

AN ATTEMPT TO GET “PROFILE”, “PROFILING” AND “PROFILE ANALYSIS”

Ms Veena Devi Trivedi *

Abstract

In great many researches in social or educational sciences, it has been found that, these deal with the study or development of profiles through the achieved scores. This paper is an effort to have an idea about profile, how the profile is prepared and a brief knowledge about the ways of analyzing a profile. The term profile generates from the treatment of scores on a test battery and further giving it a graphical representation for developing a profile.

Key Words: Profile, Test Scores, Profiling, Visual Display, Profile Analysis.

Introductory Remarks

Greatly increased use of visual displays has been initiated during the last decades of twentieth century to represent the statistical and quantitative information. This is due to the ease and accuracy with which varying types of graphs can be drawn in order to give a clear cut representation of such sorts of information.

Besides it is also in part a consequence of ease with which raw scores or quantitative data can be stored and when required subsequently accessed and with which simple to complex analytical treatment to the data can be given to arrive at definite findings. Broadly speaking these developments result in the need to present the reports of such analyses simply and in ways that can be readily understood.

These visual displays of information are one or the other ways commonly set out or project in the form of “Profiles”

As an outcome the use of profiles in day to day practice in every spheres and research has greatly expanded its appendages for the presentation of data

* Research Scholar, Singhania University, Pachari Bari Jhunjhunu.

on school performance regarding individual students to parents and teachers, regarding school and class groups to schools, principals, teachers and administrators and regarding major sub - groups. To present information the profiles are rightly used.

Derivation of The Term “Profile”

The term “ Profile” is derived from the practice, common in educational research of plotting or drawing the scores of a person or a group of persons on a battery of test, expressed either as raw scores or as standard scores which have been standardized separately for each variable selected over all the persons in the research investigation as a graph or profile.

Meaning of The Term ‘Profile’

An analysis often in graphical form representing the extent to which something exhibits various characteristics.

A formal summary or analysis of data often in the form of a graph or table, representing distinctive features or characteristics.

Origin of The Word Profile & Its History

The word “Profile” originated in 1656 which means ‘a drawing of the outline of anything from it.

From ‘profilo’ meaning extended to, to draw in outline.

Further from ‘profilare’ meaning emerged as ,to draw in outline”.

Further from combining the words proforth and filare, the meaning drawn was to draw out, spin, L.L. filare explained it as ‘to spin ,to draw out a line’. Hence, its meaning ultimately from the year 1734 was understood as ‘biographical sketch or study of character.

Towards Clarity of The Concept of “Profile”

Horriman (1947) in the new dictionary of psychology has expressed profile as, “An arrangement of test scores which indicated the relative standing of an individual on various psychological measure e.g. linguistics, intelligence, educational achievement, status, mechanical ability etc.”

On the other hand, Good (1959) in the dictionary of education has defined it as, “ Any graphic technique usually a line diagram, that indicates the relative position of one person or a group on each of several tests or other measures.” Kerlinger (1964) has stated that, “Profile is a set of different measures of an individual or a group each of which is expressed in the same unit of measure”.

Singh S.K. (ed) in the dictionary of Edu. has defined it as, “A graph that depicts the relative standing of an individual or group on several different measures as a means of describing the characteristics of the individual of group.”

Identified Profiles

Profile Education

A graphic representation of those abilities, achievements, and personality characteristics derived from the records of students of students of known achievement in a particular subject course of study or college.

Profile, Diagnostic

A graphic representation showing the characteristics of the subject in a test situation

Profile, Personal

A graphic portrayal of the strength and weakness of one individual personality traits as ascertained by a certain set of products.

Profile, Reading

A graph showing a reader score on an analytical reading test, indicating both strength and weaknesses.

Chart Profile Or Profile Graph / Psychograph

A graph used to indicate the relative position of one person or group on each of a battery of tests.

Psychograph

A printed graph or profile upon which are plotted in diagrammatic form the psychological traits of an individual.

Profile Vocational Ability

A graphic representation of abilities, achievement and personality characteristics of youth in school and of adults on comparison with known degrees of success in a particular job or vocation.

Profile Number

A code number employed to identify a profile distinctively as to general or type the sum of the addends appropriate to the several geometrically recorded statuses, on different tests or variable of examinee who has been representatively measured.

Profile, Parallel Proportional

A proposed criterion for determining the rotated positions of factors, in which the rotation should be done so as to get maximum agreement among all studies being conducted.

Profile Test

A test containing a series of subtests each of which is scored separately, so that the result can be exhibited graphically in such a way as to show an individual score on each.

Profile, Personal

A graphic portrayal of the strengths and weaknesses of one individual personality traits as ascertained by a certain set of procedures.

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Personality Profile

A personality profile is a knowledge management tool used to provide an evaluation of an employees personal attributes, values and life skills in an effort to maximize his or her job performance and contribution to the organization.

Characteristics of a Profile

Nunn ally (1967) has drawn attention to the fact that there are three major features of a profile for any person or group of persons.

1. Level: It is defined as the mean score of the person or group over the set of variables in the profile. The concept of level can be employed only if the variables are concerned with similar properties of an individual or group and it is appropriate to all together the scores on the variables all calculate a
2. Dispersion: Dispersion of a score profile is related to the scatter or spread of the scores and indicates the extent to which the scores of the profile diverge from the average. A measure of dispersion is the standard deviation of the scores on the variables for each person or group from the mean score or level.
3. Shape: The third characteristic of a profile is its "shape". An indicator of shape is the rank order of two persons or groups to have profile at same level and with the same dispersion, but to differ markedly in shape.

Visual Display of Profiles

Across a set of scores for each individual or group a line graph is plotted which is commonly used as a visual display of a profile.

With a horizontal or vertical profile Cartesian (rectangular) co-ordinates can be employed. The other

way may be the polar or circular co-ordinates.

Difference in level is stressed in polar co-ordinates where as in Cartesian co-ordinates emphasis is given on difference in shape.

To reflect the probability or confidence that can be ascribed to the scores within the confidence interval shading can be done (Master 1990). The confidence interval is commonly used to present the accuracy or spread in case need for error of measurement for an individual or in the variability of scores for a group of individuals, which is related to the error of measurement of the mean/average of the (Ground 1976).

Profile Analysis

Sometimes a Profile compares the performance on two or more occasions, or on two scores for a set of individuals or a set of groups.

The comparison between profile for persons or group the same set of variables is known as "profile analysis".

Profile analysis is a procedure used in assessing an individual's uniqueness and trait organization which consists of establishing pattern of traits in the profile of individual.

Wolman (1973) in the dictionary of behavioral sciences.

The methods used initially for analyzing the profile were, Cluster analytic approaches (Konald, Glutting, McDermott, Krush & Watkins, (1999)

Configural Frequency Analysis (Stanton & Reynolds, 2001)

Model Profile Analysis (Moses & Pritchard, 1995) which is a hybrid of cluster analysis and Cattell's (1967) Q-Factor Analysis.

Profile Analysis via Multidimensional Scaling (PAMS) originated by Davison (Davison, 1994).

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