

Knowing Yourself and Others Through the Big Five Personality Traits

CLASSIFYING AND CATEGORIZING HUMAN PERSONALITIES
USING THE BIG FIVE TRAITS



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www.loonycorn.com

Overview

Apply measures of cognitive efficiency on personality types

Parse why the Big Five model was developed

Get an overview of the Big Five traits

Link the Big Five model back to drivers of human motivations

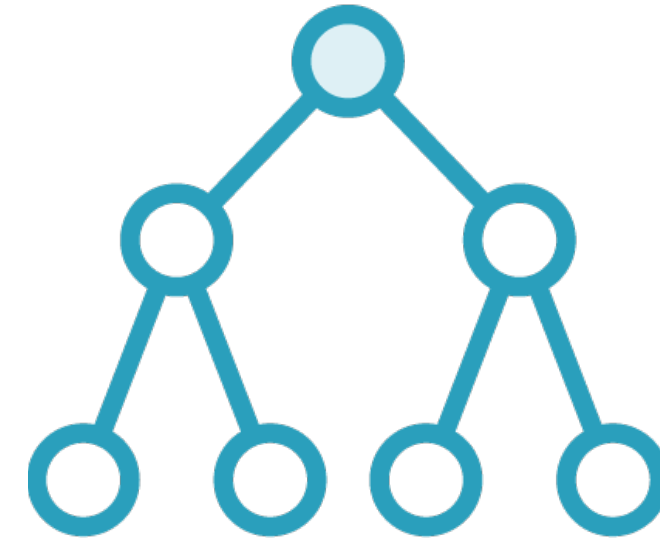
Making Decisions is Tiring:
Classification Makes It Easier

The Brain's Energy-saving Mode



Classification

New information classified into
pre-existing categories



Categorization

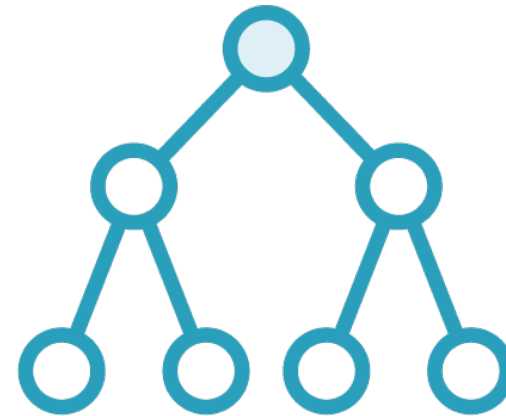
Categories formed from
pre-existing corpus

Applications to Technology



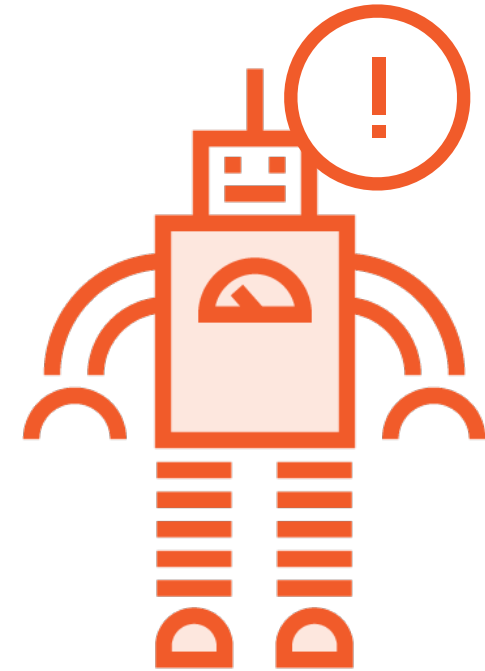
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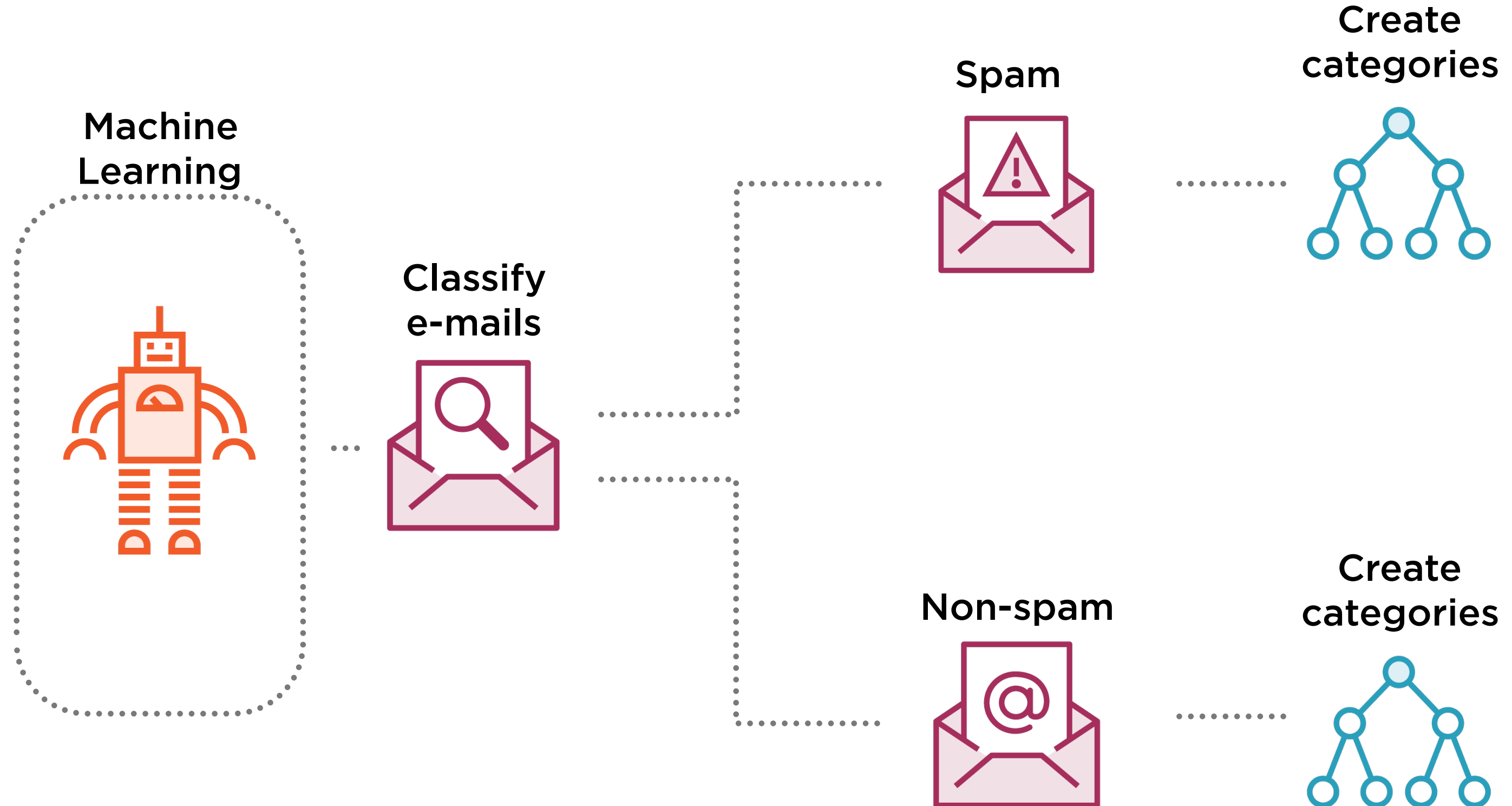
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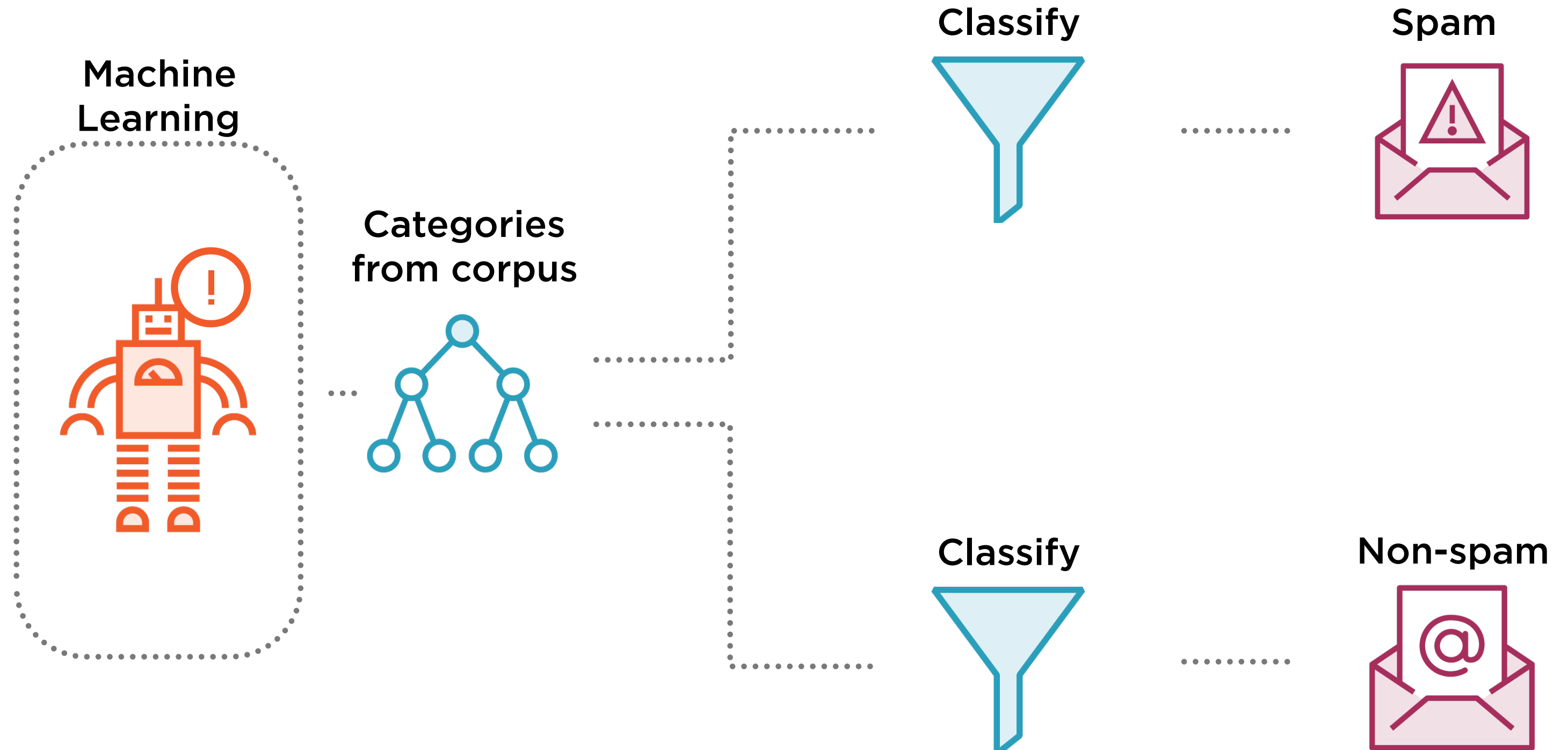
Machine Learning

Uses classification and
categorization

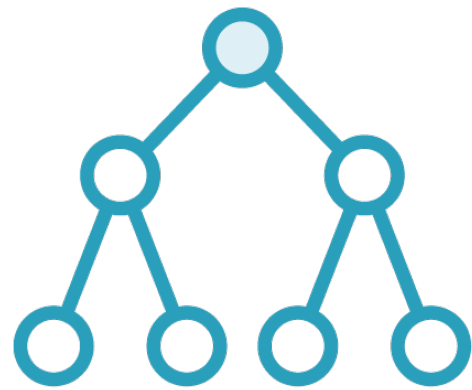
Classification and Categorization



Classification and Categorization



Applications to Technology



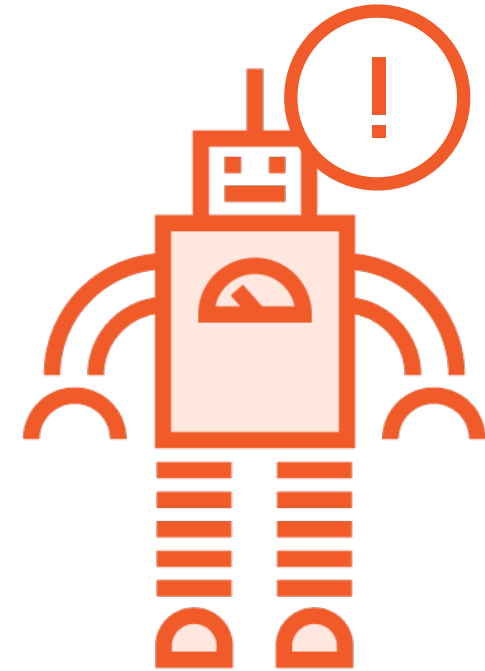
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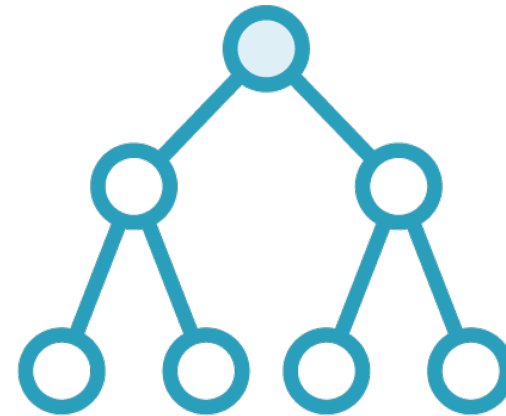
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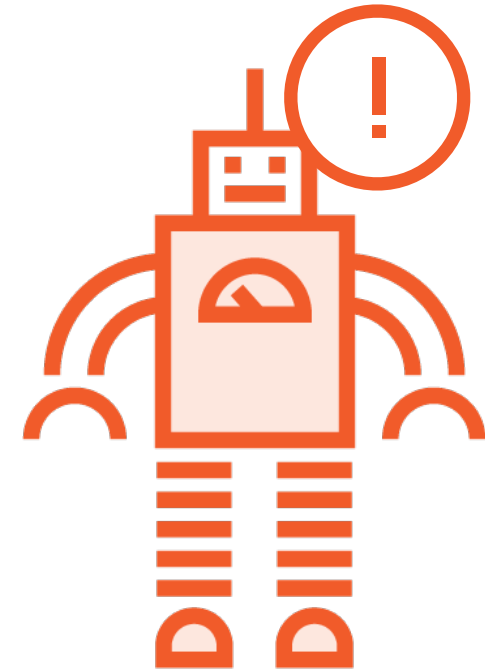
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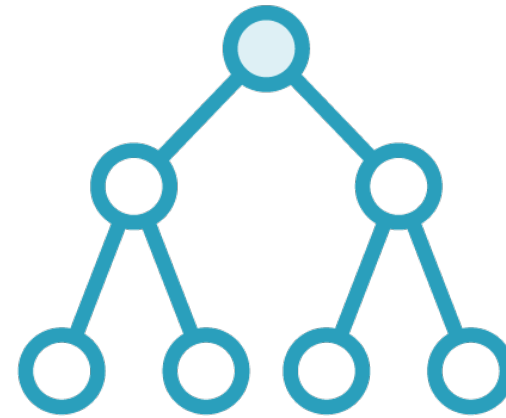
Uses classification and
categorization

Applications to Psychology



Classification

New information
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pre-existing categories



Categorization

Categories formed
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corpus



Human Learning

Uses classification and
categorization

Decisions are Tiring

Classification makes them easier

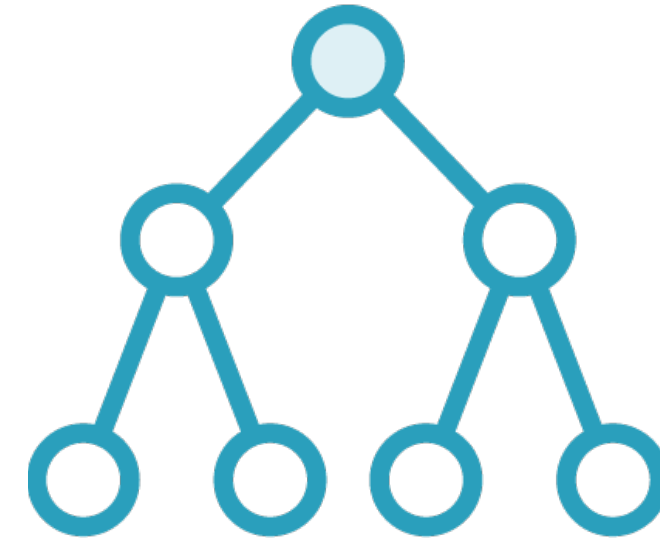
Good food	Bad food
Good behavior	Bad behavior
Important/urgent	Not important/not urgent

The Brain's Energy-saving Mode



Classification

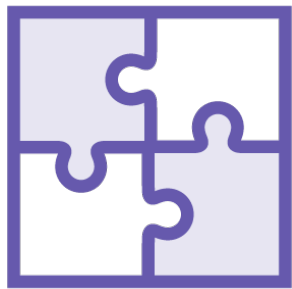
New information classified into
pre-existing categories



Categorization

Categories formed from
pre-existing corpus

Decision-making is tiring,
classification and categorization
help our brains cope



