

Project Module in Management and Applied Economics

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Personality

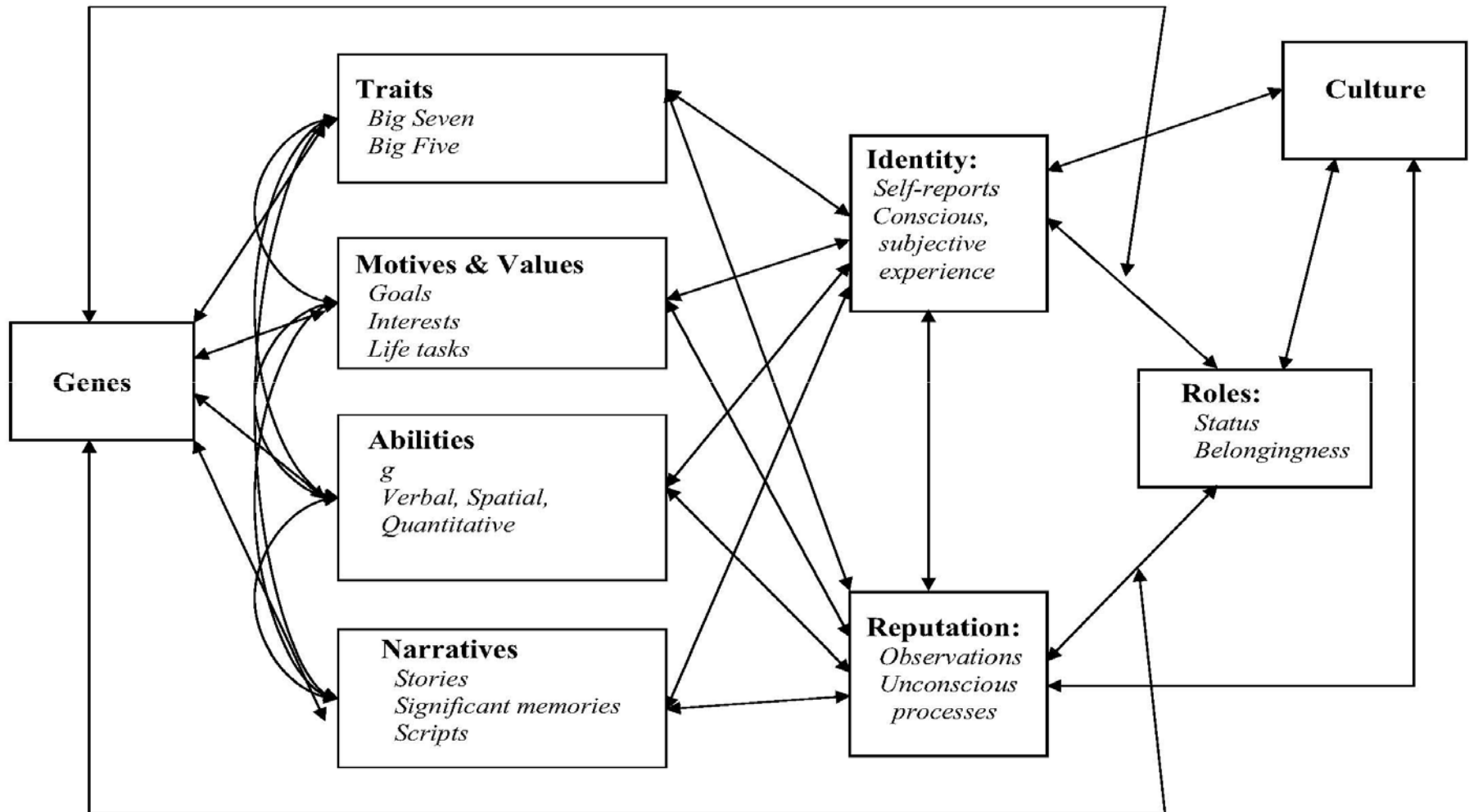
Definition

- “Personality traits are relatively enduring patterns of thoughts, feelings, and behaviors that reflect the tendency to respond in certain ways under certain circumstances.” (Roberts, 2009, p. 140)
- Note: some psychologists define personality in a similar way: “psychological qualities that contribute to an individual’s enduring and distinctive patterns of thinking, feeling and behaving” (Cervone and Pervin, 2009, p. 8)

