



## A STUDY ON IMPACT OF HUMAN PREFERENCES IN THE EVALUATION OF HUMAN PERSONALITY

(With special Reference Kanpur and Lucknow)

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### **Abstract**

*This research article explores the possibility of preferences as a tool for evaluating personality traits as well as the relationship between personality and preferences. A sample of 30 participants in the study took from Kanpur and Lucknow district of Uttar Pradesh. In this article using electronic gadgets as the preference tool and five type personalities have been taken into consideration i.e., Extroversion, Conscientiousness, Agreeableness Neuroticism and Openness. Regression analysis is applied to analysis the data.*

**Key Words-: Extroversion, Conscientiousness, Agreeableness, Neuroticism, Openness.**

### **1. Introduction**

Psychology has long examined the fascinating and intricate subject of personality. It speaks about the distinctive collection of traits, behavioural patterns, ideas, and feelings that make one person apart from another. Understanding personality is important because it affects how we interact and interpret the environment.

Numerous hypotheses have been put out to explain how personality develops. The psychodynamic hypothesis, which was first put forth by Sigmund Freud, is one well-known theory. This theory holds that the id, ego, and superego make up personality's three fundamental parts. The superego reflects cultural norms and moral standards, while the id represents instinctual, primal desires seeking instant pleasure. The superego and id's competing demands are reconciled by the ego, which acts as a mediator between them. Freud also highlighted how unconscious processes play a part in determining personality (Sigmund Freud, 1923).

The trait theory, which contends that personality may be explained in terms of particular qualities or dimensions, is another well-known theory. Individuals have traits, which are consistent and long-lasting patterns of behaviour, beliefs, and emotions. These core aspects of personality, such as extraversion, agreeableness, conscientiousness, neuroticism, and openness to new experiences, are what trait theorists want to define and quantify. It is believed that traits have an impact on behaviour in a variety of contexts, resulting in a predictable pattern of reactions Costa, P. T., Jr., & McCrae, R. R.1992).

Another well-known idea is the trait theory, which claims that certain characteristics or dimensions can be used to explain personality. People have characteristics, which are enduring and dependable patterns of behaviour, thought, and emotion. Trait theorists seek to describe and measure these fundamental components of personality, such as extraversion, agreeableness, conscientiousness, neuroticism, and openness to novel experiences. It is thought that characteristics influence conduct in many settings and produce predictable patterns of responses (Bandura, 1997).



The reciprocal relationship between people and their environment is another key component of the social-cognitive paradigm. This theory contends that social modelling, observational learning, and situational conditions all have an impact on personality. People pick up new behaviours via witnessing other people and the results of their activities. This theory also emphasises the active role people play in determining their personality and behaviour through the notions of personal agency, self-efficacy beliefs, and self-regulation (Mischel, 1968).

This research paper aims to investigate the relationship between personality and preferences about using electronic gadgets and types of personality an individual have. Five types of personality have been considered for the purpose of this study. They are:

- Extroversion
- Conscientiousness
- Agreeableness
- Agreeableness
- Neuroticism
- Openness

Understanding an individual's personality traits and preferences can provide valuable information for a wide range of applications, such as career counselling, psychotherapy, and marketing research. The current study contributes to this growing body of research by examining the relationship between personality and preferences towards electronic gadgets.

## 2. Review of Related Literature

Personality is a complex and multidimensional construct that encompasses various traits, characteristics, and patterns of behavior that distinguish individuals from one another. Over the years, numerous theories and frameworks have been proposed to understand and measure personality. This literature review aims to provide an overview of some prominent theories and research findings in the field of personality psychology.

**The Five-Factor Model (FFM):** One of the most widely accepted models of personality is the Five-Factor Model (FFM), also known as the Big Five. It proposes that personality can be described in terms of five fundamental dimensions: openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (often referred to as OCEAN or CANOE). Research has consistently supported the existence of these five dimensions across different cultures and age groups (McCrae & Costa, 2003).

**Trait Theories:** Trait theories of personality focus on identifying and measuring specific traits that contribute to individual differences. For example, the HEXACO model expands upon the FFM by adding a sixth dimension, honesty-humility, to capture traits related to sincerity, fairness, and modesty (Ashton & Lee, 2007). Other trait theories, such as Eysenck's PEN model, highlight the importance of psychoticism, extraversion, and neuroticism as fundamental dimensions of personality (Eysenck, 1992).

**Psychodynamic Theories:** Psychodynamic theories, pioneered by Sigmund Freud, emphasize the role of unconscious processes and childhood experiences in shaping personality. Freud's psychoanalytic theory proposes three components of personality: the id, ego, and superego. It also highlights defense mechanisms, such as repression and projection, as strategies individuals employ to deal with conflicts



(Freud, 1966). Although criticized for its lack of empirical evidence, psychodynamic theories have influenced the field and spurred subsequent research.

**Cognitive-Behavioral Theories:** Cognitive-behavioral theories focus on how individuals' thoughts, beliefs, and behaviors interact to shape their personality. Bandura's social-cognitive theory highlights the importance of observational learning, self-efficacy, and reciprocal determinism in personality development (Bandura, 1999). This perspective emphasizes the influence of environmental factors on personality and the role of cognitive processes in shaping behavior.

