WHAT DO PERSONOLOGICAL DESCRIPTORS DESCRIBE?

Crisanta-Alina MAZILESCU[1], Daniel PASQUIER[2], Bernard GANGLOFF [3]

[1]Politehnica University Timisoara, ROMANIA, [2]Université François-Rabelais de Tours FRANCE, [3]Université Paris Ouest-Nanterre La Défense FRANCE.

[1] alina.mazilescu@upt.ro, [2]dpasquier@avenirentreprise.fr, [3]bernard.gangloff@univ-rouen.fr

ABSTRACT

The objective of this article is to demonstrate that personality descriptors are not neutral, but rather bearers of a social valence, be it positive or negative, valence which testifies to social desirability and / or utility. Our research is based on two studies related to the estimation of the social value of 60 personological descriptors from the NEO PI-R. The first study makes reference to the social desirability and utility of NEO PI-R personological descriptors, while the second makes reference to the social value of the information transmitted by the NEO PI-R personological descriptors. The results show that the projection of social value, whether useful or desirable, on personological descriptors obeys some regularities: - People prefer to describe themselves in positive terms in situations with relational stakes. - People prefer to describe themselves as being more conscientious in relation to other domains of personality in performance-oriented situations. The personological content of personality descriptors, organized according to the five factor model, would only be a surface structure, just "smoke and mirrors", masking a process of social value attribution, self-attribution in the case of self-descriptions and hetero-attribution when evaluating other people.

Keywords: *social value; social desirability; social utility; personality descriptors;*

1. INTRODUCTION

Within the field of personology, information, seen as useful knowledge, is employed in order to know a person better. Personological information speaks about the value of people within a social relationship and also allows for a form of evaluation. This approach was developed by Beauvois (1995), who speaks of double knowledge: descriptive knowledge and evaluative knowledge. Descriptive knowledge is defined as scientific knowledge that informs of the nature of the objects, while evaluative knowledge is defined by its informative nature on the social value of the object and refers to the issue of social norms of judgment.

The social value communicated by personological information is considered to entail two dimensions: a desirable dimension, which refers to the emotional or motivational register, and a useful one, rooted in the social functioning and more particularly in the economical field. According to Beauvois and his collaborators (Beauvois, 1995; Beauvois, Dubois & Peeters, 1999; Dubois, 2005; Dubois et Beauvois, 2001; Cambon, 2002; Le Barbenchon, Cambon and Lavigne, 2005), the social value of people can be dichotomized, with utility on the one hand and desirability on the other. Desirability, which would participate to a

socio-relational register anchored in the emotional and the motivational, is oriented on the agreeable, attractive, pleasant character of the person, on their relational value and expresses the reputation of a person for exciting positive affects in a social relationship. Social utility provides information on the adequacy of the individual in terms of social functioning, meaning the adequacy of their characteristics in terms of the normative requirements of social functioning. Please note that it is not a matter of situational or functional utility and that one must take into consideration the economic dimension of social utility and its relationship with a given social context. Social utility would refer to «...the knowledge that we have of a person's chances to succeed or fail in their social life according to their higher or lower adequacy to the requirements of the social functioning in which they find themselves» (Dubois, 2005). Social utility expresses the reputation of achieving performance within a social system. The differentiation between desirability and utility is based on «...the social functioning which states which character or trait is useful and which not» (Dubois & Beauvois, 2001, p. 394).

The two dimensions of value, as observed by numerous authors, have received various designations (value and dynamism from Osgood, 1962; communion and agentivity from Wiggins, 1991; desirability and competence from Fiske, Cuddy, Glick & Xu, 2002; etc.). It seems that these designations cover very similar realities (*acc. to* Beauvois, Dubois & Peeters, 1999). However, the relationships between these two elements have not yet been very well clarified: while Kim and Rosenberg (1980) have observed a positive correlation between the two, other researchers have observed negative correlations between them (such as Fiske, Cuddy, Glick & Xu, 2002) and still others observed an independence between the two (such as Devos-Comby & Devos, 2001).

In what concerns utility, there is a differentiation on the conceptual level between the model proposed by Beauvois and Dubois and that of Peeters. Profitability for others and profitability for oneself are both dimensions of the adaptive value of traits, value which has an individual origin in Peeters' model (Peeters, 1992, 1999, 2002), as compared to the social origin of value of Beauvois and Dubois' model. This differentiation is not found on an empirical level, because the characteristics profitable for oneself would be equally useful for the society and the traits profitable for others seem to be equally bearers of social desirability (Le Barbenchon, Cambon & Lavigne, 2005).

Several authors have been interested in this approach of the social value of people. This is the case with Milhabet (1993), Gueguen (1994), Cambon (2002), Mignon (2001), Leonova (2001), and more recently Dubois and Beauvois (2011), Pansu and Dompnier (2011), Gangloff (2010), Dubois (2010), Dubois and Aubert (2010), Caruana (2014), Laloum-Cohen, (2015). The works attempting to validate the modelling of this theory are based mainly on portraits and lists of traits.

Gangloff and Pasquier (2010) have shown that the personological trait refers to the expression of social norms and that the study of personality using personality inventories indicates firstly the degree of conformism or deviance as compared to the dominant personological prototype.

