Personality Traits, Tolerance towards Ethnic Minorities and Egalitarian Political Values of University Students

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ABSTRACT

This research aims to examine the personality traits, tolerance towards ethnic minorities and political ideology of university students in Pakistan. Political psychology across the globe has been trying to find the citizenship improvement dynamics and furthering in this regard, personality based studies tend to yield fruitful results. This has been hypothesized that personality traits and tolerance towards ethnic minorities are likely to predict the egalitarian political values of university students. The sample comprised of 500 university students, both boys and girls between the age ranges of 19 to 24 years taken from different universities of Lahore. The instruments or measures for data collection involved a demographic information sheet, Myers Briggs Type Indicator, Tolerance towards Ethnic Minorities Scale, and Egalitarian Political values Scale in addition to Religiosity scale. The analyses were executed through SPSS version 24.00. The findings from stepwise regression analysis revealed that specific personality traits predicted attitude towards minority and egalitarian political ideologies. This empirical investigation mainly focuses on the proponents that people erect in their political views and ideologies in consonance to their personality dispositional tendencies. The assumption is to unravel how people relate their day today situations in accordance to unique and specific elements of their personalities. Under the framework of this theory, it has been assumed that there is a statistically significant correlation between specific and peculiar elements of one's personality and political views and ideologies thereby formed. The results of this study entail that a further fusion of Political Psychology and Personality Studies can help to develop guidelines for policymakers, political parties and voters alike.

Keywords: *Personality, Traits, Tolerance, Ethnic, Minority*

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Introduction

Personality is a unique constellation of character traits that are pervading in everyday behaviors. People tend to infiltrate their political beliefs in the light of multifarious factors such as personal aspects that may include socioeconomic status, education level, and religious beliefs. But very often the element that has been neglected while making such investigations is the role of personality traits. This is hard to debate the pertinent factors from personal and dispositional domain that lead to make some political idea pleasing or undesirable. Political persuasion may evolve as personalities go through transitive patterns of life related changes yet the early age experiences and influences leave indelible mark on personality which gets reflected in one's later life help political ideologies. In this way, psychology of personality and political persuasion appear to transverse the evolving stages with passage of life.

Egalitarianism refers to a trend in political philosophy. An egalitarian approach involves equality in allocation of rights. People have the rights to get the same, or "be treated the same, or be treated as equals, in some respect". People should be dealt with as equals, and they may be treated as equals, should relate with each other as equals, and may enjoy equality of social status in one way or the other. Egalitarian doctrines is a long held philosophy and this tends to delve on a contextual idea that all human beings are equal in so many aspects of fundamental worth or moral status. In this regard, the Western European and Anglo-American philosophical tradition has been much more dominating. This view maintains that one significant source of egalitarian thought is Christian notion that God loves all human souls as being equal. Egalitarianism is somehow or the other a protean doctrine. This is protean since there always lay several different types of means of equality, or there lie various ways in which people might be treated as being the same. As far as the modern democratic societies are concerned, the term "egalitarian" is often used in order to refer to a standpoint position that favors greater notch of equality of income and capital across persons than what currently exists. This has been maintained by some theorists that pro-social traits stand for egalitarian spirits. A long line of research has documented how basic pro-social personality traits—known as agreeableness and honesty-humility—contribute to experimental and real-world instances of pro-sociality, including helping, volunteering, charitable giving, and ethical decision making (Elshaug and Metzer, 2001; Carlo et al., 2005; Penner et al., 2005; Ozer and Benet-Martínez, 2006; Graziano et al., 2007; Ashton and Lee, 2008; Aghababaei et al., 2014).

Empirical evidences from some past decades have revealed that personality emerges somehow as convincing factor that can be speculated to explain the reason and dynamics for disagreements on various perspectives and political ideologies. There is greater likelihood that people with explicit types of personalities tend to manifest or display specific inclinations toward certain political ideas. This leads us to contemplate that personality traits are potent source for determining the intolerance towards minority and also cater the baseline for forming diverse political ideologies. The role of personality in political realm is well-established; be it the personality of the leader, voter or follower. Political realm offers multitude of such instances where study of personality impact is inevitable. There have been some western researches focusing this aspect such as groundwork on the discussion of personality was laid out by Greenstein (1992)

who stressed that personality types play pivotal role in establishing the political views, ideologies and opinions. Although there lie the other side of the debate as well; according to which personal and demographic factors outplay their role in determining our political inclinations. Reisman as early as 1950 raised the idea that personally held beliefs in political realm happen to originate from the personality dispositions. Not much attention was paid from empirical standpoints. But succeeding years illustrated how significant was this allusion and how much zealotry this carries in understanding the phenomenon of political views formation.

