

COLLOQUIUM SERIES

Comparative Judgments and the Validity of Ratings of Others and Self-ratings

Date: April 23, 2010

Location: Somerville House, Room 3345

Time: 3:00 pm - 4:00 pm

(Please join us after the talk for light refreshments.)



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ABSTRACT:

Collaborative research that I have been involved in suggests that various types of evaluative social judgments about the self or others (e.g., employee job performance ratings, self-report measures of attitudes, ratings of others' personality traits) may be obtained more validly using comparative rather than absolute ratings. Comparative ratings are defined as involving relative judgments of a target compared to other individuals or groups, absolute ratings are defined as involving judgments of a target on scales that do not explicitly reference other people. We have noticed a dramatic disconnect between, on the one hand, empirical evidence of more valid measurement as a result of incorporating comparative judgmental ratings and, on the other hand, the far greater reliance on absolute judgmental ratings in mainstream industrial/organizational, social, and personality psychology research. I will review three distinct areas of research in which studies directly comparing comparative and absolute measures have yielded evidence of greater validity for comparative measures. Two possible rationales will be presented for the proposition that humans may be able to make more valid ratings of the self and others using comparative rather than absolute measures.

Please email: webpsych@uwo.ca if you require information in an alternate format, or if any other arrangements can make this event accessible to you; website: <http://www.psychology.uwo.ca/>

