

October 2022/ January 2023

A HISTORY OF THE EUROPEAN TEST PUBLISHERS GROUP (ETPG)

Draft three

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INTRODUCTION

In 1991 a group of 11 test publishers met in Windsor and formed the European Test Publishers Group (ETPG). Over 30 years later the group (now comprising 31 publishers) continues its mission to improve European tests and increase their benefits to individuals, groups, and organisations.

ETPG's development mirrors a period when testing has changed more profoundly than at any time since the late 19th century. The testing community has been affected by many innovations since the ETPG was founded: easier availability of less technically robust tools; growth of overall test use, particularly in business; changes in how tests are created and delivered and by whom; public attitudes to testing; new insights from psychology, sociology, genetics, and other disciplines; the structure of the testing industry and its international reach. These changes in turn reflect political, scientific, and social revolutions in wider society, often driven by the move to digital technologies.

This history shows how ETPG's activities since its founding illuminate and reflect changes in how we measure psychological constructs as the basis for action and decisions.

KEY ISSUES IN 1991

Why did members form the ETPG ? The pace of change makes it difficult to remember the very different structure test publishing in 1991. Growing influences for change at that time drove ETPG's formation and the agenda of early meetings of the group.

Promoting European test development

The European test industry in 1991 still focused on the adaptation of certain tests originally developed in the USA. These ranged from measures of intelligence, particularly those used in child psychology; personality tests with particular applications in I/O psychology and a wide variety of classic clinical assessments often diagnosing DSM-defined syndromes. These met many practitioner needs and provided perhaps the majority of tests used across Europe.

However, European authors, developers and publishers were developing new approaches to assessment in all these areas, offering alternative models and tools for psychologists and other users (see below in this section for more detail of how test use expanded in this period). The 'classic' US tests, many of them originally published 40 or 50 years before still had a major place in the testing array. Indeed most of them are still used very widely in Europe in the first quarter of the 21st century, But the companies that formed the ETPG felt there was room to promote European test creation more widely to complement existing provision.

'Nationally' based testing companies

As this article is written there are now many publishers, as well as consulting organisations and innovative individuals, offering tests across Europe. Digital data collection and delivery channels have reduced the cost of creating, then delivering, tests. The majority of (though not all) test providers focus on one area of psychological application; education, sport, clinical, health, business, or any one of the other sectors where testing is used. Although many of their publications could not be considered psychologically-based, some are.

By contrast, there were far fewer publishers in 1991. Many of them worked in a range of applications (often offering solutions in three main areas: clinical, occupational, and child/educational) and were each others' distributors. Most of them combined adaptations of the classic US tests mentioned above with home-grown assessments. These latter reflected diverse approaches to psychology, education, and health care in different regions across Europe. It was felt that by forming a group, these publishers could influence the growth of an orderly environment within which companies could collectively raising standards while still competing vigorously.

The wider use of tests

Initially, European test suppliers adopted the qualification system which had been developed in the USA, to decide who could use which tests. This system coded tests using an A, B, C system, then matched the qualification level of professionals seeking to buy and use a test. These qualification levels were mostly based on achievement in tertiary education and resultant professional qualifications. Thus, for instance, many clinical assessments were only available to people with a clinical psychology master's degree or doctorate.

This led to some anomalies and pinch points. University curricula change over time, so the same qualification achieved at different times sometimes covered different skills and knowledge, and therefore gave access to different assessments. The system in use in 1991 had historically covered access to assessments created and used by non-psychologists – speech and language therapists for instance - yet was defined by psychologists. In a few cases, the system did not allow test authors to use the tests they had developed.

The move to a competency-based system rather than one defined by, for instance, level of university attainment was beginning to change this in 1991. This system, pioneered in the UK, gave access to specific tests if applicants could prove the competences to use them, irrespective of job title or university course. An overarching competency framework and training courses related to it revolutionised the I/O testing area, sometimes in unforeseen ways. It certainly gave access to a greater number and a wider variety of non-psychologist users including HR managers, other sorts of managers, coaches, and others. The development had, perhaps, less effect on other areas of testing though in certain countries – the UK for instance - specialist teachers gained access to higher level tests than before.

This growth in use potentially promised that the benefits of testing reached more deeply into society but the ETPG and others were also concerned that it would reduce the professional skills required to use tests, leading to wrong decisions about key issues in individuals' lives.

Growth in the use of less rigorous tests

Reflecting this development and a number of academic debates, the members that formed ETPG were concerned to discriminate between their scientific approach to testing and those of less rigorous methodologies. Many ipsative measures were simple to use and understand, required shorter training (if any) and were therefore proving popular. Yet they were being used in ways which could not be supported by their design, to make important decisions about people. The need to help inexperienced users understand the limits of these tools and the differences between, say, an ipsative and a trait-based normative personality measure was becoming urgent.

Communication within the testing community

ETPG's founders felt they had a valuable contribution to make to wider scientific and professional debates about assessment and wanted closer relationships with national and international scientific, technical, and professional bodies. By their nature, publishers had access to millions of users and could input real time, pragmatic ideas into policy debates. Relationships between different areas of the testing enterprise were developing but historic friction between applied and academic psychology and a suspicion of for-profit organisations inhibited it. Founding members sought a non-for-profit, unbiased vehicle to channel their input and ETPG developed out of this wish.

