

Student name: _____

Assessment type: Personality pamphlet / poster

Task weighting: 10%

Due: Lesson three (Term 2, Week 11)

Submission: via SEQTA

Conditions:

- Part 1: take home project
- Part 2: validation extended response on personality

Background:

There are many theories of personality that aim to describe and explain human behaviour, each theory having its own strengths and limitations. Personality is something we informally assess and describe each day. When we talk about ourselves and others, we frequently refer to different characteristics of an individual's personality. Psychologists do much the same thing when they assess personality, but on a much more scientific level.

Personality testing refers to techniques that are used to accurately and consistently measure personality. Personality tests are used for many reasons. These include assessing the validity and reliability of different theories, examining changes in personality, evaluating the effectiveness of personality therapy, diagnosing psychological problems and screening candidates with regard to their suitability to a workplace/job.

Task:

This task requires you to develop a pamphlet or poster. Your pamphlet or poster will be aimed at young adults who are looking to understand the basics of the psychology behind personality. Your pamphlet or brochure will provide background information on various personality theories, the type(s) of testing associated with the theories, and the strengths and limitations associated with the theories.

Your pamphlet should include:

- An introduction to personality including a definition and
- Eysenck's trait theory **OR** McCrea and Costa's trait theory
- Freud's psychodynamic theory
- Maslow's humanistic theory

Presentation:

- Use Microsoft Publisher (or similar) program
- One page A4 (information back-to-back)
- It is essential you include:
 - colour to enhance presentation
 - diagrams, tables etc. to demonstrate each theory

Referencing:

You will need to have a section on your pamphlet/brochure where you provide for the reader the references of the resources you referred to while writing it. You should include:

- at least **three (3)** full and accurate APA references in this section

ASSESSMENT TASK 7 – Personality pamphlet		
Criteria	Possible Mark	Allocated Mark
Introduction to Personality Defines 'personality'	1	
DESCRIBES PERSONALITY THEORY ONE		
Outlines the theory	6	
Evaluates the theory by describing: <ul style="list-style-type: none"> - strengths - limitations 	4	
Discussion of how scientific the theory is	5	
DESCRIBES PERSONALITY THEORY TWO		
Outlines the theory	6	
Evaluates the theory by describing: <ul style="list-style-type: none"> - strengths - limitations 	4	
Discussion of how scientific the theory is	5	
DESCRIBES PERSONALITY THEORY THREE		
Outlines the theory	6	
Evaluates the theory by describing: <ul style="list-style-type: none"> - strengths - limitations 	4	
Discussion of how scientific the theory is	5	
PERSONALITY TESTING		
Using relevant terminology describes how personality is tested from one of the above perspectives.	4	
Using relevant terminology describes how personality is tested from one of the above perspectives.	4	
COMPARISON		
Compares two of the above theories in terms of: <ul style="list-style-type: none"> - similarities - differences 	2 2	
PRESENTATION		
pamphlet/poster is presented in a visually appealing manner that engages the target audience (young adults)	3	
Pamphlet/poster includes supporting tables, diagrams, photos etc. that complement the information	3	
REFERENCING AND COMMUNICATION		
Accurate use of APA citation and referencing, including in-text references.	3	
Uses a broad range of appropriate psychological terminology consistently.	2	
TOTAL MARK FOR TASK	69	