decrease the magnitude and extent of response distortion, as these are critical factors in determining the adverse effects of response distortion on the criterion– related validity of test scores (Komar, Brown, Komar, & Robie, 2008).

Unproctored Internet–Based Nonability Testing

The resultant critical question is whether unproctored internet–based personality testing results in greater levels of response distortion compared to proctored testing. Response distortion is posited to be determined by one's motivation, ability, the opportunity to fake (e.g., test takers with a lower true score have a greater opportunity to fake compared to test takers with a higher true score), and situational factors (McFarland & Ryan, 2006). In an unproctored environment access to illicit aides may create a

relatively more permissive environment compared to proctored testing as test takers may collaborate with other individuals (e.g., alternate test takers, surrogates or advisors) in an effort to inflate their test scores. However, it is unlikely that test takers will engage in these behaviors if they are confident in their ability to elevate their test scores using their own personal schemas of a desirable personality profile. Given the preponderance of research that indicates test takers can effectively distort their responses (Viswesvaran & Ones, 1999), it is not unreasonable to posit that test takers are unlikely to seek out illicit aides (e.g., alternate test takers). Thus, the magnitude and extent of response distortion should be similar for both unproctored internet–based and proctored personality tests. *Testing Stakes*

Test outcomes, that is high– versus low–stakes testing (Birkeland et al., 2006; Ellingson et al., 2007), may also affect the propensity for malfeasance. A test administration is considered to have high–stakes when the results of the test have "important, direct consequences for examinees, programs, or institutions involved in testing" (AERA et al., 1999, p. 121). Thus, high–stakes testing (e.g., selection and other employment–related testing) would be expected to increase the motivation for malfeasance whereas low–stakes testing (e.g., for developmental or research purposes) should result in relatively little, if any cheating or response distortion. In high–stakes testing, test scores are used to make comparative evaluative decisions regarding who to hire or the allotment of other valued outcomes (e.g., promotions in municipal merit– based personnel systems). When used for these purposes, the test takers' livelihoods are affected by decisions made on the basis of their test scores. Thus, it is reasonable to

assume that high–stakes testing will result in more malfeasant behavior (cheating and response distortion) relative to low–stakes testing due to the outcomes associated with the test scores. Taken together, unproctored internet–based testing using a cognitive ability test in a high–stakes setting should elicit the highest levels of malfeasant behavior, compared to, for example, using personality tests in low–stakes settings.

However, it is worth noting that differences in retest scores from an unproctored internet–based ability test may result from two distinct sources. Classic psychometric theory would suggest that retest scores should increase as a function of practice effects. Therefore, regardless of testing–stakes, retest scores should be higher than initial scores due to prior exposure to the test. Alternatively, a malfeasance perspective would predict lower scores in low–stakes conditions due to decreased motivation to engage in malfeasance. Thus, a comparison of repeated test scores obtained under high– versus low–stakes testing addresses whether a psychometric practice effect or malfeasance explanation best accounts for observed differences in the cognitive ability test scores. As previously mentioned, the use of a speeded ability test should mitigate the likelihood of test takers engaging in cheating behaviors, thus retest score changes should be best accounted for by a psychometric rather than a malfeasance explanation.

In summary, the objectives of the present study were to:

 Investigate whether unproctored and proctored cognitive ability tests differed in terms of retest score changes and to investigate whether observed retest score changes could be best accounted for by a cheating or psychometric retest explanation.

2. Investigate whether unproctored and proctored personality tests differed in terms of the magnitude of response distortion. Specifically, do unproctored internet– based personality tests display higher levels of response distortion than proctored tests? In addition, do unproctored internet–based personality tests result in more test takers distorting their responses compared to proctored personality tests?

To accomplish the objectives of the present study, a within–subjects design was implemented in which 296 test takers completed an unproctored online assessment that included a cognitive ability, and personality test. Participants completed the measures first as job applicants (high–stakes) or incumbents (low–stakes), then as research participants (low–stakes). Meta–analytic results reported in the extant literature were used for the proctored ability (Hausknecht, et al., 2007) and personality (Birkeland et al., 2006) test comparisons. Furthermore, results reported by Griffith et al. (2007; a primary study) were used to compare the frequency of applicant response distortion in proctored and unproctored settings. The results of these studies are briefly reviewed below.

