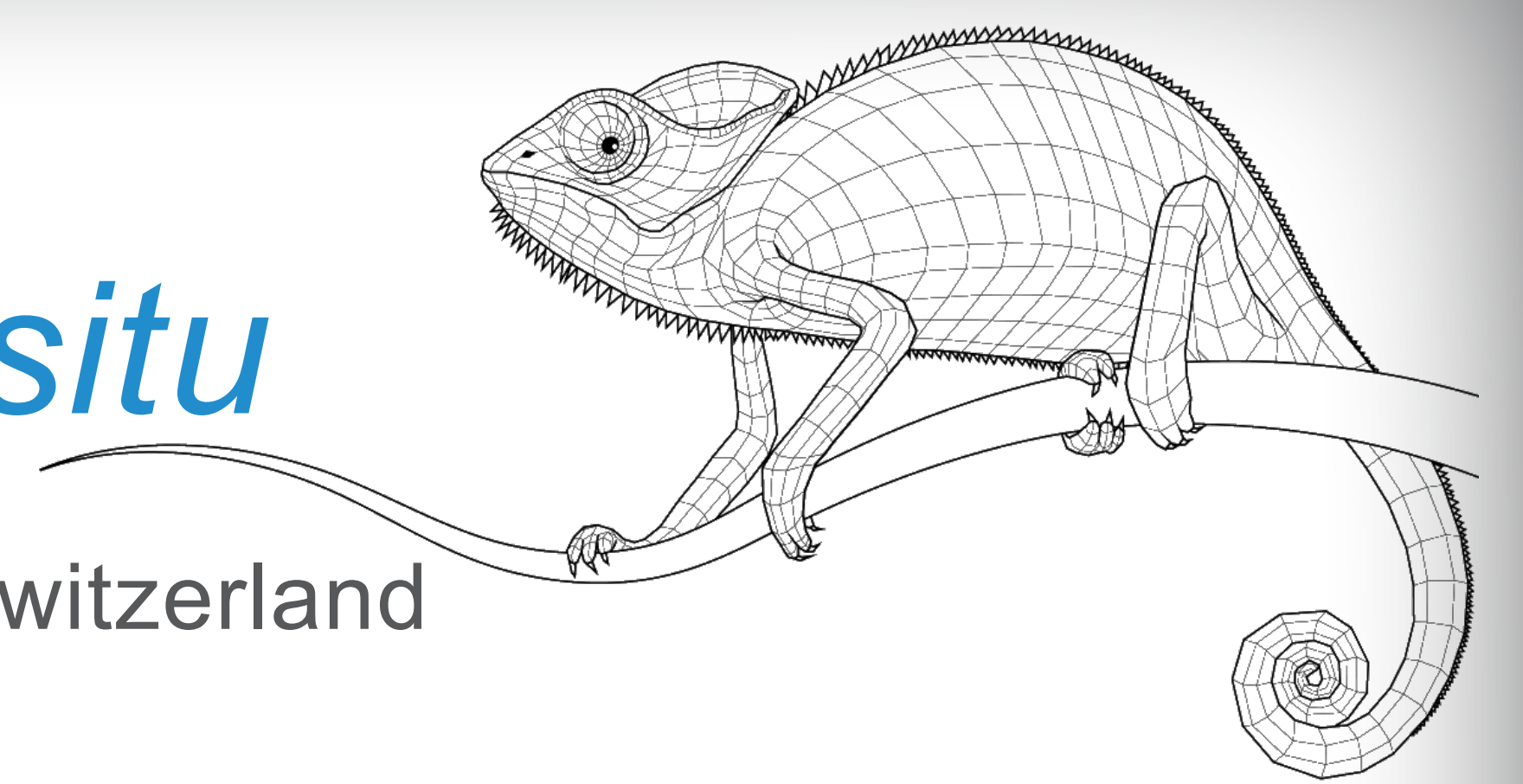


"PERSONALITY CHAMELEON"

Social clearsightedness of personality *in situ*

Ocyna RUDMANN – ocyna.rudmann@unil.ch – UNILaPS – University of Lausanne, Switzerland

