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Overview

The purpose of this study

To better understand people's view regarding the personal attributes of a person of quality. In addition, this study aimed to identify the relationship between people's own personality characteristics and their views regarding the desirable characteristics of others.

Why do we care about this?

Little research has focused on understanding people's views of the attributes of a person of quality. This research will help us to understand the qualities that people associate with quality, and explore how people's individual characteristics influence these views.



What are the **Big Five Personality Traits?**

Openness: a person's tendency to show curiosity and interest regarding new ideas, values, ways of thinking, and behaviors.

Conscientiousness: the trait of being disciplined, orderly, attentive to detail, goal-directed, and with high impulse control..

Extraversion: personality trait characterized by excitability, sociability, talkativeness, assertiveness, and high amounts of emotional expressiveness.

Agreeableness: includes attributes such as trust, altruism, kindness, affection, and other prosocial behaviors.

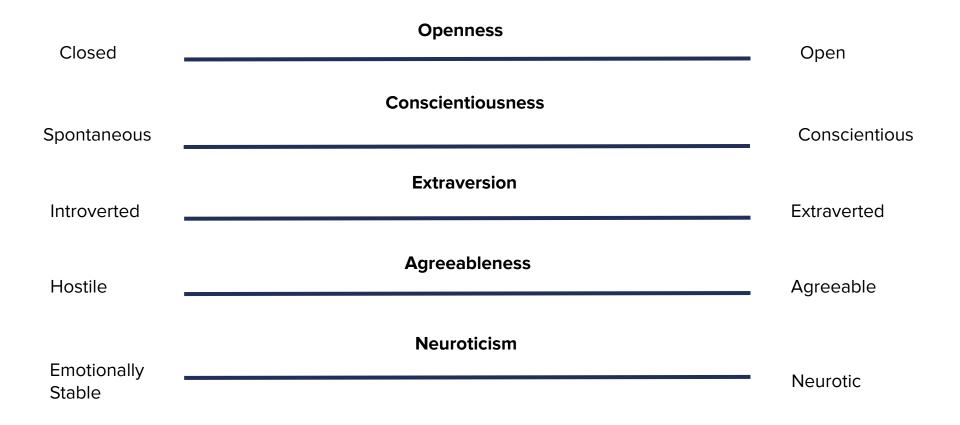
Neuroticism: a personality trait characterized emotional instability and high levels of negative emotions.^{***}

¹Goldberg, L. R. (1992). The development of markers for the Big-Five factor structure. Psychological Assessment, 4, 26-42.

²Cherry, K. (2022, October 19). What are the big 5 personality traits? Verywell Mind. Retrieved February 21, 2023, from https://www.verywellmind.com/the-big-five -personality-dimensions-2795422

*** Throughout the study, a negative score in Neuroticism indicates higher levels of neuroticism. For all other Big Five traits, a positive score signifies higher levels of that particular trait (e.g. a positive score in Extraversion indicates extraversion, while a negative score indicates introversion).

Spectrum of each Big Five trait





Methods



Study Creation

The survey was created in SurveyMonkey and distributed through Prolific.

of questions: 118

Respondents were asked about:

- Demographics
- Their own personality traits
- Their views on the personality traits of a person of quality

Time allotted to complete survey: 20 minutes

Statistical Analysis

All analyses were conducted using R, a free software environment for statistical computing and graphics. Analyses included:

- Demographics
- Regressions
- Analysis of Variance (ANOVA)

Why did we choose *Prolific* for data collection?

Prolific: Prolific is an online data-collection platform where individuals can participate in surveys for pay. Prolific has been shown to have high data quality, especially when compared to other online tools for data collection³, such as MTurk, Qualtrics, and CloudResearch. Participants on Prolific have been found to have better comprehension, attention, and internal reliability.

We conducted this study using Prolific due to its high data quality and ability to collect large amounts of data very quickly. ³Peer, E., Rothschild, D., Gordon, A., Evernden, Z., & Damer, E. (2021). Data quality of platforms and panels for online behavioral research. Behavior Research Methods, 54(4), 1643–1662.

https://doi.org/10.3758/s13428-021-01694-3



Results



Completion

Completion count

431

Complete survey responses within 24 hours. **Completion time**

12:52

Median minutes spent per assignment.

Completion percentage

89.2%

% of respondents that completed the survey.

