

Personality





Which Female Superhero Are You?

Time to find out whether you're a badass spy like Black Widow, a genius like Kitty Pryde, or a straight-up goddess like Wonder Woman.


How Would You Die In "Game Of Thrones"?

What, you think you'd actually survive in the world of Westeros? Ha! Tune in to Season 4 of *Game of Thrones* on HBO, coming April 6 at 9 p.m.



WHICH COLOR IS THE MOST APPEALING?



If you had a time machine

 what's the first thing
 you would do?

- | | | |
|--|--|--|
| <input type="checkbox"/> Kill Hitler | <input type="checkbox"/> Re-eat lunch | <input type="checkbox"/> Ride a dino |
| <input type="checkbox"/> Watch your own death | <input type="checkbox"/> Destroy it! | <input type="checkbox"/> Rule high school |
| <input type="checkbox"/> Take your mom to prom | <input type="checkbox"/> Stop global warming | <input type="checkbox"/> Admire the many buffalo |

**PICK A TROUBLED
 LEONARDO
 DICAPRIO
 TO SAVE:**

- | | | |
|--|---|--|
| <input type="checkbox"/> Inception Leo | <input type="checkbox"/> The Departed Leo | <input type="checkbox"/> What's Eating Gilbert Grape Leo |
| <input type="checkbox"/> In the Name of the King: The Last Moorish Leo | <input type="checkbox"/> Romeo + Juliet Leo | <input type="checkbox"/> The Beach Leo |
| <input type="checkbox"/> The Aviator Leo | <input type="checkbox"/> The Basketball Diaries Leo | <input type="checkbox"/> Ocean's 11 Leo |



Which Female Superhero Are You?

Time to find out whether you're a badass spy like Black Widow, a genius like Kitty Pryde, or a straight-up goddess like Wonder Woman.

You got: Supergirl

You're an optimistic, upbeat person who is always working hard to help other people. You have a creative side and enjoy making things.



Chaz Firestone <chaz@jhu.edu>

to pr ▾

Hello,

My name is Chaz Firestone, and I teach Introduction to Psychology at Johns Hopkins University. I'm preparing a lecture on personality, and am planning to discuss why we find personality tests so interesting. I'll be giving an example of a BuzzFeed test (in addition to some more scientific tests), and so I was wondering: Do you folks know how many BuzzFeed quizzes have been taken in the history of the site? I would love to use that statistic in my course!

All the best,
Chaz

--
Chaz Firestone
Assistant Professor of Psychological and Brain Sciences
Director, Perception & Mind Laboratory
Johns Hopkins University
<http://perception.jhu.edu>

Hi Chaz,

Thanks for reaching out! Unfortunately, we cannot share our quiz statistics at this time

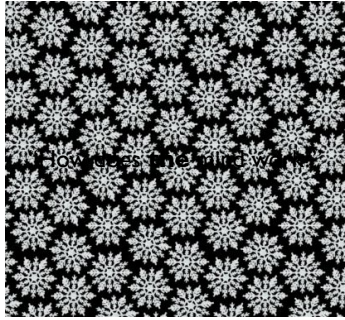
Good luck with the lecture!

Best,

--
[Redacted] | BuzzFeed | Public Relations
111 East 18th Street, New York, NY 10003



200 million per month!





Personality

a person's characteristic **style** of behaving, thinking, feeling, and interacting with others

Humans	Personality Traits	...
		Jasmine
		Jill
		Jack
		Jabari
		Jan
		Jacob
		...

Humans	Creativity	...
	Persistence	Jasmine
		Jill
		Jack
		Jabari
	Jan	
	Sociality	Jacob
	...	

Humans	Focus	...
	Loyalty	Jasmine
		Jill
		Jack
		Jabari
	Jan	
	Open- Mindedness	Jacob
	...	

Questions + Themes

What are personality traits, and (how) can we **measure** them?

How do we differ, and **why**?

How much of how we behave is **inherent** to us (vs. to social situations, education, upbringing, culture)?

Test-Retest Reliability

Validity





Which Female Superhero Are You?

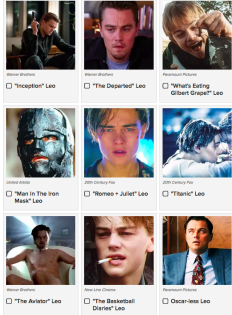
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PICK A TROUBLED
LEONARDO
DICAPRIO
TO SAVE:



Rorschach Test



It is important to see this blot as two human figures, usually females or clowns. If you don't, it's seen as a sign that you have trouble relating to people. You may give other responses as well, such as "cave entrance" (the triangular white space between the two figures) and "butterfly" (the red "vagina", bottom center)

State
being anxious **right now**
(but maybe not later)



Trait
being an anxious **person**
(in general)

