Using the web to collect data on temperament, ability and interests

- Synthetically form large covariance matrices from smaller subsets of items
- Each subject given $\approx 50$ personality, $10$ interest, and $14$ ability items sampled from the larger pool.
- Total pool of items $> 500$
  - $\approx 400$ personality items primarily from International Personality Item Pool Goldberg (1999)
  - $92$ interest items for Oregon Vocational Interest Scales (Pozzebon, Visser, Ashton, Lee & Goldberg, 2010)
  - $56$ ability items (home brewed at NU)
  - Demographic items include age, sex, education, race, country, college major, occupation (if appropriate)
  - Resulting sample sizes $> 50,000 \sim 100,000$

- College major, occupational status and interest items added in 9/10
- Data to be summarized include $\approx 12,000$ participants