Benefits of Partnering with the Psychometrics Centre for Collection and Analysis of Big Data

Brand credibility

The University of Cambridge Psychometrics Centre brings 30 years' experience in assessment to the study of online behaviour and the development of cutting-edge software and research tools. Respondents trust us to collect and deal with sensitive personal information securely and ethically

Enlarged data sample

We have collected large amounts of data and driven academic research in psychometrics, computational social psychology, linguistics and other areas by making simple applications freely available to the public. For example, www.youarewhatyoulike.com has resulted in one of the largest databases of behavioural data in history without any money being spent on design, SEO, respondent incentives or other promotion

Diverse array of delivery channels

We can quickly disseminate assessments or applications across many online and offline channels, including the myPersonality project (comprising academics from over 60 institutions worldwide), the frequent conferences attended and workshops organised by the Centre, our links with the University Press Office and Psychology Department, and a host of commercial partners who are funding our work

Most affordable and motivated R&D team in the world

Funding work at the Centre goes directly to covering the time of researchers. We can compete well with the employment market by offering the best talent the benefit of working in a leading academic environment on cutting-edge work and with the support of the University structure behind them

Strategic links with industry

Multinational organisations that have funded our research include Microsoft Research, Boeing, Time Warner and Pearson Assessment, in addition to many small and medium sized enterprises

International network of collaborators

Our unique database of over 8 million individual psychological and social media profiles is at the core of our vibrant online research community. Any collaboration with the Centre therefore presents a unique opportunity to multiply efforts in data collection and analysis to achieve incredible results

Real-world application of cutting-edge research

PredictionAPI by Apply Magic Sauce is being used to translate digital footprints into detailed psycho-demographic profiles for the purposes of personalisation and recommendation in a variety of contexts. PreferenceTool has yielded impressive results and improvements on traditional methods in the retail, insurance and communications industries. Our research very often has real-world impact

Leveraging European funding

We are skilled at garnering support for various collaborative projects from the large-scale academic and industry funding bodies interested in our research. Recent successes include Wikirate, under the European Union FP7 ICT Programme, and the ESRC Researcher Development Initiative

Capacity for rapid and flexible expansion

The Centre is well-equipped to expand its capabilities to accommodate the scale of any project

Unparalleled Psychometrics Expertise

A full list of the psychometric tests that the Centre has published, authored, adapted and standardised is available here. Notable assessments that we have standardised in the UK include:

- The Watson-Glaser Critical Thinking Appraisal - UK Edition (W-GCTA), Pearson Assessment, London (2002)
- Ravens Educational Standard Progressive Matrices and Mill Hill Vocabulary Scale. Pearson Assessment (2008)
- The Wechsler Intelligence Scale for Children, 4th Revision (WISC-IV UK), Pearson Assessment, London (2004)
- The British Ability Scales, 3rd Revision, GL Assessment, London (2012)
- The NEO Personality Inventory, UK Edition (NEO PI-R UK), Hogrefe (UK) Ltd, Oxford (2006)