**Human personalities can be
classified and categorized too**

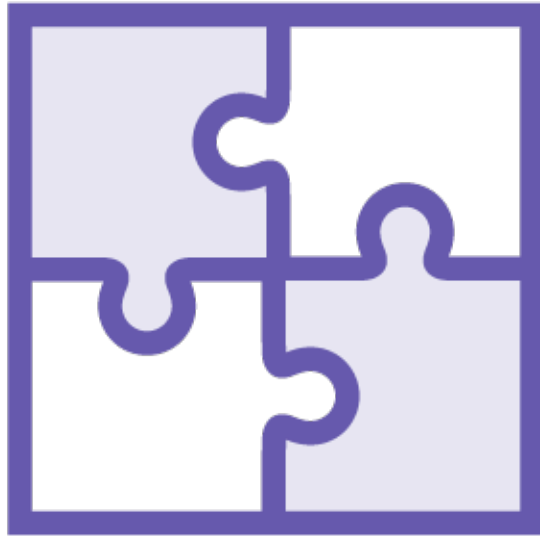


**Human personalities can be
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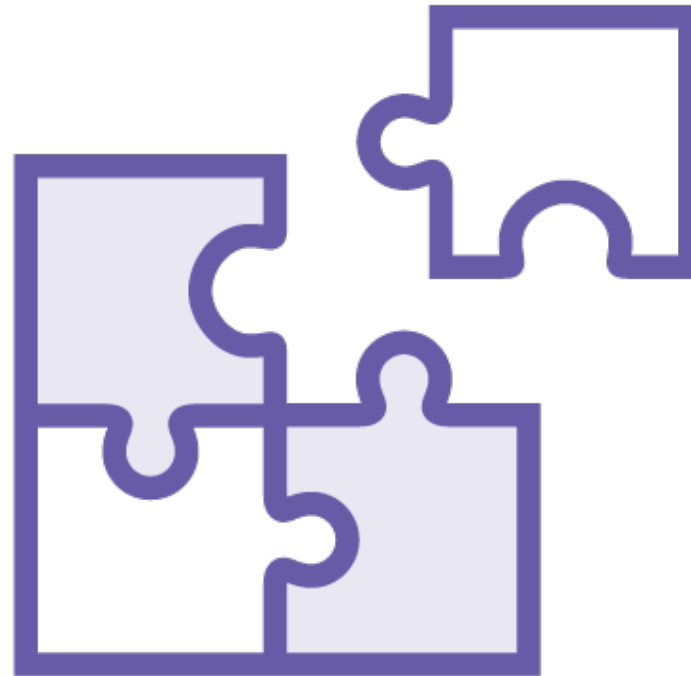
Personalities



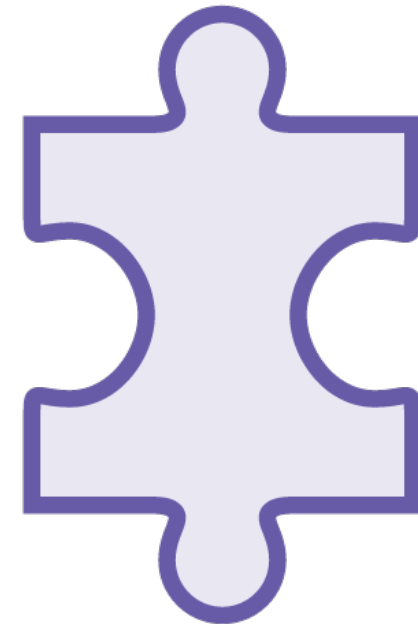
Personalities



Personalities



Broken down



Individual traits

Personality traits:
Predictors of human behavior

Classifying Personalities



Manager

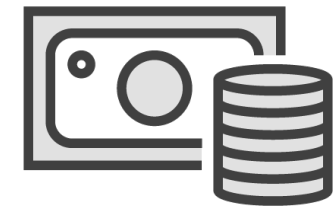


Team

Classifying Personalities



Manager



Motivate team



Psychologists researched human personalities...

...and classified them into categories

These categories map neatly to...

The Big Five personality traits

Big Five Personality Traits

Openness

Conscientiousness

Extraversion

Agreeableness

Neuroticism

Big Five Personality Traits

Openness

Conscientiousness

Extraversion

Agreeableness

Neuroticism

Reading People is Tiring:
Classification Makes It Easier

Human Behavior



Workplace



Personal Life

Human Behavior



Workplace



Personal Life



Read People

Human Behavior



Workplace



Personal Life



Read People

Human Behavior



**Whom to
befriend**



**Whom to stay
away from**



**Whom to
partner with**

Human Behavior



Workplace



Personal Life

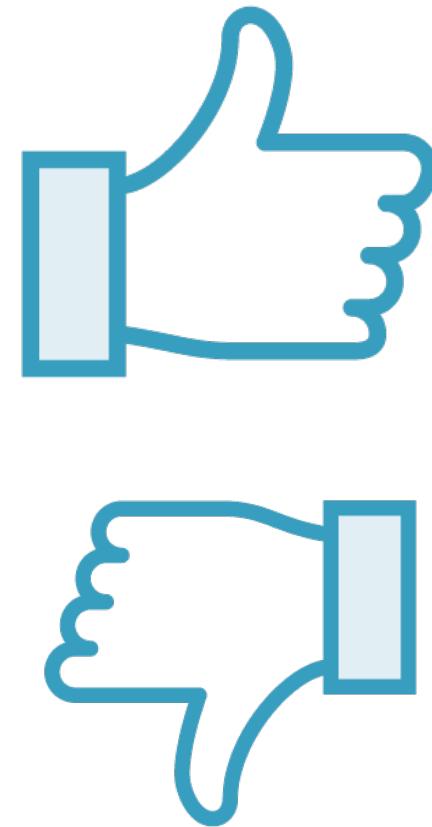


Read People

Human Behavior



Know your team



**Understand their
strengths and
weaknesses**



Motivate them

Motivation Makes Stars

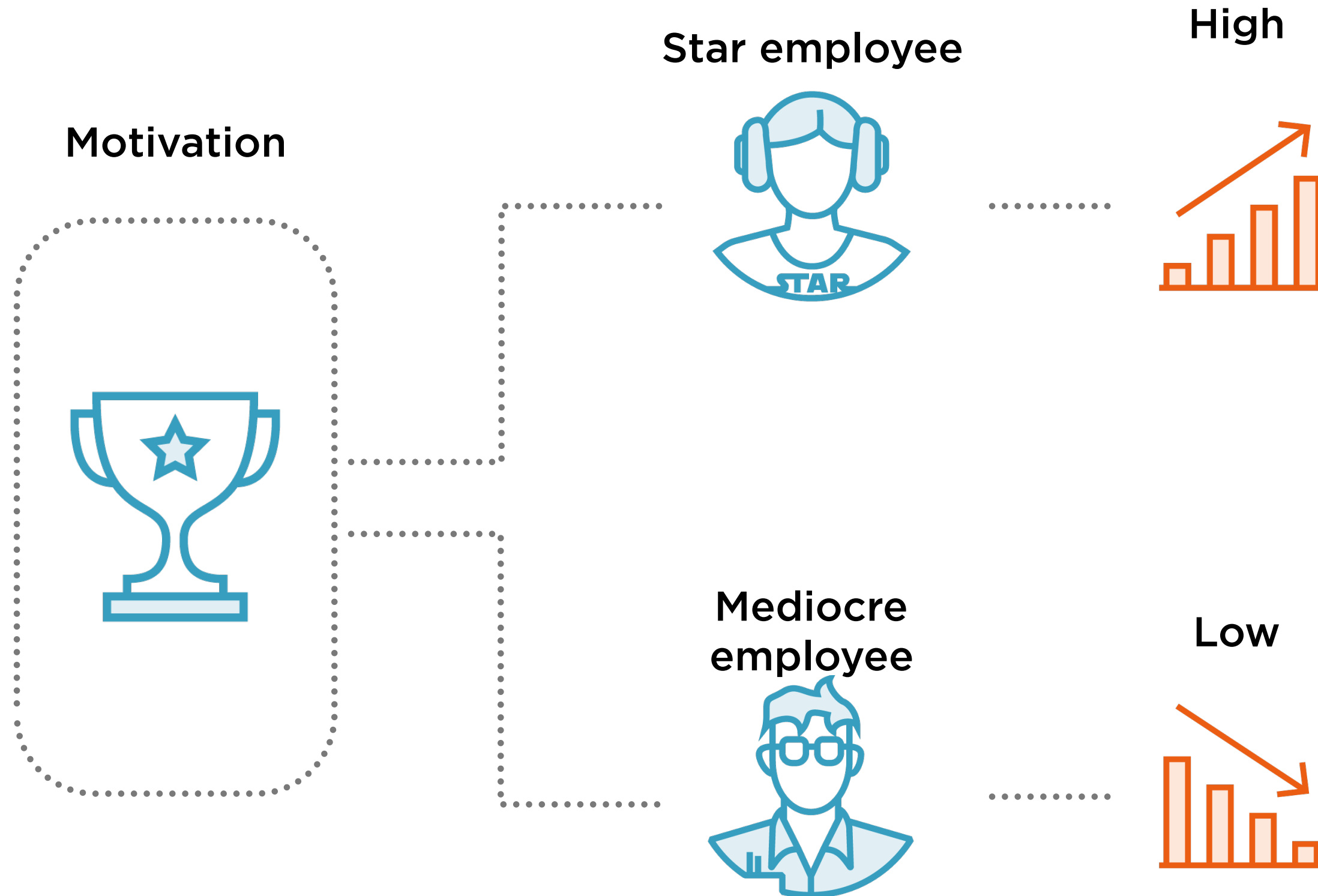


**Average employee:
Productivity = x**



**Star employee:
Productivity = 10x**

Motivation Makes Stars



Stakeholders



Superiors



Subordinates



Peers

Stakeholders



Superiors



Stakeholders



Peers



Career path

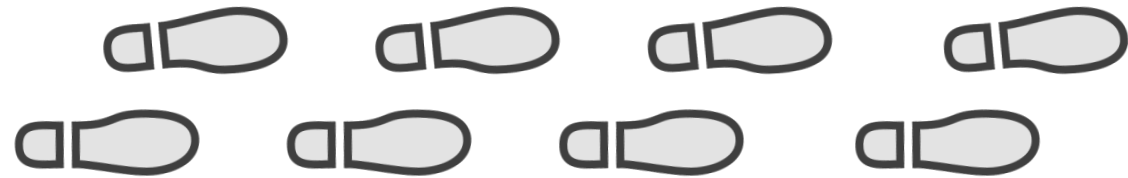
“Don’t blame the boss. He has
enough problems”

Donald Rumsfeld

Human Behavior



**FBI Behavioral
Analysis Unit**



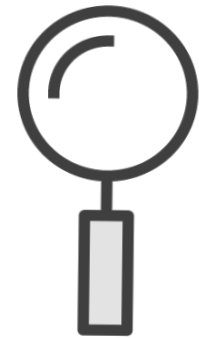
Serious Criminals

Human Behavior

**FBI Behavioral
Analysis Unit**



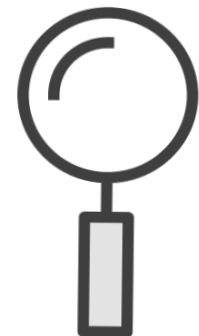
Analyze



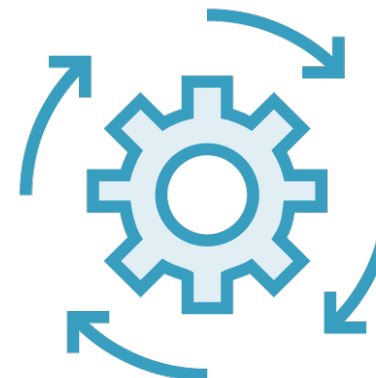
**Psychological
profiles**



Analyze



**Modus
operandi**



Criminal

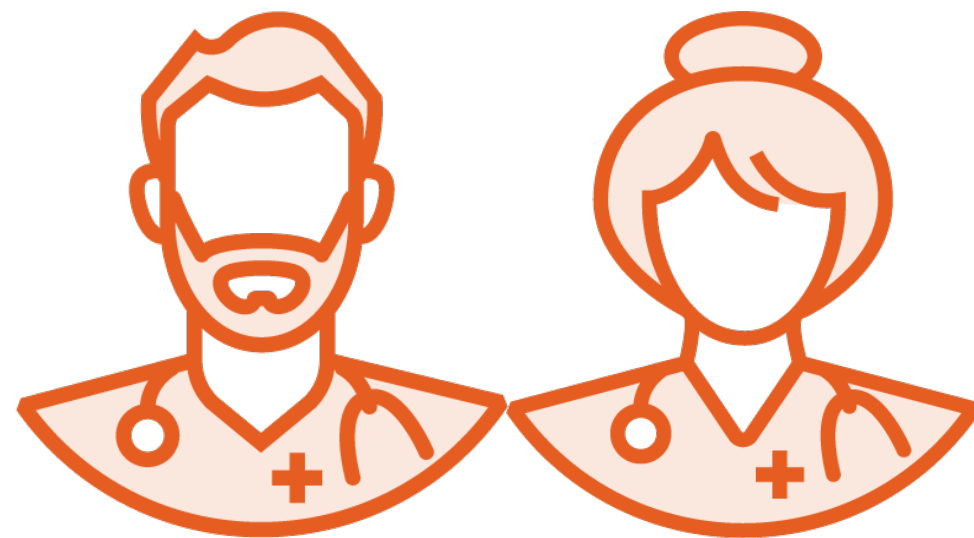


Categorising people is hard

Each individual is literally **unique**

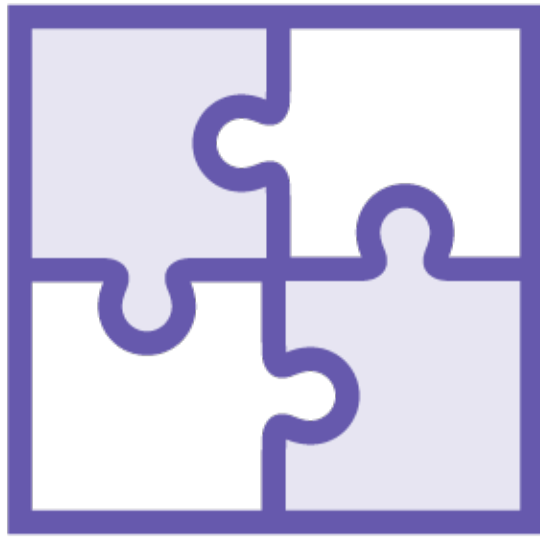
“Personality traits remain stable throughout most of our life. They are the constant aspects of our individuality”

Emotional Competence

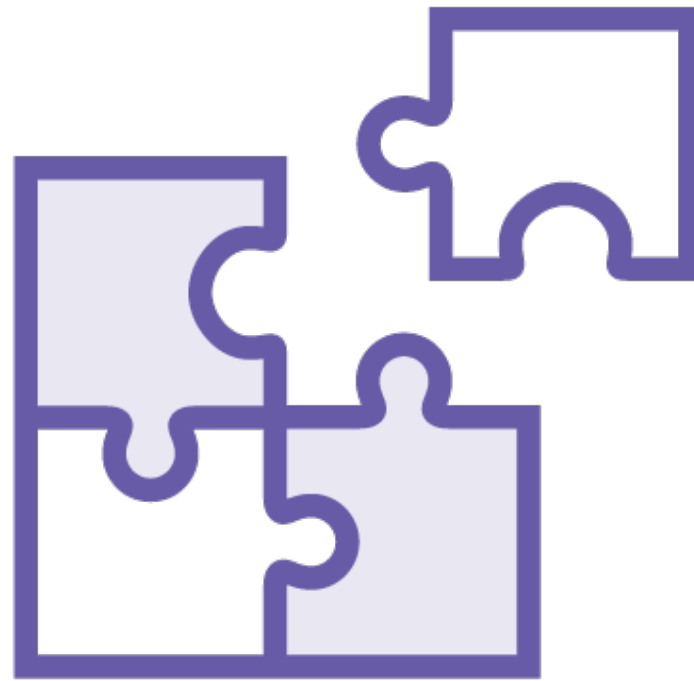


How do you understand the **unique** personalities of people you meet?

