

# English language testing for a TikTok generation

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Pearson

# Buzzword bingo

Pandemic

Trying times

New Normal

Influencer

Disruption

Blockchain

Unprecedented times

Extraordinary times

Agile

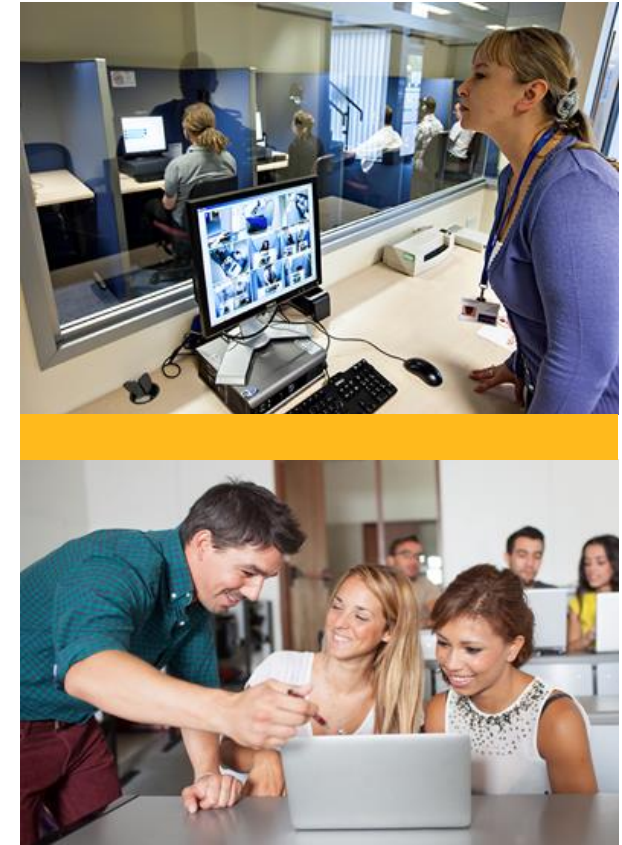
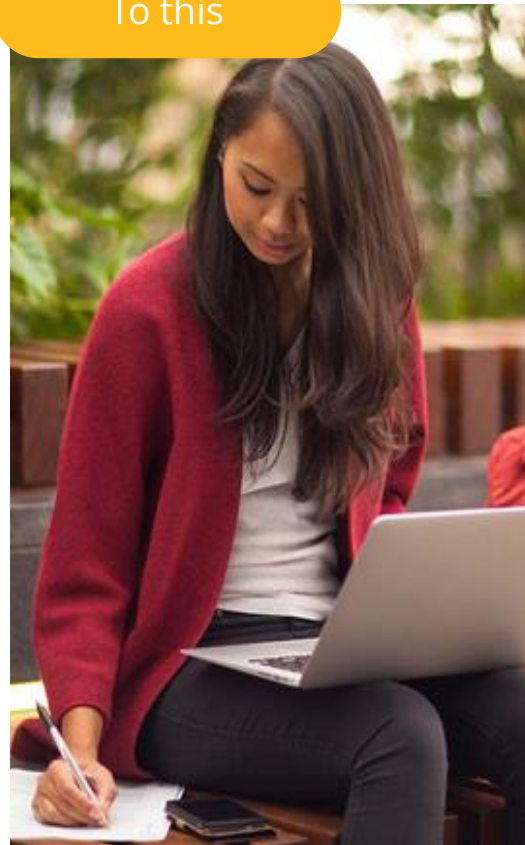
A.I

