PERSONALITY ANALYSIS THROUGH BEHAVIOR IN SOCIAL NETWORKS.

APPLICATION TO THE MILITARY CONTEXT

Lt. Roberto Yela Clemente
Lt. Col. Jaime Mas Esquerdo

01 Introduction

01 Introduction

This Is Your Digital Life

Collecting data from 78 million users

Cambridge Analytica

01 Introduction

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS*	ACTIVE SOCIAL MEDIA USERS*
7.83 BILLION	**5.22 BILLION**	**4.66 BILLION**	**4.20 BILLION**
URBANISATION: 56.4%	vs. POPULATION: 66.6%	vs. POPULATION: 59.5%	vs. POPULATION: 53.6%

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. *ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

we are social

Hootsuite®

8

01 Introduction

Conscientiousness

Extraversion

Openness

The Big Five

Neuroticism

Agreeableness
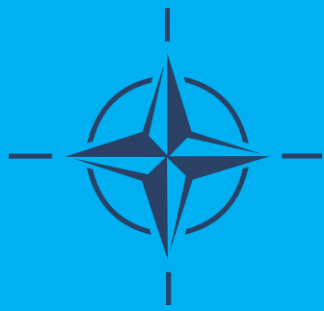
01 Introduction

Objetives

- To examine whether social network behavior analysis can be established as a valid indirect measure of user personality.

- Establish whether personality profiling through social networks could be a useful tool for the Armed Forces.

