MBTI Personality-Based Entertainment Recommender System

Introduction

The entertainment industry offers vast choices, but users often struggle to find content suited to their preferences.

The Myers-Briggs Type Indicator (MBTI) categorizes individuals into 16 personality types based on their cognitive functions.

This project aims to create a Python-based recommender system that suggests books, songs, and movies tailored to users' MBTI personalities.

Objectives

Develop an interactive personality quiz

consisting of 15 questions.

Analyze responses to determine the user’s MBTI personality type.

Use a predefined dataset to recommend 5 books, songs, and movies per personality type.

Implement a Python-based algorithm for generating recommendations.

Problem Statement

Traditional recommendation systems focus on popularity and user history rather than psychological traits.

MBTI-based recommendations provide a more personalized and psychologically aligned entertainment experience.

There is a gap in AI-driven personality-based entertainment suggestions.

Methodology

1. Data Collection:

Gather datasets mapping MBTI types to books, songs, and movies.

Collect personality quiz questions validated by psychological research.

2. Quiz Implementation:

Develop a Python-based quiz that classifies users into one of the 16 MBTI types.

Use weighted scoring to determine dominant

personality traits.

3. Recommendation Algorithm:

Design an algorithm that matches MBTI types with entertainment preferences.

Store recommendations in a structured dataset (CSV, JSON, or database).

4. Testing & Optimization:

Conduct user testing to assess accuracy and user satisfaction.

Optimize recommendations based on feedback and data analysis.

Expected Outcomes

A functional recommendation system that suggests books, songs, and movies based on MBTI.

Increased user satisfaction through personalized entertainment choices.

A scalable Python-based system that can be expanded with more recommendations.

Applications

Personalized streaming platforms.

AI-driven content curation.

Educational and psychological research.

Challenges and Limitations

Accuracy of MBTI classification depends on user responses.

Limited dataset size may affect recommendation quality.

Potential biases in personality-based content preferences.

Conclusion

The project provides a novel approach to personalized entertainment recommendations.

MBTI-based suggestions can enhance user

experience by aligning content with personality traits.

Future improvements can include a machine-learning model for refining recommendations.

References

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Q&A

Questions?