# Changing landscape of learning and assessments

From this



To this

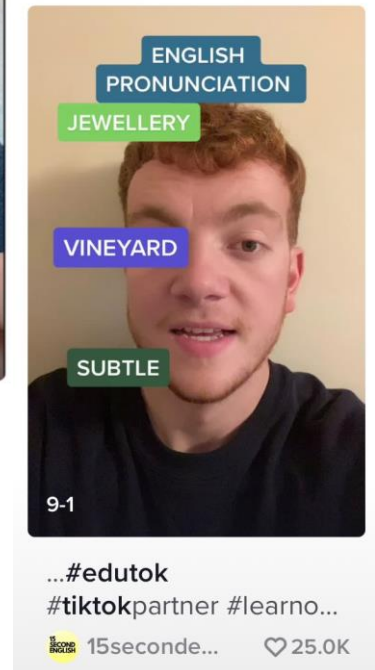
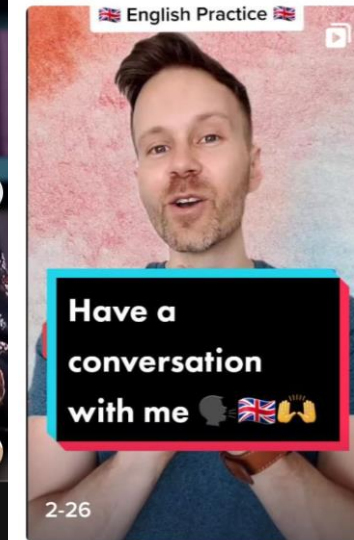


# TikTok Generation

- Roughly 50% of Tik Tok's global audience is under the age of 34
- 41% per cent are aged between 16 and 24



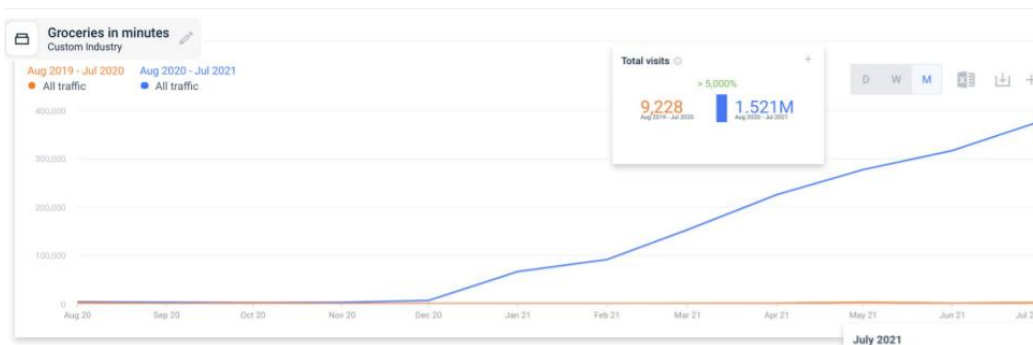
## #edutok



# On demand consumerism

Top 20 websites in the world now include Netflix , Amazon and Youtube

The “groceries in minutes” industry has exploded during covid, reaching 1.5M



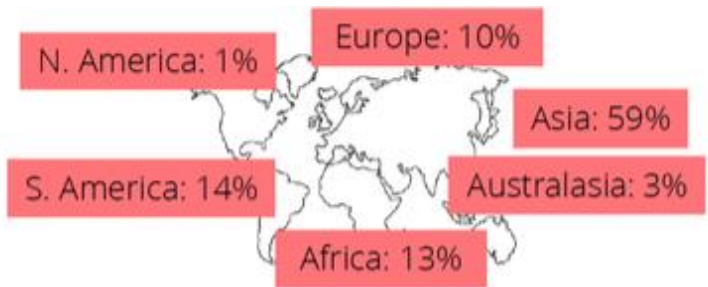
## *What's for Dinner? Canadian Consumer Winter 2021 Research*

- report indicates that food delivery service users spend more time on digital media than the average Canadian adult,
- they spend more time with magazines, both print and online, and use public transit more frequently since they drive less than the average Canadian,
- highest users age range spans across GenY - 1981-96 @ 34%, GenZ – 1997-2012 @ 28%, & GenX 1965-1980 @ 22%,
- not surprisingly, students use food delivery services most often at 26%, followed by MOPEs (managers, business owners, professionals, or entrepreneurs) at 25%
- & on average, households with children order from food delivery services more often each month and spend more per order

