



Analysis of Personality and Media Consumption

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ABSTRACT

By drawing anonymous data from a through online surveys, the link between a media consumer's interest and personality type has been outlined. Using the internet as a host for the survey encouraged a sense of anonymity. This encourages truthfulness and participant willingness. This study explores the effects of personality types on media preferences. Trends within personality types and their collective likes and dislikes and correlational trends allow professionals to make assumptions pertaining to both individuals and the population. This allows science to create generalized profiles of the population and analyze how psychological types affect an individual's overall perception of media.

BACKGROUND

In 1921 Carl G. Jung published Psychological Types which developed Jung's theories of personal difference. Following WWII, an increased interest in individual psychology led Briggs to develop an instrument to give people access to their psychological type. The MBTI instrument was first published in 1962.

In 1991, a study conducted at the Auburn University in Alabama revealed connections between personality characteristics identified in undergraduates and media preferences. Through this, researchers determined major correlations in population preferences. For example, the study found respondents scoring high on neuroticism displayed a strong preference for news television and downbeat music while displaying an aversion to action and comedy programming. Individuals scoring high in psychoticism tended to avoid comedies while preferring more violent horror and action films.

Also in 1991, a study conducted by Gayle S. Stever found that a correlation was found between fans of Michael Jackson and their most common personality types. Consisting of a relatively small population of 98 fans, an overrepresentation of INFP and ENFP males and INFJ, INFP, and ENFP females was obviously present. The study also noted a connection between fans often identifying Jackson as an INFJ, thus having a similar personality type as most of his fans.

OBJECTIVES

This study intends to understand how people of certain personality types consume and relate to different media. The findings of this study will impact the perception of the effects of personality types on the preferences and interests of groups. Trends within personality types and their collective likes and dislikes could be utilized to make predictions.

The purpose of the project is to explore the correlation between personality types and media consumption. The observation of correlational trends allow professionals to make assumptions pertaining to both individuals and the population. This allows for the creation of generalized profiles of the population and the analysis of how psychological types affect an individual's overall perceptions.

METHODOLOGY

The research sample is drawn anonymously and voluntarily through online surveys made available on social media outlets. Our team plans to collect data from a wide demographic of online users via surveys to observe trends and correlations in the relationship between personality types on the Meyer-Briggs system and preferred media consumption.

We have chosen the survey method to best allow easy access to a wide sample audience to ensure response reliability and reduce skewness. Using the internet as a host for the survey encourages a sense of anonymity. This will encourage truthfulness and participant willingness in a way that is entirely ethical and without confounding bias; however, our research model may omit an older demographic. According to a study conducted by Statista in 2019, only 40% of adults over the age of 65 use social media.

The components of our survey as per the user are as follows:

- Taking the Myers-Briggs Personality Test through the 16Personalities (unless the participant already knows their Myers-Briggs Type Indicator [MBTI], then they can proceed to the survey)
- Accepting the survey's consensual conditions and proceeding to select their MBTI
- Selecting all media genres that they consider themselves to be significant fans or participants of

