

# THE DEVELOPMENT OF PSYCHOMETRIC INSTRUMENT-LOGG+ BEHAVIORAL SCALE

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## ABSTRACT:

The aim of this study is to develop LOBG+ Behavioral Scale as a valid instrument to measure behavior of an individual using variables named after animals. By associating the variables with common behavior of animals like fun-loving or hardworking, the association could be humorous and insightful to the individual. This provides a therapeutic and non-threatening environment for building rapport and enhances exploration in early stages of counselling process. A quantity research with a snowball sampling was carried out among 334 respondents in order to develop this instrument. The development was constructed based on the models; the Big Five Model, Sidek Color Personality and Leonard Personality index. Common items are relating to the main descriptors of Lion (Decisiveness), Otter (fun-loving), Beaver (Accuracy) and Golden Retriever (Agreeableness). These reviewed instruments are extracted from the literature review to form 40 items of the LOBG+ Behavioral Scale instrument. Content validation was performed by five expert panels indicated CVR of 0.95, indicating its high validity. SPSS analysis derives a Cronbach Alpha of 0.88 indicating its high reliability. The findings indicate that the LOBG+ Behavioural Scale can be used as a valid instrument to measure behavior.

## INTRODUCTION

The study is aimed to develop a behavior assessment instrument called LOBG+ Behavioral Scale as an instrument to assess the preferred behavior of an individual in particular on four constructs that are oriented towards leadership, fun, detail and peace-making represented by Lion, Otter, Beaver and Golden Retriever. The acronym LOBG refers to four animal personality types; Lion, Otter, Beaver and Golden Retriever. It was derived from the book by Gary Smalley and Dr John Trend, *The Two Sides of Love* (1992). This book was written to help individuals strengthen their affection, closeness and commitment towards one another – spouse, children and friends. In this book the authors provide a Personal Strength Survey to assess the strength and weakness of an individual personality by linking it to associated behavior of animals. The book introduces four personalities described by four animals –Lion, Otter, Beaver and