Political issues

The initial meeting of potential ETPG members was influenced by two political issues:

- The gradual development of the EEC, as it was then, into a functioning single market with developing common policies and laws in a wide variety of areas, offered opportunities to widen test use, recognise qualifications internationally as well as highlight concerns over standards which varied geographically. The ability to influence impending and developing legislation was important. ETPG reflects geographically European rather than (now) EU political conditions: some members are based in countries outside the EU. But European consolidation certainly influenced the group's formation and development.
- In 1991, the relatively recent collapse of the iron curtain increased the diversity of approaches to testing and psychology within Europe and offered real opportunities for a rich exchange of different theoretical and practical approaches. That became a reality in 2007 when the first test publishers from former socialist countries joined the ETPG.

FORMATION OF THE ETPG AND ITS EARLY YEARS

In 1990, representatives of NFER-Nelson, at the time the major UK test publisher, visited European companies with which they had relationships to suggest an exploratory meeting in Windsor UK. They wished to discuss the opportunities and threats posed by the issues raised in the previous section. Some other companies, most especially Hogrefe, had already developed similar ideas. Although many of these companies had commercial relationships, distributed each others' products, and had adapted the same classic US tests, it was clear that they communicated rarely and did not understand each other's businesses, markets and customers.

The first meeting was held in Windsor and hosted by NFER-NELSON. It was informal and focused on the possible foundation of some sort of European organisation.

Dansk Psykologisk Forlag (Denmark)
Editions du Centre de Psychologie Appliquée (France)
Hans Huber Verlag (Switzerland)
Hogrefe Verlag (Germany)
MEPSA (Spain)
NFER-Nelson (UK)
O.S. Organizzazioni Speciali (Italy)
PA Consulting Denmark (Denmark)
Psykologiförläget AB (Sweden)
Psykologien Kustannus Oy (Finland)
Swets and Zeitlinger (The Netherlands)

Box 1: Companies attending the first ETPG meeting

It was agreed that an annual meeting would be held to develop these ideas though there was some uncertainty about what sort of organisation it would be, which companies would become members and how they would be admitted. For this reason initially, members wished to keep the arrangements informal. O.S., the Italian founding member (now Giunti Psychometrics) offered to hold the second meeting. Over the next few meetings (the full list is in Box 3 on page 15) membership changed (see a full list of past and present members in Box 6 on page 18) and the initial shape of the group coalesced.

- There would be one member per country. This rule was observed for some years but reviewed later on and became untenable as the number of testing companies grew, laws on international trade within the EU became clearer and companies began to operate in more than one country, either directly or through owned subsidiaries.
- The members would be test *publishers*. In other words they would either create their own tests and publish them or provide full publishing services to authors/researchers who had created new and original tests. Organisations that adapted and translated or simply distributed existing tests in an unchanged form were not eligible to join.

- A definition of a *significant* test publisher was used to evaluate applications for membership. The key issue here was that tests published by any applicant met the scientific and professional guidelines of the country they worked in.
- Group decisions were based on unanimous votes.
- Fees were kept deliberately low. Different company's size and financial resources varied hugely and it was felt important to ensure smaller companies could afford to join ETPG

The group delayed introducing formal statutes till 1998 (see page 16 and 17 for developments here), though an early logo was created in 1992 as a badge of membership.

The early years focused on a small number of key issues.

Exhibiting at international exhibitions

In 1993, ETPG exhibited for the first time at the American Psychological Association (APA) Conference and continued to do so throughout this initial period. Hogrefe donated part of their exhibition stand to the group which then served as both a display of members' key products and a meeting point for members' discussions with US publishers and with each other. This served one of the group's core objectives: to create a higher profile for European developed tests. It succeeded in this, increasing the volume of two-way communication between US and European publishers and creating links between US authors / researchers and European publishers. In addition the members of the ETPG got to know each other better through this joint activity. The social events hosted by Ira Manson, owner of Western Psychological Services, at each APA created fresh international understanding within the industry and led ultimately to the creation of the initially USA based Association of Test Publishers (ATP).

In addition to the APA, ETPG exhibited at other international association conferences in its early years including the European Congress of Psychology (ECP) and exhibitions linked to the International Test Commission (ITC).

Direct supply by US publishers

During the early years of the ETPG a number of major US publishers chose to end distribution and adaptation agreements with some European publishers in some territories and to supply through directly owned intermediaries or, increasingly, via on-line channels. Individual initiatives were more or less successful but reaffirmed some ETPG members' desire to promote European-developed tests more strongly.

The 2018 publication of a new journal, *Psychological Test Development and Adaptation* was not a joint ETPG project but arose out of our discussions on the lack of outlets for research using European-developed tests and assessments.

Relations with other associations

From the ATP's inception, ETPG communicated regularly with this organisation. Its Executive Director William G Harris regularly attended the ETPG annual congress.

