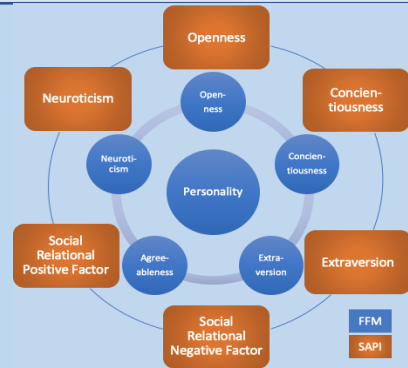


Evaluation of a personality model for the Kenyan context

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1. Background

- The FFM model is rather incomplete in the face of different cultures (Gurven, von Rueden, Massenkoff, Kaplan & Lero Vie, 2013).
- Some areas of personality can be found in many cultures, whereas others are strongly influenced by cultural aspects and cannot be transferred (Church, 2000).
- Strong differences between W.E.I.R.D. cultures and the UBUNTU culture (“a person is a person through other persons”, Eze, 2010).
- For South Africa: the SAPI is used (Fetvadjev et al., 2015)

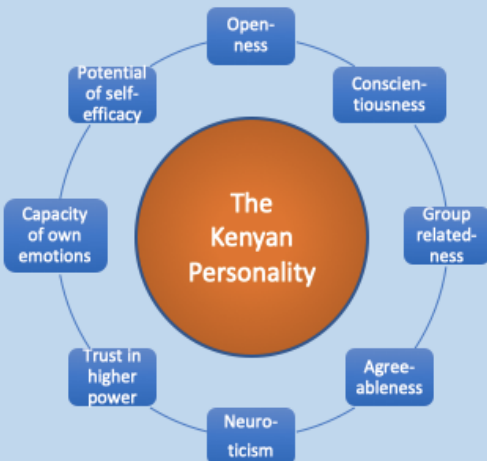


Sample: N = 157 university students in Nairobi, Kenya and Koblenz, Germany

2. Results of the Pilot Study

Personality factors	Comments to the Sub-Saharan regions in comparison with W.E.I.R.D regions	Empirical Support
Intellect/ Openness	<ul style="list-style-type: none"> • depending on the aims of the reference group, • the way of cognitions can be different 	<ul style="list-style-type: none"> • Germans scored higher on the subscale “Epistemic Curiosity” and in tendency higher on the subscale Intellect
Conscientiousness	<ul style="list-style-type: none"> • reliable acting and integrity can be observed 	<ul style="list-style-type: none"> • Kenyans scored higher on the Conscientiousness subscales Traditionalism-Religiosity and Facilitating • Germans scored higher on the Conscientiousness subscale Orderliness
Extraversion	<ul style="list-style-type: none"> • more expressiveness of facial expressions and gestures can be observed 	<ul style="list-style-type: none"> • Germans scored significantly higher on the Extraversion subscale Sociability
Agreeableness	<ul style="list-style-type: none"> • more soulfulness and facilitating • less softheartedness 	
Neuroticism	<ul style="list-style-type: none"> • more patience (resilience) with difficult situations • less mindfulness towards own emotions 	<ul style="list-style-type: none"> • Kenyans scored significantly higher on the Neuroticism subscale “Emotional Balance”
Positive social-related factor	<ul style="list-style-type: none"> • more group orientation and less individualism (more collectivist) • higher claims on their reference groups (e.g. tribes) • more softheartedness and relationship harmony • emotional stability 	<ul style="list-style-type: none"> • Germans scored significantly higher on the Social Relations Positive subscales Social Intelligence and Integrity as well as in tendency on the Social Relations Positive subscale Warm-heartedness
Negative social-related factor	<ul style="list-style-type: none"> • the dependence from others could result in deep disappointment 	<ul style="list-style-type: none"> • Kenyans scored significantly higher on the Social Relations Negative subscale Deceitfulness
Attachment to superior powers	<ul style="list-style-type: none"> • stronger trust on superior powers (e.g. divinities, faith) • less belief in own actions (e.g. less belief in their self-efficacy and a different self-evaluation in terms of reliance on others) 	<ul style="list-style-type: none"> • Kenyans scored significantly higher on the SAS (II) subscale Religiosity

3. Postulated Model



Study	Content
Stage 1	Item-selection <ul style="list-style-type: none"> • feasibility study of the selected items using structured interviews to test if there is an understanding of each item in the Kenyan culture and if the items can be used.
Stage 2	Item-structure-analysis: <ul style="list-style-type: none"> • exploratory factor analysis for data suitability • confirmation Testing of item difficulty, standard deviation, selectivity, inter-item correlation and the content aspect (consistent/ not consistent). • Item selection through reliability and discriminant/ convergent validity testing • cluster analysis
Stage 3	Evaluation of the stability <ul style="list-style-type: none"> • to assess the fit of the model confirmatory factor analysis, model test, parameter estimation, fit indexes and error variances are taken into account • cross validation by dividing into gender, age (upper/ lower age) and urban/ remote areas as subgroups.