

# JUST BEING YOUR/ SELF

IA Conference

Diversity and Equality Roundtable

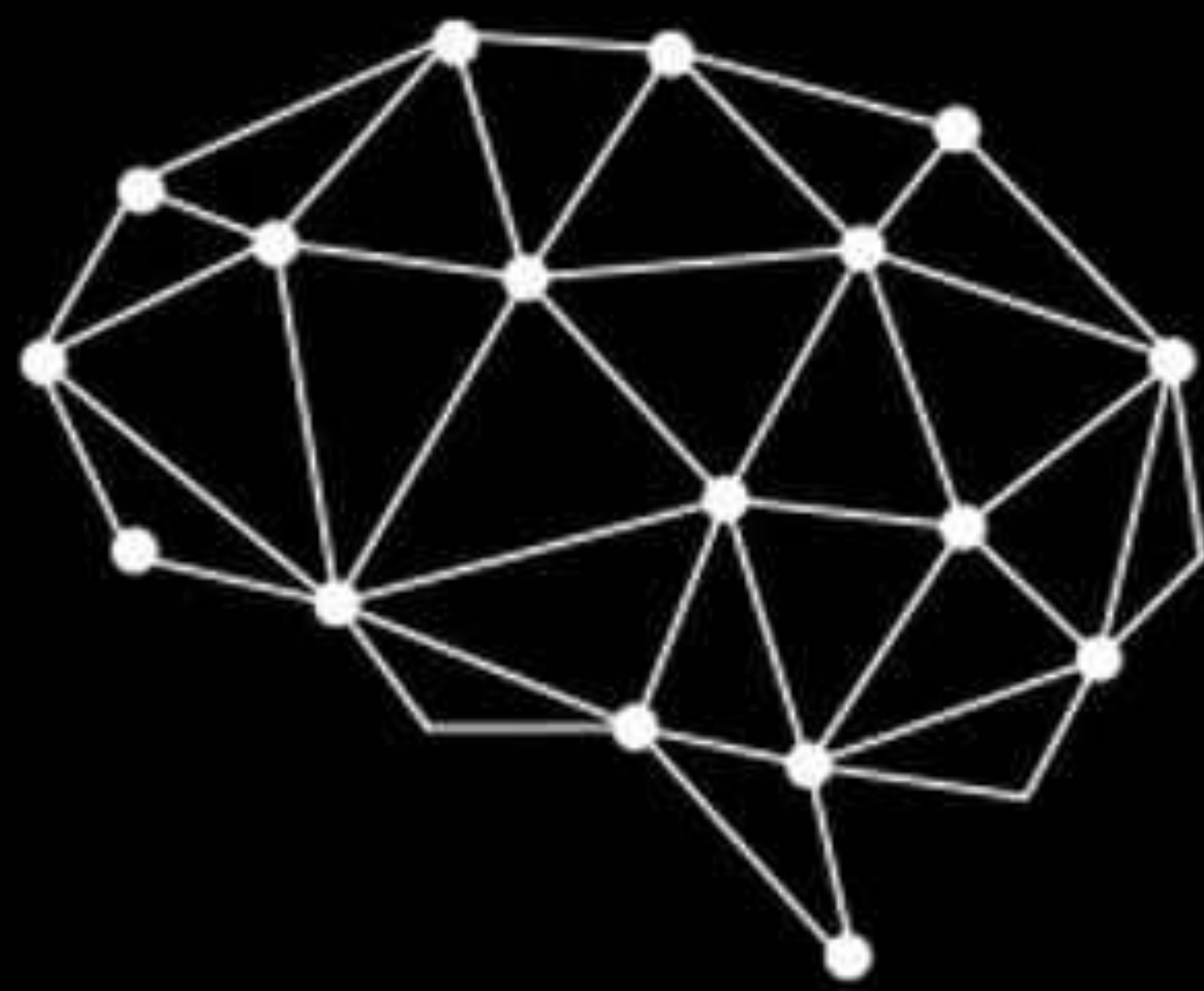
Orlando, FL 2019

Evgeni Minchev

ONE DOZEN  
Rattlesnake Eggs

CAUTION:  
Keep in cool place to  
prevent hatching....

Keep in cool place to  
prevent hatching....





<https://twitter.com/JamieJBartlett/status/979036128148942849>



**GONGRESS**  
Development for all

# **Private traits and attributes are predictable from digital records of human behavior**

Kosinski, M., Stillwell, D., & Graepel, T. (2013). Private traits and attributes are predictable from digital records of human behavior. *Proceedings of the National Academy of Sciences*, 110(15), 5802 LP-5805. <https://doi.org/10.1073/pnas.1218772110>

# **Personality Theories**

**behavioral, biological, psychodynamic,  
humanist and all the trait theories (the  
OCEAN has risen)**

**From conditioning and Cortisol, human needs and self actualisation, all the way to NLP, and data science.**

**The inventories.**

**Is it a place where we can make a difference?**



# **Psychometrics**

**field of study concerned with the theory and technique of psychological measurement**

# **Psychographics**

**qualitative methodology used to describe  
consumers on psychological attributes**

# **Behavioral Microtargeting**

## **a new era in consumer/voter targeting**

<http://theaapc.org/about-us/board-of-directors/alex-gage/>

**Was it successful?**

**Why?**

## Summary

You are restrained and conventional.

