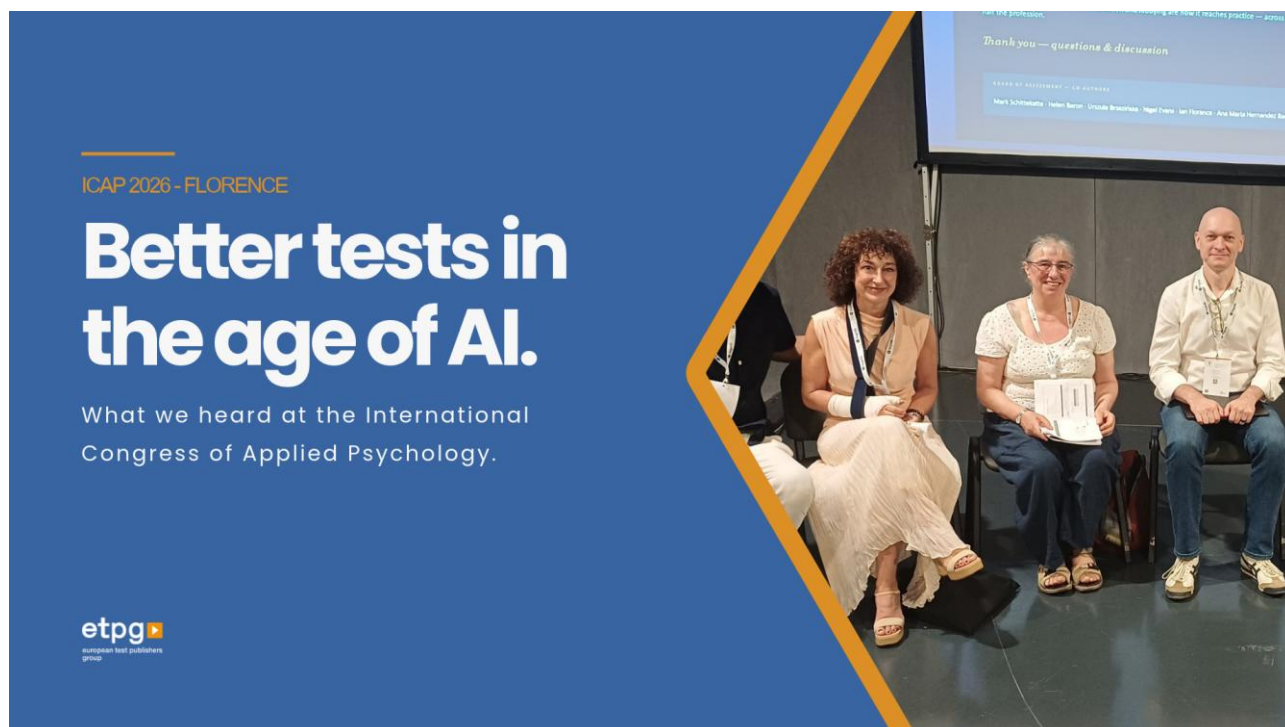


WHITE PAPER · CONFERENCE INSIGHTS



TOPIC

**Psychological
assessment**

FOCUS

**AI and test quality
standards**

CONTRIBUTOR

**European Test
Publishers Group**

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“It is now easier than ever to build and sell a test, and harder than ever for a buyer to tell a good one from a bad one.”

An ETPG publication prepared for the European Test Publishers Group by **Ian Florance**.

ICAP 2026: ETPG in Florence

AI dominated the conversation at the 31st International Congress of Applied Psychology (ICAP), Florence, 21–25 July 2026. For test publishers and test users, the bigger question underneath it was quality: who sets the standard for a good test, and how does that standard reach practice when technology, regulation and the market are all moving at once?