In 1994 Yves Portinga talked to ETPG about the work of the European Federation of Psychological Association, the beginning of a relationship with EFPA that would develop over time (see page 14 for further developments)

Increased communication

Increased communication within the group led to both tangible and intangible benefits during these early years. For instance, a number of members undertook research, looking at significant differences in profiles generated by I6PF between Spain, the UK and Italy. In general, despite the fact that several members began to compete in certain countries, ETPG's early conferences resulted in honest, open communication and a greater collective understanding

Annual conference

Over this early period ETPG began to invite external experts to conference to talk about specific issues (these are discussed and outlined in the next sections). However many ETPG members are experts in their own right and some member companies are owned and/or run by PhD psychologists; most employ psychologists, psychometricians, and data analysts; some senior staff have portfolio careers which include academic and applied roles. Thus some conference sessions have been led by ETPG members.

The conference each year aims to give a taste of psychological thinking in the host country as well as, through at least one social event, provide an opportunity to learn more about that company and country, encouraging internationalism.

Caveats

From the beginning ETPG agendas and conversations avoided commercial issues: marketing and pricing for instance. The group self-identified as a not-for-profit organisation, dedicated to creating a market and environment which encouraged fair competition (and as the group developed, competition between some of its members intensified).

Co-operation on specific projects developed between subgroups of members (as in the I6PF profile research mentioned above) but these were kept separate from the ETPG itself. It was imperative, given ETPG's mission that it avoided becoming a cartel. Collaborative ETPG projects were and are strictly non-commercial in nature.

For later developments within ETPG see pages 15 to 19.

ETPG'S REACTIONS TO MAJOR CHANGES IN TESTING

Technological innovation and testing

The origins of psychometric testing as a scientific project can be dated to the end of the nineteenth century. Many of the, what we have referred to as, 'classic' tests were developed and published in the 1950s. It's therefore no surprise that the ETPG's 32-year history reflects huge changes in testing and in the methodology and popularity of particular tests.

Our 2010 and 2011 Conferences focused on these issues and in 2010 ETPG's then secretary gave a presentation on the challenges ETPG's members face which contained a useful summary of the situation.

Despite advances in technology and theory, testing has not 'kept up' with society's needs and priorities, or advances in non-psychological disciplines. We are using a nearly century-old theory-base to address rapidly changing needs. Both scientific discoveries and the needs they address are socially determined. Social drivers have changed in the last thirty years to a greater extent than at any time in human history, apart perhaps from the periods of the discovery of agriculture, the founding of cities and the invention of printing. That our testing theories have been robust and have generated good profits in the past; and that human mental processes do not change quickly, are irrelevant. How we describe those processes and what use we put to that information have changed dramatically. We are therefore, in my view, about to undergo a Kuhnian paradigm shift. Supposed advances in testing in the last ten years are minor tinkering to match practice with mature market needs. Another way of putting it, in Robertson's terms, is that we are coming to the end of an 'S-curve' and need to reinvent our business fundamentally. Success is inevitably followed by 'death'. In particular it seems to me that psychometrics is no longer purely a branch of applied psychology: it draws on a far wider range of knowledge and expertise and this will transform it. We have reasons to be confident: the robustness of the 5 Factor model; the impact of IRT; the take up of internet-delivery etc. These are exactly the reasons we should feel worried – or excited for a different future

Box 2: Slide from a presentation at the ETPG 2010 Conference

The year following, ETPG's conference was entitled '*International Testing in a Networked World*' though the inevitability of testing moving on to the internet had been discussed as long ago as 1992 at the second ETPG conference.

Since many of the ETPG members distributed the personality test I6PF on behalf of its then publisher, IPAT Inc of Champaign Illinois, the creation of I6PFworld, an internet delivery system for the assessment was carried out by the individual members, but discussed with Jim Slaughter, CEO of IPAT, at ETPG's 2001 conference. This was just one example of where the existence of ETPG improved communication and therefore facilitated cooperation between subgroups of members outside the ETPG's formal structure: the very early virtual reality-based assessment of high-risk jobs created by O.S., TEA, and Hans Huber in 1998-1999, thanks to a EU funded programme, is another example.

But the pace quickened in 2011, in particular as social media became exponentially more popular and seemed to offer a different way of assessing human psychology.

Aureliano D'Agazio, an Italian expert, talked in 2011 about social media's increasing role in running organisations and connecting with their stakeholders. Sessions by Michal Kosinski introduced ETPG to an issue that affected all aspects of testing and would become an increasing element in agendas for scientific and professional associations. In 2011 Kosinski presented his findings that social media, particularly Facebook, offered an alternative way to measure human personality. He returned in 2012 to discuss the role of the cloud in computing. His presentations heralded a number of developments, particularly the issue of data security which would become extremely critical in 2018 with the introduction of the European Union's Data Protection Legislation (GDPR). The Cambridge Analytica scandal, which became public knowledge in 2018, also affected thinking on this issue. In 2018 Andrei Ostacie argued in his presentation that the primary product of successful businesses like SPOTIFY was data and that psychometrics was in a perfect position to adopt that model.

In recent years conference sessions have looked at how testing can be delivered over portable devices; the relationship between physical measurement (heart rate, voice tone) and mood states; e-publishing and its role in book and journal distribution (which is an additional activity of many ETPG members) and serious gaming – the role of game type environments to achieve psychological measurement, training and learning. In 2019 ETPG discussed how artificial intelligence and what is known as big data could contribute to clinical practice: since a lot of these digital innovations had initially affected I/O testing these sessions, based on robust research, offered a new and exciting perspective for many members.

