

Candidate: **Betty Penske**  
Assessment: Internet Marketing Skills and Knowledge  
Completed: July 27, 2024  
Prepared for: Susan Bookman  
HR Avatar Data Collection Account

## Test Results and Interview Guide

The Internet Marketing Skills and Knowledge assessment measures key factors related to high performance and tenure in this job. Attribute types measured vary by test, but can include cognitive ability, skills, knowledge, personality characteristics, emotional intelligence, and past behavioral history. This report includes a one page summary, followed by detailed results with an embedded interview guide. Note that these results should always be used as a part of a balanced candidate selection process that includes independent evaluation steps, such as interviews and reference checks.

## Overall

Candidate	Score	Interpretation
<b>Betty Penske</b> bettypenske@yourcompany.org Internet Marketing Skills and Knowledge July 27, 2024  The candidate's scores indicate moderate to high performance potential in jobs that require Internet Marketing Skills and Knowledge. We recommend that this score be used in conjunction with a comprehensive process for evaluating potential performance, including the specific knowledge, skills, and abilities required for a particular job.	<b>67</b>	

**Key**

- ▼ Candidate Score
- Higher Risk
- Lower Risk
- Custom Baseline (Optional)

## Competency Summary

Competency	Score	Interpretation
<b>Skills/Knowledge (relates to immediate readiness)</b>		
Internet Marketing Skills and Knowledge	67	
Internet Marketing Skills and Knowledge (for Essay)	70	

## Comparison

Percentile scores indicate how the candidate compares to other test-takers within various groups. The candidate scored equal to or better than the fraction of test-takers indicated by the percentile.

Test-Taker Group	Percentile	0	10	20	30	40	50	60	70	80	90	100	
Global	67th												
United States	55th												
HR Avatar Data	62nd												

## Detail

Candidate: **Betty Penske**, bettypenske@yourcompany.org  
 Assessment: Internet Marketing Skills and Knowledge  
 Authorized: July 27, 2024, by Susan Bookman, HR Avatar Data Collection Account, sue.bookman@richardson.biz  
 Started: July 27, 2024, 7:21:20AM EST  
 Completed: July 27, 2024, 7:21:20AM EST  
 Overall Score: 67

## Knowledge and Skills Detail

This section contains a list of job-related knowledge areas and skills that have been evaluated. Low scores in these areas often indicate that additional learning may be required before top performance can be achieved.

Detail	Interview Guide
<p><b>Internet Marketing Skills and Knowledge</b> Score: 67</p> <p><i>Description:</i> This competency covers aspects of Internet-based marketing that an up-to-date marketing professional should know. Terminology, conventions, and various Internet techniques are addressed.</p> <p><i>Interpretation:</i> Candidate should achieve above average job performance in this area with little or no training.</p> <p>Indicates an above average level of Internet Marketing Skills and Knowledge. Usually capable of performing independent assignments.</p>	<p>How do you stay up-to-date on Internet Marketing tools, techniques, and practices?</p> <p>★ 1      ★ 2      ★ 3      ★ 4      ★ 5</p> <p>Makes little or no effort to stay up-to-date      Makes some effort to remain current      Clear approach to staying current.</p> <hr/> <p>How would you rate your ability to write marketing copy and short items, like tweets.</p> <p>★ 1      ★ 2      ★ 3      ★ 4      ★ 5</p> <p>Little expectation of change.      Some expectation of change over time.      Expects and is always on the lookout for change.</p>

Detail	Interview Guide
<p><b>Internet Marketing Skills and Knowledge (for Essay)</b> Score: 70</p> <p><i>Description:</i> This competency covers aspects of Internet-based marketing that an up-to-date marketing professional should know. Terminology, conventions, and various Internet techniques are addressed.</p> <p><i>Interpretation:</i> Above-average writing skills can positively impact performance in many jobs.</p> <p>Indicates an above average level of Internet Marketing Skills and Knowledge. Usually capable of performing independent assignments.</p> <ul style="list-style-type: none"> <li>• Raw computed score: 80</li> <li>• Computed score confidence: 75</li> <li>• Approximate Word Count: 247</li> </ul> <p>Please see below to view the essay submitted.</p>	<p>How do you stay up-to-date on Internet Marketing tools, techniques, and practices?</p> <p style="text-align: center;"> <span style="display: inline-block; text-align: center;">★ 1</span> <span style="display: inline-block; text-align: center;">★ 2</span> <span style="display: inline-block; text-align: center;">★ 3</span> <span style="display: inline-block; text-align: center;">★ 4</span> <span style="display: inline-block; text-align: center;">★ 5</span> </p> <p>Makes little or no effort to stay up-to-date      Makes some effort to remain current      Clear approach to staying current.</p> <hr/> <p>How would you rate your ability to write marketing copy and short items, like tweets.</p> <p style="text-align: center;"> <span style="display: inline-block; text-align: center;">★ 1</span> <span style="display: inline-block; text-align: center;">★ 2</span> <span style="display: inline-block; text-align: center;">★ 3</span> <span style="display: inline-block; text-align: center;">★ 4</span> <span style="display: inline-block; text-align: center;">★ 5</span> </p> <p>Little expectation of change.      Some expectation of change over time.      Expects and is always on the lookout for change.</p>

## Writing Sample(s)

During the assessment, the candidate was asked to write one or more passages. The text they wrote is included in the table below for review.

