Complete the following:

"Some personality tests … entail **objective assessment**, in which the measurement is not dependent on a …

“Subjective assessment—measurement that relies on interpretation—has complementary strengths and weaknesses. The problems revolve around the fact that different observers …

“This challenge is not unique to psychology. In many arenas of human endeavor, the subjective judgment of an expert plays an important role.”

Examples: Subjective assessment.
In personality assessment, we must walk the line between being so objective that our information is sterile and being so subjective that our observation is …

Measuring Personality

Question: What is personal charisma?

Reliability

“The term reliability refers to the consistency of scores that are expected to be the same.”

Illustration: Reliability.

Question: What is error of measurement or error variance?

Internal Consistency Reliability

Question: What is internal consistency reliability?
*Internal Consistency Reliability*
(Continued)

Complete the following:

“Internal consistency is often measured by a statistic called Cronbach’s coefficient *alpha*.”

“We can think of alpha as the average of all the ….

“In tests that are widely employed, the coefficient of internal consistency reliability should be about .80.”

*Test-Retest Reliability*

**Question:** What is *test-retest reliability*?

Complete the following:

How can we have a reliable (stable) assessment of personality if personality may change?

“There are two sorts of sophisticated answers to this challenge. First, … personality consists of *patterns* that dynamically direct activity.”

“Although a person’s particular activities and daily responses may change, the basic …

“In fact, the temporal (time) dimension should be included in many studies of personality; that is, we should ascertain the individual’s patterns of response …
Test-Retest Reliability
(Continued)

“Consistent patterns often emerge.”

Example: Consistent patterns of behavior. (32)

Complete the following:

“(Another) answer to the challenge of personality change is to allow that personality may change over the long term (or after a major trauma), and to expect personality stability …

Example: Personality change over time. (32-33)

Construct Validity

Question: What is construct validity? (33)

Question: What is convergent validation?
Construct Validity
(Continued)

Question: What is *discriminant validation*? (33)

Question: What is meant by the following statement?

"Ultimately, construct validation is a process closely tied to theory development."

Question: What is *criterion-related validation*? (34)

Content Validity

"*Content validity* refers to whether a test is measuring the domain that it is supposed to be measuring."

Example: Content validity.
**Item Selection**

**Question:** What items are best for a personality test?

**Question:** What is meant by the following statement?

"One desirable quality of a test item is that it should discriminate among test takers ....

**Question:** What is **item response theory**?

**Bias**

**Response Sets**

**Question:** What is an **acquiescence response set**?

**Question:** What is a **social desirability response set**?
Response Sets
(Continued)

Illustrations: Social desirability response set.

Ethnic Bias

“… one of the most common types of test bias is **ethnic bias.**”

Examples: Ethnic bias.

Gender Bias

“A second common type of test bias is gender bias.”

Examples: Gender bias.
Varieties of Personality Measures

“There are both theoretical and methodological reasons for having different types of personality tests.”

Complete the following:

“On theoretical grounds, it is apparent that many sorts of tests are …” (38)

Example: Theoretical grounds for personality test.

“On methodological grounds, it is important to have various ways of measuring personality because each suffers from inherent biases.”

Example: Methodological grounds for personality test. (39)

[Table 2.3 Types of Personality Measures]

Page 39
Self-Report Tests

“One comprehensive, self-report personality test is the well-known Minnesota Multiphasic Personality Inventory.”

“(For) enhancing the individual scale scores, (Minnesota Multiphasic Personality Inventory) MMPIs are often evaluated using a picture or profile that graphs the pattern of scale scores.”

Example: MMPI pattern of scale scores.

“In (the) tradition of using personality tests to help therapists design treatments, the recent Millon Clinical Multiaxial Inventory … is a thorough attempt to assess personality disorders.”

Example: Millon Clinical Multiaxial Inventory.

“(One) approach to measuring personality relies heavily on the statistical technique termed factor analysis.”

Question: What is a factor analysis?
Q-Sort Tests

“An interesting method for collecting self-reports that is more active than questionnaires is the Q-sort.”

Illustration: Q-sort technique of personality assessment.

Ratings and Judgments by Others

“In 1921, Lewis Terman began a study of over 1,500 bright boys and girls in California schools. Terman, who developed the Stanford-Binet Intelligence test, was interested in seeing how very bright children grew up.”

Terman collected various sorts of other information about these children.”

“For example, during the 1921-11 school year, Terman had parents and teachers rate the youngsters (who were about eleven years old) on a number of dimensions, including the following:

prudence/forethought

freedom from vanity

conscientiousness

truthfulness

“Together, these ratings clearly formed an excellent scale of conscientiousness/social dependability.”
Ratings and Judgments by Others
(Continued)

[Figure 2.1, A Sample of Questions from Terman's Longitudinal Study] Page 43
Ratings and Judgments by Others (Continued)

Complete the following:

“Most interesting … is that these conscientiousness/dependability ratings turned out to be a good predictor of longevity across the life-span!”