ENFJ Teacher	INFJ Counselor	INTJ Mastermind	ENTJ Field Marshal
ENFP Champion	INFP Healer	INTP Architect	ENTP Inventor
ESFP Performer	ISFP Composer	ISTP Operator	ESTP Promoter
ESFJ Provider	ISFJ Protector	ISTJ Inspector	ESTJ Supervisor

Myers-Briggs Type Indicator

ENFJ Teacher	INFJ Counselor	INTJ Mastermind	ENTJ Field Marshal
ENFP Champion	INFP Healer	INTP Architect	ENTP Inventor
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Myers-Briggs Type Indicator

About 86% of Fortune 100 companies rely on these types of tests to build stronger, more effective teams and healthier organizations.
How The MBTI Can Help You Build A Stronger Company

OPINION
Here's What You Should Be When You Grow Up, Based on Myers-Briggs

Everyone has their own unique path to success—use MBTI to find yours



ENFJ Teacher	INFJ Counselor	INTJ Mastermind	ENTJ Field Marshal
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ESFJ Provider	ISFJ Protector	ISTJ Inspector	ESTJ Supervisor

Myers-Briggs Type Indicator

50%
of people get a
different type upon
retaking the test!

ENFJ Teacher Genuine, enthusiastic, and outgoing, you are a natural teacher. You are a natural teacher. You are a natural teacher. You are a natural teacher.	INFJ Counselor You are a natural counselor. You are a natural counselor. You are a natural counselor. You are a natural counselor.	INTJ Mastermind You are a natural mastermind. You are a natural mastermind. You are a natural mastermind. You are a natural mastermind.	ENTJ Field Marshall You are a natural field marshal. You are a natural field marshal. You are a natural field marshal. You are a natural field marshal.
ENFP Champion You are a natural champion. You are a natural champion. You are a natural champion. You are a natural champion.	INFP Healer You are a natural healer. You are a natural healer. You are a natural healer. You are a natural healer.	INTP Architect You are a natural architect. You are a natural architect. You are a natural architect. You are a natural architect.	ENTP Inventor You are a natural inventor. You are a natural inventor. You are a natural inventor. You are a natural inventor.
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Myers-Briggs Type Indicator

weakly predicts
good managers,
teammates, etc.

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The “Big Five”

- Openness to Experience
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism (“emotional stability”)

The “Big Five”

Openness to Experience

Conscientiousness

Extraversion

Agreeableness

Neuroticism

The “Big Five”

Openness to Experience

Conscientiousness

Extraversion

Agreeableness

Neuroticism

“I am easily
distracted”

The “Big Five”

Openness to Experience

Conscientiousness

Extraversion

Agreeableness

Neuroticism

“I remain
calm in tense
situations”

The “Big Five”

Openness to Experience

Conscientiousness

Extraversion

Agreeableness

Neuroticism

“I am generally
trusting of
others”

The “Big Five”

Openness to Experience

Conscientiousness

Extraversion

Agreeableness

Neuroticism

The “Big Five” Not 2? Not 18,000?

Openness to Experience

Conscientiousness

Extraversion

Agreeableness

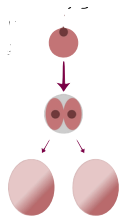
Neuroticism



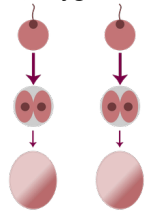
Genetics vs. Environment



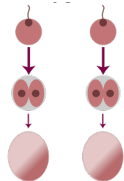
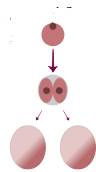
Monozygotic ("identical")



Dizygotic ("fraternal")







Heritability

the proportion of trait variation that is explained by genetic variation

eye color ~1

heart disease ~.5

of eyes ~0

Heritability \neq how “genetic” is trait X in some person



Heritability = how “genetic” are **differences** in trait X across people



vs



What is heritable?

(i.e., heritability > 0)

Almost Everything

Big 5 Aggression Achievement Religiosity
Sexual Orientation Politics Intelligence



What does this say
about group differences?

Nothing

Really? **Nothing?**
Yes, nothing.

A tempting (but fallacious) argument

1. Trait X is heritable within groups
(i.e. differences in X can be explained by differences in genes)

2. Groups differ in X

therefore...

3. Group differences in X are
explained by differences in genes

Heritability: High Heritability: High

group differences entirely environmental

good water, light, soil **bad** water, light, soil

A tempting (but fallacious) argument

- Plant height** is heritable within groups
*(differences in **plant height** can be explained by differences in genes)*
- Groups differ in **plant height**

therefore...

- Group differences in **plant height** are explained by differences in genes **X**

What is heritable?
(i.e., heritability > 0)

Almost Everything

Big 5 Aggression Achievement Religiosity
Sexual Orientation Politics Intelligence

Personality

Nature | Nurture

Behavior

Personality

Behavior

Personality Situation



inherently bad people? **inherently** good people?



