Full Length Research Article

PERSONALITY ASSESMENT THROUGH PROJECTIVE TECHNIQUES

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ABSTRACT

Personality assessment using projective techniques is aim to assess the personality of a respondents using projective techniques, in early days there were various methods used to assess the personality. Pherenology, Phsiognomy, Pelmistry and astrology were some of the pseudo-scientific methods but these methods of assessment are not at all reliable so the method were discarded. The more reliable and scientific method have been developed later and widely used method was projective techniques for assessing personality. This projective test is used to bring overt conscious behaviour of a person and this attempt to reveal a person's unconscious repressed wishes. In this study the Post Graduate and doctoral Students of TNAU personality was tested using online test and result were analysed using simple percentage analysis, finally effectiveness of the test is calculated. Revealed that 88.60 per cent respondents felt that test was really useful to them and 85.70 per cent respondents told that the projective technique is really testing the personality of the respondents.

INTRODUCTION

A personality test is a questionnaire or other standardized instrument designed to reveal aspects of an individual's character or psychological makeup. Personality is the dynamic organization within individual of those psychophysical systems that determine unique adjustment to his environment. It includes all cognitive and affective pattern of an individual (Loudon and Della Bitta, 1993). In psychology, a projective test is a personality test designed to let a person respond to ambiguous stimuli, presumably revealing hidden emotions and internal conflicts projected by the person into the test (Webb, 1992). This is sometimes contrasted with a so-called "objective test" or "self-report test" in which responses are analyzed according to a presumed universal standard (for example, a multiple choice exam), and are limited to the content of the test. The responses to projective tests are content analyzed for meaning rather than being based on presuppositions about meaning, as is the case with objective tests. Projective tests have their origins in psychoanalytic psychology, which argues that humans have conscious and unconscious attitudes and motivations that are beyond or

hidden from conscious awareness (Gordon and Langmaid, 1988; Loudon and Della Bitta, 1993). More test and questioning in research is done or used, when the person is willing to give information about himself but sometimes rural men and women, community and people may be unwilling to give information about themselves like their income or personal behavior questions and think that the researcher is outsider and also they might be unaware of their own thoughts, opinion or feeling in such time projective technique will employ (Kline, 1983:35).

Personality assessment will be very helpful to the extensionist to transfer the technology to farmers by understanding their willingness or their needs. Projective techniques are also used to discover the person's characteristic modes of perceiving his or her world and how to behave in it (Chaplin in Sampson, 1986:41). In many projective tests, the participant is shown an ambiguous image and then asked to give the first response that comes to mind (Levy in Churchill, 1991; Graham and Lilly, 1984). The key to projective tests is the ambiguity of the stimuli. According to the theory behind such tests, clearly defined questions result in answers that are carefully crafted by the conscious mind. By providing the participant with a question or stimulus that is not clear, the underlying and unconscious motivations or attitudes are revealed (Gordon and Langmaid, 1988).

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Objective

- To know about projective techniques and various types of projective techniques used.
- To understand about how to test personality of an individual and analyzing the test usefulness and reliability – a test among PG students

Types of projective tests

- Based on the response type projective techniques are classified. The first category is association. Here participants are given a stimulus and are asked to respond (Burns and Lennon, 1993) with the words, images, or thoughts that come to mind where vocabulary list, facial reaction or non-reaction, physical movement, drawings, and photos are some useful cues used to detect the personality(Green, 1984; Gordon and Langmaid, 1988:95-98). Example projective techniques under this test are word association and cartoon test.
- In the second category, Construction the subject is asked to construct a story or a picture from a stimulus concept (Dillon *et al*, 1987; Churchill, 1991). This technique requires more complex and controlled intellectual activity (Gordon and Langmaid, 1988). Example projective techniques under this test are Rosarch ink blot test, TAT, Animal metaphor test, Picture response test.
- A third technique is completion technique. In this technique subject is given an incomplete sentence, story, argument or conversation, and asked to finish it (Burns and Lennon, 1993). Completion techniques are similar to word associations but often considered easier to administer because they better indicate a subject's attitudes and feelings and give good insight into a participant's need value system (Kassarjian, 1974). Example projective techniques under this test are story completion test, Sentence completion test.
- Expressive techniques is a forth type, require participants to role-play, act-out, tell a story, draw or paint a specific concept of situation (Donaghue, 2000). In expressive techniques, respondents are presented with a verbal or visual situation and asked to relate the feelings and attitudes of other people to the situation (Burns and Lennon, 1993).This technique are particularly effective in focus groups. Example projective techniques under this test are Draw a person test, Role play, Third person test, Psychodrama, Sociodrama.
- The subjects have to explain why certain things are most important or least important or to rank or order or categorize certain factors associated with a product, brand or service. Frequently used in quantitative studies, this technique is also used informally in qualitative research (Gordon and Langmaid, 1988; Burns and Lennon, 1993). Participants are requiring to explain why certain things are more important than others. Results of qualitative choice ordering are used to develop creative strategy or brand repositioning (Gordon and Langmaid, 1988).

