

Telemetrics: Measuring Personality at a Distance

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Presented as a symposium at the Biennial Meeting of the
International Society for the Study of Individual Differences
London, U.K.

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July 28, 2011



Outline

- 1 ▶ Part I: an introduction to telemetrics
 - A short history of telemetrics
 - Various telemetric techniques
 - An overview of Synthetic Aperture Personality Assessment
- 2 ▶ Part II: web based telemetrics
 - Conventional web based techniques
 - advantages of SAPA techniques
 - Using SAPA to measure Temperament, Ability, Interests, and Character
- 3 ▶ Part III: cell phone based telemetrics
 - Personality and emotional states
 - Traditional means of measuring states within subjects
 - Cell phones and text messaging
 - Example data and findings
- 4 ▶ Part IV: Telemetrics of personality
 - Open source software and items for telemetrics
 - Analyzing telemetric data

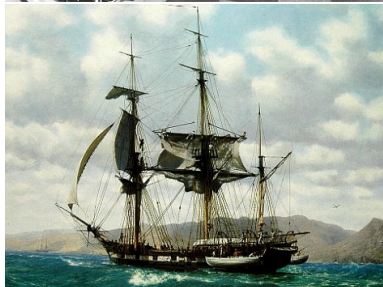


Telemetrics: Measuring personality at a distance

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- 3 An overview of Synthetic Aperture Personality Assessment



History of science is a history of measurement



- 1 The telescope and tests of Copernican theory (1609-)
 - Galileo
 - Kepler
- 2 The voyages of biological discovery (1831 -)
 - Darwin
 - Wallace
 - Hooker
 - Huxley



Measurement at a distance in the 20th century



- 1 The echo sounder and oceanography (1923-
 - Discovery of seamounts and trenches
 - Theory of plate tectonics
- 2 Radio Astronomy (1930-
 - Background radiation, quasars, black holes
 - Theories of astrophysics and the formation of the universe



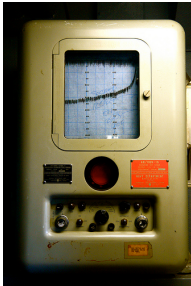
Scientific impact of instruments that measure at a distance



Telescopes and Astronomy



Biological field research and evolutionary theory



Echo sounders and oceanography



Radio telescopes and Astronomy

Telemetrics in psychology



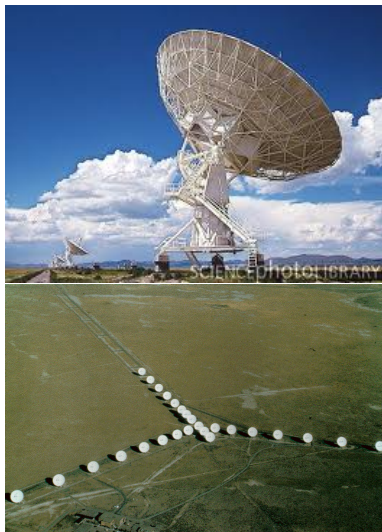
- 1 The telephone and the population survey
 - Standard problems of sampling validity
 - Requires large survey research group
- 2 Web based data collection
 - Problems of validity
 - Easy to do
- 3 Ambulatory assessment
 - Expensive equipment
 - Mainly for psychophysical measures
- 4 Cell phone assessment
 - Easy to implement

Currently used telemetric techniques

- ① Phone based surveys
 - National surveys (NORC)
- ② Diary Studies
 - Paper and Pencil
 - Personal Digital Assistants (Green, Rafaeli, Bolger, Shrout & Reis, 2006; Rafaeli & Revelle, 2006)
 - Cell phone – text messaging (Wilt, Funkhouser & Revelle, 2011)
- ③ Web based surveys
 - outoforder.com (Gosling, Vazire, Srivastava & John, 2004)
 - John Johnson (www.personal.psu.edu/j5j/IPIP/)
 - Synthetic Aperture Personality Assessment (test.personality-project.org)



Synthetic Aperture Personality Assessment



- 1 Analogous to Synthetic Aperture Radio Astronomy
 - Radio telescopes are measured by their circumference
 - Can increase the effective size of a telescope by arranging an array of telescopes
- 2 We can do the same thing in personality measurement
 - Can synthetically form large correlation matrices by building up smaller, overlapping data sets.
- 3 Not a new idea – used by ETS for years



SAPA: conceptual overview

- 1 Each participant takes a small number of items
 - These represent a pseudo random sample from a larger pool.
 - Participants are happy to have a short questionnaire.
 - Personality feedback is given to encourage participation.
- 2 Item variances and covariances from each sub sample may be synthetically combined into a larger matrix.
 - Researchers are happy with large covariance matrices.
- 3 Data collection is automated on a web server (5-10 subjects will be collected during this symposium).
- 4 Feedback is given to the participant to increase their motivation to take the inventory.