“Children rated as more conscientious live ….

“The use of ratings implies that others can make valid judgments of one’s personality. Can they? There is indeed much evidence that this is true, including recent systematic studies of the personality assessments that others—friends, acquaintances, and even strangers—can make.”

Examples: Rating and judgments by others.

Biological Measures

Question: What was the practice of phrenology?

“Modern biological assessments of personality are based on the assumption that the nervous system (including the brain’s network of neurons) is the key.”

Illustrations: Biological assessment of personality.
Biological Measures
(Continued)

Question: Why is positron emission tomography (PET) scanning thought to be a very promising technique for showing brain activity?

Question: Why are hormone levels a promising biological measure of personality?

Question: Why is it in the cases of certain diseases that biological assessment may provide valuable information about personality?

Behavioral Observations

Question: What were Sir Francis Galton’s contributions to behavioral observations of personality?
Behavioral Observations
(Continued)

“In the modern study of personality, behavioral observations can be as simple as counting people’s experiences … or they may become quite complex …”

Illustrations: Modern simple and complex behavioral observations. (46)
Interviews

“The validity of an assessment interview is difficult to ascertain.”

Illustrations: Validity of assessment interviews.

“In the 1940s and 1950s, Alfred Kinsey used interviews to probe human sexuality.”

Illustrations: Alfred Kinsey assessment interviews.

“In recent years, assessment interviews have tended to become more systematic or structured. Rather than follow the interviewee’s meanderings, the interviewer follows a definite plan.”

“One of the best-studied structured interviews is the one used to assess the Type A behavior pattern.”

Illustration: The structured interview and the type A behavior pattern.
Interviews
(Continued)

In general, interviews have the significant disadvantage of being subject to bias by the behaviors of the interviewer.”

Illustration: Bias in interviews. (49)

Expressive Behavior

“Expressive style is an excellent way to assess personal charisma—more valid, but also more demanding of the examiner than a self-report questionnaire …

Examples: Expressive behavior. (50)

“Like other measures, expressive style is often biased by cultural factors.”

Examples: Expressive behavior biased by cultural factors.
“Document analysis can … be focused on … narrow questions. In an interesting archival analysis of Galton’s intelligence, Lewis Terman, using mostly letters, claimed that Galton must have had an IQ of at least 200.

Illustration: Document analysis and the intelligence of Francis Galton. (51)

“Diaries can provide especially useful data about the personalities of those who lived in other times and places.”

Illustration: Anne Frank’s Diary. (52)

Projective Tests

“Assessment techniques that attempt to study personality through use of a relatively unstructured stimulus, task, or situation are termed projective tests because they allow a person to ‘project’ her or her own inner motivations into the assessor’s test.”
Complete the following:

“Because people are often unaware of factors motivating their behavior, exploring such motivations is no easy matter but essential if behavior is to be understood. Projective tests, by using vague tasks or stimuli and then gauging the participant’s emotional or motivational response, attempt to …

“The Rorschach shares a significant problem with all projective tests, namely scoring.”

Illustrations: Scoring problems with projective tests.
Demographics and Lifestyle

“To gain a good understanding of an individual, we need to know the person’s cultural milieu and cultural identity.”

Illustrations: Demographics and lifestyle. (55)

Is There One Best Method of Assessment?

“Which personality assessments are best? The answer depends in part on the person, the assessor, and the purpose of the assessment.”

Example: Purpose of assessment. (57)

Complete the following:

“… it is important to remember that the validities of almost all personality assessment techniques are threatened by the …

“Valuable assessment shows what is …
Is There One Best Method of Assessment?

[Table 2.5 Advantages and Limits of Personality Measures]
Page 58

How Not to Test Personality

“It is amazing to see how much time and money some people spend attempting to assess personality in ways that are marginally valid at best. Many are simply frauds or fantasies.”

Illustrations: Invalid methods of assessing personality. (59-60)
The Design of Research

"How do personality psychologists go about choosing research designs with which to explore personality?"

Case Studies

Question: What was the case study design? (60)

Illustrations: Case study design.

Correlational Studies

Question: What are correlational studies? (60-61)

Illustrations: Correlational studies.
Experimental Studies

"The most straightforward way to arrive at a valid causal inference is to design a true experiment."

Illustration: Experimental study. (61)

"Unfortunately, in most personality research, we are limited in the extent to which we can use random assignment."

"so, we rely on quasi-experimental research … "

Question: What is a quasi-experimental research design?

Example: Quasi-experimental design. (62)
The Ethics of Personality Testing

Question: What was Alfred Binet’s goal for intelligence testing?

Question: What is meant by the following statement?

"Unfortunately ... the first intelligence tests were quickly corrupted ..."

Question: What did Steven Jay Gould say in his book *The Mismeasure of Man*?

Complete the following:
Because of abuses of assessment, some have argued that testing should be outlawed."

"The real problem is that personality tests are poorly ...