

# The Implicit Measurement of Personality

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**Abstract:** Personality is a field that is widely investigated in recruitment and competitive examinations. However, self-report personality inventories pose a number of problems, particularly in these high-stakes situations. The biases associated with this type of test are well known: social desirability, acquiescence bias, poor self-knowledge, difficulty in understanding items, etc. An interesting avenue lies in implicit measures of personality. An implicit measure is an evaluation process in which the measurement processes are not (or very little) identifiable by the people being evaluated. This makes it difficult, if not impossible, for them to implement effective strategies to falsify their answers. There are several such models: projective methods, implicit association tasks (IATs) and situational judgment tests (SJTs). Depending on the type of responses proposed (ipsative or quasi-ipsative) and by combining several different investigative methods, it is possible to increase the reliability of the measures and their predictivity concerning professional performance. We present a study we are carrying out as part of a doctoral thesis (R. Gucek, under the supervision of E. Loarer & K. Terriot) on the development and validation of a personality assessment system (big five model (Costa & McCrae, 1992) and Cloninger model (1987)) including implicit measures.

**Keywords:** indirect measures, implicit measurement, personality, job performance

Accepted: 1st September 2023

Online: 12th September 2023