Integrating Personality Measures and Technology: SIFFM Administration via SKYPE
Brandon T. Cornelius and Douglas B. Samuel, Purdue University

Introduction
- Personality traits have been shown to be useful predictors of human behavior and consequential life outcomes (e.g., Ozer & Benet-Martinez, 2006). Thus, there is a need to develop valid and reliable instruments to assess personality.
- The most prominent model of general personality is the Five Factor Model of Personality (FFM, Costa & McCrae 2008), or Big Five, which consists of the five broad domains of neuroticism, extraversion, openness, agreeableness, and conscientiousness.

There are a wide variety of self-report inventories and questionnaires designed to measure personality (Ben-Porath, 2013), but there can be limitations to self-report. For example, self-report questionnaires require a certain reading level to complete (Schinka, 2012) and others have questioned that self-report of certain traits might be biased in specific ways (e.g., a tendency to see one’s self in a more positive light).

- One alternative method is to have trained personnel administer a structured interview. One such interview is the Semi-structured Interview for the Five-Factor Model (SIFFM; Trull & Widiger, 1997). The SIFFM assesses the five domains and 30 facets of the FFM using a series of guided questions. It is the only existing interview measure of the FFM and has shown good convergence with other measures of the FFM (Trull et al., 1998).

- One limitation of the current method of administration for the SIFFM is that it requires both the interviewer and interviewee to be present in the same room, presenting some limitations to applicability.

- The goal of the current study was to see if using a web-based video calling platform, such as SKYPE, would produce comparable results, as this would relieve some of the limitations of the current methodology

Current Study
- Sample:
  - 26 undergraduates (23 completed session 2)
  - Median Age = 19 years
  - 54% English as first language, 46% other
- Measures:
  - Semi-structured Interview for the Five Factor Model (SIFFM)
  - Five Factor Model Rating Form (FFMRF)
  - Positive and Negative Affect Scale (PANAS-x)
  - Five Factor Obsessive Compulsive Index (FFOCI)

Results

<table>
<thead>
<tr>
<th>Domain</th>
<th>In Person</th>
<th>SKYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neuroticism</td>
<td>.355</td>
<td>.398</td>
</tr>
<tr>
<td>Extraversion</td>
<td>.337</td>
<td>.377</td>
</tr>
<tr>
<td>Openness</td>
<td>.362</td>
<td>.383</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>.373</td>
<td>.393</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>.345</td>
<td>.380</td>
</tr>
</tbody>
</table>

SIFFM/FFMRF correlations @ time 2 for domains

- We did NOT find a significant difference between the test-retest consistency correlations of in-person interview condition compared to SKYPE interview condition; suggests that conducting via SKYPE does not alter the validity.
- SIFFM scores related well with other measures, for both SKYPE and in-person interviews, indicating it can be used as a reliable alternative and/or supplement to self-report inventories
- Findings are limited by a small sample size and should be repeated in a larger, more generalizable sample.
- In addition, approximately half of the participants did not speak English as a first language, which might have suppressed the results due to comprehension issues.
- Recommend future research into ways to implement SKYPE into other measures of personality and psychology in general, as well as specifically with the SIFFM.

Conclusions

Procedures
- Participants completed Session 1 in the lab with 1 of 9 trained interviewers (SIFCO) and on the computer (FFOCI, PANAS-X, FFMRF)
- Randomly assigned to complete Session 2 in-person or via SKYPE approximately 2 weeks later
- Sessions were identical except for location
- Session 2 was also with a novel interviewer
- SIFFMs were A/V recorded and recoded by independent interviewers

Results
- Overall, the SIFFM domain and facet scores showed strong test-retest consistency across 2 weeks and independent interviewers.
  - The median facet correlation for both conditions was .659
  - The median correlation for the FFMRF condition was .714
  - The median domain correlation for both conditions was .815
  - The median correlation for the SKYPE condition was .901
- We saw a high level of recoding reliability as well, with a median domain correlation of .953
  - Median correlation for In-Person condition was .553
  - Median correlation for SKYPE condition was .566

- Overall, session 2 correlations between SIFFM and FFMRF domains had a median value of .794
  - Median correlation for In-Person condition was .721
  - Median correlation for SKYPE condition was .901

Conclusions