Learning about the Big Five personality traits using Beyond the Purchase

While there are hundreds of personality traits that psychologists have been using for over a century, there are really just a few dimensions of variation. For example, many scales are available to measure depression, anxiety, self-consciousness, and other tendencies toward experiencing frequent negative emotions. However, these scales all correlate strongly with each other as aspects of Neuroticism, a trait of the Big Five.

Psychologists in the 1960s first began to notice that the same "meta-traits" kept popping up in large studies. In the 1980s the "five factor model" of personality was developed, now called The Big Five, and has become the most important model in personality psychology. It turns out that chimpanzees, dogs, pigs, and even squid can be reliably classified, based on their individual behaviors, on some or all of the five factors. Variation on these five factors seems to reflect some basic traits on which the brains of animals can vary, such as being set for more or less social interactions (extraversion), or for more or less variety seeking (openness to experience).

To learn more about your personality profile I want to introduce you to a website Dr. Ravi Iyer and Dr. Ryan Howell created titled “BeyondThePurchase.Org” which allows individuals all over the world to take free psychology quizzes to find out more about their personality traits. The academic website uses peer-reviewed published psychological surveys to provide individuals with personalized feedback, graphics, and tips.

As a supplement to our current class activities, you should consider learning about your Big Five personality profile at Beyond the Purchase. The first step requires you to register with Beyond the Purchase. Keep reading onto the next page to learn how to compare your personality profile to thousands of others.
1. There are two ways to register with the website. First, go to BeyondThePurchase.Org through this link or copy and paste http://www.beyondthepurchase.org/?grp=93c23ff6555901261eb5a559fa5ed330 into your browser and click on “Register”:

You will land on a page that gives you two options to register for Beyond the Purchase.

a. **Option 1:** Use the “Login with Facebook” option. This will automatically create an account for you, and thus, you will not need to remember your username or password ever again. Anytime you come back to the website you can click on the “Login with Facebook” option and take more studies and surveys. Also, if you take the emotions in your FB updates study, they analyze the emotional content of your Facebook status updates for you.

b. **Option 2:** Register with the website by creating an account. You will be directed to the registration page (see below). It is important to remember that you will need to remember your username or password to take future studies.
2. Now that you have registered with the website, you need to click on the **Happiness, Money, and Personality Tests** link to be directed to the surveys you can take:

On the *Beyond The Purchase* Survey page you will click on the link called **The Big Five personality test**:

The above link will direct you to the survey so you can learn how you score on the five fundamental dimensions of personality. At the end of the survey you will find a “feedback” page where you will learn about your personality and how your score compares to others. Specifically, much like the graph below, your **scores will be shown in green**, compared to the average of all other people (in **purple**) who have taken the scale on the website.

After you complete the survey feel free to complete more—you might enjoy the **Implicit Happiness IAT** as a different way to measure individual differences. You may also be interested to learn about the values that shape your life choices by taking the **Schwartz Values Scale**. Finally, you can learn about how you choose to spend your money and time by taking the **Implicit Buying Motives** study.