Research questions

1. Self-reported personality or idealized versions?

2. Correlation with the Big Five Model?

3. Valid measure of personality?
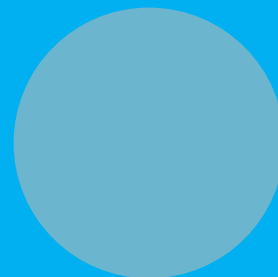
4. Useful tool for the military?

01 Introduction
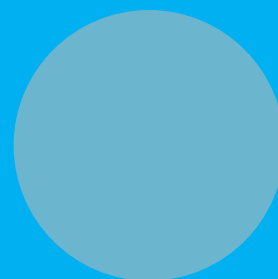
New threats
Cyberspace as a threat environment

New tools
For the evaluation of the human factor

Asymmetric
Concept of Asymmetric Warfare

Disinformation
Expansion and influence of social networks

Analytical Method

02

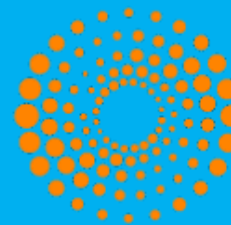# 02   Analytical Method

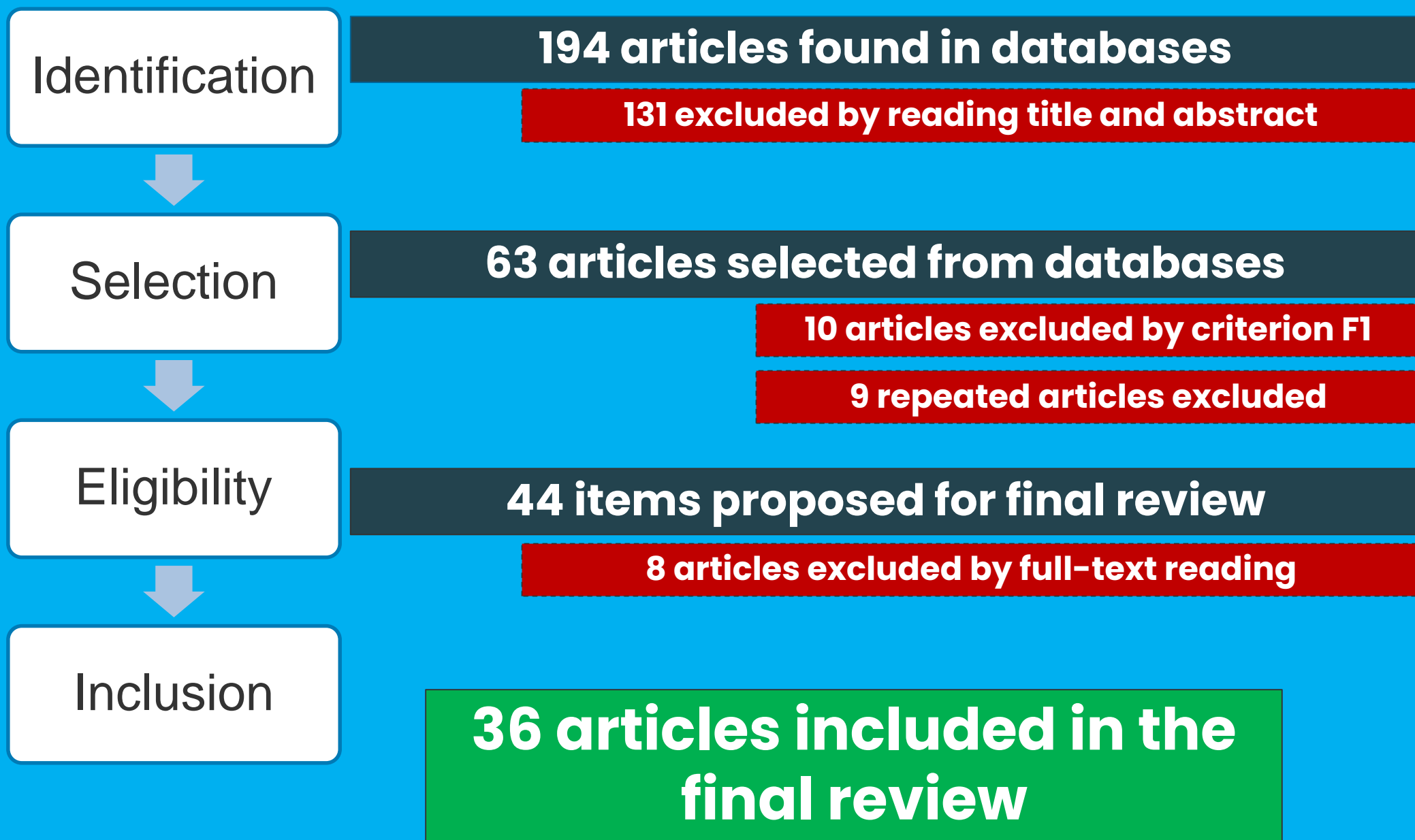"Online social networks"

AND

"personality"

