



TRUE COLORS PERSONALITY TEST

Assessment Analysis Paper for EDF 6432

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Title	True Colors
Author	Don Lowry
Publisher	True Colors Inc., a subsidiary of True Colors International Santa Ana, CA
Date of Publication	1979

Purpose

True Colors is designed to identify strongest personality style. Used in personal counseling, employee development programs, educational settings. Clients include major corporations, small to medium sized businesses, schools, higher education, government agencies and nonprofit organizations.

Grade or age levels covered	All grades through adult
How scores are reported	Self-scored
Time of administration of instrument	No time limit. Can be completed in no more than 30-45 minutes.

Forms available

Assessment available on their website, <http://www.true-colors.com>

Consists of 24 questions each consists of four statements or descriptions. Person ranks each of the four statements as it pertains to them, on a 1 to 4 scale, where 4 means that it is most like them and 1 means that it is least like them. Person must assign a 4, 3, 2 and 1 to each set of statements.

Cost

After completing the online assessment, the cost of the in-depth 20+ page True Colors™ Report is \$34.95. The report describes the behavioral tendencies in person's interactions with others, and gives details of effective methods for helping one succeed with people who have different colors.

Group administration at corporate office or school costs \$1,500.

By registering the test results through their website, the individual can:

- Invite an unlimited number of observers to complete an Automated Online Assessment that allows you to see how others see you. You get the unique gift of seeing yourself through the eyes of others. Do others see you the way you see yourself?
- View, at a glance, the observers you invited. You can tell who has completed their assessment and who has not. Then you can send a reminder with one click.
- You can view and print several key articles to gain an even deeper understanding of the True Colors™ model--how it was developed and why it works

Use of True Colors in Education

Don Lowry developed the True Colors program in 1979. True Colors is based on the Keirsey Temperament Sorter, which is an adaptation of the Myers-Briggs Type Indicator (MBTI). The True Colors test will sort people into four colors to represent specific personality types. The True Colors website states that the mission is to enhance the way we live, work, communicate and interact with those around us.

The table below shows the comparison of the True Colors outcomes with MBTI and Keirsey.

True Colors	Keirsey	Myers-Briggs
Blue	Idealists or Apollonian	ENFJ, INFJ, ENFP, INFP
Gold	Guardians or Epimethean	ESTJ, ISTJ, ESFJ, ISFJ
Green	Rationals or Promethean	ENTJ, INTJ, ENTP, INTP
Orange	Artisans or Dionysian	ESTP, ISTP, ESFP, ISFP

Code for Myers-Briggs

1st letter is E for Extraversion or I for Introversion

2nd letter is N for Intuition or S for Sensation

3rd letter is F for Feeling or T for Thinking

4th letter is J for Judging or P for Perceiving

Knowledge of personality types in the classroom helps teachers and students to understand each other. Knowing the class composition by personality type can help a teacher base the lessons on students' personalities and needs. A teacher will know the student's learning style. Also, it can be used as an aid to maintain control in the classroom. Teachers should plan two or three activities per day that engage all personality types (Delisio, 2001).

Knowledge of a teacher's personality type reveals the foundation of their education philosophy. According to (Niskanen, 2001), Blue means that the teacher is student-oriented. Gold denotes institution-oriented, Green means that the teacher is subject-oriented, and Orange shows that the

teacher is action-oriented. The majority of teachers fall into either the Blue or Gold personality temperaments (Whichard, 2006).

(Tripp & Eick, 2008) conducted a study that applied the color traits to interactional styles between mentoring teachers and their assigned teaching interns in planning, teaching and mentoring in the classroom. They found that the construct of personality temperaments should be used in deciding intern placements. This will minimize personality clashes and result in a successful internship experience.

Evidence of Reliability

Reliability is the extent to which a measurement procedure yields the same results on repeated trials. A master True Colors trainer conducted exploratory reliability and validity testing from 1998-2002 in an effort to ensure the quality of its' program and products. The reliability and validity studies involved 416 participants drawn from a heterogeneous population. This included enrollees in True Colors awareness workshops, facilitator certification trainings and college students taking a beginning Psychology course (Whichard, 2006). The True Colors word cluster selected by the participant when taking the test had a reliability coefficient of 0.94. The researchers used a test-retest research format, with a five to six week interval between administrations. Thus, the assessment is interpreted consistently each time, is understandable and an appropriate instrument for the intended audience. Plus, it does not have measurement error (Whichard, 2006).