The results of Hausknecht et al.'s (2007) meta–analysis of practice effects on proctored cognitive ability tests indicated retest improvements in scores both in the presence (d = 0.64, k = 23, N = 2,323) and absence (d = 0.21, k = 75, N = 81,374) of interventions such as test coaching and training. In addition, the mean improvement in test scores under operational (d = 0.27, k = 19, N = 61,795) and research–based (d =0.22, k = 88, N = 72,641) testing conditions were quite similar. It should be noted that unlike the present study, the testing conditions for the test and retest were identical. Thus, for the operational setting both conditions were high–stakes, and for the research

conditions both were low-stakes. Although the operational data are much closer to the study objectives, both the operational and research-based results from Hausknecht et al.'s meta-analysis will be used to make comparisons. Finally, Hausknecht et al. also obtained fairly high retest reliability coefficients (mean Test 1/Test 2 = .82, Test 2/Test 3 = .83, and Test 1/Test 3 = .82; J. P. Hausknecht, personal communication, 2007).

Birkeland et al. (2006) investigated job applicant faking on personality measures by comparing applicants' and incumbents' scores on the five factor model (FFM) of personality dimensions. In conducting their meta–analysis, they drew the distinction between direct and indirect measures of the FFM dimensions, where direct measures were defined as those that were specifically designed to measure the FFM personality factors (e.g., NEO–FFI). In contrast, indirect measures were not (e.g., the 16PF) but could be and were reclassified into the FFM personality dimensions. Birkeland et al.'s general conclusion was that the sample–weighted mean differences between applicants and incumbents (which was inferred to represent faking) was a function of the personality dimension and the test type (i.e., direct versus indirect measure). Although the current study uses an indirect FFM measure, the results from the present study were compared to both Birkeland et al.'s indirect and direct measure results.

Griffith et al. (2007) investigated applicant faking on a measure of conscientiousness using a within–subjects design where applicants were retested as research participants. Specifically, they constructed confidence intervals around the participants' honest scores (i.e., their retest scores) and inferred faking if the participants' scores as applicants fell outside the specified band. As a result, 49%, 31%,

CHAPTER II

METHOD

Participants

The study sample was obtained by emailing 9,426 individuals who had previously completed the cognitive ability and personality tests as part of an unproctored internet-based assessment system developed and implemented by a large testing firm. The first administration was for either selection (i.e., test takers were applicants) or profile development purposes (i.e., test takers were incumbents). Out of the 9,426 individuals contacted, 296 agreed to participate in the study by completing the tests a second time (also online). Participants must have completed the tests at least one year prior to the second administration to be invited to participate. This resulted in a response rate of 3.14%. Test 1 scores were available for all 9,426 individuals, including those who chose not to participate in the follow-up investigation. Comparisons between those who participated and those who did not are presented in Table 1. The mean age of the participants at Test 1 was 35.53 (SD = 10.67). Of the participants (Test 2), 149 were women and 136 were men. Eleven participants did not report their sex. There were 234 Caucasians, 24 Asians, 16 African–Americans, 11 Hispanics, and 1 American Indian. Nine participants reported their race as "other", and 1 participant did not report her/his race. The participants' employment status at Test 2 was 239 full-time, 21 part-time, 22 unemployed, and 13 self-employed with 1 individual not responding. Participants were compensated with a movie ticket (n = 19), \$10 gift card (n = 31), \$20 (n = 14), or \$20

gift card (n = 230) for participating in the study (i.e., Test 2). Two participants did not receive any compensation for participation.

Because the testing firm uses the tests for a wide range of positions for their clients, the participants represented a variety of jobs in a number of organizations. Although the specific job titles for the positions to which they applied were not available, Table 2 presents the frequencies for the Standard Occupational Classification (SOC) major groups and the North American Industry Classification System (NAICS) industry types represented in the data at Test 2. The data in Table 2 are limited to only instances in which the participant's organization (at Test 2) was a client of the testing organization.

The average Test 1/Test 2 retest interval was 429.16 days (SD = 54.84, median = 419.50). The difference between the retest interval for the 2 conditions (applicants versus incumbents) was not significant, $t_{(294)} = 1.55$, p > .05, d = 0.28. In addition, the differences between Test 1 and Test 2 scores were not related to the participants' retest interval (cognitive ability = -.06, agreeableness = .01, conscientiousness = -.02, emotional stability = -.01, openness = -.05, and extraversion = -.13 [p < .05]). *Measures*

Cognitive ability test. The cognitive ability test (Arthur, 2004) was a proprietary internet–based speeded test that consisted of 120 4–alternative multiple choice items with verbal (64 items) and numeric (56 items) sub–scales. Participants had 20 minutes to complete the test. The test was scored as the percentage of items answered correctly.

