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The Impact of Personality and Gender Role Identity on Work Values of

Hong Kong College Students

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ABSTRACT

This study explored the relationship between individuals' work value preferences, personality traits and gender role identities in a Hong Kong college sample. Super's Work Value Inventory-Revised (SWVI-R), Cross-Cultural Personality Assessment Inventory (CPAI-2) and Bem Sex Role Inventory (BSRI) were adopted to measure these three variables. Three hundred fifty three local students participated in the study. Results indicated that the most updated version of the SWVI-R has a relatively high reliability and validity in the Chinese context. According to the results of factor analysis, the twelve work values measured by SWVI-R corresponded with the "intrinsic vs. extrinsic" value dimension. In addition, it was found that personality was a strong predictor of work value preference: people who had high social potency put more emphasis on intrinsic work values but less on extrinsic work values; whereas people who were more emotionally unstable were more likely to seek extrinsic work values from their jobs. Besides, gender role identity was a stronger predictor than biological sex on predicting work value preferences: social masculinity was a strong predictor of intrinsic work values; while femininity was a strong predictor of extrinsic work values.

Key Words: Work Value, Personality, Gender Role Identity, Career Decision-making