Ice Cream Personality Test

Student Page

1. Which of the following six descriptions best describes your personality?

A. Colorful, impulsive, a risk taker who sets high goals and has high expectations of yourself. You also enjoy close family relationships. You are gregarious and live a hectic life. You are also easily suggestible, expressive, idealistic; a private person.

Prototype: Lovelorn housewife.

B. Lively, creative, dramatic, charming, enthusiastic and the life of the party. You enjoy being at the center of attention and can become bored with the usual routine. You are flirtatious, well-dressed, extroverted, easily influenced, a follower, intuitive, and enjoy close relationships.

Prototype: Feminine woman, macho man.

C. Orderly, perfectionist, careful, detail-oriented, conscientious, ethical and fiscally conservative. You are also competitive, aggressive in sports and the take-charge type of personality.

Prototype: Executive, secretary.

D. Easy going, well adjusted, generous, honest and empathetic.

Prototype: The perfect husband, wife, parent or child.

E. Shy, yet emotionally robust, skeptical, detail-oriented, opinionated, introverted and self critical. Easily made to feel guilty; cranky, pessimistic, low self-esteem.

Prototype: Bureaucrat, journalist.

F. Generous, competitive and accomplished. You are charming in social situations, ambitious and competent. A visionary, a conqueror, enjoys being catered to, a go-getter, intolerant of defeat.

Prototype: Industry leaders, voted most likely to succeed in school.

2. Of the following six ice cream flavors, which one do you prefer?

1. vanilla,  
2. chocolate,  
3. butter pecan,  
4. banana,  
5. strawberry  
6. chocolate chip  

Ice Cream Test
Teacher's Notes

1. Tell students that you are conducting a validity and reliability test on one theory of “flavorology”.

2. Read the following information to students, and discuss whether or not this is a reliable source.

A national manufacturer of ice cream, Edy's Grand Ice Cream, commissioned an ice cream flavorology study to determine how ice cream preferences relate to personality. The study, conducted by Dr. Alan R. Hirsch (M.D.) neurological director of the smell and taste treatment and research foundation in Chicago, revealed that distinct personalities correspond with ice cream flavors.

According to the official taster for Edy's Grand Ice Cream, the flavorology research is not necessarily accurate—just fun "food for thought" to discuss around the dinner table.

3. To test the correlation of this information, have each student answer the first two questions. Then chart the number of responses for each category on a chart like the one below.

<table>
<thead>
<tr>
<th>Favorite flavor</th>
<th>A. Colorful</th>
<th>B. Lively</th>
<th>C. Orderly</th>
<th>D. Easy going</th>
<th>E. Shy</th>
<th>F. Generous</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Vanilla</td>
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<tr>
<td>2. Chocolate</td>
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<td>3. Butter pecan</td>
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<td>4. Banana</td>
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<td>5. Strawberry</td>
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<td>6. Chocolate chip</td>
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</table>

4. If the test is 100% valid, the results should be the following:

The number of 1’s= number of A’s
The number of 2’s= number of B’s
The number of 3’s= number of C’s
The number of 4’s= number of D’s
The number of 5’s= number of E’s
The number of 6’s= number of F’s

5. Since it is unlikely that the test is 100% accurate, ask students what percent of accuracy the test would need to still be considered valid.