

Detecting personality traits using LinkedIn indicators.

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Abstract

Objective. Recent analysis show that some Big 5 personality traits can be accurately inferred from job-related social network (Van de Ten, Bogaert, Serlie, Brandt Denissen, 2017). It is whether unclear which indicators leak informative and accurate content about personality. In this study, we propose to explore information on personality that could be recovered from one's number of connections on LinkedIn.

Methods. For our study, 42 708 participants agreed to share their full LinkedIn profile, including their number of connections. They also took a series of psychometric tests of an online assessment platform, which includes measures of various work-related personality traits.

Results. We demonstrate, using multiple linear regressions, that the number of connections predicts several traits from Extraversion, Conscientiousness and Neuroticism.

Conclusion. Our study extends previous findings showing that LinkedIn offers reliable information about an individual's personality. Also, as many HR professionals are using job-related social network to infer personality (Roulin Bangerter, 2013), our findings are crucial to help them make more reliable prediction.