

USING PERSONALITY TRAITS TO UNDERSTAND BEHAVIOR

SOGANG UNIVERSITY, FALL 2023

WEEK 8, 10/30/2023

Instructor: Emily K. Hong, Ph.D.

Email: e.hong@soton.ac.uk

Class Hours: Mon 01:30-04:15 PM



EXPRESSION OF PERSONALITY TRAITS AND RELATED RESEARCH

- Facebook Profiles and Web Pages
- Language
- Dorm Rooms and Offices
- Cultural Variation

“FACEBOOK” STUDY (BACK ET AL., 2010)

- Does someone’s online presence reflect who they really are, or how they want to be seen?
 - METHOD:
 - Participants completed a personality measure and a measure of their ideal personality
 - Observers viewed their Facebook page and rated their personality

“FACEBOOK” STUDY (BACK ET AL., 2010)

■ RESULTS:

- Observers accurately predicted the participants true personality, not their ideal personality
 - Extraversion and openness were most accurate
 - Accuracy was lowest for neuroticism

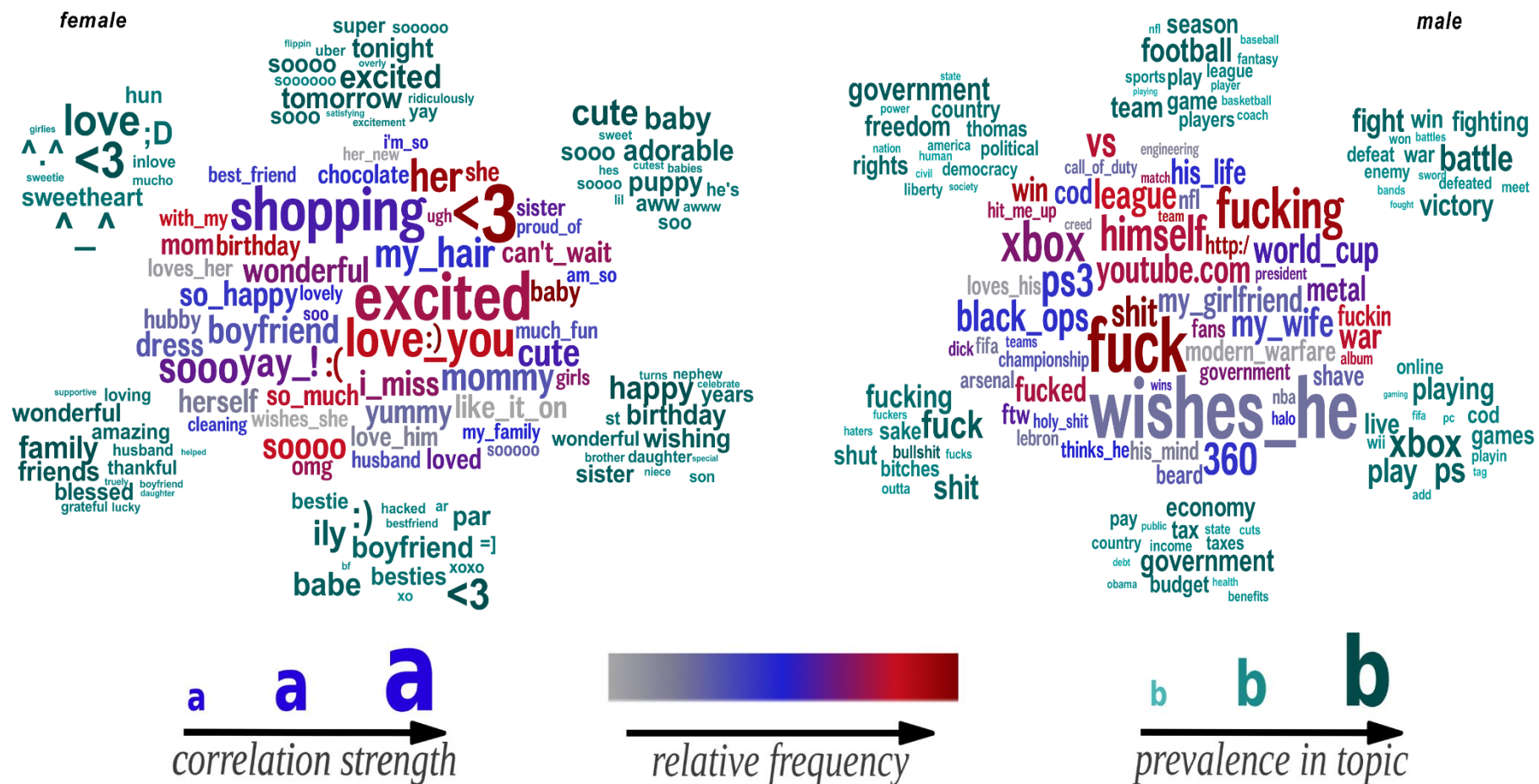
Table 1. Consensus, Accuracy, and Self-Idealization: Agreement Among Observer Ratings Elicited by Facebook Profiles and Correlations With Actual Personality and the Ideal Self