SAPA: what the subject sees

A			
ab	B		



SAPA: what the subject sees

A			
ac		C	



SAPA: what the subject sees

A			
ad			D



SAPA: what the subject sees

	B		
	bc	C	



SAPA: what the subject sees

	B		
	bd		D



SAPA: what the subject sees

		C	
		cd	D



SAPA: what the experimenter sees: A Synthetic matrix

A			
ab	B		
ac	bc	C	
ad	bd	cd	D



SAPA: Technical overview

- 1 $n \times n$ synthetic covariance matrices are formed by giving p items to Np subjects
 - N Total number of subjects
 - n Total number of items in synthetic matrix
 - p Probability of any item being given
 - pN Number of subjects taking any one item
 - p^2N Number of subjects for any pair of items
- 2 Basic statistics
 - Data are Massively Missing at Random
 - Means and Variances are based upon pN subjects
 - Covariances are based upon p^2N subjects
- 3 Power of large samples and sampling of items
 - 100-150 people per day \Rightarrow 40,000 subjects per year
 - 700-1000 subjects/week
 - By varying p , one can prototype items rapidly.



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- ▶ Part II: Web based telemetrics
- ▶ Part III: Phone based telemetrics
- ▶ Part IV: Telemetrics of personality



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Telemetric Assessment: Using SAPA to Measure Temperament, Abilities and Interests

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Outline

- 1 Telemetric Assessment of Individual Differences
 - Basic Online Assessment
 - Concerns with Basic Online Assessment
 - Synthetic Aperture Personality Assessment
- 2 The SAPA Methodology in Practice
 - The Context for TAIC
 - Temperament
 - Vocational Interests
 - Cognitive Abilities
 - Demographics
- 3 Findings and Future Directions



Basic Online Assessment

- Amazing variety of web-based methods
 - Informal surveys: Google Forms, Survey Monkey, Qualtrics
 - 3rd party interfaces: Facebook apps, MTurk
 - Stand-alone Internet surveys
 - Offers maximum flexibility
 - Requires in-house server(s) and independent database mgmt
- Well-known benefits of “Basic Online Assessment”
 - Rapid data collection from large diverse samples
 - Ability to sample attitudes on time-sensitive topics
 - Highly efficient way to prototype items and construct scales



Concerns About Basic Online Assessment

- Concerns specific to online data collection
 - Sample characteristics
 - Multiple-responders
 - Various methods for dealing with this but none are perfect
 - Database security
 - Less of a concern than it may seem if precautions are taken
 - Not well-suited for all types of items
 - Self-report, peer-report, multiple-choice vs open-ended/free-response
 - Challenges with timed items and some types of stimuli
- General Concerns Related to Self-Reports
 - Social desirability
 - Participant fatigue
- Potential for massive proliferation of items
 - Ease of scale construction is not adequate justification
 - Oft-overlooked benefit of IPIP



Synthetic Aperture Personality Assessment

- Each participant is administered a subset of the items being studied
 - Small enough to be palatable for participants.
 - Broad and reliable enough to provide meaningful feedback (on the individual level)
 - Any two subsets will have overlapping items
 - Each subset can include items that are unrelated to participant feedback (1/6th of items are “exploratory”)
- Enhances the benefits of “Basic Online Assessment”
 - Facilitates assessment of covariance between measures
 - Attitudes about current events can be correlated with broad array of individual difference.
 - Increases ability to evaluate items and scales across constructs
- Particularly well-suited for assessment across broad domains



The Context for TAIC

- Phillip Ackerman
 - *Cognitive, Affective, and Conative Individual Differences: Communalities, Uniquenesses, and Prospects for Integration*
- William Revelle
 - *Temperament, Abilities, Interests and Character*
- The methodological challenge of measuring personality across domains
 - Big Five Measures:
 - NEO-FFI: 60 items
 - NEO-PI-R: 300 items
 - IPIP Big-Five Factor Markers: 100 items
 - Vocational Interest Scales:
 - Various RIASEC measures: 90 to 400+ items
 - Oregon Vocational Interest Scales: 92 items
 - Cognitive Ability measures: tremendous variety



The SAPA Method for TAI

Create synthetic correlation matrix by administering a subset of items to each participant.

- Assessing **Temperament**:
 - 100-Item Set of IPIP Big-Five Factor Markers
 - Public-domain items validated against various other measures
 - Each participant gets 50 items
 - 2 of 6 possible pairings of 25 items



The SAPA Method for TAI

- Assessing **Vocational Interests**:
 - Oregon Vocational Interest Scales (8 scales / 92 items)
 - Each participant gets 10 items at random interspersed among the Big Five items
- This same procedure can be used for additional constructs
- Individual researchers granted access to “time on the machine”
- Constructs studied to date include:
 - Subjective Well-Being (Diener, Emmons, Larsen & Griffin, 1985)
 - Trait Emotional Intelligence (Petrides, 2009)
 - Internet Addiction
 - dozens more