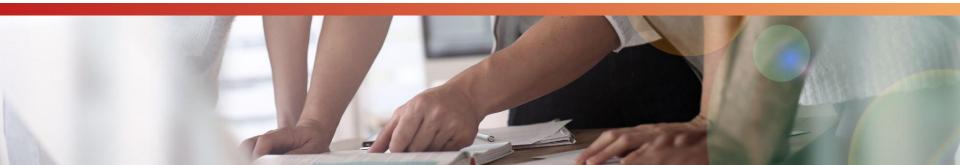




Table 1

Demographics of the Prolific sample

	Prolific $(n = 431)$		Prolific $(n = 431)$
Age, M (SD)	29.17 (9.21)		
Big 5 Scores, M (SD)		Annual household income	
Openness	19.53 (5.41)	Less than \$50,000	265 (61.5%)
Conscientiousness	11.55 (6.35)	\$50,000 to \$100,000	119 (27.6%)
Extraversion	-3.11 (7.86)	\$100,000 to \$200,000	25 (5.8%)
Agreeableness	14.19 (5.91)	More than \$200,000	5 (1.16%)
Neuroticism	-19.28 (7.9)	Prefer not to answer 15 (3.48%)	
Race/ Ethnicity, %		Political viewpoint	
Asian or Asian American	9 (2.09%)	Very conservative	14 (3.25%)
Black or African American	103 (23.9%)	Conservative	44 (10.2%)
Hispanic or Latino	53 (12.3%)	Moderate	195 (45.2%)
Multiple ethnicities or Other	14 (3.25%)	Liberal	139 (32.3%)
White	250 (58%)	Very liberal	39 (9.05%)
Education, %		Sexual orientation	
Associate Degree	9 (2.09%)	Asexual	9 (2.09%)
Bachelor's Degree	165 (38.3%)	Bisexual	47 (10.9%)
Graduate Degree	84 (19.5%)	Gay	6 (1.39%)
High school graduate or equivalent	63 (14.6%)	Heterosexual or straight	342 (79.4%)
Less than high school graduate	2 (.464%)	Lesbian	9 (2.09%)
Other (specify)	8 (1.86%)	None of the above (specify)	3 (.696%)
Some college	93 (21.6%)	Pansexual	9 (2.09%)
Trade or technical school	1 (.232%)	Queer	5 (1.16%)

Gender, n (%) Female 221 (51.3%) Male 202 (46.9%) Other (specify) 6 (1.39%) Prefer not to answer 2 (.464%)

Relationship status, %

Divorced or separated	6 (1.39%)
In a casual relationship	38 (8.82%)
In a serious, committed relationship	138 (32%)
Married	59 (13.7%)
Other (specify)	1 (.232%)
Single	157 (36.4%)
Unmarried but cohabitating	28 (6.5%)
Widowed	3 (.696%)

Religion

Atheist or agnostic	134 (31.1%)
Buddhist	2 (.464%)
Catholic	79 (18.3%)
Christian, Protestant, Methodist,	
Lutheran, or Baptist	117 (27.1%)
Greek or Russian Orthodox	17 (3.94%)
Hindu	1 (.232%)
Jewish	2 (.464%)
Muslim	7 (1.62%)
Nothing in particular	64 (14.8%)
Other	7 (1.62%)

Employment

1 (.232%)
209 (48.5%)
79 (18.3%)
81 (18.8%)
55 (12.8%)
5 (1.16%)

Country of residence Belgium 1 (.232%) Canada 3 (.696%) Chile 7 (1.62%) Czech Republic 2 (.464%) Estonia 5 (1.16%) Finland 1 (.232%) France 3 (.696%) Germany 2 (.464%) Greece 27 (6.26%) Hungary 7 (1.62%) Ireland 3 (.696%) Israel 1 (.232%) Italy 24 (5.57%) Latvia 1 (.232%) Mexico 47 (10.9%) Netherlands 3 (.696%) Poland 68 (15.8%) Portugal 68 (15.8%) Slovenia 2 (.464%) South Africa 114 (26.5%) Spain 7 (1.62%) United Kingdom or Northern Ireland 26 (6.03%) United States of America 3 (.696%)

Effect of race and ethnicity on participant views of the desirable attributes of others

No significant differences Significant relationship; the Black or African American group identified conscientiousness as higher quality than the White or Hispanic groups did Significant relationship; the Black or African American group identified extraversion as higher quality than the White or Hispanic groups did

Significant relationship; the Black or African American group identified agreeableness as higher quality than the White group No significant differences