Table 1

	Participants		Nonpa	Nonparticipants		
Variable	Mean	SD	Mean	SD	d	
Cognitive Ability	61.38	16.86	53.79	17.04	0.45 *	
Agreeableness	60.47	16.57	61.95	18.12	-0.09	
Conscientiousness	73.11	10.09	74.56	9.37	-0.15 *	
Emotional Stability	76.42	15.34	77.95	14.36	-0.10	
Extraversion	63.35	13.26	62.30	13.26	0.08	
Openness	50.23	9.55	47.39	10.06	0.29 *	
Age	35.53	10.67	35.15	10.63	0.04	
Percent women	52.2	28	45.	37	_	
Percent men	47.7	72	54.	63	_	

Demography and Test 1 Scores for Participants and Nonparticipants

Note. Participant n = 296; Nonparticipant n = 9,130. Age descriptive statistics are based upon the 294 and 8,680 individuals who provided their age in the participant and nonparticipant samples, respectively. Sex descriptive statistics are based upon the 285 and 9,053 individuals who provided their sex in the participant and nonparticipant samples, respectively. A chi–square test indicated women were more likely to agree to participate than men, $\chi(1, N = 9338) = 5.33$, p < .05. *ds* were computed such that the nonparticipant sample's score was subtracted from the participant sample's score so a positive *d* indicates that the participant sample's score was greater than the nonparticipant sample's score. *p < .05, two-tailed.

Table 2

Frequency of the SOC Major Groups and the NAICS Industry Types in the Test 2 Data

Standard Occupational Classification (SOC) titles	Frequency
Management occupations	66
Business and financial operations occupations	6
Computer and mathematical occupations	4
Architecture and engineering occupations	1
Community and social services occupations	_
Education, training and library occupations	_
Arts, design, entertainment, sports, and media occupations	1
Healthcare practitioners and technical occupations	_
Healthcare support occupations	2
Food preparation and serving related occupations	_
Personal care and service occupations	_
Sales and related occupations	13
Office and administrative support occupations	3
Construction and extraction occupations	_
Installation, maintenance, and repair occupations	_
Transportation and material moving occupations	_
Military specific occupations	_
North American Industry Classification System (NAICS) titles	
Manufacturing	22
Wholesale retail	7
Retail trade	5
Transportation and warehousing	_
Information	_
Finance and insurance	35
Real estate and rental and leasing	_
Professional, scientific, and technical services	15
Administrative and support and waste management and remediation services	_
Healthcare and social assistance	6
Accommodation and food services	9
Other services (except public administration)	_

Note. These data are limited to only the instances in which participant's organization (at Test 2) was a client of the testing organization.

Arthur (2005) reported retest reliability coefficients of .88 (total), .86 (verbal), and .87 (math) over a relatively short retest interval (M = 16.18 days, SD = 19.48 days, and $M_{dn} = 7.00$ days). Arthur (2004) also reported correlations of .72 and .54 with the Thurston Test of Mental Alertness and SAT scores, respectively.

Personality test. The personality test was an internet–based untimed version of the Guilford–Zimmerman Temperament Survey (Guilford, Zimmerman, & Guilford, 1976) and the Differential Personality Inventory (Jackson & Messick, 1964). The Guilford–Zimmerman consisted of 9 scales and a total of 110 items. The Differential Factors consisted of 8 scales and 95 items. Each item consisted of a statement and the test takers indicated whether the statement described them or not (i.e., dichotomously scored).

In order to make meaningful comparisons between the results of this study and Birkeland et al.'s (2006) meta–analytic results, the scales used in this study were sorted into the FFM dimensions using the processes, guidelines, and information presented in Barrick and Mount (1991) and Birkeland et al. (2006). The Guilford–Zimmerman Temperament Survey has previously been sorted into the FFM (Barrick & Mount, 1991). However, the Differential Personality Inventory had not been previously sorted into the FFM. Therefore, 9 senior Ph.D. students independently sorted the Differential Personality Inventory scales into the FFM. Raters were provided with a list of the scales and their definitions and were instructed to assign each scale to one of the five dimensions, and indicate their confidence of the accuracy of their rating on a scale from 0 to 100. Next, the raters met to discuss any discrepancies. If at least six of the nine raters agreed on a dimension, the scale was classified in that dimension. As a result, seven of the nine scales were classified into the FFM. The remaining two scales and their constituent items were reviewed by two Ph.D. students and a faculty member. A scale was classified if consensus was reached. This resulted in the classification of the two remaining scales (see Appendix A).