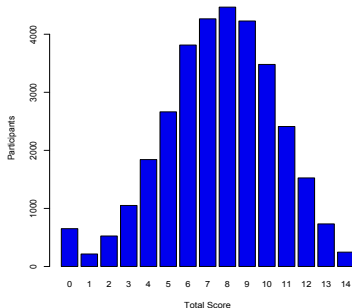
The SAPA Method for TAI

- Assessing **Abilities**
 - “Home-brewed” IQ test
 - 56 item power test (speed tests possible but difficult)
 - Each participant receives 14 general factor items



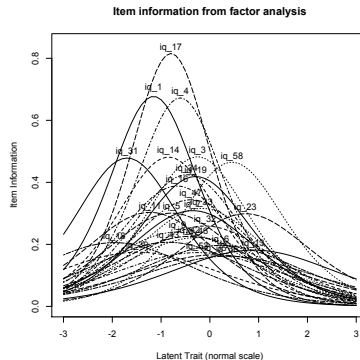
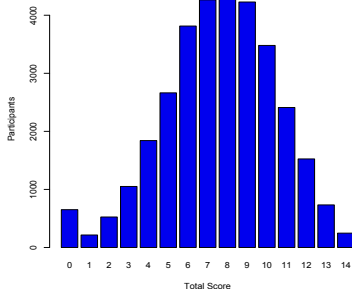
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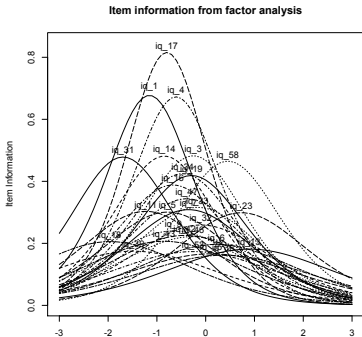
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- Assessing **Abilities**
 - Initiative to develop items for second-order factors.
 - Tentative strategy based on V-P-R model (Johnson & Bouchard, 2005)
 - Intend to develop public-domain IQ tests
 - Compatible with automatic, adaptive item generation
 - Rely on algorithmic mechanisms for adjusting item difficulties
- Rotational items under testing.



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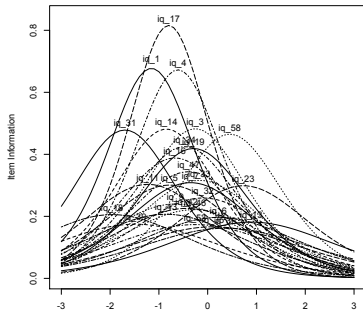
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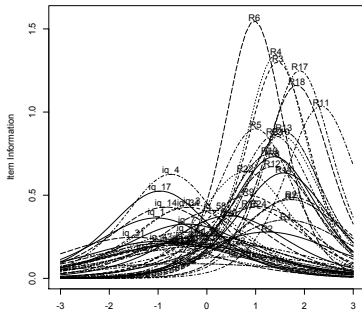
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Item information from factor analysis



Item information for current items



Demographics

from: <<http://test.personality-project.org/>>

Personality Inventory

This part of the survey includes questions about your background. As none of these questions ask you to provide information about your identity, your responses are anonymous.

Gender: Age: Marital Status:

Are you in a committed relationship?

Please tell us where you grew up.

Country: State/Region:

If you are from the USA...

Next, please tell us about your educational background and occupation.

Level of Education:

Discipline of University Major:

University Major:

Occupational Status:

General Career Field:

Specific Occupation:

Please tell us about your parents' occupations.

Parent/Guardian 1:

Parent/Guardian 2: (optional)

Please indicate your scores on the following tests. If you have not taken these exams or do not want to share your test scores, please enter 0.

SAT Verbal (200-800) SAT Quantitative (200-800) SAT Writing (200-800) ACT (0-36)

Have you already taken this survey?

Part of the [Personality Project](#)

Sample of Demographics:

Marital / Relationship Status

Level of Educational Attainment

University Major (if applicable)