OPENNESS

CONSCIENTIOUSNESS

EXTRAVERSION

p <.001; p = .0275

AGREEABLENESS

NEUROTICISM



Effect of **gender** on participant views of **the desirable attributes of others**

Significant relationship; the Female group identified openness as higher quality than the Male group did		Significant relationship; the Male group identified introversion as higher quality than the Female group did	No significant differences	Significant relationship overall; no individual groups differed significantly
OPENNESS	CONSCIENTIOUSNESS	EXTRAVERSION	AGREEABLENESS	NEUROTICISM



Effect of **socioeconomic status** on participant views of **the desirable attributes of others**

No significant differences	Significant relationship; the "More than \$200K" group identified conscientiousness as higher quality than the "Prefer not to answer" and "\$100K to 200K" groups did	Significant relationship; the "More than \$200K"group identified extraversion as higher quality than the "\$100K to 200K" group did	No significant differences	No significant differences
OPENNESS	CONSCIENTIOUSNESS	EXTRAVERSION	AGREEABLENESS	NEUROTICISM



Effect of **political views** on participant views of **the desirable attributes of others**

Significant relationship; the Liberal group identified openness as higher quality than the Conservative or Moderate groups did Significant relationship; the Very Conservative group identified conscientiousness as higher quality than the Moderate, Liberal, and Very Liberal groups did Significant relationship; the Very Conservative group identified extraversion as higher quality than the Very Liberal group did

No significant differences

No significant differences

OPENNESS

CONSCIENTIOUSNESS

EXTRAVERSION

AGREEABLENESS

NEUROTICISM



Effect of **sexual orientation** on participant views of **the desirable attributes of others**



Effect of **age** on participant views of **the desirable attributes of others**



Effect of **religion** on participant views of **the desirable attributes of others**

No significant differences

Significant	Significant	No significant	No significant
relationship; the	relationship; the	differences	differences
Christian group	Christian group		
identified	identified extraversion		
conscientiousness as	as higher quality than		
higher quality than the	the Atheist/Agnostic		1
Atheist/Agnostic	group did		
group did			
	: · · · · · · · · · · · · · · · · · · ·		1
а а			

OPENNESS

CONSCIENTIOUSNESS

EXTRAVERSION

AGREEABLENESS

NEUROTICISM



Effect of **relationship status** on participant views of **the desirable attributes of others**

Significant relationship overall; no individual groups differed significantly Significant relationship; the "In a serious, committed relationship" and "Married" groups identified conscientiousness as higher quality than the "Unmarried but cohabitating" group did No significant differences

relationship; the "In a serious, committed relationship"group identified agreeableness as higher quality than the "In a casual relationship" group did

Significant

No significant differences

OPENNESS

CONSCIENTIOUSNESS

EXTRAVERSION

AGREEABLENESS

NEUROTICISM



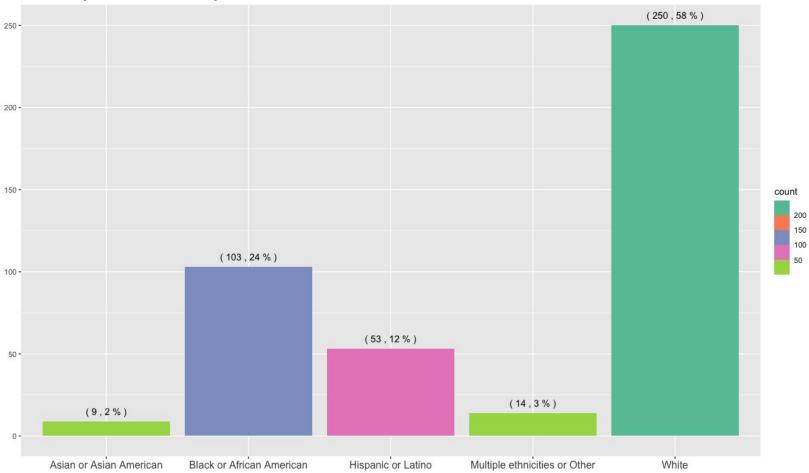
Effect of **employment status** on participant views of **the desirable attributes of others**