The number of items and internal consistency coefficients for the FFM dimension scores are presented in Table 3. The mean completion times for Test 1 (participants only) of the Guilford–Zimmerman was 114.25 minutes (SD = 1006.5. median = 12.00) and was 65.38 minutes (SD = 693.65, median = 9.00) for the Differential Personality Inventory. The mean completion times for Test 2 were 150.84 minutes (SD = 919.78, median = 9.00) and 14.13 minutes (SD = 68.03, median = 7.00) for the Guilford–Zimmerman and Differential Personality Inventory, respectively. *Procedure*

For both test administrations, participants completed the cognitive ability and personality tests under unproctored internet–based testing conditions. That is, they logged on to the internet test site whenever they wanted, from any computer, and from any location of their choosing. As previously noted, test takers who had previously completed the tests, either as applicants (Test 1, high–stakes) or incumbents who were requested by their company to complete the measure to generate a profile (Test 1, low– stakes), were invited via e–mail to retake the tests as research participants. To be invited to participate in the study, participants must have completed testing at least one year

Table 3

			HL						LL					
	# of		Test 1			Test 2			Test 1			Test 2		
FFM Dimension	items	М	SD	α										
Agreeableness	22	60.89	16.65	.70	48.61	20.44	.79	58.10	16.06	.68	50.83	17.80	.71	
Conscientiousness	58	73.75	9.78	.73	65.13	13.77	.81	69.46	11.17	.70	65.70	11.81	.72	
Emotional Stability	20	76.87	15.18	.72	64.09	19.85	.78	73.86	16.13	.74	72.05	17.03	.74	
Extraversion	54	63.09	13.14	.81	58.84	14.39	.83	64.83	13.99	.83	62.09	14.47	.83	
Openness	51	50.04	9.36	.68	52.77	11.00	.68	50.88	10.71	.73	49.73	10.71	.70	

FFM Dimensions Descriptive Statistics and Internal Consistency Reliability Coefficients

Note. N = 296, HL n = 252, LL n = 44. Test 1 internal consistency estimates for the total sample (i.e., HL + LL) were .69 for agreeableness, .73 for conscientiousness, .72 for emotional stability, .81 for extraversion, and .61 for openness. Test 2 internal consistency estimates for the total sample (i.e., HL + LL) were .78 for agreeableness, .80 for conscientiousness, .78 for emotional stability, .83 for extraversion, and .68 for openness.

prior to the second administration. Because Test 2 assessment was for research purposes and all participants were informed of such when they were recruited, the Test 2 assessment was considered to be low–stakes. This created two groups of participants. Applicants were considered to have experienced high–stakes testing and low–stakes retesting (i.e., HL–stakes, n = 252) and incumbents were posited to have experienced low–stakes during both testing and retesting (i.e., LL–stakes, n = 44). Consequently, the LL–stakes group was considered to have the least incentive to engage in malfeasant behaviors during the initial test (Test 1), thus the Test 1/Test 2 difference scores should be relatively small compared to the HL–stakes group.

CHAPTER III

RESULTS

Potential Cheating on Ability Test

Effect of potential cheating on ability test score changes. The observed retest reliabilities of the cognitive ability test scores were .78, .77, and .84 for the total sample, HL, and LL participants, respectively (see Table 4). These values are well within the range of those reported by Hausknecht et al. (2007). Table 4 also presents the standardized mean differences between the Test 1 and Test 2 cognitive ability test scores. The results generally indicate that the retest improvements in test scores were moderate and generally larger than those reported by Hausknecht et al.

A 2 (Group) × 2 (Administration) mixed analysis of variance (ANOVA) was used to investigate group mean differences. The between–subjects main effect was nonsignificant indicating that participants across the two groups (HL, LL) did not differ in their overall cognitive ability test scores ($F_{(1,294)} = 101$, p > .05, $\eta^2 = .00$). However, the within–subjects effect was significant ($F_{(1,294)} = 64.35$, p < .05, $\eta^2 = .18$), indicating an increase in overall cognitive ability test scores from Test 1 to Test 2. Finally, overall cognitive ability test scores did not increase differentially between groups, that is, the Group × Administration interaction was not significant ($F_{(1,294)} = 1.72$, p > .05, $\eta^2 = .00$).