Career Status & Occupation

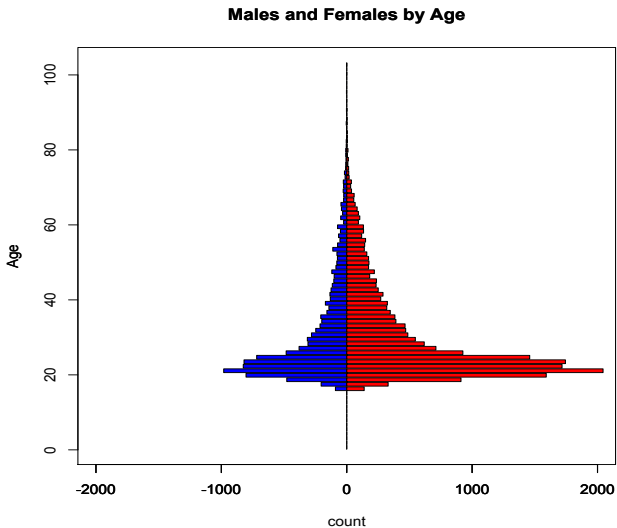
Parents' Occupations

Standardized Test Scores

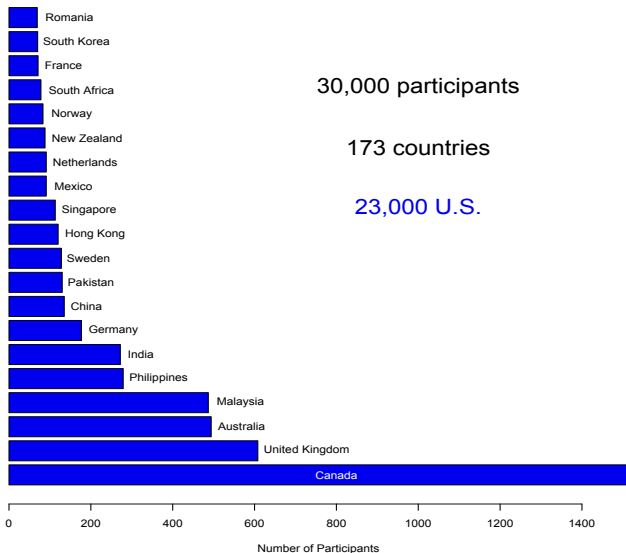
Ethnicity (U.S. Only)



Recent Findings

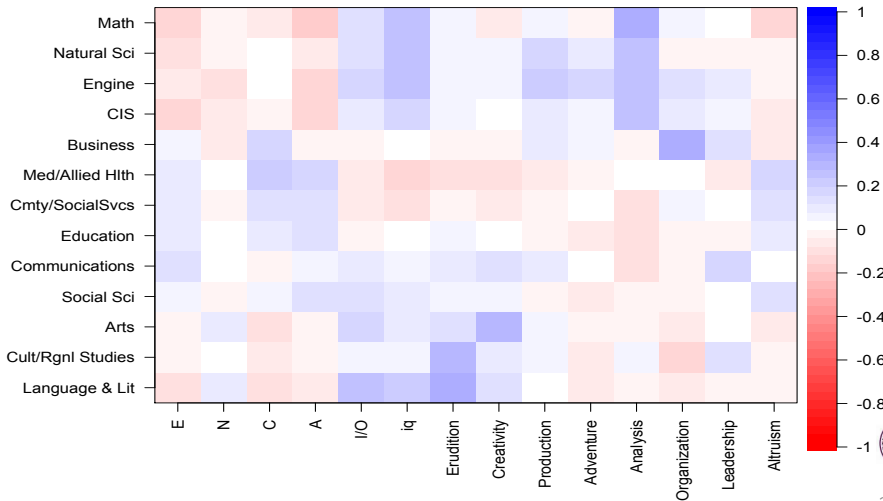


Recent Findings

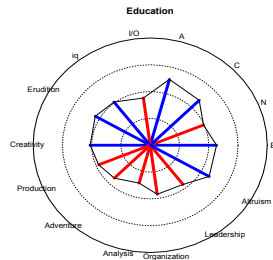
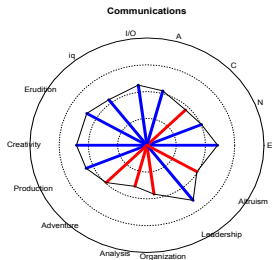
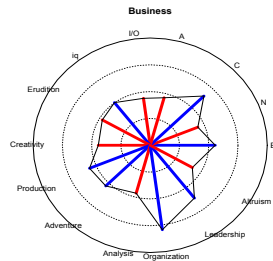
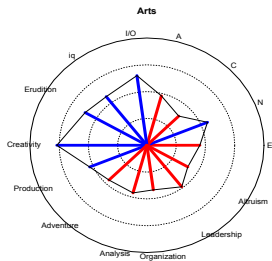


Recent Findings

Majors by TAI

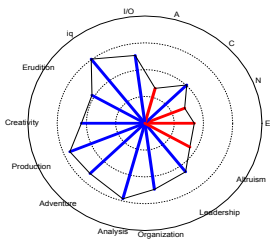


Recent Findings

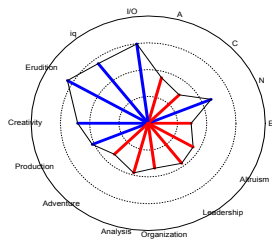


Recent Findings

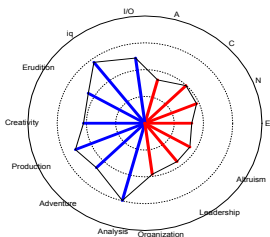
Engineering



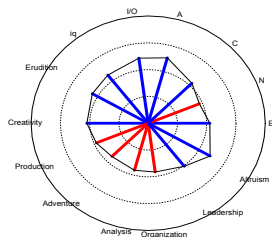
Language & Literature



Natural Sciences



Social Sciences



Future Directions



Future Directions

- 1 Peer ratings of temperament



Future Directions

- 1 Peer ratings of temperament
- 2 Validation of cognitive ability items



Future Directions

- 1 Peer ratings of temperament
- 2 Validation of cognitive ability items
- 3 Development of additional cognitive measures



