

Tracktest English test *face validity* analysis

Introduction:

The purpose of this analysis is to evaluate the face validity of the Tracktest English tests. Face validity refers to the extent to which a test appears to measure what it is supposed to measure, based on the subjective perceptions of test takers. Face validity is a form of content validity and is an important first step in the validity evaluation process (APA, 2014).

Method:

To evaluate the face validity of the Tracktest English test, we conducted a survey with individual customers who used the Tracktest Core or Complete test. The survey asked the customers three days after they completed their first English test whether they believed their test result reflected their actual English knowledge. It was part of the longer survey where they answered other questions for the Net Promoter Score (NPS) study. The responses were collected via the Google Forms during the year 2022 and analyzed using descriptive statistics.

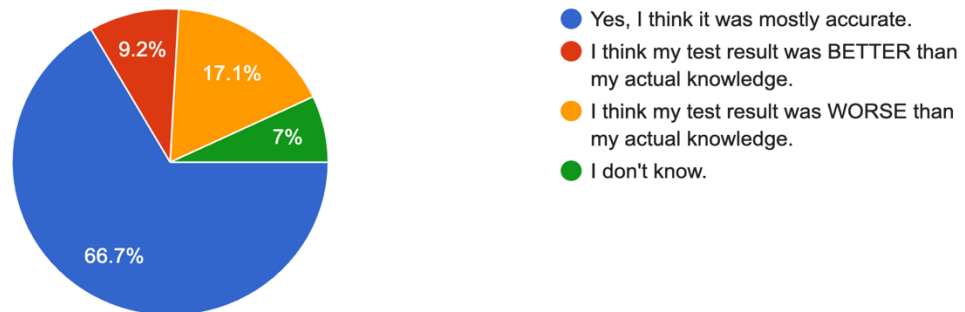
Results:

Of the 228 customers who responded to the survey, 66.7% answered "Yes, I think it was mostly accurate", indicating that they believed their test result reflected their actual English knowledge. This is a positive indication of the face validity of the Tracktest English test.

On the other hand, 9.2% of customers answered "I think my test result was BETTER than my actual knowledge", and 17.1% answered "I think my test result was WORSE than my actual knowledge".

Do you think that your test result reflected your actual English knowledge?

228 responses



Conclusion:

Based on the results of this study, the Tracktest English test appears to have positive face validity as most customers believed their test result accurately reflected their English knowledge.

Face validity is an important first step in the validity evaluation process, but it should not be the only method used to assess validity. As noted by *Messick (1995)*, face validity alone cannot establish validity because it is based on subjective perceptions and does not assess the underlying construct being measured. Therefore, further research is needed to establish the construct validity and reliability of the Tracktest English test which we are addressing in our other validity and reliability studies.

References:

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