RESULTS

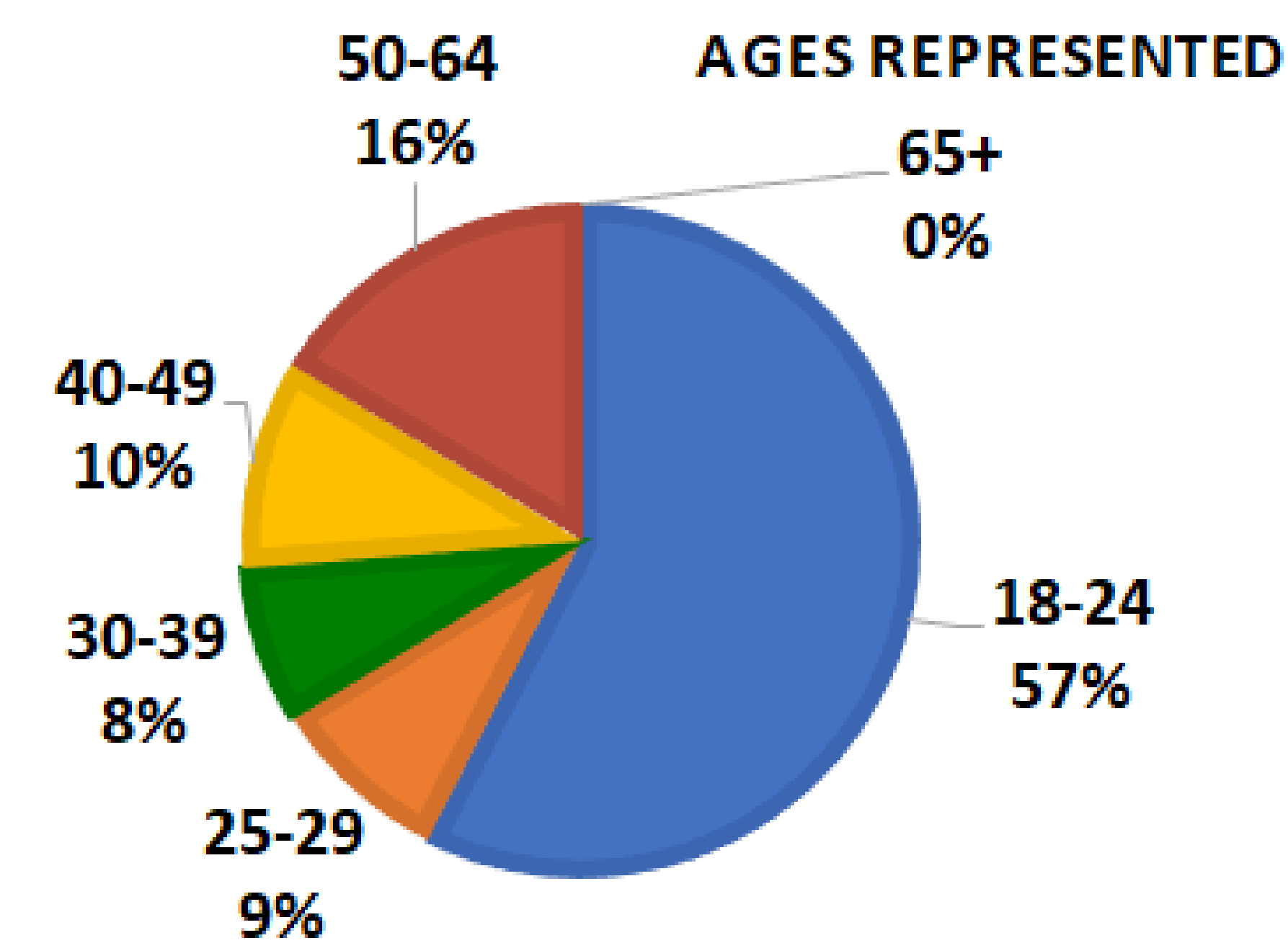
Sample Size: 80 (as of 4/20/2021)

Overrepresentation of Introverted Personality Types:

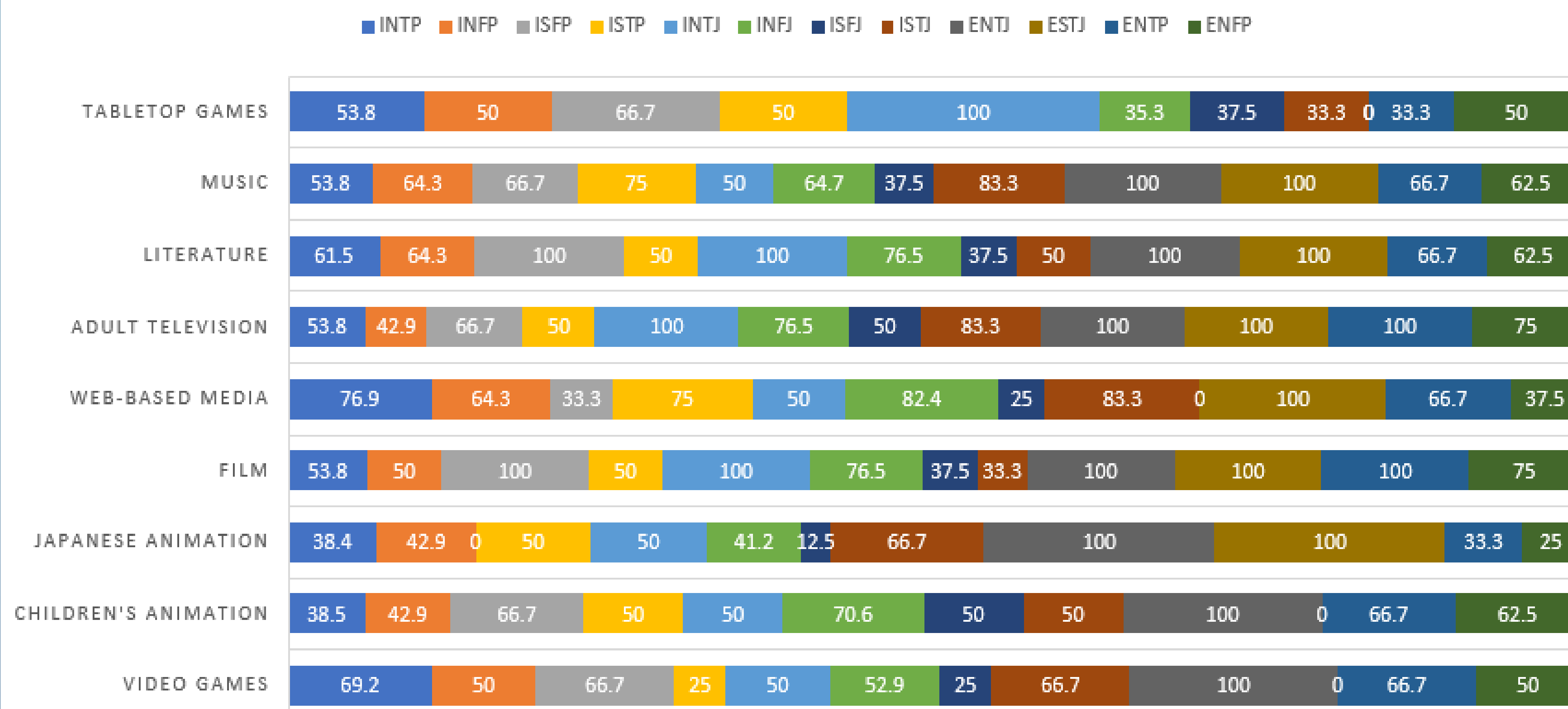
Research data reveals a 21.2% representation of the INFJ Personality Type, followed by a 17.5% representation of INFP, and a 16.2% representation of INTP. This is compared to the 1.5% INFJ, 4.4% INFP, and 3.3% of INTP occurrences in the overall population

Underrepresentation of 65+ Age Demographic:

Research survey response included no respondents over the age of 65. This is a stark underrepresentation of the 14.7% of 65+ individuals in the overall population.