Director: Benoît DOMPNIER – UNILaPS

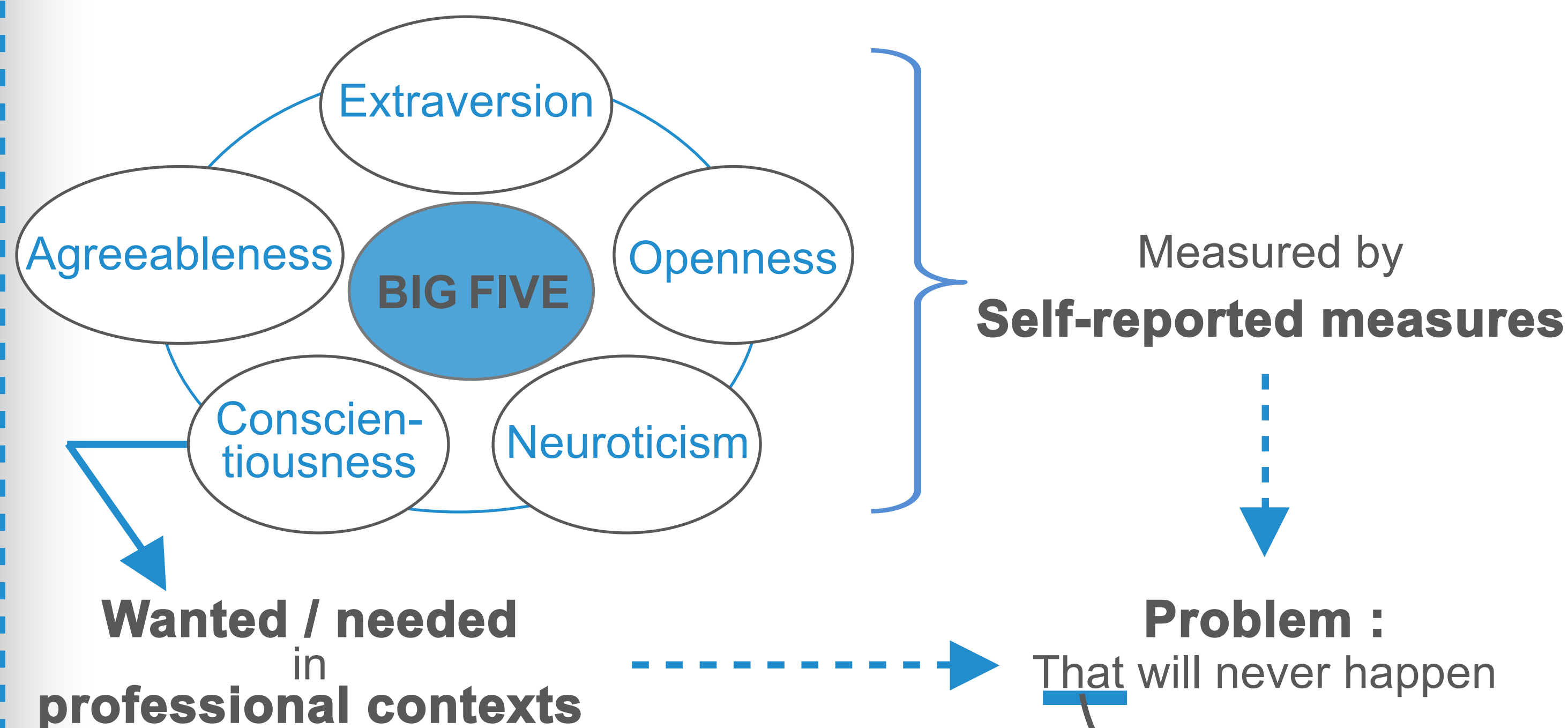


Abstract

Socially desirable responding (**SDR**) is the tendency to give positive self-descriptions; in specific contexts, people generally know which **personality dimensions** are more suitable. The **main goal** of this study (Meier, Dompnier, Rudmann, Smeding & Butera, in preparation) was to overpass the massive effect of desirable dimensions in spoiling the **validity of self-report personality measurements**.

Theoretical background

● Personality & Big Five



● Socially Desirable Responding

People know that **Conscientiousness** is a desirable personality dimension in hiring contexts.

→ responding in a socially desirable way (**SDR**) could impact the **validity** of self-reported personality measures:

People say that they are conscientious, when in reality they are not.



● Necessities & Luxuries

Budgeting Task
(Li et al., 2002)

