

Measuring Personality in High-Stakes Situations

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What is “Personality”?

Personality is the characteristic sets of behaviors, cognitions, and emotional patterns [of a human] that are formed from biological and environmental factors, and which change over time.

- Characteristic = Happens with some consistency (relatively stable)
- Behavioral, cognitive, and emotional = personality can show itself in many different ways
- Change over time: Personality is not constant but may change (slowly)

Source: Corr, Philip J.; Matthews, Gerald (2009). *The Cambridge handbook of personality psychology*. Cambridge: Cambridge University Press.

Example: Big Five



Measuring personality with Likert scales

How would you respond to the following questions (items):

- “I see myself as someone who is outgoing, sociable.”
- “I see myself as someone who is relaxed, handles stress well.”
- “I see myself as someone who tends to be lazy.”

On a five-point scale from (1) “Does not apply at all” to (5) “Applies fully”?

Source: Big Five Inventory (BFI-10)

Measuring personality with Likert scales: High-stakes

How would you respond to the following questions, **if you applied for a job as a sales person?**

- “I see myself as someone who is outgoing, sociable.”
- “I see myself as someone who is relaxed, handles stress well.”
- “I see myself as someone who tends to be lazy.”

On a five-point scale from (1) “Does not apply at all” to (5) “Applies fully”?

Measuring Personality with Comparative Judgements (CJ)

How would you respond to the following questions?

Which of these two statements apply more to you:

- “I see myself as someone who is outgoing, sociable.” or
- “I see myself as someone who is relaxed, handles stress well.”?

Which of these two statements apply more to you:

- “I see myself as someone who is outgoing, sociable.” or
- “I see myself as someone who tends to be lazy.”

Every comparison is binary coded

The first comparison is **equally-keyed** the second is **unequally-keyed**

Measuring Personality with CJ: High-Stakes

How would you respond to the following questions (items), **if you applied for a job as a sales person?**

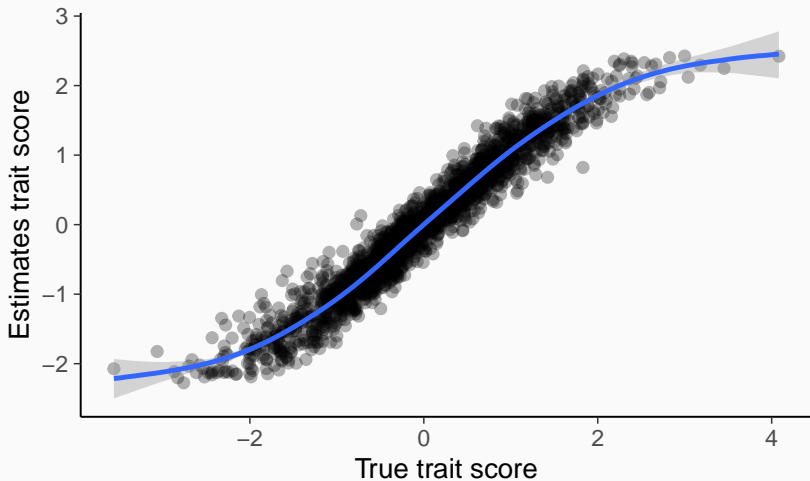
Which of these two statements apply more to you:

- “I see myself as someone who is outgoing, sociable.” or
- “I see myself as someone who is relaxed, handles stress well.”?

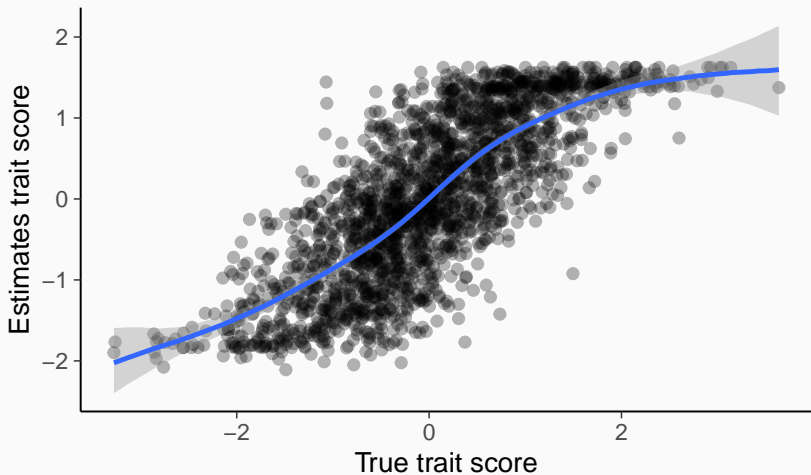
Which of these two statements apply more to you:

- “I see myself as someone who is outgoing, sociable.” or
- “I see myself as someone who tends to be lazy.”

Simulations: Both equally- and unequally-keyed comparisons



Simulations: Equally-keyed comparisons only



But what now?

Can we apply comparative judgements (or Likert scales) in a way that they are both

- Faking resistant and
- statistically sufficiently informative?

If not, are there any other ways to measure personality that work well in high-stakes situations?