As has been mentioned, this range of issues has featured on the agenda of a number of conferences and ETPG has contributed to panels at the UK DOP conference, EAWOP and ECP over the last decade, as well as contributing to guidelines on computer aided testing.

There is huge diversity in the way new technologies have been used to facilitate psychological testing in different countries. The COVID outbreak enforced the use of distant technologies, most particularly video conferencing, in test administration, feedback and interventions informed by test results. Many ETPG members created guidelines for good practice in this area or adopted guidelines from professional organisations. All ETPG members now offer testing on-line in the core areas of applied psychology.

There is fruitful disagreement between members about the appropriateness of on-line delivery, particularly in areas relating to mental health. But this is a still developing area and ETPG has argued that guidelines developed by professional associations are continually out of date given the speed of technological development. ETPG seeks to influence them with its members' knowledge of how tests are actually used.

Copyright

Copyright was a major influence on the founding of the ETPG. During an early conference, members estimated that they were losing at least the same amount of turnover in copyright infringement as their actual revenues. In turn this was losing royalties for test authors and developers as well as diverting funds from research in university departments. Photocopying of paper tests, the development of unauthorised scoring programmes, the reuse of copyright material without appropriate payment as well as the use of brands and titles to gain unfair competitive advantage were all severely affecting the economic viability of the whole testing enterprise: not just the financial health of commercial companies but the viability of non-commercial activities.

Some of this activity was deliberate: a simple attempt to gain financial advantage by not paying for goods. In other cases, as had been the case particularly in the USA, they were the result of a genuine disagreement with the status of copyright as a property right and a refusal to accept that it applied in academic circles. In yet other cases there was genuine ignorance that copyright applied to testing. Whatever the reasons, all testing stakeholders from authors and publishers to those who took tests were affected by copyright abuse. It was felt that in addition to members' individual efforts the ETPG could take an educational role, ensuring test users understood the reasons and advantages of copyright adherence to all stakeholders.

This situation was complicated by the developments outlined in the previous paragraph. In 2016, a Polish lawyer briefed us on new developments in copyright sourced in the digital industries. A number of members – as well as companies outside the ETPG with which it had contact – reported instances of theft of major digital databases. In addition to this it quickly became clear that copyright practice was different in different countries; in particular as companies based in Eastern Europe joined, some reported major copyright concerns, in some cases indicating that local psychological associations were recommending pirated or out-of-date versions of copyright tests. Among the activities ETPG has taken to improve this situation are:

- A leaflet explaining copyright in 1997
- Letters to a particular national psychological association offering to meet and explain the problems with their approach to copyright. This initiative in 2013/14 resulted from a session at our conference on the particular issues faced by testing companies in Eastern Europe.
- At the 2014 ITC conference, ETPG held a session on test copyright.
- In 2016, ETPG and the Association of Test Publishers (ATP) co-operated on a project to send a letter to a wide range of national psychological associations raising the issue of copyright.
- Production of a film on copyright issues included on the ETPG's revised web site (2016-2018)

Building relationships with other associations

Many organisations within ETPG are in turn members of other associations and societies. Individual representatives of ETPG's members, including some owners and CEOs, sit on boards of national psychological associations as well as international groupings. As has been pointed out, there was a feeling when ETPG was formed that the supply side, with its links to hundreds of thousands of test users across Europe, had a key role in contributing feedback on test practice, draft standards and guidelines and research efforts. Yet, for whatever reason, communication with other associations had never developed in the way that it should. Developments during its history means that the ETPG now has relationships with:

International Test Commission (ITC): Our Romanian member has close links with ITC and has kept us up-to-date and where appropriate involved in ITC initiatives such as the

Online Readings in Testing And Assessment (2014) and the new guidelines in computer-based testing (2018). ETPG has joined ITC.

European Federation of Psychological Associations (EFPA): ETPG has contributed to the European Congress of Psychology including a session on test use in research at the Belgian conference in 2017 and in 2015, looking at how guidelines have affected test development. In 2018 ETPG joined EFPA and its director now sits on EFPA's Board of Assessment as an observer. Several ETPG members are also members of this board.

European Association of Work and Organisational Psychology (EAWOP): ETPG contributed to two sessions at the 2025 conference and plans further contributions.

Association of Test Publishers (ATP): ATP was originally a US grouping of test publishers, though it has now extended into Asia, India and Europe. Some companies are members of both associations. G Harris the Executive Director of ATP has regularly attended ETPG's conferences.

Societal and political changes

In addition to the technological changes outlined earlier in this document many other aspects of society have transformed. One of ETPG's concerns is the need for testing to keep pace with the widespread transformation of work and leisure and the much-reported growth in stress, depression and mental health problems, especially among the young, as well as the psychologisation of much discussion in social and other media

ETPG's political environment has changed dramatically. The EU has coalesced further (although the country where several members are based voted to exit from the organisation) and has started to issue directives on areas that impinge on ETPG members activities. ETPG has already been involved in a response to a directive on artificial intelligence and is considering a directive on medical devices. The EU's concern over big data and the activities of larger social media companies is also likely to affect the group's agenda.

