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RATINGS FOR LIKABLENESS AND SUBJECTIVE FREQUENCY OF PERSONALITY TRAITS AND INTERPERSONAL BEHAVIORS¹

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A sample of 176 first year psychology students at the University of Ghent cooperated to provide normative data for the likableness and the subjective frequency of personality traits and interpersonal behaviors. Half of the sample rated the likableness and subjective frequency of 100 personality traits, while the other half supplied the same ratings for a set of 100 interpersonal behaviors. Two response sequences and four stimulus sequences were built into the design of the study but it was shown that they had no effect on any of the ratings. The frequency distribution of the mean likableness values for both personality traits and interpersonal behaviors was clearly bimodal, while the distribution of the subjective frequency ratings turned out to be unimodal. Cross-cultural comparison of our mean likableness norms for personality traits with norms obtained at an American University, revealed a .93 correlation between mean likableness norms from both university samples. The differences between both samples are illuminated by listing those traits whose likableness rating was significantly different in both directions.

Since the publication of Anderson's (1968) list with likableness ratings of personality traits, a considerable amount of research in person perception and impression formation has relied on this list. Most of us however would agree that normative data on the likableness of personality traits may not be cross-culturally valid. A study by Schönbach (1972) indicated that although there was an overall correlation of .90 between norms obtained from a German population and a subset of 100 traits from Anderson's list, substantial differences in mean likableness for certain traits still existed. These results were our main reason to obtain normative data on likableness of personality traits based on a Belgian sample.

Likableness norms for personality traits may also be useful for applications beyond the domain of person perception and impression formation. We would suggest that the normative data may be useful for those concerned with adjective check lists or other personality tests which make extensive use of personality traits. Major differences in likableness of personality traits may indeed exist between different

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cultures. The difference in likableness between personality traits within the same culture may also be of interest to the student of personality.

Extensive use of traits also occurs in those types of survey research where objects or persons are rated on bipolar scales. Ratings of likableness for both poles of a bipolar scale may be useful in detecting differences in subjective distance between two pairs of bipolar scales. All too often one equates differences obtained with different scales. A difference of for example five points on a honest-dishonest scale represents a much greater difference in likableness than the same five points difference on a sophisticated-unsophisticated scale.

Although likableness ratings of personality traits are the main tool for most research on impression formation, we decided that it could be interesting to expand the normative data in two ways. We added likableness norms for a different category of stimuli i.e. interpersonal behaviors and we also expanded the normative data by supplying ratings of the subjective frequency for both personality traits and interpersonal behaviors.

Interpersonal behaviors were added because they differ in two important aspects from personality traits. Interpersonal behaviors are opposed to personality traits on the important 'trait versus behavior' dimension. Regarding the controversy between trait psychology and behavior psychology as expressed in articles by Bem & Allen (1974) and Bowers (1973) one might wonder whether an observer would process information about traits in a different manner than information about behavior. Personality traits utilised in impression formation research are usually presented under the form of adjectives. Interpersonal behaviors are presented in the form of verbs and this opens the possibility to do research about the question whether information is processed differently, or whether the impact of information depends on its grammatical function. A promising line of research on this topic has recently been developed by Gollob (1974).

Apart from adding interpersonal behaviors as a second stimulus category we also expanded the data on the response side. Subjects were asked to rate the subjective frequency of occurrence of both personality traits and interpersonal behaviors. These ratings were collected in order to allow for example the validation of a Bayesian model for impression formation.

PROCEDURE

SELECTION OF STIMULI

Personality traits were obtained by translating into Dutch the 555 traits first published by Anderson (1968). The original American list was divided in 10 classes with equal likableness intervals. From each class a random sample of 10 traits was drawn providing a sample of 100 personality traits. Because it is important for many research

applications to have a great number of bipolar traits, we added 10 logical opposites of traits that were already in the list and removed an equal amount of traits from the list. Our final list thus had 100 personality traits including a fairly great number of bipolar traits.

