

PREVISOR®

KNOW IN ADVANCE

Does Faking Pay?

Amanda Evans, PhD

Faking Issues

➤ Faking Issues

- How many of you have experienced potential “fakers”?
- How did you deal with it?
- Have you ever had a candidate score well on assessments, interview well, and then perform poorly?
- How does faking impact the bottom line in your organization?
- Do particular jobs seem easier to fake?

Faking Literature

➤ Faking

- “...deliberate alteration of responses on a measure of personality, under motivated conditions, in order to present a more favorable impression to a prospective employer.” (Griffith, Peterson, Quist, Benda & Evans, 2008)

➤ Two sides to faking:

- Faking has a minimal impact
- Faking has a substantial impact

Faking Literature

- How have researchers identified faking:
 - Self-reports
 - Test-retest method

- Approaches to minimize faking:
 - Warning Statements
 - Redirects
 - Scare tactics
 - Response options

Faking Literature

- Moderators of faking:
 - Cognitive ability (Evans, Waldo, & Parks, 2008)
 - Experience (Griffith, Malm, Evans, & Waldo, 2008)
- Faking may decrease validity coefficient (Haaland & Christiansen)
- Bottom Line: Do fakers perform differently?

Faking Study

- Craft Personality Questionnaire (CPQ)
- Dual response required
 - Most Favorable vs. Most Honest responses

2 **mFr** For your **most Favorable response (mFr)**, DO NOT DESCRIBE YOURSELF. Respond to each statement as you think your employer would want you to respond to leave the most favorable impression.

- People who know me would describe me as easy-going and even-paced.
- People who know me would describe me as intense and passionate.

mHr For your **most Honest response (mHr)**, please describe yourself honestly, frankly, and even self-critically without trying to favorably impress your employer.

- People who know me would describe me as easy-going and even-paced.
- People who know me would describe me as intense and passionate.

- Accuracy Index
 - Behind the scenes faking pattern

Faking Study

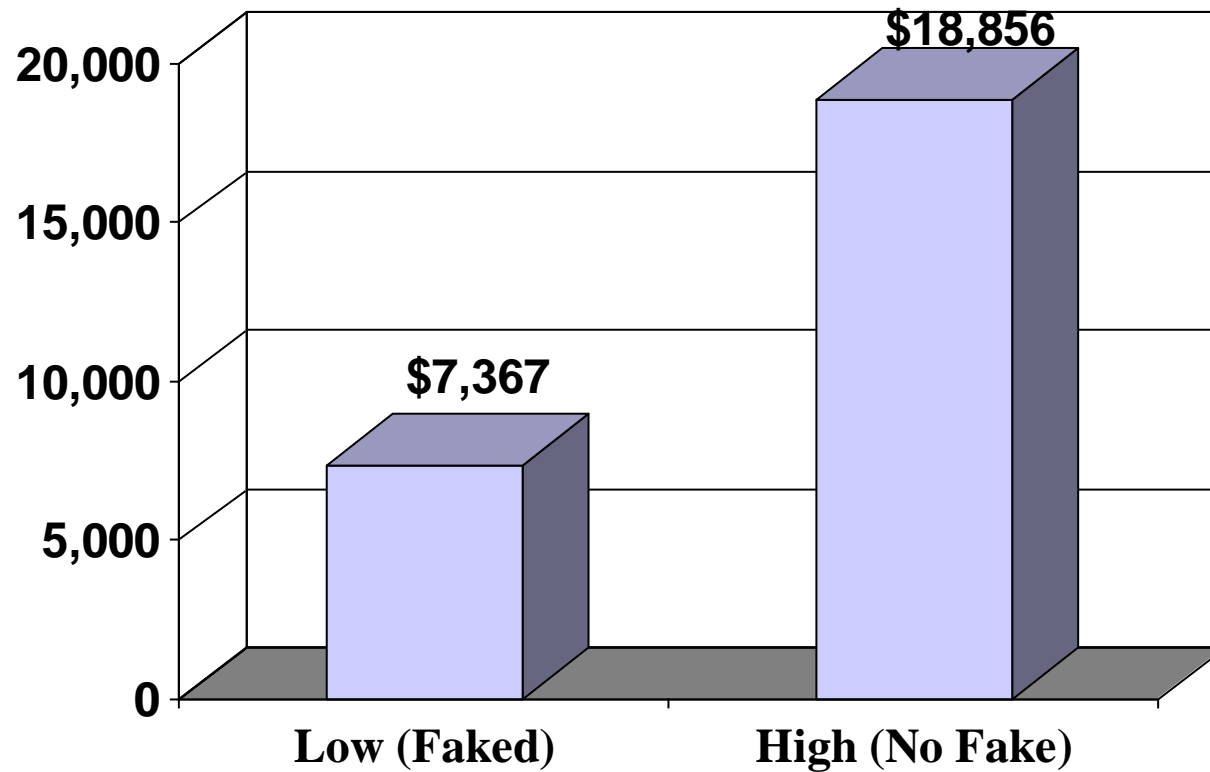
- Each Basic Eight trait has a “green zone”
- Linear vs. Curvilinear scales

11 mFr For your **most Favorable response (mFr)**, DO NOT DESCRIBE YOURSELF. Respond to each statement as you think your employer would want you to respond to leave the most favorable impression.

- When making decisions, I depend more upon my collective experience.
- When making decisions, I depend more upon facts, figures, and information.