Robert's Model of Personality

Units of Analysis

Fulcrum of assessment



Measurement Systems for Personality

Personality

- Measured personality results from interactions among the components of the system.
- Personality traits are only one determinant of measured personality.
- Measurements of thoughts, feelings, and behaviors arise from responses to incentives and social interactions and are used to infer personality traits and abilities.

Big Five

- Origin:
Lexical hypothesis by Allport and Odbert (1936)
 - Idea: differences are encoded in language
 - 17,953 personality-describing words
 - Reduced to 4,505 personality describing adjectives
 - Factor analysis: reduce to five superordinate factors.
- Hierarchical model
 - 30 lower-level facets

Historical Development: Identifying the Major Dimensions of Personality Descriptions

- Cattell (1943) began with a subset of 4500 trait terms.
 - He reduced these 4500 terms to 35 variables.
 - Conducted several factor analyses and identified 12 personality factors.
- Fiske (1949) constructed much simplified descriptions from Cattell's variables.
- Tupes and Christal (1961) found „five relatively strong and recurrent factors“.
- Norman (1963) labeled these factors into the Big Five.
- Big Five Factors: Goldberg (1971)

Personality Traits: Big Five

- The Big Five factors are
 - Openness to Experience (also called “Intellect” or “Culture”),
 - Conscientiousness,
 - Extraversion,
 - Agreeableness, and
 - Neuroticism (also called Emotional Stability).
- Convenient acronym for these factors is “OCEAN”.

The Big Five Traits

Trait	Definition of Trait*
I. Openness to Experience (Intellect)	The tendency to be open to new aesthetic, cultural, or intellectual experiences.
II. Conscientiousness	The tendency to be organized, responsible, and hardworking.
III. Extraversion	An orientation of one's interests and energies toward the outer world of people and things rather than the inner world of subjective experience; characterized by positive affect and sociability.
IV. Agreeableness	The tendency to act in a cooperative, unselfish manner.
V. Neuroticism (Emotional Stability)	Neuroticism is a chronic level of emotional instability and proneness to psychological distress. Emotional stability is predictability and consistency in emotional reactions, with absence of rapid mood changes.

* From the American Psychological Association Dictionary [2007].

Big Five

- Each of the „Big Five“ comprises many different, more specific characteristics of personality (facets).
- BF taxonomy serves an integrative function because it can represent the various and diverse systems of personality descriptions in a common framework.
- Designed to describe human differences and to assess personality.
- Criticism
 - No theory that descriptions of behavior cluster reliably into 5 groups (much disagreement, three factor models etc.).
 - The BF model does not consider important factors of individual differences: persistence, motivation, regulation of motivation etc.

The Big Five domains and their facets

Big Five Personality Factor	Facets (and Correlated Trait Adjective)	Related Traits	ACL Marker Items for Factor	Childhood Temperament Traits
Openness to Experience	Fantasy (imaginative) Aesthetic (artistic) Feelings (excitable) Actions (wide interests) Ideas (curious) Values (unconventional)	—	Commonplace, Narrow-interest, Simple- vs. Wide-interest, Imaginative, Intelligent	Sensory sensitivity Pleasure in low-intensity activities Curiosity
Conscientiousness	Competence (efficient) Order (organized) Dutifulness (not careless) Achievement striving (ambitious) Self-discipline (not lazy) Deliberation (not impulsive)	Grit Perseverance Delay of gratification Impulse control Achievement striving Ambition Work ethic	Careless, Disorderly, Frivolous vs. Organized, Thorough, Precise	Attention/(lack of) distractibility Effortful control Impulse control/delay of gratification Persistence Activity*
Extraversion	Warmth (friendly) Gregariousness (sociable) Assertiveness (self-confident) Activity (energetic) Excitement seeking (adventurous) Positive emotions (enthusiastic)	—	Quiet, Reserved, Shy vs. Talkative, Assertive, Active	Surgency Social dominance Social vitality Sensation seeking Shyness* Activity* Positive emotionality Sociability/affiliation

