

Exploring Personality through Data Science

Erin Wolpert

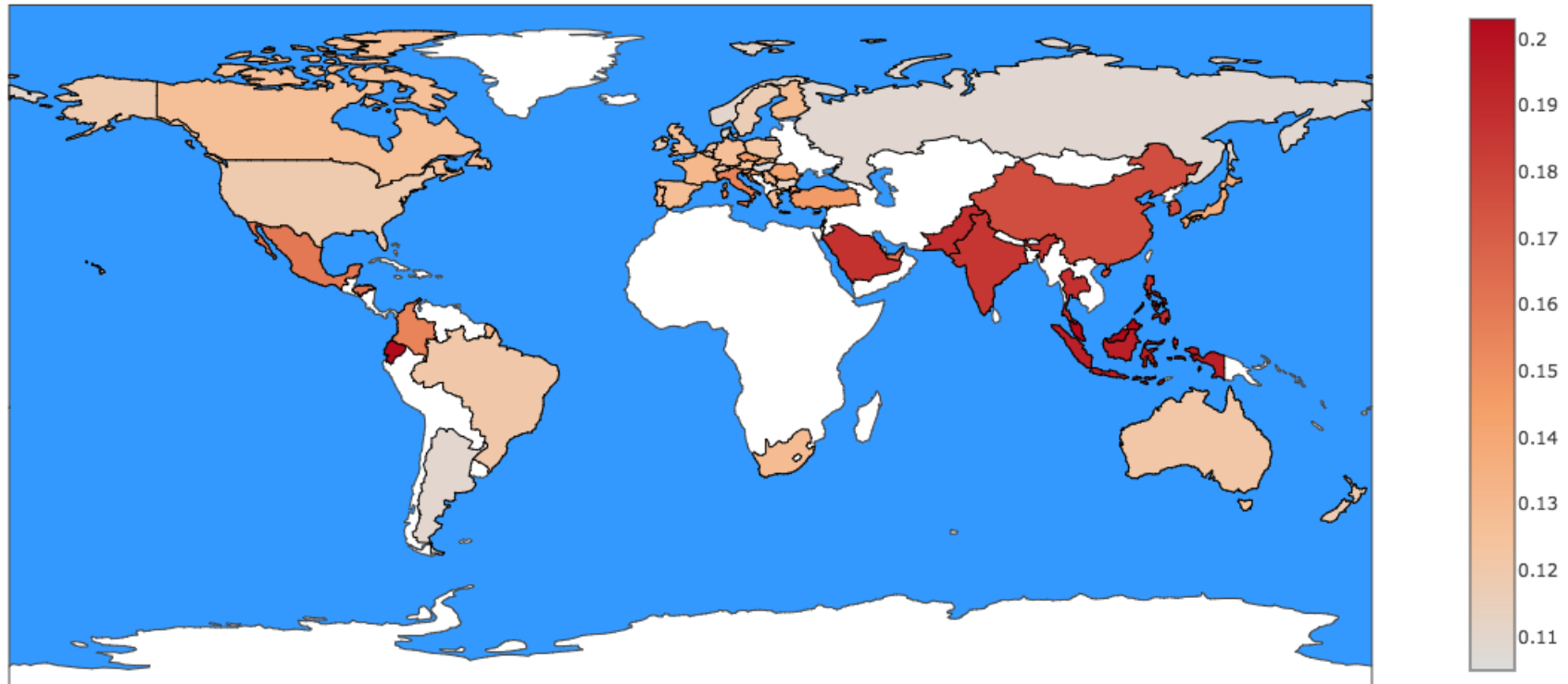
Introduction

- Personality Trait Theory
- Dataset
 - 50K global respondents
 - 163 questions
 - Scale 1-5 (strongly disagree to strongly agree)