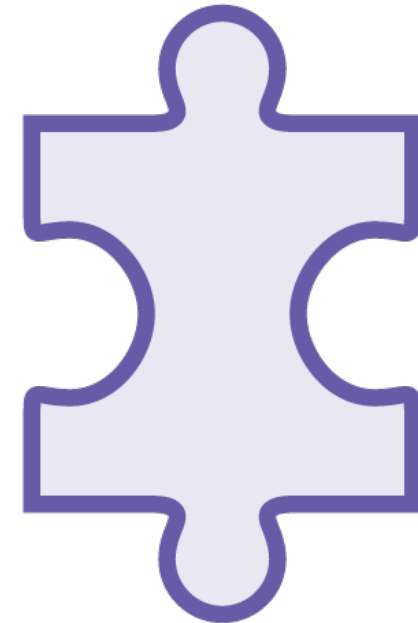
Personalities



Personalities

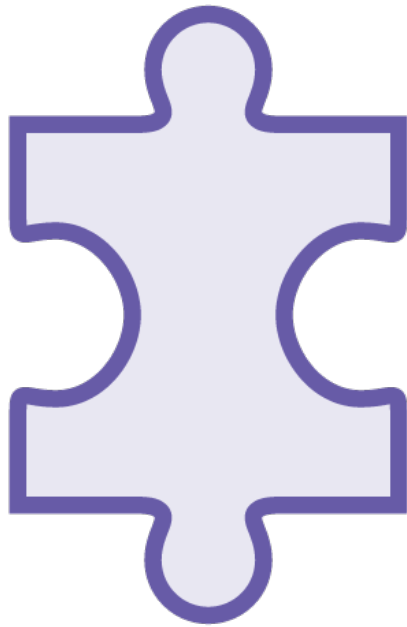


Analysis

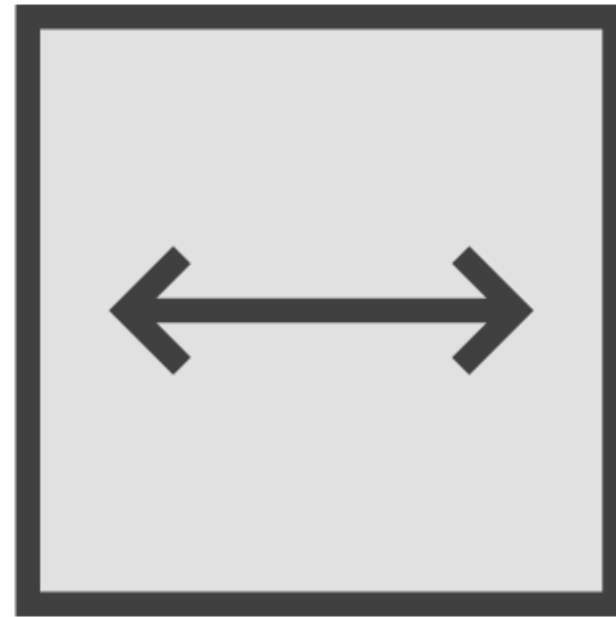


Individual traits

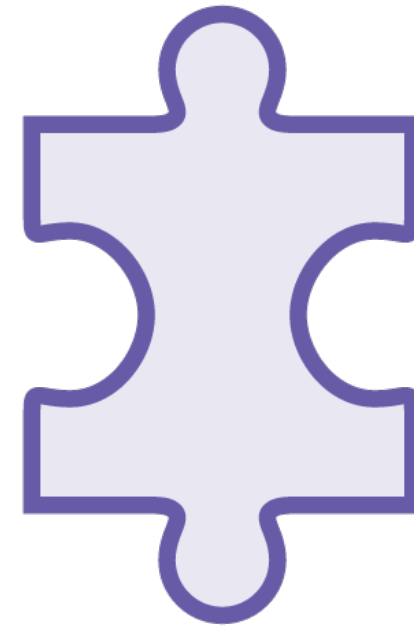
Personality Traits



Individual traits



Correlation

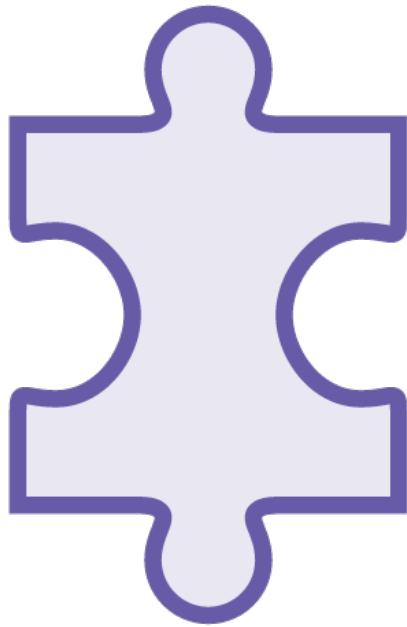


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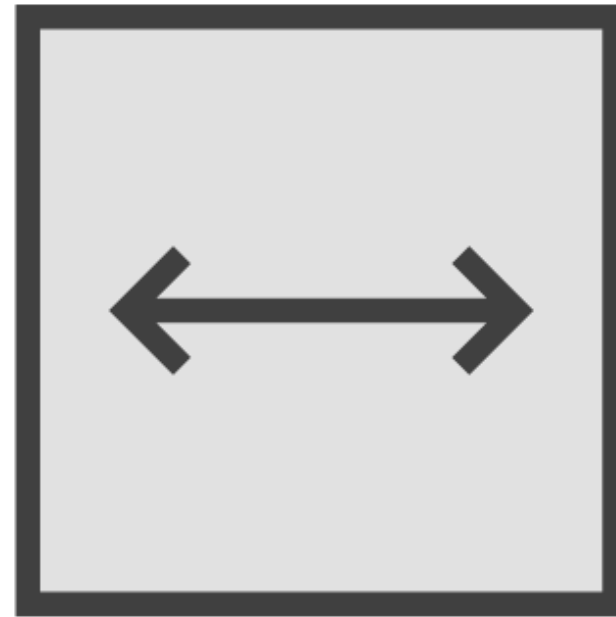
“Personality is the blend of characteristics that make a person unique”

Weinberg and Gould (1999)