# Pearson learner survey | Respondent Profile



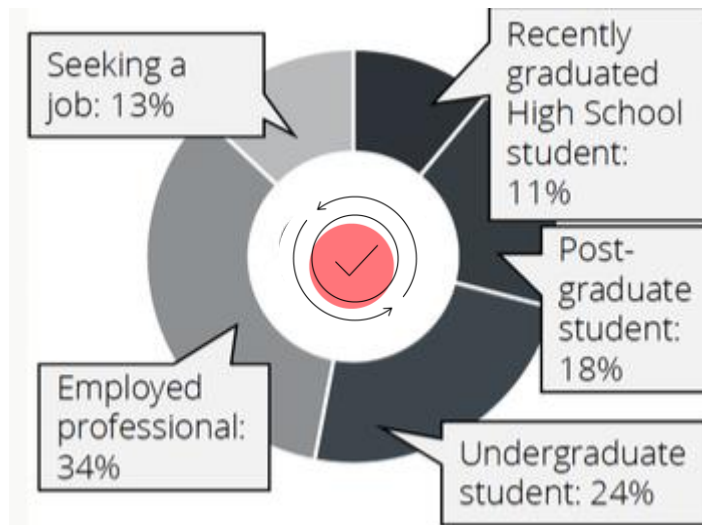
## Nationality by continent



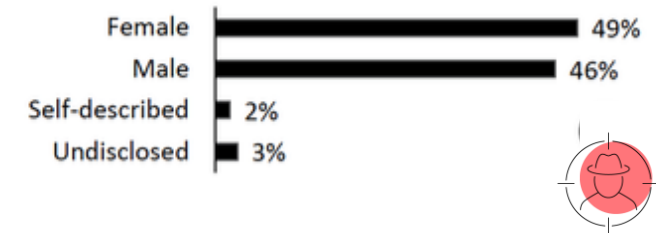
## English proficiency level

- A1 / GSE 21-29: 7%
- A2 / GSE 30-36: 4%
- A2+ / 37-42: 4%
- B1 / GSE 43-51 / IELTS 4: 4%
- B1+ / GSE 52-59 / IELTS 5: 5%
- B2 / GSE 59-67 / IELTS 5.5: 10%
- B2+ / GSE 68-76 / IELTS 6.5: 18%
- C1 / GSE 77-84 / IELTS 6.5-7.5: 25%
- C2 / GSE 85-90 / IELTS 8-9: 11%
- Unknown: 11%

## Education/employment status



## Gender



## Age

- 18 - 21: 17%
  - 22 - 25: 24%
  - 26 - 30: 25%
  - 31 - 35: 16%
  - 36 - 40: 9%
  - 41 - 50: 6%
  - 51 - 60: 1%
-

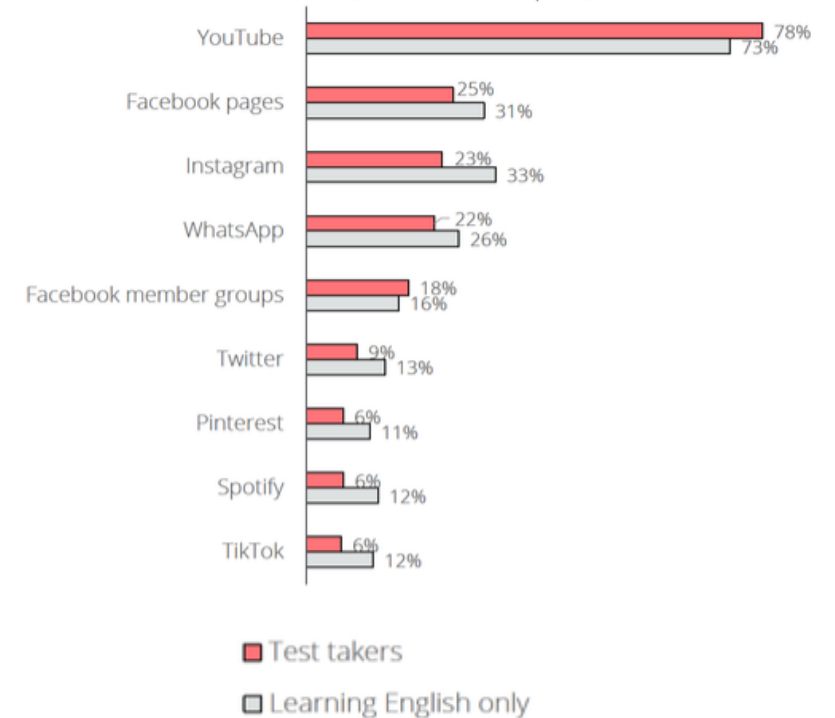
# Learning in a modern world

Learning patterns have shifted in the past decade.

