

# PERSONALITY PSYCHOLOGY

## CHAPTER 4

# PERSONALITY ASSESSMENT

- Theories and observations and experiments work together to create the traits, but what tests them?
  - Reliably
  - Validly
  - Idiographically and nomothetically?

# NUMBER ONE

- Personality assessment is
  - The measurement of the individual characteristics of a person.
  - The most common method of studying, or testing personality.

## NUMBER TWO

- The making of a good personality assessment is
  - A phase of practice testing prior it being declared a trustworthy measure of personality
  - Reporting the history of scores and test-takers in a peer-reviewed publication or journal, meaning that it is in a source that other personality psychologists know, read and scrutinize for accuracy and quality.

## NUMBER 3

- The phase of prior testing is used to
  - Apply statistical testing along with theoretical scrutiny
  - Specifically report statistical reliability and validity scores in peer-reviewed publications

# UNDERSTANDING RELIABILITY

- At least 7 different kinds of measurement reliability:
  - Temporal Consistency Reliability
  - Test-Retest Reliability
  - Internal Consistency Reliability
  - Parallel-Forms Reliability
  - Split-Half Reliability
  - Cronbach's Alpha
  - Interrater Reliability

## RELIABILITY CONT'D.

- Most “personality tests” online and in magazines ARE NOT trustworthy because
  - They have not gone through the prior testing and score reporting phase, which includes expert publication
  - The information reported by them are almost always overly general and broad
    - This is called the Barnum Effect

# UNDERSTANDING VALIDITY

- Validity is the extent to which a test measures what it is supposed to measure.
- At least 4 types of validity
  - Face Validity
  - Criterion Validity
  - Convergent Validity
  - Discriminant Validity

## THE KEY OF GENERALIZABILITY

- Most of all, a good measure of personality is able to test personality in many people—even perhaps, *all* people.
- Generalizability:
  - Establishes the boundaries or limitations of a test.

# TEST TYPES

- The types or categories of tests include:
  - Self-report tests
  - Performance-based tests
  - Forced-choice formatted tests

## TEST TYPES CONT'D.

- Each type of test is testable for reliability and validity; however,
  - Researchers must be on guard for *response sets*.
  - See p. 91-93

The work of researchers is an ongoing cycle of testing via the scientific method!