You are hardened: you think that people should generally rely more on themselves than on other people. You are self-controlled: you have control over your desires, which are not particularly intense. And you are respectful of authority: you prefer following with tradition in order to maintain a sense of stability.

Your choices are driven by a desire for organization.

You consider both tradition and achieving success to guide a large part of what you do. You highly respect the groups you belong to and follow their guidance. And you seek out opportunities to improve yourself and demonstrate that you are a capable person.

[How did we get this?](#)

## You are likely to \_\_\_\_\_

- like action movies
- read financial investment books
- be influenced by online ads when making product purchases

## You are unlikely to \_\_\_\_\_

- prefer using credit cards for shopping
- like documentary movies
- be influenced by family when making product purchases

## Personality

\*% = percentile

Conscientiousness ▾

86%

Emotional range ▾

52%

Agreeableness ▾

51%

Openness ▾

15%

Introversion/Extraversion ▾

7%

## Consumer Needs

\*% = percentile

Structure

97%

Practicality

94%

Harmony

91%

Challenge

88%

Ideal

84%

>>

## Values

\*% = percentile

Tradition

95%

Achievement

81%

Taking pleasure in life

48%

Stimulation

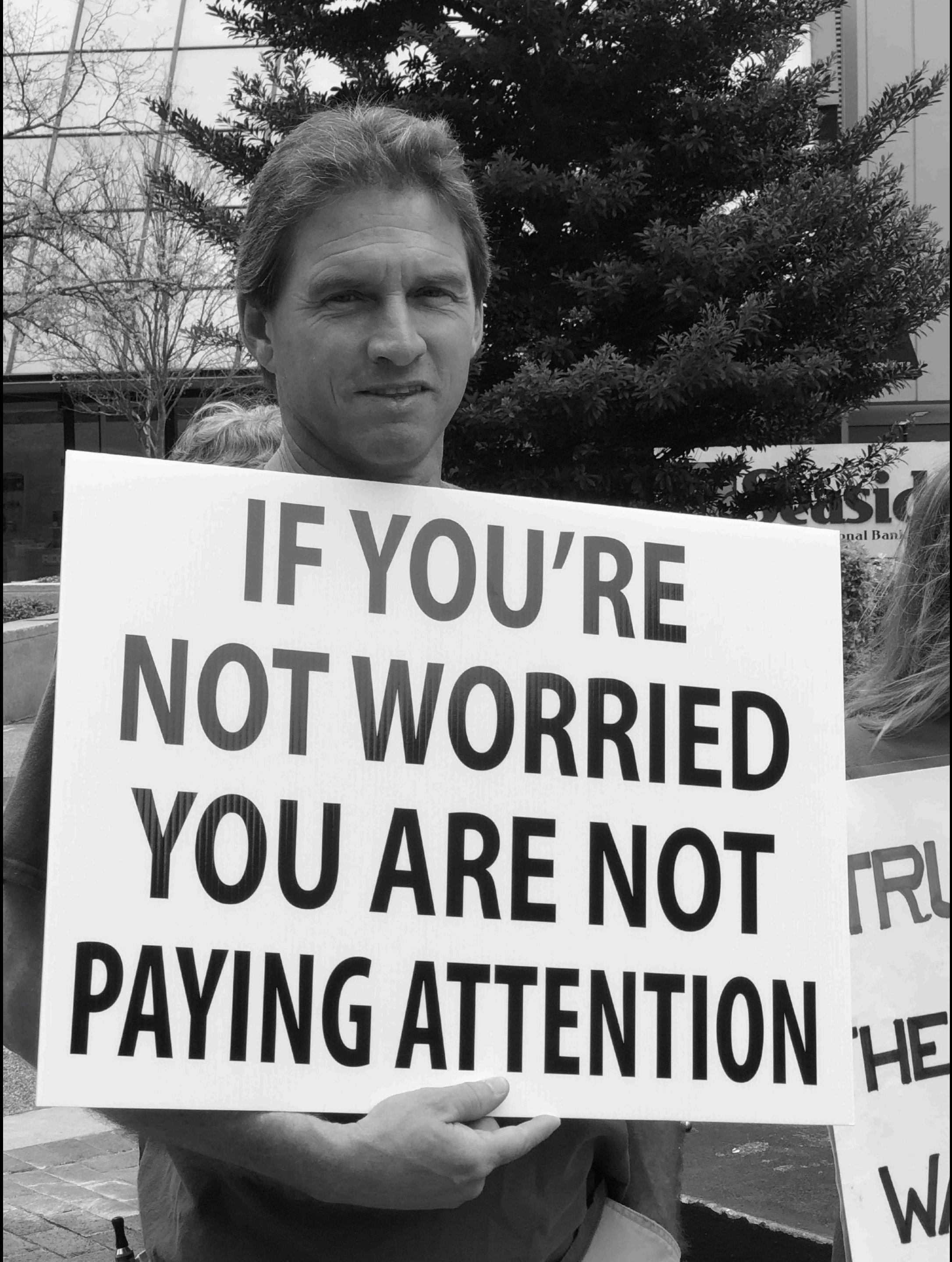
35%

Helping others

30%

## **Use cases:**

- **Targeted marketing**
- **Customer acquisition**
- **Customer care**
- **Personal connections**
- **Resume writing**