This perspective of personality analysis has started from Mandler's statement (1993) that the attributed value or self-attributed value of a person (as part of a subjective and unconscious approach) represents the distance between the self and the prototype of «good people». This means that in a self-descriptive questionnaire, the answers indicate first of all the distance between the self-image of the responder as compared to a personological

prototype (socially desirable), the responder being under the impression that they are conducting a sincere and valid self-description.

The theory of social and normative distance stated that « the individual distance to norms is a construct that has little to do with an objective reality for the subject, the system of internalized norms emerging from an unconscious process, but of which one eventually becomes aware, which regulates the subjective distances to oneself, to others, to institutions self-image playing a mediating role in that self-attributed and / or hetero-attributed social positioning » (Pasquier, 2010, pp. 8-9).

In what regards this direction of the socio-normative theory, we can mention two studies (Gangloff & Pasquier, 2010) that have highlighted the normative nature of the personological traits, but also the role of the regulator of the socio-normative distance between organizational commitment and anxiety at work (Pasquier & Valéau, 2011).

The objectives of this article are intended on the one hand to confirm the hypothesis that personality descriptors allow people to communicate social value, and on the other hand to suggest that the projection of social value, be it useful or desirable, on personological descriptors obeys certain regularities.

2. MATERIALS AND METHOD

Our research is based on two previous studies related to the estimation of the social desirability and utility of 60 personological descriptors from the NEO PI-R. The first study makes reference to the social desirability and social utility of NEO PI-R personological descriptors (Mazilescu, Gangloff, Auzoult, 2011), while the second makes reference to the social desirability and social utility of the information transmitted by the NEO PI-R personological descriptors (Mazilescu, Abdellaoui, Gangloff, 2012).

2.1. Study on the social value of personological descriptors of NEO PI-R (Study 1)

The sample group was composed of 30 subjects, students of a Romanian technical university. The instructions of the first study asked the participants to evaluate (on two 7-point scales) the social utility and social desirability of 60 NEO PI-R personality descriptors (5 traits x 6 facets / trait x 2 versants / facet). In order to better understand the significance of the terms, each descriptor was followed by a short description (taken from the NEO PI-R textbook). For example, for agreeableness, facet A4, positive versant, we used the « compliant » descriptor, followed by a short explanation « *a person with a tendency to submit to others, to inhibit their aggression, to forgive and forget* ».

In order to evaluate the NEO PI-R personality descriptors, we used the 4 scales employed by Le Barbenchon et *al.* (2005) in order to operationalize social utility and social desirability: two items that refer to professional success and salary are used to evaluate social utility, and two items that make reference to the ability to befriend others and to being loved are used to evaluate social desirability. The evaluation is made using 7-point scales.

2.2. Study on the social value of information on the NEO PI-R descriptors (Study 2)

For the second study, the same list of 60 descriptors was used (5 traits x 6 facets / trait x 2 versants / facet) as in the first study, each descriptor being followed by a short description taken from the NEO PI-R textbook.

The instructions for the second study indicated to each subject that they were to soon come into contact with a stranger and that the only information we could provide them with

was that this stranger possessed the X trait, embodied by any of the 60 descriptors used. The subjects are asked to answer 2 questions, one referring to the desirability and the other one to the utility of personological information. The subjects were asked to indicate on the one hand if they found the information on the descriptors of the person in question agreeable, indifferent or disagreeable, and on the other hand if the information on the descriptors of the person in question was useful, not interesting or embarrassing to them.

3. RESULTS
3.1. Verification of the social valence of descriptors

In order to answer the question: « Are personality descriptors neutral from the point of view of social value? » we rely on the two studies mentioned above. It is a matter of identifying if social value plays a role in the assessment of personality descriptors or if the assignment of a trait bears value or not.

If the descriptors have no social valence, then in the case of the first study, in what regards the scale used, the average social value of the personality descriptors should be 4, and in the case of the second study, it should be 2. Assuming there is a social valence attached to the predictors, then we expect the deviation of the average score of each item to be situated outside of the confidence interval. We will use the statistics from Student's t-test, with a threshold $\alpha = .05$.

In the case of the first study, the deviation values observed are situated outside of the confidence interval for 100 out of 120 items (see Appendix 1) and we can say for the vast majority of the descriptors analysed (83.33%) that the average social value of personality descriptors is different from 4.

In the case of the second study, we find that for 117 items out of 120 the deviation values observed are situated outside of the confidence interval and we can conclude that the vast majority of the descriptors analysed (97.50%) are not neutral: they bear a latent social valence not expressed within the contents of the item (see Appendix B).

Both studies conducted test the social value of personological dimensions and the social value of information within personological dimensions and demonstrate the impregnation with social desirability and social utility of descriptors and of the information on descriptors.

The descriptors from the *Big Five* theoretical model bear social valence, be it positive or negative, valence which reflects social desirability and/or utility.

3.2. Verification of the positive poles versus negative poles

In what regards the socially useful and desirable traits, a more significant effect of social value for the positive poles than for the negative poles is expected. ***Positive poles are expected to be awarded better scores than the negative poles.***

We have tested the differences between the positive poles and the negative poles using Student's t-test, on the one hand, and Cohen's d for a Bayesian probability on the other hand.