Observer rating	ICC (consensus)	Actual personality		Ideal self	
		<i>r</i> (accuracy)	<i>r</i> _{partial}	<i>r</i>	<i>r</i> _{partial} (self-idealization)
Extraversion					
Average observer	.81***	.39***	.32***	.13	.01
Single observer	.31***	.25***	.21***	.08*	.00
Agreeableness					
Average observer	.59***	.22**	.20*	.16	.08
Single observer	.13***	.11**	.11**	.08*	.04
Conscientiousness					
Average observer	.77***	.27**	.26**	.05	-.02
Single observer	.27***	.17***	.16***	.03	-.01
Neuroticism					
Average observer	.48***	.13	.13	.12	.11
Single observer	.09***	.06	.06*	.04	.04
Openness					
Average observer	.72***	.41***	.37***	.24**	.11
Single observer	.23***	.24***	.21***	.14***	.06

“LANGUAGE” STUDY (SCHWARTZ ET AL., 2013)

- Does the language we use in social media reflect age, gender, and personality?
 - METHOD: Analyzed Facebook messages of 75,000 volunteers who had taken personality questionnaires
 - RESULTS: Found striking variations in language use by age, gender, and personality

RESULTS: FEMALE V. MALE

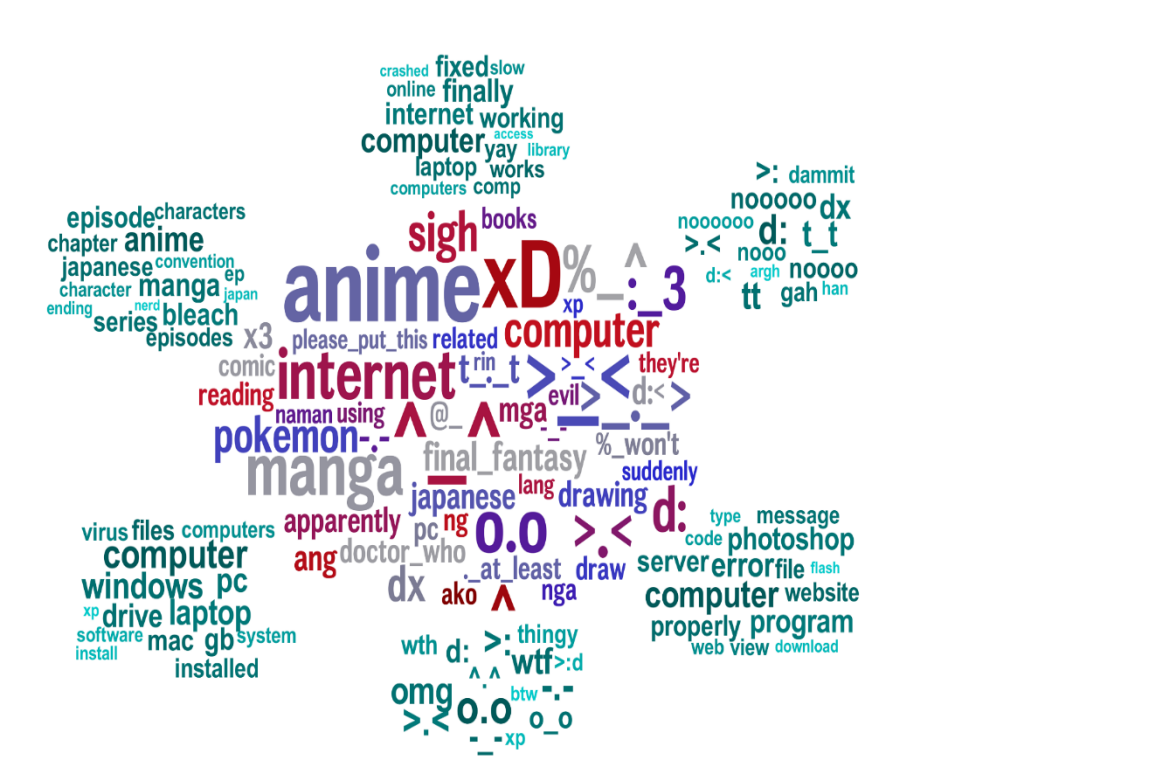


RESULTS: EXTRAVERSION V. INTROVERSION

Extraversion



Introversion



“DORM ROOMS AND OFFICES” STUDY (GOSLING ET AL., 2002)

