

# Personality

## Assessment Techniques



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## What We Will Cover in This Section

- **Observer ratings.**
  - Interviews.
  - Behavioral observation.
- **Self report.**
- **Evaluating the evaluation.**



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## Observer Ratings

- **Data gathered from someone other than the person being assessed.**
  - **Direct observation.**
    - Checklists
    - Rating scales.
  - **Interviews**
    - Freud's 'talking approach'
    - Direct questioning.

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## Self-Reports

- **Single Scale**
  - Focus on one characteristic at a time.
  - Example
    - Beck Depression Inventory
- **Inventories**
  - Assess multiple characteristics.
  - Examples
    - MMPI
    - CPI

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## Dream Analysis

- **Idea: Dreams express unsatisfied wishes.**
  - **Manifest Content**
    - The dream as it is remembered.
  - **Latent Content**
    - The desires represented by the images in the dream.

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## Projective Assessments

**Idea: Our unconscious guides our reactions to ambiguous stimuli.**

- **Word association.**
  - Jung's word association.
- **Pictures**
  - Rorschach ink blot test
  - Thematic apperception test

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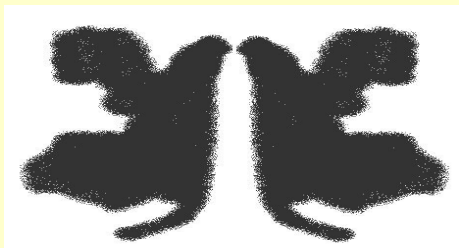
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## Ink Blot



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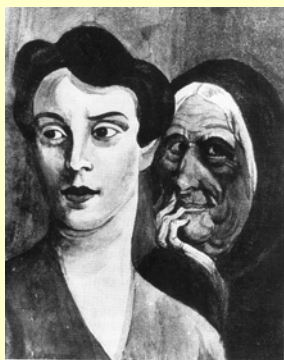
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## Measurement Issues

- **Reliability**
  - Inter-rater reliability.
  - Stability over time.
- **Validity**
  - Construct validity.
  - Criterion related validity.

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## Other Issues

- **Measuring state vs. traits.**
- **Must evaluate characteristics that**
  - Identify us uniquely.
  - Are important theoretically.

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# The End

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