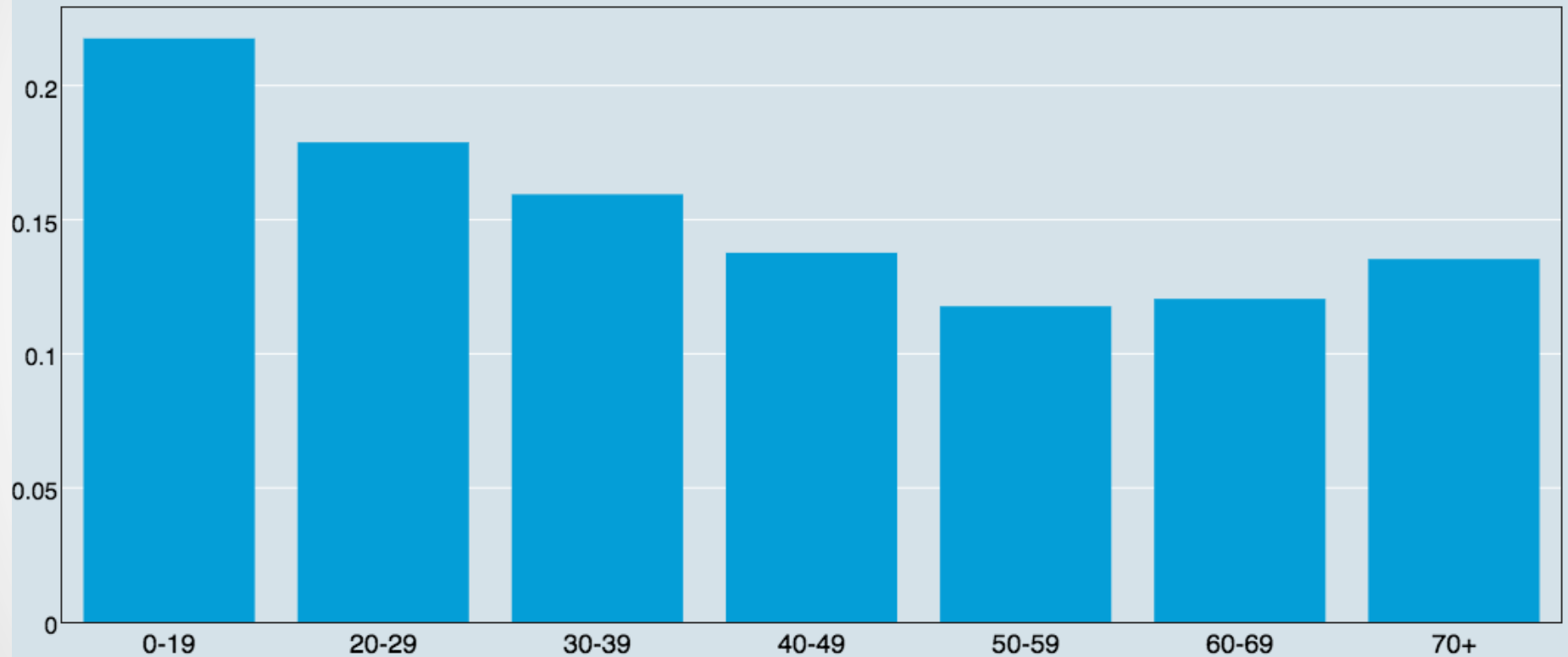
NMF 8 Trait Theory

- **Trait 1:** Social / Respects Rules
- **Trait 2:** Worried / Reserved
- **Trait 3:** Partier / Emotionally Volatile
- **Trait 4:** Breaks Rules / Judgmental
- **Trait 5:** Angry / Dislikes Complex Ideas and Art
- **Trait 6:** Passive / Messy / Sees Oneself as Average
- **Trait 7:** Emotionally Open / Intellectually Thoughtful
- **Trait 8:** Reserved

Factor 5: Angry / Judgmental / Dislikes Complex Ideas and Art

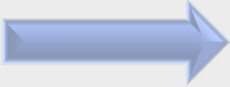
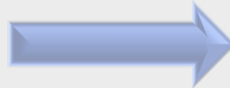
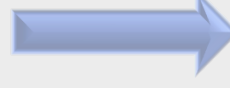


Factor 4: Breaks Rules / Judgmental



Big Five Trait Theory

NMF Big Five

- | | | |
|--------------------------|---|-------------------------------------|
| - Neuroticism |  | - Neuroticism / Low-Self Confidence |
| - Extraversion |  | - Social / People – Oriented |
| - Openness to Experience |  | - Not Open to New Ideas |
| - Conscientiousness | | - Alone |
| - Agreeableness | | - Party Animal / Rule Breaker |

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