Interpersonal behaviors were obtained by scanning a Dutch Dictionary from A to Z and writing down every interpersonal behavior while avoiding synonyms. As operational definition for interpersonal behavior we established the following rule: the behavior should be a verb that can be inserted in a sentence with a 'person-verb-person' structure. Following this procedure we obtained a list of about 250 interpersonal behaviors. The final list of 100 interpersonal behaviors was constructed by randomly sampling 100 behaviors from the complete list.

SUBJECTS AND INSTRUCTIONS

Subjects were first year psychology students (1975-1976) at the state university of Ghent. The final sample consisted of 88 subjects who rated the personality traits and 88 different subjects who rated the interpersonal behaviors. All subjects rated likableness as well as subjective frequency of the set of stimuli assigned to them. The subjects were all seated together in a large auditorium.

Instructions were presented orally and in written form to all subjects. There were four slightly different written versions of the instructions depending on the type of stimuli or the sequence of the responses. Subjects were asked to indicate their judgement about the degree of likableness (Dutch: *gunstigheid*) and the frequency of appearance on a scale ranging from 1 to 7, whereby 1 referred to low degree of likableness or frequency and 7 referred to a high degree of likableness or frequency. The subjects were also instructed to use all figures from 1 to 7 inclusive. The figures were printed on the answer sheet and one figure had to be circled. We utilised a seven point scale ranging from one to seven instead of from zero to six as Anderson (1968), because we felt that the zero-category might be interpreted as qualitatively different from the others. There was no a priori time limit and completion of the task took about from three quarters of an hour to one hour.

DESIGN

The design for the ratings of personality traits and interpersonal behaviors is identical. The study was designed in order to control for the position effect of the stimuli and to check if either response or certain stimulus sequences had any effect on the likableness or the subjective frequency ratings. This was accomplished by a three factor design with two dependent variables.

The first factor was the response sequence with two levels: likableness ratings before frequency ratings and likableness rating after frequency rating. The second factor was the stimulus sequence with four levels.

The 100 stimuli were randomly distributed over 4 pages called A, B, C and D. Each page thus had a block of 25 stimuli with a fixed sequence within the page. The four pages were put together in the following four sequences resulting in a incompletely counterbalanced design suggested by D'Amato (1970)

sequence 1 : A B D C

sequence 2 : B C A D

sequence 3 : C D B A

sequence 4 : D A C B

This arrangement of sequences has two important features. Each bloc of 25 stimuli appears once in first, second, third and fourth position which provides a control for bloc position effects. Secondly each bloc is once preceded by each other bloc which gives a control over certain carry-over effects. The third factor in the design is the stimulus factor which has 99 levels in both the personality trait study and in the interpersonal behavior study. The last stimulus was dropped because the available analysis of variance program could only handle up to 99 levels per factor.

The first and the second factors were fully crossed. 11 subjects were nested under each combination of levels of the first two factors. The same subjects supplied ratings for all the stimuli so that we have repeated measures on the third factor. All levels of factors in the design were considered as sampled from an infinite population. The two dependent variables in the study were of course the likableness rating and the frequency rating.

RESULTS AND DISCUSSION

MEAN RATINGS AND DISPERSIONS

The mean ratings for likableness and subjective frequency of personality traits and interpersonal behaviors are reported in Table 1 and Table 2. The stimuli are ordered in ascending order according to their mean likableness. Standard deviations for all ratings are also reported in the two tables. Inspection of personality traits at the top and the bottom of the list will indicate that a great number of traits related to a honesty dimension are present at the extremes of the list. This finding corresponds to a similar trend observed in the data of the German ratings by Schönbach (1972) and also in Anderson's (1968) data. One could speculate that observers assume that people are more personally responsible for being honest or dishonest than for being intelligent or unintelligent and hence honesty is more to be admired than intelligence. This hypothesis would imply that traits which are more readily attributed to the person than to the situation or to genetic factors, would carry a greater weight in the impression of likableness which one forms about a person.

