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CPP's Dr. Harrison Gough Receives Award from Society for Personality and Social Psychology

Gough Recognized for Distinguished Contributions in Personality Psychology

Mountain View, CA April 27, 2005 The Society for Personality and Social Psychology (SPSP), the world's largest organization of social and personality psychologists, has awarded Dr. Harrison G. Gough The Jack Block Award, given annually for distinguished contributions in personality psychology. Co-founder of CPP, Inc. (formerly Consulting Psychologists Press), Dr. Gough was honored for a lifetime of commitment and achievement in the field. The award was presented during the Society's annual conference in New Orleans, Louisiana, January 20-22, 2005. He responded, "I am profoundly grateful for this honor, and I am humbled by the knowledge that so many members of the Society—colleagues and former students—contributed to the work that is honored."

Dr. Gough is the author of a number of personality assessment instruments, including the California Psychological Inventory™ (CPI™), the Adjective Check List, and the Personnel Reaction Blank. Best known of these is the CPI, first published in 1956. The CPI is a measure of positive, life-enhancing attributes of personality, such as social responsibility, tolerance, and leadership. It is used for a wide variety of assessments, including managerial performance, honesty, and self-realization. Since its publication in 1956, two major revisions have been published, in 1986 and 1994, and a new, modified version for use in organizations for workforce development was published in 2002. A comprehensive CPI bibliography containing more than 2,000 entries was compiled by Dr. Gough in 2002.

Dr. Mark Snyder, Professor of Psychology at the University of Minnesota and Chair of the SPSP Awards Committee, said, "This award was intended to look back and celebrate a lifetime of achievement and contributions to personality research. That's what we intended, but Harrison had something more in mind. In addition to looking back, in his award address he treated us to a fascinating glimpse at the work that still lies ahead of him."

In accepting the award, Dr. Gough described four major studies in which current information for length of life, good health, happiness, and occupational attainment was related to CPI data gathered 40 or more years earlier. Research materials for these analyses were drawn from several prominent projects, including the Intergenerational Study at the Institute of Human Development, University of California, Berkeley, and from the Mills College Life-Span project.

Dr. Gough's talk was met with resounding enthusiasm from the large audience. Present were former students who, he observed, are nearing their own retirement.

The Association for Research in Personality, which was holding meetings in New Orleans in conjunction with SPSP, presented a special symposium in honor of Dr. Gough's lifetime of work. Five speakers from American and British universities participated in this symposium.

About Harrison G. Gough, Ph.D.

After four years of military service in World War II (1942-1946), Dr. Gough entered the graduate program in clinical psychology at the University of Minnesota, where he received a Ph.D. degree in 1949. He then accepted a position in the Department of Psychology, University of California, Berkeley. He retired in 1986 as a Professor of Psychology, Emeritus. In 1956 he co-founded Consulting Psychologists Press, now CPP, Inc.; from 1956-1996 he served on the CPP, Inc. Board of Directors.

About the Society for Personality and Social Psychology

Since its founding in 1974, the Society for Personality and Social Psychology (SPSP) has become the world's largest organization of social and personality psychologists. The goal of the society is to further the generation and dissemination of research through scholarly journals, conferences, and close consultation with other professional organizations. To find out more about the society, visit www.spsp.org.

About the California Psychological Inventory

The California Psychological Inventory (CPI) is a measure of positive, self-actualizing aspects of personality, which is widely used by psychologists to help organizations find and develop successful employees, develop leaders, create efficient organizations, and promote teamwork. To find out more about the CPI 434 and the CPI 260™, to view sample reports, and to download a free copy of Comprehensive Bibliography of the CPI™ Assessment, visit www.cpp.com.

About CPP, Inc.

CPP, Inc., is a leading provider of innovative assessments and training tools administered by professionals to meet individual and organizational development needs. Its hundreds of offerings have been used by millions worldwide for 48 years in such applications as leadership development, coaching, team building, retention, and career management. In addition to the *California Psychological Inventory*™ (CPI™) 434, CPI 260™, and the *Adjective Check List*, CPP's research-validated products include the *Myers-Briggs Type Indicator*® (MBTI®), *Strong Interest Inventory*®, *Fundamental Interpersonal Relations Orientation–Behavior*™ (FIRO-B®), *Thomas-Kilmann Conflict Mode Instrument* (TKI), and *Parker Team Player Survey* assessments. To learn more about CPP and its assessments, visit www.cpp.com.

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