Usability

A measure might be suitably reliable and have strong predictive power, but if it is routinely left incomplete or skipped altogether, requires heavy resources to administer, or excludes those with limited literacy skills or tolerance for an extended task, then its value is greatly diminished. Usability is a measure of particular strength for Traitify's assessment. With its focus on images and short captions, it does not tax the respondent's cognitive abilities. In practical use, its usability is evidenced by its 96% completion rate.

Further, the assessment is well received, with surveys indicating a candidate satisfaction rate of 97%.

**Professionals in organizational psychology and those who evaluate and develop psychometric tests often investigate three important features of an assessment: its reliability, validity, and usability.**

**Here’s how the Traitify Big Five Assessment stacks up in each of these categories:**

### 1. Reliability

A person might become a regular patron of a local diner if they enjoy the setting and the location provides essentially the same experience every time. Simply put, the diner has high reliability. If it begins to provide poor service or the coffee tastes unfamiliar, customer loyalty is tested. In behavioral science, a measure is “reliable” if it produces nearly the same results every time it's taken.

The Traitify Big Five was formally evaluated for test-retest reliability as part of its large validation study. Results were reported for each dimension. If a respondent receives a certain Openness score during their initial exposure to Traitify’s assessment, they should produce highly similar Openness scores with every subsequent exposure. We indeed found significant test-retest correlations for each of the five dimensions, at levels considered to be industry standards.

### 2. Validity

An assessment needs to have “construct validity” -- it must measure what it is intended to measure. To gauge this, we compared test takers’ responses to the Traitify Big Five with their responses to two other established measures of the Big Five. Again, correlations for each dimension were noted, and were found to be statistically significant and of a magnitude similar to other short questionnaires. In other words, if Traitify identified a respondent as being low in Agreeableness, two other measures of personality were also likely to identify that individual as such.

The most important consideration is Traitify Big Five assessment’s ability to predict how an individual will perform on the job (its “predictive validity”). We compute this validity for each client using performance data provided. The Traitify Big Five assessment has been shown to predict rates of voluntary and involuntary turnover, time to hire, sales volume and conversion ratios, and other performance metrics.

### 3. Usability

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This isn’t guesswork, this is science.

In partnership with Traitify, Hourly seamlessly serves up a 90-second visual assessment to help hiring managers more intelligently identify best-fit candidates. But, we don't stop there...the solution also serves up tailored insight to candidates, based on their own assessment results, to help them prepare to get the job.

So, how exactly does a 90-second visual assessment work?

We are hourly.com