Psychology 305A Lecture 3

Research Methods in Personality Psychology

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Interested in

Psychology? Counselling? Occupational Therapy? Mental Health? Or learning more about life with a mental illness?

UBC MHAC and SpeakBOX welcome you to ...

LIVED EXPERIENCES 2
JANUARY 12th, 6 to 9pm

Featured Topics:
Paranoid Schizophrenia
Post-Traumatic Stress Disorder
Anorexia
Bipolar Disorder
Dissociative Identity Disorder

Location: Buchanan D (second floor)
Members: FREE entry / **Non-members:** $ 2 in advance or $ 3 at the door!
Refreshments will be served!
Queries?
Contact ubcmhac@gmail.com or find us on facebook:

For advance tickets text or call:	
Saba 778 554 2556	
Maja 778 968 6206	Jane 778-319-3367
Kim 604 356 0676	Sarah 778 323 7432

Class Reminder

- Course website:
  - http://ubc-emotionlab.ca/psyc305A-personality/

- Password to access the site: personality

Reminder

- Research Assistant Positions available!
  - Emotion and Self Lab needs your help!
  - Email jeff.emoselflab@gmail.com for information about projects, positions, etc.

- Some Directed Studies positions available too
  - Earn course credit and get research experience

Measuring Personality

Personality Descriptions:

Pick the set of adjectives that best describes your personality:

Set A: Pioneering, enthusiastic, courageous
Set B: Stable, stubborn, organized
Set C: Intellectual, adaptable, clever
Set D: Sensitive, nurturing, sympathetic
Set E: Extroverted, generous, authoritative
Set F: Critical, exacting, intelligent
Set G: Harmonizing, just, sociable
Set H: Secretive, strong, passionate
Set I: Honest, impulsive, optimistic
Set J: Ambitious, hard-working, cautious
Set K: Original, open-minded, independent
Set L: Kind, sensitive, creative

It's in the stars!
Astrological Personality descriptions

Set A: Pioneering, enthusiastic, courageous [*Aries*]
Set B: Stable, stubborn, organized [*Taurus*]
Set C: Intellectual, adaptable, clever [*Gemini*]
Set D: Sensitive, nurturing, sympathetic [*Cancer*]
Set E: Extroverted, generous, authoritative [*Leo*]
Set F: Critical, exacting, intelligent [*Virgo*]
Set G: Harmonizing, just, sociable [*Libra*]
Set H: Secretive, strong, passionate [*Scorpio*]
Set I: Honest, impulsive, optimistic [*Sagittarius*]
Set J: Ambitious, hard-working, cautious [*Capricorn*]
Set K: Original, open-minded, independent [*Aquarius*]
Set L: Kind, sensitive, creative [*Pisces*]
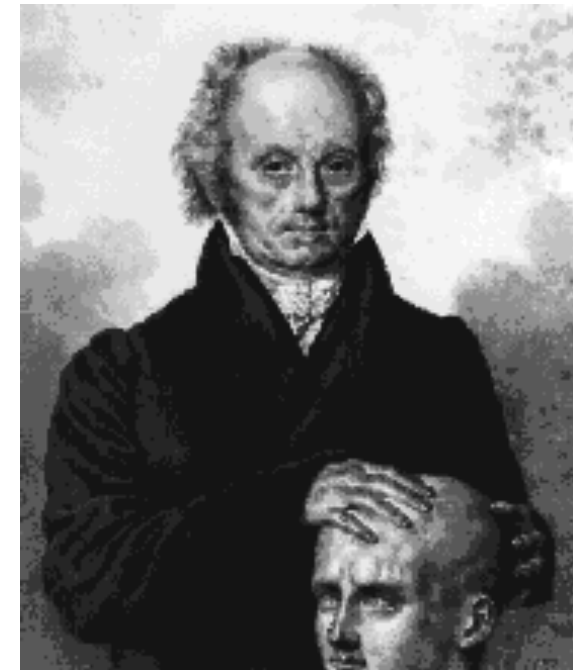
**8% (about 15 people) expected by chance

Percentage of people who believe in Astrology

All	Men	Women
58%	53%	64%

Pre-Scientific Methods

➤ Astrology
  ➤ Personality assessment based on birth date

➤ Physiognomy
  ➤ Personality assessment based on shape of body, particularly the face

➤ Phrenology
  ➤ Personality assessment based on morphology (shape) of skull

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Contemporary Approaches to Studying Personality

Descriptive Methods

Self-reports (surveys)

Observer-reports

Test Data

Life History Data

Descriptive Methods

There are 4 major types of descriptive methods

| Life History Data |
| Observer-reports |
| Test Data |
| Self-reports (surveys) |

LOTS of data!

Descriptive Methods

Self-Report

Asking people questions about their beliefs and behaviors

- Provided by the subject
- Responses to questionnaires

Ten-Item Personality Inventory-(TIPI)

- You will be reading a number of personality traits that may or may not apply to you. Please write a number next to each statement to indicate the extent to which <u>you agree or disagree with that statement</u>. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

- Use the following scale:

1----------2----------3----------4----------5----------6----------7

| Disagree Strongly | Disagree Moderately | Disagree A little | Neither Agree nor Disagree | Agree A little | Agree Moderately | Agree Strongly |

1----------2----------3----------4----------5----------6----------7

| Disagree Strongly | Disagree Moderately | Disagree A little | Neither Agree nor Disagree | Agree A little | Agree Moderately | Agree Strongly |

I see myself as:

1. _____ Extraverted, enthusiastic
2. _____ Critical, quarrelsome.
3. _____ Dependable, self-disciplined.
4. _____ Anxious, easily upset.
5. _____ Open to new experiences, complex.
6. _____ Reserved, quiet.
7. _____ Sympathetic, warm.
8. _____ Disorganized, careless.
9. _____ Calm, emotionally stable.
10. _____ Conventional, uncreative.