The results show significant differences between the positive pole and the negative pole and also a notable effect both on desirability and utility (table 1). For both components of social value (desirability and utility), the positive poles have been awarded better scores than the negative poles of the descriptors. These results confirm that people have a tendency to attribute more value to the positive content.

Table 1. Study on the effects of the descriptors' poles on social desirability and utility

Study 1	m	s	Difference	Cohen's d	effect	t	P	sign.
Positive desirability	5.33	1.14	2.02	1.77	notable	6.86	<0.01	V.S.
Negative desirability	3.31	1.14						
Positive utility	5.08	1.21	1.43	1.11	notable	4.30	<0.01	V.S.
Negative utility	3.65	1.36						

m – average; s - standard deviation; t- Student test ; p - level of significance; VS – very significant

In the first study, the difference between the positive poles and the negative poles is somewhat higher for desirability than for utility. In the second study we have also calculated Student's t and Cohen's d. The results obtained are listed in table 2.

Table 2. Study on the effects of the descriptors' poles on the information regarding social desirability and utility

Study 2	m	s	difference	Cohen's d	effect	t	p	sign.
Positive desirability	2.45	0.11	0.54	3.93	notable	15.23	<0.01	V.S.
Negative desirability	1.91	0.16						
Positive utility	2.70	0.09	0.07	0.77	notable	3.01	<0.01	V.S.
Negative utility	2,63	0.09						

m – average; s - standard deviation; t- Student test; p - level of significance; VS – very significant

The hypothesis that positive poles are awarded better scores than negative poles is equally confirmed by this second study, both for the desirability and the utility of the information on personality descriptors. In this second study, the effect is much more significant for desirability than for utility.

Both studies show that the positive poles of personality descriptors are charged with social value more than the negative poles and in situations when something is at stake, people use positive traits more in order to describe themselves and to convey a positive impression of themselves (self-presentation strategy).

A graphical representation of the size of the effects of Studies 1 and 2 shows that (figure 1):
- the effect of poles on utility is comparable within the two studies (Cohen's d has close values);
- in what regards desirability, Cohen's d is significantly more elevated in the second study, meaning there is an increase in the effect. This result could be interpreted by the involvement of the respondent (instructions for the second study), which increases the effect in the case of desirability.

Table 3. Table of Cohen's d (effect sizes)

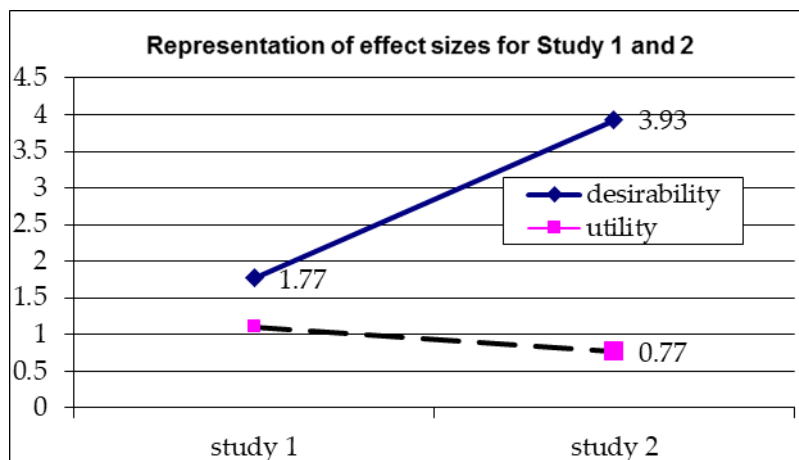|	Cohen's d (effect sizes)	
	Desirability	Utility
Study 1	1.77	1.11
Study 2	3.93	0.77

Figure 1. Effect sizes for Study 1 and 2

The results show that in a context of relational stake, oriented on the agreeable, attractive, pleasant nature of a person, the positive poles of the descriptors are selected more often, to the extent to which they bring more social value.

But, in what regards utility, the difference between the positive pole and the negative pole is less underlined. If the value does not play a role for utility, one assumes there is another dimension that counts. One assumes that in performance-oriented situations, content (the domain) is more important than the poles of the descriptors.

3.3. Verification of the effects of the descriptors' content

In what regards the investigation of the social utility of personological descriptors, one expects an effect of the content of the descriptors (of the domain) to be more significant for Conscientiousness as compared to the other domains of the Big Five descriptors (in the existing studies, Conscientiousness is the most useful personological dimension).

The variance analysis (table 4) shows highly significant differences between the domains of Big Five in what regards the evaluation of the social utility of descriptors, Conscientiousness (C) being the trait most often selected and most often rejected, followed by Neuroticism (N).

These results confirm the works of numerous researchers (Barrick *et al.*, 2001; Hough *et al.*, 1990; Judge, Higgins, Thoresen, & Barrick, 1999; Mount, Barrick, & Stewart, 1998; Salgado, 1997; Tett *et al.*, 1991) that recognized the conscientious character and emotional stability as predictors of performance, regardless of the performance criteria and the type of profession.

