

# JACOB B. HIRSH

**University of Toronto**

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## ACADEMIC POSITIONS

**Institute for Management & Innovation, University of Toronto Mississauga**

Assistant Professor (2014 – Present)

**Rotman School of Management, University of Toronto**

Assistant Professor (2011 – Present)

**Kellogg School of Management, Northwestern University**

Postdoctoral Fellow (2010 – 2011)

## EDUCATION

Ph.D. (Psychology), University of Toronto, 2010

M.A. (Psychology), University of Toronto, 2006

H.B.Sc. (Psychology Research Specialist), University of Toronto, 2005

## RESEARCH INTERESTS

Motivation, Decision-Making, and Self-Regulation; Values, Meaning, and Morality; Creativity and Innovation; Human Potential and Self-Development; Philosophical Psychology; Social & Personality Neuroscience

## GRANTS AND RESEARCH FUNDING

*Increasing Employee Engagement by Making Work More Meaningful.* Connaught New Researcher Award, University of Toronto, 2016-2019, \$10,000.

*Creative Leadership: Strategies for Improving Organizational and Individual Creativity.* Insight Development Grant, Social Sciences and Humanities Research Council of Canada (SSHRC). 2011-2013, \$49,000.

*Power, Decision-Making, and Self-Regulation: Implications for Economic Health.* Postdoctoral Fellowship, Social Sciences and Humanities Research Council of Canada (SSHRC). 2010-2011. \$81,000.

*Exploring the Neural and Cognitive Mechanisms of Trait Conscientiousness.* Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada (SSHRC). 2008-2010. \$40,000.

## PUBLICATIONS

44. Anicich, E. M., & **Hirsh, J. B.** (in press). The Psychology of Middle Power: Vertical Code-Switching, Role Conflict, and Behavioral Inhibition. *Academy of Management Review*.
43. Anicich, E. M., & **Hirsh, J. B.** (2017). Why Being a Middle Manager is so Exhausting. *Harvard Business Review*.
42. Kim, Y. J., McRuer, G., & **Hirsh, J. B.** (2017). Creativity in the Workplace. In *The Wiley-Blackwell Encyclopedia of Personality and Individual Differences*. Hoboken, NJ: Wiley.
41. Matz, S., & **Hirsh, J. B.** (2017). Personality and Marketing. In *The Wiley-Blackwell Encyclopedia of Personality and Individual Differences*. Hoboken, NJ: Wiley.
40. **Hirsh, J. B.** & Kang, S. K. (2016). Mechanisms of Identity Conflict: Uncertainty, Anxiety, and the Behavioral Inhibition System. *Personality and Social Psychology Review, 20*, 223-244.
39. Kaufman, S. B., Quilty, L. C., Grazioplene, R. G., **Hirsh, J. B.**, Gray, J. R., Peterson, J. B., & DeYoung, C. G. (2016). Openness to Experience and Intellect differentially predict creative achievement in the arts and sciences. *Journal of Personality, 84*, 248-258.
38. **Hirsh, J. B.** (2015). Extraverted populations have lower savings rates. *Personality and Individual Differences, 81*, 162-168.
37. **Hirsh, J. B.** (2015). Personality and creativity. In *International Encyclopedia of the Social and Behavioral Sciences, 2<sup>nd</sup> Edition*. (Vol. 17, pp. 770-773). Oxford, England: Elsevier.
36. Inzlicht, M., Bartholow, B. D., & **Hirsh, J. B.** (2015). Emotional foundations of cognitive control. *Trends in Cognitive Sciences, 19*, 126-132.
35. Yam, K. C., Reynolds, S., & **Hirsh, J. B.** (2014). The hungry thief: Physiological deprivation and its effects on ethical behavior. *Organizational Behavior and Human Decision Processes, 125*, 123-133.
34. Shteynberg, G., **Hirsh, J. B.**, Apfelbaum, E. P., Larsen, J. T., Galinsky, A. D., & Roese, N. J. (2014). Feeling more together: Group attention intensifies emotion. *Emotion, 14*, 1102-1114.
33. Nash, K., Prentice, M., **Hirsh, J. B.**, McGregor, I., & Inzlicht, M. (2014). Muted neural response to distress among securely attached people. *Social Cognitive and Affective Neuroscience, 9*, 1239-45.
32. **Hirsh, J. B.** (2014). Environmental sustainability and national personality. *Journal of Environmental Psychology, 38*, 233-240.
31. **Hirsh, J. B.** (2014). Mapping the goal space: Personality integration and higher-order goals. *Behavioral and Brain Sciences, 37*, 144-145.
30. Shteynberg, G., **Hirsh, J. B.**, Galinsky, A. D., & Knight, A. P. (2014). Shared attention increases mood infusion. *Journal of Experimental Psychology: General, 143*, 123-130.
29. **Hirsh, J. B.**, Mar, R. A., & Peterson, J. B. (2013). Personal narratives as the highest level of cognitive integration. *Behavioral and Brain Sciences, 36*, 216-217.