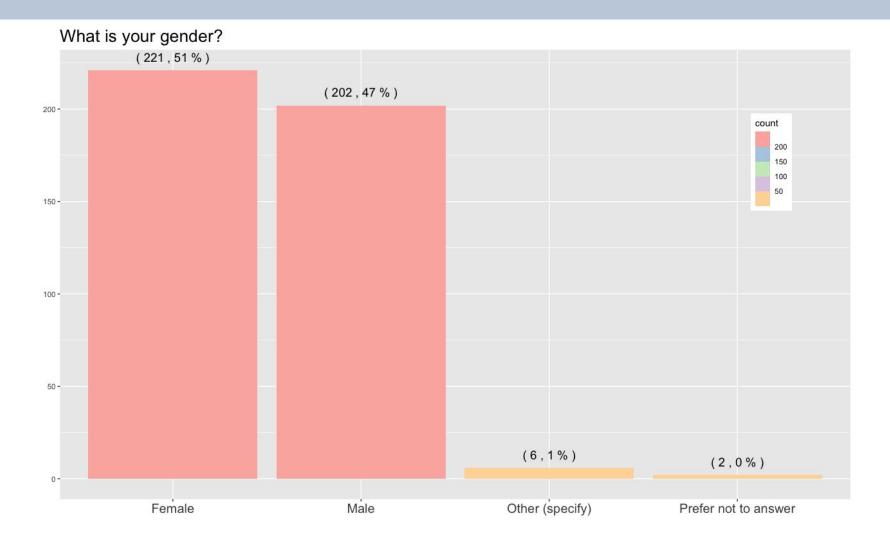


Effect of **education** on participant views of **the desirable attributes of others**

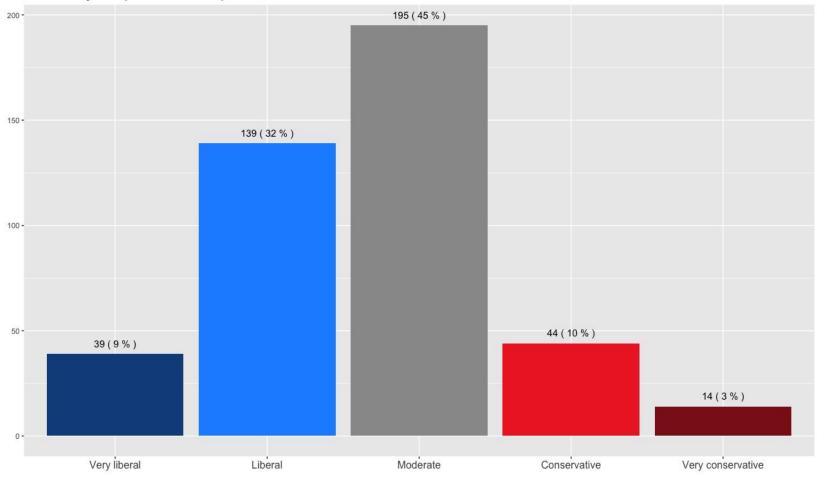


What is your race/ethnicity?





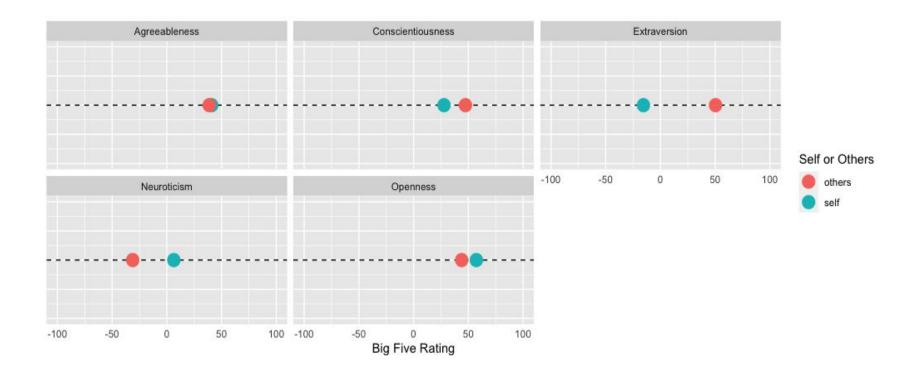
What is your political viewpoint?



Big Five Results: What are people's personality traits?

Adjusted means for each Big Five factor





What does this mean? (cont.)

- Participants self-reported themselves as:
 - **Open to experience**
 - Conscientious
 - Introverted
 - Agreeable
 - Neurotic
- Participants viewed the following attributes as indicative of quality in others:
 - Openness to experience
 - Conscientiousness
 - Extraversion
 - Agreeableness
 - Emotional Stability



What does this mean?