Table 4. Study on the effects of the personality domain on social desirability and utility

Study 1	Cohen's d	effect	F	p	sign.	order
Positive desirability	0.29	negligible	1.33	0.26	N.S.	A, E, N, C, O
Negative desirability	0.64	Intermediary	6.25	<0.01	V.S.	O, E, C, N, A
Positive utility	0.63	Intermediary	6.07	<0.01	V.S.	C, N, E, A, O
Negative utility	1.1	Notable	18.42	<0.01	V.S.	A, O, E, N, C

F – F de Snedecor ; p - level of significance; VS – very significant; NS – non significant; A - Agreeableness ; E –Extroversion; C – Conscientious; O – Openness; N - Neuroticism

The results referring to the first study, listed in table 4, show that for desirability the results are slightly heterogenic: there are no significant differences between the social desirability of positive descriptors, but there are differences when it comes to the desirability of the negative poles of the descriptors. When assessing social desirability, agreeableness is the domain most often selected and most often rejected. Not being agreeable in a situation with a relational stake counts much more than the other personality domains.

The results of the second study (table 5) show that, in what concerns desirability, we fail to find a clearly ordered structure.

But, in what concerns utility, as in the first study, we find that Conscientious (C) is the dimension most often selected and most often rejected. At the same time, it should also be noted that Agreeableness (A) is the dimension most often selected and most often rejected, after Conscientious (C).

In what regards Agreeableness, the results of other research works have established that it would predict performance if relational stakes are explicitly present in the evaluation context, such as, for example, within professions based on cooperation among the employees or between employees and clients (Hough, 1992; Hurtz & Donovan, 2000; Thoresen, Bradley, Bliese, & Thoresen, 2004).

The ranking of utility is strong because it is situated perfectly symmetrically between the positive and the negative poles.

Table 5. Study on the effects of the personality domain on the social desirability and utility of personological information

Study 2	Cohen's d	effect	F	p	sign.	order
Positive desirability	4.82	notable	348.97	<0.01	V.S.	C, E, A, O, N
Negative desirability	3.75	notable	211.13	<0.01	V.S.	N, O, E, C, A
Positive utility	1.18	notable	21.06	<0.01	V.S.	C, A, E, N, O
Negative utility	1.83	notable	50.4	<0.01	V.S.	N, E, O, A, C

Agreeableness; E –Extroversion; C – Conscientious; O – Openness; N - Neuroticism
F – F de Snedecor ; p - level of significance; VS – very significant;

The variance analysis shows highly significant differences among the areas of Big Five both for the desirability and for the utility of personological information.

Compared to our hypothesis, the results have underlined a surprise in what regards Agreeableness. In situations involving a relational stake, it is loaded with greater social value than the other domains of personality, but this result is confirmed only by the negative desirability in the second study.

Within the evaluation of social utility, we can conclude that content is more important (when talking about Conscientious (C)) than the poles.

In what regards the structure force of the personological dimensions, the first study shows that utility has the most prominent and strongest structure, while in the second study desirability holds the strongest structure.

The second study is slightly ambiguous, because the structure commences with Conscientious (C), which has more utility than desirability.

Starting from Cohen's d and Snedecor's F, we notice that the differences between the OCEAN domains are more prominent in what concerns utility, as compared to desirability, and also that they are more differentiated in what concerns the negative versants as compared to the positive versants.

Finally, in what regards the utility criterion, the choice most marked in both studies is Conscientiousness.

The result is congruent with the findings of the studies conducted on the subject.

4. CONCLUSIONS

The two studies presented in this study aimed to measure the social valuation conveyed by personality descriptors. The results indicate that social desirability and social utility distil themselves within each personality factor and pole.

The personality descriptors are not neutral from the point of view of social value, but rather are charged with a positive or negative valence. Every personological trait hides a latent social value regardless of the semantic content of the item, social valence seen as the implicit face of the value, « the shadow of the value ».

People attribute social value to the personality descriptors they use in their descriptions or to the ones they choose to describe themselves in situations explicitly or implicitly evaluative, with personal and / or professional stakes, according to their objective to communicate the social that they attribute themselves, especially when the other is an important person.

In both studies presented and analysed in this article, people react to the same stereotype: they prefer to describe themselves in positive terms when it comes to desirability and they present themselves as more Conscientious when it comes to social utility.

If regardless of the instructions we obtain the same structure, we can conclude that desirability is structured rather according to poles and utility rather according to content (for example, the trait of Conscientious is the most appreciated at work).

Therefore, in situations with relational stakes, the positive traits are used as vectors of social reputation. In performance-oriented situations, the personological content acts as a decoy to catch social value, in the more or less conscious hope to appear in the best light within a process that has to do with self-deception (bias of convenience) and also with hetero-deception (self-presentation strategy). One could liken these forms of cheating to social competence (Valéau, & Pasquier, 2003). Consequently, it would be desirable for the user of a questionnaire based on the five factor model to know beforehand what they want to describe or assess: a personological profile and / or a socio-normative distance.

The results show that the projection of social value, be it useful or desirable, on personological descriptors obeys some regularities:

- People prefer to describe themselves in positive terms in situations with relational stakes.
- People prefer to describe themselves as more conscientious in relation to other domains of personality in performance-oriented situations.

When someone describes themselves, they do it according to social value. Therefore, there is a certain ambiguity within the results of the personological tests. What do personality descriptors communicate to us? A personological content or social value? We see a proximity to a judgment norm.