TAB. 1. MEAN LIKABLENESS AND SUBJECTIVE FREQUENCY RATINGS FOR PERSONALITY TRAITS RATED ON A SCALE FROM 1 TO 7. Means and standard deviations are multiplied by 100.

personality traits	likableness		subjective frequency	
	mean	S.D.	mean	S.D.
vals	133	78	397	157
kwaadwillig	143	94	323	138
wreed	145	106	355	168
bedrieglijk	150	88	380	145
gemeen	150	103	358	136
onoprecht	153	87	460	147
oneerlijk	155	104	449	145
leugenaar	155	83	428	136
onverdraagzaam	164	98	451	141
onvriendelijk	166	92	418	132
bevooroordeeld	166	119	566	130
onbetrouwbaar	166	97	407	135
egoïstisch	167	118	558	132
onsociaal	170	113	420	141
jaloers	181	110	520	139
passief	183	100	481	145
oppervlakkig	184	103	514	127
lusteloos	190	112	426	138
koud	193	102	365	138
misleidend	193	107	411	140
afstotelijk	193	118	268	140
onsympathiek	194	96	361	116
ongelukkig	194	120	502	134
verkwister	199	113	474	135
onevenwichtig	200	124	415	144
onbeleefd	202	108	370	125
agressief	206	107	438	145
onredelijk	208	119	414	128
onwaarachtig	214	116	419	137
autoritair	215	125	487	141
geremd	226	119	476	153
prikkelbaar	227	121	485	118
materialistisch	228	124	584	124
ongeduldig	234	99	481	108
onemotioneel	235	108	350	133
onintelligent	245	119	358	115
pessimistisch	250	143	454	120
luidruchtig	253	112	459	135
conservatief	257	124	509	110
sarkastisch	264	145	352	130
cynisch	265	151	339	137
inconsistent	273	131	424	119
onproduktief	276	139	407	149
zelfgenoegzaam	281	141	435	138
sluw	286	137	395	126

personality traits	likableness		subjective frequency	
	mean	S.D.	mean	S.D.
ontevreden	286	153	535	135
onromantisch	289	118	389	125
conformist	291	132	470	144
irrationeel	291	133	391	127
nonchalant	314	117	412	114
trots	315	137	477	114
gesofistikeerd	351	139	346	122
satirisch	358	151	313	124
impulsief	363	126	395	111
ongodsdienstig	380	143	415	134
ongesofistikeerd	389	140	398	122
perfectionistisch	406	152	332	126
onconventioneel	411	146	325	127
godsdienstig	417	142	381	121
onbevreesd	417	143	316	113
emotioneel	434	110	440	115
charmant	442	153	373	111
spaarzaam	445	134	398	128
spraakzaam	451	138	447	107
onschuldig	455	160	335	149
nonconformist	464	139	312	111
avontuurlijk	467	119	330	133
bezorgd	483	129	456	114
intellectueel	491	140	352	126
ernstig	502	130	427	121
idealistisch	511	144	355	149
efficiënt	512	142	391	118
progressief	515	123	368	127
beleefd	522	138	420	114
gedienstig	536	121	348	110
intelligent	539	122	394	112
artistiek	541	134	306	127
constructief	543	120	348	104
warm	554	121	377	103
geduldig	557	134	322	112
optimistisch	568	147	378	111
goedaardig	573	117	383	118
nadenkend	576	123	386	127
tolerant	578	137	328	126
doorzettend	580	106	353	109
sympathiek	583	122	416	115
evenwichtig	588	116	351	131
origineel	591	121	274	126
actief	591	126	370	119
waarheidslievend	593	126	388	132
opgewekt	599	113	370	108
vriendelijk	612	111	401	117
creatief	619	92	315	132
sociaal	621	104	392	110

personality traits	likableness		subjective frequency	
	mean	S.D.	mean	S.D.
begrijpend	622	105	348	123
oprecht	623	108	357	111
breeddenkend	628	92	322	120
betrouwbaar	635	106	356	121
gelukkig	643	94	328	139
eerlijk	646	93	357	118

TAB. 2. MEAN LIKABLENESS AND SUBJECTIVE FREQUENCY RATINGS FOR INTERPERSONAL BEHAVIORS RATED ON A SCALE FROM 1 TO 7. Means and standard deviations are multiplied by 100.