Projective Techniques used for personality Assesment

MATERIALS AND METHODS

Projective technique for personality assessment is a study done to analyse the personality of the respondents. Locale of research is Tamil Nadu Agricultural University, Coimbatore. Where Post Graduate students of TNAU is selected in the Department of Agricultural Extension and Rural Sociology with other department students in the Ratio sampling method of 4:1 out of the total sample size 35, 28 samples selected from the department of Agricultural Extension and Rural Sociology (28:7). To detect the personality, online personality test was conducted to the respondents. Questioners were developed and asked to fill the respondents before and after the test, to correlate the personality rating reliability before and after test and result was calculated using simple percentage analysis.

Design and structure of projective techniques

In this study five type of test conducted randomly to the respondents namely Rorschach ink blot test model 1, Rorschach ink blot test model 2, TAT, word association test and sentence completion test. Considering the age of respondents, these five tests were chosen in overall projective techniques. The design and structure of projestive techniques is two types structured and unstructured (Levy in Churchill, 1991:322, 324; Graham and Lilly, 1984:208). The more the structure and ambiguous stimulus then the projection is higher. Out of five test, Rorschach inkblots, present a wide range of alternative choices and the subjects may choose their own interpretations. In TAT test subjects are asked to build a story around each picture, what led to it and what may happen in future (Dillon *et al*, 1987). Word and sentence completion techniques represent an intermediate position on the stimulus continuum. (Wagner, 1995; Graham and Lilly, 1984:208) and this techniques could be fun and engaging for the subjects, especially when they become involved in the analysis and interpretation. Sentence completion is useful when time is limited, but depth of feeling has also been tapped (Green, 1984; Gordon and Langmaid, 1988).

FINDING AND DISCUSSION

Gender

Gender is the range of characteristics pertaining to, and differentiating between, masculinity and femininity**.** The distribution of respondents according to different gender is presented in Table 1. Table 1 revealed that 77.10 per cent of the respondents were found to be female and the remaining 22.90 per cent were found male. The higher in female participation is due to higher contribution of female members in PG education.

PG Students Participation

Participation in formal and non-formal community organizations might have paved way to have interaction with varied people which would help an individual to improve his

knowledge and behavior. The distribution of respondents according to total participation is presented in Table 2.

Table 1. Distribution of Respondents according to gender (n=35)

S. No.	Category	Number	Per cent
1	Male	8	22.90
2	Female	27	77.10
	Total	35	100.00

Table 2. Distribution of Respondents according to total participation (n=35)

S. No.	Category	Number	Per cent
1	I M.Sc	12	34.30
2	II M.Sc	12	34.30
3	I Ph.D	5	14.30
4	II Ph.D	6	17.10
	Total	35	100.00

Table 2 revealed that 34.30 per cent of the respondents were II M.Sc and I M.Sc students followed by 17.10 per cent II Ph.D students and the remaining 14.30 per cent were I Ph.D students. The strength of M.Sc is higher than the Ph.D is the reason for the above given result.

Participation- Extension and Non extension

The distribution of respondents according to participation is presented in Table 2a.

Table 2a. Distribution of Respondents according to participation (n=35)

S. No.	Category	Number	Per cent
1	Extension	28	80.0
2	Non Extension	7	20.0
	Total	35	100.0

Table 2a revealed that 80.00 per cent of the respondents were found to Extension and the remaining 22.00 per cent were found to Non Extension. The sample sizes are chosen as ratio method of sampling in 4:1 ratio

Usefulness of testing the personality through Projective techniques

The degree in which the test measures the intent to measure is based on usefulness. The distribution of respondents according to usefulness is presented in Table 3.

Table 3a. Distribution of Respondents according to responding usefulness (n=35)

S. No.	Category	Number	Per cent
1	Yes	31	88.6
2	No	4	11.4
	Total	35	100.0

Table 3a. revealed that 88.60 per cent of the respondents told that test are very useful to them for testing their personality and the remaining 11.40 per cent were told test not useful to

them. As the result majority of the respondents told that the test is very useful for them to detect the personality.