72% of test takers now report that they learnt English with YouTube

Websites used to learn English	English learners (without test)	Test-takers
YouTube (English YouTube Teachers)	67.8%	72.5%
BBC Learning English	36.1%	31.7%
British Council	22.1%	30.6%
E2Language	5.5%	32.4%
Duolingo	34.8%	17.1%

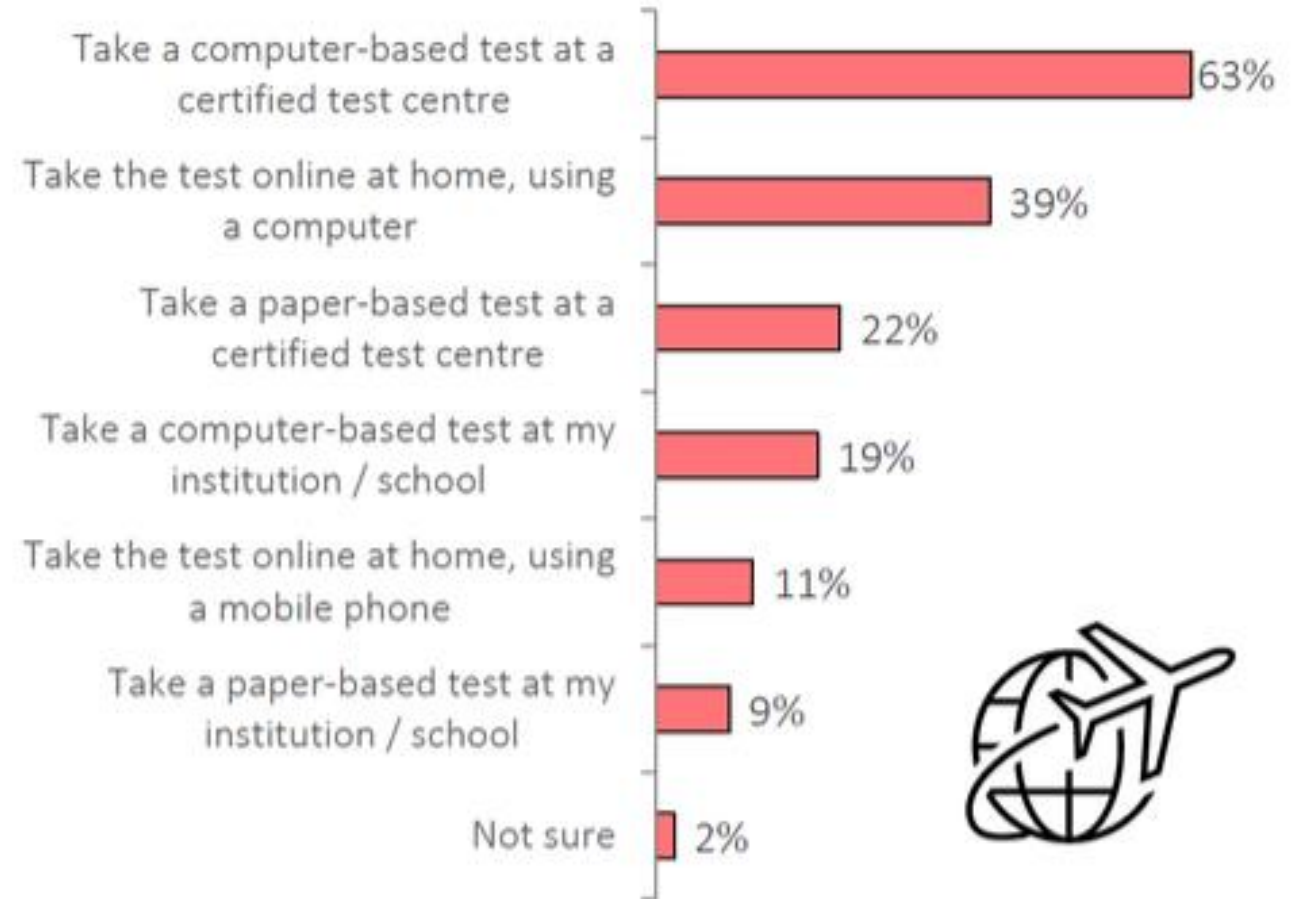
Which of the following social media channels have you used to help you learn English?  
(Multi-choice, top 10)



# English language testing preferences

Thinking about how you would prefer to take an English language test, which of the following is the most appealing to you?