interpersonal behaviors	likableness		subjective frequency	
	mean	S.D.	mean	S.D.
haten	117	48	435	178
verraden	117	43	382	157
vernederen	128	62	450	152
bedriegen	133	60	469	161
krenken	136	53	437	146
beledigen	141	58	481	146
kwellen	142	80	416	153
beliegen	150	71	499	161
dwingen	155	68	469	142
bedotten	156	91	473	156
frustreren	157	94	512	156
misleiden	160	72	449	157
onderdrukken	160	101	512	165
overheersen	160	89	487	148
irriteren	167	75	489	124
spotten	167	107	481	140
negeren	168	92	498	128
vervelen	170	86	507	158
domineren	173	97	507	142
ontgoochelen	176	96	499	126
ergeren	177	89	490	136
verwennen	194	114	494	122
overtroeven	200	97	489	140
vleien	210	112	476	141
overrompelen	220	100	386	133
intimideren	227	115	472	137
verplichten	228	114	539	129
beschuldigen	232	140	482	130
beklagen	232	127	484	134
twisten	235	119	527	124
smeken	236	117	353	145
vrezen	251	134	528	108

interpersonal behaviors	likableness		subjective frequency	
	mean	S.D.	mean	S.D.
bevelen	256	120	527	127
bekampen	260	139	468	162
conditioneren	276	153	474	141
verontrusten	277	115	470	112
remmen	281	129	493	128
rekruteren	282	122	414	137
foppen	283	138	450	124
straffen	287	125	501	152
imiteren	293	142	462	140
flateren	306	140	440	134
plagen	309	157	515	126
compromiteren	320	159	462	134
beïnvloeden	326	117	580	120
overwinnen	327	139	436	125
volgen	333	89	487	136
berispen	344	127	495	115
inspecteren	344	133	454	135
honoreren	384	113	393	132
eren	395	147	349	125
overtuigen	398	104	464	122
bedienen	403	117	432	111
bekritisieren	406	130	565	104
loven	419	140	375	107
complimenteren	433	139	455	117
gehoorzamen	433	134	460	110
beoordelen	435	154	573	118
telefoneren	448	131	598	136
controleren	461	161	491	124
bekijken	470	136	575	136
belonen	481	126	439	108
aanvaarden	485	154	433	140
leiden	490	126	484	130
verwachten	491	121	560	122
geloven	498	151	459	153
feliciteren	499	129	465	112
consulteren	501	128	458	134
verliefd zijn op	502	151	590	124
vergezellen	505	111	483	135
corrigeren	519	132	481	113
beschermen	523	123	411	114
verdedigen	525	130	452	132
bezoeken	530	114	481	135
inviteren	531	110	488	111
antwoorden	535	124	559	134
observeren	535	128	437	156
onderwijzen	539	127	574	141
bezoeken	543	109	472	137
omhelzen	548	128	517	142

interpersonal behaviors	likableness		subjective frequency	
	mean	S.D.	mean	S.D.
troosten	552	127	426	126
ontmoeten	555	128	525	146
begeleiden	558	151	445	128
beluisteren	567	122	435	138
groeten	578	135	517	132
begroeten	583	124	544	129
verwelkomen	584	123	482	119
leren	595	117	552	118
verplegen	602	104	476	132
verzorgen	608	95	484	113
bedanken	608	89	439	133
vergeven	610	109	348	120
vertrouwen	612	112	380	140
respekteren	615	102	411	118
appreciëren	624	83	415	121
waarderen	624	91	392	132
beminnen	642	84	497	142
helpen	643	84	417	138
begrijpen	655	77	399	143
houden van	659	88	492	170

A similar speculation could be offered for the interpersonal behaviors which occur at both extremes of the likableness scale. One could argue that to hate, to betray someone, to insult, to love and to understand are behaviors for which one is hold more personally responsible than to obey, to look at, to instruct etc. However to obtain a more convincing answer to the question about which underlying criteria might be responsible for the obtained degree of likableness, a separate study should be conceived. It could be advised in this respect to collect proximity data on a subset of traits or behaviors and submit the obtained matrix to a factor analytic, a multidimensional scaling or a hierarchical clustering program.

