



Good & Co Labs, Inc.

Good&Co: Personality Tes...

Rating



INSTALL

1. Solid app



by: Zack Logan - 04/22/2017

Love the quizzes and I really learned a lot about myself and potential job fit. Highly recommend using this!

2. Great app



by: PhilipVega - 04/21/2017

Intuitive and accurate.

3. A cool business app



by: Mindovermorals - 04/14/2017

They do a great job of mixing business and fun.

4. fun



by: samlucas95 - 04/12/2017

i enjoy learning new things about myself and

Powered by  Sensor Tower



GOOD & CO | *career insights*



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Meet Our Awesome Psychometrician of The Week!





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222

Our **app** uses psychometrics to measure your compatibility with different companies. What is psychometrics? In 1936, L.L. Thurstone founded the Psychometric Society — an organization of psychologists devoted to applying statistical modes of thought to the field of psychology. Like most genius breakthroughs, the study of psychometrics was a fringe idea that disrupted the mainstream. In the tradition of experimental German psychologists Gustav Fechner and Ernst Heinrich Weber, psychometrics embraced psychology as a quantifiable science. As the 20th century progressed, psychometricians created new ways to measure society's personality traits, emotions, attitudes, and beliefs.

Our app uses psychometrics to measure your compatibility with different companies!

CLICK TO TWEET 

At Good&Co, we have three psychometricians helping us make our critically acclaimed app stronger and more accurate. Who are these enigmatic psychometricians? How did they get involved in this fascinating field of research? I recently had the honor to interview all three of our psychometricians! For the last three weeks, we have been sharing these interviews on a weekly basis. This week, meet Kerry, Good&Co's

veteran psychometrician and last psychometrician we're interviewing (for now!).

Meet Kerry Schofield





1) How long have you been a psychometrician?

My Master's degree and PhD both involved creating psychometric tests, so if you count those, about thirteen years. As a qualified psychometrician working in industry, about seven years.

2) What's your Good&Co personality type? Let me guess, you're an **Inventor**, **Idealist**, and... **Socialite**?

Close! I am an Inventor, Idealist, **Dreamer**. All the creatives!

3) Why did you decide to become a psychometrician? What attracted you to psychometrics as a field?



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My background is in experimental psychology, specialising in individual differences. This encompasses personality, but also anything on which people can meaningfully vary – intelligence, mental health, etc. When I was fourteen I read 'Silence of the Lambs', and became interested in criminal psychology — behavioral science, offender profiling, that sort of thing. This was my main area of interest throughout

my undergraduate studies and the first couple of years of postgraduate study, when I did an MSc in Clinical Criminology. My PhD was going to be along similar lines, but an opportunity came up for funding in a slightly different field, so moved sideways a bit into predicting risk for developing psychosis. The underlying methodology profiling, psychometrics — was the same; it's all about making predictions about people's behaviour, choices, preferences, etc. based on individual differences. After my PhD I did a bit of freelancing in recruitment psychometrics, which is the most common commercial application of the same principles. Then I met Samar, who shared his vision of using psychometrics and culture analytics to empower people to optimise their working lives. And the rest is history ☐

4) When did you start working for Good&Co?

Before it was Good&Co! We were called 'ManageUp' when the company was first founded, in 2012.

5) What's your favorite thing about psychometrics?

It relates to, and underlies, everything. Psychometrics in its broadest sense is a set of tools for measuring individual differences; these small variations, based on a tiny fraction of our overall genome, are the basis for everything we have accomplished as human beings.

6) What are your hobbies?



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I'm on visiting attachment to a couple of research projects at universities in London. I read as much as I can, mostly fiction – I aim for 100+ books a year; I keep trying to write novels, but so far have only managed to cope with reading other people's ☐ I also like genre TV shows and films. My favorite filmmaker is David Lynch. I hear he also makes damn fine coffee.

7) Minions or **SpongeBob SquarePants**?

I guess **Minions**, though I don't know how the psychometrics team feel about being called that, I am kidding!

AUTHOR



Daniel Spielberger

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Daniel Spielberger is a writer from Los Angeles. In his spare time, he curates a fashion Instagram for a Beverly Hills doctor called "Fashionista_MD." Check out his website: www.danielspielberger.com



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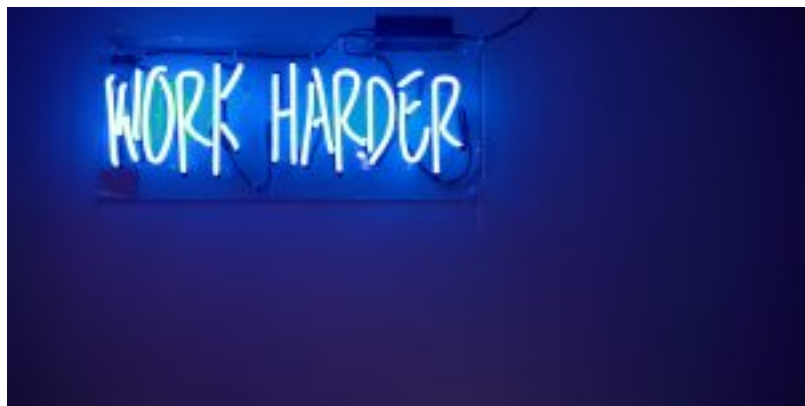
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Deep in the Good&Co labs we've been mixing and shaking more than just martinis. We've concocted a super secret algorithm...



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