

# **E-411 PRMA**

## **LECTURE 18 PERSONALITY ASSESSMENTS METHODS**

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**OBJECTIVE METHODS**  
**PROJECTIVE METHODS**  
**BEHAVIORAL ASSESSMENTS**

# OBJECTIVE METHODS

**objective methods** - items that can be scored "objectively"

Multiple-choice, true-false, matching

Number endorsed may represent strength of trait

Intricately tied to theoretical slant and reporter's honesty

Number endorsed may represent strength of trait

**What might be some practical and psychometric benefits of this approach?**

# PROJECTIVE METHODS



What did you see in that toast?

What, if anything, does it say about you?

We put our own meaning into toast consistent with our personality (**projective hypothesis**)

**Projective methods** - judgments and inferences about our personality based on how we view the toast

Any unstructured stimulus could be used (e.g. words, pictures, drawings)

Indirectly soliciting information from a responder

A Rorschach inkblot test card featuring a symmetrical, dark gray ink smudge on a light beige background. The smudge is roughly heart-shaped with jagged edges and a central vertical axis. It has two large, irregular lobes extending from the top and two smaller, irregular lobes extending from the bottom. A small, triangular white area is visible at the base of the smudge.

**WHAT MIGHT THIS BE?**



**WHAT DID YOU SEE AND HOW DID YOU SEE THAT?  
(INQUIRY)**

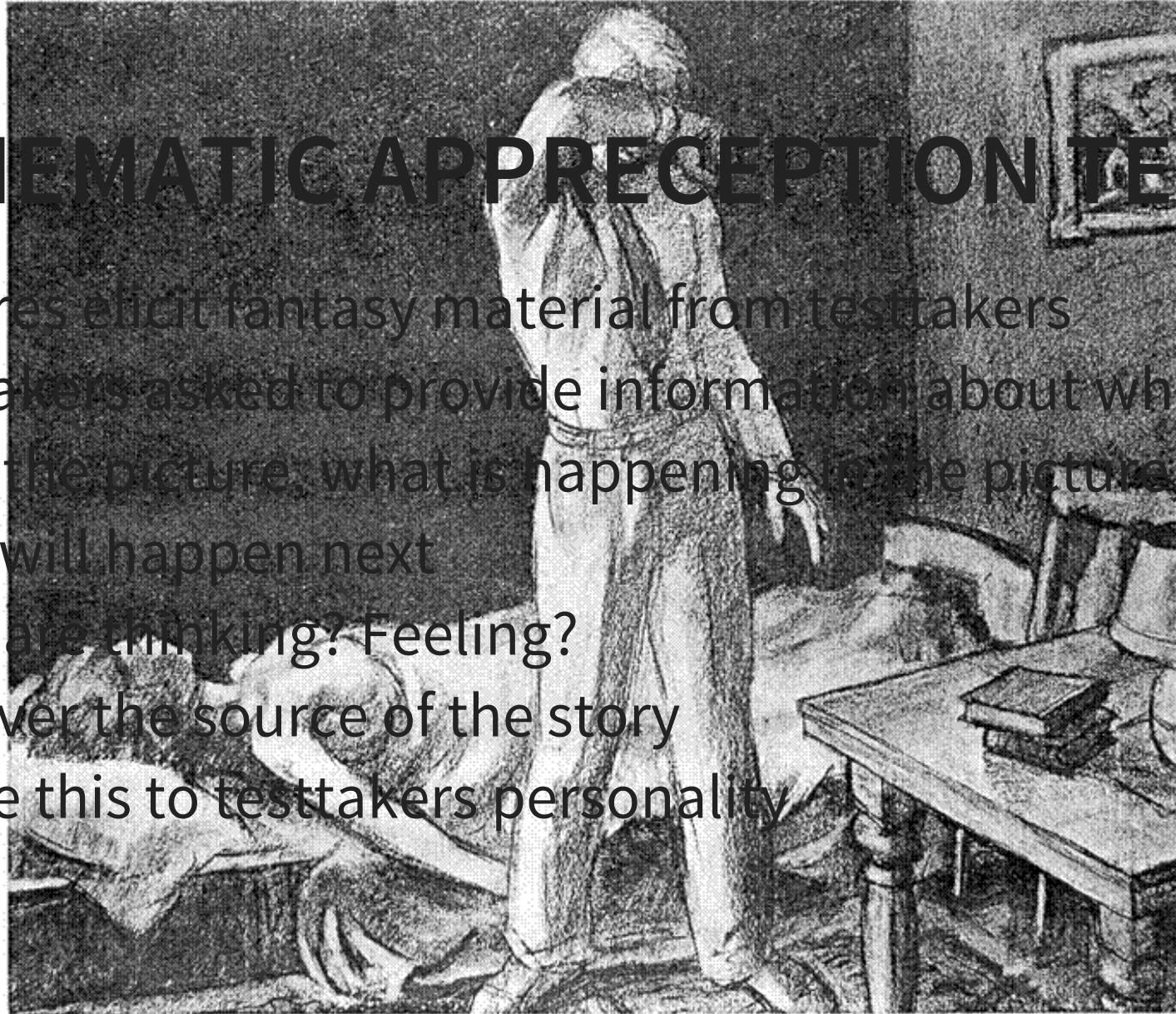
**MAY ASK ADDITIONAL QUESTIONS FOR CLARIFICATION  
AND TO FURTHER UNDERSTAND THE RESPONSE**

