what does a personality look like?

designing a system to generate comprehensive, comprehensible, and compelling feedback

Arman Daniel Catterson | UC Berkeley | Department of Psychology

Description

Introduction

- Personality psychology is the story of people [McAdams, 95], but people are complex, and as more and more data on people are collected, there’s more story to tell.
- Effective personality feedback can help people gain insight about themselves, gain insight about others, and change behavior [Fiske et al., 92].

Past Work and Aims of Current Project

- Existing visualizations are based on invalid personality measures or are designed to only display bivariate relationships [Fleeson, 01; Killingsworth, 12].
- The current designed sought to display personality data in an integrative way that is more comprehensive, comprehensible, and compelling for participants than past visualizations.

Development

multiple personality measures

Evaluation

Participants: 200 US-based MTurkers (~$8 / hour)

Procedure: Answered questions alongside either the dynamic visualization or one of two control conditions.

Descriptive Control

Static Control

Subjective Comprehension: Ease of interpretation.

Objective Comprehension: Interpretation of statistics.

Future Directions:

- Continue to develop: map animation to time, ability to plot bivariate relationships on the graph, dashboard that displays traditional descriptives.
- Deliver feedback to participants; see what insights they generate about their own personality and whether feedback might help change behavior.

Engagement: Did people find this interesting?