Earlier in our development, the effects of the fall of the iron curtain and the development of links between Eastern and Western Europe have impacted ETPG's membership, leading to a panel on Eastern European approaches to testing at ETPG's 2011 conference.

Most recently, Russia's invasion of Ukraine caused us to cancel our planned meeting in Kyiv and ETPG members have supported Ukrainian refugees and, in some cases, supported our Ukrainian member.

Sessions on the needs of refugees featured in 2014 and 2019. Emre Konuk of ETPG's then Turkish member described the development of team counselling and coaching methods on the Syrian border while Rachel Tribe outlined innovative ways of dealing with refugees to the UK.

Most recently a PhD student, Susie Bower Brown, suggested how issues in gender diversity and identity politics might affect the development of future tests, appropriate norm groups and language used in test items and manuals.

These are only some of the many issues that have affected sessions at conferences.

International growth and wider usage

Many of the activities outlined in this document have aimed at raising or retaining high standards of test use and training, given the increase in use of tests (particularly in

organisational contexts) and the diversity of practice in international markets. Hence ETPG invited Professor Dave Bartram, pioneer of the competence approach to test training and a major figure in ITC to discuss past and future developments in 2001. ETPG returned to the issue of where the system of qualification requirements originally came from and whether it could be standardised; if so, by whom?

This is a continuing discussion. Different countries take more or less restrictive approaches to test use: the UK, for instance, has adopted the competence models in certain areas; in other countries only psychologists may use tests.

Changes in disciplines in which tests are used

Organisational thinking has changed repeatedly in the last 30 years. In 1997 ETPG invited Bob Hogan to discuss his research into the dark side which has since proved so influential in thinking about leadership. Working with an external consultant the group surveyed members test users in 2010 – 11 to see whether leadership had changed over time and if there was a particular European view of leadership. This generated a major report as well as interest in Frederik Claesson's session on young leaders attitudes in 2012.

The revolution in psychological understanding impacts on psychometrics consistently and ETPG has looked at a huge range of psychological issues: neuropsychological advances; the move of sports psychology into e-sports (an area that has grown hugely since the 2017 presentation); a 2021 session on trauma and trauma assessment related to COVID-19 pandemic and a look at research into early childhood personality.

INTERNAL ETPG DEVELOPMENTS

It is not possible to give details of all the changes, not to mention continuities involved in the last 30+ years of the ETPG. However, here are some key elements.

Conferences

2023 Athens, Greece
2022 Amsterdam, The Netherlands
2021 ETPG's first on-line conference
2020 *No conference was held during 2020 due to the COVID epidemic*
2019 Ljubljana, Slovenia
2018 Bucharest, Romania
2017 Vienna, Austria
2016 Krakow, Poland
2015 Oxford, UK
2014 Istanbul, Turkey
2013 Dubrovnik, Croatia
2012 Stockholm, Sweden
2011 Budapest, Hungary
2010 Chantilly, France
2009 Lucerne, Switzerland
2008 Copenhagen, Denmark
2007 Toledo, Spain
2006 Berlin, Germany
2005 Brussels, Belgium
2004 Florence, Italy
2003 Seville, Spain
2002 Lisbon, Portugal
2001 Oslo, Norway
2000 Windsor, UK
1999 Helsinki, Finland
1998 Copenhagen, Denmark
1997 Stockholm, Sweden
1996 Amsterdam, The Netherlands
1995 Bern, Switzerland
1994 Paris, France
1993 Madrid, Spain
1992 Florence, Italy
1991 Windsor, UK

Box 3: ETPG conference venues

ETPG continues to hold an annual conference, deliberately covering a wide range of European countries to get a real sense of their different cultures, and ways in which psychometrics was treated in different countries. The conference initially covered 2 days but now tends to take up 1.5 days, leaving time for bilateral meetings. The agenda has settled on:

- Experts – often external academic psychologists but sometimes members' employees – discussing new developments and key issues in the discipline.
- Formal internal discussions planning ETPG activities.
- A social event allowing members to discuss issues facing them and share leadership challenges.

Membership

The 1998 Statutes were revised in 2007 and minor revisions have been made since. These include:

- Given the structure of the industry, ETPG removed the one member per country criterion and now has a number of members from some countries, as well as groups that operate in a number of countries.
- Two levels of membership were introduced. Full members include individual companies and the parent companies of groups. Group subsidiaries join as associate members, paying half the fee that full members pay. All full members have one vote in decision-making; no group can have more than one vote, thus blocking any one from dominating ETPG's agenda. Requirements for membership are as follows.