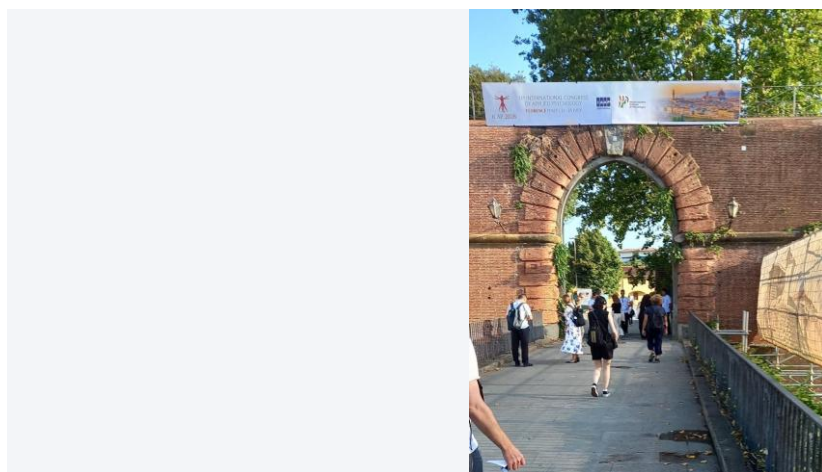
This paper summarises what ETPG members contributed and what we heard. ETPG members were visible across ICAP 2026, as sponsors, exhibitors, presenters, chairs and panellists.

The congress took place in the Fortezza da Basso, a 16th-century fortress built into Florence's 14th-century city walls and now remodelled as a world-class venue. It sits about 20 minutes' walk from the historic centre, close to Santa Maria Novella, where the gala dinner was held. Like the rest of Europe that week, the city was in searing heat; the venue coped well.

ETPG's presence included:

- **Hogrefe** and **Giunti Psychometrics**, two of the large groups in ETPG's membership, were main sponsors. Both ran stands in the exhibition hall with events, launches and products.
- **Dragos Iliescu** featured in nine sessions as panellist, presenter and chair. He also gave the presidential address for Division 2 (Psychological Assessment and Evaluation) of the International Association of Applied Psychology (IAAP).
- **Antonia Hogrefe** took part in six sessions, including one on faking tests in the age of generative AI.
- **Ian Florance**, ETPG's Executive Director, joined a roundtable on the updated EFPA Test Review Model, alongside Dragos Iliescu and Urszula Brzezińska of ETPG member Pracownia Testów Psychologicznych Polskiego Towarzystwa Psychologicznego.

FIGURE 1 ICAP 2026 AT THE FORTEZZA DA BASSO



Delegates arriving at the congress venue, built into Florence's historic city walls.

02

AI dominated the agenda

As at most recent conferences, technology, and AI in particular, led both the session programme and the conversations over (very good) coffee.

The discussion has moved beyond whether AI will change assessment. Delegates were asking how it is already changing it, at every stage:

- **Development:** AI is being used to build tests, bringing new professional skill sets such as data scientists into a field long led by psychometricians.
- **Delivery:** online and mobile assessment is now the norm, and AI shapes how tests are administered and scored.
- **Integrity:** the session on faking tests in the age of generative AI addressed a pressing question for publishers. When a candidate can ask a chatbot how to answer, what does a test result still tell us?
- **Use of results:** AI is increasingly used to deliver unmediated therapy, coaching or counselling based on test results, with no qualified professional in the loop.

03

The updated EFPA Test Review Model

The roundtable on the updated EFPA Test Review Model (TRM) was very well attended, a sign of how much this work matters to the profession.

37

Countries covered by EFPA

~50%

Of the world's practising psychologists within EFPA's reach

v5.0

Updated Test Review Model, published summer 2025

Insights and impacts for applied psychologists using tests

Panel: Nigel Evans (NEC Advisory, UK), Mark Schittekatte (Ghent University, Belgium), Ian Florance (European Test Publishers Group, UK), Urszula Brzezińska (Pracownia Testów Psychologicznych PTP, Poland), Ana Maria Hernandez Baeza (University of Valencia, Spain), Dragos Iliescu (University of Bucharest, Romania) and Helen Baron (independent practitioner).