Scoring the TIPI

- Extraversion
  - Reverse your score on #6 [1=7, 2=6, 3=5, 4=4, 5=3, 6=2, 7=1]
  - (#6R + #1) divided by 2 = E score
- Agreeableness
  - Reverse your score on #2
  - (#2R + #7) divided by 2 = A score
- Conscientiousness
  - Reverse your score on #8
  - (#8R + #3) divided by 2 = C score
- Neuroticism
  - Reverse your score on #9
  - (#9R + #4) divided by 2 = N score
- Openness to Experience
  - Reverse your score on #10
  - (#10R + #5) divided by 2 = O score

How do you compare?

- The average undergraduate student
  - Extraversion: 4.55
  - Agreeableness: 5.09
  - Conscientiousness: 4.82
  - Neuroticism: 4.16
  - Openness to experience: 4.87

  N = 2,249 undergrads

Self-Report Data

- *Advantages*
  - Allows study of difficult-to-observe behaviors, thoughts and feelings
    - Who knows better?
  - Easy to distribute to large groups

- *Disadvantages*
  - Respondents may not be representative (convenience sampling is tempting)
  - Responses may be biased or untruthful

Descriptive Methods

Observer Report

Observing behavior of others

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Example:
Why did they want to be a leader?

Observer reports of their personalities may provide answers

Rate Obama and Harper's Personalities

1----------- 2 ---------- 3 ---------- 4 ----------5

Not at all   Somewhat   Very much

- <u>Extraversion</u>: sociable, outgoing, talkative
- <u>Agreeableness</u>: friendly, nice, easy to get along with
- <u>Conscientiousness</u>: goal-oriented, hard-working, diligent
- <u>Neurotic</u>: unhappy, anxious, stressed
- <u>Open to Experience</u>: open-minded, creative, flexible

1----------- 2 ---------- 3 ---------- 4 -----------5

Not at all   Somewhat   Very much

OBAMA   HARPER

- E
- A
- C
- N
- O

Observer Reports:
Who are the Observers?

- Parents, friends, teachers
  - Usually collected by questionnaire or rating form

- Trained observers
  - Systematic observations of behavior

- Untrained, participant-observers
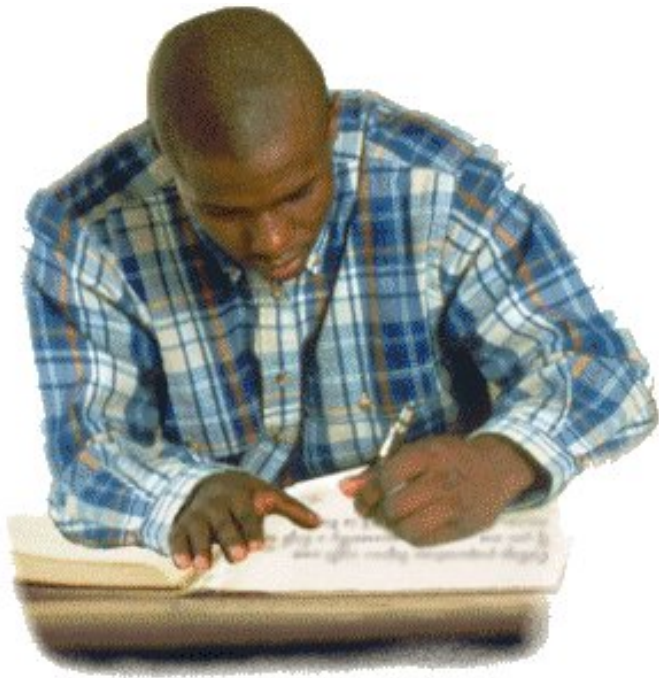 - Class ratings of Harper and Obama

Observer-Report Data

- *Advantages*
  - Capture spontaneous behaviors
  - Avoid bias of self-reports

- *Disadvantages*
  - Researcher interference
    - How naturalistic (vs. artificial) is the observation?
  - Rarity of some behaviors
    - Research on criminality
  - Observer bias & selective attention
  - Time consuming

Descriptive Methods

Test Data

Assessing an individual's abilities, cognitions, motivations, or behaviors, by observing their performance in a test situation

Tests may be written, physical (e.g., cardiogram), experimental, or physiological

Kinds of Test Data

- Questionnaire tests
  - E.g., IQ
- Experimental tests
  - Megargee (1969) study of dominance
    - Does trait dominance (high vs. low) or gender predict leadership?
    - Paired high and low dominant men and women in "box repair" task
    - 4 kinds of groups:
      (1) high dom ♀, high dom ♂
      (2) high dom ♀, low dom ♂
      (3) low dom ♀, low dom ♂
      (4) low dom ♀, high dom ♂

Megargee's Results

- Same sex
  - Male pairs?
    - High dom was leader (75%)
  - Female pairs?
    - High dom was leader (70%)
- Co-ed pairs
  - High dom male, low dom female?
    - Male was leader (90%)
  - High dom female, low dom male?
    - Male was still the leader! (80%)
- Why did this happen? Would it happen today?

Next Class

- Wrap up Methods
- (Maybe) begin Psychoanalytic Approaches: Freud
- Homework: Larsen & Buss: Chapter 9