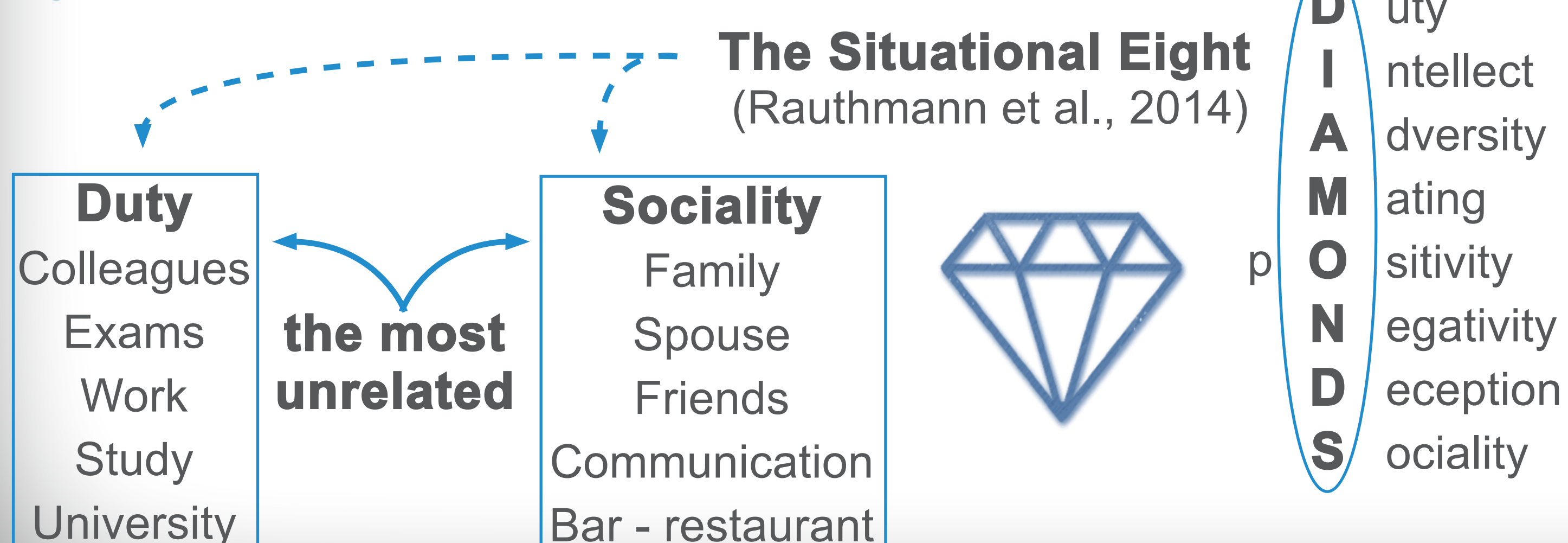


People know which personality dimensions are important in a specific context, but how do they rank the importance of those dimensions?

When having a **small budget**, people tend to attribute a bigger part of this budget to assure that they have enough amounts of **necessities**.

When having a **large budget**, people tend to attribute the same amount for necessities, but have a larger remaining part to afford **luxuries**.

● Contexts & Audiences



Hypotheses



Method

126 University students
81 ♀ (64%) + 44 ♂ (35%) + 1
18 y/o – 22.5 y/o – 45 y/o

BFI-FR → Big Five
M-C SD Scale → SDR
RSQ-8 → DIAMONDS

2 EXPERIMENTAL CONDITIONS

Duty Condition → Answering in order to be appreciated by a professor in the University

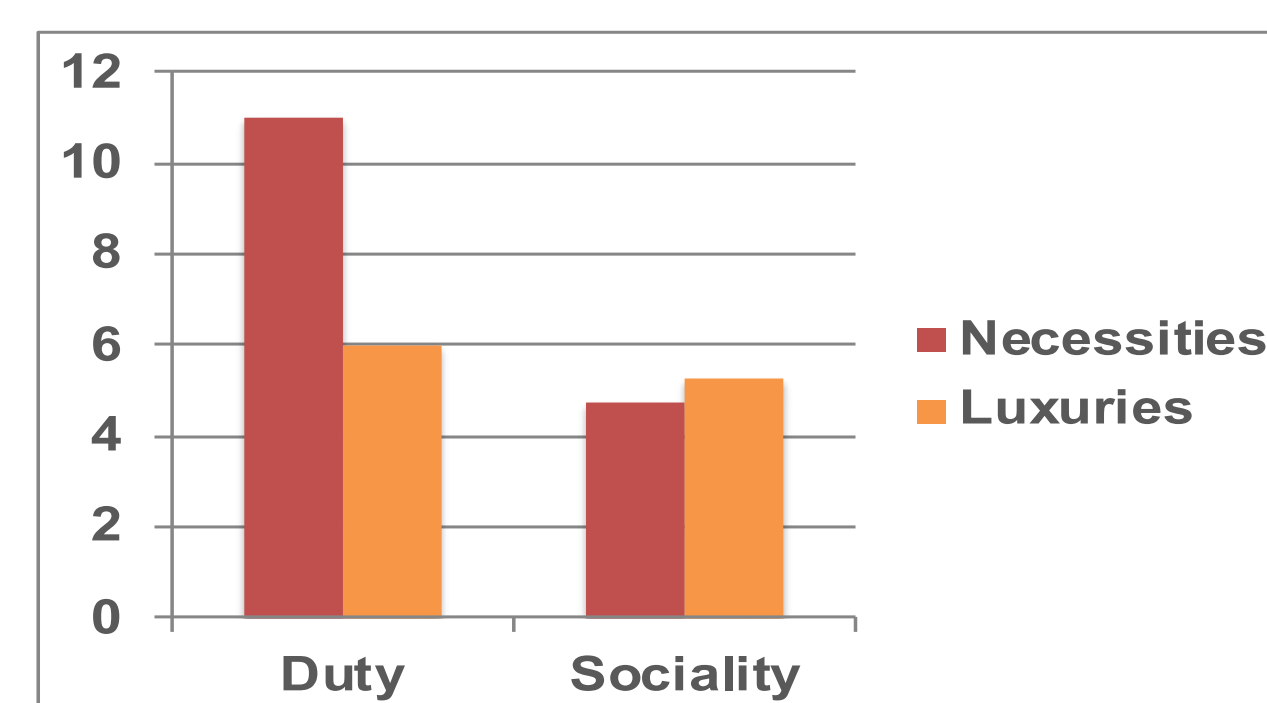
Sociality Condition → Answering in order to be appreciated by friends in a bar

