

TEST QUALITY & VALIDITY

The Parrot Language Test



ABOUT THE PARROT LANGUAGE TEST

Established in 2018, Parrot is a new, exciting player making big waves in an industry not otherwise known for innovation, speed, and customer care. While its approach, like the company, is a new one, it is based on decades of hard-earned wisdom and experience. The Parrot executive team has drawn on over 50 combined years of experience in language assessment to design a methodology that solves long-standing problems and opens new opportunities for its clients.

By embracing new technology, prioritizing user experience, and questioning stagnant industry assumptions, Parrot is providing a revolutionary new kind of language testing. Of course, none of that would matter if their results weren't also unquestionably valid. As such, Parrot has invested considerable time and financial resources in fine-tuning its method to meet and exceed industry standards for validity.

As a privately held company, Parrot does not publicly release its full form validity studies, financials, or test volumes; nevertheless, the Parrot team understands its crucial mandate to demonstrate that the Parrot Language Test does what they claim it does, without causing any adverse impact. In service to that mandate, Parrot provides the following information for the comfort of its prospective clients and partners.

Methodological Rigor

The Parrot Language Test's patent-pending methodology was designed by Bill Hindle, Chair of the Testing Committee of the American Society of Testing and Measurement (ASTM) and active member of the US Gov't's Interagency Language Roundtable (ILR). As such, it was designed to exceed those groups' lofty standards for validity, as well as to satisfy the expansive needs of a full spectrum of organizations.



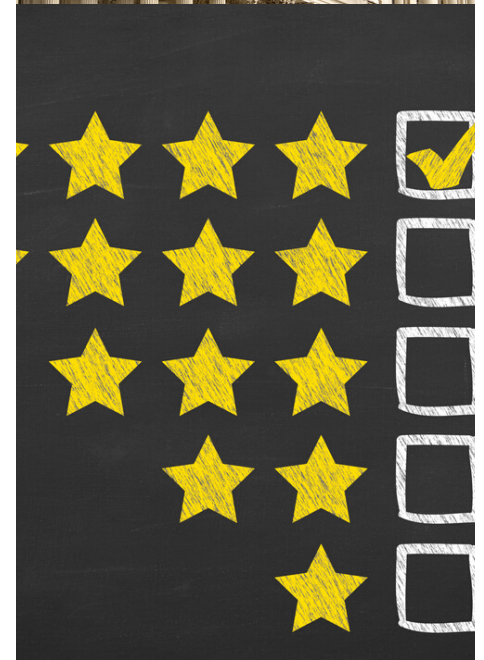
Government Rating Standard

Parrot tests are evaluated on the US government's interagency proficiency framework: the ILR proficiency scale. The ILR scale is the most commonly used rating scale in the United States in both the public and private sectors and is widely considered the standard for cross-organization communication of language proficiency.



2x More Data

Parrot gathers and analyzes responses to four distinct prompts per proficiency level tested. Almost all other tests use two, meaning that Parrot uses a 100% larger pool of data for issuing its ratings. This allows Parrot to certify language skills with greater assurance and confirmation of level.



Multi-Stimulus Prompts

Every prompt on the Parrot Language Test includes three distinct stimuli: audio prompts, on-screen text, and visual accompaniment (image or video). No other test offers this level of immersive test-taking. This eliminates rating biases unrelated to language proficiency, reduces test-taker anxiety, and ensures a more accurate rating.

Consistency of Results

The reliability of a language rating methodology hinges on consistent, repeatable results. Because of a measure of subjectivity inherent to human rating models, the industry's acceptable standard for inter-rater reliability, or how frequently raters agree on the rating of a specific response, is 70%. That isn't good enough for Parrot. By testing and fine-tuning its methodology, Parrot has achieved an inter-rater reliability rate of 90%, far exceeding industry standards and norms.

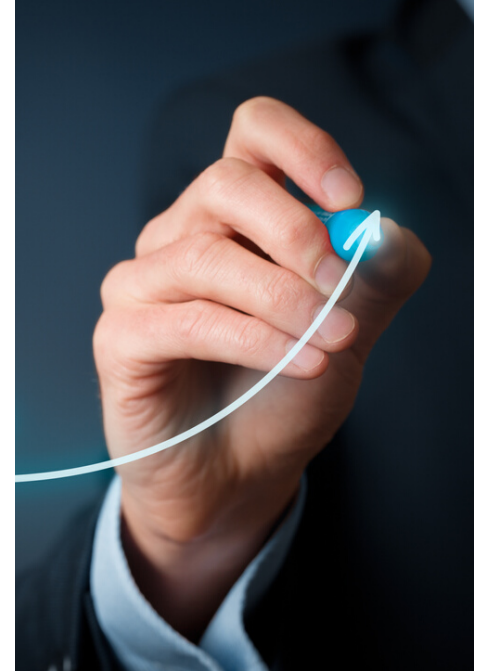
Triple-Verified Ratings

Almost all other language tests require the participation of one single human rater. Very few require agreement between two of them. Parrot's methodology requires an agreement of blind ratings from three independent raters before a certification is issued. This improves the reliability of Parrot certifications by minimizing the impact of subjective rater influence.



Continuous Quality Improvement

Parrot maintains an active and multi-layered program for quality assurance, utilizing both machine analysis and human review. With a sufficiently broad and redundant review process, Parrot is equipped to discover and address potential problems before they impact certifications in any way.



No Skill-Source Bias

Language testing companies frequently provide a broad range of other language services from language learning to interpretation. Such participation exposes these companies to potential bias by favoring aspects of language emphasized in their other programs. Because Parrot does not participate in these areas, it has no such bias and rates all responses without regard to the ways in which language skill may have been developed.



Total Remote Security

Parrot is the only remote test that utilizes proctoring technology to confirm the identity of the candidate. By combining technological and human-based security checks, Parrot confirms that every certificate issued is based on responses provided exclusively by the stated candidate. This level of assurance is otherwise unavailable in the industry.



Provision for Legal Defense

Validity is not only an issue of practical value--language testing clients typically require tests that will stand up under legal and regulatory scrutiny. Parrot has done the work required to sustain that scrutiny and, as such, commits to defend its assessment and rating process in all legal environments. Parrot's clients need a legally defensible test, and Parrot not only provides it, they guarantee it.



QUESTIONS?

Parrot's expert team stands ready to discuss these criteria as well as any other concerns or questions you may have about the quality, rigor, and validity of the Parrot Language Test.



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