

Lecture Outline: Measuring Personality

I. Basic Issues in Psychological Measurement

Measurement: Describing personality phenomena,
preferably in quantitative form (numbers!)

Multiple perspectives on personality--each has flaws and limitations.
Solution: Consider different data sources/methods (L-O-T-S)

Multiple measurement: Inherent unreliability of human observations
Solution: Use multiple items/observations and **aggregate**
Example: Exam questions; SAT; GPA

II. Reliability and Validity

1. Reliability/Generalizability

The extent to which our measurements are
stable, dependable, and can be replicated
(question of generalizability)

- | | |
|----------------------------------|------------------------------------|
| (a) Generalize across time: | retest (stability) |
| (b) Generalize across tests: | parallel test or alternate form |
| (c) Generalize across items: | split-half or internal consistency |
| (d) Generalize across observers: | interjudge reliability |

// No. 3

adjective checklist \leftrightarrow personality description
(hr exercise) 'comp. & see which you should never use.

"Submit" & receive feedback (printout) < record.
exam FB.

Measurement - description of pers. you're interested

Language \rightarrow limitation: How do you compare? (open-ended)

\therefore Quantitative form

ex. "He borrows money": How often? How much?

"She is kind": How kind?

Set of attribution - how appropriate to one (1-5 scale)

Multiple perspective: prob. of description - it all depends

self perspective: not perfect, inaccurate

LOTS (L) - life data ex. how many speed tickets did he receive?
Drinks - count bottles

(O) - observational data

ex. have others describe

physical characteristics

(by human observer)

facial muscle movement

(ex. "happy wrinkles")

broad

covert

specific

inner emotion

(T) - test data ex. SAT. (= objective scoring)
cookies.

(less frequently used than other research)

(S) - Self report - want to be _____
too positive / negative

bias

avoid.

unreliability

single perspective: choice error.

aggregate measure = averaging from multi. measuring.

Reliability - first 50 tests should give same result as next 50 tests.

↳ measurement should be stable, can be repeated

Can we generalize ~

across time? ex. morning & night. etc.

* re-test reliability, stability coefficient.

across tests? give same numbers in 2 different tests.
ex. same weight in different scales

* parallel test. alternative test.

across items?

items in the same test comparable?

1st & 2nd part of test should give same result.

* ⇒ split-half / internal consistency.

↳ can look half of result instead of whole.

across observers?

ask one's personality to 2 observers
agree?

* inner-judge reliability. & what we look for.

* Hamon & numbers involvement ~ always error