

## **The Challenges of Measuring Personality Across Cultures and Occasions**

In the era of technological advancement, the need to understand various personalities has become a necessity, especially in the hiring process. One of the most popular personality tests employed by different organizations is the Myers-Briggs Type Indicator (MBTI). The MBTI test is a personality inventory used in educational, vocational, or psychotherapy settings to evaluate personality types in people above 14 years old. One of the purposes of the MBTI test is to indicate distinct psychological preferences regarding the perceptions that people hold about the world around them and the influence these perceptions have on the person and the surrounding environment (Furnham, 2017). Additionally, the test serves the purpose of aiding young adults in understanding their communication, learning, and social interaction styles.

The MBTI test is expected to have extremely high reliability, as personality types do not change but tend to continue adapting to their set personality and character. The preciseness of the outcomes reflects how reliable the test is. The test results are expected to be consistent when the test is repeated several times; this should be the case when the same individual repeats the test. For instance, to measure stable things over time, such as personality traits, the reliability of the test is derived from the consistency that the psychological analysis gives when the results are analyzed. Reliability may be measured using the test-retest method. The test may be deemed reliable when the same result is obtained repeatedly; this is because when testing personality, there is usually no change in the construct or the quality being measured. However, the MBTI test has been found to give inconsistent results, as its reliability cannot be sufficiently verified.

Performing this test usually gives varying results for the same individual on different occasions

(Myers-Briggs, 2019). Nevertheless, there are various ways of improving the reliability of the MBTI test to increase its usefulness in the world today. Taking a short time between MBTI tests increases the reliability of the latter.

Typically, the MBTI test is expected to measure certain constructs. Therefore, it is expected that the test measures exactly what it purports to measure without compromising it. In some cases, the results of a test may be consistent, showing reliability, but lack validity since they may have measured different constructs from what they were intended to measure. However, the MBTI test has poor validity; it does not measure the constructs that it purports to measure. Compared to other measurement tests of personality dimensions, the MBTI test fails the validity test and thus may be used on other grounds apart from validity. When the test is conducted in a different culture from the one in which it was created, the test has proved to retain its validity. According to surveys conducted by the Myers-Briggs Company, the personality test concepts still make sense and are thus valuable to different cultures, making them appropriate and applicable to those cultures (Myers-Briggs, 2019). However, the distribution of the sixteen personalities differs across cultures, while the patterns of distribution remain similar.

However, the validity of the MBTI test may be improved in some ways, including making improvements to the test and increasing the number of controlled variables. Through this validity, the person is deemed to behave in a certain manner with the rest, since the consistency of personality may challenge the behavior, as it remains unchanged.

## **References**

Furnham, A. (2017). Myers-Briggs Type Indicator (MBTI). In *Encyclopedia of Personality and Individual Differences* (pp. 1-4). Springer International Publishing.

Myers-Briggs. (2019). Retrieved from <https://www.myersbriggs.org/more-about-personality-type/international-use/multicultural-use-of-the-mbti.htm?bhcp=1>