FREQUENCY HISTOGRAMS

Anderson (1968) reported that the frequency distribution of the mean likableness of his 555 personality traits was clearly bimodal. This implies that judges manage to construct two classes of stimuli, a class with highly likable stimuli and a class with dislikable stimuli with little or no overlap between the two classes. Since we sampled from equal intervals of Anderson's likableness scale one could expect that our frequency distribution would be flatter. Fig. 1 indicates that the same

bimodality was observed for likableness of personality traits as was true for Anderson's list. The frequency histogram for interpersonal behaviors shows a similar bimodality although it is slightly less pronounced than for the personality traits.

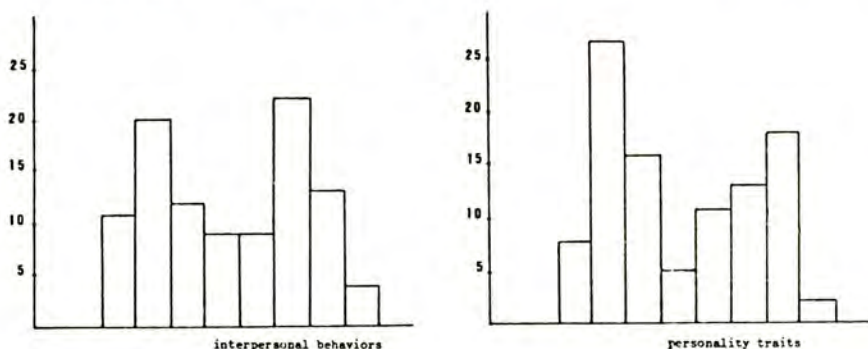


FIG. 1. FREQUENCY DISTRIBUTION OF MEAN LIKABLENESS RATINGS FOR PERSONALITY TRAITS AND FOR INTERPERSONAL BEHAVIORS

The form of the frequency histograms for subjective frequency ratings is in sharp contrast with the likableness histograms. The distribution of the subjective frequency rating for personality traits as well as for interpersonal behaviors is clearly unimodal. It seems that the type of rating one has to give may have an impact on the distribution. Lik-

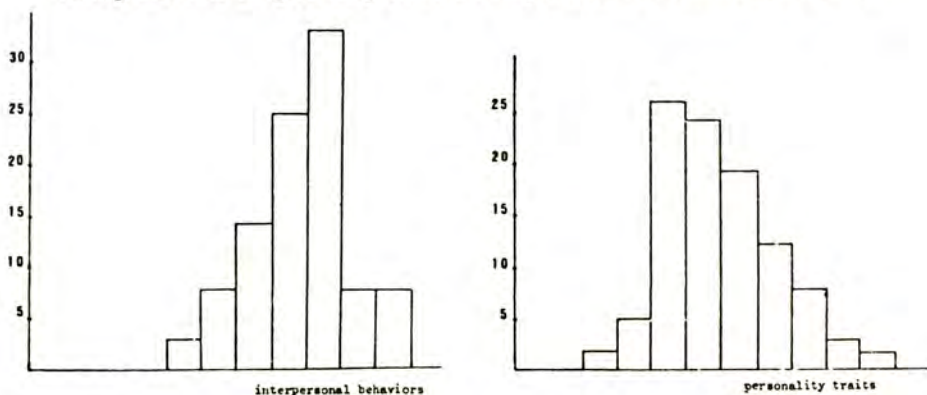


FIG. 2. FREQUENCY DISTRIBUTION OF MEAN SUBJECTIVE FREQUENCY RATINGS FOR PERSONALITY TRAITS AND FOR INTERPERSONAL BEHAVIORS

ableness judgements of stimuli resulted in a bimodal distribution, while judgement of the frequency of the same stimuli resulted in a unimodal distribution. These differences in distribution are rather striking and convincing, since they occurred for personality traits as well as for interpersonal behaviors.