**SCORED BASED ON LOCATION, DETERMINANTS, CONTENT,  
POPULARITY, AND FORM**

**WHAT MIGHT BE SOME MEASUREMENT CONCERNS?**

# THEMATIC APPRECEPTION TEST

- Pictures elicit fantasy material from testtakers
- Testtakers asked to provide information about what led up to the picture, what is happening in the picture, and what will happen next
- What are thinking? Feeling?
- Discover the source of the story
- Relate this to testtakers personality



# WORD ASSOCIATION AND SENTENCE COMPLETION

**Word association** - testtakers responds to a stimulus word with the first word that comes to mind

Response and time to response are noted

**Sentence completion** - testtaker completes a sentence or phrase

# SOUNDS AND PICTURES

Early, though largely unused, attempts to elicit response to sound

Several figure drawing tests exists where testtakers are instructed to draw a picture

Various (unusual?) attributes of the picture are analyzed

Like the other methods, these are psychometric soundness questionable

WHAT DO YOU THINK ABOUT THE  
PSYCHOMETRIC SOUNDNESS OF  
THESE METHODS?

# BEHAVIORAL ASSESSMENT

# FOCUS ON BEHAVIORS

- Alternative perspective is to focus on behavior not on unobservable trait
- Make inferences about what a testtaker does and has done
- More psychometrically sound?

# **WHY DO A BEHAVIORAL ASSESSMENT?**

- Provide behavioral baseline data to compare other behavioral data to later
- Examine testtakers behavioral responses to different conditions
- Understand environment cues that trigger behavior
- To modify behavior and create treatments

# HOW DO WE DO THIS?



# BEHAVIORAL OBSERVATIONS AND RATING SCALES



# SELF-MONITORING (REACTIVITY?)

# ANALOGUE STUDIES AND SITUATIONAL PERFORMANCE

analogue study - investigate related variables to the variable of actual interest