28. **Hirsh, J. B.** (2013). Meaningful motives: How goals structure our experience of the world. In J. Hicks & C. Routledge (Eds.), *The Experience of Meaning in Life: Classical Perspectives, Emerging Themes, and Controversies* (pp. 129-139). New York, NY: Springer Press.
27. **Hirsh, J. B.**, Walberg, M. D., & Peterson, J. B. (2013). Spiritual liberals and religious conservatives. *Social Psychological and Personality Science*, *4*, 14-20.
26. **Hirsh, J. B.** (2012). Pragmatic perspectives on the psychology of meaning. *Psychological Inquiry*, *23*, 354-360.
25. **Hirsh, J. B.**, Kang, S. K., & Bodenhausen, G. V. (2012). Personalized persuasion: Tailoring persuasive appeals to recipient personality traits. *Psychological Science*, *23*, 578-581.
24. **Hirsh, J. B.**, Mar, R. A., & Peterson, J. B. (2012). Psychological entropy: A framework for understanding uncertainty-related anxiety. *Psychological Review*, *119*, 304-320.
23. **Hirsh, J. B.**, Quilty, L. C., Bagby, R. M., & McMMain, S. F. (2012). The relationship between agreeableness and the development of the working alliance in patients with borderline personality disorder. *Journal of Personality Disorders*, *26*, 616-627
22. **Hirsh, J. B.**, Galinsky, A. D., & Zhong, C. B. (2011). Drunk, powerful, and in the dark: How general processes of disinhibition produce both prosocial and antisocial behavior. *Perspectives on Psychological Science*, *5*, 415-427.
21. Weisberg, Y. J., DeYoung, C. G., & **Hirsh, J. B.** (2011). Gender differences across the ten aspects of the Big Five. *Frontiers in Personality Science and Individual Differences*, *2*:178.
20. DeYoung, C. G., **Hirsh, J. B.**, Shane, M. S., Papademetris, X., Rajeevan, N., & Gray, J. R. (2010). Testing Predictions from Personality Neuroscience: Brain Structure and the Big Five. *Psychological Science*, *21*, 820-828.
19. Kang, S. K., **Hirsh, J. B.**, & Chasteen, A. L. (2010). Your mistakes are mine: Self-other overlap predicts neural response to observed errors. *Journal of Experimental Social Psychology*, *46*, 229-232.
18. **Hirsh, J. B.** (2010). Personality and environmental concern. *Journal of Environmental Psychology*, *30*, 245-248.
17. **Hirsh, J. B.** (2010). The weight of being: Psychological perspectives on the existential moment. *New Ideas in Psychology*, *28*, 28-36.
16. **Hirsh, J. B.**, DeYoung, C. G., Xu, X., & Peterson, J. B. (2010). Compassionate liberals and polite conservatives: Associations of agreeableness with political ideology and moral values. *Personality and Social Psychology Bulletin*, *36*, 655-664.

