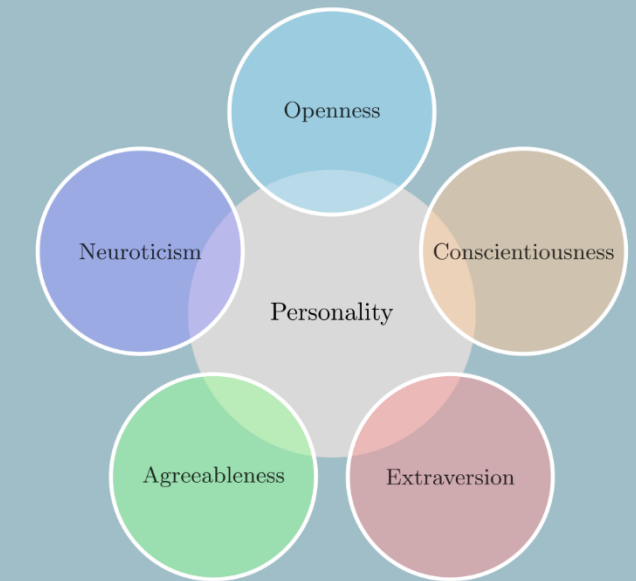


# Multi-Cultural Personality Profiling & Classifying The Israeli Profile



The Iby and Aladar Fleischman  
Faculty of Engineering  
Tel Aviv University

Guy Hen  
Advisor: Dror Jacoby

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## Introduction/Motivation

Israel is a unique entity in the middle-eastern landscape. While other countries in the area are ruled by Islam, Israel is mainly Jewish. While the rest of the middle east rejects democracy, Israel is a democracy. A significant point of differentiation between Israel and other countries in the area is the integration of western characteristics into Israel – Israel considers itself a country that chose to adopt western culture and values in an environment which is mostly hostile towards those values.

This project wished to better understand the nature of Israel, by researching its population. Specifically, we were interested in learning about the Israeli personality profile – could you really call it western? What is the right classification for it?

We pursued those questions by creating personality profiles for diverse countries representing different cultures and tested their personality traits against the Israeli traits. The project focused on three prominent cultures: The West, The Arab World and The Far East.

We hypothesized that the Israeli profile could be classified as a western profile but were also open to other possibilities - the most interesting one would be showing distinct differentiations from all three cultures.

Another sub-goal was to detect general intriguing differences between the various cultures and countries in the study.

## Methodology

- Utilized an Open-Source international website that gathered 46 datasets of personality tests, including large samples and demographic variables. The data went through quality checks and was used in high quality published papers.
- Full documentation of the project workflow is provided via Word files.
- Thorough research (over 75 citations) of relevant literature was conducted to establish justifications for various choices made in the project.
- Utilized HTML for comfortable presentation of data preprocessing and analysis.

Main tools:

- R for data importing, cleaning, transformations, handling missing values, outlier detection and treatment, visualizations, and analysis.
- Rstudio was used as the working environment.

## Workflow

- Defined the criteria for the dependent variables we wanted to gather in order to create a personality profile – distinct, specific, personality traits.
- Conducted a conceptual review of all the personality tests in our source and filtered the tests which fit our criteria.
- Conducted a technical review of the tests which passed the conceptual review to verify the data was usable for our purposes (has country data, has at least 25 Israeli records).
- Distinguished between datasets which measured a distinct personality trait and those that measured a whole personality model.
- Used the literature and technical data to choose a personality model which would be the basis for our personality profile.
- Added more personality traits into that basic profile while finding conceptual justifications for doing so in the literature. Each time we added a trait to our model, we checked correlations between that trait and our existing traits (based on former studies).
- Established a personality profile that is built from 9 traits (9 dependent variables).
- Researched the different cultures for our project and chose countries that represent well those cultures.
- Started to pre-process the data, which included: importing, cleaning, transforming, handling missing values, outlier detection, visualizations. We also had to score the different tests ourselves using the literature standards to interpret every test's results.
- Researched various tests that could fit for our data analysis and considered using ANOVA.
- After consistent violations of the homogeneity of variances assumption, we conducted additional research to explore alternative tests.
- Decided to run Welch's ANOVAs and Welch's t-tests for our analysis.
- Before we ran the tests, we dealt with the threat of alpha inflation in various ways.
- Reported the results and presented conclusions.