- Do we leave a “behavioral residue” in the environments we live in that can reflect our personality?
 - METHOD:
 - Observers viewed someone’s dorm room or office space and rated the occupant’s personality
 - Observer ratings were compared to occupant and peer-ratings of personality

“DORM ROOMS AND OFFICES” STUDY (GOSLING ET AL., 2002)

■ RESULTS

- Observers accurately predicted occupant's personality on the Big 5
 - Observers were most accurate for openness, followed by conscientiousness, and emotional stability
 - Observers had greatest consensus for openness and conscientiousness

Table 5

A Brunswik (1956) Lens Model Analysis of Judgments Based on Bedrooms: Cue-Validity and Cue-Utilization Correlations

Cue-validity correlations					Environmental cues ("lens")	Cue-utilization correlations				
Extra.	Agree.	Cons.	Em. St.	Open.		Extra.	Agree.	Cons.	Em. St.	Open.
-.05	-.04	-.15	-.08	-.09	Strong (vs. weak) odor	-.15	-.15	-.05	-.19	.01
.13	-.11	.00	-.05	.05	Noisy (vs. quiet) in room	.05	-.07	-.03	-.09	.02
.25*	.00	.06	.10	.06	Noise (vs. quiet) in house ^a	.21	.06	-.04	.01	.04
.03	-.13	.16	.19	-.16	Noise (vs. quiet) outside ^a	.12	.10	.05	.17	-.19
-.14	-.05	.26*	.18	-.05	Well lit (vs. dark) [overall]	-.02	.04	.07	.23*	-.01
-.13	-.01	.24*	.20	-.18	Well lit (vs. dark) [natural light] ^a	.04	.06	.22*	.22*	.00
-.17	-.15	.04	-.01	-.17	Well lit (vs. dark) [artificial light] ^a	.07	.20	.08	.17	-.10
.08	-.16	.09	.07	.01	Drafty (vs. stuffy)	.06	.20	.15	.17	.02
-.04	-.11	.17	-.16	-.02	Fresh (vs. stale)	.20	.20	.13	.24*	.06
.00	.17	.13	.01	-.03	Hot (vs. cold)	-.06	-.14	.05	-.06	-.18
.03	-.09	.15	-.09	-.02	Good (vs. poor) condition	.03	.37**	.57**	.02	-.03
.06	-.11	-.10	-.15	.21	Decorated (vs. undecorated)	.41**	.20	.04	.11	.35**
.02	-.05	.07	-.03	.00	Cheerful (vs. gloomy)	.16	.66*	.46*	.12	.00
.07	-.16	.05	-.08	.12	Colorful (vs. drab)	.21	.51**	.42**	.15	.11
.08	-.06	.17	-.08	.02	Clean (vs. dirty)	-.02	.37**	.61**	-.06	-.11
.13	-.12	.29**	.08	-.01	Organized (vs. disorganized)	.01	.26*	.70**	-.02	-.02
.13	-.09	.27*	.04	.04	Neat (vs. messy)	-.05	.33**	.75**	-.06	-.08
-.06	-.01	-.32**	-.14	.14	Cluttered (vs. uncluttered)	.24*	-.15	-.56**	.05	.26*
-.01	-.04	-.11	.07	.03	Clothing everywhere (vs. none visible) ^a	.13	-.39**	-.57**	.12	.17
-.01	.01	-.24	-.18	-.22	Clothing strewn around (vs. organized) ^a	-.04	-.23	-.28*	.02	-.06
-.04	-.01	-.26*	-.16	.15	Full (vs. empty)	.19	-.05	-.35**	.02	.22*
-.03	-.03	.17	.12	-.02	Roomy (vs. cramped)	-.01	.12	.34**	-.07	-.05
-.02	-.08	.04	-.07	-.09	Expensive (vs. cheap)	.11	.21	.31**	.13	.04
.01	.03	.24*	-.05	.03	Comfortable (vs. uncomfortable)	-.07	.43**	.62**	-.15	.03
.06	.00	.19	-.07	.05	Inviting (vs. repelling)	-.01	.52**	.64**	-.03	-.01
.08	.01	.03	.13	.16	Large (vs. small)	-.02	.04	.20	-.07	.10
.19	-.03	-.06	.04	.35**	Distinctive (vs. ordinary)	.20	.01	.12	-.04	.35**
.01	.01	.14	.04	.07	Stylish (vs. unstylish)	.15	.33**	.34**	.20	.11
-.04	-.10	.24*	.06	-.09	Modern (vs. old fashioned)	.05	.27*	.23*	.18	-.03
-.08	-.20	.14	-.09	-.03	New (vs. old)	.11	.38**	.29**	.18	-.01
.02	-.12	.04	-.02	.13	Multiple (vs. single) purpose	.14	.03	.05	.15	.23*
-.09	-.08	-.01	.03	.16	Many (vs. few) books	-.13	-.17	.00	-.20	.37**
-.03	-.13	.24*	.07	-.02	Organized (vs. disorganized) books	-.16	.10	.50**	-.05	.08
.14	-.13	.06	-.02	.44**	Varied (vs. homogenous) books	-.07	-.01	.01	-.07	.50**
.01	-.01	.11	-.02	.18	Many (vs. few) magazines	.05	-.21	-.07	.07	.16
.29	-.38**	.22	.00	.14	Organized (vs. disorganized) magazines	.36*	.23	.27	.12	.01
.15	-.03	-.14	-.11	.51**	Varied (vs. homogenous) magazines	-.05	-.23	-.17	-.19	.33*
-.03	-.14	-.01	-.02	.17	Many (vs. few) CDs	.11	-.10	-.03	.10	.32**
.08	-.15	.27*	.06	-.06	Organized (vs. disorganized) CDs	.04	.26*	.47**	-.01	.02
-.02	-.26*	.01	-.19	.22	Varied (vs. homogenous) CDs	.01	.03	.15	-.08	.09
-.18	.17	-.17	.02	.13	Many (vs. few) items of stationery	-.01	-.07	-.29**	-.06	.19
.26*	-.03	.21	.04	.06	Organized (vs. disorganized) stationery	.00	.41**	.59**	-.12	-.13