Cutler (2003) in one such study demonstrated that a candidate's sociodemographic characteristics including gender, age, language, place region of residency) are transmitted into voters' political views and decisions. In other words, there are some latent, unconscious means and ways of implementing certain heuristics, mainly originating from their unique individual traits that happen to determine the political arena. Cutler further augmented that those individuals who perceive certain "social distance" from some candidate or political party in terms of their views and mind sets, would not be interested in following or voting for them. This aspect may somehow be explicated by cognitive Dissonance theory of Social Psychology that states that only the views that happen to be in accordance with our own mind sets are the ones that we wants to adhere, listen, attend and follow. All those views and beliefs that stand in contrast from our own preferences are filtered as vague and ambiguous or displeasing by us; thereby leaving little margin for their acceptance. The same elements employ to voting behaviors and to formation of political ideology mind sets. People are less likely to attend their opponent's party's leader or candidate as somehow or the other they feel that their personality set stands in contrast with that leader. Sharing a similar sociodemographic background with the voter is more likely to win his or her support. In Pakistan, in this regards stand the caste or *bradari* systems which are blindly followed in voting behaviors irrespective of objective evaluation of individual candidates. In order to evaluate this phenomenon, survey data from the 1993 and 1997 was obtained in Canadian general elections. Controlling for voters' opinions on some specific issues, voters were asked their responses or reactions with each of the four major parties. Cutler substantiates that in situations where candidates had similar gender, affiliation with region, and shared language, they held preferences in making selection of the candidates. When this study was extended further on larger sample set, religion somehow did not emerge as significant factor in selecting a candidate.

However, the findings from Cutler (2004) illustrate clearly that one's sociodemographic status worked well in bargaining the support from their respective voters. Candidates' sharing with voters' characteristics aided them in making political decisions. Pertaining to this, Beck and Jennings (1991) elaborated that family influences are likely to exert important impact in determining one's political affiliation. They drew data from a panel study of young Americans between 1965 and 1982 which was basically an account of the interviews with high school seniors and their parents in order to establish the role of parental influences in determining the political values and association. This study was further carried up in longitudinal way and the findings revealed that parental influences linger on for the rest of the child's life. Even after maturing, most of the

children kept on nurturing the political values and views as carried by their parents. According to social Psychologists, family provides the ground for development of socio-political identity and helps a child in gaining a social platform or a firm structure. In their standpoints, Beck and Jennings departed from traditional views and maintained that parents' political influence is far reaching construct and stands true for majority in a community group.

Additionally, the investigations have been conducted in this domain and they have revealed that families are not the source for transferring the politically ideologies in direct manner rather there are familial modes of handling day today phenomenon and ways of managing issues and handling problems that subtly help a family member to acquire the political beliefs, values and ideologies. Another such study assessed family-based political structure and how it persuades one to form political party affiliation. This finding found that for the post-1965 generation, parents' political involvement such as involvement in protests, marches, rallies, etc. was not followed by their children rather they relied on their individual personality dispositional styles in acquiring the political views, values, judgments and ideologies. As authority of the parents subdued in its impact with advancing age, the children were less likely to comply with the previously acquired political inclinations (Hirsh, DeYoung, Xu, and Peterson, 2010). Overall, it was noted that children tended to hold their independent views regarding politics that speaks out about their preferences and choices drawn through their personality dispositions. Such contrasting findings help us in gaining insight related to the role of personality in forming the political ideas, values and views. McGuire (1992) following this stream perspective maintains that early life experiences shape our personalities as they do help in forming our early life political ideologies that prove to be lasting due to the age-related indelible impressions that socialization acquisition patterns of that life tend to incur on one's personality.