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Cell-Phone Text-Messaging as a Means of Remote Data Collection

Joshua Wilt

Personality, Motivation and Cognition lab

Department of Psychology

Northwestern University

Evanston, Illinois USA

As part of a symposium:

Telemetrics: Measuring individual differences at a distance

International Society for the Study of Individual Differences

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Call for methods to capture life-as-lived

- “Novel and somewhat daring methods will be required...” (p. 20, Allport, 1937)



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 - A new science of “personology”; the aim of this science would be to understand the complex personality of a given individual



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 - A new science of “personology”; the aim of this science would be to understand the complex personality of a given individual
 - Idiographic methods aim to identify patterns of affect, behavior, cognition, and desire (“ABCDs” of personality, Revelle et al., 2011) over time and space



Retrospective accounts of actual behavior may not be optimal



- People are usually not very accurate in recalling past events that have occurred years, weeks, days, or even just hours ago (Tourangeau, 2000)
 - Event salience
 - Implicit theories of stability and change
 - Evaluation of one's current situation
 - Emotional state during the encoding and retrieval of information



Experience Sampling Methodology and Ecological Momentary Assessment

- Methods for assessing self-report data in natural settings, in real-time, and on repeated time occasions



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 - “Recent” computer technology such as palm-top computers (Personal Digital Assistants; PDAs) prompts participants to fill out electronic forms



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- Paper or Plastic? (Bolger et al., 2003; Green et al., 2006)



Biggest Disadvantage of Both Methods: Potential for Data Loss!



Paper and Pencil Methods: A More Balanced Consideration (Bolger et al., 2003; Green et al., 2006)

Advantages



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- Data entry is time-consuming and prone to error
- Participants may fear loss of confidentiality

PDA Methods: A More Balanced Consideration (Bolger et al., 2003; Green et al., 2006)

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Disadvantages

- Expensive (PDA plus software)
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- Burdensome to carry the device
- Inappropriate for certain populations



ESM/EMA Methods may be Underutilized (Conner, Tennen, Fleeson & Barrett, 2009)

- Possible reasons for underutilization



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- Possible reasons for underutilization
 - Often require an initial monetary investment



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ESM/EMA Methods may be Underutilized (Conner et al., 2009)

- Possible reasons for underutilization
 - Often require an initial monetary investment
 - Appear complex and demanding
 - Usefulness for the fundamental questions of differential psychology has not fully been appreciated



Description of method

A New Method for Capturing Life-As-Lived



A New Method for Capturing Life-As-Lived



Cell-Phone Text-Messaging

A New Method for Capturing Life-As-Lived



Cell-Phone Text-Messaging

- Simple Mail Transfer Protocol (SMTP) E-Mail and Short Message Service (SMS) Text-Messaging

A New Method for Capturing Life-As-Lived



Cell-Phone Text-Messaging

- Simple Mail Transfer Protocol (SMTP) E-Mail and Short Message Service (SMS) Text-Messaging
- Researchers send SMTP message that can be received as SMS by SMS-enabled phones

A New Method for Capturing Life-As-Lived



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- Researchers send SMTP message that can be received as SMS by SMS-enabled phones
- Participants respond to questions/items by sending SMS reply to a secure e-mail address
 - SMS Text Messaging
 - Brief (up to 160 characters)
 - Low-cost (e.g., <\$0.01 USD, .04-.23 Euros, .05-.12 Pounds per message)

Conduct a text-messaging study in 4 easy steps

- 1 Create a script that sends text requests to participant phones (AppleScript)
- 2 Create “events” in calendar (iCal) that tell e-mail client (AppleMail) when to send text requests
- 3 Participants respond to items on their text-messaging cards
- 4 Save responses to a text-editor (BBEdit) and parse



1. Create a script that sends text requests to participant phones

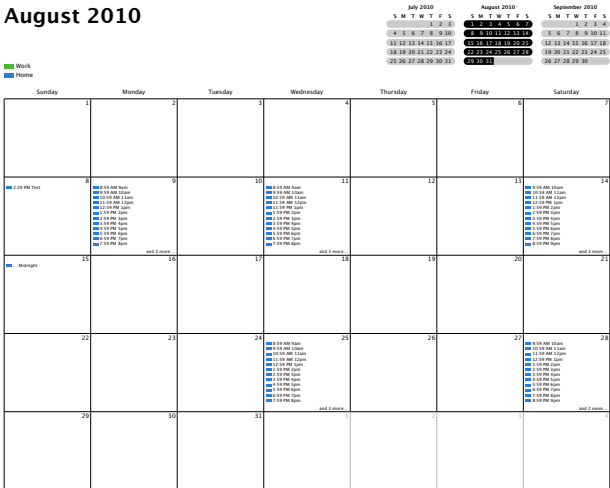
```
tell application "Mail"
  set theMessage to make new outgoing message with properties {visible:true,
    subject:"Text Request", content:"Please respond to your card!", reply
    to:"pmclab@northwestern.edu"}
  tell theMessage
    make new recipient at end of bcc recipients with properties
      {address:"8475551212@txt.att.net"}
    make new recipient at end of bcc recipients with properties
      {address:"8475551213@vtext.com"}
    make new recipient at end of bcc recipients with properties
      {address:"8475551214@messaging.sprintpcs.com"}
    make new recipient at end of bcc recipients with properties
      {address:"8475551215@tmomail.net"}
    make new recipient at end of bcc recipients with properties
      {address:"8475551216@email.uscc.net"}
    make new recipient at end of bcc recipients with properties
      {address:"jaw729@northwestern.edu"}
    send theMessage
  end tell
end tell
```



