Chapter 13: Personality

**Video Title:** The Barnum Effect

**Video URL:** <https://www.youtube.com/watch?v=si2HoscBLIw>

**Run Time:** 8:25

**Source:** YouTube

**Close Caption Available:** No

This video demonstrates the Barnum Effect.

Questions:

1. What is the Barnum Effect?
2. What factors contribute to the Barnum Effect?
3. Why is it important to consider the validity of personality tests?