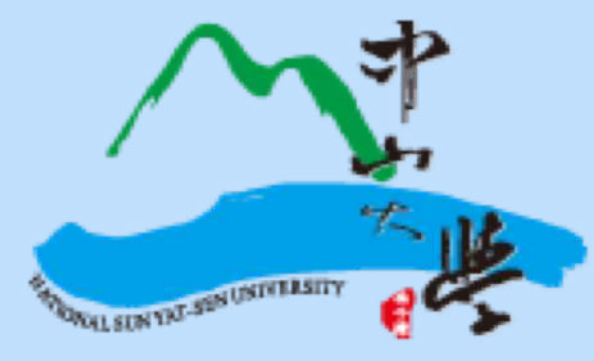




The personality traits of college students in Taiwan

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Motive & Purpose

- In the 1970 in Asia, Yang Guoshu found the difference between Chinese personality and Western personality, and he published **“The Seven Chinese Personality.”**
- And the new Internet and Technology culture era had come.
- The study is **expected to understand the personality traits in Taiwan to obtain updated verification evidence.**

- To confirm whether there is any difference in personality structure between the present and the past.**
- Develop a new “personality structure scale of Taiwanese college students” which is suitable for nowadays.**

Theoretical framework

- In 1884, The Big Five history start from **Francis Galton.**
- Allport and Odbert** proposing **“Webster’s International Dictionary.”**
- Cattell** developed 16 personality traits scales. **(16PF).**
- Norman** according to scholars developed **Five-factor model of personality.**

- Costa and McCrea** (1985) developed which is **the Five-factor model of personality (OCEAN)** widely used in recent years.
- The development of personality in Asia can begin with the definition of **indigenous psychology.**
- Yang** (1988) found that the personality of western language was **different from those of Chinese area.**
- Personality traits factors in Chinese areas (Taiwan and China) to get **the Big Seven.**

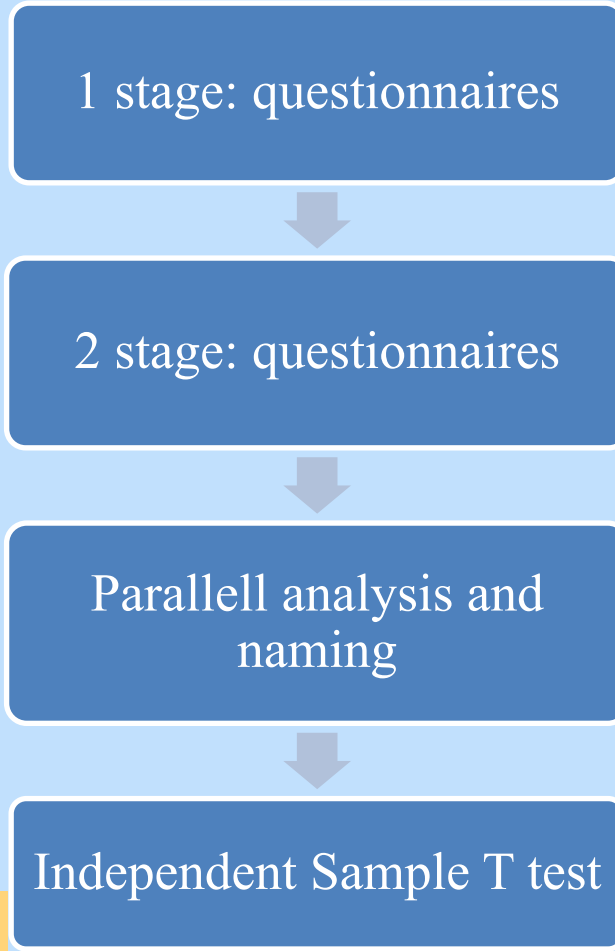
The Big Seven :

prudent and shrewd	foolish and cowardly
thrifty and persistent	lazy and indulgent
meeek and easy-going	grumpy and stubborn
honest and indifferent to fame and wealth	cunning and mean
outgoing	restraint
generous and straightforward	stingy and selfish
optimistic and footloose	pessimistic and sentimental

Results & Discussion

- Taiwan University Students' Personality Structure Change Scale of Today's Generation” has been developed, which can be classified into 11 categories.**
- Independent Sample T test — Boys think they have a higher sense of humor than girls.**

Method



- Let the participants fill in three blank questions.
- Use the result in the first stage of the questionnaire, 126 vocabularies are selected in the second stage. With the Five-Point Likert Scale . the participants were asked to judge whether the 126 vocabularies conformed to their own level according to their own conditions.
- Use parallel analysis of the exploratory factor to analysis the above 126 adjective words to divide 11 group of variables and name them
- To calculate the differences between boys and girls in the variables.

Positive	Helpful 、 Warm 、 Thoughtful 、 Accommodating 、 Enthusiastic 、 gentle 、 friendly 、 Empathetic 、 sincere 、 benevolent 、 kind 、 intimate containment 、 Listening 、 cute 、 sincere 、 hearken 、 mild 、 politeness 、 Thoughtful 、 approachable 、 Cheerful 、 kindhearted 、 share 、 Happy 、 generous 、 tender 、 obliging 、 communication 、 emotional 、 integrity 、 honest 、 curious 、 patient 、 vitality 、 filial piety
Negative	Negative 、 worry 、 pessimistic 、 gloomy 、 nervous 、 sentimental 、 * optimism 、 passive 、 complain 、 irritable 、 * Positive 、 Count 、 jealous 、 temperamental 、 * carefree 、 petty
Selfish	arrogant 、 opinionated 、 proud 、 self-centered 、 haughty 、 Confident 、 narcissist 、 calculating 、 snob 、 pick holes 、 fierce 、 stubborn 、 affectation 、 Hypocrite 、 unconcerned
Humor	noisy 、 mischievous 、 joker 、 Funny 、 interesting 、 Humorous 、 naive clueless 、 Gossip 、 sunny 、 Handsome
Rationality	rational 、 actual 、 Arrange 、 calm 、 effectiveness 、 autonomous 、 dependable 、 independent 、 Responsible 、 ability 、 smart
Introvert	Introvert 、 quiet 、 emotional available 、 * Outward 、 silence 、 shy 、 * vivid
Diligent	* Casual 、 * Lazy 、 serious 、 Work hard 、 driven 、 * passive 、 careful 、 persist 、 * proactive 、 careless 、 regular 、 * lie
Creative	imagination 、 Creative 、 Assertive 、 * stupid
Reckless	impulse 、 impatient 、 * aristocratic
Confidence	positive 、 beautiful
Inflexible	Boring 、 pure