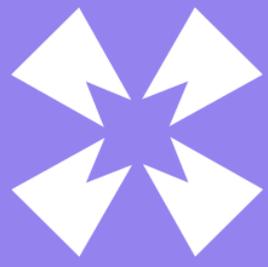


# MINDMILL (HR) SOFTWARE LTD

## DATA NORMING



### DATA NORMING

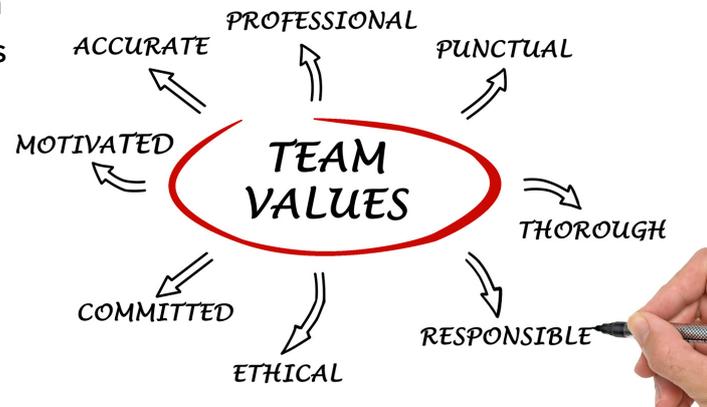
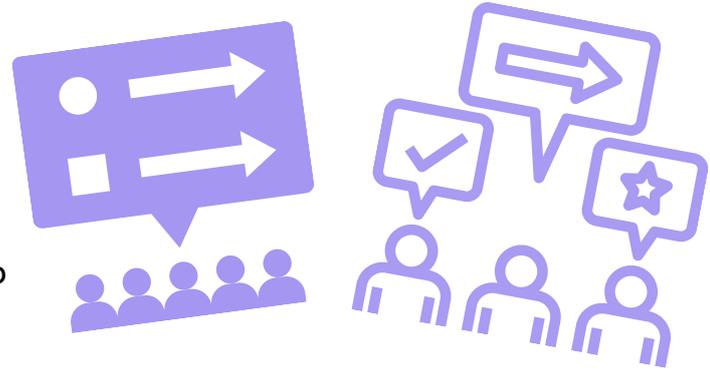
Norms can be identified as the established values, beliefs and behaviours of a particular group of individuals, that is, a norm group.

There are expectations of an average population group based on multiple observations.

The norm group can range from a general sample, such as the UK population to a more specific sample, such as female graduate salesperson.

In other words, a group of people are tested to determine the scores that are typically attained.

It is important to ensure that an individual is compared to the appropriate norm group.



### MINDMILL NORMS

Mindmill assessments are normative assessments indicating that results will be compared to the appropriate comparison group.

Normative assessments measure quantifiable characteristics on individual scales. The individual scales can vary independently. The scores measure characteristics of an individual against confirmed patterns of normality (e.g. bell curve).



**NORMS**

### COMPARISON GROUPS

Comparison groups can be general such as a representative sample of the UK population or Graduate samples, or they can be specific such as a representative sample of Administrators in NI.

Mindmill has a set of Norms for several populations (EU, UK, MENA South Africa, USA, among others) but can also develop company specific norms.

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Advantages of this include the capability to benchmark potential employees to existing employees.

The norms are analysed regularly to reflect the differences in society, for example across cultures, between different job roles, between different companies with the same job roles and so on.

Mindmill advise at least 150 individual data sets are included when creating specific norm groups.

## **NORM: PERCENTILES**

A Percentile indicates the proportion of the comparison group whose scores were lower than an individual's score.

Mindmill convert raw scores into percentiles. For example, if a candidate completed 75 out of 75 questions correctly in the time frame, they would have 100% accuracy.

However, to find out if it this a good score we need to look at how this score compares to the norm group. Only then we can assess with confidence whether the result is within or outside the average for a given population.



## **NORM: RETEST NORMS**

Mindmill Retest Norms are created for individuals who have completed the assessment twice.

Having retest norms ensures that results are being compared to a group of others (selecting the most appropriate norm group) who also have completed the assessment twice.

This ensures fairness as individuals who complete the assessment more than once have the advantage of familiarity, less apprehension and knowing what to expect, and their scores may differ accordingly.

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