The criteria for Full Members are that they should:

1. have psychological and psychometric publishing as a core activity
2. have a significant number or catalogue of tests: either in terms of number or of use and measurement excellence
3. observe professional and scientific testing standards of the territories in which they operate
4. have a significant position in their European markets
5. have a European registered office address and a staffed European-based office
6. have an excellent professional reputation within the test publishing community and are free of any commercial or ideal conflict of interest with the aims and the tradition of the association

The criteria for Associate Members are that they should:

1. have a significant number or catalogue of tests: either in terms of number or of use and measurement excellence
2. observe professional and scientific testing standards of the territories in

which they operate

3. have a European registered office address and a staffed European-based office
4. have a Full Member as parent company

1997/Revised regularly

Box 4: Criteria for joining ETPG

- An informal management team was introduced in the 2010s to progress the previous conference's action points. It comprises the Chairperson (who hosts the next year's conference); the past Chairperson; the Chairperson for the year after the next conference; the Treasurer and the Executive Director.
- An Executive Director is the only paid officer of the ETPG.
- Subscription fees have been retained at their 1991 level to encourage smaller companies to join.

Values and web site

ETPG's web site was introduced in 1999 and revised between 2016-2018. During this revision new ETPG values were added.

Evidence based
Professionalism
Openness and Transparency
Innovation
Socially Engaged

Box 5: ETPG's 2014 values

Other proposals for change

In 2017 it was proposed to change the ETPG more profoundly and open itself to a number of other types of company. Before this, there had been discussions about disbanding ETPG and joining or merging with ATP. But in each case, it has been felt that ETPG serves a useful -possibly unique - function for particular types of European psychologically-based test publisher and that many of the market and policy issues that caused its foundation are still live.

WHERE ETPG IS NOW

PRESENT MEMBERS

ALTA SP. Z O.O. – Poland
ASSESSIO – Sweden
CENTER ZA PSIHODIAGNOSTICNA SREDSTVA, D.O.O. – Slovenia
ELIGO PSYCHOLOGISCHE SOFTWARE GmbH – Germany
FACET 5 – United Kingdom
GIUNTI PSYCHOMETRICS – Italy *formerly O.S. Organizzazioni Speciali*
GIUNTI PSYCHOMETRICS BULGARIA – Bulgaria
GIUNTI PSYCHOMETRICS HUNGARY – Hungary
GIUNTI PSYCHOMETRICS ROMANIA – Romania
GIUNTI PSYCHOMETRICS UKRAINE – Ukraine
HOGREFE EDITORA Lda – Portugal *formerly Cegoc -Tea LDA*
HOGREFE EDITORE – Italy
HOGREFE FRANCE – France
HOGREFE HOLLAND – Netherlands
HOGREFE PSYKOLOGIEN KUSTANNUS – Finland *formerly Psykologien Kustannus Oy*
HOGREFE PSYKOLOGIFÖRLÄGET AB – Sweden *formerly Psykologiförläget ab*
HOGREFE PSYKOLOGISK FÖRLAG – Denmark *formerly part of Dansk Psychologisk Forlag*
HOGREFE SWITZERLAND – Switzerland
HOGREFE TEA EDICIONES – Spain *formerly TEA Ediciones*
HOGREFE TESTCENTRUM – Czech Republic
HOGREFE UITGEVERS – Netherlands
HOGREFE UK – United Kingdom
HOGREFE VERLAG – Germany
MOTIBO PUBLISHING – Greece
NAKLADA SLAP – Croatia
PEARSON BENELUX B V – Netherlands
PEARSON FRANCE - France *formerly Editions du Centre de Psychologie Appliquée*
PEARSON UK – United Kingdom
PRACOWNIA TESTOW PSCHOLOGICZNYCH POLSKIEGO TOWARZYSTWA
PSYCHOLOGICZNEGO Sp. z.o.o. – Poland
SCHUHFRIED GmbH – Austria

FORMER MEMBERS

PA CONSULTING, DENMARK - Denmark
MEPSA - Spain
SWETS and ZEITLINGER – The Netherlands
NORWEGIAN PSYCHOLOGICAL ASSOCIATION - Norway
TEMA - Belgium
NFER-NELSON - UK
OXFORD PSYCHOLOGISTS PRESS - UK
THE MYERS-BRIGGS COMPANY - UK
OS-DBE - Turkey
CUT-E - Germany
EUROTESTS - Belgium
PSI TALENT MEASUREMENT - UK

Box 6: ETPG's present and former members

The single key issue facing ETPG now is creating more influence with guideline writers, policy makers and political organisations, particularly in light of EU directives and legislation. This will involve continuing action and influence on copyright issues, a continuing concern for members.

In addition to this, technological development still suggests potentially innovative ways of measuring human psychological characteristics and aiding European citizens accurately and scientifically. However the pace of change makes it difficult to decide which methods will deliver on their promises. ETPG has a role in discussing this.

The conference still balances external and internal perspectives as well as social and professional elements but the issue of competition between members occasionally causes problems that need to be overcome.

It is likely ETPG will look again at its strategy and internal organisation in the next year.

ACKNOWLEDGEMENTS

ETPG's existing members have all contributed to this article.

We would like to use the creation of this history to remember Hans Gerhardt, Philippe Chabot, Anders Poulsen, Aleksi Levo, Pekka Heiskari, Filippo Chiocchini who are no longer with us.