Table 4

Comparison of Cognitive Ability (Unproctored) Test–Retest Standardized Mean Differences (d) and Reliability Coefficients with Hausknecht et al. (2007) Meta–Analytic Results

	1	Unproctored	Proctored (Hausknecht et al.)			
	Total	HL	LL	Op ^A	Rsch ^B	
Cognitive ability Test 2–Test 1 d	0.39*	0.36*	0.57*	0.27	0.22	
Retest reliability	.78	.77	.84	.82	2 ^C	

Note. N = 296, HL n = 252, LL n = 44. *ds* were computed by subtracting the Test 1 scores from the Test 2 scores so a positive *d* indicates that the Test 2 score is greater than the Test 1 score. ^AOperational data; ^Bresearch–based data. ^CHausknecht et al. do not present an operational/research retest reliability breakdown thus, the reliability estimate is for *both* settings. For comparative purposes, the mean retest interval for the current study was 429.16 days (SD = 54.84, $M_{dn} = 54.84$); in contrast, Hausknecht et al. report a mean of 134.52 days (SD = 304.67, $M_{dn} = 20.00$). * p < .05, two–tailed.

To further investigate how participants differed in their responses across the two administrations of the cognitive ability test, the standard error of measurement of the difference scores (SEM_d) was used to identify individuals who may have engaged in malfeasance. The SEM_d provides an estimate of the range of fluctuation that is likely to occur between two observed scores, both containing measurement error (e.g., regression toward the mean). Thus, it represents an estimate of the standard deviation of the normal distribution of difference scores that an individual would have obtained if he/she took a test, in principle, an infinite number of times (Gulliksen, 1950). In computing the SEM_d, the correlation between the scores of the two

administrations (test–retest reliability) was used as the reliability estimate and the observed standard deviation of the difference scores as the variability estimate. Specifically, the formula presented by Dudek (1979 [see Equation 3]; see also Hogan et al., [2007]) was used and is presented in Equation 1 below and the resultant values are presented in Table 5.

$$SED = s_d \sqrt{l - r_{x1x2}} \tag{1}$$

where

 s_d = the standard deviation of the Test 2–Test 1 difference score

 r_{x1x2} = the Test 1/Test 2 correlation.

Table 5

Test 2/Test 1 Difference Score Means and Standard Deviations, Test–Retest Correlations, and SEM_d Values

Variable	М	SD	r_{x1x2}	SEM _d
Cognitive Ability	6.81	11.76	.78	7.6
Agreeableness	-11.54	18.06	.53	15.31
Conscientiousness	-7.90	11.79	.53	10.00
Emotional Stability	-11.15	18.08	.49	15.76
Extraversion	-4.03	10.21	.73	6.98
Openness	2.08	8.48	.67	6.30

Note. *N* = 296.

Next, the differences between individuals' Test 2 and Test 1 scores were examined to determine whether the score changes fell above, below, or within 1 SEM_d. This approach resulted in three categories of test patterns. Differences between Test 2 and Test 1 scores that fell within the band (i.e., Test 2 test score did not differ from the Test 1 test score) were considered to be evidence of stability. Differences between Test 2 and Test 1 scores that fell above the band (i.e., Test 2 test score was greater than the Test 1 score) were considered to be evidence of a practice effect, whereas differences between Test 2 and Test 1 scores that fell below the band (i.e., Test 2 score was lower than the Test 1 test score) were considered to be evidence of malfeasance. The results of this categorization, which are presented in Figure 1, show that the preponderance of changes in test scores (49.32%) were indicative of a practice effect (Test 2 score was greater than the Test 1 score). The results also show that 42.91% of the test score changes were within 1 SEM_d. In contrast, only 7.77% of the scores were indicative of malfeasance. Consequently, for 92.23% of the participants, the pattern of their test score differences are more in line with a psychometric than a malfeasance explanation and do not support the presence of wide-scale score inflation on this speeded ability test as a result of high-stakes testing. This pattern of results is similar to results reported by Nye, Do, Drasgow, and Fine (2008) for a perceptual speed test.