Writing Sample - Question	Response
<p>Please write an essay describing the keys to creative writing.</p>	<p>This is a sample essay. In a real test situation, the candidate or test taker would write an essay as a part of their assessment, in response to the question associated with this entry. All reports will share their writing as received. In some cases, our artificial intelligence engine will process their response to create a numerical score. Our system also checks for plagiarism, both among previously submitted essays, and the broader Internet. Additionally, spelling, grammar, and style checks are performed.</p> <p>Essay typically are from 150 to 600 words. They can be written in response to an explicit question, or they can be free-form responses to general questions.</p>

## Identity Confirmation Photos

The following photos of the candidate and any identification were uploaded during the assessment session.

### Photo Analysis Results

- Risk:	Medium risk of cheating based on image inconsistencies
- Percent match among processed faces	100%
- Total images processed	17
- Total images with valid faces	14 (82%)
- Total pairs of faces compared	13
- Pairs in which faces matched	13 (100%)



Pre/Post-Test Photo



ID Photo



In-Test Error Detected (No Face Detected)



In-Test Error Detected (No Face Detected)



In-Test Error Detected (No Face Detected)



In-Test Photo



In-Test Photo



In-Test Photo



In-Test Photo



Pre/Post-Test Photo

## Report Preparation Notes

- Hiring decisions should never be based on a single source of information. The most effective use of this assessment report is as a part of a multi-faceted program of candidate evaluation that includes resume review, interviews, and reference checks.
- Overall vs Percentiles Scores: The overall score reflects the success in the test, based on the mean (average) and standard deviation of the test scores. The percentile score reflects the percentage of test-takers who scored equal or below this overall score. We recommend you use the Overall Score as your primary evaluation criteria. However, percentile scores can often be useful in comparing specific candidates against one another and with a group, such as for test takers in a certain organization or within a certain account.
- Note that comparison information is calculated based on completed instances of this assessment at that time the assessment is scored. As additional instances are completed, the comparative data may change. You can always update a report to the current values by clicking on 'Recalculate Percentiles' within the online results viewing pages at [www.hravatar.com](http://www.hravatar.com).
- Most competency scores are norm-based, which means that they can be interpreted in terms of their distance from the average or mean score. For all scales, a score equal to the mean receives a score of 65 and scores above and below this value are set so that a score change of 15 equals one standard deviation.
- For linear competencies, higher is better across the entire scale. For these scales a score between 65 and 80 (light green) represents 0 to 1 standard deviation above the mean and a score above 80 (dark green) represents more than one standard deviation above the mean. Similarly, a score of 50 - 65 (yellow) represents 0 to 1 standard deviation below the mean, while a score of 35 - 50 (orange) equates to 1 to 2 standard deviations below the mean, and a score below 35 represents more than 2 standard deviations below the mean.
- Sim ID: 14138-1, Key: 0-0, Rpt: 68, Prd: 5147, Created: 2024-07-27 12:21 UTC
- UA: Mozilla/5.0 (Windows NT 6.3; Trident/7.0; Touch; rv:11.0) like Gecko

## Score Calculation Detail

The following table provides a summary of how the overall score was calculated from the individual competency scores. Competency scores are calculated on a 0-100 scale by first calculating a Z statistic based on test-taker responses and then transforming the Z value to a scale with target mean and standard deviation. Certain competencies have a normal score distribution where it is best to be closest to the mean. For these competencies we modify the Z statistic by multiplying its absolute value by minus 1 for the overall score calculation. Next, to calculate the overall score, a weighted average of all modified competency Z statistics is computed and this weighted average is itself transformed to a Z statistic, which is then transformed to a score with the same target mean and standard deviation. Finally outlier scores are adjusted if they are below 0 or above 100.

Competency	Score	How applied to overall	Score Value Used	Weight (%)
Internet Marketing Skills and Knowledge	67.5602	Z-Statistic	0.1707	100.0000
Internet Marketing Skills and Knowledge (for Essay)	70.1793	Not used in Overall	0.0000	0.0000

Weighted Average of Competency Z-Scores:	0.1707
Mean applied to Raw Weighted Avg:	0.0000
Standard Deviation applied to Raw Weighted Avg:	1.0000
Normalized Raw Score:	0.1707
Mean:	65.0000
Standard Deviation Used:	15.0000
Final Overall Score:	67.5602

## Notes

(This area is intentionally blank - it's reserved as space for your notes.)