- Large discrepancies exist between people's own self-reported personality traits and the traits that they identify as "quality traits" in others. For example, participants in the study self-reported high levels of neuroticism, but identified emotional stability as an important trait in a quality person.
- Despite this, people's own traits are still significant predictors of the traits they see as quality in others. This statistical significance is likely because of the large sample size, especially since the regression coefficients (R²) are small.



Did people's own personality traits affect their views of the desirable attributes of others? (Answer: Yes)

Significant relationship between participant openness and views of how desirable openness is in others	Significant relationship between participant conscientiousness and views of how desirable conscientiousness is in others	Significant relationship between participant extraversion and views of how desirable extraversion is in others	Significant relationship between participant agreeableness and views of how desirable agreeableness is in others	Not significant relationship between participant neuroticism and views of how desirable neuroticism is in others
p <.001;	p <.001;	p <.001;	p <.001;	p = .058;
OPENNESS	CONSCIENTIOUSNESS	EXTRAVERSION	AGREEABLENESS	NEUROTICISM

Summary

1

Participants' personality traits predict their views of the desirable personality traits of others.

A significant relationship was found between participant openness, conscientiousness, extraversion, and agreeableness and how desirable they rated those attributes in others.

Strong link between conscientiousness and Christianity

The Christian group rated themselves significantly higher in conscientiousness than the Atheist/Agnostic group. Additionally, the Christian respondents rated conscientiousness as more desirable in others.

Personality traits differed based on gender

Males assessed themselves as less agreeable and less neurotic than Females.

Moreover, Males rated openness as a less desirable trait than Females and those who identified their gender as Other.



Summary

4

People of different Races/Ethnicities valued attributes differently

The Black or African American group valued conscientiousness, extraversion, and agreeableness significantly more than other ethnicities.

Political views predicted participants' views regarding openness and conscientiousness

Liberal participants valued openness significantly more than Moderate or Conservative participants. On the other hand, Conservative participants rated themselves as significantly more conscientious than Very Liberal and Moderate participants People with differing incomes viewed their own and others' attributes differently

6

People who made more than \$200K a year answered that conscientiousness and extraversion were important traits in a quality person significantly more than people who made \$100K - \$200K a year

Additionally, People that made between \$50K-\$100K a year assessed themselves as more extraverted than those that made less than \$50K a year



What are the **traits/attributes** that participants find high-quality overall?

Openness: 98.84% rated openness positively (above neutral) Conscientiousness: 98.36% rated conscientiousness positively Extraversion: 99.78% rated extraversion positively Agreeableness: 99.3% rated agreeableness positively Emotional Stability: 69.8% rated emotional stability positively



What are the **implications** of this study's findings?

- The findings of this study suggest that people tend to view the quality traits of others as more desirable when those traits are more congruent with their own. However, though significant, this trend was statistically small.
- Some personality traits were overall viewed as more indicative of a person of quality. The participants on average rated openness, conscientiousness, extraversion, agreeableness, and emotional stability as indicative of quality.
- This study also identifies several important variables that may influence people's views of the attributes of a person of quality, such as **political** views, gender, socioeconomic status, ethnicity, and religion.



What are the **limitations of this study?**

We decided to use Prolific for our data collection due to its efficiency and high data validity. However, limitations of Prolific include the possibility of demand characteristics¹, sampling bias², and practice effects. Additionally, the study relied on self-report measures, which may not capture people's true views.

These limitations should be taken into account when interpreting the results of this study.



¹Goodman et al., 2017 ²Keith et al., 2017

What are the **next steps?**

This study is a preliminary snapshot of the relationship between people's personality traits and the personality traits they view as indicative of quality in others. More research is needed in order to better determine how demographics influence people's views of the attributes associated with quality. Future studies may be able to parse out these effects better with more specific samples and additional measures, such as the Minnesota Multiphasic Personality Inventory (MMPI; Butcher et al., 2004). Additionally, future research can expand on this study's findings by implementing observational measures of personality traits. The HEXACO (Ashton & Lee, 2004) model could be used in future research as well in order to determine whether a sixth personality dimension of honesty-humility accounts for some of this study's findings regarding conscientiousness.

Nevertheless, this descriptive study sheds light on the attributes of a quality person and may serve as a springboard for future research interested in mapping out people's views of quality.

References

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STAGE MARKETING Thank you.