As far as the role of religion is concerned, Layman (1997) explains that one's own commitment to a religion is likely to influences one's affiliation with some political party. His findings enumerate that relationship between political party identification and religiosity was significant. Those who felt committed to some specific religion were more likely than less religious people to hold firm affiliation with some specific political party. Voters who hold staunch religious affiliation stand in contrast from non-religious followers in terms of their political views. This significance was maintained when the factors of policy issues and policy judgments were kept under control. Thus, it is clear that an individual's self-identified commitment to some specific religion tends to influence one' political beliefs.

Jost, Nosek, and Gosling (2008) examined the relationship between political ideology, personal lifestyles, and implicit preferences towards diverse political groups. In their study, they constructed a study to observe participants' partiality for various political candidates. Their opinions related to various issues such as the values of "tradition versus progress, conformity versus rebelliousness, order versus chaos, stability versus flexibility, and traditional values versus feminism" were also inquired. The findings from their study revealed that "respondents' cognitive systems are more ideologically arranged than earlier peers of sociologists. In all evaluated five values, the voters 'preferences clearly foretold their political orientation. Those who were identified as conservative, displayed strong

preferences for order over anarchy and compliance over rebellion. Liberals tended to hold more widened, open minded, flexible, and non-orthodox opinions. This exemplified that while liberals held traditional justification motive, conservatives eagerly supported system-extenuating attitudes. The results suggested that political views and opinions significantly controlled attitudes toward other variables.

Hirsh, DeYoung, Xu, and Peterson (2010) happened to utilize somehow a different approach to the idea of personality and political affiliation. According to them, there was significant association between one's personality, conceptual tilting and sociopolitical and moral values. They also made use of a standardized measure entitled as "Big Five personality traits (openness-intellect, conscientiousness, extraversion, agreeableness, and neuroticism"). Agreeableness (illustrated as compassion and politeness) were significantly related with political values. The results also illustrated that liberals had greater incline towards compassion while those who seemed to be conservative displayed strong politeness. The researchers infer that this reflects the liberals choice to stand as egalitarian (Nosek, and Gosling 2008). Their suggestion also entails the importance of exploring personality studies and infusing social psychology into politics and political studies in order to comprehend personality as potential factor in determining the voter's political ideologies. Their suggestion clarifies one important evidence that study of personality is an elemental in exposing the voters behavior; thus this stands as inevitable segment of political psychology (Owen and Sweeney 2002; Kajs and McCollum 2010; Jost et al. 2003).

There is formal stream of exploration that incites when personality is considered as plausible trigger of a person's ideological preferences, particular actions, and overall perceptions of politics. The current research venture paces away from past empirical western researches as this targets the focusing of the relationship between an individual's personality, as determined by the Myers-Briggs Type Indicator (MBTI) and his or her political opinions and that too in early adulthood domain. MBTI is in fact the measure that stresses the exploration of the way people tends to handle problems in their everyday life situations. After reviewing this rigorous literature, this dawn clear that role of personality traits cannot be undermined in determining the political egalitarianism. The western findings on this topic offer diverse outcome directions, therefore leaving the gaps of further exploration. The current exposition thereby purports to focus the complex relationship between political egalitarian attitudes and tolerance towards minority by the predicament of personality traits. The findings from this research venture may contribute to the academic debate in two ways. Firstly this may help to cater understanding of how specific personality trait holders are likely to respond and adjust in some specific society and secondly the focus is to expose the ethnic policy attitudes to target the peace and harmony at the community at large. This is anticipated that in this juxtaposition, the typical gap between personalities prone to prejudice and personalities prone to tolerance would differentiate out. Political egalitarian approach promotes such values wherein the group is given more importance and where the community welfare takes the lead.

Thus this research endeavor has been laid out with the rationale of exploring the entwined relationship between personality traits and inclination towards political egalitarianism and formation of political views. This would further help in

comprehending the systematic approaches taken up by the voters in getting persuaded towards some specific political group. Thus psychology of persuasion, voting and fundamentals of political opinion formation would be examined through current investigation. These findings are likely to extend prolific scope for political scientists, policy makers and for political Psychologist.

Hypothesis

Following hypotheses were investigated in the current research:

- There is likely to be significant relationship between personality, traits, minority roup tolerance and political egalitarianism.

- Personality traits and ethnic-minority tolerance are likely to predict the political egalitarianism.

- There are likely to be significant gender differences in political egalitarianism across males and females.

