— #12 —
PERSONALITY

Personality, when properly assessed, can predict a lot of things about a person.

DESCRIBING PERSONALITY

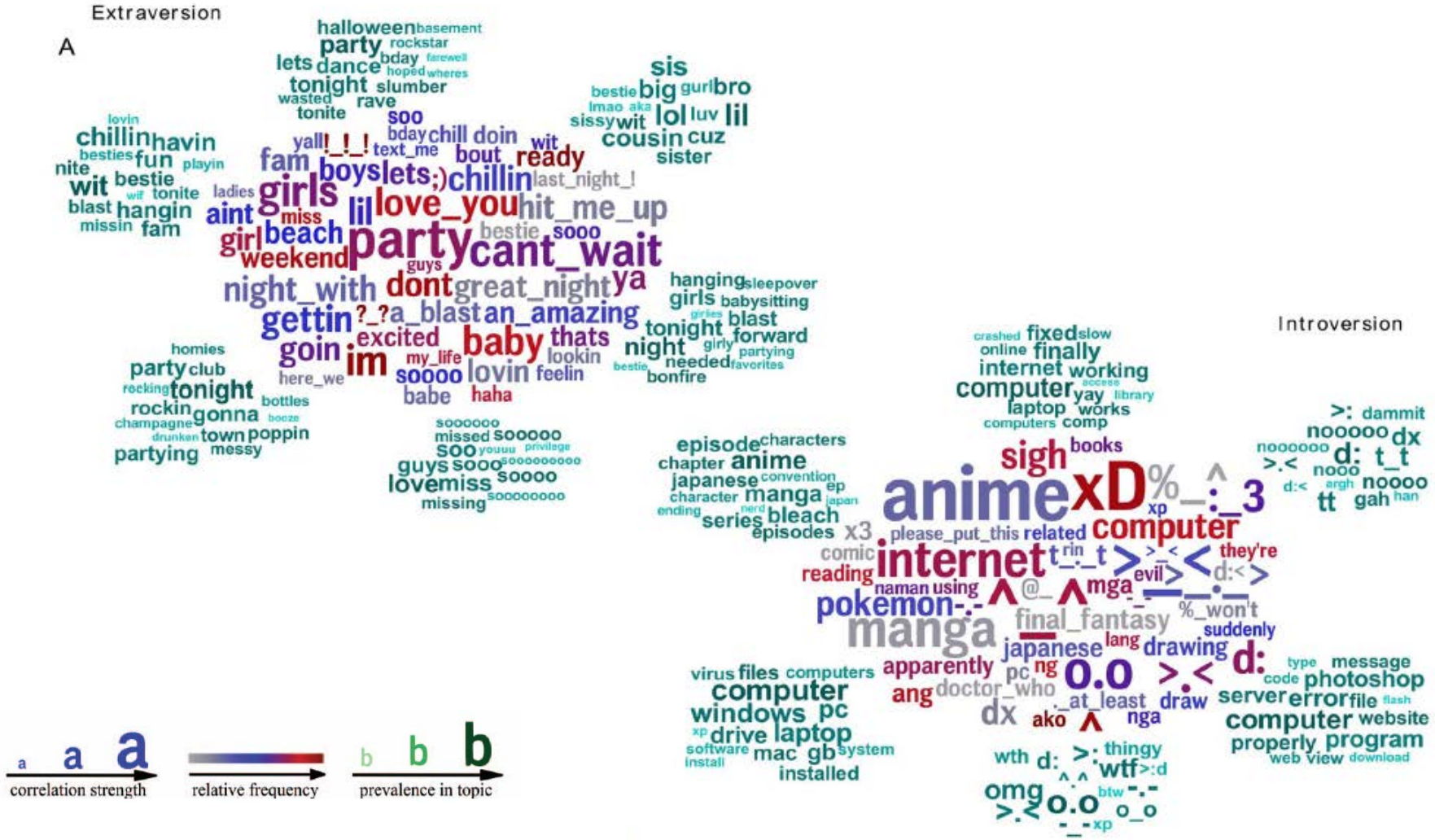
- Trait approach
  - Seeks to identify the structure of personality and the basic traits necessary to describe personality
  - Quantitative description and comparison of people become possible
  - Does not explain what causes personality

