

Weird Science: How do we know it works?

Weirdly's technology is based on recognised Organisational Psychology theory, and processes that are in-line with industry best practice. Still, we expect you'll have some questions about the nuts and bolts, so here's a breakdown of the science that makes us tick.

1. How do we know the questions we're asking really measure your values?

To make sure we're assessing the right values, we use the Weirdly Culture Lab to dissect and analyse your values profile.

To validate Weirdly quizzes, we use statistical analyses, including correlational and means testing, which confirm that the values are accurate and are being measured satisfactorily. Organisational Psychologists and subject-matter experts oversee every one of our new quizzes and maintain them over their lifecycle.

The reliability of Weirdly quizzes is confirmed regularly to ensure that our quizzes are consistently testing the targeted values. We assess this with Cronbach's Alpha, which is typically between 0.8 and 0.9.

Core Objective

Weirdly aims to assess whether a subject is aligned with a company's values, attributes and the key characteristics that contribute to internal culture.

2. How do we know our quizzes aren't biased?

Again, we utilise statistical analysis for this. Effect size for group differences is measured with Cohen's d. and group means are compared with either a t test or ANOVA (depending on the number of groups). Also we use the 4/5th rule to confirm that there is no gender bias.

Protected classes or specific demographic groups are compared by effect size to ensure bias isn't a factor. For example, we analyse results as they come in to assess what effect being female vs male has on quiz scores.

In instances where we can collect additional data from a customer, we can perform deeper analysis to track bias and inclusivity - either based on our diversity data module or post-application data collected from another part of the customer's HRStack.

3. How do you know we've understood your culture?

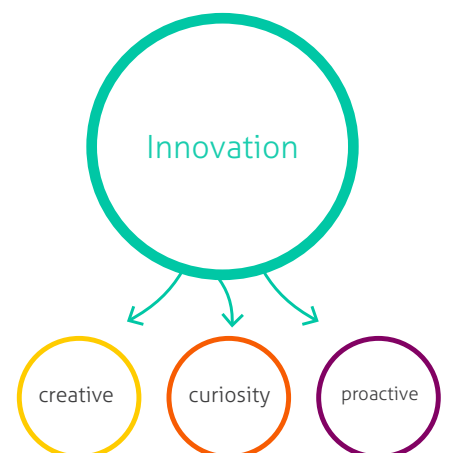
The Weirdly Culture Lab performs an analysis to uncover the core values that underpin your culture. This takes two parts:

- 1) Dissection of official or stated "organisational values". These are supplied and described by you, with interview workshopping by our team to confirm correlation between those stated values, and our Weirdly Culture Lab system values.
- 2) Our validation quiz is sent out to culture ambassadors and subject matter experts within your org to provide a stack ranked view of core value priorities.

4. How do we post validate?

Based on data collected from post-application and/or post-hire phases, we reconcile the results of successful candidates and compare against previously captured employee quiz results.

Using this same method, we assess which factors are high or low indicators to hire, high performance and retention. This enables us to constantly improve quiz performance.



If you have any questions, please contact Sascha at sascha@weirdlyhub.com or **+61 404 981 904**