Method

Research Design

This research has been laid out through cross sectional research design and the goal is to explore specific personality traits and tolerance towards religion and how that happens to determine and predict one' political egalitarianism.

Sample

Non-probability purposive sampling strategy was employed to select participates from different departments and faculties of Lahore based universities. The sample comprised of 500 universities based full time students, both boys and girls between the age ranges of 19 to 24 years. After seeking formal permission, participants were approached in their classes and their data was collected by maintaining intact their confidentiality and anonymity. The research respondents were requested to participate in this voluntary, completely anonymous study. The survey instruments were adminsitered in a sequence. Demographic sheet was employed to seek information about subject variables such as age, education, income level etc. followed by administration of Myers Briggs Type Indicator and Religiosity scale, ethnic-minority tolerance scale and Political Egalitarian Scale, indigenous established and checked for reliability and validity before data collection.

Measures

Following survey scales were used:

a. *Independent Variable: The Myers-Briggs Typology Indicator*: This widely cherished personality traits evaluations scale. This was published in 1962 and its goal was to obtain idea about how to classify personality into distinct categories. Its tasks and items dealt with how an individual perceives the world and how an individual tends to make decisions in the worldly affairs. In this scale, personality has been categorized into four characteristics, or four personality variables. While making scoring, this becomes clear that an individual can fall into any of the sixteen categories which happen to be mutually exclusive that mean that an individual can fall into either of these categories. There are sixteen possible personality

types which can be allocated to any individual. The category of personality is indicated by the set letters (e.g. ENFJ, ISTP, etc.) These letters are described as follows:

Extraversion (E) vs. Introversion (I): Those who exhibit preference for Extraversion tend to feel comfortable around large groups of people, socially engaged and moving people while those with introversion tends to show a lot of aloof trends and they think a lot about what they will say or do before they actually do it. **Sensing (S) vs. Intuition (I):** This contrast examines the way information is engrossed. Sensing typing tends to perceive the details while intuitive types

enjoy thinking about theories and broad concepts. **Feeling (F) vs. Thinking (T):** "Feelers" habitually evaluate what other people contemplate and how a choice may disturb other people.

Judging (J) vs. Perceiving (P): Judging individuals hold staunch, rigid beliefs and are highly resistant to change and prefer formalized plans. "Perceivers" are much more open to

change and flexibility. **"**The MBTI is a forced-choice instrument, meaning that individuals must answer every question on the assessment and choose between the options of "yes" or "no." In this variation of the test, 72 personality traits are presented in the form of statements, featuring ones such as "You are almost never late for appointments" and "You tend to sympathize with other people."

b. *Independent Variable: Ethnic-Minority Tolerance Scale:* Based on Likert format this scale carried one-dimensional directive items. The response categories were five and the total score indicated the minority groups' tolerance that an individual possessed.

Covariate: Religiosity Scale: This involves one's trends of perceiving himself or herself as religious. The doctrine oriented faith, adherence of related practices and compliance to religious guidelines happens to form the baseline for this score of religiosity. The religious activities, their compliance, promotion and adherence have been inquired for assessing one' religious inclination.

Dependent Variable: Political Egalitarianism

To determine political preferences, political ideologies and views, a three section scale was developed. Through pilot study, its psychometric strengths were established and after gaining consistent Cronbach's Alpha reliability of the scale, the measure was used for mass data collection. There were 40 items in this scale and maximum score possible to be gained was 200. The respondents were given a series of perspectives they may hold pertaining to specific political issues.

Procedure

In order to confirm whether respondents were representing the demographics of the university

Appropriately, as well as for testing all other hypotheses, the survey data was collected in black and white form. All faculties were including namely faculty of science, social science, Arts and humanities. Four departments from each one of them were incorporated to final sample respondents group. The age range was

carefully screened before including the participants. A written informed consent Performa was signed by all participants. An authority letter with sanctioned permission by university authorities was also issues. Volunteer participation was achieved. The average time consumed in filling all instruments was on average 25 minutes. The response rate was 97 %. All queries of the participants were replied. After data collection they were extended gratitude for their cooperation.

Statistical Analysis was carried out through SPSS version 24.00. The main statistical tests included were Pearson Product moment Correlation, regression analysis and independent sample t test.