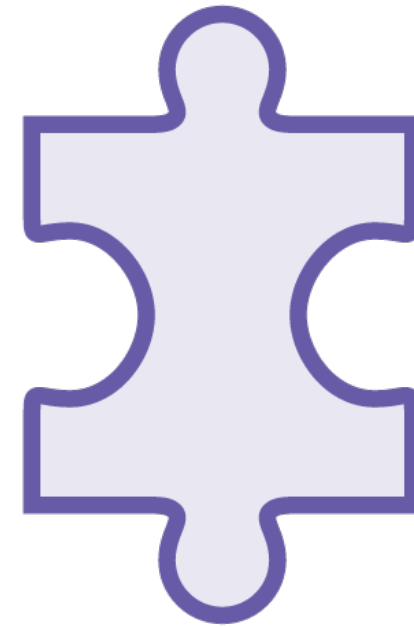
Personality traits



Individual traits



Correlation



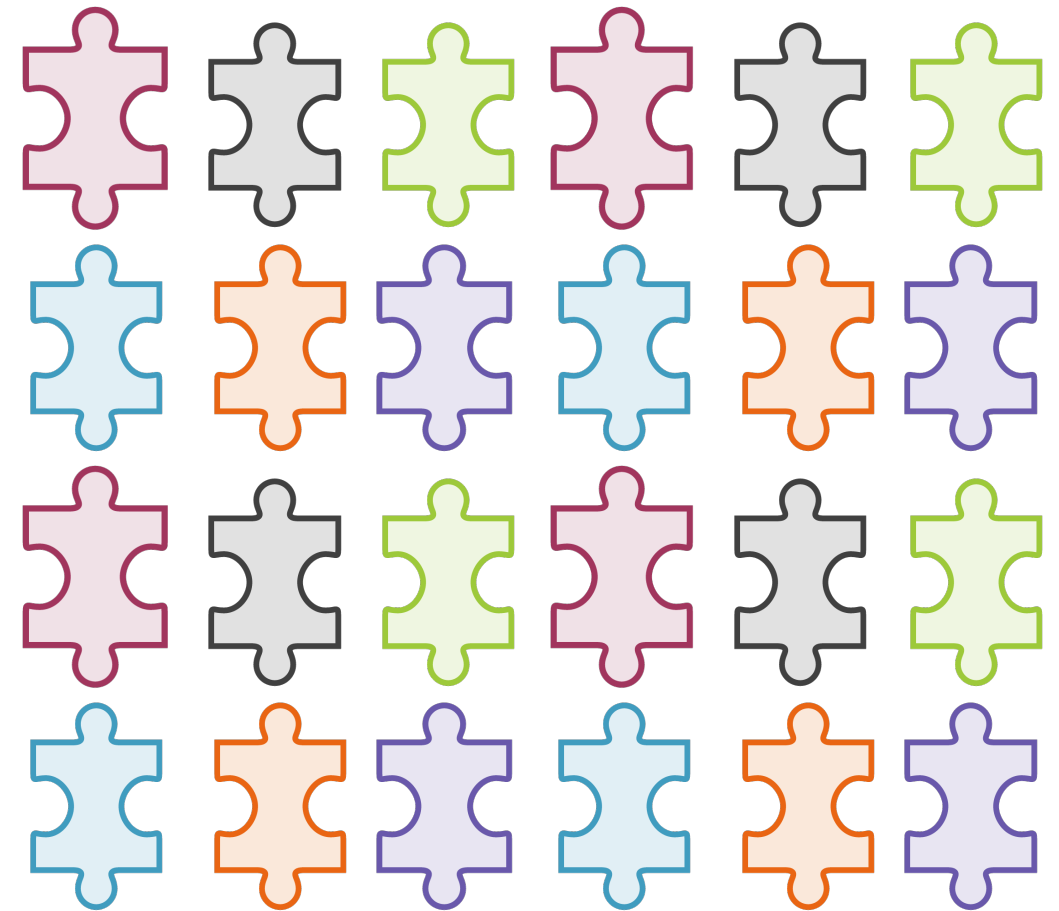
Individual traits

Personality traits

Dictionary

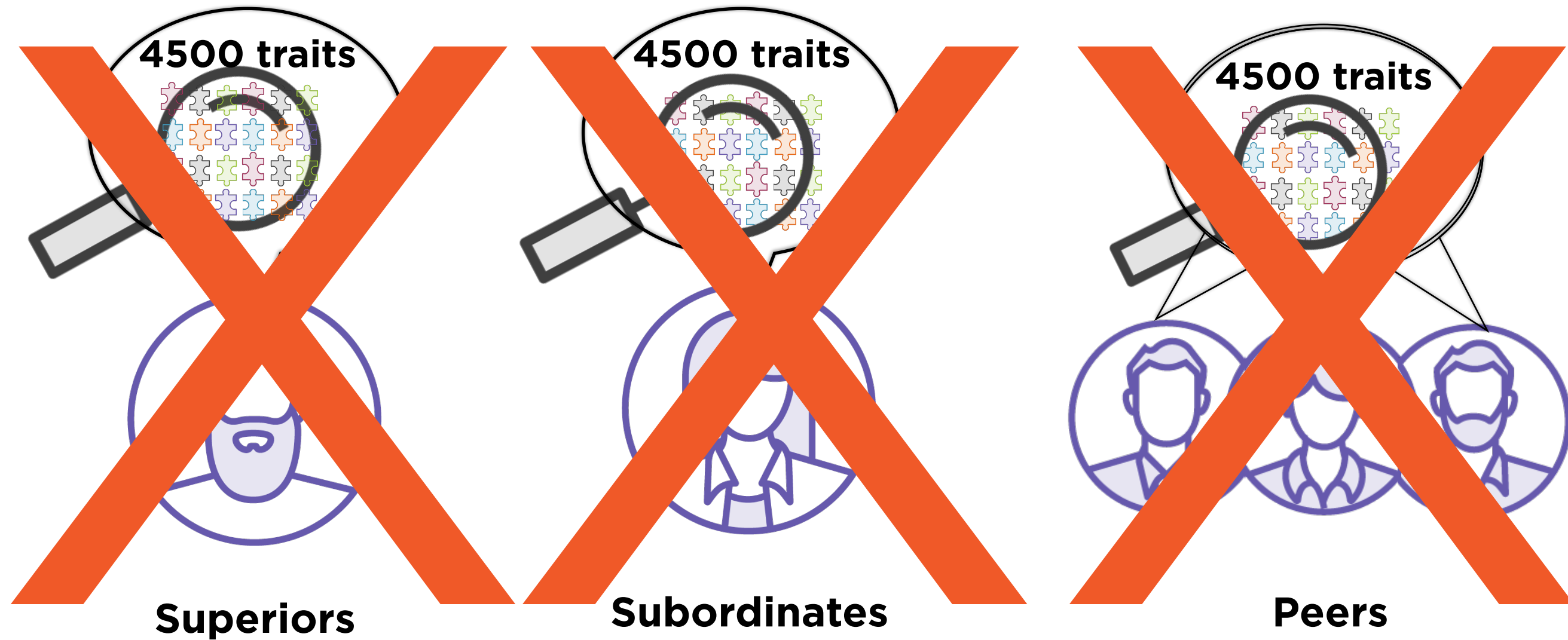


Exhaustive Research

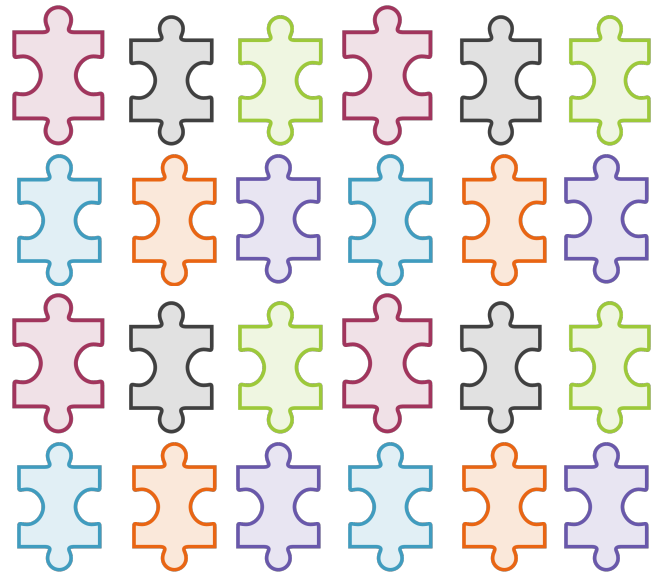


~4500 Traits

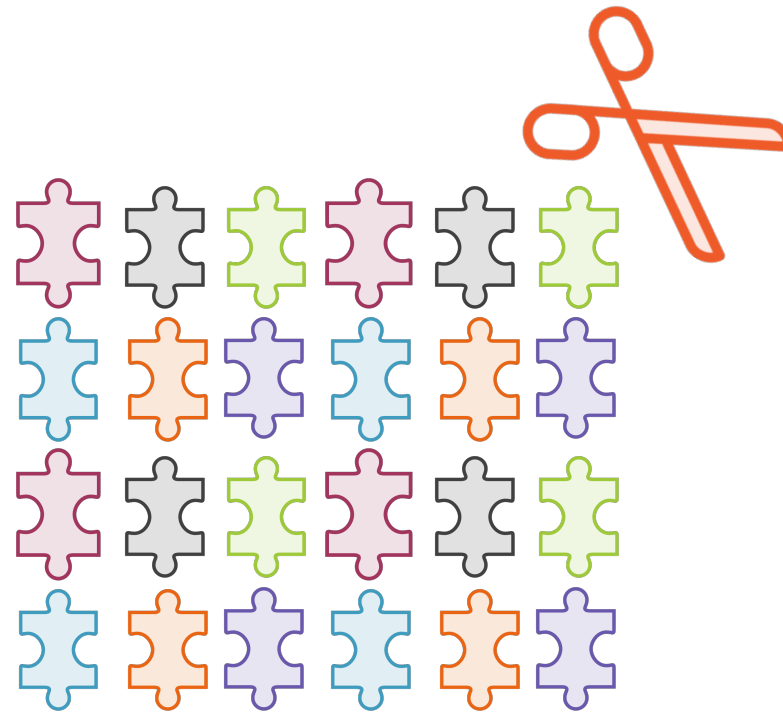
Personality traits



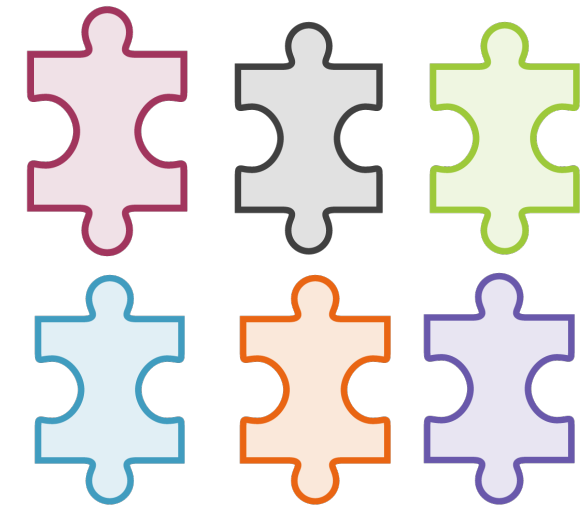
Personality traits



~4500 Traits

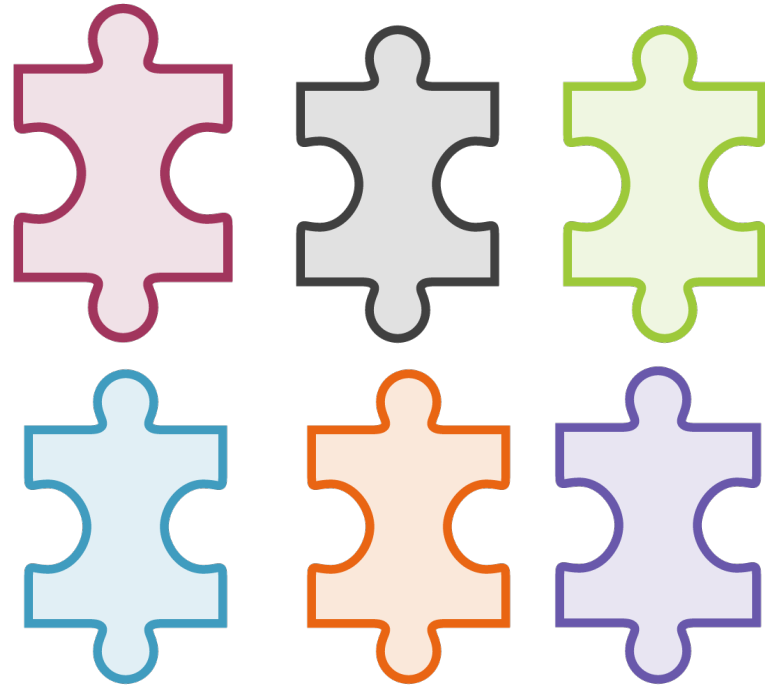


De-duplicated

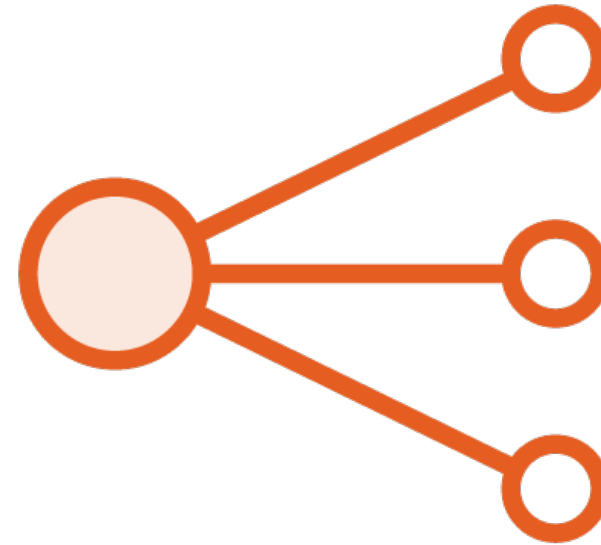


171 Individual Traits

Personality traits



~171 Traits



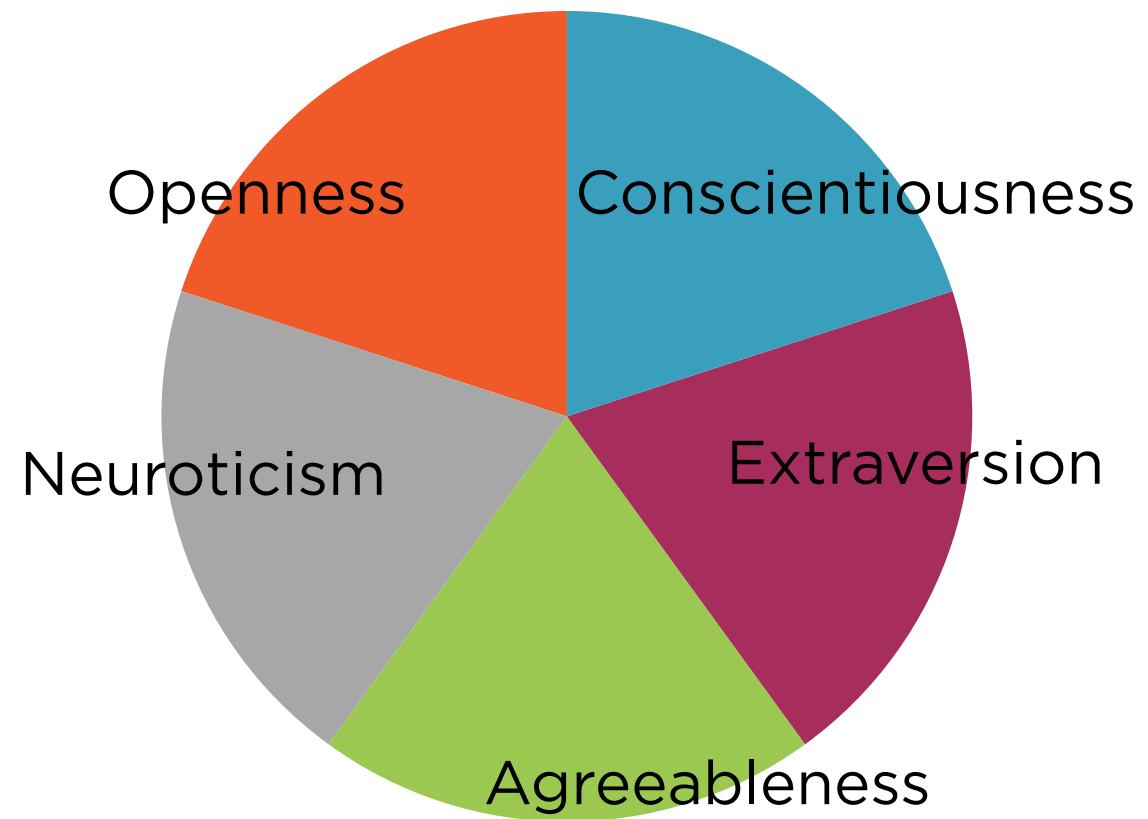
Factor Analysis



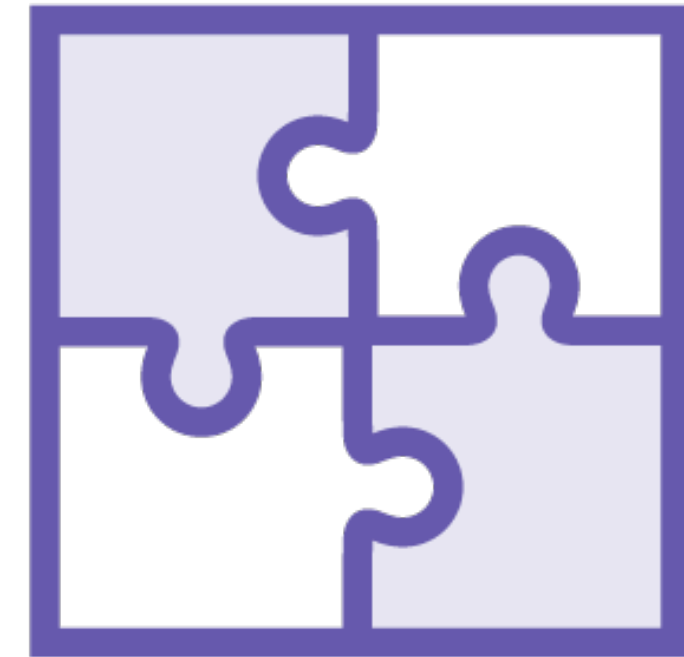
**Big Five Personality
Traits**

The Big Five Traits Introduced

The Big Five Personality Traits

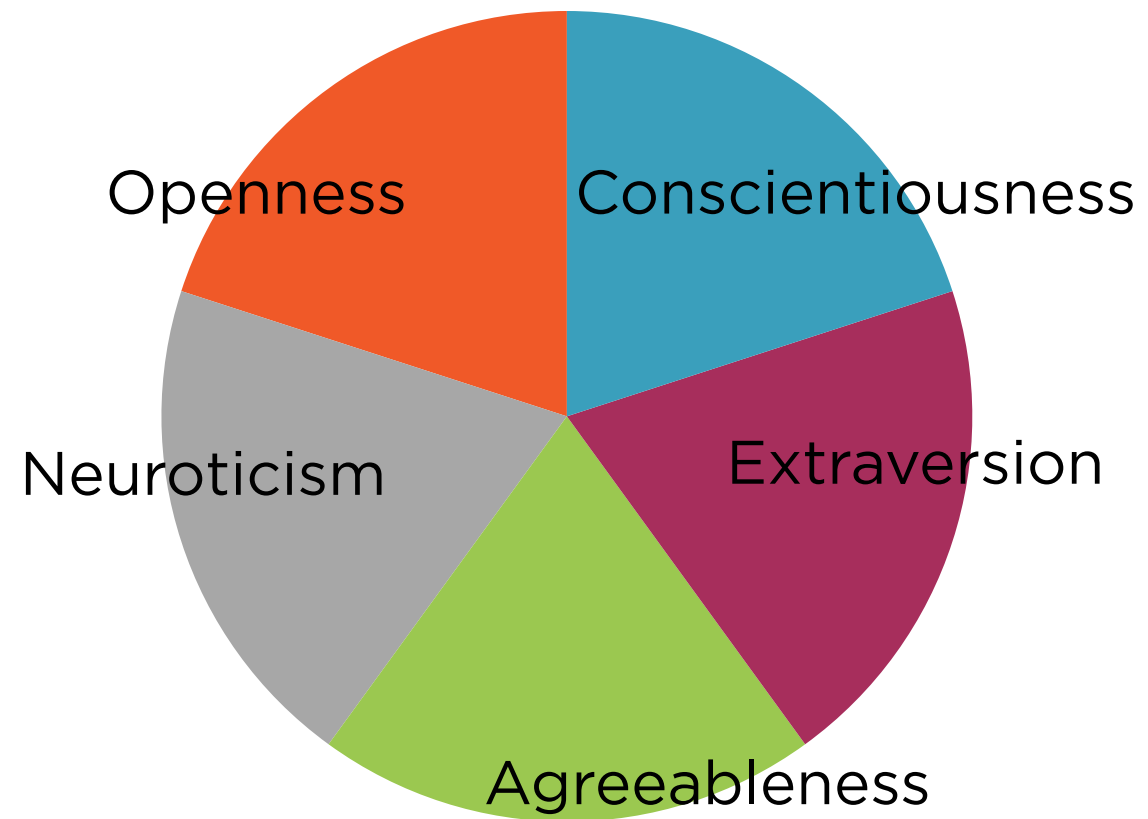


The Big Five



Each consists of correlated facets

The Big Five Personality Traits

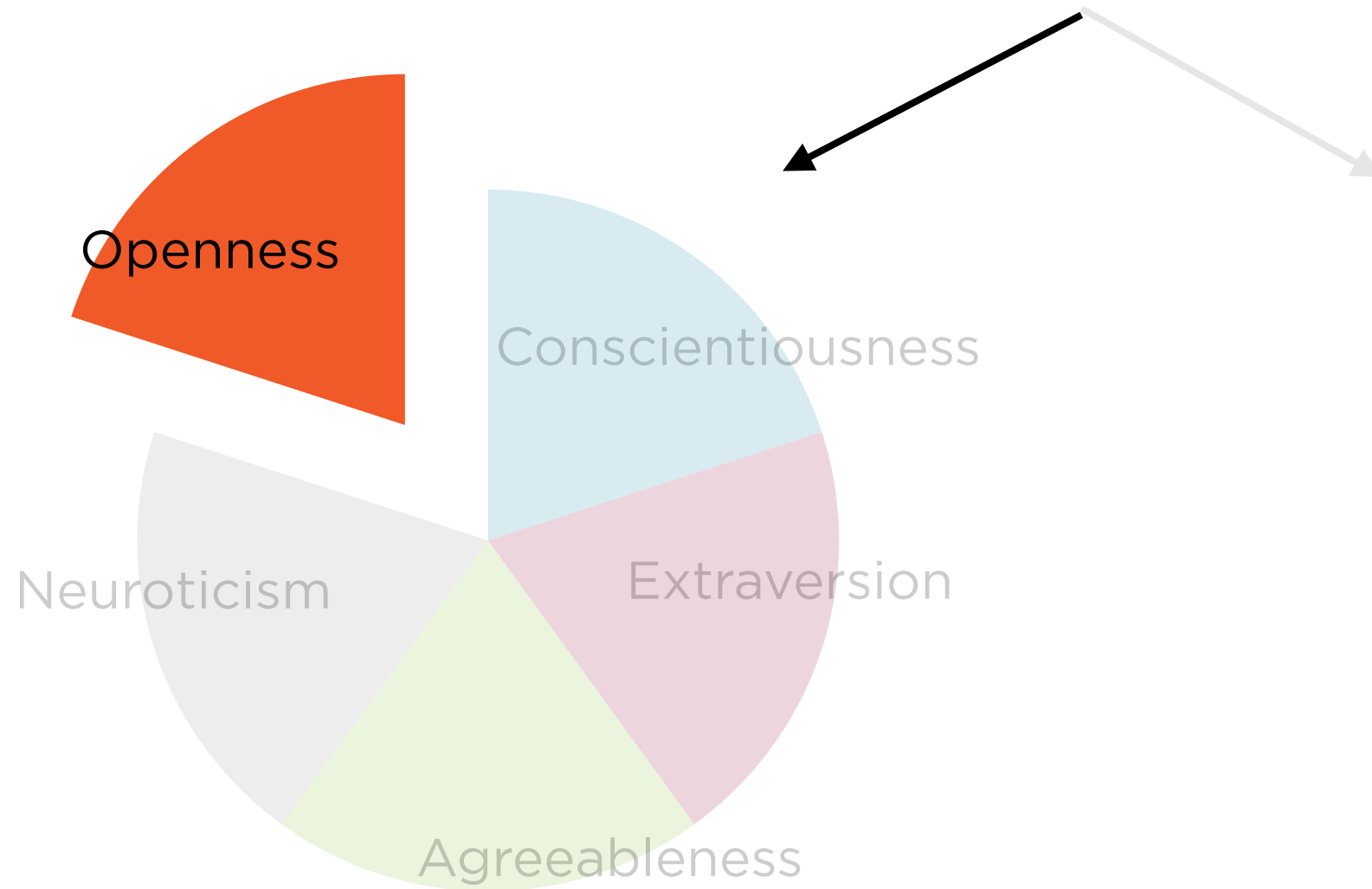


The Big Five



Each consists of
correlated facets

The Big Five Personality Traits



The Big Five



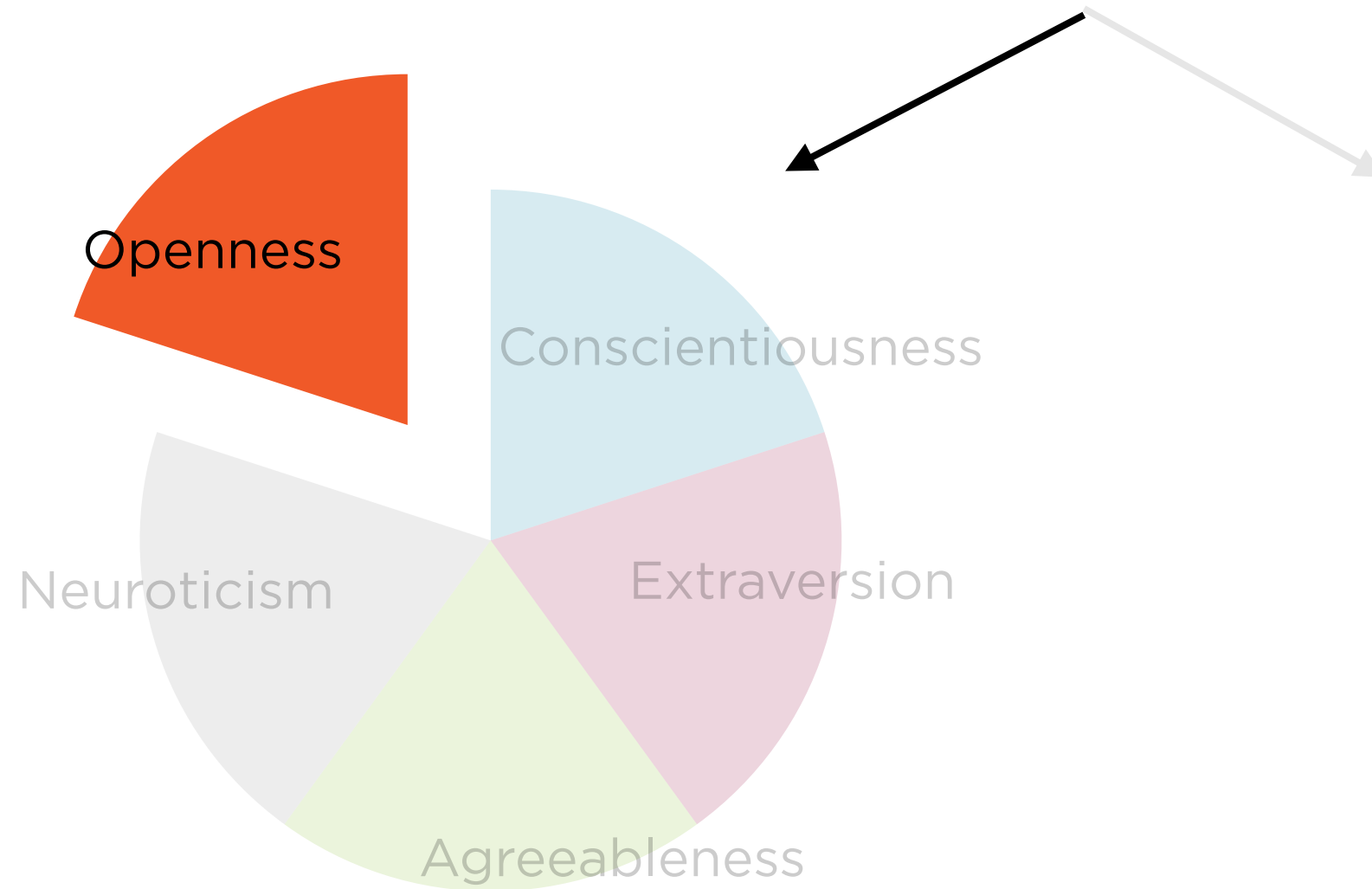
Each consists of correlated facets

The Big Five Personality Traits



- **Eager for new experiences**
- **Not tied to comfort zone**
- **New ideas**
- **Creativity and intellectual curiosity**
- **Idioms and metaphors**
- **Experimentation**

The Big Five Personality Traits

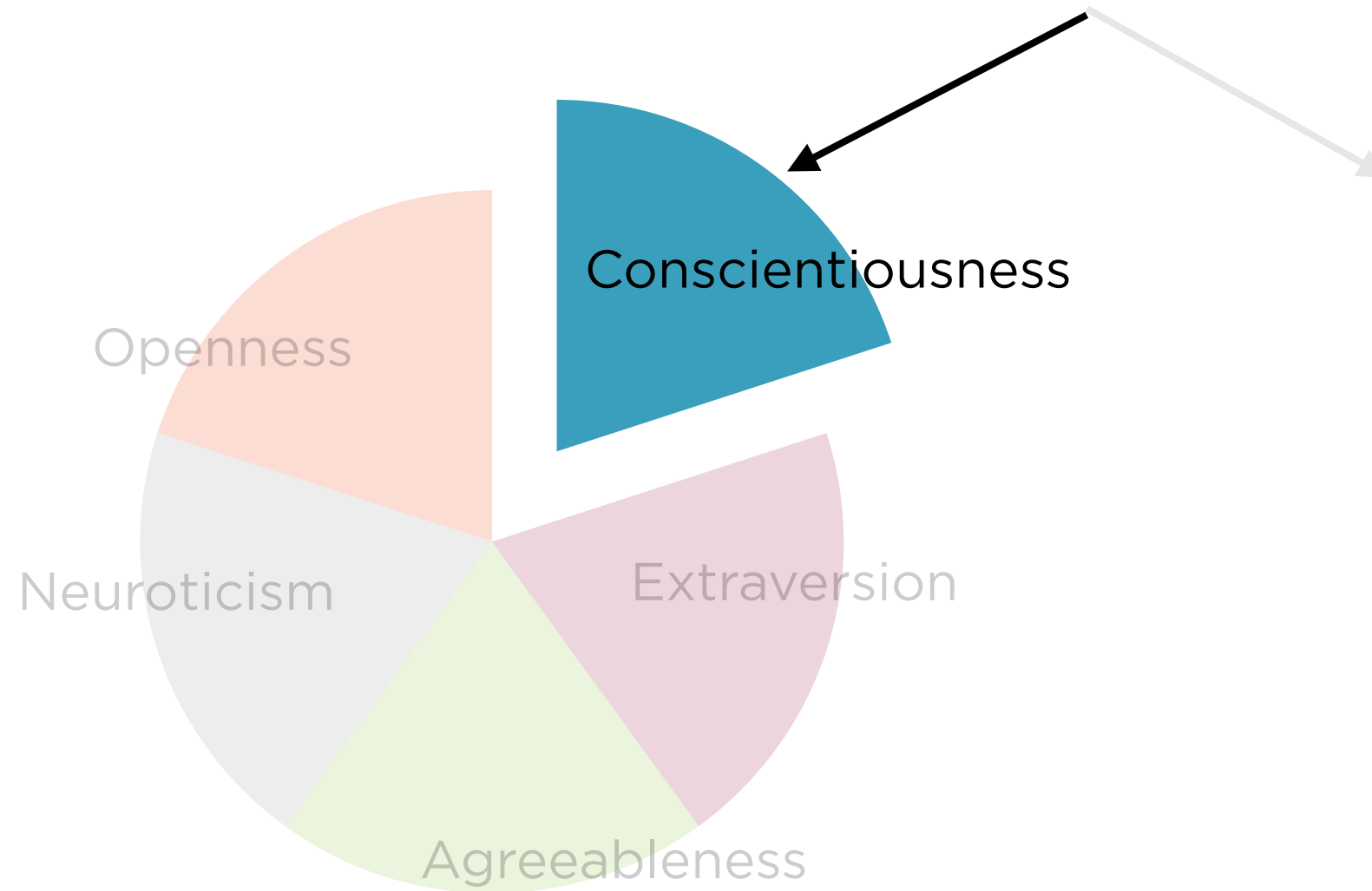


The Big Five



Each consists of
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The Big Five Personality Traits