2010 to 2020

PsycINFO

PubMed

Scopus

WEB OF SCIENCE

Psicodoc
BASE DE DATOS DE LA PSICOLOGÍA

02 Analytical Method

Identification — 194 articles found in databases

131 excluded by reading title and abstract

Selection — 63 articles selected from databases

10 articles excluded by criterion F1

9 repeated articles excluded

Eligibility — 44 items proposed for final review

8 articles excluded by full-text reading

Inclusion

36 articles included in the final review

03

Results

03 Results

Investigations per year
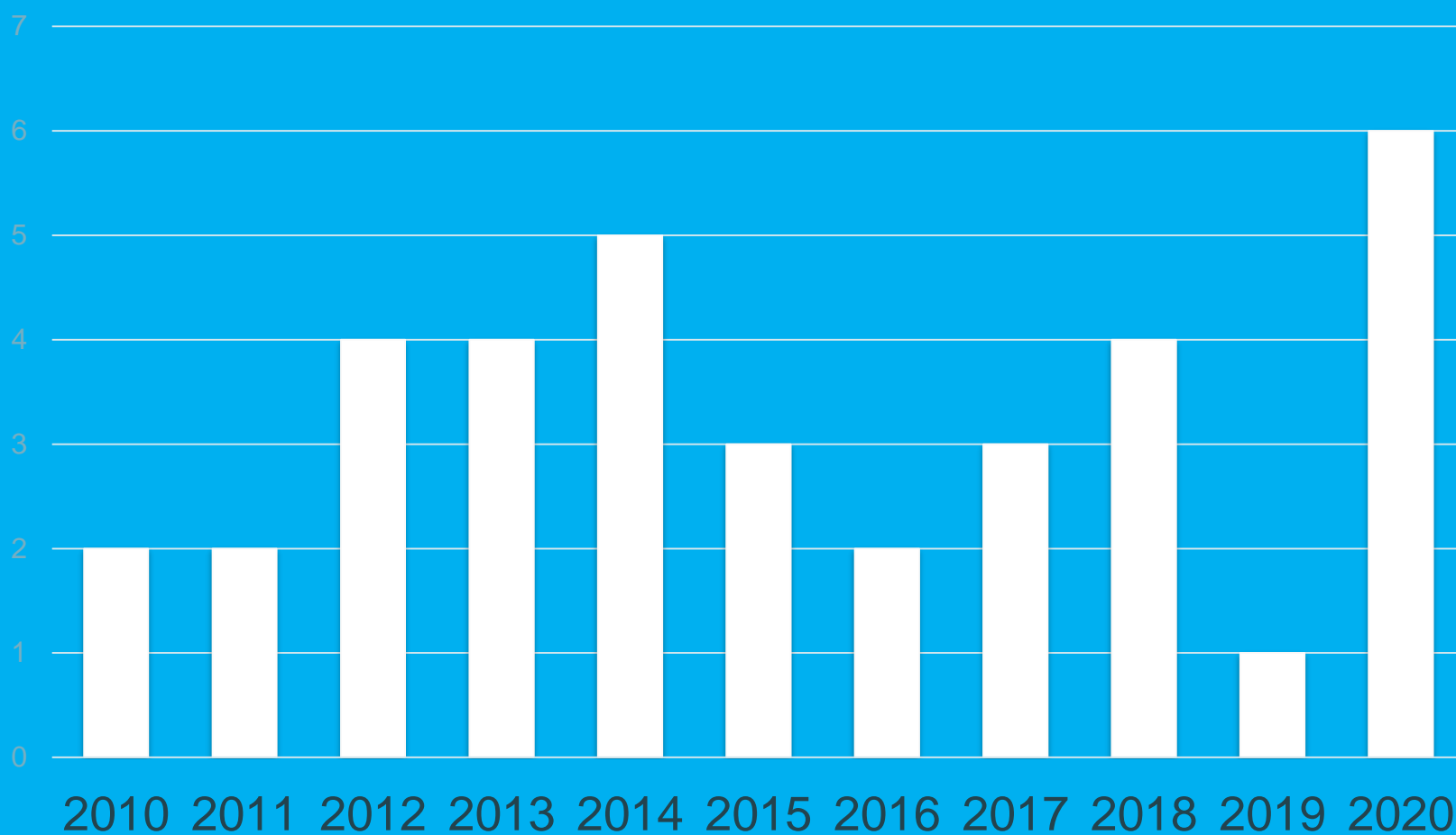
