Personality Assessment (Big Five – BFI-10 Aligned)

Traits measured:

- Openness (O)

- Conscientiousness (C)

- Extraversion (E)

- Agreeableness (A)

- Neuroticism (N)

Use case: AI personalization, tone adjustment, habit design
Time frame: *How you generally see yourself*
Length: 10 items
Nature: Personality profiling (not diagnosis)

Instruction to user:

Below are statements that describe different personality traits.
Please choose how much you **generally agree or disagree** with each statement.

Response Options & Weights (Same for ALL Questions)

- **1** – I strongly disagree with this statement.

- **2** – I disagree with this statement.

- **3** – I neither agree nor disagree.

- **4** – I agree with this statement.

- **5** – I strongly agree with this statement.

Openness to Experience

Q1. Curiosity and imagination

- **1** – I strongly disagree that I see myself as curious and imaginative.

- **2** – I disagree that I see myself as curious and imaginative.

- **3** – I neither agree nor disagree that I am curious and imaginative.

- **4** – I agree that I see myself as curious and imaginative.

- **5** – I strongly agree that I see myself as curious and imaginative.

Q6. Preference for routine *(Reverse-scored)*

- **1** – I strongly disagree that I prefer routine and familiarity over new experiences.
- **2** – I disagree that I prefer routine and familiarity over new experiences.
- **3** – I neither agree nor disagree that I prefer routine.
- **4** – I agree that I prefer routine and familiarity.
- **5** – I strongly agree that I prefer routine and familiarity.

Conscientiousness

Q3. Being organized and dependable

- **1** – I strongly disagree that I am organized and dependable.
- **2** – I disagree that I am organized and dependable.
- **3** – I neither agree nor disagree that I am organized.
- **4** – I agree that I am organized and dependable.
- **5** – I strongly agree that I am organized and dependable.

Q8. Being careless *(Reverse-scored)*

- **1** – I strongly disagree that I tend to be careless or disorganized.
- **2** – I disagree that I tend to be careless.
- **3** – I neither agree nor disagree that I am careless.
- **4** – I agree that I tend to be careless.
- **5** – I strongly agree that I tend to be careless.

Extraversion

Q2. Being outgoing and energetic

- **1** – I strongly disagree that I am outgoing and energetic.
- **2** – I disagree that I am outgoing.
- **3** – I neither agree nor disagree that I am outgoing.
- **4** – I agree that I am outgoing and energetic.
- **5** – I strongly agree that I am outgoing and energetic.

Q7. Being reserved *(Reverse-scored)*

- **1** – I strongly disagree that I am reserved or quiet.
- **2** – I disagree that I am reserved.
- **3** – I neither agree nor disagree that I am reserved.
- **4** – I agree that I am reserved or quiet.
- **5** – I strongly agree that I am reserved or quiet.

Agreeableness

Q4. Being kind and cooperative

- **1** – I strongly disagree that I am kind and cooperative.
- **2** – I disagree that I am kind.
- **3** – I neither agree nor disagree that I am kind.
- **4** – I agree that I am kind and cooperative.
- **5** – I strongly agree that I am kind and cooperative.

Q9. Being critical or argumentative *(Reverse-scored)*

- **1** – I strongly disagree that I am critical or argumentative.
- **2** – I disagree that I am argumentative.
- **3** – I neither agree nor disagree that I am argumentative.
- **4** – I agree that I am critical or argumentative.
- **5** – I strongly agree that I am critical or argumentative.

Neuroticism

Q5. Feeling anxious or emotionally unstable

- **1** – I strongly disagree that I feel anxious or emotionally unstable.
- **2** – I disagree that I feel anxious.
- **3** – I neither agree nor disagree that I feel anxious.
- **4** – I agree that I feel anxious or emotionally unstable.
- **5** – I strongly agree that I feel anxious or emotionally unstable.

Q10. Staying calm under stress *(Reverse-scored)*

- **1** – I strongly disagree that I stay calm under stress.
- **2** – I disagree that I stay calm.
- **3** – I neither agree nor disagree that I stay calm.
- **4** – I agree that I stay calm under stress.
- **5** – I strongly agree that I stay calm under stress.

Reverse-Scored Items (CRITICAL)

Reverse these before computing traits:

- **Q6, Q7, Q8, Q9, Q10**

Reversed score = 6 − selected score

Trait Scoring Logic

Openness = Q1 + Q6

Conscientiousness = Q3 + Q8

Extraversion = Q2 + Q7

Agreeableness = Q4 + Q9

Neuroticism = Q5 + Q10

Each trait range: **2 – 10**

How AI Uses This (REAL VALUE)

- **High Neuroticism** → gentler language, reassurance-first
- **High Conscientiousness** → structured plans, checklists
- **High Openness** → reflective prompts, creativity tools
- **High Extraversion** → action-oriented nudges, social framing
- **Low Agreeableness** → direct, logic-based tone

This is **personalization fuel**, not therapy.

Panel-Ready One-Liner

"We use a Big Five–aligned personality model to personalize how the AI communicates and supports users, without labeling or diagnosing."