An interesting speculation about the reasons for the observed differences in distributions of both types of ratings was offered by our colleague P. Bonnarens. He suggested that judgements of likableness require little or no experience with the stimulus and hence one easily feels confident about this type of judgement. Rating the frequency of occurrence of a stimulus however requires a lot of experience and hence when in doubt ratings regress toward the mean and this results in a unimodal frequency histogram. This explanation can in turn be linked to an interpretation of research results obtained by Kahneman and Tversky (1973). Likableness ratings would in their terminology correspond to evaluations whereas frequency ratings could be considered as predictions based on limited information.

This interpretation implies that impressions will be more affected by likableness manipulation of individual traits than by a numerically equivalent frequency manipulation of traits. This could lead to another confirmation of Kahneman's and Tversky's (1973) observation that frequency data in the form of a priori probabilities have less effect on judgement than follows from statistical expectation theory.

RESPONSE AND STIMULUS SEQUENCES

Results concerning effects of response and stimulus sequences on the likableness and frequency rating of personality traits and interpersonal

personality traits source	df	likableness		subjective frequency	
		M.S.	F	M.S.	F
between subjects					
response sequence (R)	1	3.20	< 1.	.83	< 1.
stimulus sequence (S)	3	17.26	3.97	32.90	2.42
R × S	3	4.35	< 1.	13.60	
subjects within (R × S)	80	5.78	4.04**	17.50	11.99**
within subjects					
traits (T)	98	254.26	177.00**	35.75	18.60**
R × T	98	—		—	
S × T	294	—		—	
R × S × T	294	—		1.92	1.32*
residual		1.43		1.46	
		df = 8526		df = 8274	

TAB. 3. ANALYSIS OF VARIANCE FOR RESPONSE AND STIMULUS SEQUENCE EFFECTS ON LIKABLENESS AND SUBJECTIVE FREQUENCY RATINGS OF PERSONALITY TRAITS. Omitted mean squares indicate that the terms were pooled into one residual error term after preliminary tests on the model at $\alpha = .25$, according to a procedure described by Winer (1971). * $p < .01$; ** $p < .001$.

behaviors are reported in Table 3 and Table 4. From this table it can be inferred that the null hypothesis about response and sequence effects could not be rejected in any case. Almost all pertinent F-values are smaller than one.

The only factors that are significant beyond .001 are the subjects and the concepts factor. Judging on the basis of the *F*-values and the mean squares from both tables one can certainly claim that the greatest variability is induced by the differences between concepts. Although significant differences among likableness ratings for different concepts were certainly to be expected it remains important to compare the magnitude of this effect with the effect of individual differences among subjects. Individual differences are represented by the factor subjects within ($R \times S$). The ratio of variance due to concepts to variance due to individual differences seems to be dependent on the type of rating and not so much on the type of stimulus. It is apparant from Table 3 and 4 that when likableness ratings are made, there is about a 1 to 40 ratio between the mean squares due to individual differences and the mean squares due to traits and a 1 to 25 ratio for interpersonal behaviors. This ratio is much smaller when subjects have to rate the subjective frequency of both personality traits and interpersonal behaviors. One is tempted to conclude from this observation that the two types of ratings may differ in reliability. However one should be careful with those conclusions since a similar effect can be attributed to the striking differences in distribution of both types of ratings, which were already discussed in a previous section.

interpersonal behaviors source	likableness			subjective frequency	
	df	M.S.	F	M.S.	F
between subjects					
response sequence (R)	1	.01	< 1.	14.22	< 1.
stimulus sequence (S)	3	18.46	< 1.	47.54	< 1.
$R \times S$	3	25.78	2.45	58.41	1.7
subjects within ($R \times S$)	80	10.52	8.76**	34.43	23.42**
within subjects					
behaviors (B)	98	258.35	215.29**	25.07	13.92**
$R \times B$	98	1.56	1.21	1.80	1.22
$S \times B$	294	1.46	1.30*	—	—
$R \times S \times B$	294	—	—	—	—
residual		1.20		1.47	
		df = 8134		df = 8428	

TAB. 4. ANALYSIS OF VARIANCE FOR RESPONSE AND STIMULUS SEQUENCE EFFECTS ON LIKABLENESS AND SUBJECTIVE FREQUENCY RATINGS OF INTERPERSONAL BEHAVIORS. Omitted mean squares indicate that the terms were pooled into one residual error term after preliminary tests on the model at $\alpha = .25$, following a procedure discribed by Winer (1971). * $p < .01$; ** $p < .001$.