Research Stage



Pre-Processing  
Stage

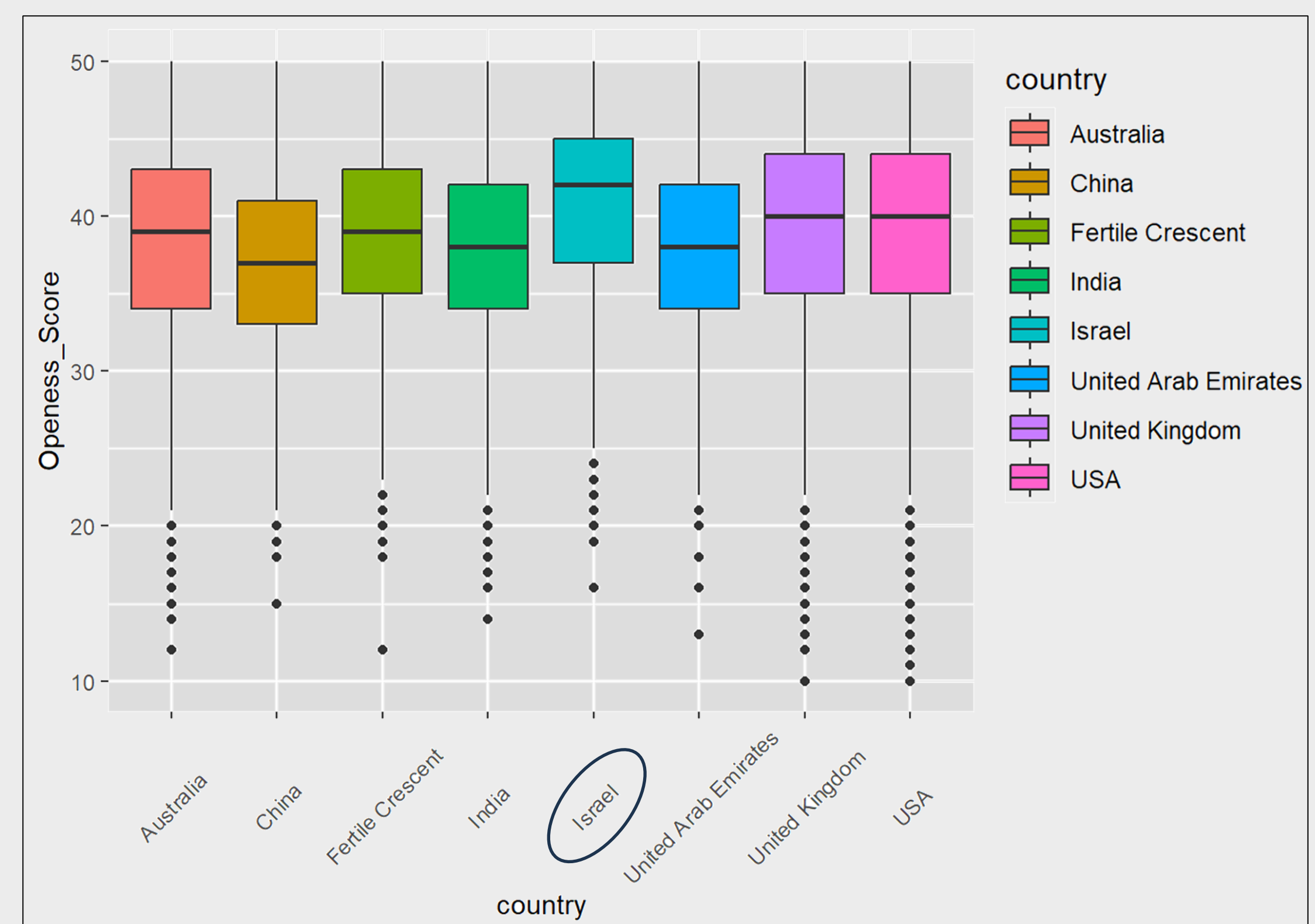


Data Analysis  
Stage

## Results

Hedge's g effect sizes (Israel – World Countries)

Culture	West Culture			Arab Culture		Far East Culture	
Country	USA	United Kingdom	Australia	Fertile Crescent	United Arab Emirates	China	India
Trait							
Extraversion	X	X	X	X	X	X	X
Emotional Stability	X	0.19 (negligible)	X	0.29 (small)	0.22 (small)	X	0.16 (negligible)
Agreeableness	-0.21 (small)	X	-0.17 (negligible)	X	-0.18 (negligible)	X	X
Conscientiousness	-0.13 (negligible)	X	X	X	X	X	X
Openness To Experience	0.27 (small)	0.27 (small)	0.36 (small)	0.36 (small)	0.55 (medium)	0.71 (medium)	0.52 (medium)
Machiavellism	X	X	X	*X	X	X	X
Narcissism	X	X	X	X	X	X	X
Psychopathy	X	X	X	X	X	X	X
Self Esteem	X	0.45 (small)	0.36 (small)	X	X	X	X



## Conclusions

- The most appropriate classification that arose from our analysis was a far east classification. The reason being that there were barely any significant differences between Israel and the far east across all 9 personality traits. This conclusion should be taken with a grain of salt, as there were several limitations in this project. For example, there were vast differences in sample sizes between the west and the rest of the world, which means we had much more statistical power to detect effects (even small) in the west. In contrast, there were several small samples in other cultures which hurt our ability to find existing effects.
- The finding that we were most excited about was openness to experience – Israel has the highest openness to experience and shows significant differences when compared to all other countries. Additionally, we observe a pattern – the more you go “east”, the difference between Israel and the culture grows bigger. We suggest this finding is related to the unique circumstances that led to the establishment of Israel and the unique reality the population of Israel is facing even today.
- Another interesting finding was that China has shown the lowest standard variations in the measures of most personality traits. This result suggests that China's population is the most homogenous population. We think it has to do with China's oppressive regime – which could be “engineering” its populace to specific behaviors and is not tolerate to those who deviate from them. China's relatively strict immigration policy could also contribute to less heterogeneity.
- The Arab World consistently showed the highest descriptive scores in the dark triad measurements (Machiavellianism, Narcissism, Psychopathy) compared to other countries. We think the small samples taken from The Arab World hurt our statistical power and thus we were unable to find significant differences. Further research is recommended to explore these effects.