	MEASURES					
	VARIABLE 1 SOCIABILITY	VARIABLE 2 POPULARITY	VARIABLE 3 LIVELINESS	VARIABLE 4 RISK-TAKING	VARIABLE 5 SENSATION SEEKING	VARIABLE 6 IMPULSIVITY
Variable 1	1.00	.78	.82	.12	.07	–.03
Variable 2		1.00	.70	.08	.02	.11
Variable 3			1.00	.05	.11	.18
Variable 4				1.00	.69	.85
Variable 5					1.00	.72
Variable 6						1.00

Factor analysis refers to a statistical method that identifies general patterns underlying associations among a large number of variables. With this method, researchers can identify the basic traits that underlie people's responses to personality measures.

- The Big Five Model
  - Factor analysis of trait terms in dictionaries and works of literature reveal a five-factor structure (Costa & McCrae, 1992)
  - Observed consistently across methods, populations, and cultures

The big five personality traits (OCEAN)



Based on an analysis of 700 million words, phrases, and topic instances collected from 75,000 Facebook users, researchers found that users' big five traits can predict their language use on Facebook (Schwartz et al., 2013).

High conscientiousness, low neuroticism, and high agreeableness are associated with better overall performance (Tett et al., 1991). Also, extraversion seems important for salesperson (Furnham & Fudge, 2008).

Predictors	Model 1	Model 2
Constant	.112 (.065)	.071 (.057)
Age	−.033*** (.003)	−.033*** (.003)
Female	.045*** (.006)	.036*** (.006)
Education	.036*** (.003)	.035*** (.003)
Health	−.015*** (.003)	−.015*** (.003)
Income (binned)	−.004 (.003)	−.002 (.003)
Logged confirmed cases ($t - 1$)	−.129*** (.012)	−.114*** (.012)
Logged confirmed deaths ($t - 1$)	.026 (.009)	.025 (.009)
Estimated infections now	−.008 (.003)	−.008 (.003)
Estimated infections in one month	.013** (.003)	.013** (.003)
Stringency index		.095*** (.009)
Openness		.040*** (.003)
Conscientiousness		.013*** (.003)
Extraversion		−.025*** (.003)
Agreeableness		.014*** (.003)
Neuroticism		.019*** (.003)
Openness × Stringency Index		
Conscientiousness × Stringency Index		
Extraversion × Stringency Index		
Agreeableness × Stringency Index		
Neuroticism × Stringency Index		
Observations	101,005	101,005
Akaike information criterion	274,676.438	274,399.199
Bayesian information criterion	274,800.236	274,580.134

Note. p values are Dunn-Bonferroni corrected.
** $p < .001$. *** $p < .0001$ (following Benjamin et al., 2018).

Openness, conscientiousness, agreeableness, and neuroticism all predicted higher rates of sheltering-in-place during the pandemic, whereas extraversion was negatively related to staying at home (Götz et al., 2021).

PERSONALITY ASSESSMENT

- Personality assessment
  - Reliability: consistency of a measurement (e.g., test-retest reliability)
  - Validity: extent to which a measure assesses what it purports to measure

- Structured personality tests
  - Tests in which respondents answer questions in one of a few fixed ways
  - Vary in length and number of traits measured
  - Objective, easy to administer, allowing quantification and comparison

Disagree strongly	Disagree moderately	Disagree a little	Neither agree nor disagree	Agree a little	Agree moderately	Agree strongly
1	2	3	4	5	6	7