15. **Hirsh, J. B.**, Guindon, A., Morisano, D., & Peterson, J. B. (2010). Positive mood effects on delay discounting. *Emotion, 10*, 717-721.
14. **Hirsh, J. B.**, & Inzlicht, M. (2010). Error-related negativity predicts academic performance. *Psychophysiology, 47*, 192-196.
13. **Hirsh, J. B.**, & Mehta, M. (2010). Psychological diversity and economic health. In J. Horvath (Ed.), *Valuing a business in volatile markets*. Toronto, Canada: Carswell.
12. Morisano, D., **Hirsh, J. B.**, Peterson, J. B., Shore, B., & Pihl, R. O. (2010). Setting, elaborating, and reflecting on personal goals improves academic performance. *Journal of Applied Psychology, 95*, 255-264.
11. **Hirsh, J. B.** (2009). Choosing the right tools to find the right people. *The Psychologist, 22*, 730-3
10. **Hirsh, J. B.**, DeYoung, C. G., & Peterson, J. B. (2009). Metatraits of the Big Five differentially predict engagement and restraint of behavior. *Journal of Personality, 77*, 1085-1102.
9. **Hirsh, J. B.**, & Peterson, J. B. (2009). Extraversion, neuroticism, and the prisoner's dilemma. *Personality and Individual Differences, 46*, 254-256.
8. **Hirsh, J. B.**, & Peterson, J. B. (2009). Personality and language use in self-narratives. *Journal of Research in Personality, 43*, 524-527.
7. Inzlicht, M., McGregor, I., **Hirsh, J. B.**, & Nash, K. (2009). Neural markers of religious conviction. *Psychological Science, 20*, 385-392.
6. **Hirsh, J. B.**, & Inzlicht, M. (2008). The devil you know: Neuroticism predicts neural response to uncertainty. *Psychological Science, 19*, 962-967.
5. **Hirsh, J. B.**, Morisano, D., & Peterson, J. B. (2008). Delay discounting: Interactions between personality and cognitive ability. *Journal of Research in Personality, 42*, 1646-1650.
4. **Hirsh, J. B.**, & Peterson, J. B. (2008). Predicting creativity and academic success with a "fake-proof" measure of the Big Five. *Journal of Research in Personality, 42*, 1323-1333.
3. **Hirsh, J. B.**, & Dolderman, D. (2007). Personality predictors of consumerism and environmentalism: A preliminary study. *Personality and Individual Differences, 43*, 1583-1593.
2. Rowe, G., **Hirsh, J. B.**, & Anderson, A. K. (2007). Positive affect increases the "breadth" of cognitive selection. *Proceedings of the National Academy of Sciences, 104*, 383-388.
1. Mar, R. A., Oatley, K., **Hirsh, J.**, dela Paz, J., & Peterson, J. B. (2006). Bookworms versus nerds: Exposure to fiction versus non-fiction, divergent associations with social ability, and the simulation of fictional social worlds. *Journal of Research in Personality, 40*, 694-712.

## CONFERENCE PRESENTATIONS

37. **Hirsh, J. B.** & Anicich, E. (2016, September). The Psychological Experience of Middle Power. Presented at the Annual Meeting of the Society for Experimental Social Psychology, Santa Monica, CA, USA.
36. **Hirsh, J. B.** (2016, August). Boosting employee engagement with a self-congruence intervention. Presented at the 76<sup>th</sup> Annual Meeting of the Academy of Management, Anaheim, CA, USA.
35. Anicich, E., & **Hirsh, J. B.** (2016, August). Middle-power inhibition: Uncertainty and adherence to organizational norms. Presented at the 76<sup>th</sup> Annual Meeting of the Academy of Management, Anaheim, CA, USA.
34. **Hirsh, J. B.** (2016, June). Mechanisms of identity conflict. Presented at the 77<sup>th</sup> Annual Meeting of the Canadian Psychological Association, Victoria, BC, Canada.
33. **Hirsh, J. B.** (2015, February). Motivated to misbehave: How the same forces that increase motivation also generate unethical behavior. Presented at the 16<sup>th</sup> Annual Meeting of the Society for Personality and Social Psychology, Long Beach, CA, USA.
32. **Hirsh, J. B.** (2014, May). Environmental sustainability and national personality. Presented at the 29<sup>th</sup> Annual Meeting of the Society for Industrial and Organizational Psychology, Honolulu, HI.
31. **Hirsh, J. B.** (2012, May). Shared experience increases the effects of mood on evaluative judgments. Presented at the 24<sup>th</sup> Annual Meeting of the Association for Psychological Science, Chicago, IL.
30. **Hirsh, J. B.** (2012, January). Shared experience increases the effects of mood on evaluative judgments. Presented at the 13<sup>th</sup> Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA, USA.
29. **Hirsh, J. B.**, Walberg, M. D., & Peterson, J. B. (2011, July). The varieties of political religiosity. Presented to the 16th General Meeting of the European Association for Social Psychology, Stockholm, Sweden.
28. Wilson, K. E., Emrich, S. M., **Hirsh, J. B.**, Noda, M., Brienza, V., & Ferber, S. (2011, April). Visual attention and personality. Presented at the 18th Annual Meeting of the Cognitive Neuroscience Society, San Francisco, CA, USA.
27. **Hirsh, J. B.**, DeYoung, C. G., Xu, X., & Peterson, J. B. (2011, January). Associations of personality with political ideology and moral values. Presented at the 12th Annual Convention of the Society for Personality and Social Psychology, San Antonio, TX, USA.
26. **Hirsh, J. B.** (2010, October). Frontal asymmetry and delay discounting. Presented at the 2010 Annual Convention of the Society for Neuroeconomics, Evanston, IL, USA.
25. **Hirsh, J. B.** (2010, May). Prediction of managerial success with neuropsychological and forced-choice personality tests. Presented at the 22<sup>nd</sup> Annual Convention of the Association for Psychological Science, Boston, MA, USA.