Appendix A

A1. Decreasing order of social value of personality descriptor as a function of p (Test value=4, N=30, ddl = 29

ITEMS	m	σ_s	deviation/4	t	p	Confidence interval (p=0,05)	
O5nD	4,00	0,80	0,00	0,00	1,00	-0,30	0,30
O5nU	3,98	1,07	-0,02	-0,09	0,93	-0,42	0,38
C6nU	3,97	1,03	-0,03	-0,18	0,86	-0,42	0,35
A1PU	4,05	1,06	0,05	0,26	0,80	-0,35	0,45
O2nU	3,95	0,79	-0,05	-0,35	0,73	-0,35	0,25
A1nU	3,90	1,05	-0,10	-0,52	0,61	-0,49	0,29
A4nU	4,13	1,40	0,13	0,52	0,61	-0,39	0,66
C3nU	3,92	0,81	-0,08	-0,56	0,58	-0,39	0,22
E5nU	3,90	0,94	-0,10	-0,58	0,57	-0,45	0,25
O1nU	4,15	1,18	0,15	0,70	0,49	-0,29	0,59
E4nU	4,12	0,89	0,12	0,72	0,48	-0,21	0,45
E6nU	3,87	0,98	-0,13	-0,74	0,46	-0,50	0,23
C6nD	3,83	1,18	-0,17	-0,78	0,44	-0,61	0,27
E5PD	4,22	1,19	0,22	1,00	0,33	-0,23	0,66
C2nD	3,73	1,26	-0,27	-1,16	0,25	-0,74	0,20
E6nD	3,70	1,16	-0,30	-1,41	0,17	-0,73	0,13
C3nD	4,18	0,66	0,18	1,51	0,14	-0,06	0,43
O4nD	3,78	0,73	-0,22	-1,63	0,11	-0,49	0,05
E5PU	3,67	0,99	-0,33	-1,84	0,08	-0,70	0,04
E3nD	4,33	0,98	0,33	1,87	0,07	-0,03	0,70
A4PU	4,40	1,05	0,40	2,10	0,04	0,01	0,79
E4PD	4,48	1,26	0,48	2,11	0,04	0,01	0,95
O1nD	4,38	0,94	0,38	2,22	0,03	0,03	0,74
O6nD	4,37	0,87	0,37	2,31	0,03	0,04	0,69
O3PU	4,33	0,76	0,33	2,41	0,02	0,05	0,62
A2PU	4,53	1,20	0,53	2,43	0,02	0,08	0,98
A2nU	4,85	1,83	0,85	2,54	0,02	0,17	1,53
A5nU	4,50	1,07	0,50	2,57	0,02	0,10	0,90
O3nU	4,57	1,17	0,57	2,66	0,01	0,13	1,00
A3PU	4,45	0,90	0,45	2,73	0,01	0,11	0,79
O2PU	4,40	0,78	0,40	2,80	0,01	0,11	0,69
O2nD	3,50	0,89	-0,50	-3,08	0,00	-0,83	-0,17
O4nU	3,43	0,95	-0,57	-3,26	0,00	-0,92	-0,21
E5nD	3,48	0,86	-0,52	-3,31	0,00	-0,84	-0,20
O6PD	3,20	1,29	-0,80	-3,40	0,00	-1,28	-0,32
O6nU	4,70	1,10	0,70	3,48	0,00	0,29	1,11
E1nU	4,63	0,98	0,63	3,53	0,00	0,27	1,00
E4nD	4,43	0,65	0,43	3,63	0,00	0,19	0,68
N5nD	4,73	1,10	0,73	3,64	0,00	0,32	1,15
E2nU	3,27	1,09	-0,73	-3,69	0,00	-1,14	-0,33
N6PD	3,45	0,80	-0,55	-3,75	0,00	-0,85	-0,25
E1PU	4,58	0,79	0,58	4,05	0,00	0,29	0,88
N4PU	3,32	0,91	-0,68	-4,09	0,00	-1,02	-0,34
C2nU	2,95	1,37	-1,05	-4,19	0,00	-1,56	-0,54
A3nU	5,03	1,33	1,03	4,25	0,00	0,54	1,53
A4nD	3,07	1,14	-0,93	-4,47	0,00	-1,36	-0,51
N5nU	4,97	1,17	0,97	4,51	0,00	0,53	1,41
E1nD	3,10	1,06	-0,90	-4,64	0,00	-1,30	-0,50