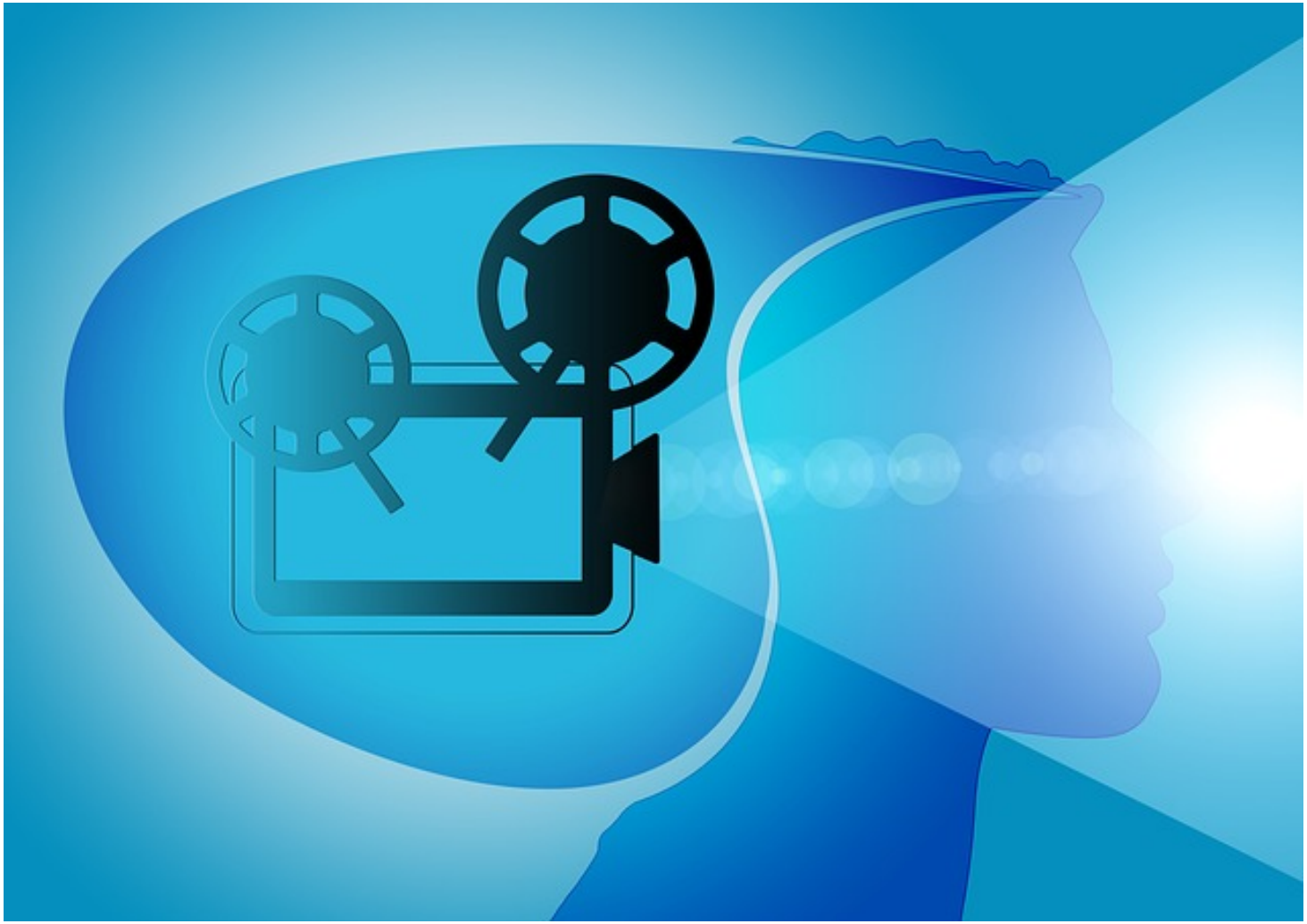
I see myself as:

1. _____ Extraverted, enthusiastic.
2. _____ Critical, quarrelsome.
3. _____ Dependable, self-disciplined.
4. _____ Anxious, easily upset.
5. _____ Open to new experiences, complex.
6. _____ Reserved, quiet.
7. _____ Sympathetic, warm.
8. _____ Disorganized, careless.
9. _____ Calm, emotionally stable.
10. _____ Conventional, uncreative.

TIPI scale scoring ("R" denotes reverse-scored items): Extraversion: 1, 6R; Agreeableness: 2R, 7; Conscientiousness; 3, 8R; Emotional Stability: 4R, 9; Openness to Experiences: 5, 10R.