(Multi choice, max 2)





# English language testing preferences

## Prefer a test centre

- Home can feel too relaxed with too many possible distractions
- Centres offer a controlled environment
- Centre staff can assist with issues
- Motivation of other test takers (centre testing more serious)
- Paying for the experience

*"I would rather sit in the classroom and have a formal test, it would make you feel formal and make you feel you respect the test. Actually you pay that much money you deserve a good, formal environment to do it"*

Post graduate student – China

## Prefer at home testing

- Home was more relaxed
- Preferred to work with familiar equipment
- Might be disrupted by other test takers
- Found other test takers intimidating
- Due to the pandemic, felt safer at home

*".....in home you feel comfortable, you are sitting in your own room, you don't have to face the whole atmosphere over there, you don't have to listen to the people around you talking very fluently in English and making you feel that you are not as much educated or qualified as them. So you can simply sit in bed and take your test online....."*

Highschool Student – South East Asia

# PTE Academic solutions

Continuing to provide reliable, accurate and secure results with an even more convenient test experience

PTE Academic is getting shorter!

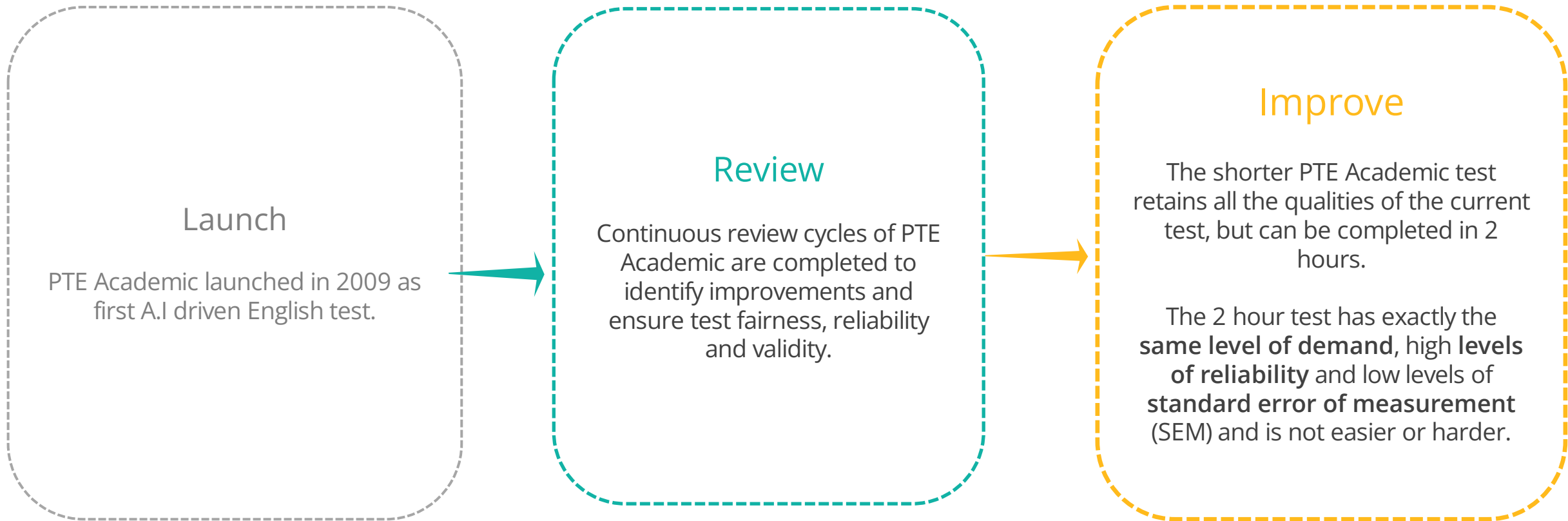
PTE Academic (including UKVI)  
will be a 2-hour test

Testing commenced on November  
16<sup>th</sup>, 2021.