**IF YOU'RE  
NOT WORRIED  
YOU ARE NOT  
PAYING ATTENTION**

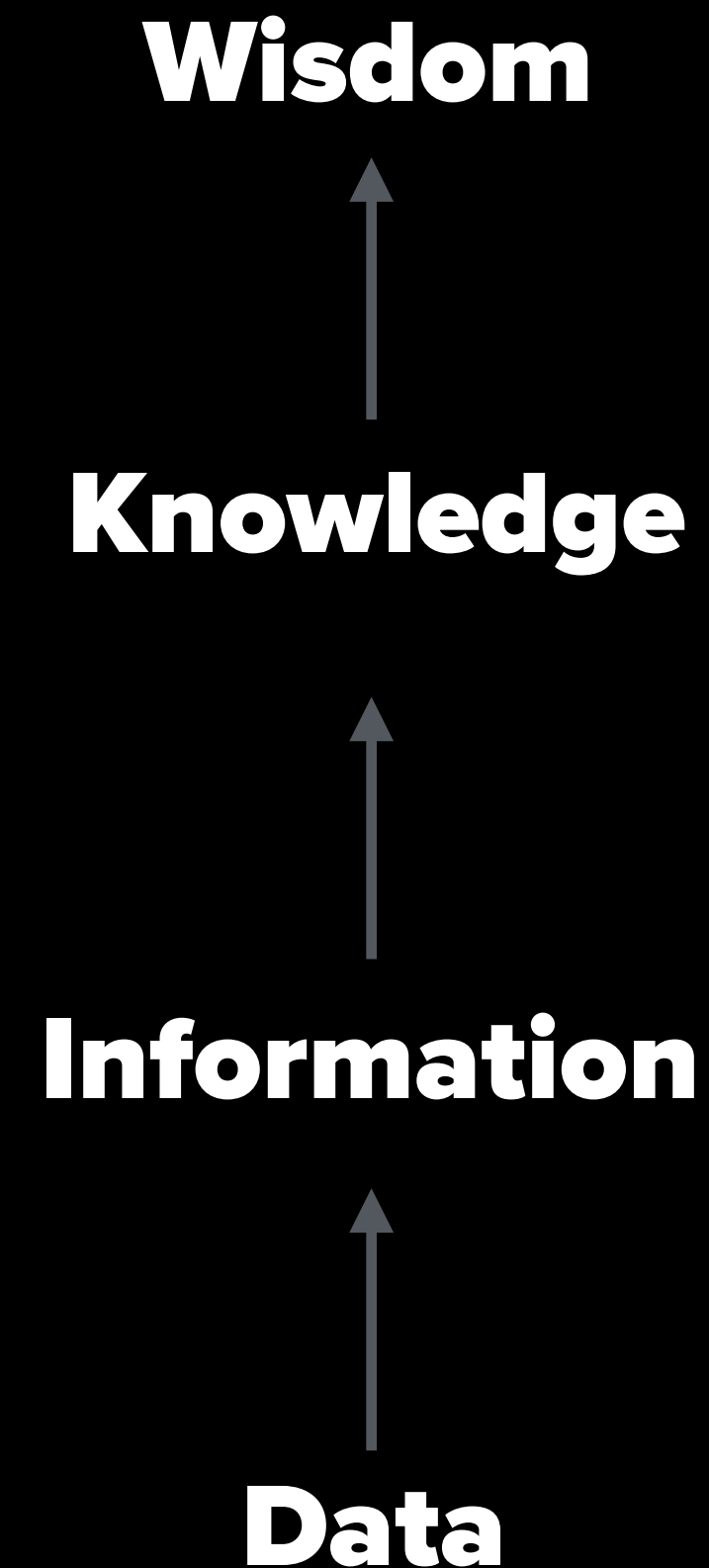
Seaside  
onal Bank

TRU

HE

WA

**“MAYBE, MAYBE THE SPARK OF IT”**





**“He knew her, intimately”**

**In English translations of the Bible, it often says, “and he knew her, and she had a son”.**

**Knowledge (n.) - Sense of "sexual intercourse" is from c. 1400. Middle English and "to have sexual intercourse with" c. 1300**

**Designed for everybody.**  
as diverse as possible

**Designed to exclude.**  
**rational behavior**

**Design for intent!**  
**What is your intent?**

**THANK**

**YOU!**