DEPENDENT VARIABLE

Necessities → mostly bought in low budgets (36CHF)

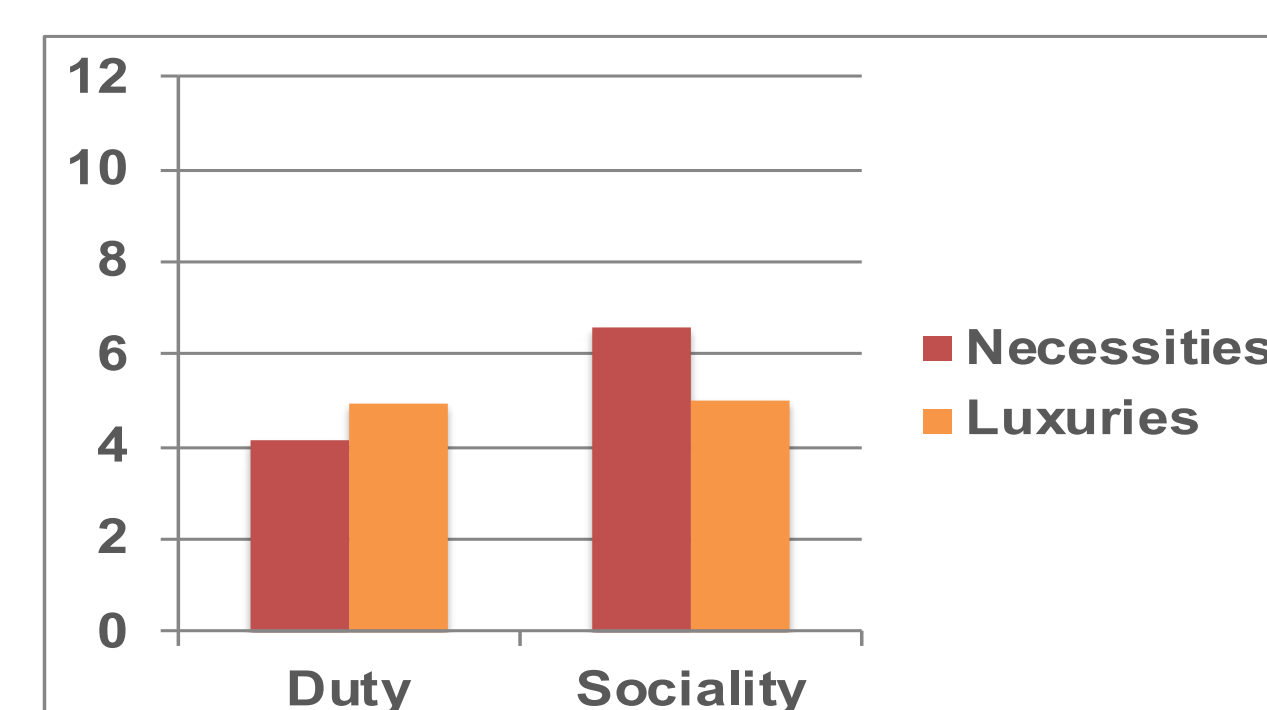
Luxuries → mostly bought in the last part of the budget, i.e. incremental budget = large budget (108CHF) – medium budget (72CHF)