Table 3b. Distribution of Respondents according to responding usefulness of Extension and Non Extension (n=35)

S. No.	Category		Yes	No	Total
1	EXTENSION Number		26	2	28
		Per cent	92.9	7.1	100.0
2	NON EXTENSION Number		5	2	7
		Per cent	71.4	28.6	100.0
	TOTAL Number		31	4	35
		Per cent	88.6	11.4	100.0

Table 3b. revealed that 92.90 per cent extension student told test is useful followed by 71.4 per cent for non extension and 28.60 per cent non extension student told test is not useful followed by 7.10 per cent extension student. As the result majority of the extension respondents told that the test is very useful for them to detect the personality it may be because of higher sample size.

Projective techniques testing the personality

Projective technique brings unaware or unconscious behavior projected through some stimulus, here it test the personality how far it projects through this test. The distribution of respondents according to testing the personality using projective technique is presented in Table 4.

Table 4a. Distribution of Respondents according to test personality rating (n=35)

S. No.	Category	Number	Per cent
1	Yes	30	85.7
2	No	5	14.3
	Total	35	100.0

Table 4a. revealed that 88.60 per cent of the respondents told that test are very useful to them for testing their personality and the remaining 11.40 per cent were told test not useful to them. As the result majority of the respondents told that the test is accurate in testing the personality.

Table 4b. Distribution of Respondents according to personality rating of Extension and Non Extension (n=35)

S. No.	Category		Yes	No	Total
1	EXTENSION Number		24	4	28
		Per cent	85.70	14.30	100.00
2	NONEXTENSION Number		6	1	7
		Per cent	85.70	14.30	100.00
	TOTAL Number		30	5	35
		Per cent	88.6	11.4	100.0

Table 4b. revealed that 85.70 per cent of the both division respondents told that test are very useful to them for testing their personality and the remaining 14.30 per cent of both respondents were told that test was not useful to them.

Table 5. Distribution of respondents according to Reliability (n=35)

S. No.	Category	Number	Per cent
1	Up to 25%	4	11.4
2	25% - 50%	7	20.0
3	50% - 75%	16	45.7
4	75%-100%	8	22.9
	Total	35	100.00

Table 5b. Distribution of Extension and Non Extension Respondents according to Trustworthiness (n=35)

S. No.	Category		Up to 25%	25%-50%	50%-75%	75%-100%	Total
1	EXTENSION Number		4	6	11	4	28
		Per cent	14.3	21.4	39.3	14.30	100.00
2	NON EXTENSION Number		0	1	5	1	7
		Per cent	0	14.3	71.4	14.30	100.00
	TOTAL Number		4	7	16	5	35
		Per cent	11.4	20.0	45.7	11.4	100.0

For both the respondents, majority told that the test is really testing their personality.

Trustworthiness of the test

Trustworthiness is defined that it is that test is able to be relied on to do or provide what is needed or right to deserving the trust, here the respondents trust on test is detected. Then distribution of respondents according to trustworthiness were divided in to quarter percentage and presented in Table 5. Table 5 revealed that 45.7 per cent of the respondents were told test is 50%-75% trustworthy, followed by 22.90 per cent told test is 75% - 100% trustworthy and 20.00 per cent told test is 25%-50% trustworthy, the remaining 11.40 per cent were told up to 25% the test is trustworthy. In overall trustworthiness of the test is higher among the respondents. Table 5b.reveals that 71.40 per cent of non extension respondents told test is 50%-75% trustworthy followed by 39.30 per cent extension respondents told test is 50%-75% trustworthy. 21.40 per cent of extension respondents told test is 25%-50% trustworthy followed by 14.30 of non extension respondents told test is up to 25% trustworthy.14.30 per cent extension respondent told that test is 25%-50% trustworthy. Trustworthiness of the test is higher among both the respondents.

Conclusion

Personality tests are widely used in assessing personality and this test is used to clarify the real issues, generate hypotheses, identify a range of behaviours, explain and explore consumer motivations, attitudes and behaviour, identify distinct behavioural groups, and provide input for future research Gordon and Langmaid (1993:3). Projective test holds that an individual puts structure on an ambiguous situation in a way that is consistent with their own conscious and unconscious needs (Webb, 1993:112). It is an indirect method- testee is talking about something that comes spontaneously from the self without conscious awareness or editing. It helps to Reduces temptation to fake, does not depend as much on verbal abilities and Taps both conscious and unconscious

traits. In overall and from the study results Projective test is very useful in assessing the personality of the individuals.

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