



# Test Security Lessons from Europe ATP 2010

John Fremer  
Steve Addicott

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# John Fremer

Caveon - President, Caveon Consulting Services



# Today's Agenda



- European Attention to Test Security
- Best Practices in Large Scale Assessment
- Case Study In Detecting and Preventing Fraud
- Testing Centers Versus On-line Secure Testing
- Marketing Test Security Messages





**ATP**  
**Europe**  
2010  
Barcelona, Spain

# Growing Talent in Europe: Gaining Advantage Through Assessment



# EUROPEAN ATTENTION TO TEST SECURITY



- Several Sessions at ATP Europe Conference
- Conference in Netherlands on Topic
- Concerns about Test Content and Piracy
- Recognition that Test Fraud cannot be Ignored





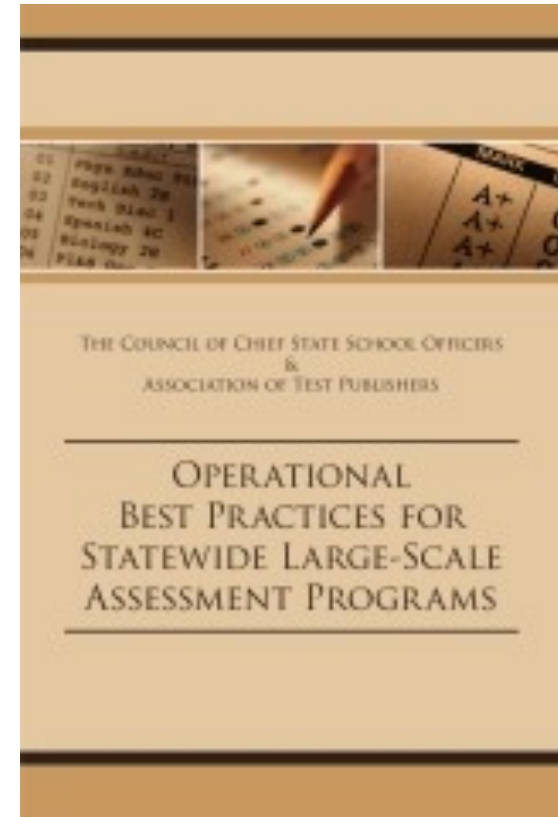
# RESEARCH

- Active Research Programs
  - GMAC
  - Pearson Vue
- Innovative Item Types - Kryterion
- Detection of Collusion Groups - Caveon w/ Jim Wollack
  - Very low false-positive rates



# BEST PRACTICES IN TEST SECURITY

- A New Resource - ATP and CCSSO
- Development and Operation of State Testing Programs in US
- ATP Session Generalized the Test Security Chapter
- “Ten Commandments of Test Security”



# TEN “COMMANDMENTS” OF TEST SECURITY

Thou shalt:

1. Appoint Senior Security Manager
2. Develop a Security



# TEN “COMMANDMENTS” OF TEST SECURITY (cont)

4. Focus on test administration
5. Protect confidential material at all stages
6. Limit access to “need to know”
7. Employ very strong test user agreements

# TEN “COMMANDMENTS” OF TEST SECURITY (cont)

8. Vigorously pursue rule violators
9. Conduct Data Forensics analyses on a regular basis
10. Develop Security Breach Action Plans



# DETECTING AND PREVENTING FRAUD

- GMAC - Recognized Serious Consequences of Test Fraud
- Proxy Test Takers - FBI and US Postal Service Involved
  - Three year investigation
  - Ring leader - Two years in prison



# NEW MEASURES 2006 TO PRESENT

- Higher Security Test Centers
- Vigilant Test Proctors
  - Rogues gallery of known proxy testers
- Strict ID Policy
- Biometrics
- Digital Video Monitoring and Recording



# 2009 RESEARCH ATTITUDES

- Chinese Citizens Surveyed
- One in Eight - Proxy Test Taking Acceptable Behavior
- One in Five - Profiting from Sharing Test Questions Acceptable
- About Half - Discussing and Sharing Questions Acceptable



# 2009 MEASURES

- Palm Vein Recognition Replaced Fingerprinting
- Also Began One to Many Matching - Checking New Applicants against Data Base
- Security Team Follows Up on Apparent Duplicates

# ENFORCEMENT ACTIONS

- Revoked 76 GMAT Scores
- Banned 58 Test Takers
- Notified Over 100 Schools Globally
- Students Dismissed by Schools
- Student Visas Revoked

# Steve Addicott Caveon - Vice President



# TESTING CENTERS VERSUS ON-LINE SECURE TESTING

- Testing Center Advocates Emphasize Check In Processes - ID Evaluation and Proctor Monitoring
- Data Forensics Type Methods Employed
- Some Delivery Vendors Emphasize this Aspect of Their Service, e.g., Pearson VUE



# ON-LINE SECURE TESTING

- Emphasize Use of Career Proctors
- Supervised Proctoring at a Distance
- Praise Lack of Contact Between Test Taker and Proctor
- Argue that Specialization by Program is Possible
- Data Forensics Methods Employed



# ON-LINE SECURE TESTING, cont

- Remediation of Problems in Real Time
- Lower Turn Over of Proctors
- Career Ladder for Proctors
- Ready Availability of Expert Advice and Support
- Avoids Direct Confrontations with Test Takers Who are Not Following Rules



# MESSAGING - MARK POOLE

- Develop Stakeholder Messages
- Key Points
  - Confidentiality of content
  - Validity of test
  - Appeals to
    - Ethics/honesty
    - Self interest
- Report Security Violations

# MESSAGING - MARK POOLE, CONT

- Communication Methods
  - Program website
  - Targeted messages to candidates
  - Point-of-testing communications
  - Public relations activities
  - Tip line



# Questions?



# Thank You!



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