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10 - BOOK REVIEW

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**BEHAVIOR BASED ASSESSMENT IN PSYCHOLOGY
GOING BEYOND SELF-REPORT IN THE PERSONALITY,
AFFECTIVE, MOTIVATION, AND SOCIAL DOMAINS
TUULIA M. ORTNER & FONS J.R. VAN DE VIJVER EDITORS**

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The present book is structured on 13 Chapters and four Parts (Part I to Part IV) focused on Assessment in Psychology as the title suggests.

Chapter 2 provide the latest information about the Implicit Association Tests by Marco Perugini, Giulio Costantini, Juliette Richertin and Cristina Zogmaister from Department of Psychology, University of Milan Bicocca, Italy. The mentioned authors started with a brief analyze of the direct and indirect measures definition. Hence, they interpret the cognitive process that underlines the IAT effect. In a brief presentation the authors made a classification of the existing IAT tests as variants. Details about the reliability and validity of IAT test are presented by the authors.

Chapter 3-more technical this time, presents a “Model of Moderated Convergence between Direct, Indirect and Behavioral Measures of Personality Traits” by Manfred Schmitt, Tobias Gschwendner, Friederike Gerstenberg, and Axel Zinkernagel from Germany. The authors analyze briefly the consistency and Convergence of the variable, the model of moderated convergence and different advanced models of moderators effects on the personality traits.

Chapter 4 “Narrative Content Coding” by Michael Bender from Tilburg University, Netherlands, highlights the role of the thematic analysis, structural analysis, and structural approaches. Also, the clinical and forensic assessments, health interventions and mother-child socialization are presented.

Chapter 5 “Beyond Projection” by Robert Bornstein from USA investigate the characteristic o the Projective performance –based assessment. From contemporary scoring system to psychometric properties the author is trying to summarize and to analyze the potential of projective tests in prediction of the behavior.

Part III entitled “Measures” contains Chapter 6, Chapter 7, Chapter 8 and Chapter 9 which are focused on measures regarding the “Implicit Motives, Measures of Affect, Measures of Attitude and Personality Tests”. Hence, subjects as “Coding procedure”, “The operant motive tests” are few from a large variety of revealed aspects of the Measures Chapter.

Part IV “Domains of Application” provide examples of the Implicit Association Tests applied in the following domains: Health Psychology, Forensic Context, Consumer Psychology, interpersonal processes.

Nevertheless, all the 13 Chapters are connected and interrelated even were written separately from scientists from different countries. Measures remain even now an enigma that challenge yearly new scientists to find ways to provide the best tools in human mental processes and to satisfy the customers, and so one.