In interpreting these data, it should be noted that lower Test 2 scores (which is inferred to be "cheating") could be due to (1) the Test 1 score being elevated due to cheating and the Test 2 score being the "true" score, or (2) the Test 1 score being the "true" score and the Test 2 score being an unmotivated test performance score (i.e., the

participant did not take the test seriously). Given the design, it is not possible to distinguish or differentiate between these two causes or explanations of the observed score difference. Consequently, the percentage of cheaters in the sample conceivably ranges from 0% (all lower Test 2 scores are to due explanation #2) to 7.7% (all lower Test 2 scores are due to explanation #1). Hence, 7.7% might be best viewed as the upper limit of cheating in this sample. It is worth noting however, that the mean number of items attempted increased from Time 1 to Time 2 suggesting that participants were motivated during retesting (see Table 6).



Figure 1. Percentage of test takers as per 1 SEM_d operationalization of practice and cheating effects on the cognitive ability test. ATMA = Total scale; ATMA–V = Verbal sub–scale; ATMA–N = Numeric sub–scale.

Table 6

	Tes	st 1	Tes		
Group	Mean	SD	Mean	SD	d
Total	73.09	18.18	84.33	20.44	0.58*
HL	72.89	18.68	83.90	20.92	0.56*
LL	74.23	15.23	86.82	17.43	0.77*

Number of Test Items Attempted on Cognitive Ability Test and Retest

Note. Total number of items = 120; N = 296, HL n = 252, LL n = 44. *ds* were computed by subtracting the number of items attempted for Test 1 from the number of items attempted for Test 2 so a positive *d* indicates that more items were attempted during Test 2 compared to Test 1. *p < .05, two-tailed.

Effect of potential cheating on psychometric properties. To investigate the effect of potential malfeasance on the psychometric properties of the cognitive ability test scores, the test–retest reliability coefficients were computed for each group (HL r_{xx} = .77, LL r_{xx} = .84). The difference between the reliability coefficients for the groups was also tested using Fisher's *r* to *z* transformation. This comparison failed to indicate a significant difference (z_r = 0.42, p > .05).

Potential Response Distortion on the Personality Measures

Effect of potential response distortion on FFM scores changes. The retest reliability coefficients for the FFM scores and the standardized mean differences between the Test 1 and Test 2 FFM scores are presented in Table 7. When compared to Birkeland et al.'s (2006) results for indirect measures, the retest effects for these data were generally larger. However, this pattern of results is consistent with the finding (see Edens & Arthur, 2000, and Viswesvaran & Ones, 1999) that larger response distortion

Table 7

Comparison of FFM Dimensions (Unproctored) Test–Retest Standardized Mean Differences (d) and Reliability Coefficients with Birkeland et al. (2006) Meta–Analytic Results

	Unproctored									Proctored (Birkeland et al.)		
FFM Dimensions	Total		_	HL			LL			Direct	Indirect	
Agreeableness	-0.63*	(.53)	_().66*	(.53)		-0.43*	(.56)		-0.51	0.15	
Conscientiousness	-0.66*	(.53)	_().72*	(.55)		-0.33*	(.49)		-0.79	-0.15	
Emotional Stability	-0.63*	(.49)	_().72*	(.51)		-0.11	(.50)		-0.72	-0.24	
Extraversion	-0.29*	(.73)	_().31*	(.70)		-0.19*	(.87)		-0.18	-0.07	
Openness	-0.20*	(.67)	-().26*	(.66)		-0.11	(.75)		-0.28	-0.02	

Note. N = 296, HL n = 252, LL n = 44. *ds* were computed by subtracting the Test 1 scores from the Test 2 scores so a positive *d* indicates that the Test 2 score is greater than the Test 1 score. Test–retest reliability coefficients are in parenthesis. *p < .05, two–tailed.

effects are generally obtained for within–subject designs (these data) than between– subjects designs (Birkeland et al.'s data). However, consistent with Birkeland et al.'s findings, the effects were not uniform across all FFM personality dimensions with extraversion and openness displaying smaller mean shifts (i.e., less response distortion) than agreeableness, conscientiousness, and emotional stability.

Five mixed ANOVAs were also conducted, one for each personality factor, to test for the statistical significance of the observed mean differences in these data. The between–subjects main effects were not significant for all analyses, indicating participants across the two groups (HL, LL) did not differ on any of the FFM personality dimensions (see Table 3). In addition, with exception of openness ($\eta^2 = .00$), the with– subjects effects were significant for all the personality dimensions ($\eta^2 = .13$, .12, .08, and .06 for agreeableness, conscientiousness, emotional stability, and extraversion, respectively). Hence, these results indicate that participants' scores decreased from Test 1 to Test 2 for all the FFM dimensions except openness. Finally, the Group × Administration interaction was significant for conscientiousness ($\eta^2 = .02$), emotional stability ($\eta^2 = .04$), and openness ($\eta^2 = .03$), indicating that these factors decreased differentially across groups.