03 Results

Country distribution

- 12
- 5
- 4
- 2
- 1
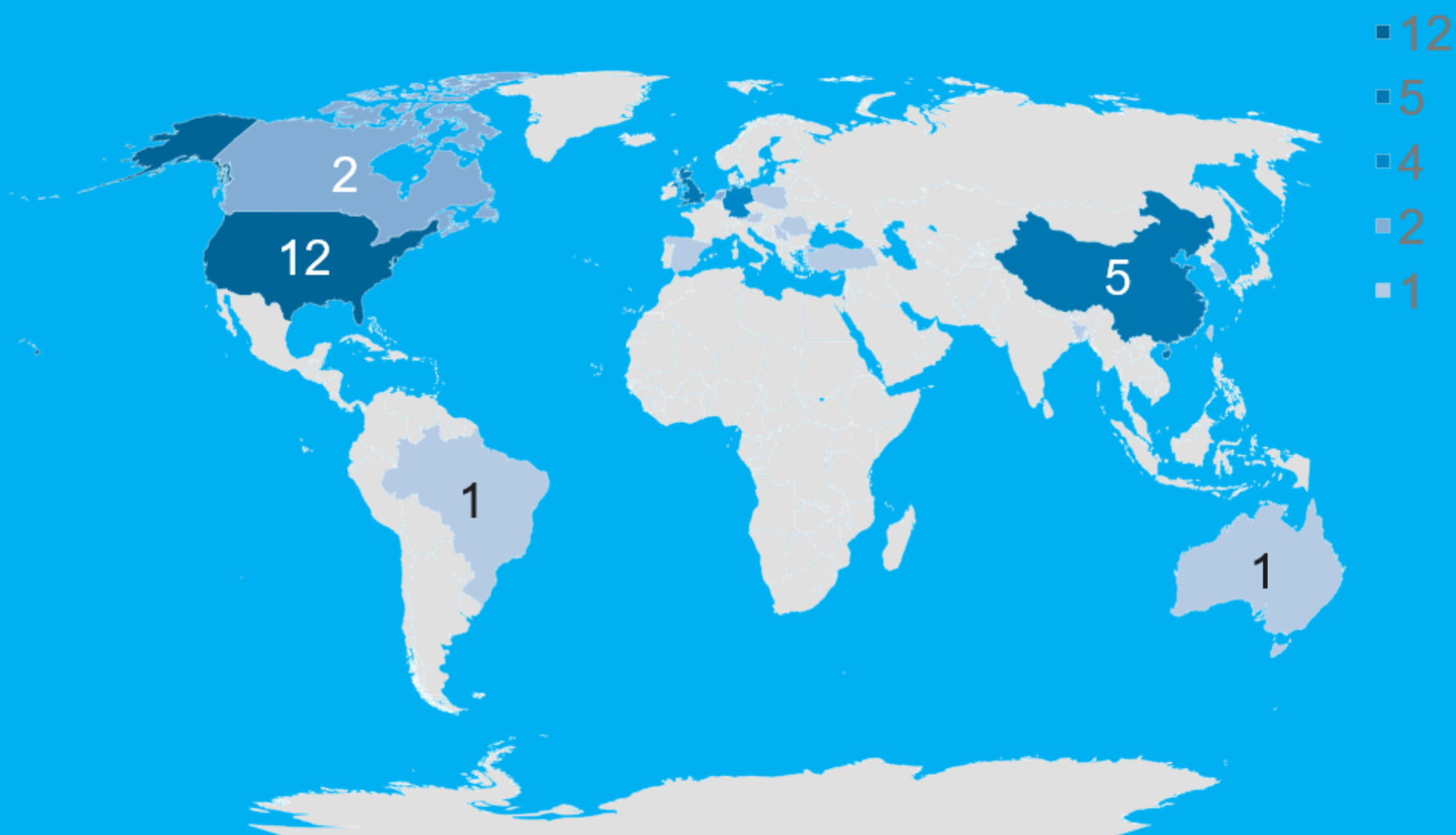
03 Results

Studied variables

Variable	Value
General behavior	10
Profile Information	8
Frequency and usage	8
Language content	6
Photo activity	6
Status updates	5
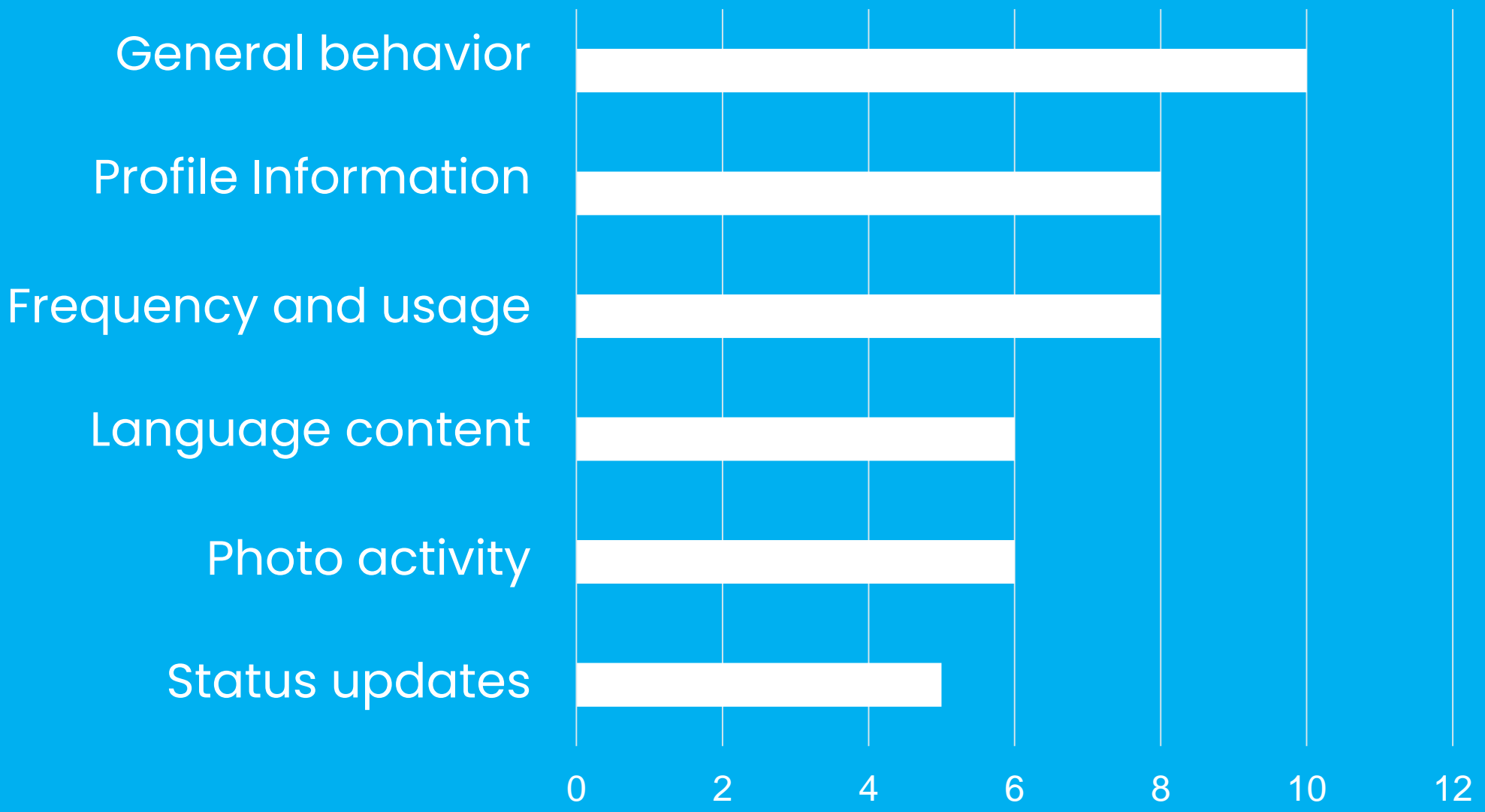
Conclusions 04

04 Conclusions

Increased association between certain personality traits and realistic self-presentation through social networks.

Continuity between users' offline and online behavior based on their personality traits.

Better results in personality prediction of methods based on language analysis and photographs.

04 Conclusions

Research questions:

Self-informed personality or idealized versions?

Correlation with the Big Five Model?

Valid personality measure?

Useful tool for the military?

04 Conclusions

STUDY LIMITATIONS

Evaluation discrepancies	Social network divergences	Cultural differences	Lack of military studies

FUTURE RESEARCH LINES

Thanks!

Do you have any questions?

ryelcle@mde.es
+34 64 54 73 676

Lt. Roberto Yela Clemente
Lt. Col. Jaime Mas Esquerdo