## 2. Objective of the Study

The objective of this study to analysis the relationship between types of personality and using electronic gadgets.

## 3. Research Methodology

For the accomplishment of the objective of the study 30 respondents' data have been collected. Data is collected through online mode. The sample is collected from Uttar Pradesh. Random sampling techniques are used for the study. Descriptive research design has been adopted for the study.

### 3.1 Hypothesis of the Study

There is no significant relationship between using electronic gadgets and type of personality.

## 4. Analysis and Interpretation of Data

For the purpose of analysis of data regression analysis is used and some charts and Table is also used to show the data in more meaningful manner.

Table No. 1 Presenting the demographical profile of the respondents.

**Table No. 1**

S.N.	Particular	Frequency
1	Male	16
2	Female	14

### Source: Primary Data

The Table No. 1 showing that out of total respondents 16 respondents are male where, 14 respondents are female.

The Table No. 2 presenting the data of respondents on the basis of their age.

**Table No. 2**

S.N.	Particular	Frequency
1	21 to 30	8
2	31 to 40	15
3	41 to 50	5
4	Above 50	2

### Source: Primary Data

Table No. 2 clearly showing that out of total respondents 8 respondents are lying between 21 to 30 age, 15 respondents age are 31 to 40, 5 respondents age is between 41 to 50 and 2 respondents age are above 50.



#### 4.1 Testing of Hypothesis

For testing hypothesis regression analysis is used.

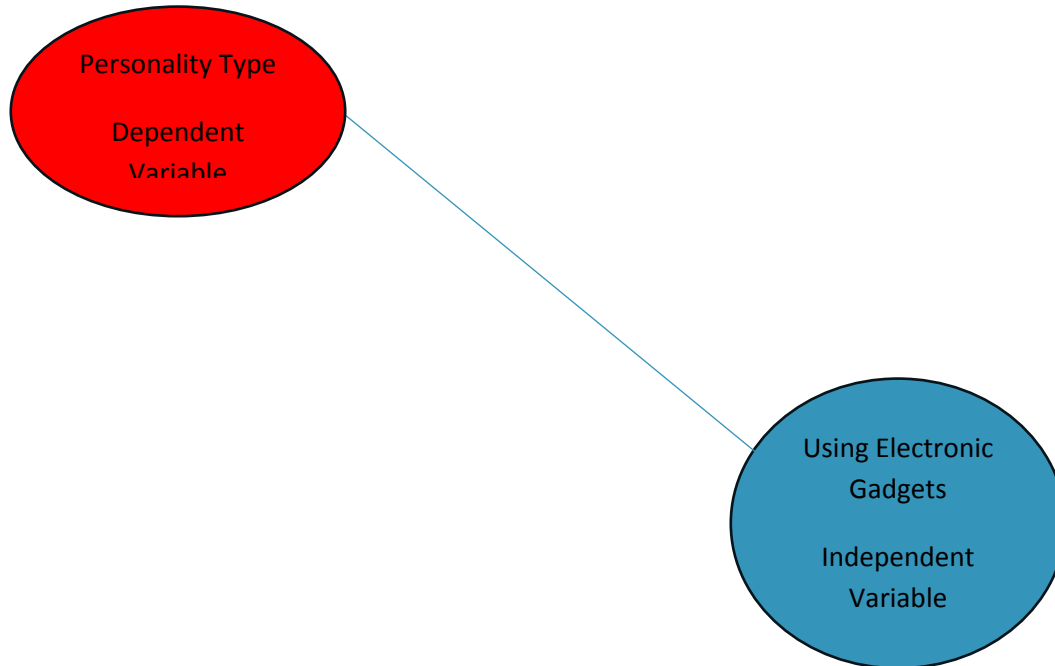


Figure No. 2 Presenting the Variables used in this Study

Regression Statistics								
Multiple R	0.153054199							
R Square	0.023425588							
Adjusted R Square	-0.01145207							
Standard Error	1.416144523							
Observations	30							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	1.346971307	1.346971307	0.671650265	0.419398496			
Residual	28	56.15302869	2.00546531					
Total	29	57.5						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.726354942	0.978763158	1.763812755	0.088673688	-0.278550501	3.731260384	-0.278550501	3.731260384
X Variable 1	0.103613177	0.126428088	0.819542717	0.419398496	-0.155362918	0.362589273	-0.155362918	0.362589273

Figure No.2 Presenting the Statistics of Regression Analysis

The first section of the figure showing the regression statistics in which the value of r is 0.153, value of r square is 0.0234. the second section is ANOVA table showing the value of F, 0.671 and



significance value is 0.419. The last section of the figure presents the regression model based on this table in which the value of coefficients of Intercept is 1.726 and X variable is 0.103.

## 5. Conclusion of the Study

Personality assessment is a critical aspect of understanding human behaviour and psychological functioning. Traditionally, personality assessment has relied on self-report measures to determine an individual's personality traits. However, recent research has explored the potential of using preferences as an alternative means of assessing personality traits. Preferences reflect an individual's choices, desires, and inclinations, and may provide valuable insights into an individual's personality. On the basis of regression analysis used and the value obtained it can be concluded that there is no significance relationship between using personality type and using electronic gadgets.

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