The Big Five

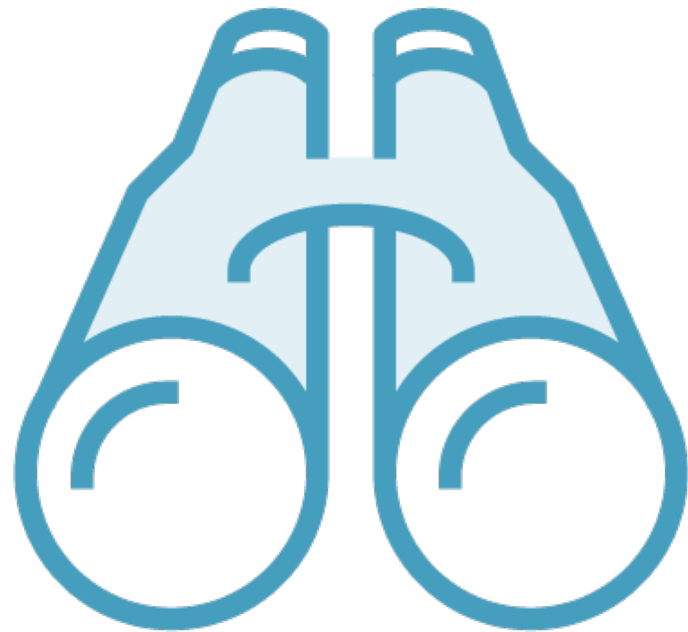


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The Big Five Personality Traits

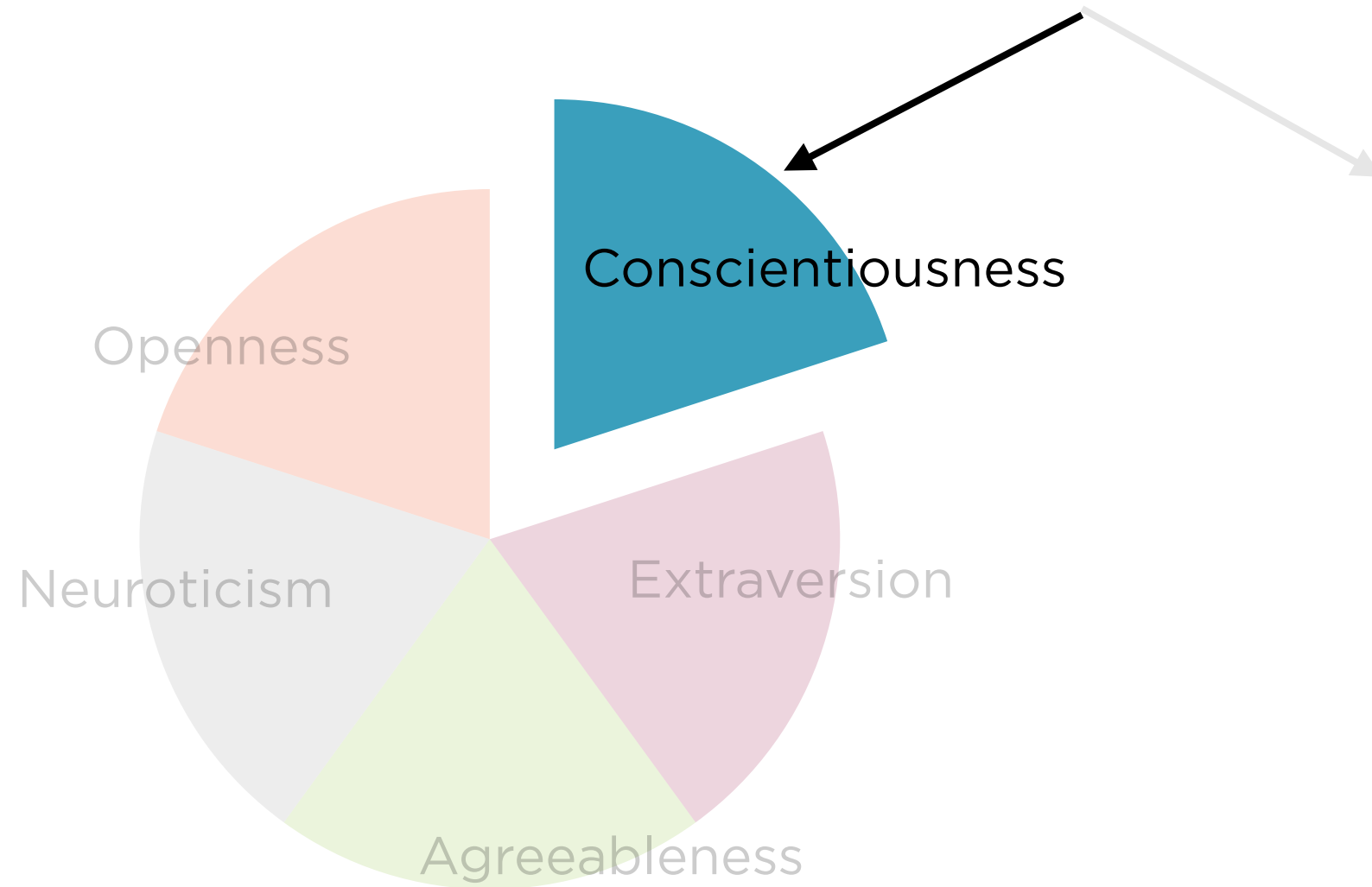


Conscientiousness



- **Diligence**
- **Attention to detail**
- **Thoroughness**
- **Punctuality and neatness**

The Big Five Personality Traits

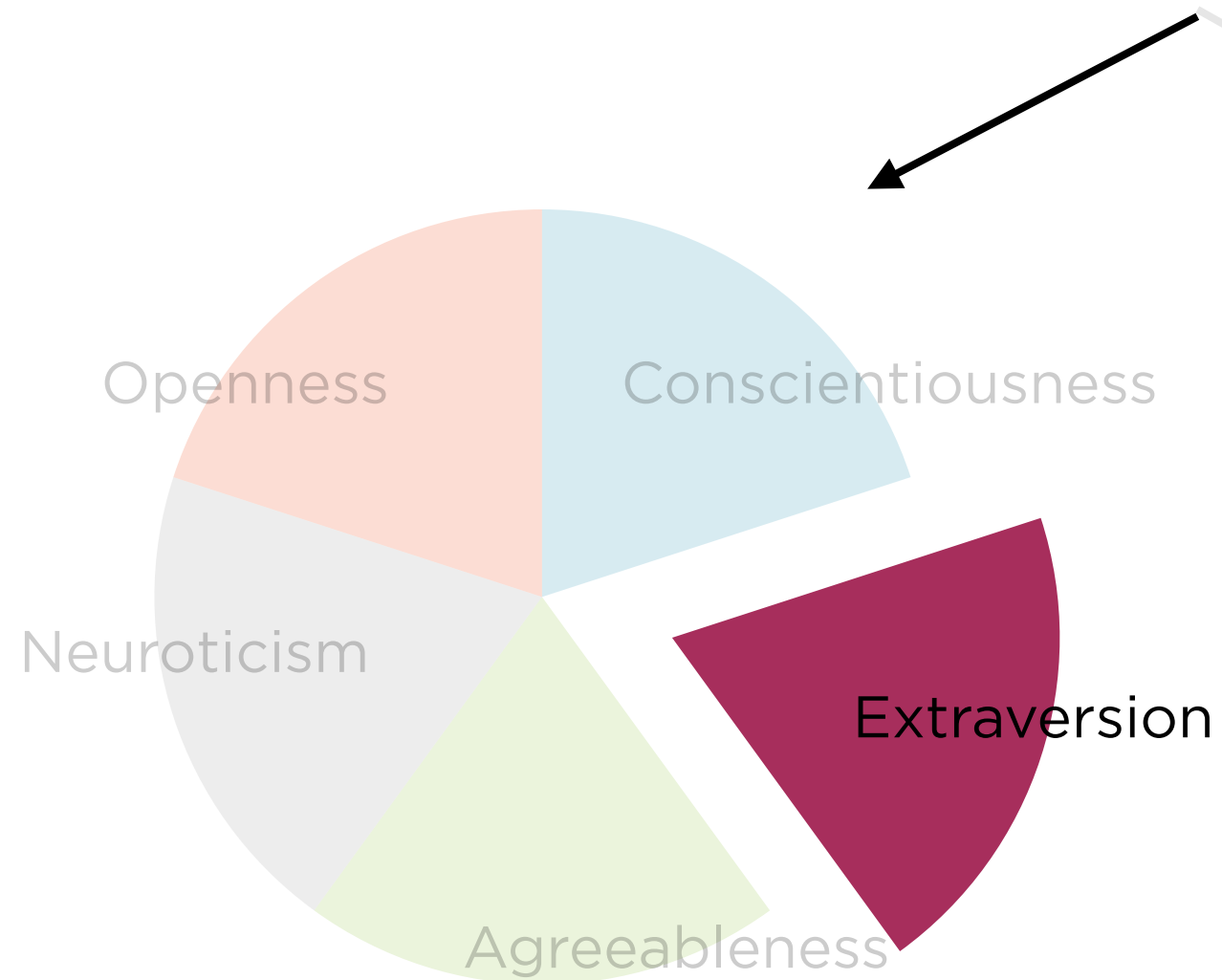


The Big Five



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The Big Five Personality Traits

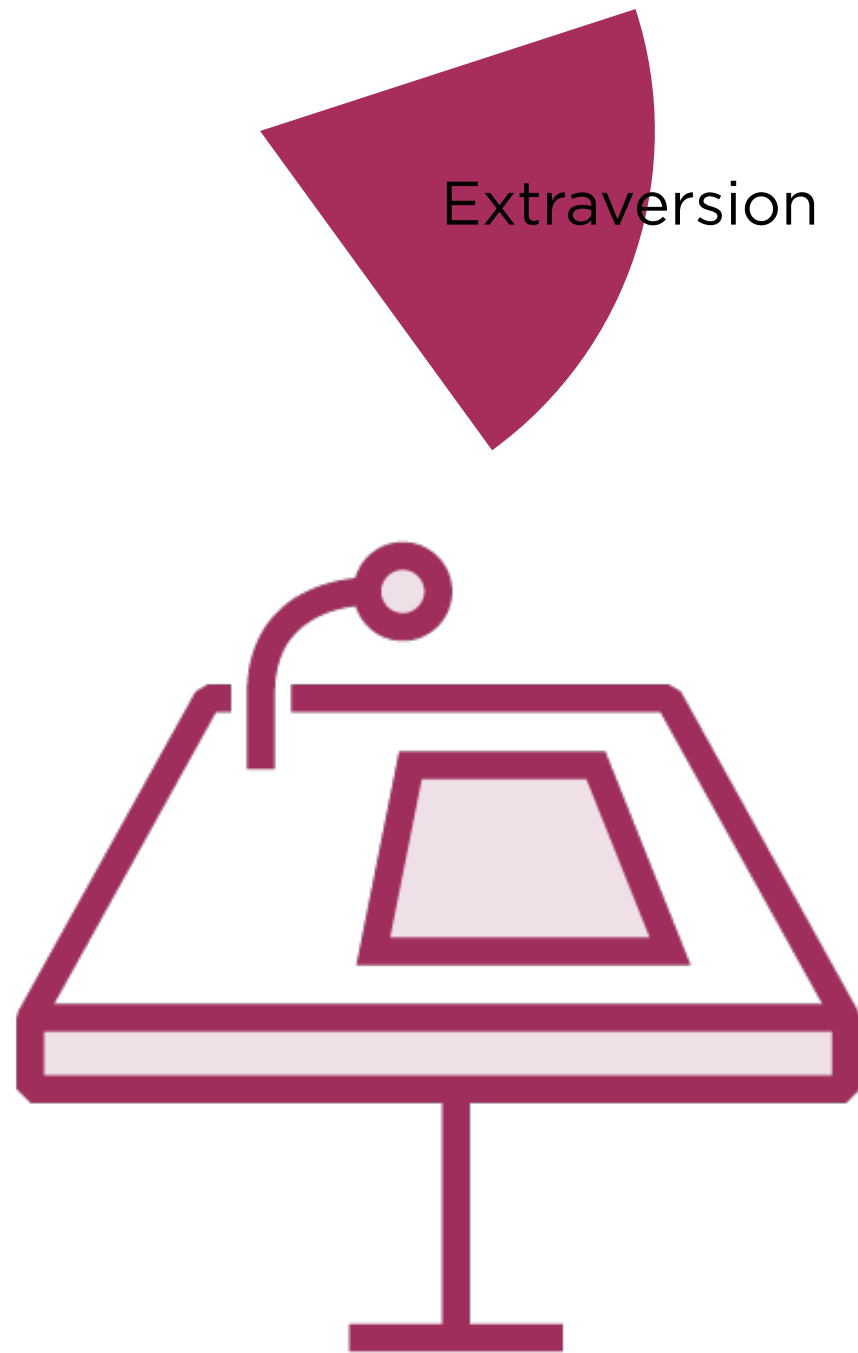


The Big Five



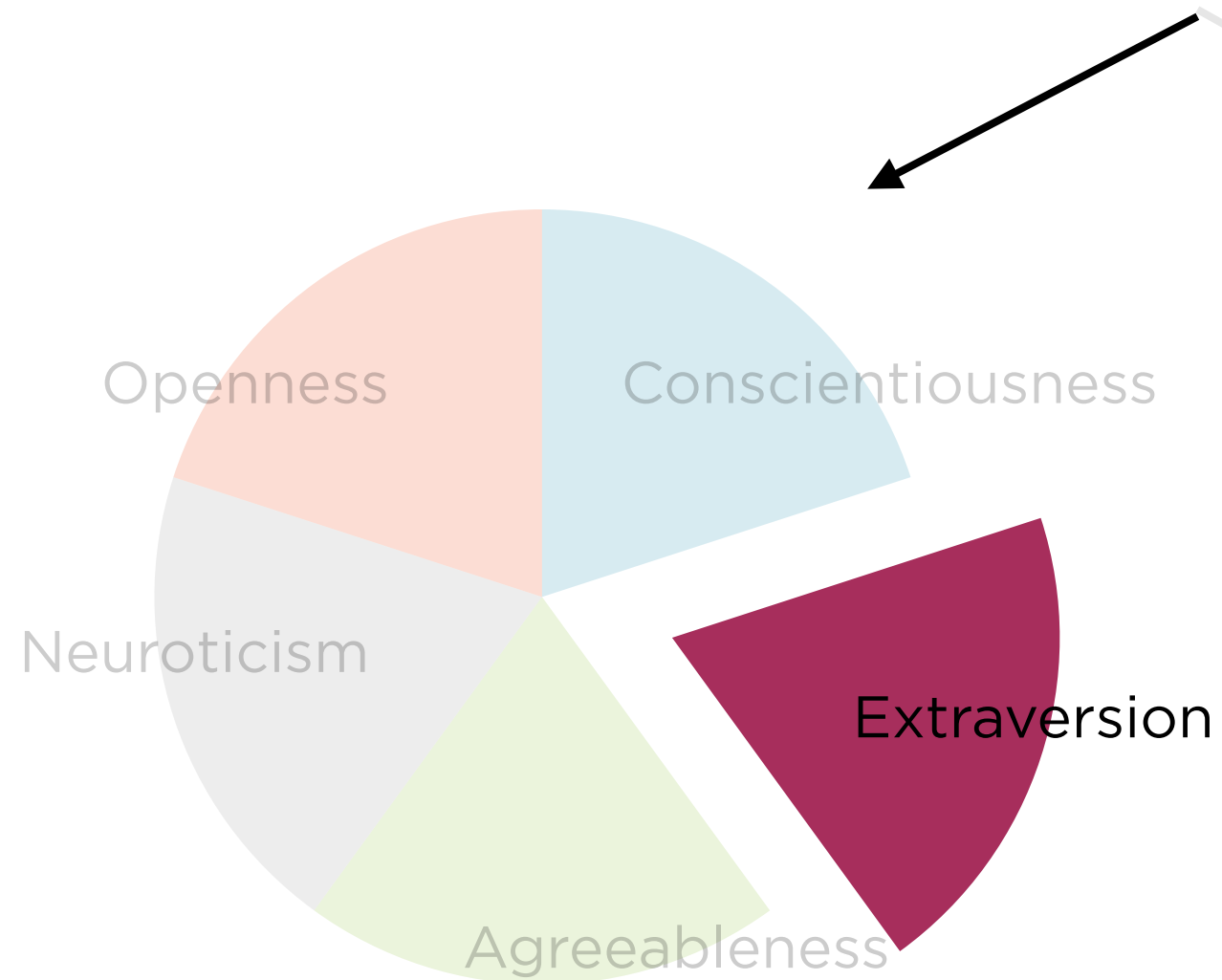
Each consists of
correlated facets

The Big Five Personality Traits



- **Energized by human company**
- **Assertive of own interests**
- **Talkative and gregarious**
- **Comfortable with the limelight**