We have launched an online  
proctored test -  
PTE Academic Online

Testing commenced on January  
11<sup>th</sup>, 2022.

# Changes based on research



# PTE Academic – shortened test format

*As a result of the analyses of performance over time, we have established that the PTE Academic can be shortened in terms of testing time, yet still retain the same level of demand. All 20 item types are still used, and each language skill is fully assessed in order to give a valid and reliable skill and overall test score. The reliability of the new test remains very high, and the Standard Error of Measurement (SEM) remains the lowest in global language testing.*

Dr Rose Clesham  
Director, Academic Standards  
Pearson Language Testing

Clesham, R. (2021): [PTE Academic research summary of shortened test form at https://www.pearsonpte.com/research/published-research](https://www.pearsonpte.com/research/published-research)

# PTE Academic updates

## What is changing:

- Test duration (from 3 hours to 2 hours)
- Fewer questions (from 70-82 to 52-64)
- No break

## What isn't changing:

- Types of questions in the test
- Reliability and validity of scores
- Score requirements

# Test timing changes



Overall testing time –  
approximately 2hrs

Part	Content	Old test times	New test times
Introduction	Personal introduction	1 minute	No change
Part 1	Speaking and Writing	77-93 mins	54 -67 minutes
Part 2	Reading	32-41 mins	29-30 minutes
<i>Optional Scheduled Break</i>		<i>10 minutes</i>	<i>Removed</i>
Part 3	Listening	45-57 mins	30 – 43 minutes

# Introducing PTE Academic Online

OnVUE

PTE Academic Online is powered by OnVue, Pearson's secure testing software, to provide a combination of AI and human input to deliver a best-in-class secure remote proctoring solution

PTE Academic Online is **identical in content and item types** as the regular PTE Academic test, across the four skills of English language proficiency: speaking, listening, reading and writing.



# A convenient and secure testing solution

Test centers can impose a barrier to access.

- Online testing offers **greater access** to PTE Academic testing in a variety of different situations
- PTE Academic Online uses the ideal **combination of AI and human input** to deliver a best-in-class secure remote proctoring solution
- PTE Academic Online is **identical in content and item types** as the regular PTE Academic test, across the four skills of English language proficiency



## Test center

In person invigilation

Full control

Reduced access



## Online

Remote proctoring

Less control

Wider access



# PTE Academic Online

The test is:

- **two hours** in duration
- **scored in the same way** as PTE Academic and reports on the same scale
- **online format** indicated on score reports
- available online in **most locations worldwide**
- available **NOW**

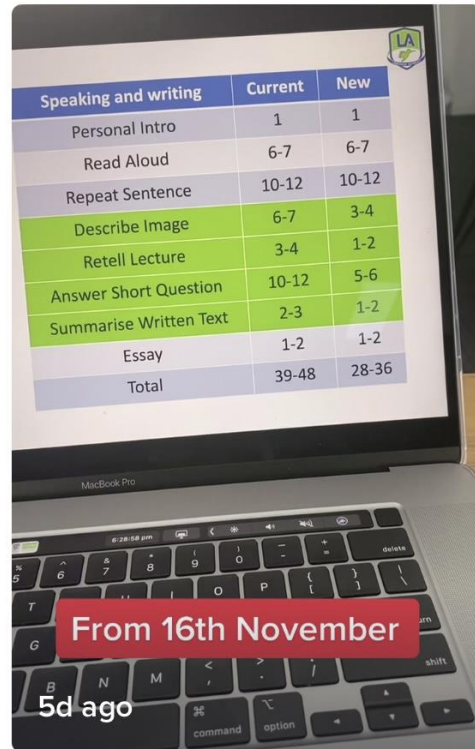
*\*The test is not accepted by governments for visa purposes*



**To complete PTE Academic Online,  
a test taker needs:**

- A quiet, private location
- A reliable computer with a webcam
- A wired headset
- A strong internet connection
- Download and run the OnVUE software

# English language testing for a Tiktok Generation



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