N3PU	3,20	0,93	-0,80	-4,69	0,00	-1,15	-0,45
C5nD	3,18	0,93	-0,82	-4,79	0,00	-1,17	-0,47
O6PU	2,90	1,25	-1,10	-4,83	0,00	-1,57	-0,63
O3nD	3,00	1,13	-1,00	-4,85	0,00	-1,42	-0,58
A6PU	4,68	0,77	0,68	4,85	0,00	0,40	0,97
E3nU	3,02	1,06	-0,98	-5,07	0,00	-1,38	-0,59
A6NU	5,00	1,07	1,00	5,13	0,00	0,60	1,40
E6PU	5,00	1,05	1,00	5,21	0,00	0,61	1,39
N5PD	3,17	0,87	-0,83	-5,22	0,00	-1,16	-0,51
N1PU	3,10	0,94	-0,90	-5,24	0,00	-1,25	-0,55
O2PD	4,90	0,94	0,90	5,24	0,00	0,55	1,25
A6nD	3,15	0,86	-0,85	-5,40	0,00	-1,17	-0,53
C4PD	5,08	1,08	1,08	5,48	0,00	0,68	1,49
A5nD	2,85	1,10	-1,15	-5,73	0,00	-1,56	-0,74
N3PD	3,12	0,82	-0,88	-5,92	0,00	-1,19	-0,58
C5PD	5,03	0,95	1,03	5,98	0,00	0,68	1,39
C3PU	5,13	1,02	1,13	6,11	0,00	0,75	1,51
C3PD	5,28	1,12	1,28	6,28	0,00	0,87	1,70
N3nD	4,82	0,70	0,82	6,38	0,00	0,55	1,08
N5PU	2,92	0,92	-1,08	-6,45	0,00	-1,43	-0,74
O1PU	5,17	0,99	1,17	6,48	0,00	0,80	1,53
C6PD	5,15	0,97	1,15	6,52	0,00	0,79	1,51
N1nU	4,95	0,79	0,95	6,57	0,00	0,65	1,25
N1PD	2,92	0,90	-1,08	-6,59	0,00	-1,42	-0,75
C1nD	3,02	0,81	-0,98	-6,61	0,00	-1,29	-0,68
A2nD	2,32	1,38	-1,68	-6,68	0,00	-2,20	-1,17
C4PU	5,88	1,53	1,88	6,74	0,00	1,31	2,45
A5PU	4,97	0,75	0,97	7,03	0,00	0,69	1,25
C2PD	5,30	1,01	1,30	7,08	0,00	0,92	1,68
E2PU	5,17	0,89	1,17	7,15	0,00	0,83	1,50
N4PD	2,88	0,84	-1,12	-7,30	0,00	-1,43	-0,80
N6nD	5,22	0,89	1,22	7,51	0,00	0,89	1,55
E3PD	5,38	1,00	1,38	7,60	0,00	1,01	1,76
N3nU	5,08	0,78	1,08	7,63	0,00	0,79	1,37
C4nD	2,68	0,92	-1,32	-7,81	0,00	-1,66	-0,97
C5nU	2,37	1,14	-1,63	-7,82	0,00	-2,06	-1,21
A4PD	5,62	1,13	1,62	7,86	0,00	1,20	2,04
E2nD	2,73	0,88	-1,27	-7,90	0,00	-1,59	-0,94
N2MU	5,33	0,90	1,33	8,08	0,00	1,00	1,67
C1PD	5,53	1,02	1,53	8,19	0,00	1,15	1,92
N2PU	2,65	0,89	-1,35	-8,29	0,00	-1,68	-1,02
A2PD	5,28	0,84	1,28	8,39	0,00	0,97	1,60
O5PD	5,33	0,86	1,33	8,45	0,00	1,01	1,66
O1PD	5,45	0,93	1,45	8,52	0,00	1,10	1,80
A3nD	2,00	1,27	-2,00	-8,60	0,00	-2,48	-1,52
C6PU	5,57	0,98	1,57	8,75	0,00	1,20	1,93
N1nD	5,60	0,99	1,60	8,81	0,00	1,23	1,97
O4PD	5,37	0,84	1,37	8,91	0,00	1,05	1,68
A5PD	5,33	0,81	1,33	8,98	0,00	1,03	1,64
A1nD	2,67	0,80	-1,33	-9,10	0,00	-1,63	-1,03
A1PD	5,37	0,80	1,37	9,38	0,00	1,07	1,66
N4nD	5,47	0,82	1,47	9,80	0,00	1,16	1,77
C2PU	5,67	0,89	1,67	10,21	0,00	1,33	2,00
N6PU	2,58	0,76	-1,42	-10,27	0,00	-1,70	-1,13
O3PD	5,90	0,99	1,90	10,46	0,00	1,53	2,27
A6PD	6,03	1,02	2,03	10,87	0,00	1,65	2,42

O4PU	5,63	0,80	1,63	11,21	0,00	1,34	1,93
O5PU	5,87	0,88	1,87	11,62	0,00	1,54	2,20
N2nD	5,78	0,82	1,78	11,96	0,00	1,48	2,09
N4nU	5,70	0,75	1,70	12,42	0,00	1,42	1,98
N6nU	5,92	0,82	1,92	12,79	0,00	1,61	2,22
E3PU	6,02	0,86	2,02	12,91	0,00	1,70	2,34
A3PD	6,10	0,87	2,10	13,30	0,00	1,78	2,42
C5PU	6,08	0,85	2,08	13,40	0,00	1,77	2,40
N2PD	2,33	0,67	-1,67	-13,55	0,00	-1,92	-1,42
C1nU	1,67	0,87	-2,33	-14,62	0,00	-2,66	-2,01
E4PU	5,92	0,70	1,92	15,09	0,00	1,66	2,18
E2PD	6,20	0,69	2,20	17,47	0,00	1,94	2,46
E1PD	6,35	0,73	2,35	17,56	0,00	2,08	2,62
C4nU	1,90	0,65	-2,10	-17,73	0,00	-2,34	-1,86
C1PU	6,40	0,65	2,40	20,27	0,00	2,16	2,64
E6PD	6,50	0,59	2,50	23,32	0,00	2,28	2,72