The factor representing individual differences between raters is significant beyond .001 in all cases. This should be taken as a warning against the tendency to rely exclusively on average values. Since the standard deviation of the ratings is reported in Tables 1 and 2 it

would be advisable to take it into account when selecting subsets of traits from the entire list. On the other hand, the exploration of the individual differences may be an interesting research topic in itself. The very powerful individual difference scaling technique developed by Carroll & Chang (1970) could be an interesting tool to explore the basis for the individual differences among raters.

CROSS-CULTURAL COMPARISON

In order to establish the extent to which likableness ratings are transferable from one population to another, we correlated the mean likableness values for the 100 personality traits from our study with the mean likableness obtained by Anderson (1968) for the corresponding translated personality traits. The correlation of those means was .93 which reflects a good correspondence between the two sets of mean ratings. Inspection of a plot of that correlation did not reveal any consistent pattern of departures from linearity. This rather high correlation is not unusual if one takes into account the fact that variations among subjects had no effect on computation of the correlation coefficient. The correlation between the U.S. sample and the Belgian sample is however lower than the stability of the ratings within the U.S. Anderson reports correlations of mean ratings from different universities ranging from .96 to .98.

Taking into account the difference in time of almost 10 years and the difficulties involved in translating terms, one can conclude that the cross-cultural stability is nevertheless remarkable. Schönbach (1972) also obtained a .90 correlation between his mean norms and the original American norms. This high overall correspondence however does not exclude that for some traits significant differences exist between the two populations, as was also reported by Schönbach (1972) for his German sample. Since the scale anchor points employed in the Anderson study differed from the anchor points utilised in this study, all obtained means were converted into z-scores and the difference between the populations was then tested with a t-test. The traits for which a t-value with a probability of less than .001 was observed were listed in descending order in Table 5 for both directions i.e. traits with higher likableness in the U.S. than in Belgium or traits with higher likableness in Belgium than in the U.S. Although the basis for these observed differences may not be easily discovered some interpretation could be offered. The difference in likableness for the traits 'conservative' and 'social' may be attributed to differences in political systems. Both terms can indeed be linked to political ideologies whose distribution is quite different in both countries. The fact that Americans assign a higher likableness value to the traits 'blunt' and 'spendthrift' will perhaps not come as a surprise but should we be surprised to find out that we consider to be a 'liar' and 'unthruthful' as more likable than Americans do? It should be clear that ratings of likableness of traits may be a valuable tool for making cross-cultural comparisons

of values held in high esteem in different countries. The advantage is of course that the comparison is based on a common response measure i.e. the likableness of a given stimulus. The results also indicate that words with almost the same spelling such as 'aggressive' and 'agressief' can have quite different evaluative connotations and hence the practice of translating personality tests or check lists could be considerably improved by also comparing the evaluative connotations of the traits.

traits with higher likableness in U.S.			traits with higher likableness in Belgium		
Dutch	English	t-value	Dutch	English	t-value
agressief	agressive	5.89	sociaal	social	6.00
onbeleefd	blunt	5.10	doorzettend	persistent	5.69
bezorgd	considerate	4.30	onwaarachtig	untruthful	4.79
passief	passive	4.20	leugenaar	liar	4.26
autoritair	authoritative	3.89	irrationeel	irrational	3.61
conservatief	conservative	3.77	afstotelijk	obnoxious	3.59
verkwister	spendthrift	3.42	creatief	creative	3.45
ernstig	earnest	3.38			

TAB. 5. PERSONALITY TRAITS FOR WHICH LIKABLENESS RATINGS WERE SIGNIFICANTLY DIFFERENT ($p < .001$) IN BELGIAN AND AMERICAN SAMPLE

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