Next, the SEM_d was used to further investigate changes in retest scores. In this instance, differences between Test 2 and Test 1 scores that fell within 1 SEM_d (i.e., Test 2 score did not differ from the Test 1 score) were considered to be evidence of stability. Differences between Test 2 and Test 1 scores that fell above the SEM_d (i.e., Test 2 score was greater than Test 1 score) were considered to be indicative of distort–low response

distortion on Test 1. In contrast, differences between Test 2 and Test 1 scores that fell below the SEM_d (i.e., Test 2 score was lower than Test 1 score) were considered to be indicative of distort–high response distortion on Test 1. The results of these analyses indicate that with the exception of openness, substantially more test takers distorted high versus low (see Figure 2 and Table 5). Thus, although most test takers' scores were fairly stable, sizeable percentages of the test takers displayed evidence of higher scores on Test 1 than Test 2 (35.81% on agreeableness, 34.12% on conscientiousness, 33.11% on emotional stability, 35.81% on extraversion, and 14.53% on openness). Thus, the results presented here are slightly larger than the results of Griffith et al.'s (2007) study where 22% (compared to 34.12%) of test takers were identified as distorting their responses on the first administration of a conscientiousness measure.

Effect of potential response distortion on psychometric properties. To investigate the effect of potential response distortion on the psychometric properties of the personality test scores, differences between the test–retest reliability coefficients for the groups were tested using Fisher's *r* to *z* transformation. The comparison indicated only extraversion displayed differences in its test–retest reliability coefficient ($z_r = 2.69$, *p* < .05). In addition, the retest reliability coefficients were similar in magnitude and range to those reported for proctored tests using similar designs. For example, Ellingson et al. (2007) reported average retest reliability coefficients for the California Psychological Inventory of .66, .62, .57, and .59 for test takers who experienced LL–, LH–, HL–, and LL–stakes testing conditions, respectively. Additionally, Hogan et al. (2007) reported slightly smaller retest reliability coefficients from test takers who experienced HH– stakes.



Figure 2. Percentage of test takers as per 1 SEM_d operationalization of response distortion on the personality measure.

CHAPTER IV

DISCUSSION AND CONCLUSIONS

A number of summary statements can be made on the basis of the results reported here. First, the use of a speeded unproctored internet-based ability test resulted in high-stakes/low-stakes retest effects that were more consonant with a psychometric practice effect than a malfeasance explanation. Specifically, consistent with psychometric theory, the Test 2 scores were moderately higher than the Test 1 scores (d = 0.39). These findings are consistent with those reported by Hausknecht et al. (2007) who, in a meta-analysis of 50 organizational and educational studies of practice effects for cognitive ability, obtained a d of 0.21 for practice effects without an intervention (i.e., no coaching). Furthermore, these results are similar to the findings of Nye et al. (2008) who administered a perceptual speed test under high-stakes unproctored conditions then under high-stakes proctored (verification testing). Specifically, they reported that applicants increased their test score 0.29 SD from Test 1 to Test 2. In the current study, the higher Test 2 scores provide more support for a psychometric explanation of test score differences than they do for a malfeasance explanation, which if supported would have resulted in *lower* Test 2 scores. In addition, the HL-stakes (n =252) and LL-stakes (n = 44) groups represented two sharply contrasted groups. The first administration represented an applicant (high-stakes) versus incumbent (low-stakes) comparison. Consequently, one would have expected test score differences between these two groups to be fairly large. However, statistical comparisons failed to obtain

significant differences between them. Furthermore, a relatively small percentage of "cheaters" were identified using the SEM_d operationalization. Thus, the results do not support the presence of widespread score inflation on this speeded ability test as a result of high–stakes testing. So, it would seem that the use of speeded tests, assuming they are not at odds with the job requirements, might be one means of alleviating cheating concerns with unproctored internet–based ability tests. However, although speeded tests might mitigate cheating–related behaviors that are time dependent, they may do little to preempt the cheating behaviors that are not temporally demanding (e.g., employing surrogate test takers or pre–knowledge of test items).