24. **Hirsh, J. B.**, Kang, S. K., & Chasteen, A. L. (2010, January). Self-other overlap predicts neural response to observed errors. Presented at the 11th Annual Convention of the Society for Personality and Social Psychology, Las Vegas, NV, USA.
23. Nash, K., McGregor, I., Inzlicht, M., & **Hirsh, J. B.** (2010, January). Neural evidence for palliative approach motivation after threat. Presented at the 11th Annual Convention of the Society for Personality and Social Psychology, Las Vegas, NV, USA.
22. **Hirsh, J. B.**, & Inzlicht, M. (2009, October). Error-related negativity predicts academic performance. Presented at the 49th Annual Meeting of the Society for Psychophysiological Research, Berlin, Germany.
21. **Hirsh, J. B.**, & Peterson, J. B. (2009, August). Extraversion, neuroticism, and the prisoner's dilemma. Presented at the 117th American Psychological Association, Toronto, ON, Canada.
20. Morisano, D., **Hirsh, J. B.**, Peterson, J. B., Shore, B., & Pihl, R. O. (2009, August). The benefits of personal goal setting for academically struggling university students. Presented at the 117th Convention of the American Psychological Association, Toronto, ON, Canada.
19. **Hirsh, J. B.**, DeYoung, C. G., Xu, X., & Peterson, J. B. (2009, July). Bleeding Heart Liberals and Conscientious Conservatives: Personality and Political Ideology. Presented at the 1st Annual Convention of the Association for Research in Personality, Evanston, IL, US.
18. **Hirsh, J. B.**, & Inzlicht, M. (2009, June). GPA and the brain: Electrophysiology predicts academic performance. Presented at the 4th Annual Joint York/UofT Social Personality Abnormal Conference, Toronto, ON, Canada.
17. **Hirsh, J. B.**, Guindon, A., Morisano, D., & Peterson, J. B. (2009, May). Positive mood facilitates extraverted impulsivity. Presented at the 21st Annual Convention of the Association for Psychological Science, San Francisco, CA, USA.
16. Inzlicht, M., McGregor, I., & **Hirsh, J. B.** (2009, May). Belief in God predicts lower anterior cingulate cortex activity. Presented at the 21<sup>st</sup> Annual Convention of the Association for Psychological Science, San Francisco, CA, USA.
15. Inzlicht, M., McGregor, I., **Hirsh, J. B.**, & Nash, K. (2009, February). Neural markers for religious conviction: Belief in God predicts lower anterior cingulate activity. Presented at the 10th Convention of the Society for Personality and Social Psychology, Tampa, FL, USA.
14. **Hirsh, J. B.**, & Inzlicht, M. (2009, February). Neuroticism predicts neural response to uncertainty. Presented at the 10th Annual Convention of the Society for Personality and Social Psychology, Tampa, FL, USA.
13. Peterson, J. B., & **Hirsh, J. B.** (2009, February). Personality and language use in self-narratives. Presented at the 10th Annual Convention of the Society for Personality and Social Psychology, Tampa, FL, USA.