P – Positive pole; n – negative pol; D – desirability; U – utility

Agreeableness (A1, A2, A3, A4, A5, A6); E –Extroversion (E1, E2, E3, E4, E5, E6); C – Conscientious (C1, C2, C3, C4, C5, C6); O – Openness (O1, O2, O3, O4, O5, O6); N - Neuroticism (N1, N2, N3, N4, N5, N6)

Appendix B

Table 7. Decreasing order of social value of personality descriptor information as a function of p (Test value = 2, N = 30, ddl = 29

items	m	σ_s	deviation/2	t	p	Confidence interval (p=0,05)	
E2PD	2,03	0,16	0,03	1,02	0,31	-0,03	0,09
N6nD	2,00	0,17	0,00	0,00	1,00	-0,06	0,06
C5nU	2,00	0,17	0,00	0,00	1,00	-0,06	0,06

P – Positive pole; n – negative pol; D – desirability; U – utility; E –Extroversion; C – Conscientious; N – Neuroticism

REFERENCES
[1] Barrick, M.R., Mount, M.K., & Judge, T.A. (2001). Personality and Performance at the Beginning of the New Millennium : What Do We Know and Where Do We Go Next ?. *Personality and Performance,* 9, 1/2, 9-30.
[2] Beauvois, J.L., (1995). La connaissance des utilités sociales. *Psychologie française* 40 (1995), pp. 375–388.
[3] Beauvois, J.-L., Dubois, N., & Peeters, G. (1999). L.évaluation personnologique. In: J.-L.Beauvois, N. Dubois et W. Doise (eds). La construction sociale de la personne. Grenoble: PUG, 259-279.
[4] Cambon, L. (2002). Désirabilité et utilité sociale, deux composantes de la valeur. Une exemplification dans l.analyse des activités professionnelles. L.orientation Scolaire et Professionnelle, 31, 75-96.
[5] Caruana, S. (2014). De la connaissance de la valeur sociale à la prédiction de la performance. Approche psychosociale de la description de soi dans les inventaires de personnalité. These de doctorat. Lille : ANRT.
[6] Devos-Comby, L., & Devos, T. (2001). Social norms, social value and judgments of responsabiliry. *Swiss Journal of Psychology*, 60, 35-46.

[7] Dubois, N. & Beauvois, J-L. (2011). Are some rabbits more competent and warmer than others? The lay epistemologist is interested in object value, not in descriptive parameters. *Swiss Journal of Psychology*, Vol 70(2), Jun 2011, 63-73.

[8] Dubois, N. (2010). Theory of the social value of persons applied to organizations: Typologies of "good" leaders and recruitment. *European Review of Applied Psychology, 60*, 255–266.

[9] Dubois, N., & Beauvois, J.-L. (2001). Désirabilité et utilité : Deux composantes de la valeur des personnes dans l'évaluation sociale. *L'orientation scolaire et professionnelle, 30*, 391-405.

[10] Dubois, N., (2005). Normes sociales de jugement et valeur : ancrage sur l'utilité et ancrage sur la désirabilité. *Revue Internationale de Psychologie Sociale* 18 (3), 43–79.

[11] Dubois,N., & Aubert, E. (2010). Valeur sociale des personnes : deux informations valent-elles mieux qu'une ? *Revue Internationale de Psychologie Sociale* 23 (1) 57-92

[12] Fiske, S.T., Cuddy, A.J.C., Glick, P., Xu, J. (2002). A model of (often mixed) stereotype content: competence and warmth respectively follow from perceived status and competition. Journal of Personality and Social Psychology, 82 (6), 878-902.

[13] Gangloff, B. (2010). Utilité et désirabilité d'informations normatives sur des subordonnés et des collègues de travail », *Les cahiers de psychologie politique* [En ligne], numéro 17, [http://lodel.irevues.inist.fr/cahierspsychologiepolitique/index.php?id=1678].

[14] Gangloff, B., & Pasquier, D. (2010). *Décrire et évaluer la personnalité : mythes et réalités*. Paris : Harmattan.

[15] Gueguen, N. (1994). *Variabilité contextuelle et description personnologique : Effet du mode d'extraction de la cible et du type de liste sur la ré-attribution de traits*, Thèse de Doctorat de Psychologie Nouveau Régime non publiée, Laboratoire de Psychologie Sociale, Rennes.

[16] Hough, L. M. (1992). The 'Big Five' Personality Variables--Construct Confusion: Description Versus Prediction. *Human Performance, 5*(1/2), 139.

[17] Hough, L. M., Eaton, N. K., Dunnette, M. D., Kamp, J. D. & McCloy, R. A. (1990). Criterion-related validities of personality constructs and the effect of response distortion on those validities. *Journal of Applied Psychology, 75*, 95-108.

[18] Hurtz, G. M., & Donovan, J. J. (2000). Personality and job performance: The Big Five revisited. *Journal of Applied Psychology, 85*(6), 869-879

[19] Judge, T., Higgins, C., Thoresen, C., & Barrick, M. (1999). The big five personality traits, general mental ability, and career success across the life span. Personnel Psychology, 52, 621–652

[20] Kim, M.P., Rosenberg, S. (1980). Comparison of two structural models of implicit personality theory. Journal of Personality and Social Psychology, 38, 375-389.