Second, because proctoring is not a technique that is intended to prevent or minimize response distortion on non–cognitive measures, it was expected that unproctored internet–based personality measures would display levels of response distortion similar to those reported for proctored measures in the extant literature. Specifically, the data reported here display similar standardized mean differences (e.g., Birkeland et al., 2006) and similar percentages of "fakers" (Griffith, Chmielowski, & Yoshita, 2007) as reported in the extant literature. The results of this study support this supposition. Thus, similar to proctored measures, FFM dimension scores were generally higher in high–stakes compared to the low–stakes condition. Furthermore, as with proctored tests, the magnitude of the score shifts was generally higher for agreeableness, conscientiousness, and emotional stability compared to extraversion and openness.

Limitations, Implications, and Directions for Future Research

The low response rate and self–selective nature of the study sample are potential methodological threats. For instance, one could reasonably speculate that compared to those who did not engage in malfeasant behaviors in the first administration, individuals who did engage in this behavior would be less likely to volunteer to participate in the second administration. So, the results of this study must be interpreted within the context of this potential threat. Another limitation is that the absence of criterion data did not allow for the assessment of the comparative criterion-related validity of the cognitive ability and personality test scores under the different testing conditions. The extant literature does not address the effects of malfeasance on the criterion-related validity of ability tests, however, the effects of response distortion on the criterion-related validity of personality scores has received some attention (see Hough, Eaton, Dunnette Kamp, & McCloy, 1990; Ones, Viswesvaran, & Reiss, 1996). On the basis of this research, it would seem that although the true effect of response distortion on the criterion-related validity of personality test scores remains unclear (Birkeland et al., 2006; Hough, 1998; Hough et al., 1990; Ones et al., 1996), the impact appears to be low (Schmitt & Oswald, 2006). Nevertheless, the availability of criterion data would have permitted a further assessment of the effects of unproctored high-stakes cognitive ability and personality testing.

Finally, the data presented here do not *directly* assess malfeasance or the lack thereof. For instance, given the elusive nature of cheating, it is difficult to directly measure this behavior. In lieu of this, the focus was on changing the psychological

conditions (i.e., perceived stakes), instead of the administration conditions (i.e., proctored versus unproctored testing). In addition, the test–retest design used did not suffer from the common limitation of using only incumbent data as both applicant and incumbent data were included in a within–subjects design. Therefore, changes in test scores were a function of changes in either malfeasance patterns or practice effects and the presence or absence of said changes was used to make inferences about the levels of cheating and response distortion. Consequently, on these bases, for the cognitive ability test there was no evidence to indicate that wide–scale or systematic malfeasance unduly affected the test scores or their psychometric properties.

Likewise, inferences about the presence of response distortion on the personality measure were made on the basis of mean shifts in test scores from the high–stakes to low–stakes testing conditions, with the expectation that test takers are more likely to inflate their scores in high–stakes conditions. Whether the mean shift truly represents "faking" or not could be debated. However, irrespective of one's position on this issue, it would not be unreasonable to conclude that the pattern of results obtained for the unproctored internet–based personality measure is similar to those reported for proctored measures.

Conclusions

The efficacy of unproctored internet–based employment testing is threatened by the possible influence of malfeasance on the part of applicants. However, the current study provides evidence that even under conditions where it is intuitive to expect widespread cheating (i.e., high–stakes unproctored ability testing), there was no discernable effect on test scores when the testing condition was designed to counter such behavior. Unproctored internet-based testing using a speeded test format appears to have reduced the opportunity for and thus the prevalence of malfeasant behavior. Thus, the use of speeded unproctored internet-based ability tests may be an additional option to onsite retesting, when a speeded test is consonant with the job relatedness of said tests. Similarly, these data suggest that using an unproctored internet-based testing administration does not uniquely threaten personality measures in terms of elevated levels of response distortion compared to that of proctored tests. Specifically, the pattern of high- versus low-stakes retest effects observed for unproctored and proctored personality measures are quite similar.

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APPENDIX A

Inventory	Five Factor Model Dimensions				
	Emotional Stability	Extraversion	Openness	Agreeableness	Conscientiousness
Guilford– Zimmerman	Emotional Consistency	Ascendance	Thoughtfulness	Personal Relations	General Activity
	Objectivity	Sociability		Friendliness	Restraint
Differential Factors		Adventure vs. Security	Likes Thinking		Realistic Thinking
		Need for Attention	Need for Freedom from Structure		Self-Reliance
		Need for Diversion	Cultural Conformity		

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