A brief measure of the big five personality traits (Gosling et al., 2003)

- Projective tests
  - Tests in which the test taker is asked to interpret some ambiguous stimuli
  - A few tests (e.g., sentence completion tests) achieve satisfactory reliability and validity (Lilienfeld et al., 2015)

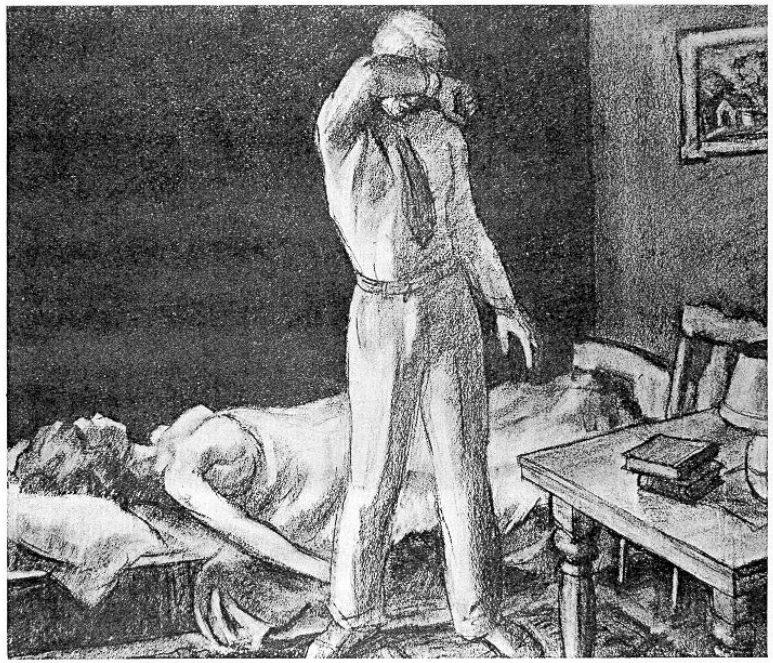


The projective hypothesis (Frank, 1949): "to obtain from the test taker, 'what he cannot or will not say,' frequently because he does not know himself and is not aware what he is revealing about himself through his projections."

Rorschach Test. Test-takers are shown a series of symmetrical inkblots and asked to tell what each inkblot might be.

RORSCHACH SCORE	SAMPLE RESPONSE	TYPICAL INTERPRETATION
Pair response	"I see two dogs looking at each other."	Self-centeredness
Unusual detail response	"On the very top of the blot, I see a little heart-shaped thing."	Obsessive-compulsive tendencies
Space response	"That white area in the lower middle sort of looks like the head of an alien."	Rebelliousness, anger
Human movement response	"The right upper part of the blot looks like a man bending his head forward."	Impulse control, inhibition

The test is scientifically controversial: reliability is unknown and problematic; evidence for its validity for psychiatric diagnoses is lacking (Lilienfeld et al., 2015).



"I am going to show you some pictures, one at a time; and your task will be to make up as dramatic a story as you can for each. Tell what has led up to the event shown in the picture, describe what is happening at the moment, what the characters are feeling and thinking; and then five the outcome. Speak your thoughts as they come to your mind."

