

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.

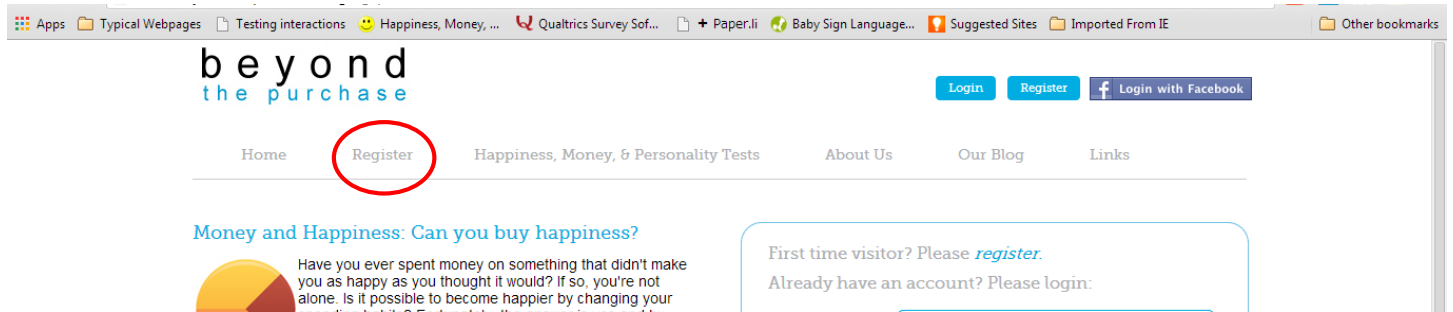
Psychologists in the 1960s first began to notice that the same "meta-traits" kept popping up in large studies. In the 1980s the "five factor model" of personality was developed, now called The Big Five, and has become the most important model in personality psychology. It turns out that chimpanzees, 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.

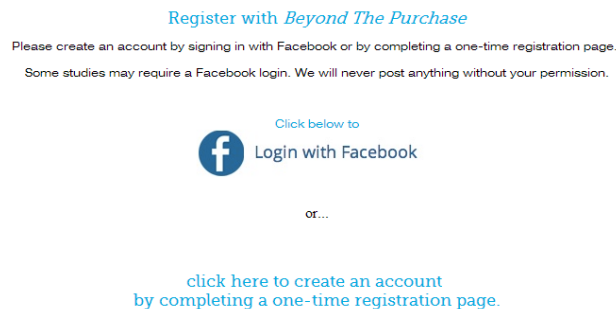
The screenshot shows the website www.beyondthepurchase.org. The page features a navigation menu with links for Home, Register, Happiness, Money, & Personality Tests, About Us, Our Blog, and Links. A prominent blue box contains a registration and login form. The form asks if the user is a first-time visitor (prompting registration) or already has an account (prompting login). It includes input fields for Username and Password, a Remember Me checkbox, and buttons for Login and Login with Facebook. A link for 'Forgot your Password?' is also present. Below the form, a disclaimer states: 'This site is an academic venture with no fees or advertising and is a collaboration among social psychologists who study consumer behavior and well-being. Your responses will be used for research purposes only. We will guard your privacy carefully.' Social media icons for Twitter, Facebook, and Google+ are shown with a count of 218. On the left side of the page, there is a section titled 'Money and Happiness: Can you buy happiness?' featuring a pie chart and text explaining the relationship between money and happiness. Below this, there is a 'Latest From Our Consumer Psychology Blog' section with a link to 'Train Your Brain to Spend Smarter: A Chat With BeyondThePurchase.org' dated August 1, 2014, and another link to 'Values and Marketing: Beyond the Purchase Teams Up With Zenzi Communications'.

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](http://www.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.

Register with *Beyond The Purchase*

Welcome. Please complete this one-time registration page participate in current and future surveys to address happiness, consumption, values, personality, life experiences, and well being.

By registering, you'll be able to receive personalized feedback and tips related to your completed surveys and see how your results compare to the general public. Your personal information and results will never be shared with anyone.

Implied Consent to Participate in Research on *Beyond The Purchase*

You must be 18 years of age or older to participate. Data collected from these confidential surveys will also be used to test a variety of theories about consumer and well-being psychology. Because your responses to these surveys will be used for research purposes, everything you tell us will be kept strictly confidential. (Please see our [full privacy statement](#)). This study (X12-03R1) has been approved by the San Francisco State University Institutional Review Board. Any questions or concerns should be directed to the principal investigator, Ryan Howell, Ph.D., at rhowell@sf.edu.

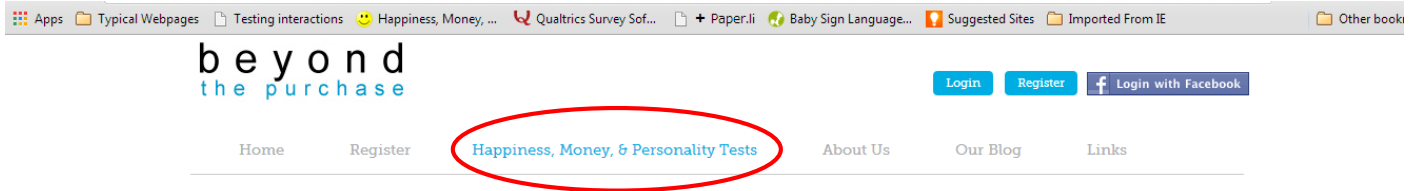
Username:

You can choose any username you want to. However, if you happen to forget your password, the only way for us to send you your password is if you use a valid e-mail address as your username. We will NEVER give out your email address to anyone for any reason.

Password:

Your password should be 4-12 characters; it is encrypted on our server. If you forget your password, we will email you a link to create a new one.

- 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**:

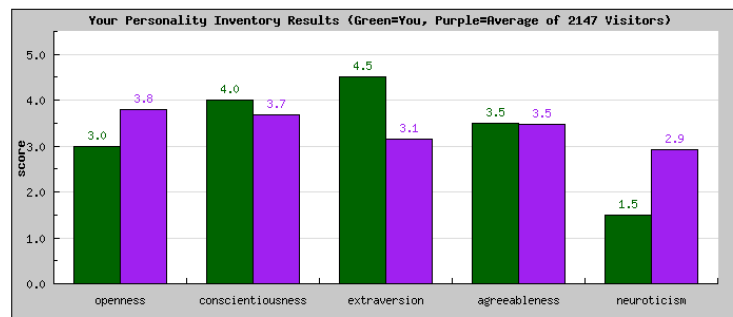
Study	Date Taken	My Results	Link	About This Study	Study Length
UK Happiness Index		No Results Yet	Take Study	How happy are you?	10 questions
Time Attitudes Survey		No Results Yet	Take Study	How do you feel about your past, present, and future?	35 questions
Social Values Scale		No Results Yet	Take Study	What are your consumption values?	26 questions
The Big Five personality test		No Results Yet	Take Study (circled in red)	How do you score on the five fundamental dimensions of personality?	29 questions
The emotions in your FB updates		No Results Yet	Take Study	How happy are your Facebook updates (note: Only people who register with FB can take this study)	1 Question

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.

The scale you completed was the "Big 5 Personality Inventory," created by Oliver John at the University of California at Berkeley. This particular scale is a "short form" of a much longer scale originally developed by Paul Costa and Robert McCrae in the 1980s.

The scale measures your scores on five personality traits, which are sometimes said to be the "master traits" of human personality:

In the graph below, your scores are shown in green, compared to the average of all other people (in purple) who have taken the scale on our website. Scores run from 1 (lowest possible score on each trait) to 5 (highest possible score).



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.