CULTURAL VARIATION (SCHMITT ET AL., 2007)

- Big 5 personality around the globe?
 - METHOD:
 - 56 nations; 10 geographic world regions

CULTURAL VARIATION (SCHMITT ET AL., 2007)

TABLE 5
Personality Trait Profiles (T-Scores) Based on Responses to the Big Five Inventory Across the 56 Nations of the International Sexuality Description Project

<i>Nation</i>	<i>Extraversion</i>		<i>Agreeableness</i>		<i>Conscientiousness</i>		<i>Neuroticism</i>		<i>Openness</i>		<i>Average SD</i>	<i>Acquiescence Bias</i>
	M	SD	M	SD	M	SD	M	SD	M	SD		
Argentina	49.10	7.78	42.75	9.38	48.18	9.76	55.05	9.21	50.83	10.59	9.34	50.34
Australia	48.98	10.06	47.51	10.70	45.87	10.89	50.82	10.41	50.07	8.78	10.17	48.67
Austria	50.61	9.21	45.90	8.34	46.73	11.10	49.69	8.94	49.29	10.34	9.59	43.10
Bangladesh	44.98	6.48	50.49	7.64	46.71	9.66	51.20	8.58	53.35	9.97	8.46	52.97
Belgium	45.99	10.08	45.07	9.02	43.03	11.22	53.60	9.81	54.59	8.55	9.74	45.89
Bolivia	49.34	7.01	49.62	8.89	45.08	9.40	50.29	7.74	50.71	9.43	8.49	50.40
Botswana	49.56	8.07	52.11	8.50	50.27	9.12	48.61	9.32	48.19	7.84	8.57	47.56
Brazil	45.89	9.36	45.86	8.82	45.38	9.28	53.14	9.07	49.16	9.37	9.18	52.02
Canada	48.32	9.71	49.14	9.13	49.05	10.19	50.58	9.66	48.75	9.96	9.73	47.83
Chile	47.55	8.12	47.02	8.95	49.72	9.75	51.39	8.48	54.69	9.20	8.90	52.48
Congo, Democratic Republic of the	51.19	6.90	54.82	7.81	55.71	9.28	44.58	8.32	46.23	8.72	8.21	42.71
Croatia	51.70	7.39	45.20	8.24	46.02	9.08	46.16	7.49	48.00	10.69	8.58	42.01
Cyprus	49.10	7.77	51.16	9.84	48.49	8.75	51.44	10.11	49.36	10.03	9.30	47.24
Czech Republic	50.22	8.15	44.09	8.03	42.87	9.36	51.02	9.11	50.59	9.00	8.73	42.42
Estonia	50.41	7.87	49.58	8.15	45.84	10.39	46.99	8.79	53.17	8.67	8.77	44.84
Ethiopia	47.11	5.59	51.82	8.36	54.36	9.50	46.12	6.90	47.15	7.64	7.60	43.46
Fiji	49.68	6.84	49.27	9.06	46.00	9.06	48.03	7.39	47.21	8.62	8.19	47.31
Finland	49.84	9.26	49.46	8.82	51.60	8.63	47.84	9.75	50.33	11.04	9.50	42.68
France	45.44	8.77	46.64	8.19	49.26	10.23	52.29	9.34	48.09	9.52	9.21	41.63
Germany	50.31	8.99	45.08	8.17	46.52	10.06	50.29	8.44	47.80	9.32	8.99	41.46
Greece	48.60	7.14	52.42	9.04	47.45	10.88	53.19	9.80	51.53	8.91	9.15	48.16
Hong Kong	46.91	7.59	42.69	8.31	41.53	8.68	52.41	8.65	41.64	9.11	8.47	40.43
India	47.42	8.88	50.43	7.75	47.36	10.67	50.00	10.80	48.48	8.49	9.32	48.68
Indonesia	51.25	6.81	46.38	9.02	47.19	11.24	49.73	9.66	48.01	8.95	9.13	48.30
Israel	48.65	8.40	49.44	9.33	52.40	9.36	49.27	9.63	50.95	10.13	9.37	50.05
