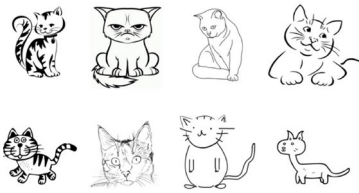


It's as simple as A/B

Everyone likes cats



Let's suppose we want to assess some cat pictures* - 'What is the most realistic cat drawing?'. We would usually try to make absolute judgements for each moggy in isolation using a mark scheme.

*RM Compare accepts more than just pictures. - text files, audio, video, YouTube, Google Docs, media files. webpages...

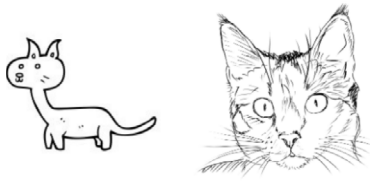
Cats are fuzzy

Moggy appreciation, like lots of assessment, is a bit fuzzy*. It's tough to find consensus when we assess fuzzy things against a mark scheme.

- Accurate feline body shape (10)
- Proportioned whiskers (10)
- Realistic looking fur (10)

*Lots of assessment tasks are bit 'fuzzy' or subjective - essays, poetry, art, drama, practical demonstrations, coursework

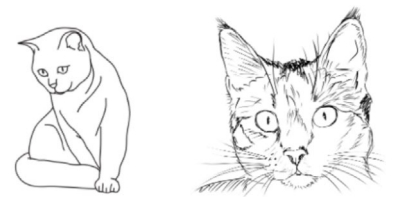
Don't mark - Compare!



If we put a couple of moggy pictures next to each other we have a much better chance getting consensus about relative value. Get a few more judges involved and we can get our moggy pictures in an orderly, reliable rank in double quick time.

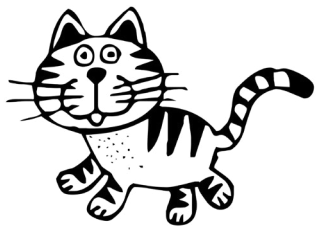
ACJ secret sauce

In this case, as our eight moggies get paired up and compared we start to see patterns of relative value. To get more confidence, instead of pairing randomly the ACJ 'secret sauce'* pairs items intelligently. It surfaces images in ever closer pairs.

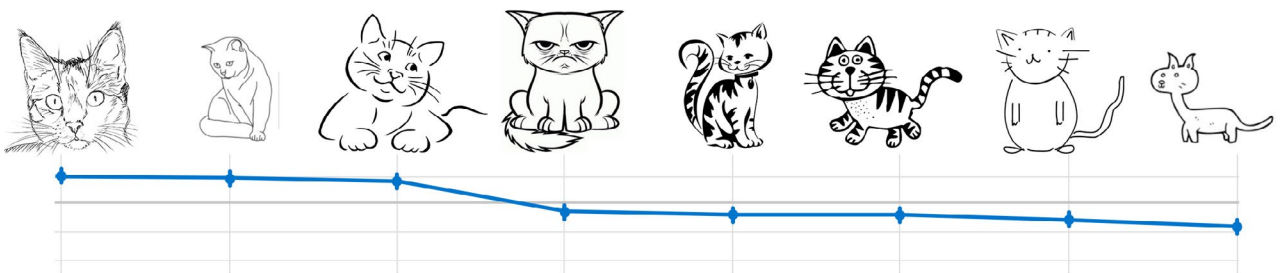


*Our 'secret sauce' is a bit of an algorithm + a little AI + some RM magic

Fast and reliable



RM Compare gets to the correct moggy ranking in super quick time. With more than one judge taking a look we can alleviate any unconscious bias and have high levels of confidence that our order is correct.



What are you waiting for? #CompareDontMark