

Measurement of Personality

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INTERVIEW



- The most common method of judging personality. The aim of an interview is to collect information about an individual characteristics, behaviour, interests, assesses and weaknesses.

TYPES OF INTERVIEW

INTERVIEW

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graph TD; A[INTERVIEW] --> B[STRUCTURED]; A --> C[UNSTRUCTURED];
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STRUCTURED

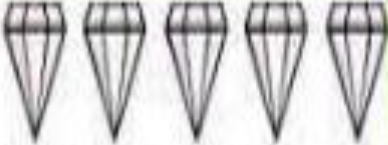
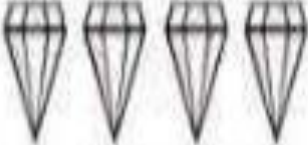
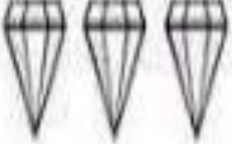


UNSTRUCTURED

OBSERVATION



- yields useful information about personality characteristics. An individual should be observed in various situations for several days before some conclusion about his personality traits are arrived at.

RATING SCALE

Excellent	
Very Good	
Good	
Fair	
Poor	
No rating submitted	N/A

- one of the oldest and most versatile of assessment techniques
- Rating scales present users with an item and ask them to select from a number of choices.
- The rating scale is similar in some aspects to a multiple choice test



CASE STUDY

- Integration of the information that is obtained from various sources about the individual is done. It requires many interviews with the individual.



OBJECTIVE PERSONALTY TESTS

PAPER PENCIL TEST



- Used to assess the relatively stable and enduring characteristics of a person in the form of a questionnaire or inventory. There are no right or wrong answer. These are usually paper pencil tests and can be given cheaply and quickly to a large number of people.