Description of method

2. Create "events" in iCal that tell AppleMail when to send text requests

August 2010



Description of method

3. Participant receives request, hits “Reply” on phone, and answers items on text-messaging card

How are you feeling?

For each of the following adjectives, please indicate how well the adjective describe the way you are feeling at the following times. Please use the scale below:

1 2 3 4 5 6

Not at all Very much

How are you feeling right now? *How were you feeling over the last 30 minutes?* *Over the past thirty minutes, the situation I was in was*

- | | | |
|--------------|------------------|-----------------|
| 1. Calm | 16. Withdrawn | 23. Challenging |
| 2. Confident | 17. Steady | 24. Rewarding |
| 3. Grouchy | 18. Assertive | 25. Risky |
| 4. Energetic | 19. Anxious | 26. Positive |
| 5. Irritable | 20. * | 27. Threatening |
| 6. Alert | 21. Unrestrained | 28. Stressful |
| 7. Happy | 22. Emotional | 29. Negative |
| 8. Relaxed | 30. * | |
| 9. Gloomy | | |
| 10. * | | |
| 11. Cheerful | | |
| 12. Tense | | |
| 13. Sluggish | | |
| 14. Pleased | | |
| 15. Sad | | |

31. Please choose the goal you were trying to achieve most over the past 30 minutes...

1. Sleep 2. Good student 3. Friends 4. Exercise 5. Succeed in lab 6. Get a raise 7. Homework

32. How close were you to achieving the goal?

1 2 3 4 5 6

Far away or gave up Extremely close / Achieved

33. What was your rate of goal achievement?

1 2 3 4 5 6

Slower than expected Faster than expected

34. How important was the goal?

1 2 3 4 5 6

Unimportant Very important

35. Would the goal be best described as pursuing a positive outcome or avoiding a negative outcome?

1. Positive 2. Negative

Over the past thirty minutes I...

1 2 3 4 5 6

Strongly Disagree Strongly Agree

36. Felt like a failure

37. Had a positive attitude toward myself

38. Felt like my head was uncluttered, and I could think about what I needed to think about.

39. Felt like my head was so full of thoughts I could not think at all

40. *

41. Felt like I had no time to think about myself but only about what needed to be done



Description of method

3. Participant receives request, hits “Reply” on phone, and answers items on text-messaging card

42. Are you:

- a) Alone?
- b) With a group of friends?
- c) With one friend?
- d) With family?
- e) With a crowd of people

43. Which activity best describes what you are doing right now?

- | | |
|--------------------------------------|--|
| a) Studying | m) Communicating with others on the internet |
| b) Eating | n) Surfing the internet |
| c) Reading | o) Playing a game |
| d) Watching TV or listening to music | p) Dancing |
| e) Hanging out | q) Playing a sport |
| f) Cooking | r) Prepping for a standardized test |
| g) Walking to get somewhere | s) Planning something |
| h) Exercising | t) In lecture or lab |
| i) Working | u) Seeing a doctor |
| j) Drinking alcohol | v) Personalized |
| k) Taking drugs or being high | w) Personalized |
| l) Talking on the phone | x) Personalized |
| | y) Personalized |
| | z) Other |

44. Where are you?

- a) In my dorm room or apartment
- b) In a dorm room that is mine
- c) In a common area
- d) In an apartment that is not mine
- e) In Norris
- f) In a library
- g) In a cafeteria
- h) Outside on campus
- i) Outside off campus
- j) In a car
- k) In a bus or train
- l) In a restaurant
- m) In a bar
- n) At a large party
- o) At a small party
- p) In a gym
- q) In an office
- r) Personalized
- s) Personalized
- t) Personalized
- u) Other



Description of method

4. Download responses from e-mail as to a .txt file and parse the responses

email_response.txt
Printed: 7/21/11 10:52:54 AM

Page 1 of 1
Printed For: Personality Lab

=====
This mobile text message is brought to you by AT&T

From: <8475551212@txt.att.net>
Date: June 16, 2011 10:02:53 AM CDT
To: <pmclab@northwestern.edu>
Subject: RE: Text Request

424454555#534344355#222244344#422211222#

From: <8475551213@email.uscc.net>
Date: June 16, 2011 10:03:12 AM CDT
To: <pmclab@northwestern.edu>