The Big Five Personality Traits

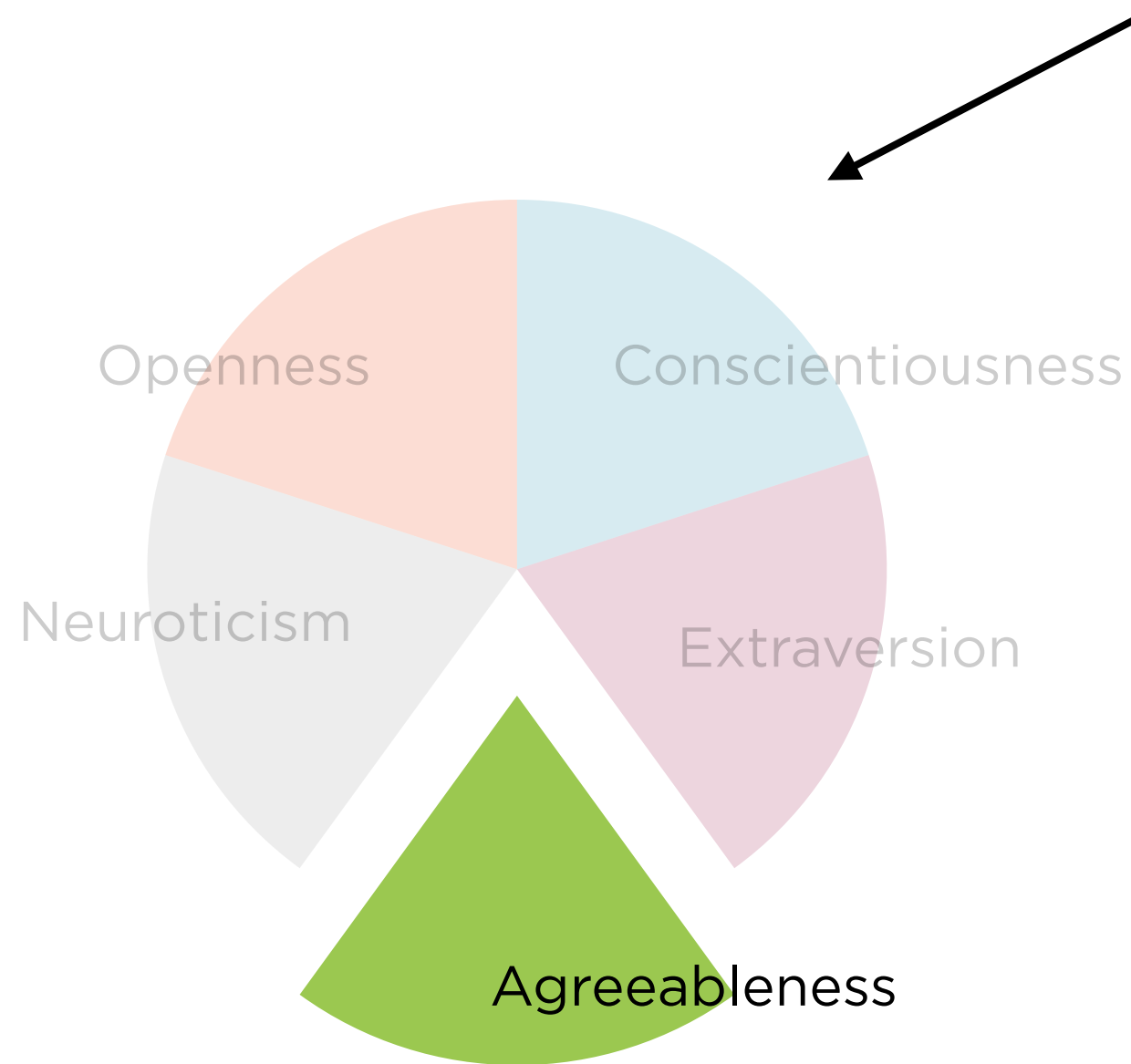


The Big Five



Each consists of
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The Big Five Personality Traits

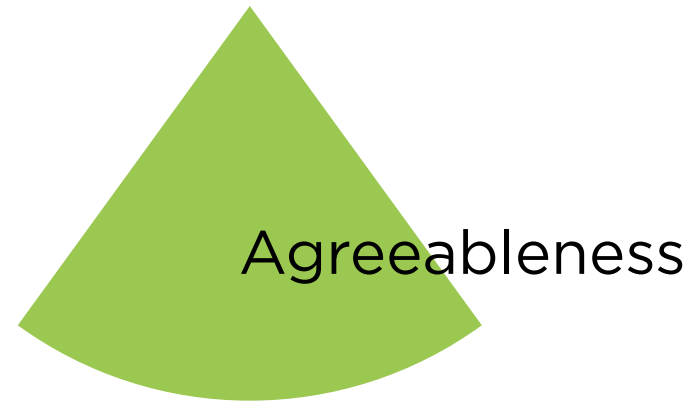


The Big Five



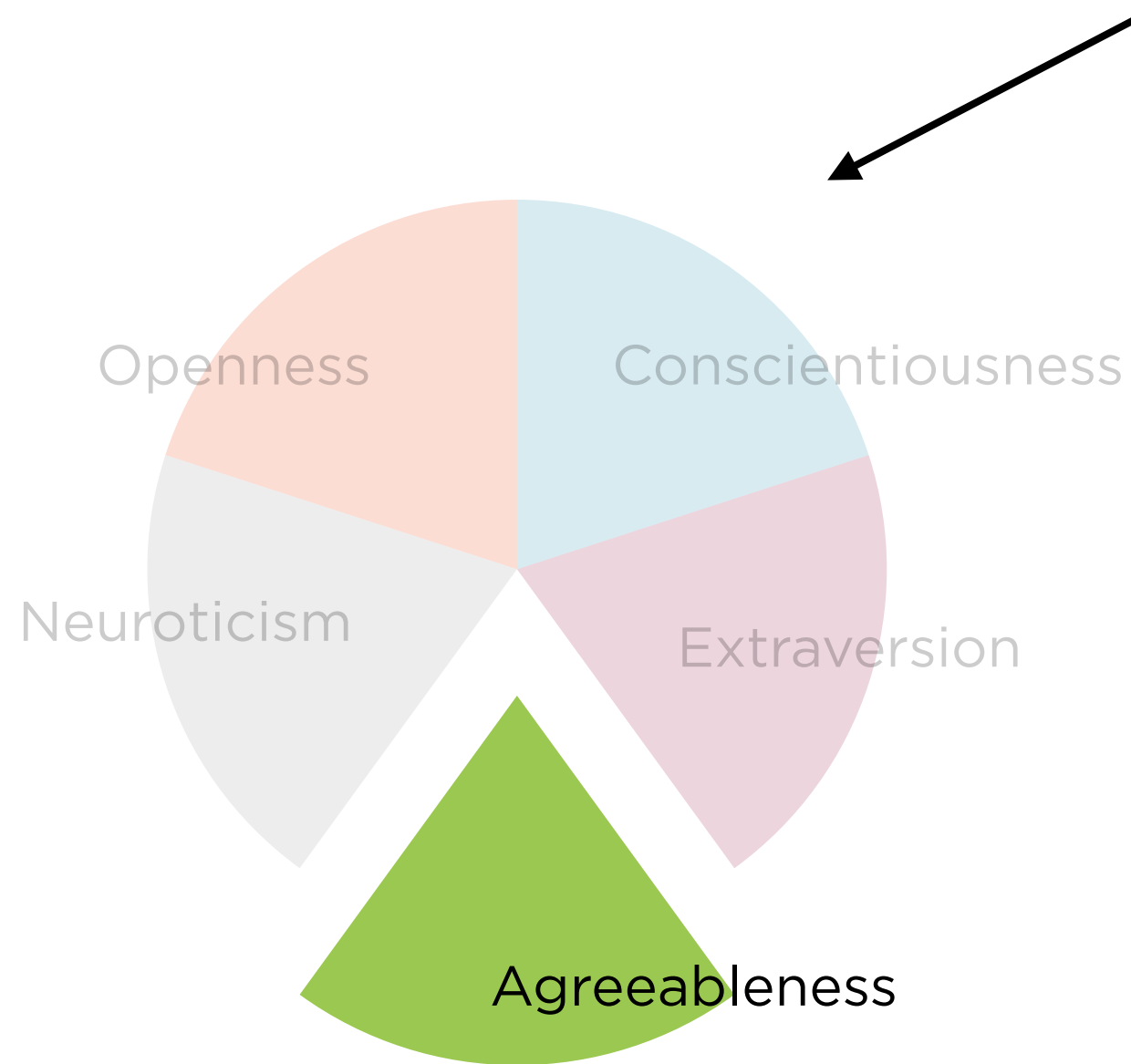
Each consists of
correlated facets

The Big Five Personality Traits



- **Nice, pleasant, friendly**
- **Empathy to others and their compulsions**
- **Predictive of success in long-term relationships**

The Big Five Personality Traits

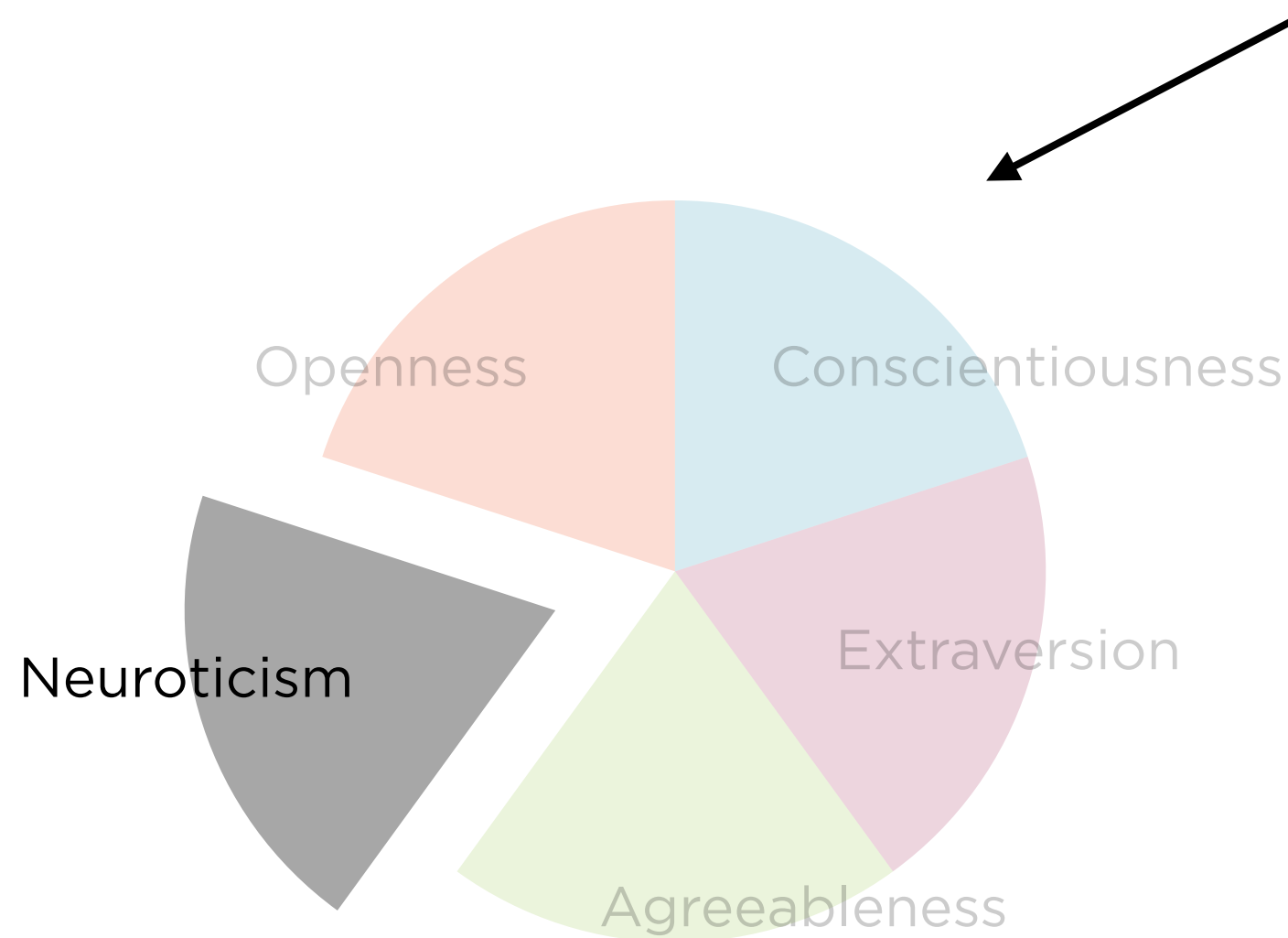


The Big Five



Each consists of
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The Big Five Personality Traits



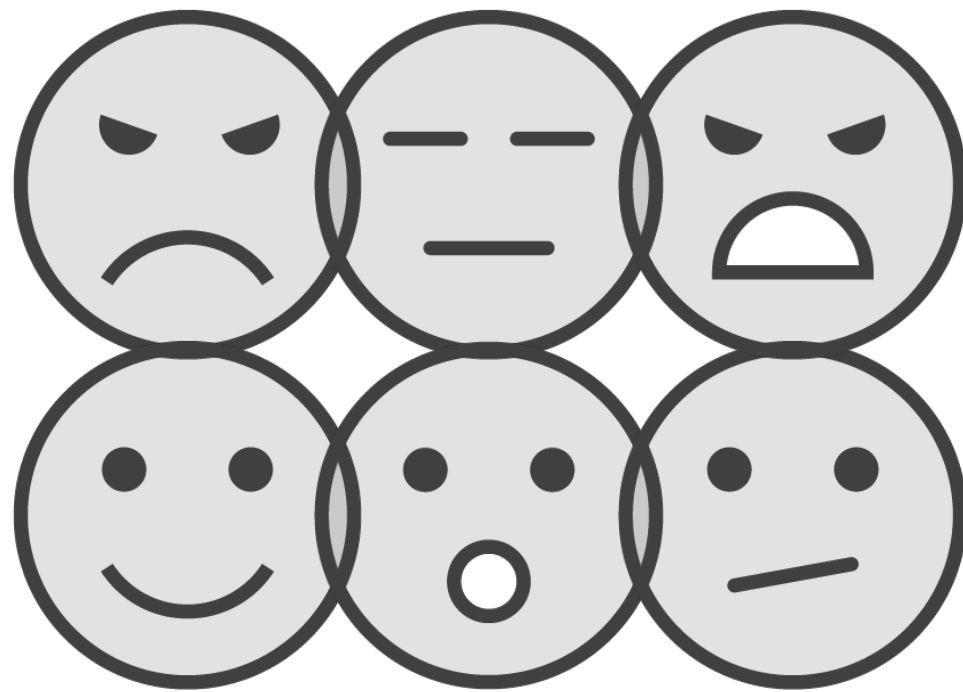
The Big Five



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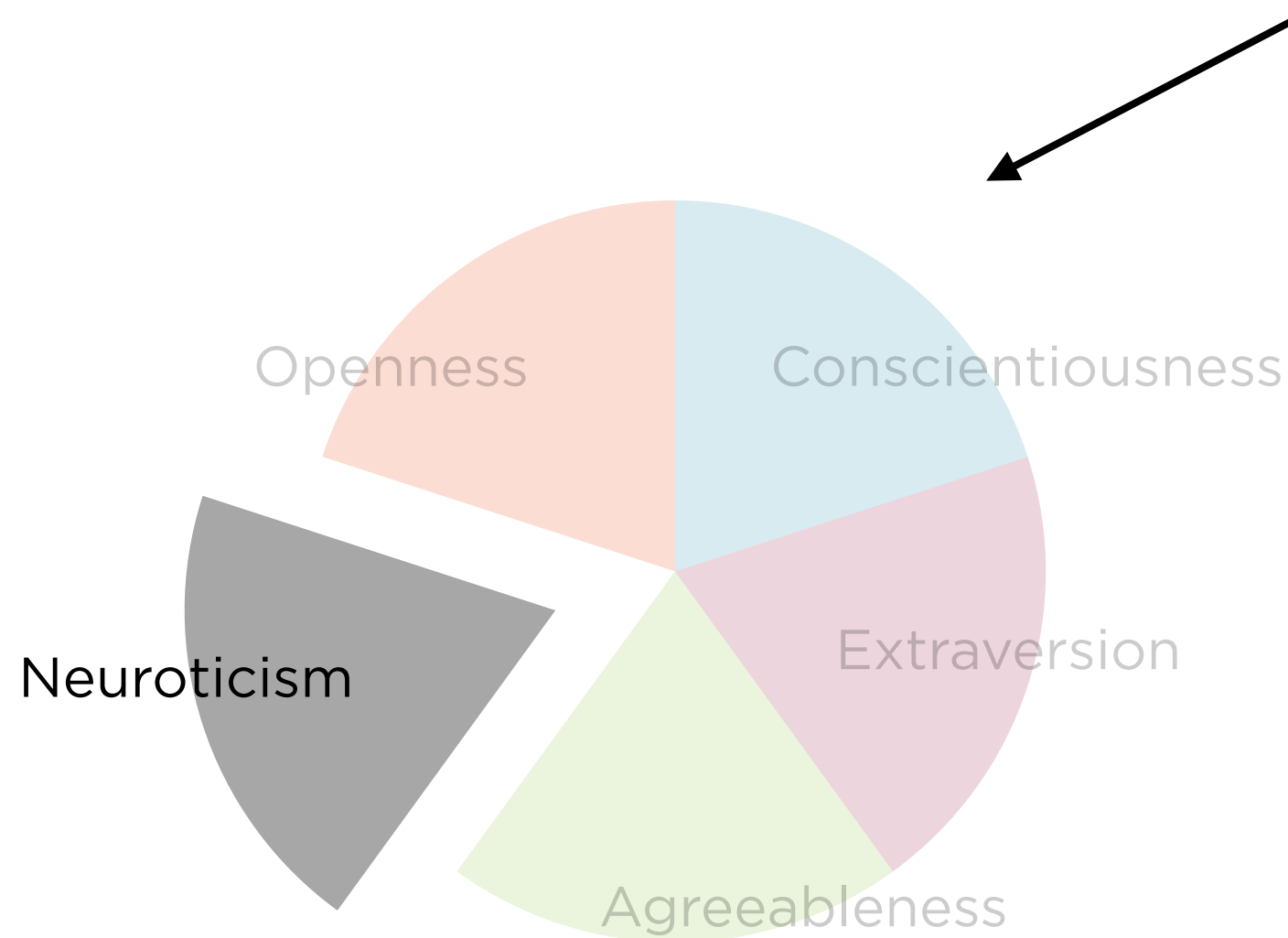
The Big Five Personality Traits