Please contact Stage Marketing with any inquiries. A complete list of the survey questions is available upon request.



Did people's own personality traits affect their views of the desirable attributes of others? (supplementary)

Participant openness accounts for 7.3 % of the variability in their views of how desirable openness is in others Participant conscientiousness accounts for 11.5 % of the variability in their views of how desirable conscientiousness is in others

 R^2 = .073 R^2 = .115

Participant extraversion accounts for 4% of the variability in their views of how desirable extraversion is in others

 $R^2 = .04$

Participant agreeableness accounts for 4.5 % of the variability in their views of how desirable agreeableness is in others Participant neuroticism accounts for only .63 % of the variability in their views of how desirable neuroticism is in others

 R^2 = .045 R^2 = .0063

OPENNESS

CONSCIENTIOUSNESS

EXTRAVERSION

AGREEABLENESS

NEUROTICISM



Comparison of **effectiveness of outreach methods** toward self and others

Big 5 Category	Comparison	Test Statistic (F)	P-value	Findings and Interpretations
Conscientiousness, others	Race/Ethnicity	F = 19.8	< .001	 The Black or African American group answered that conscientiousness was a more important trait of a quality person than the White group did. (p < .001) The Black or African American group answered that conscientiousness was a more important trait of a quality person than the Hispanic group did. (p < .001)
Neuroticism, self	Gender	F = 8.293	< .001	Females assessed themselves as more neurotic than Males did. (p < .001)
Agreeableness, self	Gender	F = 8.223	< .001	Females assessed themselves as more agreeable than Males did. (p < .001)
Openness, others	Political Affiliation	F = 8.053	< .001	Liberal people answered that openness was a more important trait of a quality person than Conservative people did. (p < .001) Liberal people answered that openness was a more important trait of a quality person than Moderate people did. (p < .001)
Extraversion, others	Race/Ethnicity	F = 7.994	< .001	The Black or African American group answered that extraversion was a more important trait of a quality person than the White group did. (p < .001) The Black or African American group answered that extraversion was a more important trait of a quality person than the Hispanic group did. (p = .0275)
Conscientiousness, self	Race/Ethnicity	F = 6,767	< .001	The Black or African American group assessed themselves a more conscientious than the White group did. (p < .001) The Black or African American group assessed themselves a more conscientious than the Hispanic group did. (p < .001)
Openness, others	Gender	F = 6.703	< .001	Females answered that openness was a more important trait in a quality person than Males did (p = .0035) People who identified as other for their gender answered that openness was a more important trait in a quality person than Males did (p = .0207)

Comparison of **effectiveness of outreach methods** toward self and others

Big 5 Category	Comparison	Test Statistic (F)	P-value	Findings and Interpretations
Conscientiousness, others	Religious Affiliation	F = 5.554	< .001	 Christian people answered that conscientiousness was a more important trait of a quality person than agnostic/atheists did. (p < .001) Christian people answered that conscientiousness was a more important trait of a quality person than Catholic people did. (p < .001) Christian people answered that conscientiousness was a more important trait of a quality person than Catholic people did. (p < .001) Christian people answered that conscientiousness was a more important trait of a quality person than Catholic people did. (p < .001)
Extraversion, others	Gender	F = 5.393	< .001	Females assessed themselves as more extraverted than Males. (p < .001)
Conscientiousness, others	Political Affiliation	F = 5.185	< .001	 Very Conservative people answered that conscientiousness is a more important trait of a quality person than Very Liberal people (p = .001) Very Conservative people answered that conscientiousness is a more important trait of a quality person than Liberal people (p < .0022) Very Conservative people answered that conscientiousness is a more important trait of a quality person than Moderate people (p < .0379)
Conscientiousness, self	Political Affiliation	F = 4.719	< .001	Conservative people assessed themselves as more conscientious than Very Liberal people (p = .0052) Very Conservative people assessed themselves as more conscientious than Very Liberal people (p = .011) Moderate people assessed themselves as more conscientious than Very Liberal people (p = .0164)
Conscientiousness, Self	Employment Status	F = 4.125	= .003	Retired people assess themselves as more conscientious than unemployed people (p = .008) Retired people assess themselves as more conscientious than part-time workers (p = .03)