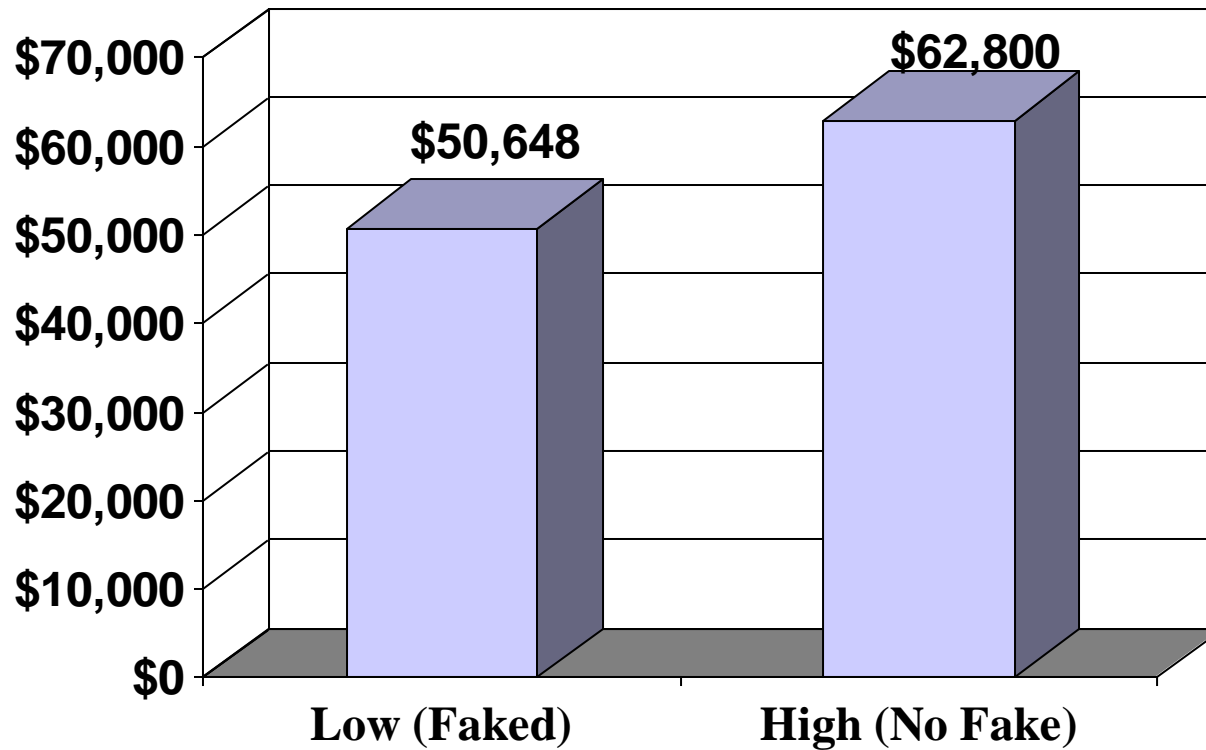
Faking Study

Sales Performance Differences by Accuracy Index Scores



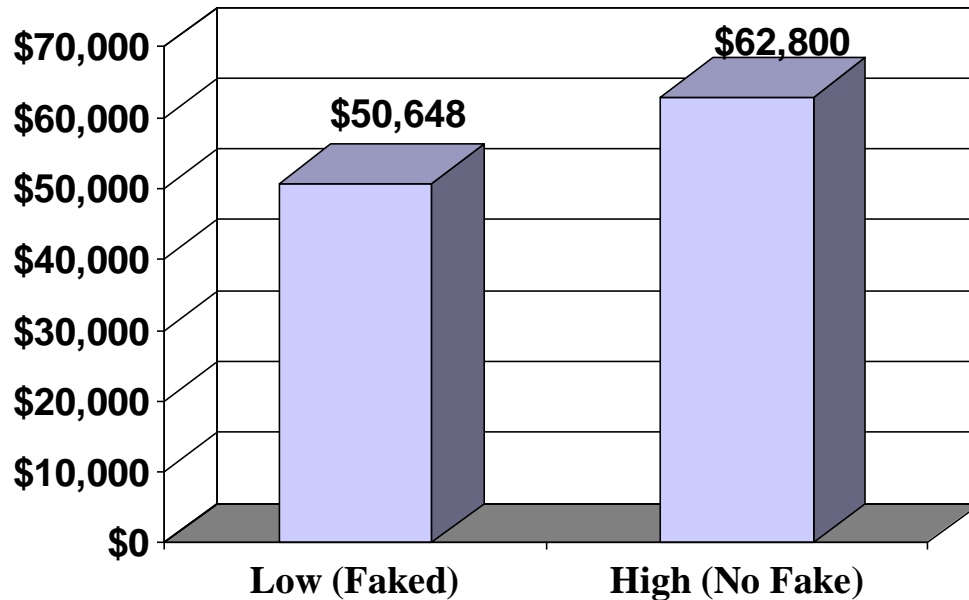
Faking Study

Sales Performance Differences by Accuracy Index Scores



Faking Study

Sales Performance Differences by Accuracy Index Scores



If instead of hiring the ~50 Lows (faked) the organization hired 50 Highs (No faked) at ~\$12,000 difference, a potential opportunity of \$600,000 increase in sales performance.

Conclusion

➤ Limitations

- Financial Services Industry
- Small sample of “fakers”

Conclusion

- Performance differences do exist
- If you feel faking does exist, use another assessment
- Future direction
 - What traits are faked more often?
 - Findings applicable to different jobs?
 - Findings applicable to sales jobs in different industries?