MBTI AND MAJOR CATEGORIES



CONCLUSIONS

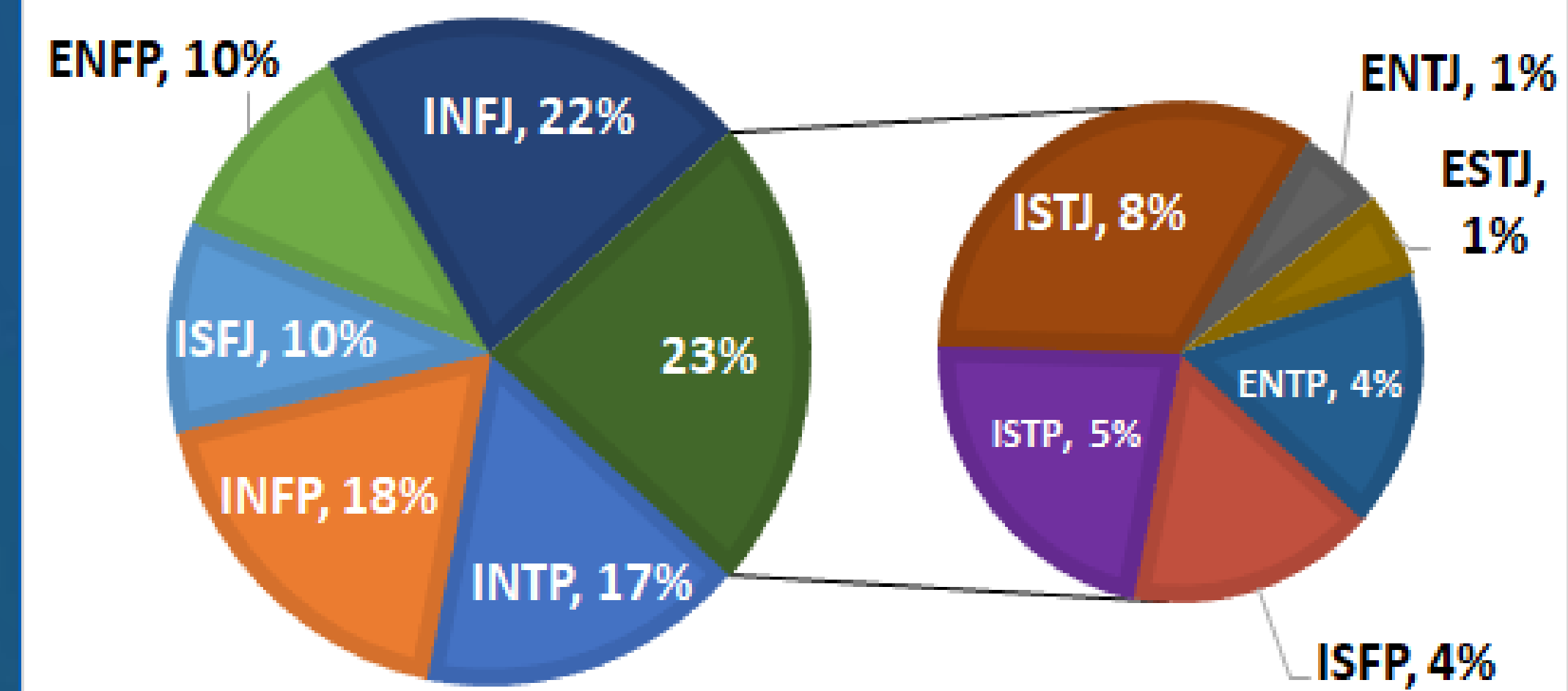
Different personality types do seem to have noticeable trends in media consumption, but definitive conclusions cannot be drawn with such a small sample size (80).

However, it's very easy to notice some preferences within personality groups:

The ISTJ MBTI is significantly more likely to consume and enjoy K-Pop and/or J-Pop music, with 5 of 6 participants (83.3%) in this personality type marking it as an interest of theirs. Compared to the other highly represented personality groups, this is a very surprising figure, as no other group enjoyed this media to the same rate.

INTP is significantly more likely to enjoy first person shooter and adventure-based/overworld games rather than classic arcade games, showing a slight trend towards a collective interest in more realistic content.

NUMBER OF RESPONDENTS BY MBTI



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