Henry

Would you shock this puppy?



Henry

Would you shock this puppy?



Henry

A. **Yes**

B. **No**

C. Look at your fancy little outfit, Henry! You're going somewhere **very** important, aren't you? Yes you are...

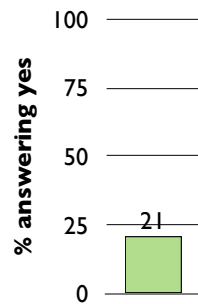
Would you shock this puppy?



Henry

A. **Yes**

B. **No**



Sheridan & King (1972)

Subjects shown a (real)
"cute fluffy puppy"

Asked to watch the puppy complete
a task, and **shock** it if it got the
wrong answer

Each wrong answer increases
voltage, up to 450 V

Course credit earned upon arrival,
no obligation to continue

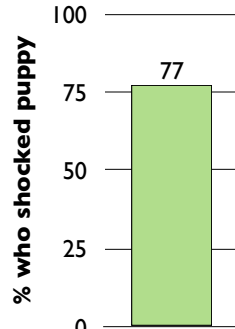
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Reprinted from the Proceedings, 85th Annual Convention, APA, 1972

OBEEDIENCE TO AUTHORITY WITH AN AUTHENTIC VICTIM

CHARLES L. SHERIDAN and RICHARD G. KING, JR.
University of Missouri, Kansas City *University of California, Berkeley*

Milgram (1963) reported that a large proportion of Ss obeyed commands from an E to deliver seemingly dangerous shocks to a "victim." Naive Ss were led to believe that they were participating in an experiment on learning which purportedly required delivery of shock to a second S. The E instructed S to throw in succession each of 30 switches

to suppose that women would be less willing than men to inflict harm on a cute puppy. Further, common observation suggests that women might be better able than men to confront or manipulate authority figures such as the commanding E. Conversely, the submissiveness of the female role might lead to greater compliance.

Journal of Abnormal and Social Psychology
1962, Vol. 67, No. 4, 371-376

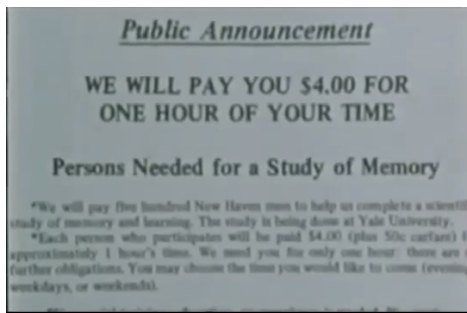
BEHAVIORAL STUDY OF OBEEDIENCE¹

STANLEY MILGRAM²

Yale University

This article describes a procedure for the study of destructive obedience in the laboratory. It consists of ordering a naive S to administer increasingly more severe punishment to a victim in the context of a learning experiment. Punishment is administered by means of a shock generator with 30 graded switches ranging from Slight Shock to Danger: Severe Shock. The victim is a confederate of the E. The primary dependent variable is the maximum shock the S is willing to administer before he refuses to continue further. 26 Ss obeyed the experimental commands fully, and administered the highest shock on the generator. 14 Ss broke off the experiment at some point after the victim protested and refused to provide further answers. The procedure created extreme levels of nervous tension in some Ss. Profuse sweating, trembling, and stuttering were typical expressions of this emotional disturbance. One unexpected sign of tension—yet to be explained—was the regular occurrence of nervous laughter, which in some Ss developed into uncontrollable seizures. The variety of interesting behavioral dynamics observed in the experiment, the reality of the situation for the S, and the possibility of parametric variation within the framework of the procedure, point to the fruitfulness of further study.

The Milgram Experiment



Redone in 2009

Replicating Milgram

Would People Still Obey Today?

Jerry M. Burger
Santa Clara University

The author conducted a partial replication of Stanley Milgram's (1963, 1965, 1974) obedience studies that allowed for a direct comparison with the original investigations. While providing the usual level of participants, Burger only participated in a replication of Milgram's Experiment 1 up to the point at which they first heard the learner's verbal protest (150 volts). Because 70% of Milgram's participants who went past this point continued to the end of the shock generator's range, reasonable estimates could be made about what the present participants would have done if allowed to continue. Obedience rates in the 2006 replication were only slightly lower than those Milgram found 43 years earlier. Contrary to expectation, participants who saw a confederate refuse the experimenter's instructions obeyed at often as those who saw no model. Men and women did not differ in their rates of obedience, but there was some evidence that individual differences in empathic concern and desire for correct self-rated participant responses.

Keywords: obedience, authority, Milgram

Yes

(70% deliver the shock)



Asch (1956): Conformity



Behavior

Personality

Situation

Personality