

HALF-DAY WORKSHOP

Embracing Generative AI in People Assessments

Date:

Friday, 28 November 2025

Venue:

Taste, Bluevalley Hills, Centurion

Time:

9:00 – 12:00

Registration Request

Join Prof. Richard Landers in an immersive, practical workshop exploring how generative AI is reshaping pre-employment assessment. This interactive session will combine research insights with applied demonstrations, giving participants hands-on exposure to both the opportunities and challenges of using AI in assessment.

SECTION 1

Generative AI in Action – Opportunities for Assessment

Generative AI is changing how assessments are created, delivered, and scored. In this section, we explore how AI offers new efficiencies and capabilities in assessment design and administration.

- 🔴 **Rapid Content Generation:** How AI accelerates item writing and stimulus creation, using text and video generation for traditional psychometric tools.
- 🔴 **Expanding Modalities:** The emergence of adaptive video assessments and real-time conversational agents that extend assessment possibilities beyond conventional formats.
- 🔴 **Scoring Innovation:** AI's ability to evaluate unstructured multimedia data, including open-ended written responses and recorded interviews, at scale and with high quality.

SECTION 2

Risks and Vulnerabilities – The Dark Side of Generative AI

While opportunities abound, generative AI also brings significant challenges. This section highlights the vulnerabilities that organisations and assessment providers must address to ensure fairness and rigour.

- 🔴 **Cheating and Faking:** The proliferation of new methods for candidates to “game” assessments, enabled by AI tools not previously available.
- 🔴 **Detection Challenges:** The increasing difficulty of identifying AI-assisted responses due to the sophistication and realism of generated content.
- 🔴 **Systemic Risks:** How widespread misuse could undermine trust in assessment results, requiring new strategies for safeguarding validity.

SECTION 3

Navigating the Future – Balancing Innovation with Integrity

The impact of generative AI is profound but navigable. This section considers how assessment science and practice can evolve to harness AI responsibly, drawing on research in industrial-organisational psychology and human-computer interaction.

- 🔴 **AI Fundamentals:** The key principles practitioners need to understand in order to integrate generative AI effectively.
- 🔴 **Responsible Adoption:** Balancing the efficiency and innovation AI provides with ethical considerations and scientific standards.
- 🔴 **Practical Pathways Forward:** Emerging best practices for adopting AI in assessments while safeguarding fairness, diversity, and reliability.

Prof. Richard N. Landers Ph.D. *John P. Campbell Distinguished Professor of Industrial-Organizational Psychology, University of Minnesota (USA)*



Richard N. Landers is Principal Investigator of TNTLAB (Testing New Technologies in Learning, Assessment and Behavior). His academic research focuses on the use of innovative technologies, including artificial intelligence, games, and gamification, to advance psychometric assessment, employee selection, and adult learning.

He is a Fellow of the Society for Industrial and Organizational Psychology (SIOP), the American Psychological Association, and the Association for Psychological Science, and will serve as President of SIOP (2025–2026). He is the incoming

editor of Technology, Mind, and Behavior, an interdisciplinary journal at the intersection of psychology and computer science.

Prof. Landers has authored textbooks, edited scholarly volumes, and published widely in leading journals. His expertise is recognised globally, with media features in Forbes, Business Insider, and Popular Science. He is also president of Landers Workforce Science LLC, where he consults internationally on employee hiring systems incorporating AI and machine learning.