Myers-Briggs Personality Type Dataset

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https://www.kaggle.com/arslanali4343/top-personality-dataset

   This dataset contains 1820 rows of unique values which contain column information on the participants scores in the Myers-Briggs Type Indicator, which is a personality test that measures openness, agreeableness, neuroticism, conscientiousness, and extraversion [1]. These personality characteristics are rated on a scale from 1 to 7. The dataset also measures participants ratings of 12 movies, as well as an "assigned metric" category that assigns a genre to each of the movies.

   The Myers-Briggs Type Indicator utilizes measurements based on a self-evaluation questionnaire that tracks an individual's answers about personal preferences and then maps those preferences to psychological traits. These traits can be used to measure relationships between certain personality characteristics and arbitrary characteristics, such as computer programming ability [4], learning style [3], or political affiliation [2].

   Since the dataset also comes with user's ratings of movies and the genre of the movie, there could potentially be some correlations between user's personality characteristics and the ratings they give certain genres of movies. For example, one of the genres is serendipity. I could imagine that people who are open to new experiences (high in the "openness" category) would enjoy serendipitous movies more than someone who was low in that characteristic.

   I would also imagine that, in general, user's who score high in the "neuroticism" trait, which is negative emotion and volatility, would enjoy movies less that those who score lower in neuroticism. However, I would also find it interesting to see if there were certain genres that neurotic people enjoyed more than those with low neuroticism.

References

[1] Myers, Isabel Briggs, and Peter B. Myers. 2010. Gifts differing: Understanding personality type. Nicholas Brealey.

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[3] Brownfield, Kelley M. 1993. "The Relationship between the Myers-Briggs Personality Types and Learning Styles." https://files.eric.ed.gov/fulltext/ED381577.pdf

[4] Catherine, Bishop-Clark, and Daniel D. Wheeler. 2014. "The Myers-Briggs personality type and its relationship to computer programming." Journal of Research on Computing in Education 26.3 (1994): 358-370. https://doi.org/10.1080/08886504.1994.10782096

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