

Two major online dictionary publishers released their choices for 2013's Word of the Year. The contrast between these terms struck us as an excellent metaphor for a key tenet of personality assessment – *identity versus reputation*.

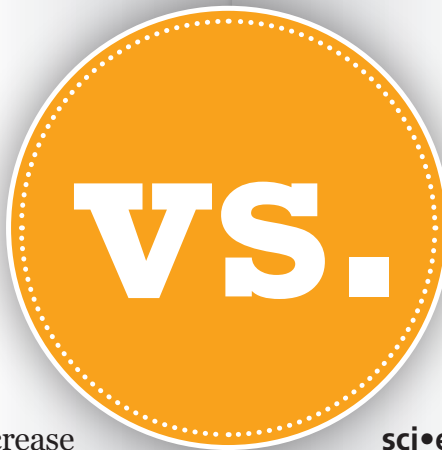
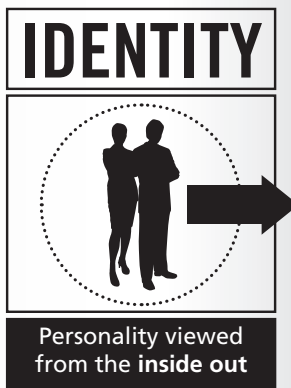
2013 Word of the Year - Oxford University Press

Selfie

self•ie /sel-fee/ ▶ *n.* In use since 2002, *selfie* saw a 17,000% increase in use over 2012 – thanks in no small part to everyone from Miley Cyrus to Barack Obama keeping it in the news.

▶ **DEFINITION** □ According to Oxford Press, *selfie* refers to a photograph taken of oneself, typically with a smartphone or webcam and uploaded to a social media site. ■ Most teenagers, college students, or celebrities will tell you the perfect selfie can be elusive, requiring repeated poses to get just the right look.

▶ **PERSONALITY PERSPECTIVE** □ *Identity* relies on personality from the inside – the way we see ourselves. ■ As with a selfie, identity doesn't really tell anyone much about the real you. ■ Finding the right angle with the camera is really just impression management, showing others only what we want them to see. ■ And as Sigmund Freud used to say, "the you that you know is hardly worth knowing."



2013 Word of the Year - Merriam-Webster

Science

sci•ence /'sī-ən(t)s/ ▶ *n.* First used in the 14th century, *science* saw a 176% increase in lookups this year over last, and remained at the top of the list throughout the year.

▶ **DEFINITION** □ Merriam-Webster defines *science* as knowledge or a system of knowledge covering general truths or the operation of general laws especially as obtained and tested through scientific method. ■ At Hogan, that means using a massive volume of proven data to predict job performance.

▶ **PERSONALITY PERSPECTIVE** □ *Reputation* refers to personality from the outside – the way others see you. ■ Hogan's scientific assessment of reputation produces a data-based, multi-dimensional picture of who you really are, giving you strategic self-awareness to build and maintain successful careers and relationships. And unlike identity, reputation remains stable over time.