Italy	49.80	8.09	46.52	8.59	48.62	11.28	51.66	9.72	50.00	9.99	9.53	45.13
Japan	46.73	8.06	42.21	8.81	37.82	9.30	57.87	7.38	41.53	10.46	8.80	39.75

CULTURAL VARIATION (SCHMITT ET AL., 2007)

Jordan	48.35	7.29	53.73	8.09	49.77	10.87	49.86	8.76	47.10	9.61	8.92	47.04
Latvia	49.39	8.65	43.79	9.54	44.21	8.67	51.11	9.49	49.91	9.87	9.24	46.34
Lebanon	48.32	8.58	46.10	8.14	44.56	10.40	53.35	9.14	49.40	9.11	9.08	48.86
Lithuania	49.71	7.91	42.61	8.16	44.56	7.62	51.87	8.74	49.04	8.65	8.22	49.78
Malaysia	50.03	5.58	48.55	6.77	47.08	7.03	48.14	6.31	47.61	7.39	6.62	40.46
Malta	50.45	8.79	49.56	9.03	45.97	11.61	52.35	10.07	50.66	9.70	9.84	49.49
Mexico	50.24	9.47	49.51	10.88	45.72	11.66	48.00	9.52	52.26	10.94	10.49	45.17
Morocco	48.81	6.93	48.95	8.01	45.22	8.50	50.87	9.08	49.10	9.06	8.32	46.80
Netherlands	49.75	9.22	46.08	8.77	43.91	10.90	48.61	9.71	49.94	9.21	9.56	45.70
New Zealand	50.61	9.36	46.83	9.19	44.18	10.27	49.59	9.92	49.49	8.78	9.50	47.79
Peru	48.35	7.60	43.64	7.88	47.36	9.51	53.39	8.29	51.29	9.98	8.65	51.55
Philippines	48.12	7.57	47.96	7.45	43.14	7.71	51.41	8.42	49.34	7.72	7.77	52.89
Poland	49.12	8.00	46.74	10.24	46.15	10.64	51.80	9.65	49.06	9.44	9.59	46.15
Portugal	48.06	9.67	49.52	8.76	47.75	10.11	50.21	9.62	50.29	9.51	9.53	44.96
Romania	50.33	7.80	45.31	8.48	48.10	9.66	48.03	8.44	53.13	7.78	8.43	48.95
Serbia	51.95	8.59	47.64	8.15	47.53	10.93	50.17	8.33	52.44	9.15	9.03	48.52
Slovakia	49.05	8.66	47.38	8.31	42.44	9.88	51.57	8.65	52.53	9.01	8.90	46.75
Slovenia	50.54	9.04	50.18	8.28	49.24	7.94	45.28	7.65	50.50	9.18	8.42	42.59
South Africa	49.61	8.56	49.97	9.33	49.61	10.17	49.01	8.69	49.01	9.10	9.17	50.38
South Korea	44.86	6.71	44.11	6.85	40.60	8.16	53.99	6.62	44.30	8.74	7.42	37.78
Spain	49.00	8.28	45.26	8.57	46.80	10.34	54.03	9.20	49.64	9.70	9.22	48.90
Switzerland	50.47	8.81	47.69	8.19	45.03	11.36	48.72	9.02	52.62	9.38	9.35	43.62
Taiwan	47.75	8.28	44.74	8.04	42.52	9.22	53.13	8.89	45.70	9.68	8.82	46.16
Tanzania	49.19	7.35	49.26	10.32	53.27	9.01	47.73	6.55	48.19	9.26	8.50	42.34
Turkey	51.59	9.51	47.89	9.07	48.71	11.13	49.88	10.18	52.70	9.48	9.87	48.08
Ukraine	46.45	7.09	39.05	7.63	43.89	7.35	48.02	5.88	42.06	8.65	7.32	35.62
United Kingdom	49.79	9.68	47.31	9.44	46.89	10.66	51.39	9.87	45.97	9.71	9.87	45.08
United States	50.00	10.00	50.00	10.00	50.00	10.00	50.00	10.00	50.00	10.00	10.00	50.00
Zimbabwe	48.69	8.77	49.77	9.70	51.75	10.52	48.26	9.14	48.52	8.05	9.23	47.89

