

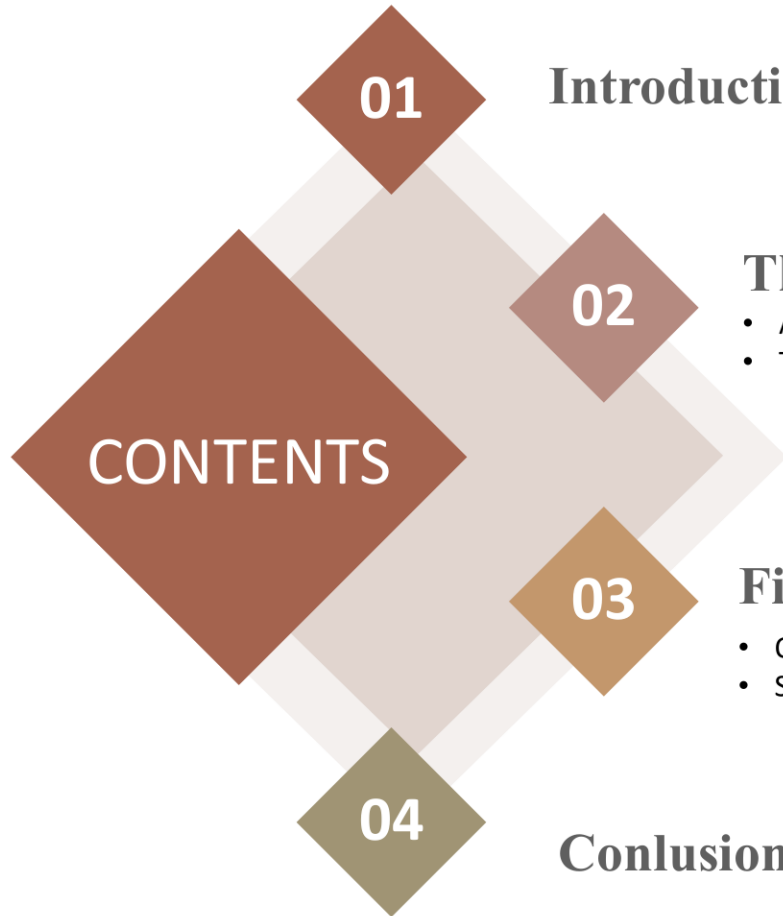
ICT-days  
8<sup>th</sup> edition

# SWOT ANALYSIS OF ONLINE ASSESSMENT

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01

## Introduction

02

## Theoretical and methodological framework

- An overview of e-assessment models.
- Theoretical framework swot analysis.

03

## Findings

- Quality criteria for e-assessment.
- SWOT analysis results.

04

## Conclusion



# Part 01

## INTRODUCTION

- ASSESSMENT VS E-ASSESSMENT



# Objective

The objective of this work is to analyze the strengths, weaknesses, opportunities and threats (SWOT) of assessment practices and models

# Part 02

## Theoretical and methodological framework

- Overview of e-assessment models
- Theoretical framework of swot analysis

# • Overview of e-assessment models: Audet (2011)

## Entirely online assessments

Formative and summative questionnaires with automatic correction and personalized feedback



## Online assessment activities

Assessment of which the correction is not automated.

## Assessment support

Where assessment does not take place on the web, but is facilitated by online tools



Theoretical framework of swot analysis : **based on litterature review**

# SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	<b>S</b> Strengths	<b>W</b> Weaknesses
External origin (attributes of the environment)	<b>O</b> Opportunities	<b>T</b> Threats

- ✓ Identify and clarify the subject and objectifs
- ✓ Do the documentary research
- ✓ Analyze the literature to fill in the matrix
- ✓ Write the SWOT and then elaborate the perspectives or recommendations



# Part 03

## Findings

- Quality criteria for e-assessment models.
- SWOT analysis results.

# Quality criteria for e-assessment models.

**Validity**



**Fidelity**



**Diagnosticity**



**Fairness**



**Practicality**



**Transparency**



**Authenticity**



**Self-assessment**





# SWOT analysis:

## Strengths

- An objective evaluation
- Quick/Direct feedback to users
- tests on-demand and at any time

## Opportunities

- Admission tests
- Diagnosis and personalization
- Collaborative work

## SWOT

## Weaknesses

- Internet connectivity issues
- Development costs
- Academic dishonesty

## Threats

- Safety and technical reliability
- The social values



# Part 04

## Conclusion

# Conclusion

*"Even these new ways of assessing may be only a transitional step in a world of rapidly changing technologies, needs, and expectations for training. Are rapidly changing."*

Elliott (2008)



◆ Thank you ◆

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