Neuroticism



- **Measure of emotional volatility**
- **Short temper**
- **Prone to anxiety**
- **Prone to mood swings**
- **Sensitive to slights**

The Big Five Personality Traits

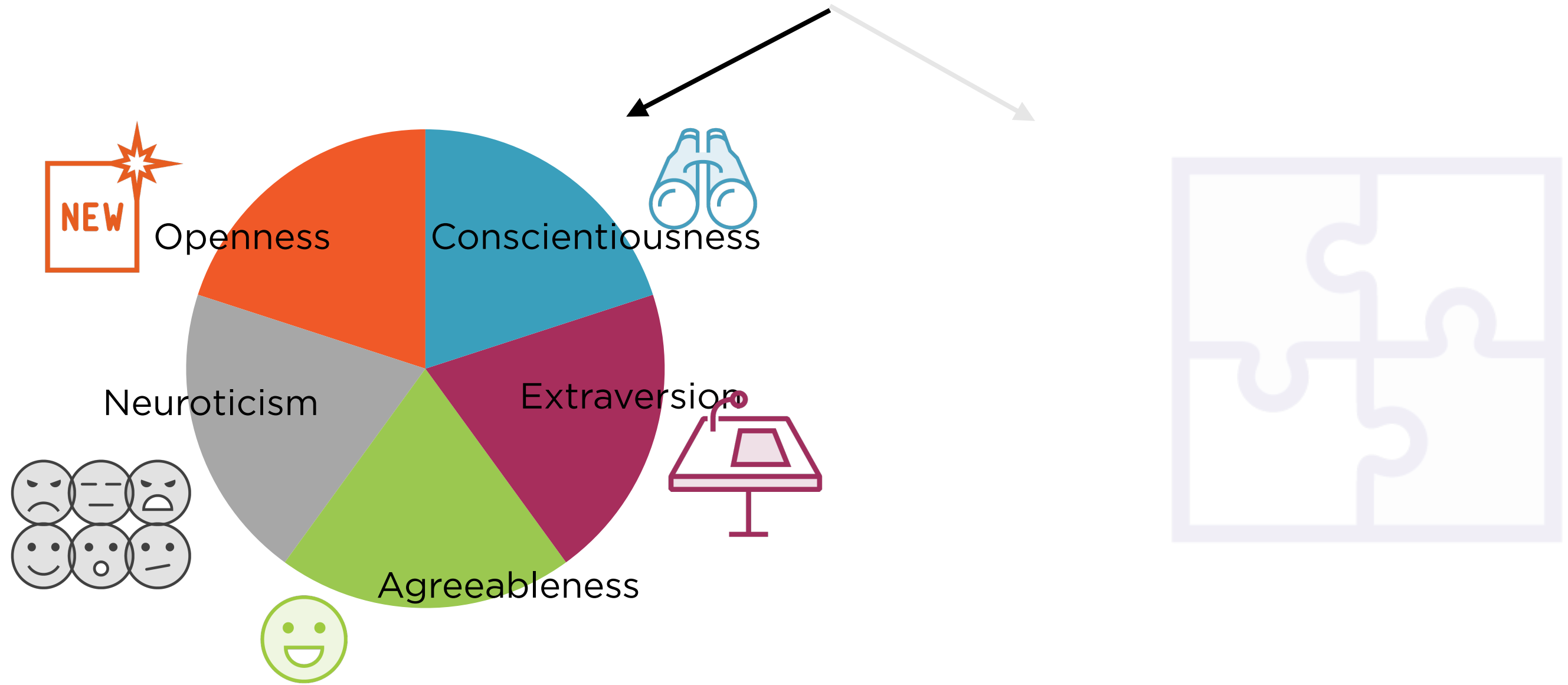


The Big Five



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correlated facets

The Big Five Personality Traits

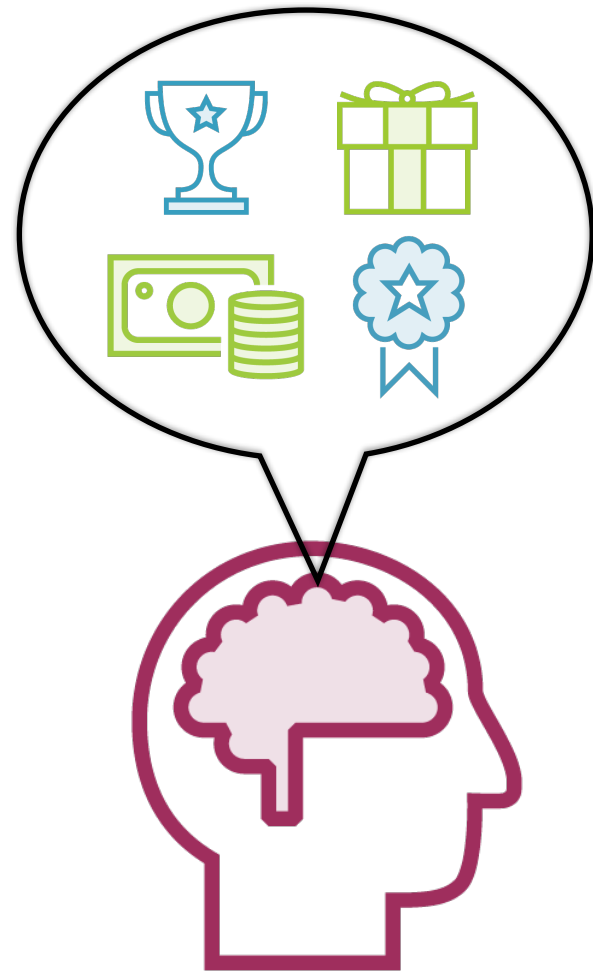


The Big Five

Each consists of
correlated facets

The Big Five and Human Motivation

Motivation: Urges from Within

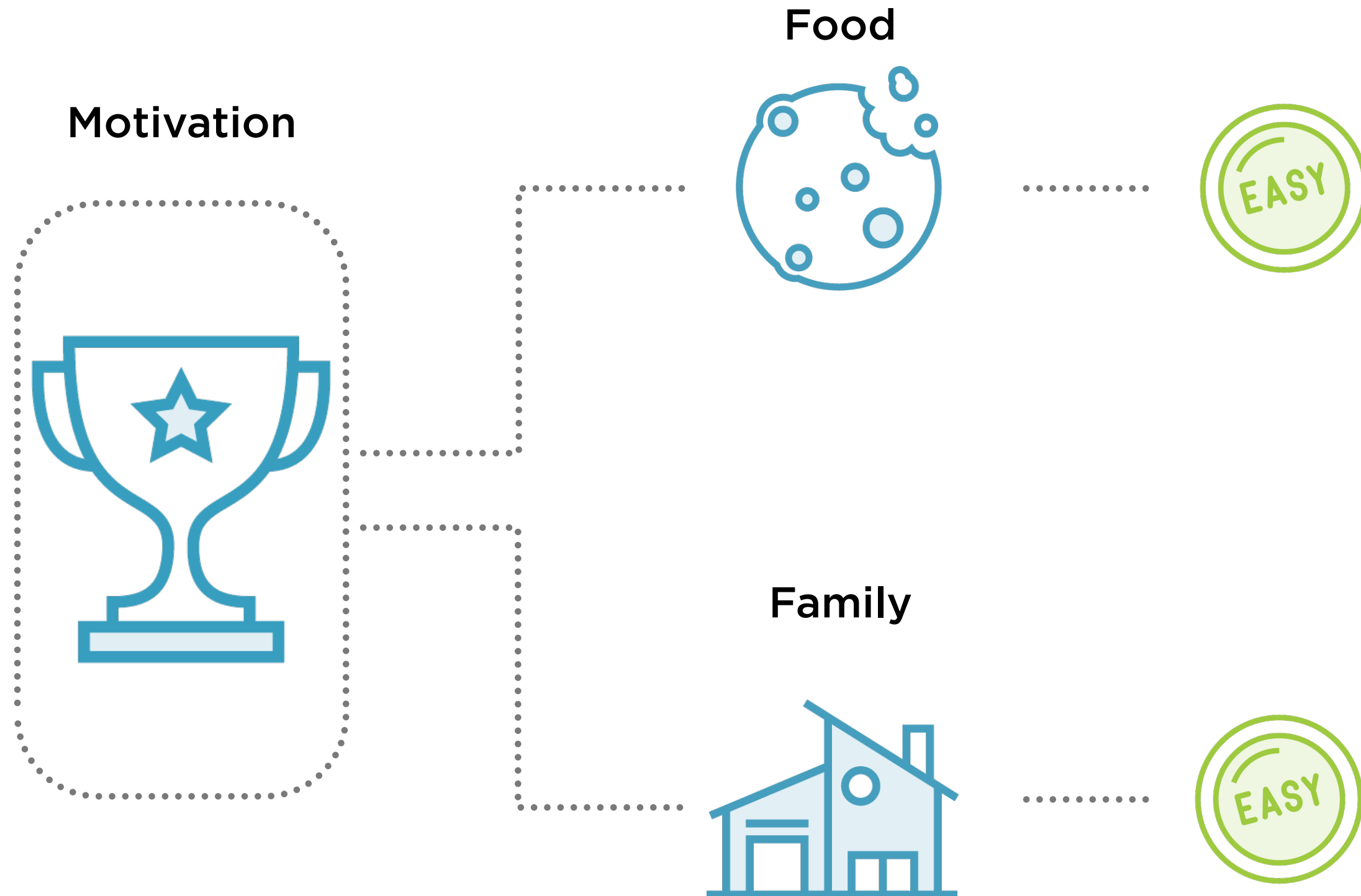


**Brain chemicals
associated with rewards**



**Release of such chemicals
drives behavior**

Motivation: Urges from Within



Motivation: Urges from Within

Simple Motivations



Complex Motivations



Motivations are Complex



- **Quest for fairness**
- **Thirst for vengeance**
- **Seeking independence**
- **Curiosity to understand the world**

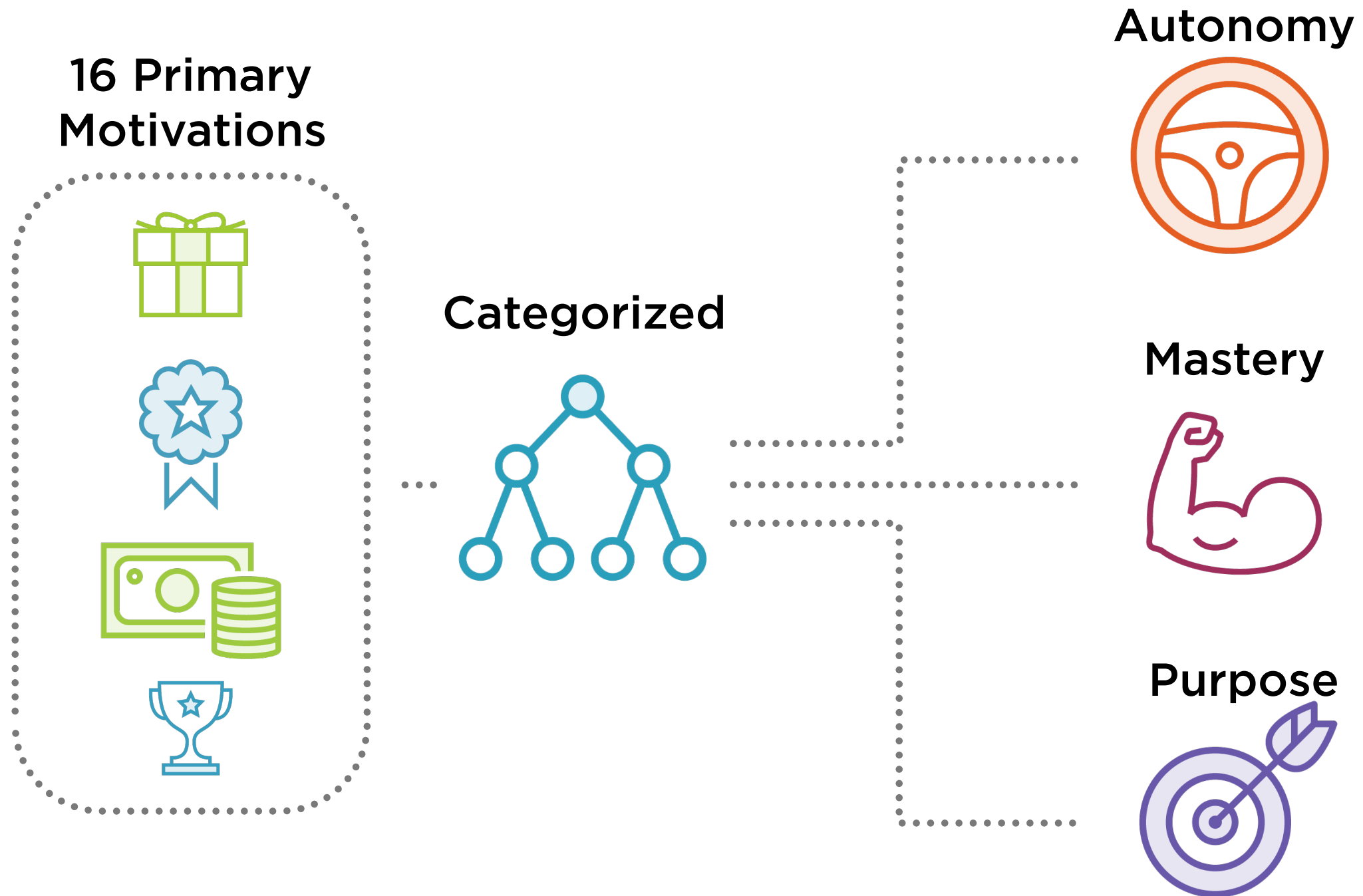
Primary motivations are incredibly complex, and include Autonomy, Mastery and Purpose

Primary Motivations



- **Fairness**
- **Curiosity**
- **Independence**
- **Loyalty**
- **Social contact**
- **Family**
- **Exercise**
- **Vengeance**
- **Food**
- **Order**
- **In-group Loyalty**
- **Power**
- **Sex**
- **Saving**
- **Status**
- **Tranquility**

Primary Motivations

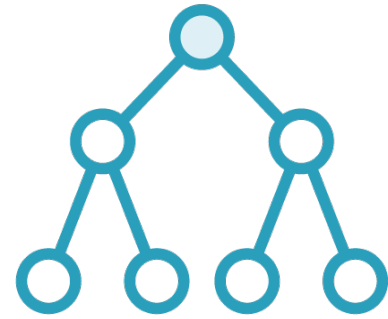


Autonomy/Mastery/Purpose

16 Primary Motivations



Categorized



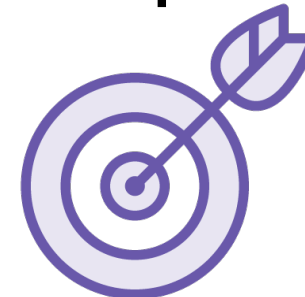
Autonomy



Mastery



Purpose



Live Free

Autonomy

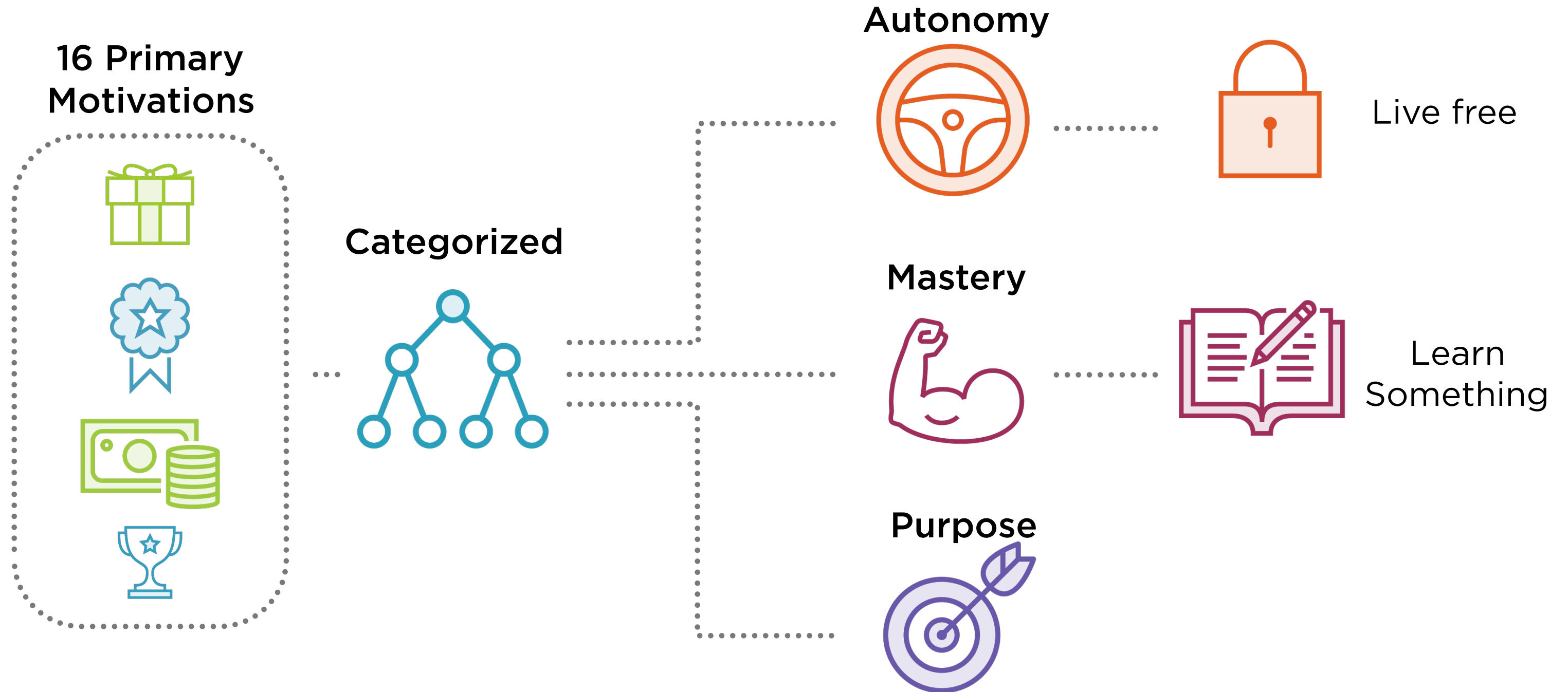


Control
Over Life

Autonomy of:

- task
- time
- technique
- team

Autonomy/Mastery/Purpose



Mastery



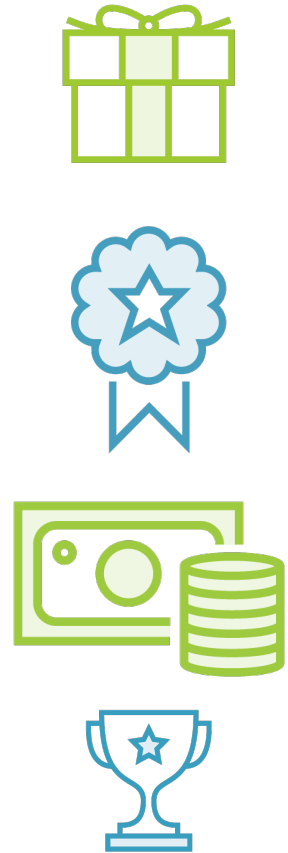
Learn New
Skills

High that we get from:

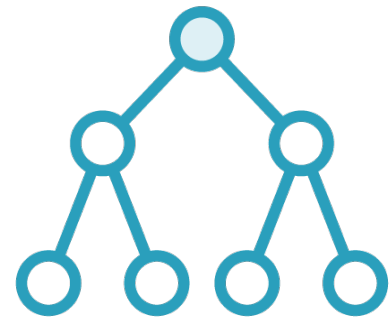
- **Learning new skills**
- **Learning about our environment**

Autonomy/Mastery/Purpose

16 Primary Motivations



Categorized

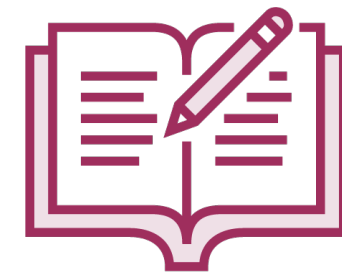


Autonomy



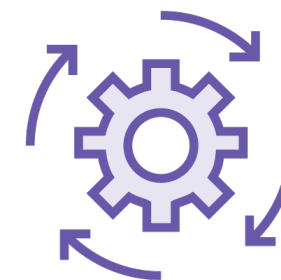
Live Free

Mastery



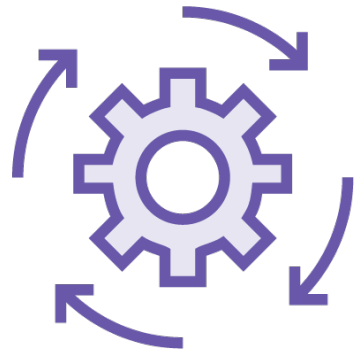
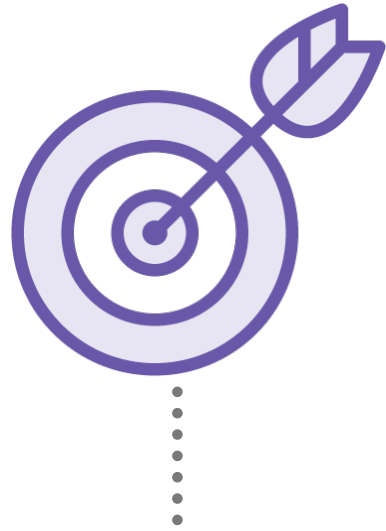
Learn Something

Purpose



Build Something

Purpose

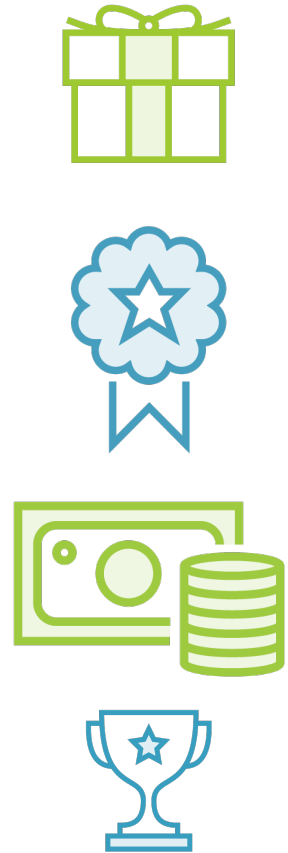


Build Something
Bigger

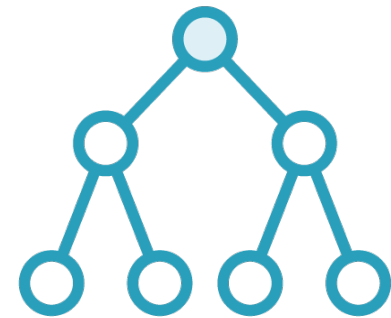
- **High of self-transcendence**
- **From doing something meaningful**
- **Being part of something bigger than oneself**

Autonomy/Mastery/Purpose

16 Primary Motivations



Categorized



Autonomy



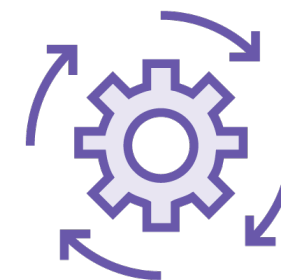
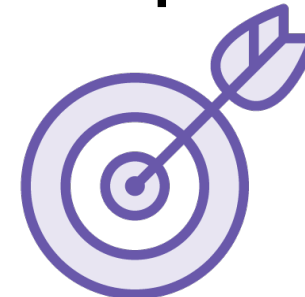
Live Free

Mastery



Learn Something

Purpose



Build Something



Tom O=1



Jack O=0



Kevin C=1



Lucy C=0



Sarah E=1



Harry E=0



Steve A=1



George A=0



Anna N=0



Peter N=1

The Big Five and the Autonomy-Mastery-Purpose Framework

Personality and Well-being



**Research study was
conducted**



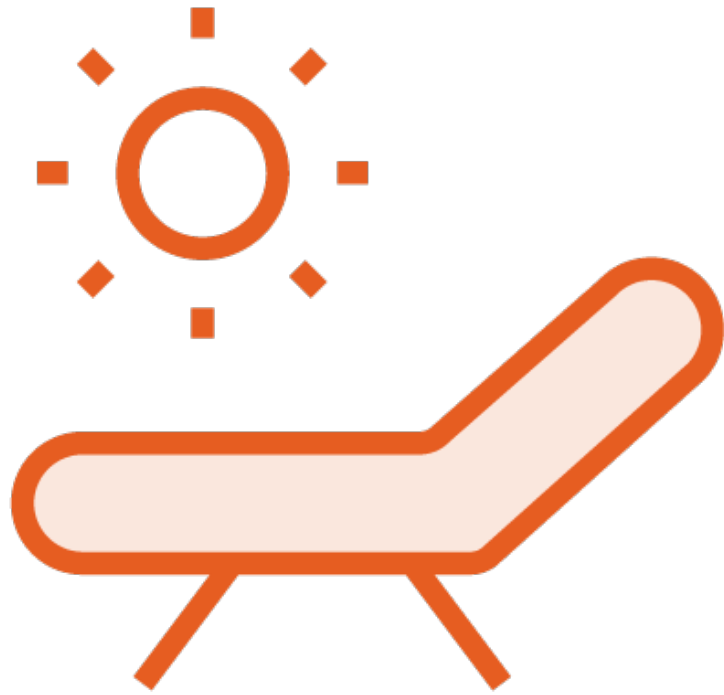
**211 men and women
were analyzed to
establish links**

Personality and Well-being

Subjective Well-being

Psychological Well-being

Personality and Well-being

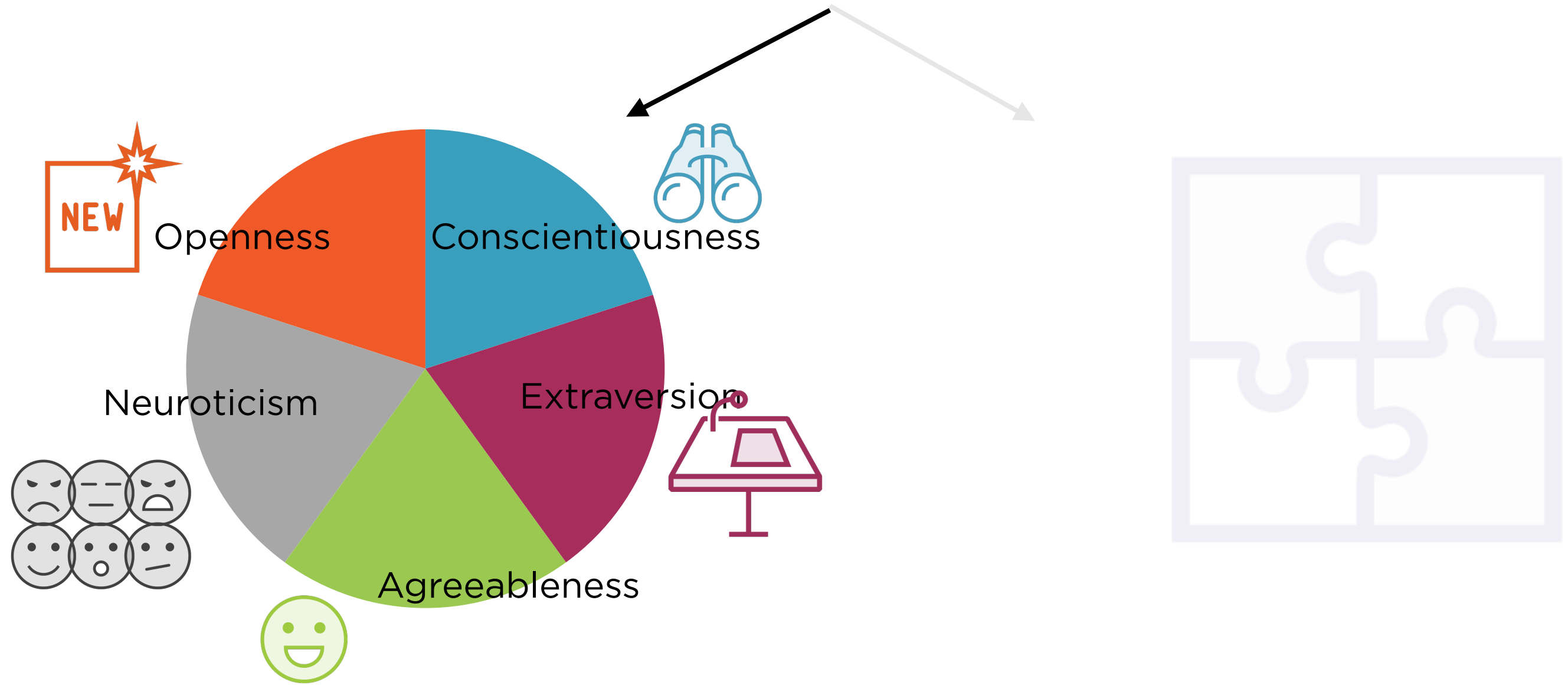


Subjective well-being



Psychological well-being

The Big Five Personality Traits



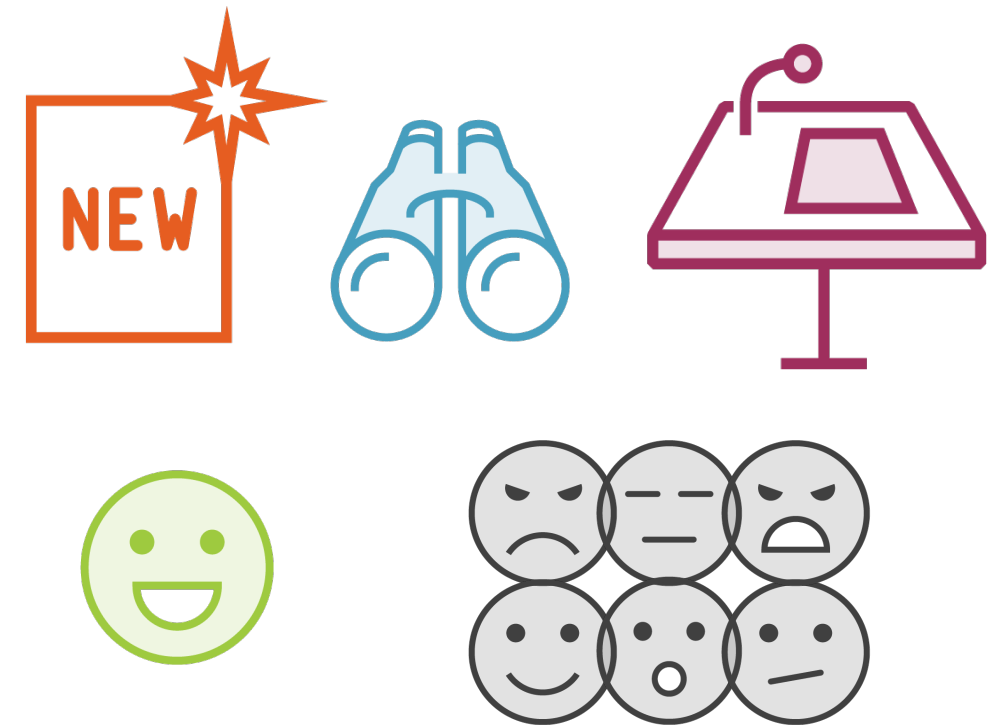
Big Five

Each consists of
correlated facets

Personality and Well-being



Well-being



Big Five

Personality and Well-being

People with...

High conscientiousness

High openness

High agreeableness

High extraversion

High neuroticism

..Are more likely to

Find purpose in life

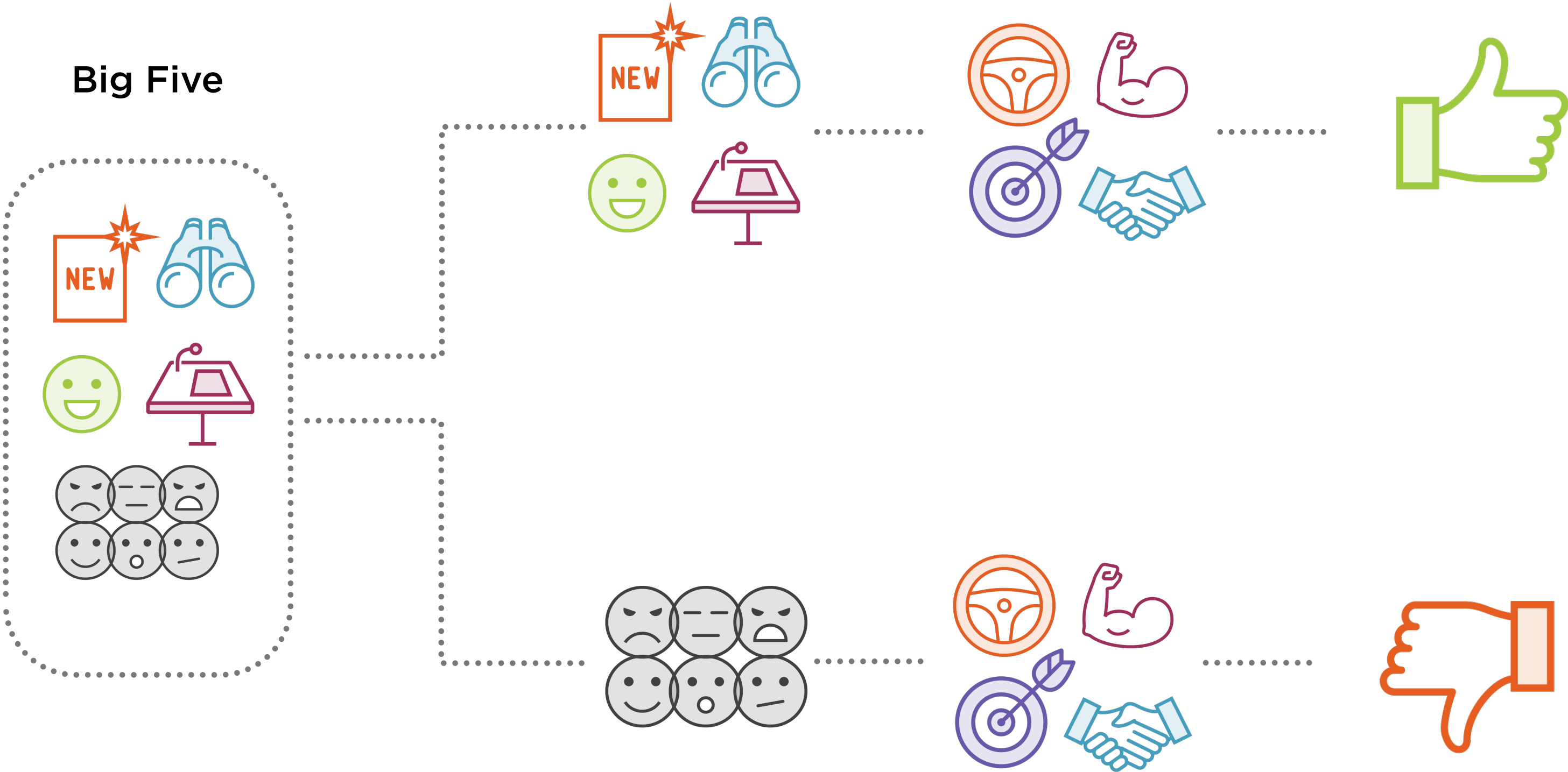
Achieve mastery/personal growth

Maintain happy, positive relations

Enjoy high well-being

Suffer from low well-being

Personality and Well-being



Summary

The Big Five help explain a lot of the variations in human personalities

The Big Five are Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism

These five traits are closely tied to our well-being

The ability to parse personalities has rewards in the workplace and elsewhere