Dear Participant in the Study of Personal Websites,

Thank you for your participation in our research. As you know the project involved two main stages. In the first stage our personality assessment team viewed your website to see what they could glean about your personality from your website. In the second stage, you provided us with information about your personality. The data-collection phase of this project is now complete and we can give you feedback from each of these stages.

The following pages will provide you with personal feedback on your personality according to your self-report and according to our assessment team, as well as general results of the study.

WHAT ASPECTS OF PERSONALITY DOES THIS TELL ME ABOUT?

There has been a great deal of research examining how people describe the personality of themselves and others. This research has identified five major dimensions of personality. They are often referred to as the OCEAN model of personality, because the five dimensions are:

Openness to Experience/Intellect
High scorers tend to be original, creative, curious, complex
Low scorers tend to be conventional, down to earth, narrow interests, uncreative

Conscientiousness
High scorers tend to be reliable, well-organized, self-disciplined, careful
Low scorers tend to be disorganized, undependable, negligent

Extraversion
High scorers tend to be sociable, friendly, fun loving, talkative
Low scorers tend to be introverted, reserved, inhibited, quiet

Agreeableness
High scorers tend to be good natured, sympathetic, forgiving, courteous
Low scorers tend to be irritable, rude, vengeful, callous

Neuroticism
High scorers tend to be nervous, high-strung, insecure, worrying
Low scorers tend to be calm, relaxed, secure, hardy

ADDITIONAL FEEDBACK DIMENSIONS

In addition to the OCEAN dimensions, we also provide feedback on several other characteristics that were assessed.

YOUR ANSWERS

Your answers in the **personal feedback** section below are computed from what you said about your personality on the on-line personality questionnaire.

WEBSITE ASSESSMENT TEAM'S ESTIMATE OF YOUR PERSONALITY

The assessment team's ratings in the **personal feedback** section below are computed from what the personality assessment team detected from your personal website. The scores reported here are the average ratings made by eleven members of the team. The scores on the OCEAN dimensions are derived from the team's ratings on a number of more specific traits. For example, the Extraversion score is derived from the

team's ratings of how talkative, reserved, energetic, enthusiastic, quiet, assertive, shy, outgoing, and sociable they thought you were. It might be interesting for you to look at your website to see what could have served as evidence for each of these traits.

Scores on the other characteristics are computed from single questions. For example, your level of creativity is based on a single question referring to creativity. However, the score you get is averaged across all eleven judges.
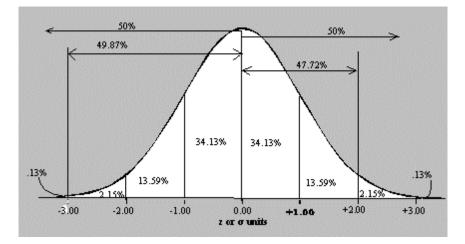
Clearly, the team's ratings do not necessarily tell you about your real personality. They do, however, tell you something about the impression that is conveyed about your personality from your website.

WHAT DO THE SCORES TELL ME?

To provide you with a meaningful comparison, the scores you receive have been converted to "z-scores." The z-scores show you where you score on the various personality dimensions relative to the other participants in the study. As you examine your scores you should bear in mind that the sample we examined may not be representative of the population as a whole. The sample is comprised of individuals who maintain a personal website and were selected randomly from Yahoo!®'s listing of personal websites. Obviously, your z-scores would probably differ if you were compared to other samples.

To interpret your z-scores, refer to the graph below. The mid-point of the horizontal axis (labeled "0.00") represents the average score for members of a given group (e.g., the average Extraversion score for all the participants in the study). The curve represents the fact that most people tend to be near the average point (i.e., the curve is highest at the mid-point) with fewer people scoring very high or low on the trait (i.e., the height of the curve diminishes as it gets further from the mid-point).

To find out how you compare to the other participants in the study on a particular trait, locate your z-score for that trait on the horizontal axis of the graph. If you got a z-score of 0.00 for Extraversion, this means that half the people in the study (50%) were rated as more extraverted than you and half were rated as less extraverted than you. If you got a z-score of about 1 then about 84% of the population were rated as less extraverted than you (i.e., the 50% below the average plus the 34% between 0.00 and 1). If you got a z-score of .5 then between 50% and 84% of the population were less extraverted than you. If you got a z-score of –2 for Agreeableness, this means about 2% (i.e., the 2.13% between –2 and –3 plus the .13% below –3) of the people in the study were rated as less agreeable than you. Note that, by definition, z-scores have a mean of zero and standard deviation of 1. Thus, most people (68.26%) fall within one standard deviation above or below the mean so most of your scores will probably be between –1 and +1.

GENERAL RESULTS

At the bottom of the results document, you will find general results from the study (not specific to your data/website). Included in these results are overall consensus and accuracy measures of the OCEAN personality traits (described above). For comparison, we have provided you with average measures of consensus and accuracy from other studies. These studies were similar to the one on websites, except instead of basing their judgments on websites, observers based their judgments on individuals' bedrooms, offices, or on the basis of brief interactions.

Consensus: Do observers agree with one another?

Consensus is measured by calculating the agreement among all 11 members of the assessment team. This is reported in the form of a correlation. An indicator of strong consensus is a correlation in the .30 range or higher. Strong consensus suggests that observers agree with each other in the impressions they are forming of the website owners.

Accuracy: Are observers correct in their impressions?