APPENDIX ONE: RECOLLECTIONS OF ETPG BY FORMER MEMBERS

Mike Jackson

ETPG recollections

It was my privilege to be able to welcome representatives from the 11 founder members of the ETPG to Windsor in 1991. Back then we had no idea whether the initiative would prove of any long term interest or value to the individual companies and certainly no idea that it would prove to have such longevity that it continues to thrive today. Ian Florance, in his text, describes the challenges, the successes, the disappointments and the real changes which have taken place over the past 30+ years. Surely it is the simple fact of the ETPG's continued existence in 2022 that is the most telling measure of its success and the value individual companies still place in membership. My only personal regret is that my involvement ended in 2001 when I left NFER-Nelson following its acquisition by new owners. It is even sadder however, that those new owners and the new management saw no reason to continue with NFER-Nelson's membership of the ETPG. As one of the founder members I would have liked to have seen the company continue to play a full part in the growth of the group and the industry.

Ian has asked me for a few personal recollections of those years when NFER-Nelson and I were a part of the ETPG but, before I do, I must pay tribute to the role that Ian himself has played over the entire course of the ETPG's life. The very continued existence of the group owes a huge debt to Ian's enthusiasm for the work of the ETPG, his unparalleled skills as a networker within the group and his willingness to do much of the day-to-day administration and organisation of meetings and events. That he is still as valued now in 2022 with a much-expanded ETPG (perhaps even more so) speaks for itself.

As far as my personal recollections are concerned, I will say that I wish my memory for the details of those early meetings was better! I guess the over-riding memory about any and all of the ETPG meetings and contacts is the good humour and sense of camaraderie among all the participants right from the start. Even back in 1991 the founder companies were very different in many ways, business models, customer groups, national legislative and professional frameworks etc. Yet we all seemed to sense a common vision and purpose and a belief that there was the potential for real longer term benefits for all.

During the time of my involvement not everything worked as well as we might have hoped but spirits and desire to co-operate did not seem to dim. For example, right from the start the possibility of joint development projects between companies was discussed. I think I am right in saying however, that, at least up to the time my involvement ended, that objective still proved elusive. A failure in some respects perhaps, but the inter company dialogues involved in those discussions were themselves valuable in creating mutual understanding, sparking new ideas and so on.

The early ETPG meeting were both business-like and fun. During my years as MD of NFER-Nelson I always tried to ensure that working for the company was not just stimulating but was also enjoyable. We work better when we have a smile on our faces. And so it was with the ETPG meetings. The social aspects were critical to the on-going success of the group. The representatives from each company began to get to know each other, enjoy each other's company and, as a consequence, cooperate more effectively

together. We could laugh and joke together, even about the differences between our national cultures.

A typical example of this good humoured bantering occurred in Windsor at the very first ETPG meeting which was being hosted by NFER-Nelson.

We had arranged a dinner in the Castle Hotel in Windsor. We served New Zealand and/or Australian wine with the meal. Phillipe Chabot from ECPA was surprised and maybe gently affronted that it was not French wine; clearly in his opinion the only wine worth drinking. As a result, after the meeting, when he had returned to Paris, he sent Ian and I a few bottles of French wine. A kind thought and a definite hint!

In the same vein after that dinner I gave Phillipe Chabot and Mireille Simon a lift back from the Castle Hotel either to NN's office or to where they were staying. At the time I was driving a Citroen XM which I found spacious and comfortable but with a rather noisy engine for a quite luxurious car. Phillipe and Marie were pleased I was driving a French car but when I casually mentioned that I thought it sounded 'a bit like a tractor' they were appalled. "Impossible, no big Citroen is noisy."

So, taking the two episodes they both clearly thought I needed re-educating, 'anything French has got to be the best!' But it was all said in a very good-humoured way with a smile on their faces.

Oddly (though perhaps not) many of my memories do revolve around the social gatherings; in the bar or relate to the dinners that the host company organised.

I recall our first meeting with Aurora Murga of Mepsa (who were the first Spanish company to become part of the ETPG). Ian and I had flown to Alicante to meet her for dinner which was arranged for around 10pm or 11pm (as I recall). I think we were pretty tired but we had agreed to it. Anyway, she finally turned up just before midnight and, typically Spanish, the dining room was still buzzing. How we kept awake, let alone ate, I really do not remember.

Who can forget in Paris the plush, galleried restaurant where the meal was accompanied by snippets of opera, sang live from the galleries.

Or the meal in Stockholm in the grand dining room used for Nobel prize winner dinners; and with a Nobel prize menu.

Or the meal in a magnificent Florentine 'country house' in the hills just outside Florence.

And, in Oslo, the dinner organised by ????? in his island 'cabin' (actually larger than most of our houses I remember) in Oslo fjord.

And of course many more.

Another source of fascinating memories are the visits ETPG representatives made to the APA conferences to take part in the conference exhibition. Ian, in his text, has explained the value of the links with the US companies and the professional associations which were undoubtedly strengthened and developed by the visible presence of the ETPG at the conference. Ironically the one that most stands out is the time that Jurgen Hogrefe began to erect the ETPG stand in the exhibition hall and virtually caused a major incident with the American labour union who were, as we suddenly discovered, the only people allowed to touch the display equipment. Luckily the potential disaster was defused rapidly.

Roberto Mattei
O.S. Organizzazioni Speciali, CEO

How did you first get involved with ETPG? What was the process?