Evidence of Validity

Validity is concerned with whether or not the test measures what it is intended to measure. Once again, referring to the reliability and validity study conducted by a master True Colors trainer, True Colors showed significant content and construct validity when measured against the personality tests that inspired the creation of True Colors, Keirseley Temperament Sorter and MBTI. Content validity is done to determine the extent to which an instrument obtains similar results to a widely accepted assessment that measures the same concepts. Construct validity is concerned with the extent to which the instrument relates to theory, or a rationale that can account for the relationship between variables. True Colors precisely assessed and defined psychological types and temperament theory. The test results will help the user to determine their personality preferences (Whichard, 2006). Temperament theory is strongly related to behavioral preferences and characteristics found in individuals.

The rating instruments asked participants in the awareness workshops and certification training for their judgments on the accuracy of True Colors in identifying ten concepts that underlie the True Colors program. Two master trainers of True Colors identified the dimensions. Then, two independent evaluators and two independent researchers validated the list for accuracy (Whichard, 2006). The concepts are:

- Communication preferences
- Learning preferences
- Values
- Strengths
- Needs
- Stressors
- Diversity
- Workplace compatibility
- Self-esteem
- Introversion / Extraversion

(Honaker, 2001) conducted a convergent validity test. Convergent validity is defined as research that shows that the test has strong positive correlations with other measures of instrumentations and smaller positive correlations with those related to the construct (Honaker, 2001). Results supported convergent validity with MBTI. But not for two other common instruments used to measure personality types and career fit, the Strong Interest Inventory or the Campbell Interest Skill Survey.

Comments of Reviewers

The reviews came from the use of True Colors in research studies. (Cowell-Lucero & Rudd, 2008) said that personality type testing and temperament exercises are most effective when introduced in a leadership development class or workshop. Utilization of the True Colors program, from their research, enhanced team-building and communication skills for the college ambassador program at Virginia Tech. The program will be able to rebuild the original mission and objectives based on the knowledge gained.

(Honaker, 2001) said that True Colors had a significant relationship with MBTI. But caution should be exercised in extrapolating personality types across different personality assessments. He also found that personality types change if someone takes the True Colors test over time. It may be affected by the respondent's environment or experience at the time of testing. Finally, there are two distinct activities done during a True Colors group administration. They are determining personality types through character cards and word clusters. The character cards activity appeals more to those with Blue or Orange type because the cards tend to elicit creative and artistic responses. The word cluster instrument appeals more to those with either the Green or Gold type. This instrument tends to elicit more logical and analytical responses.

Summary of Advantages and Disadvantages

The advantages and disadvantages of True Colors are identical to those found in any self-reporting, self-scoring personality test. Standardization is present in that everyone who takes the

test receives the same questions and answer choices. Objectivity is another strong point for scoring in that the tests would be scored the same way by any two independent scorers.

The greatest benefit to True Colors is that teachers, staff and students all gain a better understanding of each other's personality type (Cowell-Lucero & Rudd, 2008). This should result in more effective communication, and a greater appreciation of how everyone can contribute to a great learning environment. True Colors promotes tolerance and communication among people because they can see the person in a different light (Delisio, 2001).

The test is economically affordable. True Colors can be self-administered or group-administered. A training professional certified by True Colors would supervise the administration.

The disadvantages are that users can figure out what the test creator or administrator wants to measure. Thus, they can fake personality traits that they don't really have or give what they perceive will be socially acceptable responses for their given environment. The social desirability bias can affect responses in that some people might give answers based on the personality traits that they would like to have or feel they need to have, versus their true personality. The response to that is that the test developers have to build in validity scales to inform the examiner that some responses are faked (Hsu, 2004). Finally, scores may be interpreted differently by different people.

Overall Reaction to Test

True Colors supports basic values of self-confidence, pride, dignity, worthiness and esteem. Because all people are motivated by these basic values, a new language is gained. The result is a better understanding of each other's communication and behavior (True Colors, 2009).

Like all personality tests, True Colors lacks a psychometrically sound measure of personality to support the use of the scores. Care should be taken in the use of results in counseling sessions between teacher and student, or parent-teacher conferences. Personality can change based on the environment of the school. Other variables affecting personality are the physical, emotional and mental maturity of the student.

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