111135111#313134215#131151144#32222222#

From: <8475551214@VTEXT.COM>
Date: June 16, 2011 10:01:54 AM CDT
To: <pmclab@northwestern.edu>
Subject: 132221324#224312112#152141111#222212222#

132221324#224312112#152141111#222212222#

From: <8475551215@VTEXT.COM>
Date: June 16, 2011 10:01:21 AM CDT
To: <pmclab@northwestern.edu>
Subject: 131111313#113113522#113132412#211221221#

131111313#113113522#113132412#211221221#



Before conducting a text-messaging study



Information/training session



Before conducting a text-messaging study



Information/training session

- Participants gain familiarity with the procedure

Before conducting a text-messaging study



Information/training session

- Participants gain familiarity with the procedure
- Opportunity to correct participant mistakes

Before conducting a text-messaging study



Information/training session

- Participants gain familiarity with the procedure
- Opportunity to correct participant mistakes
- Opportunity to identify errors in delivery/reception of text-messages

Before conducting a text-messaging study



Information/training session

- Participants gain familiarity with the procedure
- Opportunity to correct participant mistakes
- Opportunity to identify errors in delivery/reception of text-messages
- Download and parse practice data

Text-Messaging Studies Increase Access to Participants

- **It is possible to gather experiential data people from all over the globe without leaving your own lab**



Text-Messaging Studies Increase Access to Participants

- **It is possible to gather experiential data people from all over the globe without leaving your own lab**
 - Accessibility of SMS-enabled devices (International Telecommunication Union, 2010)
 - In 2009, more than two-thirds of the world's population owned a mobile phone and 4.2 trillion text messages were sent
 - In countries with established economies, greater than 70% of households own at least one mobile phone
 - In Europe, where individuals increasingly use two or more different mobile phones, the average penetration rate for mobile phone subscriptions now exceeds 100%



Increased Access to Participants

- Accessibility of SMS-enabled devices (continued)
 - A recent survey found that 86% of people in the United States have a mobile device and that 91% of those devices are SMS-enabled (more than 240 million individuals with SMS-enabled phones; Nielsen Mobile,2010)
 - In the UK, there are about 120 mobile phone subscriptions per 100 population, with ownership greater than 80% in all socioeconomic groups (The Consumer Experience, 2009)
 - Ownership rates have been estimated at 83% of Australian teenagers, more than 85% of Finnish teenagers, 73% of Hungarian teenagers, and over 90% of British teenagers (c.f., Reid, Kauer, Dudgeon, Sanci, Shrier & Patton, 2008)



Advantages

Advantages: Familiar, Comfortable, Cost-Efficient, and High-Quality Data

Familiarity, comfort



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- The median text message user sends 200 messages per month (Nielsen Mobile, 2010)



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- The median text message user sends 200 messages per month (Nielsen Mobile, 2010)
 - Requires minimal subject training
 - Phones are not likely to be forgotten



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- Discreet (appears that the participant is sending an ordinary text message)



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Cost-Efficiency, Data Quality

- Prepaid phones which typically cost 1/5 or less the price of a PDA.

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Cost-Efficiency, Data Quality

- Prepaid phones which typically cost 1/5 or less the price of a PDA.
- Text messages can be purchased in bulk for a fraction of their already low price
- Data are time-stamped and transmitted to the experimenter as they are entered, allowing for online quality checking of data

Text Messaging: Limitations

- Limitations
 - Paper recording procedures may be superior for open-ended questions
 - No confirmed receipt of data delivery
 - More complicated procedures may also not be suitable for participants with cognitive disabilities
 - Visually impaired participants may also experience difficulty



Text-Messaging Studies may address fundamental Questions of Individual Differences Research

- “[Intensive repeated measurements in naturalistic settings] provide for novel theory development by permitting the concurrent and reliable assessment of trait constructs, state constructs, situationally specific constructs, thus permitting nomothetic or between-subjects analyses, idiographic or within-person analyses, and the examination of individual differences in within-person processes” (p.138, Moskowitz, Russell, Sadikaj & Sutton, 2009)



Description of Studies and Participant Response Rates (Wilt et al., 2011)

Variable	Study 1	Study 2
Length of Study	2 weeks	2 weeks
Number of Participants	50 (Northwestern undergraduates)	49 (NU undergrads and adults from Chicago, IL area)
Number of Items	44	50
Times Assessed	9am, 12pm, 3pm, 6pm, 9pm, 12am	9am, 12pm, 3pm, 6pm, 9pm, 12am
Response rate (<i>M, SD</i>)	83% (69.7, 24.4)	66% (55.7, 23.7)
Min/Max Response Rate (time)	84% (12pm), 68% (12am)	71% (3pm), 54% (12am)
Median Latency to Respond	33 minutes	39 minutes
Maximum compensation	\$60	\$50

- Participants were excluded from analyses if they provided fewer than 2 texts per day, had 0 variability in responses, or consistently provided incomplete responses
- Each study assessed affect (A), personality states (B), perceptions of situations (C), and goals (D)



“...permitting reliable assessment of trait constructs, state constructs...”