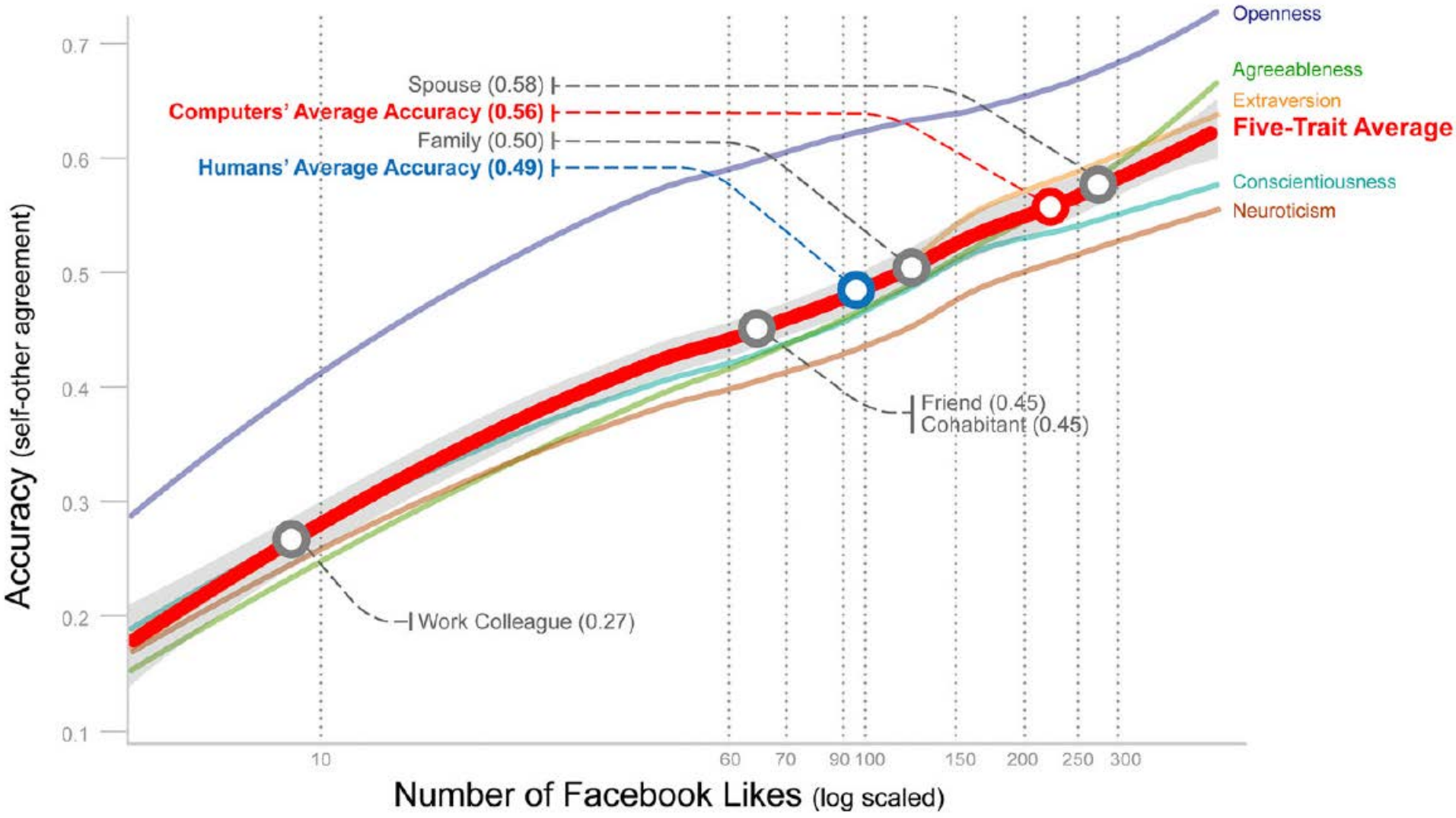
Thematic Apperception Test (Morgan and Murray 1935)

Affiliation arousal
George is an engineer who is working late. He is *worried that his wife will be annoyed* with him for neglecting her. She has been *objecting* that he cares more about his work than his wife and family. He seems *unable to satisfy* both his boss and his wife, but he *loves her* very much and will do his best to *finish up* fast and get home to her.

Achievement arousal
George is an engineer who *wants to win* a competition in which the man with the *most practicable drawing* will be awarded the contract to build a bridge. He is taking a moment to think *how happy he will be* if he wins. He has been *baffled by how to make such a long span strong*, but he remembers to *specify a new steel alloy* of great strength, submits his entry, but does not win, and is *very unhappy*.

Sample interpretations of responses. Impressionistic interpretations do not show strong reliability or validity (Lilienfeld et al., 2001).

- Computer-based assessment
  - Automatic judgments of a person's personality through analyses of his/her digital footprint (Park et al., 2015)



The accuracy of an average human's judgment ($r = 0.49$) is matched by that of the computer model based on just around 90–100 Facebook Likes (Wu et al., 2015).