

OAD JOB VALIDITY STUDY
EXECUTIVE SUMMARY



POSITION: DATA ENTRY
INDUSTRY: FINANCIAL SERVICES

Purpose – of this study was to determine statistically significant (valid) relationships between OAD measures of personality traits and job behaviors with measured job performance. Significant relationships satisfy EEOC demands for job relatedness and assist clients to better recruit, manage, and develop individuals for the Data Entry position.

Performance Criteria – were quantity and quality (accuracy) of customer account records.

Analysis Results – below are listed the statistically significant results of the correlations between the OAD Survey and the two performance measures. The cut-off established by the EEOC and the American Psychological Association is .05 (i.e. a less than a 1 in 20 chance occurrence). Note that a higher .01 level of significance means that there is a 1 in 100 chance of occurrence.

First, however, we correlated the quantity and quality/accuracy performance measures against each other to determine any relationship and found a negative or inverse relationship. While not statistically significant there is evidence that the more data entry documentation completed on a weekly basis, the higher the error rate.

Quantity and OAD measures:			
Traits		Perceived Job Behaviors	
Constructs	Significance Level	Constructs	Significance Level
Higher D / Lower A	.001	Higher D / Lower A	.01
Lower P	.01	Higher D / Lower E	.04
		Higher P / Lower A	.04

Quality and OAD measures:			
Traits		Perceived Job Behaviors	
Constructs	Significance Level	Constructs	Significance Level
Higher D / Lower A	.001	Higher D / Lower A	.01
Higher D / Lower E	.01	Higher D / Lower E	.04
Higher P / Lower A	.002		

Interpretation – By **QUANTITY** of work completed the most successful Data Entry personnel exhibited Traits like or very similar to the Coordinator pattern (see illustration 1). They are detail oriented, like a structured job environment (Higher D), are impatient, and like variety and change in their work (Lower P).

In Perceived Job Behaviors, however, these associates see a need to develop more patience and adjustment to work that has considerable repetition and routine (Higher P). Also, they see the need to be less outgoing and socially oriented, and more reserved, analytical, and data oriented (Lower E).

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Interpretation – By **QUALITY** of work the most successful data entry people exhibit Traits like or similar to the Perfectionist pattern (see illustration 2). Like their high-quantity colleagues they are detail oriented and are most effective in a structured job. But, differently, these Data Entry people are by temperament patient and like methodical and predictable work (Higher P). Also, by temperament they are reserved, analytical, and data oriented people – a quality that the high-quantity people see the need to use in their Job Behaviors.

With the exception of Higher P patience these qualities are reinforced in Perceived Job Behaviors. The Higher/Lower P construct has strong variability or “shifting around” in PJB’s and may be due to management’s expectations of higher quantity output.

Illustration 1, Highest Quantity

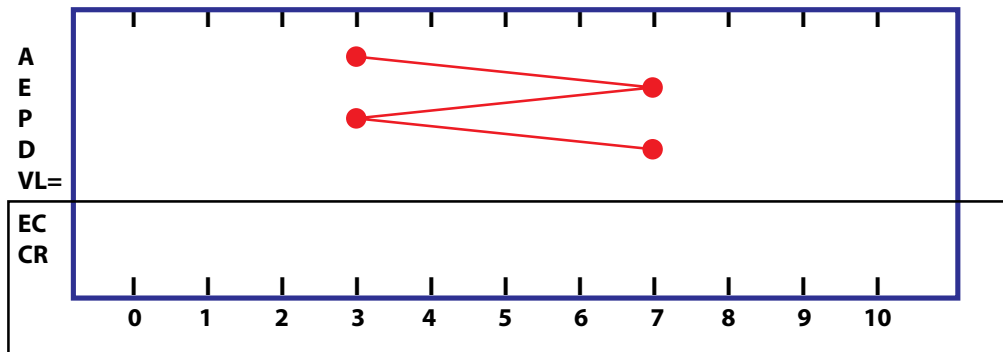
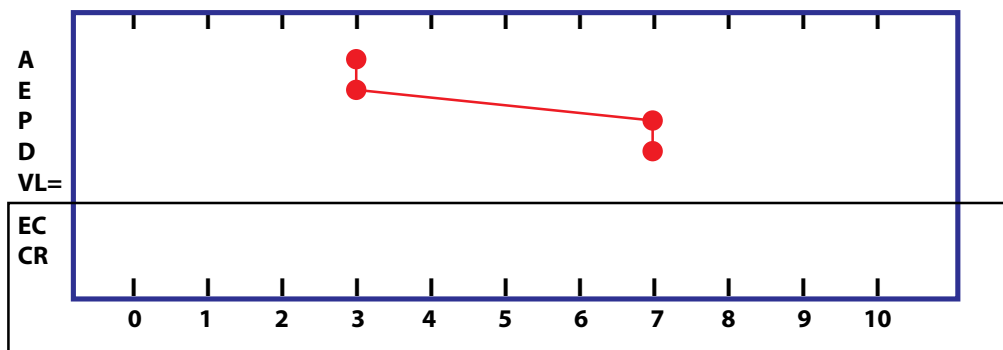


Illustration 2, Highest Quality



Clearly there is a crossover point between quantity and quality of work production. With that in mind, both performance measures require people who exhibit Traits similar to those seen in illustration 2.