

Faking and Assessments

With the growing use of personality tests in organizations for selection and development, frequent concerns are raised about candidates' ability to fake their responses to make themselves look better. As a result of these concerns, researchers have looked closely at whether people are able to effectively adjust their responses on personality questionnaires.

Most of the research investigating faking has provided two groups with different instructions when taking the personality assessment. The first group is told to answer honestly, while the second group is asked to fake their responses in order to make themselves look as good as possible for a specific job. It was found that people in the second group were able to raise their scores approximately .75 of a standard deviation. The one problem with these types of studies is they do not involve actual job incumbents.

Reviews of the studies that involved job incumbents have discovered that distortion did not affect validity. These findings suggest that people can change their scores when instructed to do so, but that in actual settings, job applicant faking did not affect the relative standing of respondents in the sample. Since most candidates attempt to make themselves look as favorable as possible, the slight distortion of their results does not change how they rank against the other candidates.

The results of our own in-house studies closely mirror that of other researchers. Candidates who are taking personality tests for the purpose of selection can shift their preferences approximately $\frac{1}{2}$ to $\frac{3}{4}$ of a standard deviation in the direction that they feel is best for the job. Interestingly, when people take the same tests for the purpose of career development there is little shifting of scores. While research is ongoing to help us better understand faking, current findings show that we do not have as much to be concerned about as we first thought.

A second approach used to address faking is specially developed scales that measure socially desirable responses. These scales are designed to identify people who respond to a questionnaire based on what they believe the employer is looking for rather than their own personal style. Identifying people who may be misrepresenting themselves gives the employer the opportunity to confirm the candidate's results through other assessment methods, and confirm whether or not the candidate's responses are valid or invalid.

IN THIS ISSUE

FAKING AND ASSESSMENTS	1
PREPARING AND PRESENTING MBTI® PROPOSALS	2
LEARN POWERFUL, NEW STRATEGIES FROM MBTI® EXPERTS	3
PSYCHOMETRICS TRAINING	3
TALK TO US	3

Preparing and Presenting MBTI® Proposals

Many of our qualified MBTI® users work in organizational settings, using the MBTI® assessment for team-building, individual development, communication, change and leadership. Gaining acceptance from organizations new to the MBTI® instrument often requires a proposal or presentation. The following suggestions help you use type knowledge to create an effective proposal that meets the basic needs of any decision maker, no matter what his/her type might be.

Send written information ahead of time (**I**) and have a question and answer period that allows for live discussion (**E**).

Include specific information related to costs and time, and give examples of how other organizations have used the instrument (**S**), and also outline a vision of how the MBTI® assessment can move the organization through it's current situation into a better future (**N**).

Provide a logical analysis of the benefits and a cost-benefit analysis (**T**) and how the tool can help the organization achieve its mission and build upon its values (**F**).

Include a schedule of the workshop plans and timeframes (**J**) and how the course can be adjusted to meet the changing needs of participants' (**P**).

Using these suggestions will not only help you create a proposal that provides each individual type with the information they tend to look for, but will also ensure that your proposal and presentation has covered all the bases.

LEARN POWERFUL, NEW STRATEGIES FROM MBTI® EXPERTS

MBTI® Professional Development Conference Calgary, October 18-19, 2007

Our first MBTI® Professional Development Conference is fast approaching. On October 18-19 in Calgary, you have the opportunity to attend 4 half-day sessions with today's leading MBTI® authorities. You will learn practical skills and strategies for applying the MBTI® instrument.

Sessions include:

Coaching the Changing Workforce
– Nancy Barger

Communication: Skills, Styles, & Strategies
– Donna Dunning

Losing Your Grip at Work
– Patrick Kerwin

Leaders in Global Organizations
– Linda Kirby

Coaching Using the Step II
– Jean Kummerow

**Using Type and Emotional Intelligence
to Coach Leaders**
– Chuck Pratt



Space is limited, so register soon. For more information about the speakers, sessions and registration, please visit our website at:
www.psychometrics.com/conference

