

01:55:32

Here's the personality test Cambridge Analytica had Facebook users take

Erin Brodwin Mar 19, 2018, 9:01 PM



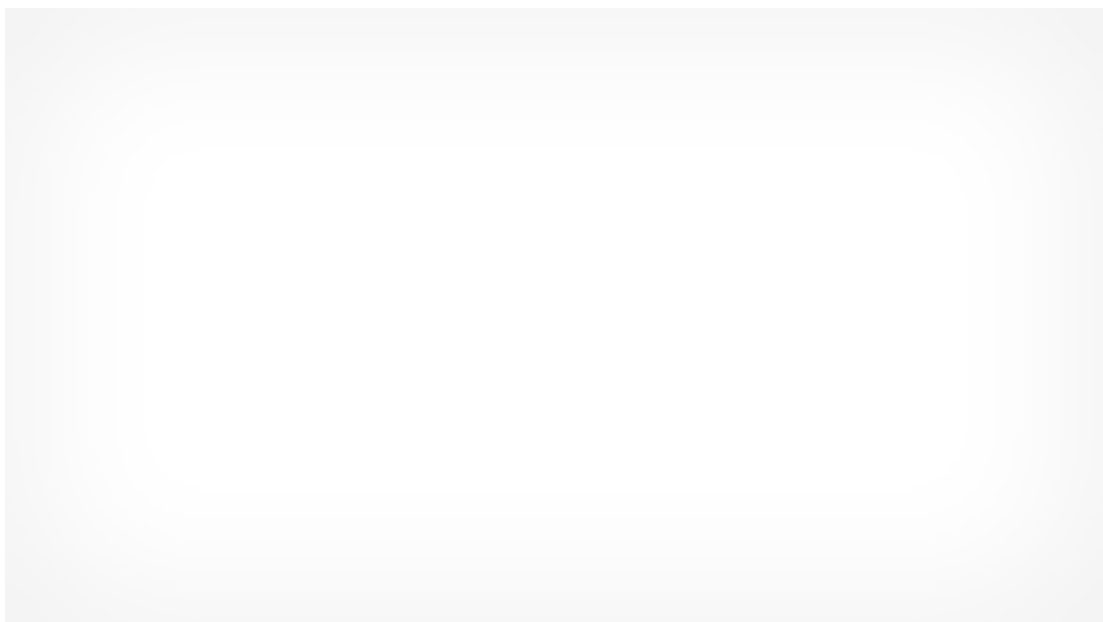
YouTube/The Guardian

company Cambridge Analytica [harvested data from millions of users](#) and potentially used it to sway voters during the 2016 US presidential election.

- **To do this, Cambridge Analytica had Facebook users take quizzes designed to summarize their personalities.**
- **Those quizzes are actually based on sound psychological research that scientists have been using for decades. Most of them give users a score called an "OCEAN" score based on 5 personality traits: Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism.**
- **Several versions of the test are [available for free online](#); one such test is available through the University of Cambridge Psychometrics Center.**

A personality-profiling company called Cambridge Analytica [harvested personal data from millions of users](#) and may have used that data to sway voters during the 2016 US presidential election, according to reports published this weekend from The New York Times and The Observer.

ADVERTISING



[Mercer](#) and was once run by Steve Bannon, was [tasked by Bannon](#) with identifying the personalities of US voters and potentially influencing how they behaved.

At the core of Cambridge Analytica's work is a [personality test designed by four Michigan State University researchers](#), several versions of which are [available for free online](#). In their comprehensive form, these tests have been used to inform decades of [psychological studies on happiness and longevity](#).

The test gives users a score called their "OCEAN" score, referring to how it calculates performance on a measure of five personality traits: Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism.

Want to skip to the test? Here's the link.



01:55:31

Ocean scores have been used in a wide swath of social science research including many of the long-term studies we now use as reference points to assess what people with long, healthy lives might [have in common](#). The traits the test looks at are sometimes referred to collectively as "The Big Five" factors, and were [initially identified in the 1960s](#) by social science researchers who frequently heard study participants use them to describe either themselves or others.

presented an overall look at the traits in what he called a "five-factor model" of [personality](#).

Today, researchers use assessments of the Big Five to gauge the personalities of participants in a variety of long-term studies on subjects that range from overall well-being to happiness and longevity. While these studies typically employ longer, more exhaustive versions of the test, there are several [shorter ones that you can take online in just a few minutes](#).

The questions on one of these kinds of tests, available online at the University of Cambridge Psychometrics Center, ask people to say how accurately statements like "I don't talk a lot" describe them. Someone taking a test might see the screenshot below, for example, and select one of the available options, from "Very Inaccurate" to "Very Accurate."

