

Personality Traits and VoicePrint

Research Insight

Leonard Gordon's model of personality (following Cattell's 16PF) takes the view that multiple traits need to be considered to understand personality properly. Gordon's inventory uses nine.

- Ascendancy: being verbally ascendant, taking an active role in groups, making independent decisions and being self-assured in relationships with others.
- Responsibility: sticking to assigned tasks, persevering, being determined and reliable.
- Emotional Stability: being relatively free from worries, anxieties and nervous tension.
- Sociability: liking to be with and work with people.
- Self-Esteem: is conceived by Gordon as a compound of these first four traits.
- Cautiousness: considering matters very carefully before making decisions and disliking to take chances or run risks.
- Original Thinking: being curious, liking to think about new ideas, work on difficult problems and enjoy thought-provoking questions and discussions.
- Personal Relations: being tolerant, patient and understanding, having faith and trust in other people.
- Vigour: sustained energy, moving rapidly, and accomplishing more than most.

Low scores on these traits have corresponding implications.

- Low Ascendancy: passive in groups, listeners rather than talkers, may be overly dependent.
- Low Responsibility: flighty, lose interest, unreliable.
- Low Emotional Stability: hypersensitive, highly anxious, nervous, low tolerance for frustration.
- Low Sociability: limits or even avoids social relationships and interactions.
- Low Self-Esteem: a sense of inferiority.
- Low Cautiousness: impulsive, make snap decisions, seek excitement and take chances.
- Low Original Thinking: prefer routine, standardised or predictable contexts.
- Low Personal Relations: distrustful, critical of or irritated by what others do.
- Low Vigour: prefer a slower pace, tire more quickly, need to recharge more frequently.

Findings

Our cross-correlational analysis of Gordon's Personal Profile Inventory with VoicePrint self-perception reveals a few significant correlations between these personality traits and some of the voices. The absence of multiple, close correlations is, however, an insight in itself.

Correlations marked * were all significant at $p < 0.001$, where the probability of the result occurring by chance is less than 1 in 1,000. The other correlations were all significant at either $p < 0.05$, or $p < 0.10$, in the range of 90-95% probability.

- Unsurprisingly, Cautiousness has a positive correlation with Inquiry* and is negatively correlated with the Advocate*, Challenge and Direct voices.
- It is also unsurprising that Ascendancy is positively correlated with Advocate and Challenge, while negatively associated with Inquiry.*
- Sociability has positive correlations with Advocate and Advise but most strongly with the Direct* voice, perhaps reflecting a felt need to fit in.
- Emotional Stability is negatively associated with Advocacy* - strong feelings are often a feature of advocacy. Responsibility has positive correlations with the Direct* and Articulate voices, reflecting concern to do what is expected and perhaps to be clear and precise.

- Original Thinking on the other hand is negatively associated with Direct* - the most inflexible of the voices - but positively associated with Advocacy and Challenge, the latter often being associated with a motivation to improve on the status quo.
- Neither Personal Relations nor Vigour exhibited statistically significant correlations with any of the nine voices.
- Nor were any significant correlations found between Gordon's traits and the Probe, Diagnose or Evaluate voices. The strongest correlations were generally (either positively or negatively) with Advocate, Direct and Inquire, the most clear-cut of the nine voices.

These results reinforce the point that VoicePrint's distinctiveness is as a model, not of traits but of behaviours and competences, available to - and generally exercised by - all types of personality.