Comparison of **effectiveness of outreach methods** toward self and others

Big 5 Category	Comparison	Test Statistic (F)	P-value	Findings and Interpretations
Conscientiousness, self	Religious Affiliation	F = 4.021	< .001	$ \begin{array}{l} \mbox{Christian people assessed themselves as more conscientious than Atheist/Agnostic people (p < .001) \\ \mbox{Christian people assessed themselves as more conscientious than Catholic people (p < .007) \\ \mbox{Christian people assessed themselves as more conscientious than people who people who identified as "nothing in particular" (p < .021) \\ \end{array} $
Neuroticism, self	Relationship Status	F = 3.576	< .001	Unmarried but cohabiting people assessed themselves as more neurotic than married people (p = .005) Single people assessed themselves as more neurotic than married people (p = .012)
Conscientiousness, self	Sexual Orientation	F = 3.434	= .001	No significant pairwise comparison, meaning that sexual orientation does affect how you view your own conscientiousness, but specific sexual orientations comparisons cannot be determined
Agreeableness, self	Race/Ethnicity	F = 3.358	= .01	The Black or African American group assessed themselves as more agreeable than the White group did. (p = .006)
Neuroticism, others	Gender	F = 3.134	= .0254	No significant pairwise comparison, meaning gender does affect how people view neuroticism in others as a negative trait in a quality person, but specific gender comparisons cannot be determined
Conscientiousness, others	Socioeconomic Status	F = 3.087	= .016	People who made more than \$200K a year answered that conscientiousness was a more important trait in a quality person than people who selected "Prefer not to answer" when asked about their SES (p = .0205) People who made more than \$200K a year answered that conscientiousness was a more important trait in a quality person than people who made \$100K - \$200K a year (p = .0205)

Comparison of effectiveness of outreach methods toward self and others

Big 5 Category	Comparison	Test Statistic (F)	P-value	Findings and Interpretations
Neuroticism, self	Age	F = 3.055	= .01	People of ages 60-69 assessed themselves as more Neurotic than people of ages $18-29 (p = .04)$
Extraversion, others	Religious Affiliation	F = 3.051	= .002	Christian people answered that extraversion is a more important trait in a quality person than Atheist/Agnostic people did (p < .001)
Agreeableness, others	Relationship Status	F = 2.996	= .005	People in a serious relationship answered that agreeableness was a more important trait in a quality person than people in a casual relationship did (p = .02)
Conscientiousness, self	Age	F = 2.939	= .0128	No significant pairwise comparison*
Extraversion, self	Socioeconomic Status	F = 2.846	= .024	People that made between \$50K-\$100K a year assessed themselves as more extraverted than those that made less than \$50K a year (p = .02)
Agreeableness, others	Race/Ethnicity	F = 2.757	= .028	The Black or African American group answered that agreeableness was a more important trait in a quality person than the White group did (p = .0166)
Conscientiousness, others	Relationship Status	F = 2.755	= .008	 People in a serious relationship answered that conscientiousness is a more important trait in a quality person than the unmarried but cohabiting people (p = .019) Married people answered that conscientiousness is a more important trait in a quality person than the unmarried but cohabiting people (p = .04)
Extraversion, others	Political Affiliation	F = 2.741	= .028	Very Conservative people answered that extraversion was a more important trait in a quality person than Very Liberal people did (p = .0253)
Agreeableness, self	Age	F = 2.732	= .0192	No significant pairwise comparison*

Comparison of effectiveness of outreach methods toward self and others

Big 5 Category	Comparison	Test Statistic (F)	P-value	Findings and Interpretations
Openness, others	Relationship Status	F = 2.683	= .01	No significant pairwise comparison*
Openness, others	Sexual Orientation	F = 2.682	= .01	No significant pairwise comparison*
Extraversion, others	Socioeconomic Status	F = 2.523	= .0405	People that made more than \$200K a year answered that extraversion was a more important trait in a quality person than those that made \$100K-\$200K (p = .0229)
Neuroticism, self	Political Affiliation	F = 2.444	= .046	People who identified as Moderate in their political views assessed themselves as more neurotic than Very Liberal people did (p = .034)
Extraversion, self	Relationship Status	F = 2.194	= .034	Married people assessed themselves as more extraverted than single people (p = .017)
Conscientiousness, self	Relationship Status	F = 2.151	= .038	No significant pairwise comparison*
Neuroticism, others	Sexual Orientation	F = 2.065	= .046	No significant pairwise comparison*
Extraversion, self	Religious Affiliation	F = 2.029	= .035	Catholic people assessed themselves as more extraverted than Atheist/Agnostic people (p = .013)