Results



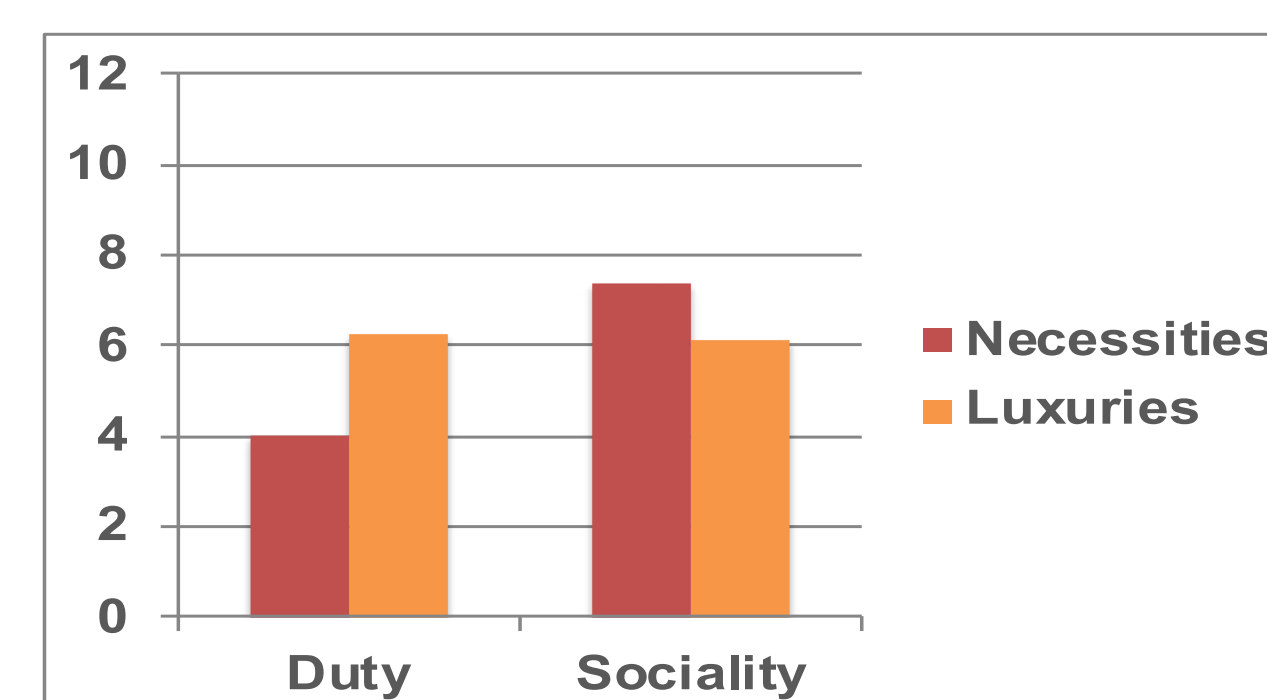
Conscientiousness was seen as a necessity in the Duty Condition, but neither as a necessity, nor as a luxury in the Sociality Condition.

$$F(1, 124) = 30.8, p < .001, \eta_p^2 = .20$$



Extraversion was seen neither as a necessity, nor as a luxury in the Duty Condition, but was seen as a necessity in the Sociality Condition.

$$F(1, 124) = 8.78, p = .004, \eta_p^2 = .066$$



Agreeableness was seen as a luxury in the Duty Condition, but as a necessity in the Sociality Condition.

$$F(1, 124) = 21.1, p < .001, \eta_p^2 = .15$$

Discussion

People are generally **able to spot** which personality dimensions are **necessary** (i.e. desirable) in **particular situations** with **specific audiences**.

Self-reported personality measures possibly do not reflect **real intrinsic personality traits**.

References

- Li, N. P., Bailey, J. M., Kenrick, D. T., & Linsenmeier, J. A. W. (2002). The necessities and luxuries of mate preferences: Testing the tradeoffs. *Journal of Personality and Social Psychology*, 82(6), 947-955.
- Meier, E., Dompnier, B., Rudmann, O., Smeding, A., & Butera, F. (in preparation). The necessities and luxuries of personality dimensions in social situations.
- Rauthmann, J. F., Gallardo-Pujol, D., Guillaume, E. M., Todd, E., Nave, C. S., Sherman, R. A., Ziegler, M., Jones, A. B., & Funder, D. C. (2014). The Situational Eight DIAMONDS: A Taxonomy of Major Dimensions of Situation Characteristics. *Journal of Personality and Social Psychology*, 107(4), 677-718.