The proposal came from UK from the CEO of NFER-Nelson, the most important testing company which, if I'm not mistaken, was later bought by another publishing group. It was something of unexpected, because we had longtime relationships with them (and with other European test publishers, too, in France, Switzerland and Germany), but we never thought about a "pan-European" association or informal group. So, we thought it was a good idea and we shared the birth of the Group.

What issues caused you to want to join / form the ETPG?

Testing business was always dependent from US publishers, and there was a kind of "colonization" by the Americans. Having common business interests towards them, it seemed useful to us to create a "table" around which to sit and discuss how to handle with such dependence. The ETPG also allowed us Europeans to get to know each other better and simplify relations.

What other issues were you addressing in O.S. and the Italian market at the time?

In my memory O.S. had no particular problems: the company was growing and on the Italian market it was practically the monopolist in the field.

What are your memories of the early days of the ETPG: in conference sessions? In social events?

I remember the atmosphere at the Windsor Castle Hotel, where the first conference, organized by the British, was held. Perhaps a little difficulty in making contacts: apart from the French of ECPA, with whom we had "historic" relations. But soon the relationship became friendly, thanks to dinners and breaks during the day. The conference? it was a fairly free discussion, although Ian Florance and Michael Jackson had some kind of agenda. I remember that all of us made presentations at length and that there was a certain heterogeneity among the participating companies, but almost all of us shared publishing contracts with American publishers, for important tests such as the I6PF, the Wechsler scales, the MBTI and the MMPI -2. The idea of us European publishers coming together and being a group was inspiring; so, I decided that we would host the second conference, in Florence. And that meant we believed in the initiative that Ian and Michael had taken.

It was we, too, who inaugurated the tradition of the social event on the second evening: we organized a dinner in a historic villa on the hills around Florence, a dinner that was much appreciated by our colleagues.

I did not participate in the third conference in Madrid, due to work commitments, but I was in Paris, for the fourth, and then in Bern, Amsterdam, Stockholm and Copenhagen, and Windsor again in 2000 to celebrate the 10th anniversary, and of course in Florence in 2004, my last attendance to the ETPG. In Paris we dined in a magnificent restaurant complete with a singer; in Switzerland, I remember Jurgen Hogrefe taking us to Gruyère to eat melted cheese. I think that was the first "trip" also for tourist purposes... (in that

meeting we approached the Internet topic: what actually was this so strange and promising “thing”... it was 1995). In Stockholm they took us to visit the town hall and we had dinner in a restaurant where the menu was that of the Nobel prize dinner a few years earlier. From Amsterdam I remember great discussions on how to fight photocopies, a big problem that has always afflicted the tests, and a dinner on a boat along the canals. The MBTI was one of the main topics in Copenhagen. The problem was often the same: at some point, American publishers decided to take actions that in some way went against the interests of their European partners, and this was a topic of discussion at the meetings, even if, to tell the truth, we could not make a “united front”: after all, all of us had good relationships with the Americans, and it was not matter to jeopardize them.

There was also some internal competition: we Italians wanted a more structured, less informal group, and we saw the ETPG as a place where we could bring together common interests to be stronger on the market. But not everyone had the same vision as us and many things remained on the table. For example, in Copenhagen we proposed - in view of the changeover to the euro - to compare prices, so as not to have strong discrepancies on the same tests. But it was seen as an attempt to create a cartel.

In the end, however, right in Copenhagen, we managed to give a statute and a form to the group: our idea from 2002 had finally been accepted by everyone.

Did ETPG achieve the sort of things you originally wanted it to or not?

Overall, I would say yes. Thanks to the ETPG we had the opportunity to attend the APA for the first time, I think it was 1997. Before, we were used to visit the American publishers individually at their headquarters. Then, thanks to the availability of Hogrefe in making its stand there available to the Group, we had a base and a common “flag” at the APA fair, and the possibility of meeting all the American partners in two or three days in the same place. But the main result was, in my opinion, the opportunity to forge closer relationships with some of the members of the ETPG, such as TEA and Hogrefe, and also ECPA, which allowed us to carry out two projects funded by the European Commission: they were important experiences.

You organised and hosted the second ETPG conference. Can you tell me how you did that and what the difficulties/issues were?

I don't think there were any particular problem. We wanted to make a good impression and we worked hard to find logistical solutions that were appreciated by the participants (I already mentioned the dinner in the old villa).

As I said, we also wanted the group to structure itself to be more effective. So, we presented colleagues with a proposal for a statute and a logo too, to better identify us as a whole (we presented various graphic sketches for the logo, but the Dutch had brought their and that was chosen). The proposal to adopt a statute did not pass, it was too early, and it was a small disappointment. But, at least, it was decided to have a name too: it was in Florence 1992 that the acronym ETPG was born.

Do any other members stand out in your memories of those early days?

Certainly the British, in the beginning, had a very significant presence. Then Switzerland which was controlled by Germany and was always very active in discussions. The British, French, Germans and Dutch had an interest in developing their relationships. If I remember correctly, then Spain joined. Northern countries, individually, had a smaller corporate size.

Is there anything else you want to record?

I am too advanced in age and it has been 15 years since I closed my experience in the sector.

I recall certain personal relationships of sympathy with pleasure, but I don't want to enumerate them so as not to run the risk of wronging someone.