Note: a. ACL = Adjective Check List (Gough and Heilbrun, 1983)

Source: Based on information in Table 1.3 from Almlund et al. (2011). Chapter 1, Handbook of Education

The Big Five domains and their facets

Continued

Big Five Personality Factor	Facets (and Correlated Trait Adjective)	Related Traits	Childhood Temperament Traits
Agreeableness	Trust (forgiving) Straightforwardness (not demanding) Altruism (warm) Compliance (not stubborn) Modesty (not show-off) Tender-mindedness (sympathetic)	Empathy Perspective taking Cooperation Competitiveness	Fault-finding, Cold, Unfriendly vs. Sympathetic, Kind, Friendly
Neuroticism/ Emotional Stability	Anxiety (worrying) Hostility (irritable) Self-consciousness (shy) Impulsiveness (moody) Vulnerability to stress (not self-confident)	Internal vs. External Depression (not contented) Locus of control Core self- evaluation Self-esteem Self-efficacy Optimism Axis I psychopathologies (mental disorders) including depression and anxiety disorders	Tense, Anxious, Nervous vs. Stable, Calm, Contented Fearfulness/behavioral inhibition Shyness* Irritability* Frustration (Lack of) soothability Sadness

Notes: Facets specified by the NEO-PI-R personality inventory (Costa and McCrae, 1992b). Trait adjectives in parentheses from the Adjective Check List (Gough and Heilbrun, 1983)

* These temperament traits may be related to two Big Five factors.

Source: Based on information in Table 1.3 from Almlund et al. (2011). Chapter 1, Handbook of the Economics of Education

Persönlichkeitsfragebogen

Im folgenden finden Sie eine Liste von Persönlichkeitseigenschaften. Beschreiben Sie sich bitte selbst anhand dieser Liste, indem Sie in jeder Zeile auf der Skala anklicken, in welchem Ausmass entweder die linke oder die rechte Eigenschaft auf Sie zutrifft. Auch wenn Sie mitunter sagen möchten, dass je nach Umständen beide Eigenschaften zutreffen oder dass diese eigentlich keine Gegensätze darstellen, können Sie nur einen Wert ankreuzen und damit angeben, welche der beiden Eigenschaften eher zutrifft und in welchem Ausmaß sie zutrifft. Füllen Sie bitte die ganze Seite aus und übersehen Sie kein Eigenschaftspaar!

Geben Sie bitte an, was Sie wirklich von sich denken. Es ist niemand da, auf den Sie einen guten Eindruck machen müssten. Nur wenn Sie ganz ehrlich antworten, sind die Ergebnisse wissenschaftlich verwertbar. Wir bitten daher, am Ende des Fragebogens anzugeben, wie sehr wir uns auf Ihre Angaben verlassen können.

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Measuring personality traits

- Big Five measures are now widely used in psychology, but there is no agreement.
- Other taxonomies exist (see also Figure 1.4 in Almlund et al., 2011):
 - Big Three,
 - HEXACO
 - Big Nine.
- These are related to the Big Five.
- Problems
 - Often self-reported
 - Situation not standardized

Other Measurement Systems

- Self-Esteem (e.g. Rosenberg scale)
 - Locus of Control (Rotter)
 - Optimism (LOT).
-
- Note: Self-esteem and locus of control related to Neuroticism in Big Five taxonomy (see discussion in Almlund et al. 2011, section 5.5.1)