

Measurement of Personality

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By:-MRS.RINKI KUMARI
DEPTT.OF EDUCATION
MMHA&PU,PATNA

❖ Measurement

1. Measurement means to describe any thing or trait in quantitative value.
2. According to N.E. Gronlund measurement is the process of obtaining a numerical description of the degree to which an individual possesses a particular characteristic. (Answers the question “How much?”)

The Origin of Personality

- The word the personality is derived from the Latin word persona that was associated with Greek Theatre(a building where theatrical performances) in ancient(old) times.
- Persona was meant a “mask” , which a Greek actor commonly used to wear when they work on the stage. We can say that the mask for persona(performance) of the actor implied a cover for the real person behind it.


Personality

- Personality is the extent to which a person impresses or attract other people , but in psychology it means the whole of person outstanding characteristics, his ability, his emotional and social traits(relating to human society and its member), his interests and attitude.
- Personality is the combination of vague(not clear) and intangible quality .

Why measure personality?

- Determine workplace suitability
- To be used in conjunction with intelligence tests to make decisions about school suitability
- To assist in diagnosis (identifying the nature) of a mental illness
- To be used to court by forensic (relating to) psychologists to determine personality of a possible offender
- Sport psychologists: to help understand their clients
- As part of a research study or to develop tests
- Generally used for diagnostic purposes

METHODS OF PERSONALITY TESTING



- It is very difficult to form a correct idea of one's personality by one method or technique. The following are the some methods used:

- A) The Interview
- B) Observation method
- C) Rating Scales
- D) Personality inventories
- E) Case study
- F) Projective techniques
- G) Situational Test