CULTURAL VARIATION (SCHMITT ET AL., 2007)

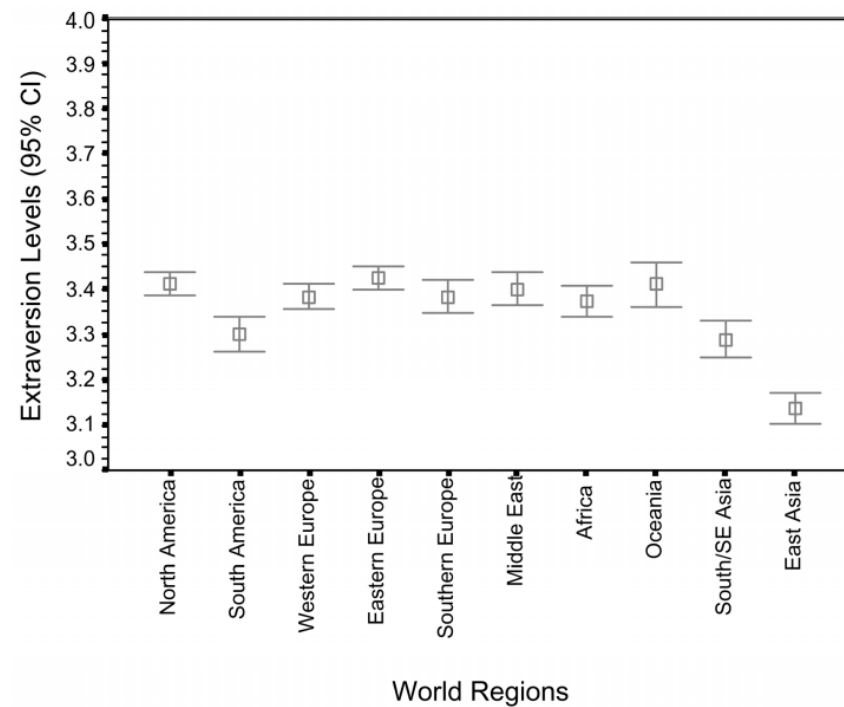


Figure 1: Extraversion Levels (With 95% Confidence Interval [CI] Error Bars) Across the 10 World Regions of the International Sexuality Description Project

CULTURAL VARIATION (SCHMITT ET AL., 2007)

