**Self-Assessment: Can You Identify Personality Traits From Blogging Words?**

**The source of this scale is: Steven L. McShane, University of Western Australia, based on information reported in: T. Yarkoni, "Personality in 100,000 Words: A Large-Scale Analysis of Personality and Word Use among Bloggers," Journal of Research in Personality 44, no. 3 (2010), 363-373.**

Below is a list of 25 words that were commonly found in several hundred weblogs. How often each word was used was associated with the blog author's personality.

**Instructions:**

Select the Big Five personality dimension of authors who are most likely to use each word in their weblogs. For example, select "extraversion" for words that you think are used more often by blog authors with high extraversion than by blog authors with other dominant personalities.

1. adventure

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. art

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. awful

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. bar

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. beautiful

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. completed

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. countless

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. crowd

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. dancing

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. depressing

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. drinks

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. enjoying

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. folk

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. humans

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. irony

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. lazy

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. narrative

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. poet

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. ready

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. routine

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. share

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. spring

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. together

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. wonderful

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

1. worse

* Conscientiousness
* Agreeableness
* Neuroticism
* Openness
* Extraversion

**Understanding Your Score on the Personality in Blog Words Self-Assessment**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Low percentage correct | Moderate percentage correct | High percentage correct |  |
| 0 | 0-49 | 50-74 | 75-100 | 100 |

This self-assessment estimates how well you can identify the personality of weblog authors from the words they use in their blogs. The overall score and graphic display indicate the percentage of words that you identified correctly with the corresponding personality dimension. In addition, you can see the percentage of words that you identified correctly for each of the five personality dimensions.

This self-assessment illustrates the importance of personality in many aspects of our lives. In this case, personality predicts the language we use in weblogs and related writing. Using sophisticated software and algorithms, a few companies are even researching blogs, social media sites (such as Facebook), and other public domains to estimate the dominant personality traits of the job applicants who created those sites.

**Scoring:**

**Consciousness** – Questions 1, 6, 12, 19, 20

**Agreeableness** – Questions 5, 21, 22, 23, 24

**Neuroticism** – Questions 3, 10, 15, 16, 25

**Openness** – Questions 2, 13, 14, 17, 18

**Extraversion** – Questions 4, 7, 8, 9, 11

Each correct answer adds 4 points to the “Blog Words Self-Assessment” scale.