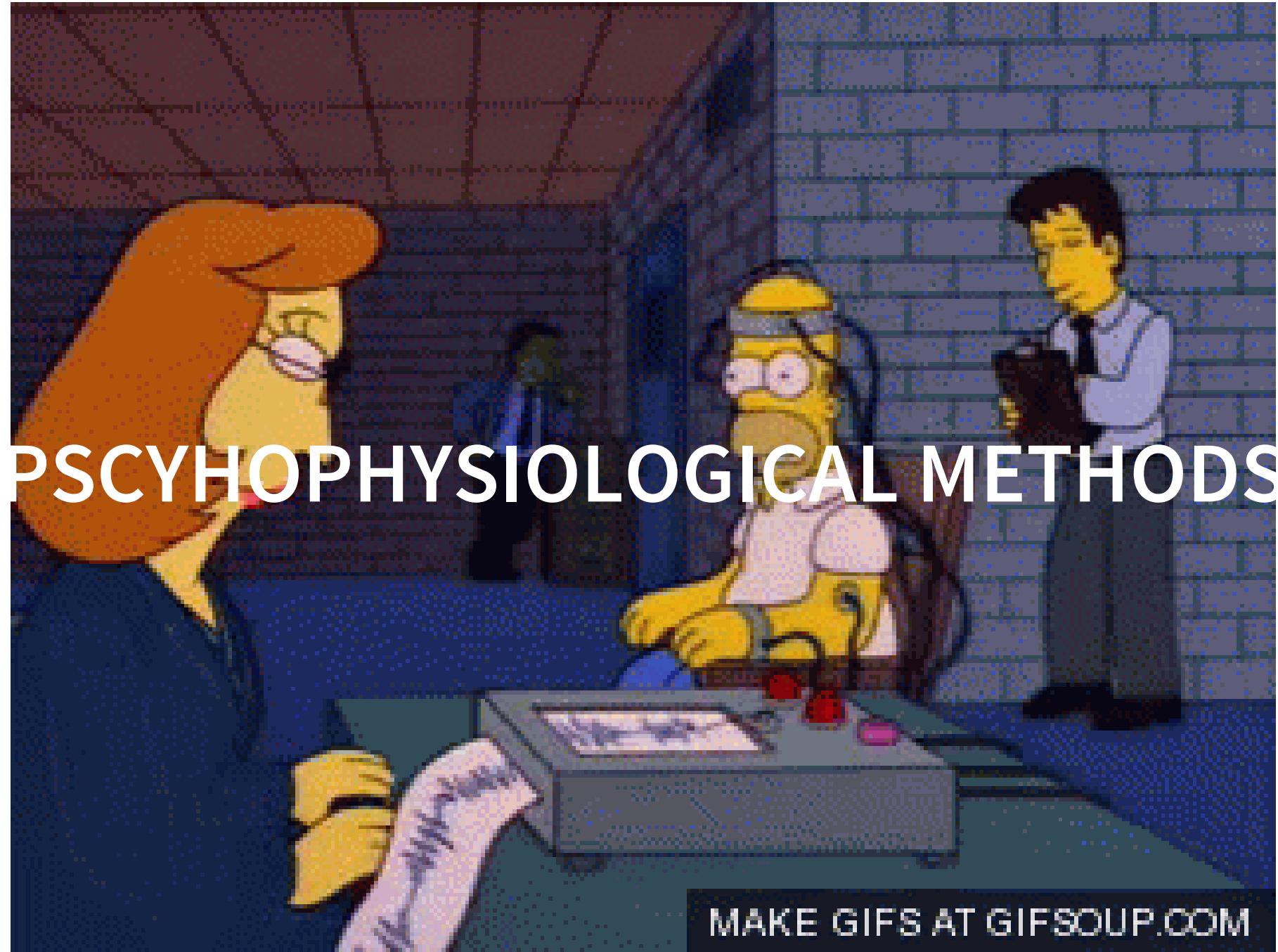
How might we access fear of falling using an analogue study? And how can we be sure that this is effective?

examine how people perform under particular situations

What might be some situations we would want to investigate?



# ROLE PLAYING



# PSYCHOPHYSIOLOGICAL METHODS

MAKE GIFS AT [GIFSOU.PCOM](http://GIFSOU.PCOM)

**WHAT MIGHT BE THE MEASUREMENT  
ISSUE HERE?**

- Find someone in class and take each other's test
  - Take their test
  - Was anything unclear? Did something seem unnecessary or omitted? Did you understand what the test was measuring? How did you think it did at achieving this?
  - Give written suggestions for test revision
  - Could include instructions, clarification of purpose, clarification of item wording, item format, what they could use for validity evidence, etc
  - Suggest at least one additional item that the test developer could consider
  - After sharing your revisions with the test developer, turn in your suggested revisions to me