CAREER INSTRUMENT ANALYSIS

GORDON PERSONAL PROFILE INVENTORY, GPP-I

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Identification Information

Name: Gordon Personal Profile Inventory

Author: Leonard V. Gordon


Publisher: The Psychological Corporation, Harcourt Brace & Company

Number of Items: 2

Types of Items:

1. The Gordon Personal Profile Inventory (GPP-I), combines two instruments:
   1. **The Gordon Personal Profile (GPP):**
      Identifies the following traits
      A. Ascendancy: assertive, self-assured
      B. Responsibility: persistent, conscientious, reliable
      C. Emotional stability: well-controlled, high frustration tolerance.
      D. Sociability: interactive, friendly
   2. **The Gordon Personal Inventory (GPI):**
      Identifies the following traits
      A. Cautiousness- not impulsive, careful, deliberate
      B. Original Thinking- enjoys dealing with ideas, likes problem solving
      C. Personal Relations- trusting, tolerant, has faith in people
      D. Vigor- energetic, active, gets things done

Cost For GPP-I:
GPP-I Keys for Hand Scoring: 120.75
GPP-I Test Booklets 110.00-160.00
GPP-I: An Interpretive Guide 60.95
GPP-I Manual: 92.00

Availability: The GPP-I is easily accessible online.

Purchasing info: You can purchase different sections of the GPP-I separately as needed.
Parametric Information

Reliability:

According to Anderson and Vandehey, “Reliability refers to the consistency of behavioral measures, (223)”. The reliability and stability of the scales of the GPP-I have been shown to be satisfactory for purposes of individual assessment. The respectable level of reliability achieved, despite the brevity of the instrument, may well be ascribed to the repeated item analyses and resultant revisions undertaken during its development.

Validity/Fakability:

The GPP-I acknowledges that participants can alter their responses if they are aware of the circumstances in which the results are used. Since this is the case, the tests are administered more than once. The second administration may take place right after the initial test or after an extended period of time.

Norming Group:

1. Adult Working Population
2. Individuals 16 and over
3. Human Resource Departments
5. “Educational norms are also available for male and female college and high school students as well as sales representatives, managerial, and executive positions”. (Talentlens.com)

Scoring:

1. Hand Scoring: used for paper/pencil testing
2. Online Scoring: automatically generated after test is completed

Test time: 15-20 minutes
**What the GPP-I is Designed to do**

The Gordon Personal Profile Inventory is predominantly used by employers who are in search of a candidate that will be beneficial to their company. The ideal candidate will decrease job turnover and increase productivity while finding personal success within the company. The GPP-I is used to provide a complete picture of an individual’s personality. “Personality consists of interests, work style, preferences, and work values”. (talentlens.com).

**Now & Then**

The GPP-I was first created in 1953 by Leonard V. Gordon. At this time, personality may not have been a priority when searching for the proper candidate in a company. During the 50’s men were more likely to hold jobs than women which meant that physical qualities and endurance were more beneficial than actual personality traits. Although the GPP-I has been republished, the validity of this assessment is still questionable. Participants can alter their responses based on whether the assessment is administered for counseling or employment purposes. When used for counseling related purposes the GPP-I may be more useful and would most likely produce genuine answers.

**Population Benefiting**

The population that would benefit most from the GPP-I would be the working population. This population may consist of individuals looking for employment and employers looking to hire new and improved staff. The reason why this population benefits most is because the results from this assessment determines how an individual would fit best in a particular working environment. From the job seekers perspective this assessment will showcase one’s personality and self-esteem. The GPP-I identifies personality as dependability, attention to detail, diligence, innovation, conscientiousness, adaptability, analytical thinking, and stress tolerance. Each of these qualities are significant to an employer when narrowing down candidates.
Population Benefitting the Least

The population that would find the GPP-I the least beneficial would be a client in a counseling situation and/or school aged children. A counselor using the GPP-I may not receive genuine and accurate assessments from this tool. The GPP-I acknowledges that there is a possibility of altering answers to satisfy a particular outcome.

Final Thoughts

Although this tool identifies a number of traits that are beneficial to both parties during the employment process, the fact that “fakability” is highlighted in the manual leads us to believe the results may be insignificant. This assessment may be beneficial in the general narrowing of personality traits however not in the actual hiring process. We would recommend the GPP-I to school counselors or others in the general counseling profession.

http://www.pearsonassessments.com

http://www.talentlens.com