The screenshot shows the 'Short Personality Test' interface from the University of Cambridge Psychometrics Centre. At the top, the university's logo and name are on the left, and 'More tests' and 'Save Progress' links are on the right. The main heading is 'Short Personality Test' with an information icon. Below this, a white box contains the statement 'I don't talk a lot'. Underneath the statement are five dark blue buttons with white text, representing the response scale: 'Very Inaccurate', 'Moderately Inaccurate', 'Neither Inaccurate nor Accurate', 'Moderately Accurate', and 'Very Accurate'. At the bottom right, there are links for 'Suggest a Question' and 'Report'.

University of Cambridge

Other statements on the quiz include assertions like "I seldom feel blue," and "I am the life of the party," as well as proclamations such as "I get upset easily" and "I feel

ADVERTISING



Your answer to each statement is then used to calculate a score on each of your Ocean or Big Five traits.


People who score highly on extroversion tend to agree strongly with statements designed to assess how talkative, energetic, and assertive they are; those who score highly on agreeableness tend to agree strongly with statements designed to assess how sympathetic, kind, and affectionate they are.

People who score strongly as conscientious, meanwhile, tend to agree strongly with assertions like "I'm always highly organized and thorough," and those who score highly on neuroticism typically agree with statements like "I'm frequently anxious or tense." The last measure, openness or openness to experience, includes traits like a powerful imagination or a high degree of insightfulness.

SEE ALSO: [There's no solid evidence that people get addicted to social media — and using it could actually be beneficial »](#)

NOW WATCH:

More: [Cambridge Analytica](#) [Personality test](#) [personality traits](#) [Psychology](#) ▼

Taboola Feed 

European Countries, Ranked from Worst to First

Sponsored by Far & Wide

Internet and calls unlimited in Switzerland: Now 22.-/month. Forever!

Sponsored by yallo

Wenn du gerne spielst, ist dieses Städteaufbauspiel ein Muss. Kein Install

Sponsored by Forge Of Empires - Free Online Game

35.-/Month for unlimited calls to Europe + 3GB and 60 min Roaming.

Sponsored by Lebara

Unglaubliche Gewinne warten auf alle Spieler aus Losanna. Diese 100 kostenlosen Casino Spiele schlagen alle bisherigen Spiele

Sponsored by Jackpot.de - Gratis Online Casino

in 1944 is posing a threat to London from its salty grave

This \$12 million 'mansion yacht' is made entirely of stainless steel — and it's a first for the industry. Take a peek inside.

BI

Video shows the moment an American Airlines plane slides off the runway in snowy Chicago

How the US Army officer who testified against Trump could end up in a court-martial

Gewinne heute eine schöne Überraschung

Sponsored by Mövenpick

38 historische Fotos, die dir in der Schule nicht gezeigt wurden

Sponsored by Trendscatchers

35 offensichtliche Kostümfehler in berühmten Filmen

Sponsored by TrendCatchers

Eerie photos of an abandoned airport that hasn't been touched in 25 years

BI

Russell Wilson and the Seahawks bamboozled the Eagles with a trick play that ended in a glorious 33-yard touchdown

Video shows 16 US Marines being arrested during formation in connection with a human smuggling ring

BI

A retiree converted a school bus into a tiny home and now travels the country. Take a look inside her home on wheels.

So sieht Weihnachten bei den Promis aus

Sponsored by Gofeminin

Play this for 1 minute and see why everyone is addicted

Sponsored by Throne Free Online Games

Celeb Couples with Major Age Differences

Sponsored by FamilyMinded

Das Green Card Lotterieprogramm ist jetzt geöffnet - Bewerben Sie sich noch heute online.

Sponsored by Bronza Tech

An internal doc reveals Amazon is ditching the trucking industry's most common practice — and it's a brilliant maneuver that could give the e-commerce giant a massive advantage

BI

Tesla's Cybertruck has been called 'ugly as sin.' Here are 12 other cars that are considered the ugliest ever produced.

A major US partner wants to buy more F-16s even as it goes after Russia's Su-35 fig

BI

Erkunde die geheimnisvollen nördlichen Länder & finde deine Goldmine in Klondike.

Sponsored by Klondike: The Lost Expedition

World's 20 Best Airlines

Sponsored by Far & Wide

Vier Qualitäten, die die Schweizer so schweizerisch machen

Sponsored by Victorinox

5 more countries that are impossible to conquer

BI

'Sesame Street' is turning 50 — here are 11 of the most controversial moments in the show's history

Ford responds to Tesla's new Cybertruck

BI

Aus irgendeinem Grund finden Männer dieses Spiel extrem süchtig machend

Sponsored by Vikings: Gratis Online Spiel

Naschen ohne schlechtes Gewissen: Diese Protein Schokocreme musst du probieren

Sponsored by Foodspring®

Die größten Schauspielerinnen: Was wurde aus ihnen?

Sponsored by Soolide

**BUSINESS
INSIDER**



**MARKETS
INSIDER**

BUSINESS INSIDER
INTELLIGENCE

INSIDER