[21] Laloum-Cohen, J. (2015). Conséquences de la valeur sociale accordées aux personnes en situation de handiap sur les auto-descriptions, les performances et les buts poursuivis, These de doctorat. Lille : ANRT.

[22] Le Barbenchon, E., Cambon, L. & Lavigne, F. (2005). Désirabilité et utilité sociale de 308 adjectifs de personnalité et 297 professions. *L'année psychologique*, 105, 307-322

[23] Leonova, T. (2001). *Etude expérimentale de la conception evaluativo-descriptive des traits de personnalité chez les enfants*, Thèse de Doctorat de Psychologie Nouveau Régime non publiée, Université Blaise Pascal.

[24] Mandler, G. (1993). Approaches to a Psychology of value. In, M. Hechter, L. Nadel, & R. Michod (Eds), *The origine of value*. New York : Aldine de Gruyer.

[25] Mazilescu, C.A., Abdellaoui, S., Gangloff, B. (2012). Assessing the Social Value of Personality Information. *Revista de Cercetare si Interventie Sociala*, 38, 91-106.

[26] Mazilescu, C.A., Gangloff, B., Auzoult, L. (2011). Désirabilité et utilité sociales des traits du Big Five. *Psihologia sociala,* nr.28 (II), p.33-51

[27] Mignon, A. (2001). *Théorie de la valeur et connaissance évaluative dans la situation de première impression*, Thèse de doctorat de Psychologie, Université Blaise-Pascal, Clermont-Ferrand.

[28] Milhabet, I. (1993). *Activités libres d'évaluation et de description : Approche expérimentale pour une contribution a l'Etude de l'univers personnologique, d'une double connaissance et d'une relation mémoire-jugement.* Doctorat de Psychologie Nouveau Régime, Atelier National de reproduction des thèses, Université de. Lille III.

[29] Mount, M.K., Barrick, M.R. & Stewart, G.L. (1998). Five-factor model of personality and performance in jobs involving interpersonal interactions. *Human Performance*, 11, 145-165.

[30] Osgood, C.E. (1962). Studies on the generality of affective meaning systems. *American Psychologist*, 17, 10-28.

[31] Pansu, P. & Dompnier, B. (2011). A bidimensional scale of scholastic value: Social desirability and social utility, two dimensions of personological judgment. *European Review of Applied Psychology,* 61, 31-41.

[32] Pasquier (2010). Une autre lecture du model des cinq facteurs : vers une théorie de la distance normative. In G.V.Todea (Ed) *VI-eme Conférence Internationale de Psychologie Appliquée : la personne et les technologies du XXIème siècle* (pp 214-227). Timisoara : Eurobit.

[33] Pasquier, D. (2007). *Évaluation de la personnalité à l'aide des questionnaires autodescriptifs: approche critique du postulat de la stabilité de l'image de soi. Pour une autre utilisation et une autre lecture du modèle des cinq facteurs*. Lille : A.N.R.T.

[34] Pasquier, D., & Valéau, P. (2011). Le lien entre implication organisationnelle et anxiété au travail à la lumière de la théorie des états affectifs au travail. *Revue Internationale de Psychologie Sociale, 24 (1)*, 5-36.

[35] Pasquier, D., & Valéau, P. (2011). Le lien entre implication organisationnelle et anxiété au travail à la lumière de la théorie des états affectifs au travail. *Revue Internationale de Psychologie Sociale, 24 (1)*, 5-36.

[36] Peeters, G. (1992). Evaluative meaning of adjectives *in vitro* and in context : Some theoretical implications and practical consequences of positive-negative asymmetry and behavioral-adaptative concepts of evaluation. *Psychologica Belgica, 32*, 211-231.

[37] Peeters, G. (1999). Valeur et évaluation. In J.-L. Beauvois, N. Dubois & W. Doise (Eds.), *La psychologie sociale 4. La construction sociale de la personne*. Grenoble: P.U.G.

[38] Peeters, G. (2002). From the good and the bad to can and must : Subjective necessity of acts associated with positively and negatively valued stimuli. *European Journal of Social Psychology, 32*, 125-136

[39] Salgado, J. F. (1997). The five factor model of personality and job performance in the European community. *Journal of Applied Psychology,* 82, 30-43.

[40] Tett, R.P., & Jackson, D.N. (1991). Personality measures as predictors of job performance : a meta-analytic review. *Personnel Psychology,* 44, 703-742.

[41] Thoresen, C. J., Bradley, J. C., Bliese, P. D., & Thoresen, J. D. (2004). The Big Five Personality Traits and Individual Job Performance Growth Trajectories in Maintenance and Transitional Job Stages. *Journal of Applied Psychology, 89*(5), 835-853.

[42] Valéau, P., & Pasquier, D. (2003). La manipulation des questionnaires et des tests par le répondant : de la tricherie aux compétences socioprofessionnelles. *Psychologie du Travail et des Organisations*, 9 (3-4), 191-214.

[43] Wiggins, J.S. (1991). Agency and communion as conceptual coordinates for the understanding and measurement of interpersonal behavior. In: Grove & WM, Cicchetti D. (eds). *Thinking clearly about psychology:* Vol 1. Personality and psychopathology. Minneapolis, MN: University of Minnesota Press; pp. 89–113.