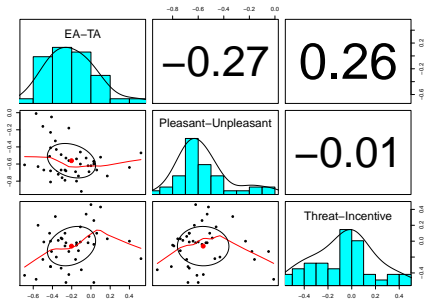
Variable	All Reports		By Participant				ICCs		
	<i>M</i>	<i>SD</i>	<i>M</i>	BP	<i>SD</i>	WP	<i>SD</i>	<i>ICC1</i>	<i>ICC2</i>
Energetic Arousal	3.99	1.08	3.96	0.51	0.98			.19	.94
Tense Arousal	2.55	1.04	2.62	0.66	0.82			.38	.98
Pleasant Affect	3.91	1.09	3.86	0.68	0.87			.37	.98
Unpleasant Affect	1.85	0.98	1.88	0.59	0.81			.32	.97
Threat Appraisals	1.49	0.69	1.52	0.43	0.57			.32	.97
Incentive Appraisals	3.20	1.04	3.18	0.53	0.93			.21	.95

- There was substantial between-person and within-person variation
- *ICC1* indicates the amount of total variance attributable to between person variance
- *ICC2* indicates the reliability of the participant means



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“...permitting nomothetic or between-subjects analyses, idiographic or within-person analyses...”

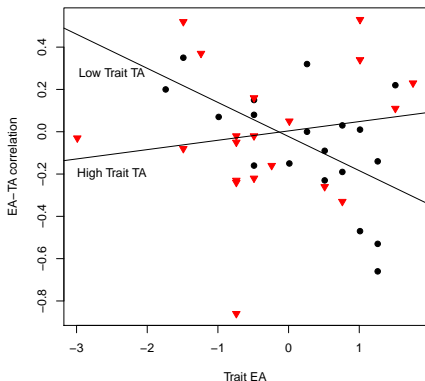


- Histograms show *between-person* distributions of *within-person* associations
- Scatterplots and correlations show *between-person* associations of *within-person* associations



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“...and the examination of individual differences in within-person processes.”



- Individuals with lower levels of trait TA (black circles) have more positive relationships between state EA and TA at lower levels of trait EA, whereas individuals with higher levels of trait TA (red triangles) experience more positive relationships between state EA and TA at higher levels of trait EA.



Our Lab

Studying Mixed Emotions during Graduation



Studying Mixed Emotions during Graduation



- Northwestern University graduating students responded to text messages in the days leading up to and following commencement

Studying Mixed Emotions during Graduation



- Northwestern University graduating students responded to text messages in the days leading up to and following commencement
- **A graduating research assistant alerted researchers about when to send messages to students on the day of commencement**



Other Examples

Text-messaging studies are becoming more prevalent in health/medical studies



Future directions



Increasingly flexible designs

- Event contingency, Free-response, Classroom surveys, Mass-testing, Long-distance studies
- Smartphones (Woods, Dumbleton, Jones & Fonn, 2011)
- Combine with other methods
 - Electronically Activated Recorder (EAR; Mehl & Pennebaker, 2003)
 - Ambulatory assessment, physiological data (Ebner-Priemer & Kubiak, 2007)
- Personality and text-messaging (Holtgraves, 2011)



Conclusions

- As called for by Allport and Cattell, methods for assessing experience over time continue to evolve
- Cell-phone Text-Messaging offers a new way to study individual differences that combines the advantages of paper-and-pencil methods with those of PDAs
- The far-reaching applications of Cell-Phone Text-Messaging studies are just beginning to be realized



- ▶ Part I: an introduction to telemetrics
- ▶ Part II: Web based telemetrics
- ▶ Part III: Phone based telemetrics
- ▶ Part IV: Telemetrics of personality



Telemetrics of Personality

- 11 Telemetrics: measuring individual differences at distance

- 12 What do I need to do Telemetrics



The benefits

- ① Ease of data collection
 - Possible to use new subject pools
 - No longer limited to undergraduates or well paid subjects
- ② With cell phone technology, possible to collect data in the wild
 - Participants can be anywhere



Programs and equipment used

- ① Data collection
 - iMac running Apache, PHP, MySQL
 - Software is open source and public domain
- ② Data analysis
 - All analyses are done in R (R Development Core Team, 2011)
 - Most analyses done in the *psych* package.
 - Factor analysis
 - Item Response Theory analyses
 - Graphics
 - Multilevel modeling of text messaging study done using the *multilevel* package.
- ③ Code and instructions available from the personality-project.org



For more information

- ① personality-project.org/telemetrics
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- ▶ Part I: an introduction to telemetrics
- ▶ Part II: Web based telemetrics
- ▶ Part III: Phone based telemetrics
- ▶ Part IV: Telemetrics of personality



The traditional study of individual differences

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