12. Inzlicht, M., McGregor, I., **Hirsh, J. B.**, & Nash, K. (2008, October). Belief in God predicts lower anterior cingulate activity in a decision-making task. Presented at the 48th Annual Convention of the Society for Psychophysiological Research, Austin, TX, USA.
11. **Hirsh, J. B.**, & Peterson, J. B. (2008, June). Verbal intelligence predicts self-presentation ability in a dating simulation. Presented at the 69<sup>th</sup> Annual Convention of the Canadian Psychological Association, Halifax, NS, Canada.
10. **Hirsh, J. B.**, DeYoung, C. G., & Peterson, J. B. (2008, May). Big Five personality meta-traits differentially predict behavioral activation and inhibition. Presented at the 20<sup>th</sup> Annual Convention of the Association for Psychological Science, Chicago, IL, USA.
9. Morisano, D., Peterson, J. B., **Hirsh, J. B.**, Pihl, R. O., & Shore, B. M. (2008, May). Goal setting in university students: Effects on achievement, executive functioning, and mood. Presented at the 20<sup>th</sup> Annual Convention of the Association for Psychological Science, Chicago, IL, USA.
8. **Hirsh, J. B.**, & Inzlicht, M. (2008, April). Neuroticism predicts neural response to uncertainty. Presented at the 15<sup>th</sup> Annual Convention of the Cognitive Neuroscience Society, San Francisco, CA, USA.
7. **Hirsh, J. B.** (2008, April). The weight of being: Psychological perspectives on the existential moment. Presented at the 8<sup>th</sup> Toward a Science of Consciousness conference, Tucson, AZ, USA.
6. **Hirsh, J. B.**, Morisano, D., Guindon, A., & Peterson, J. B. (2008, February). Delay discounting: Associations with personality, cognitive ability, and emotion. Presented at the 9<sup>th</sup> Society for Personality and Social Psychology Convention, Albuquerque, NM, USA.
5. **Hirsh, J. B.**, & Dolderman, D. (2007, June). Consumerism and environmentalism: The role of agreeableness. Presented at the 68<sup>th</sup> Annual Convention of the Canadian Psychological Association, Ottawa, ON, Canada.
4. **Hirsh, J. B.** (2007, May). You can't fake this: Ipsative measures in performance prediction. Presented to the 2nd York/UofT Social Personality Abnormal Conference, Toronto, ON, Canada.
3. **Hirsh, J. B.**, & Peterson, J. B. (2007, May). Who's in control? Individual differences in post-error slowing. Presented at the 19<sup>th</sup> Annual Convention of the Association for Psychological Science, Washington, DC, USA.
2. **Hirsh, J. B.** (2007, January). Predicting creativity and academic success: Reducing biased responding on measures of personality. Presented at the 8<sup>th</sup> Annual Convention of the Society for Personality and Social Psychology, Memphis, TN, USA.
1. Mar, R. A., Oatley, K., **Hirsh, J. B.**, dela Paz, J., & Peterson, J. B. (2005, January). Bookworms versus nerds: The social abilities of fiction and non-fiction readers. Presented at the 6<sup>th</sup> Annual Convention of the Society for Personality and Social Psychology, New Orleans, LA, USA.

## TEACHING EXPERIENCE

### Undergraduate:

- Human Resource Management (RSM361, MGT260)
- Managerial Negotiations (RSM461)

### Graduate:

- Managing Sustainable Organizations (SSM1060)
- Negotiations (MMI1050)
- Quantitative Methods in the Applied Behavioral Sciences (RSM3090)
  
- *2014 Excellence in Teaching Award* from Rotman School of Management
- *2013 Excellence in Teaching Award* from Rotman School of Management
- *2012 Excellence in Teaching Award* from Rotman School of Management

## PROFESSIONAL AFFILIATIONS

Academy of Management; Association for Psychological Science; Association for Research in Personality; Behavioral and Brain Sciences; Society for Industrial and Organizational Psychology; Society for Experimental Social Psychology; Society for Personality and Social Psychology

### Editorial Service:

Associate Editor, *Frontiers in Personality and Social Psychology* (2014-Present)  
Editorial Board, *Personality and Social Psychology Bulletin* (2017-Present)

