E-411 PRMA

LECTURE 16 PERSONALITY ASSESSMENTS

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PERSONALITY ASSESSMENTS

WHAT IS PERSONALITY?

PERSONALITY IS ...

An individual's unique assemblage of psychological traits over time

Just like intelligence, there is no consensus

Personality is defined by the particular empiricial concepts which are a part of the theory of personality employed by the observer

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SO ... WHAT IS A TRAIT?

PERSONALITY TRAIT

- Any **distinguishable, relatively enduring** way in which one individual varies from another
- Tend to be stable
- Traits are relative
- A characteristic of someone

PERSONALITY TYPES

- A type is a similar pattern of traits to a pre-exisiting suite of personalities
- These are descriptions of someone
- Test consist of subtests that will results in a profile (personality profile)
- Could then use profile analysis - interpreting both the pattern and the level effect
- Ex. Type A vs. Type B personality

WHICH ONE ARE YOU?

[CLICK THE ABOVE]

PERSONALITY STATE

Refers to a short-term, ephemeral trait

How do you feel during a test? At the doctor's?

HOW CAN WE USE PERSONALITY ASSESSMENTS?

WHO IS REPORTING

SELF-REPORTING

Often the person supplies information about their personality (self-reporting)

May be from diaries or an interview and can elicit very private information

Self-report measures self-concept (e.g. Beck Self-Concept Test)

What are some measurement issues with this?

ANOTHER PERSON

- May want/need a spouse, parent, teacher, boss, friend,or trained observer as the informant
- Informant may know the subject being studied very well, perhaps better than themself

- Lots of measurement issues though!!!

  - Biased leading to be too generous or severe

  - May want to rate person as "normal", i.e. in the middle

  - Something may overshadow (the halo effect)

  - Context important

  - Other problems?

WHAT IS BEING MEASURED

ASSESSMENTS AND RESPONSE STYLES

May measure thoughts, feelings, behaviors

Can also measure response style (characteristic response pattern independent of the content)

Are they being honest?

Are they responding in a socially desirable way?

These are validity issues

Attempts to measure this on a test - validity scale

WHERE IS IT BEING MEASURED

HOW IS IT BEING MEASURED

HOW FACTORS: FOCUS AND THE FRAMEWORK

- Does it have a narrow or wide focus
  - Does it measure just one aspect or many aspects of personality
- Theoretical or atheoretical
  - Is it based on a theoretical framework of personality
  - For example, psychoanalysis
  - Most popular instrument, MMPI, is atheoretical

HOW FACTORS: ASSESSMENT AND ITEM FORMAT

Myriad of formats used: traditional test, interviews, performance tasks, etc

They may be structured or unstructured

Most important is a clear definition of the construct of interest!

HOW FACTORS: FRAME OF REFERENCE

Now, in the past, in the future

How I see myself, how others see me, etc

Q-sort technique, ranking of variables based on some instruction

"Most how I feel about this course" to "Least how I feel about this course"

Based on Q-factor analysis

Adjective checklist and sentence completion

HOW FACTORS: SCORING

Range from simple summing of responses to complex algorithms requiring experts

Depends on test makers approach to personality

Is it a nomothetic vs. idiographic approach?

Is scoring normative or ipsative?

WHAT ARE THE MEASUREMENT ISSUES HERE?