Accuracy is measured by calculating the agreement between the assessment team's ratings and a measure of what the website authors are really like. In this study, our measure of what you (the authors) are really like was taken from your self-reports and the ratings from the two people you nominated who know you well. An indicator of strong accuracy is a correlation in the .30 range or higher. Strong accuracy suggests that the observers formed impressions that were in line with how you (the authors) see yourselves and how your peers see you.

Thank you for your participation. We believe these data will help us understand how individuals express their individuality in their personal websites and how much perceivers can learn about an individual from their website. We are very grateful for your help with this study and we hope you have found it interesting.

Please feel free to contact us if you have any comments or suggestions (Tel: 512-471-0691; email: web_research@psy.utexas.edu).

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Personal Feedback for Participant 86

Personality Traits

Here are your scores (in z-scores) on the following personality traits. Use the figure (above) to interpret your z-scores and see where you fall in the population.

	Your answer	Assessment team's rating
Openness to Experience/Intellect	-0.91	-1.28
Conscientiousness	-0.10	0.86
Extraversion	-0.18	-0.29
Agreeableness	0.26	-1.06
Neuroticism	0.12	0.62

Characteristics

Along with the OCEAN traits, the team tried to glean a few other facts about you based on your website. Here's what they thought about you:

Average estimated age: 33 years old [You said you were 32 years old]

Sex: 0% of the assessment team thought you were female & 100% thought you were male.

Ethnicity: The following estimates of your ethnicity were made: white   white white   caucasian   white   white   white   caucasian caucasian   white   white

Political Views: 4.0 on a scale of 1 (liberal) to 7 (conservative). [You rated yourself as 3]

Importance of Politics: 4.3 on a scale of 1 (not at all) to 7 (very important) [You rated yourself as 5]

Athleticism: 3.8 on a 7-point scale. [You rated yourself as 2]

Intelligence: 5.6 on a 7-point scale. [You rated yourself as 6]

Unconventional: 3.6 on a 7-point scale. [You rated yourself as 7]

Creativity: 3.8 on a 7-point scale. [You rated yourself as 6]

Loneliness: 4.5 on a 7-point scale. [You rated yourself as 3]

Self-esteem: 4.8 on a 7-point scale. [You rated yourself as 5]

Wealth: 5.3 on a 7-point scale. [You rated yourself as 1]

Attractiveness (in z-scores**)**: -0.5 [You rated yourself as 0.2]

Masculinity/Femininity: 3.2 on a scale of 1 (masculine for your sex) to 5 (feminine for your sex). [You rated yourself as 2]

How much your website says about you: 2.6 on a 5-point scale.

How much information our team thinks is on your website: 2.9 on a 5-point scale.

* "**N/A**" is printed if you did not provide enough information to compute a score.
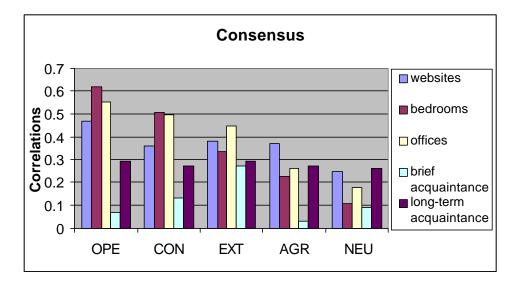
[Scroll down for General Results]

General Results

Consensus

How much did observers agree with each other on what people are like based on:
- their websites?
- their bedrooms?
- their offices?
- brief acquaintance?
- long-term acquaintance?

Consensus -- Correlations

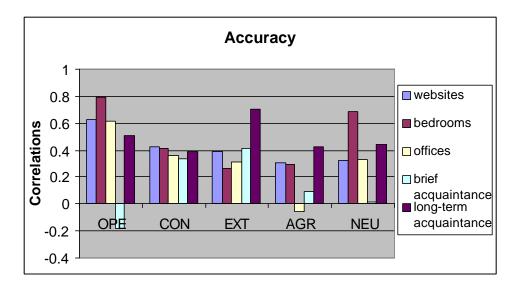|	Websites	Bedrooms	Offices	Brief	Long-term
Openness	.47	.62	.55	.07	.29
Conscientiousness	.36	.51	.49	.13	.27
Extraversion	.38	.34	.45	.27	.29
Agreeableness	.37	.23	.26	.03	.27
Neuroticism	.25	.11	.18	.09	.26
Political views	.39				
Imp. of politics	.31				
Athleticism	.46				
Intelligence	.26				
Unconventional	.32				
Creativity	.33				
Loneliness	.35				
Self-esteem	.25				
Wealth	.29				
Attractiveness	.38				

Accuracy

How much did observers agree with self- and peer-reports when observers'
impressions of the targets were based on:
- their websites?
- their bedrooms?
- their offices?
- brief acquaintance?
- long-term acquaintance?

Accuracy

Accuracy -- Correlations

	Websites	Bedrooms	Offices	Brief	Long-term
Openness	.63	.79	.61	- .19	.51
Conscientiousness	.43	.41	.36	.34	.39
Extraversion	.39	.26	.32	.41	.70
Agreeableness	.31	.29	-.06	.09	.43
Neuroticism	.32	.69	.33	.02	.44

Political views	.56
Imp. of politics	.46
Athleticism	.66
Intelligence	.19
Unconventional	.38
Creativity	.50
Loneliness	.30
Self-esteem	.29
Wealth	.28
Attractiveness	.58