### Ad-Hoc Reviewer:

Academy of Management Review  
American Journal of Political Science  
Analyses of Social Issues and Public Policy  
Anxiety, Stress, & Coping  
Assessment  
Biological Psychology  
British Journal of Psychology  
Cerebral Cortex  
Cognition & Emotion  
Communication Monographs  
Developmental Psychology  
Ecopsychology  
Emotion  
Environment & Behavior  
European Journal of Personality  
Int. Journal of Behavioral Development  
Int. Journal of Psychophysiology  
Journal of Applied Social Psychology  
Journal of Behavioral Decision Making  
Journal of Consumer Policy

Journal of Environmental Psychology  
Journal of Experimental Psychology: General  
Journal of Experimental Social Psychology  
Journal of Individual Differences  
Journal of Managerial Psychology  
Journal of Personality  
Journal of Personality and Social Psychology  
Journal of Research in Personality  
Motivation and Emotion  
NeuroImage  
Personality and Individual Differences  
Personality and Social Psychology Bulletin  
Personality and Social Psychology Review  
PLoS One  
Political Behavior  
Proc. of the National Academy of Sciences  
Psychological Science  
Psychophysiology  
Social Psychological and Personality Science  
Soc. Sci. & Humanities Res. Council (SSHRC)



## **SELECTED MEDIA COVERAGE**

*Globe & Mail* (August, 2015). Extroverts have lower rates of personal savings.  
*Globe & Mail* (August, 2014). Group gatherings inflame passions.  
*Business Standard* (July, 2014). Watching events together produces stronger emotions.  
*UofT Magazine* (August, 2013). Leaning left.  
*The Ecologist* (March, 2013). How meditation makes us much nicer people.  
*Psychology Today* (March, 2013). Why meditation makes you more politically liberal.  
*Psychology Today* (July, 2012). Persuasion is local.  
*Huffington Post* (June, 2012). Are conservatives more religious and liberals more spiritual?  
*Financial Times* (May, 2012). Something for the weekend.  
*Businessweek* (May, 2012). Selling cell phones to neurotics  
*The Wall Street Journal* (June, 2011). Why trolls behave the way they do.  
*The Wall Street Journal* (March, 2011). Making kids work on goals.  
*The Wall Street Journal* (December, 2010). The science behind blowing your bonus.  
*Live Science* (December, 2010). Extroverts prefer immediate gratification.  
*Management Issues* (December, 2010). Spend or save?  
*New York Times* (June, 2010). Linking personality to brain structure.  
*BusinessWeek* (June, 2010). Scientists link personality, size of brain regions.  
*CNN* (June, 2010). Personality shows up in brain structure.  
*UofT Magazine* (May, 2010). The polite party.  
*Ottawa Citizen* (May, 2010). Political leanings linked to personality traits, study finds.  
*National Post* (May, 2010). Conservatives, liberals have different traits, research finds.  
*Psychology Today* (November, 2009). Do you grab life by the horns or sit on the sidelines?  
*Science Daily* (September, 2009). Undergrad performance linked to neural signals.  
*CBC News* (April, 2009). Anxiety: It's a natural thing, but can reach levels that require help.  
*The Toronto Star* (March, 2009). Stressed out? Have a little faith.  
*The Atlantic Monthly* (March, 2009). The fundamentalist psyche.  
*New York Times* (January, 2009). Coping skills and horrible imaginings.  
*USA Today* (December, 2008). Can your personality help you weather tough economy?  
*New York Times* (November, 2008). Bad news can be better than nothing.  
*CBS News* (November, 2008). Uncertainty is powerful stress producer.  
*Toronto Star* (October, 2008). Personality test can't be fooled.  
*Globe & Mail* (October, 2008). Can't fake this test. Separating the wheat from the cheats.  
*Canadian HR Reporter* (October, 2008). A recruiter's dream: Fake-proof personality test.

### **Television & Radio:**

HitRecord on TV (January, 2014). Re: Fantasy.  
*CBC Radio* (July, 2013). *Think About It: Decisions and the brain.*  
*WAMC Radio* (May, 2013). Spirituality and political ideology.  
*CBC Radio* (October, 2012). *Ideas* Documentary on "Imagination".  
*WAMC Radio* (July, 2012). Personality-targeted advertisements.  
*The Agenda* (May, 2010). Temperament and ideology.  
*CTV Canada AM* (October, 2008). Fake-proof personality testing.  
*CTV Newsnet* (October, 2008). Personality and performance.  
*CBC News Toronto* (October, 2008). New personality test.  
*Global National News* (October, 2008). Unfakeable personality test.