# Exploring Personality through Data Science

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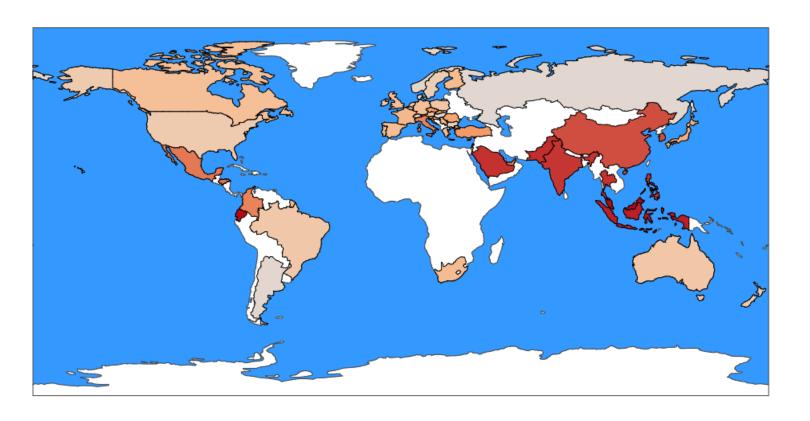
#### Introduction

- Personality Trait Theory
- Dataset
  - 50K global respondents
  - o 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

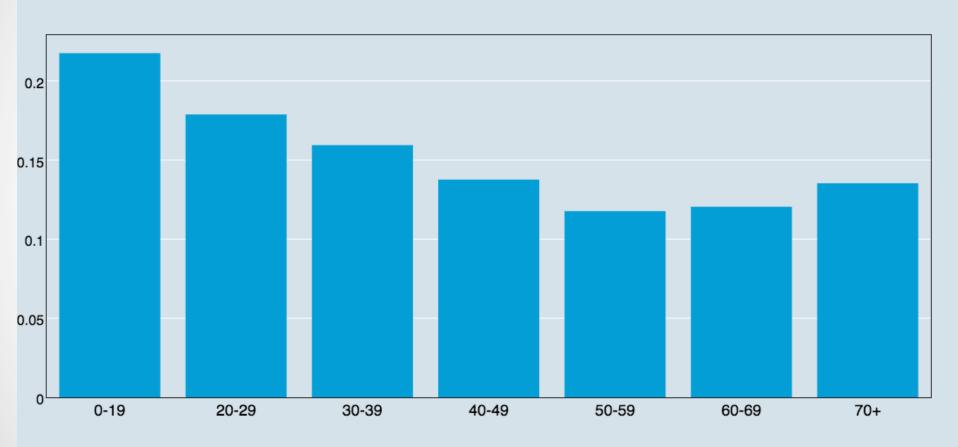
Factor 5: Angry / Judgmental / Dislikes Complex Ideas and Art



0.2 0.19 0.18 0.17 0.16 0.15 0.14 0.13

0.11

Factor 4: Breaks Rules / Judgmental



#### **Big Five Trait Theory** NMF Big Five Neuroticism Neuroticism / Low-Self Confidence Social / People – Oriented Extraversion Openness to Experience Not Open to New Ideas Alone Conscientiousness Agreeableness Party Animal / Rule Breaker

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personalitydatascience.com