FIGURE 2 THE ROUNDTABLE PANEL AT ICAP 2026



Members of the EFPA Board of Assessment team who revised the Test Review Model.

The EFPA Board of Assessment (BoA) set out to develop and improve assessment practice in Europe. It was one of the oldest and largest working groups of the European Federation of Psychologists' Associations (EFPA). The panel shared what the BoA's work has achieved, focusing on the updated TRM (version 5.0), published in summer 2025.

EFPA covers 37 countries, giving it reach into the practice of almost half the world's practising psychologists. The panel asked how far that has taken us, and where to focus next, across five areas:

- Using the [European Test Review Model v5.0](#) (EFPA, 2025) for official and unofficial reviews
- Test user standards, with EuroTest certification for meeting expected competence
- Online and mobile assessment, drawing on the European survey of test attitudes
- Digitisation, AI and other technological advances
- Lobbying governments and institutions across member countries

“The model is the structure. Implementation and lobbying are how it reaches practice.”

04

Issues affecting assessment quality

Ian Florance's slides set out nine pressures on assessment quality, which explain why the session drew such interest.

They fall into three groups.

Technology

- Use of technology, particularly AI, in test development and delivery
- New professional skill sets in test creation, such as data scientists
- Use of AI to deliver unmediated therapy, coaching and counselling based on results

The market

- Popular, cheap, non-scientific tests, especially in industrial and organisational (I/O) settings
- Lower cost of entry into assessment creation and marketing
- The role of online influencers

The institutional framework

- Changing legal frameworks, particularly privacy and intellectual property
- Changes in psychology training, and reduced research funding in certain countries
- Changes in one standards body (EFPA), and no agreed central quality standard

Taken together, it is now easier than ever to build and sell a test, and harder than ever for a buyer to tell a good one from a bad one.

05

What this means for test publishers and users

Quality standards only protect test takers if people use them. That was the thread running through ICAP 2026.

01 Standards need a home

With changes at EFPA and no agreed central quality standard, the profession needs a clear, shared benchmark. The updated TRM v5.0 is a ready-made structure for one.

02 Reviews need to be used

The TRM works for official and unofficial reviews alike. Publishers, buyers and practitioners can all apply it.

03 **Test users need recognised competence**

User standards and EuroTest certification give organisations a way to check that the people using tests are qualified to do so.

04 **AI needs evidence, not just enthusiasm**

AI in development, delivery and interpretation should meet the same tests of reliability, validity and fairness as anything else, and faking and unmediated use need specific attention.

05 **Advocacy matters**

Lobbying governments and institutions is how standards reach practice across 37 countries.

ETPG will keep contributing to this work on behalf of its members, and we welcome conversations with anyone who shares these concerns. Our next conference takes place on 16–18 June 2027.

SOURCES

References

European Federation of Psychologists' Associations (2025). EFPA review model for the description and evaluation of psychological and educational tests, version 5.0.

<https://www.efpa.eu/resource/efpa-test-review-model-version-2025/>

ABOUT

The European Test Publishers Group

A group of psychological test publishers, all based in Europe, formed in 1991 to help create an intellectual and commercial environment which values scientific measurement in psychological testing.

ETPG supports its members and works with test customers, users, developers, researchers, academics and policy makers. Its annual conference focuses on new developments in psychological testing, and its white papers on key testing topics contribute to scientific and professional conferences as well as relevant policy proposals.

ETPG works with other associations — including the European Federation of Psychologists' Associations (EFPA), the International Test Commission (ITC) and the Association of Test Publishers (ATP) — to continually improve testing practice.

OUR MISSION

- Raising standards in test design and use
- Progressing creative developments in testing
- Promoting professional use of tests internationally
- Developing fair systems of copyright protection
- Increasing the benefits of applied psychology to European citizens
- Developing links with test industries outside Europe

OUR VALUES

- Innovating
- Social engagement
- Being evidence-based
- Using scientific methods
- Being open and transparent
- Adhering to professional standards

Let's make things happen.

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