Topic 5
Study units 9 & 10

Topic 6
Study units 11 & 12
Topic 5 Study unit 9 & 10

- Personality assessment
- Career counselling assessment
PERSONALITY ASSESSMENT

• What are personality tests

• Development of personality inventories
  – Main approaches: content-related procedures; empirical criterion keying; factor analysis & personality theory

• Advantages and disadvantages of self-report inventories
  – See page 88 of the study guide.

• Test-taking attitudes and response biases
  – See page 90 of the study guide
PERSONALITY ASSESSMENT

• Projective personality assessment techniques – what are they?

• Types of projective techniques
  – Inkblot
  – pictorial
  – verbal
  – performance

• Self-report inventories vs. Projective techniques
<table>
<thead>
<tr>
<th>Projective personality techniques</th>
<th>Self-report inventories</th>
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<tbody>
<tr>
<td>• Unstructured tasks - test stimuli vague and ambiguous</td>
<td>• Set of standard questions with no right or wrong answers that seek information about personality characteristics</td>
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<td>• Focused on composite picture of the whole personality</td>
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<tr>
<td>• Disguised testing procedures</td>
<td>• Uniform and specific instructions</td>
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<tr>
<td>• Psychometrically, not as sound as other techniques (reliability &amp; validity)</td>
<td>• Are simple questionnaires with multiple choice questions about the person’s behaviour and personal style</td>
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<td>• Unlimited variety of possible responses</td>
<td>• Limited responses e.g. choice between statements A or B</td>
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<td>• Less susceptible to faking</td>
<td>• Responses are categorised and conclusions/profiles made</td>
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<tr>
<td>• Effective in revealing covert, latent or unconscious aspects of personality</td>
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<tr>
<td>• Normative data not available</td>
<td></td>
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<tr>
<td>• Use requires a high level of training</td>
<td>• Easy to administer and score and relatively inexpensive</td>
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<td></td>
<td>• Fixed scoring rules – e.g. marking grid</td>
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CAREER COUNSELLING ASSESSMENT

• Measuring interest (SDS, 19FII)

• Assessment of values

• Career counselling
Topic 6 Study unit 11 & 12

- Uses of testing and assessment results
- Interpreting and reporting assessment results
USE OF TESTING AND ASSESSMENT RESULTS

• Assessment in industry
  – Individual
  – Workgroups and work teams
  – Organisations
  – Organisational research opportunities

• Other applications of testing
  – education
  – psychodiagnostic evaluation
  – research
INTERPRETING AND REPORTING ON ASSESSMENT RESULTS

• Methods of interpretation

• The relation between interpretation and validity

• Norm-referenced vs. criterion-referenced interpretation

• Principles for conveying test results (professional and ethical guidelines, confidentiality and accountability)
Lessons

• Refer to page 5 of the study guide – for each critical requirement, there may be a different type of test/assessment that is applicable, e.g. cognitive, personality, career counselling, etc. thus the study units 7 to 10.

• A good test in the wrong hands can be a bad test – a test can have good psychometric properties, but if it is used inappropriately, then the consequences can just be as bad as when using a test without psychometric properties; thus the importance of study units 11 & 12