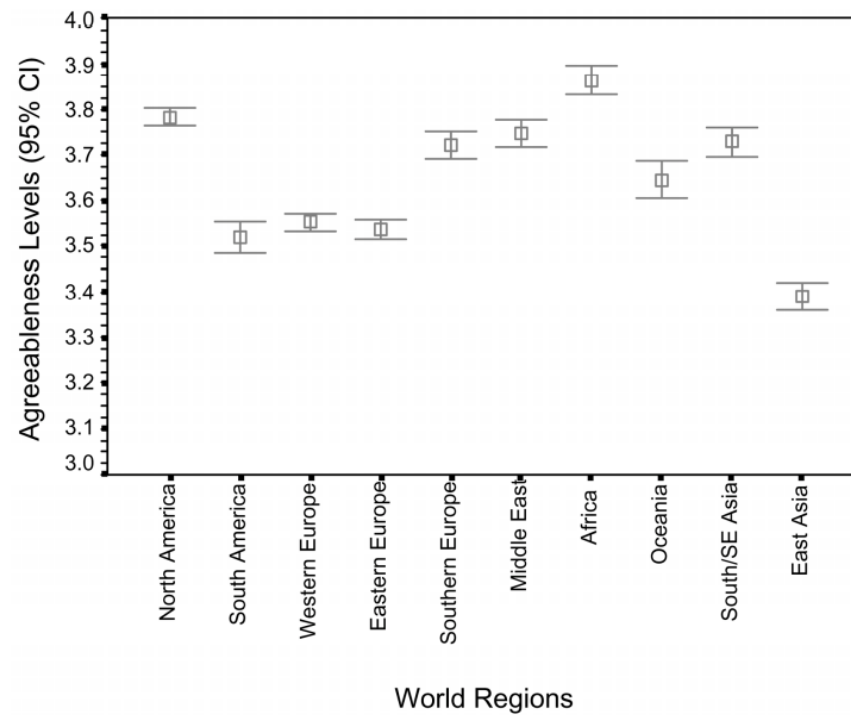


Figure 2: Agreeableness Levels (With 95% Confidence Interval [CI] Error Bars) Across the 10 World Regions of the International Sexuality Description Project

CULTURAL VARIATION (SCHMITT ET AL., 2007)

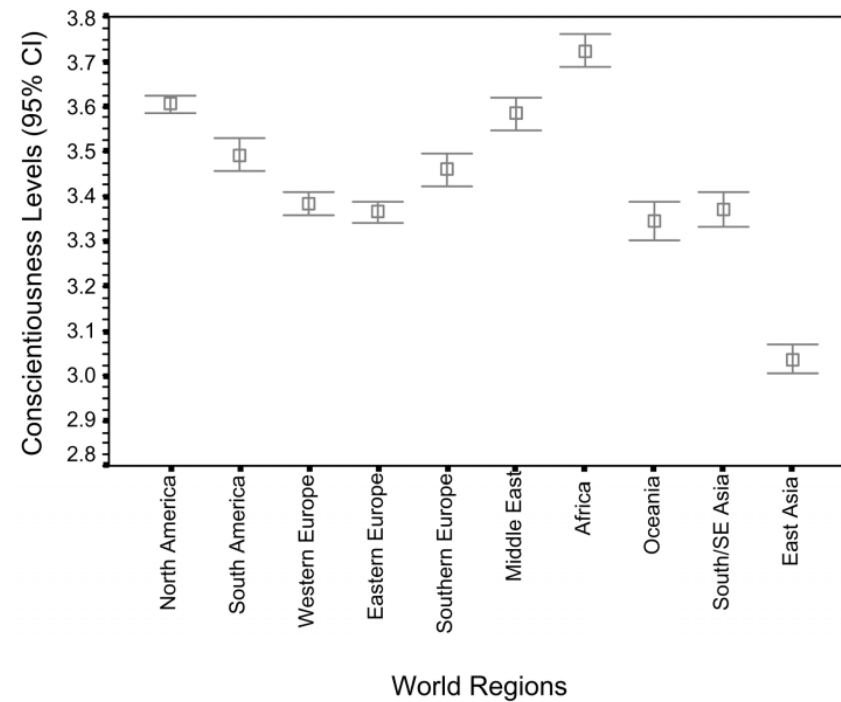


Figure 3: Conscientiousness Levels (With 95% Confidence Interval [CI] Error Bars) Across the 10 World Regions of the International Sexuality Description Project

CULTURAL VARIATION (SCHMITT ET AL., 2007)

