Relationship Between Personality of People's Favorite Characters and that of Their Own Personality

Yueqi Li(Cynthia), Tianyu Jiang(Clara), Juyuan Zhao(Jean)

PROPOSAL

1. Research Question

The group will be investigating if there is a MBTI(Myers-Briggs Type Indicator) type related to preference of chrarcter's MBTI type when people are watching the anime, *Pleasant Goat And Big Big Wolf*. We notice that people tend to have different views about the characters in movies and animes, so we wonder if the preference is related to their own MBTI types, especially the Judgment(J)/Perception(P) dimension.

2. Background Research

There are not so many papers that focuses on the animation *Pleasant Goat and Big Big Wolf*. We find three resources that discuss the characteristics of roles in this cartoon. The first related research is Associations Between Personality Traits and Music Preference. The researchers gave two tests to 175 participants about their characteristics and types of music they like. Then the researchers found that those scoring low in Neuroticism enjoyed more genres of music. People who scored high and low for Conscientiousness showed no difference in enjoyment. personality traits are associated with an individual's music preference. Additional factors such as an individual's age, race, cultural background, or other aspects of personality may also be beneficial to take into account due to the data not supporting all hypotheses. The type of MBTI not only affects the type of music people like, but also movie. In the second related paper, *MBTI-Based* Collaborative Recommendation System: A Case Study of Webtoon Contents, found that people with the same MBTI type will select similar emotional words and have similar movie preference. Thirdly, there is a website that votes and analyzes the MBTI of all the main characters in *Pleasant Goat and Big Big Wolf*, as shown in Figure 1. We consider it as a related standard to asses the personality of the roles.
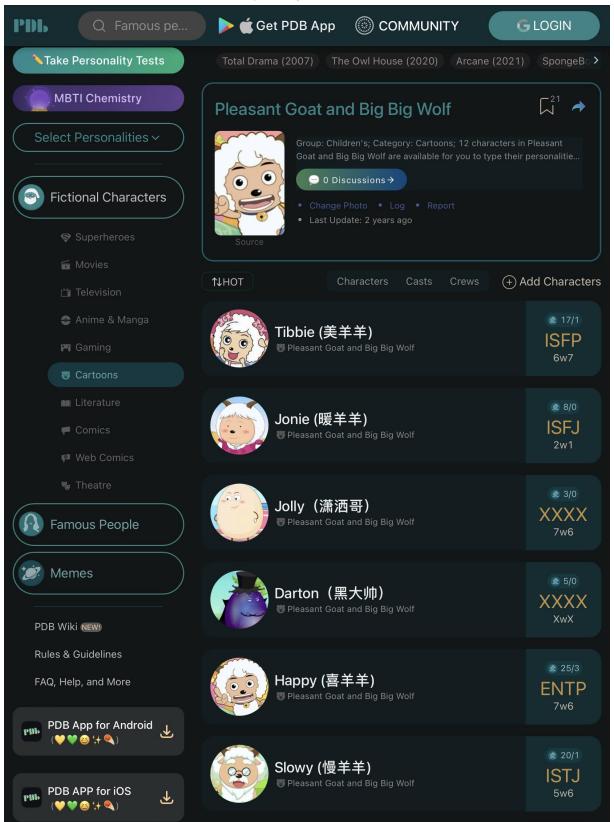
Figure 1: the website that votes MBTI types of main characters in the anime

3. Sampling and Experimental Design

Variables: MBTI type (J/P dimension) and prefered pleasant goat and big big wolf character's MBTI

type (J/P dimension)
Type of study: observational study
Data collection: data are collected through our designed questionnaire.
Scope of inference: The conclusion can be generalized to the high school student in Beijing.

4. Explanatory data analysis

We expect to receive a total of 30 valid questionnaires. Table 1 shows our expected two-way table of our data.

Judgment/Perception dimension of self	Judgment/Perception dimension of favorite character		
	Judgment (J)	Perception (P)	total
Judgment (J)			
Perception (P)			
total			

Table 1: data collected: J/P Dimension of Favorite Character by J/P Dimension of Self

With the data collected, we will conduct a chi-square test of independence for each J/P dimension of favorite character to determine whether there is a relationship between J/P dimension of favorite character and self or not. The conditions checked should be random, independence, and a large sample size should be used(all expected counts ≥ 5).

5. Group Task Assignments and Timeline

In this project, Clara is responsible for survey design and data collection, Cynthia is responsible for research and conclusion, and Jean is responsible for methods and analysis. The data collection will be done before May 26th, then analysis will be done in the following week, and the project will be finished before June 9th.

6. Data

The preliminary design of the questionnaire is as shown in Figure 2 below.

* 如果必选其一，你更喜欢以下哪个角色？

○ 美羊羊

○ 暖羊羊（班长）

* 如果必选其一，你更喜欢以下哪个角色？

○ 红太狼

○ 灰太狼

* 你的法定性别是？

○ 男

○ 女

Figure 2: questions in the questionnaire

The first and second question ask the respondents' preference between Tibbie and Jonie and between Wolnie and Wolffy. Tibbie (ISFP) and Wolfie (ESTP) are representatives of Perception and Jonie (ISFJ) and Wolnie (ESTJ) are representatives of Judgment. The two characters in each question only differs in the J/P dimension, so we could eliminate the effects of other personality dimensions as confounding variables.

The third question asks the respondents' gender, which is suspected to be a confounding variable. We would use stratified random sampling method and stratify by gender.

Respondent's own personality type is asked at last to avoid response bias.

7. References

[1]Boccia, I. (n.d.). *Associations between personality traits and music preference*. Digital Commons@Lindenwood University.
https://digitalcommons.lindenwood.edu/psych_journals/vol1/iss22/2/
[2]Yi, M.-Y., Lee, O.-J., & Jung, J. J. (1970, January 1). *MBTI-based collaborative recommendation system: A case study of webtoon contents*. SpringerLink.
https://link.springer.com/chapter/10.1007/978-3-319-29236-6_11