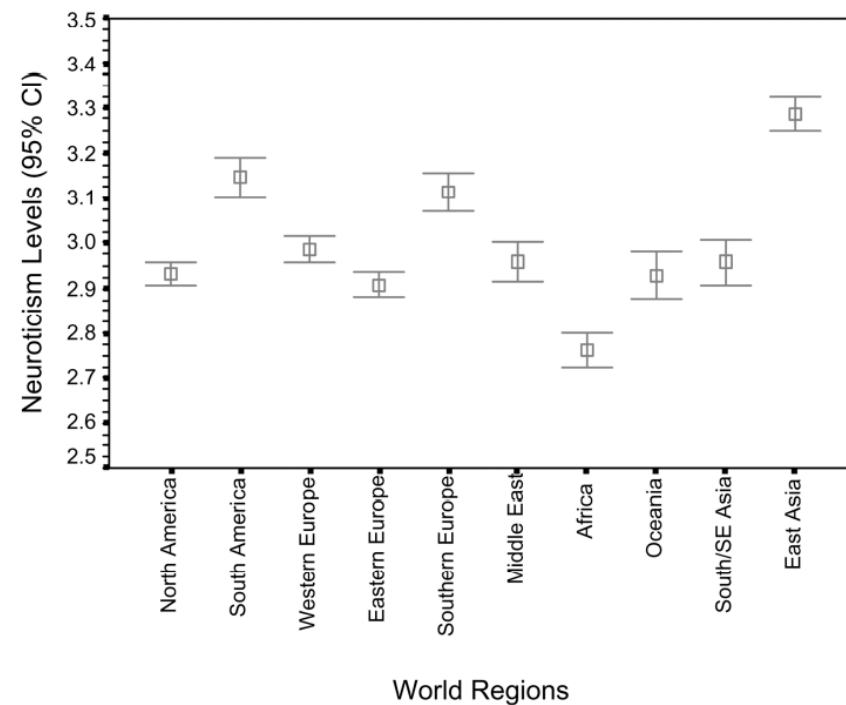


Figure 4: Neuroticism Levels (With 95% Confidence Interval [CI] Error Bars) Across the 10 World Regions of the International Sexuality Description Project

CULTURAL VARIATION (SCHMITT ET AL., 2007)

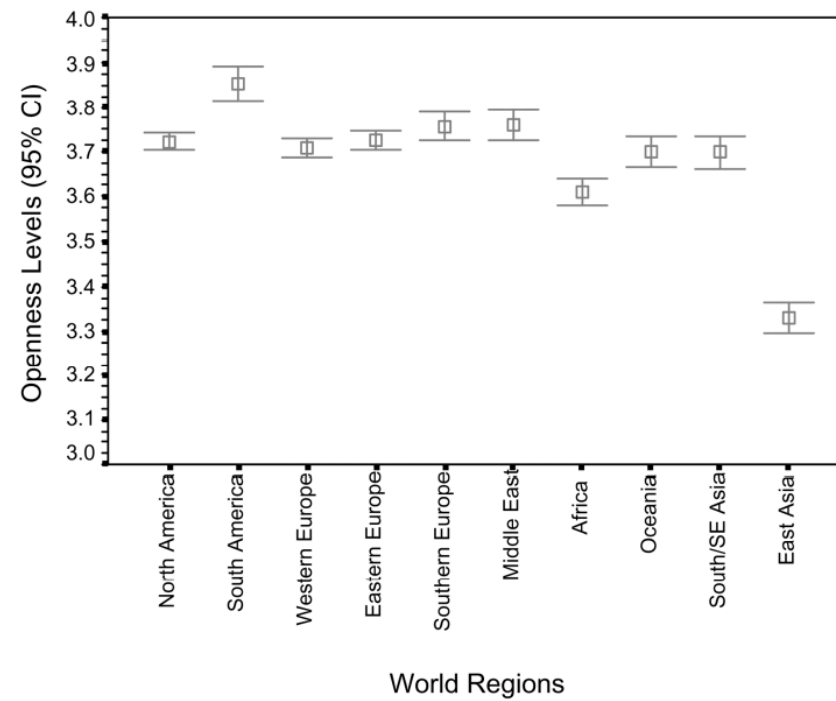


Figure 5: Openness Levels (With 95% Confidence Interval [CI] Error Bars) Across the 10 World Regions of the International Sexuality Description Project

TYPOLOGICAL APPROACHES

- Classify common patterns of trait constellations into “Types”
- Challenges
 - Find divisions that distinguish different types
 - Come up with basic types that characterize the whole range of personality

THREE (MORE OR LESS) REPLICABLE TYPES

- Resilient (or Well-Adjusted)
 - High Extraversion and Conscientiousness
 - Low Neuroticism
- “Ego” Overcontrolled – Internalizing Problems
 - Low Extraversion
 - High Neuroticism
- “Ego” Undercontrolled - Externalizing
 - Low Agreeableness and Conscientiousness