Data Analysis and Findings

Respondents' Demographics

In this study, 500 students were formally surveyed. The mean age was 22.34 years with sd=3.12 years. 50% of respondents were male, and 50% were female.

Table 1a

Descriptive statistics and Cronbach's alpha Reliability Analysis of Study Variables (N=150)

Variables	K	M(SD)	Range		α
			Actual	*Potential*	
MBIT					
EI	15	12.14(8.44)	22-59	15-60	.84
SI	24	16.31(12.0)	37-94	24-96	.67
FT	8	14.23(5.0)	11-32	8-32	.71
JP	8	13.32(4.63)	15-32	8-32	.71
RTS	8	27.44(3.7)	15-32	8-32	.87
PES	40	31.12 (5.43)	10-40	13-38	.79
RS					

Note; MBIT= Myers Briggs Type Indicator; EI= Extroversion/ Introversion; SI= Sensing/ Intuition; FT= Feeling/Thinking   ; JP= Judging/perceiving; RTS= Religious Tolerance Scale; PES= Political Egalitarian Scale; RS = Religiosity Scale; M= Mean, SD=Standard Deviation, a= Cronbach's Alpha reliability

Table 1b

Pearson product Moment Correlation for finding relationship between personality, traits, tolerance towards minority-group and political egalitarianism (n=500)

	Variables	2	3	4	5	6	7	8	9
1	Age	.11	.05	.08	-.04	-.05	-.10	.28**	.03
2	Income	-	.11	.21**	.33**	.17*	-.02	.11	.04
3	Religiosity Level	-	-	.07	.06	.00	-.02	-.04	.04
4	EI	-	-	-	.33**	-.01	.41**	-.07	.14*
5	SI	-	-	-	-	.10	.29**	-.10	.09
6	FT	-	-	-	-	-	.08	-.11	-.05
7	JP	-	-	-	-	-	-	-.08	.11*
8	RTS	-	-	-	-	-	-	-	-.03
9	PES	-	-	-	-	-	-	-	-

*Note; MBIT= Myers Briggs Type Indicator; EI= Extroversion/ Introversion; SI= Sensing/ Intuition; FT= Feeling/Thinking ; JP= Judging/perceiving; RTS= Religious Tolerance Scale; PES= Political Egalitarian Scale; *p<.05, **p<.01, ***p<.001*

Table 2

Regression Analysis for establishing Personality traits as Predictors of political egalitarianism (n=500)

Independent Variables	Egalitarian Approach	ΔR^2	Adj. R-square
Extraversion-Introversion	(.005) .154	.005*	
Sensing-Intuition	(.002) .045	.003	
Feeling-Thinking	(.032) .031	.001	
Judging-Perceiving	(.002) .042	.001	
Intolerance of Ambiguity	(.022) -.52	-.045*** .023	
Religiosity	(.15) -.23	-.45***	
N=500 Model Significance F-test=11.234		.000	.621

*Note: ΔR^2= R square change; *p<.05, **p<.01, ***p<.001*

Table 3

Independent Sample t-test to assess gender differences in political egalitarianism, tolerance towards ethnic minorities and religiosity across males and females (n=500)

Variables	Male (n=250)		Female (n=250)				95% CI		
	M	*SD*	*M*	*SD*	*t(496)*	*p*	*LL*	*UL*	*Cohen's d*
PE	30.53	11.55	37.23	7.50	.17	.43	3.30	9.76	.17
TTEM	66.55	4.26	72.22	5.12	-.76	.23	2.25	9.13	.271
Religiosity	8.52	2.24	15.32	3.23	-.56	.54	1.21	7.04	.34

*Note: TTEM: Tolerance towards Ethnic Minority; PE=Political Egalitarianism; *p<.05, **p<.01, ***p<.001*

Discussion

This research aims to examine the personality traits, tolerance towards ethnic minorities and political ideology of university students in Pakistan. The main issues targeted political egalitarianism and the analysis revealed that personality trait of extroversion played influential role in determining the political egalitarianism in university students. Correlation analysis revealed that religiosity and tolerance towards ethnic minorities was significantly and positively associated with political egalitarianism. This finding has been supported by some of the findings of previous western researches (Rokeach 1973; Braithwaite 1997; Schwartz 1994; Nosek, et.al.,2007). However, there have been certain dissention points, that stressed that in addition to personality, some other pivotal dimensions played their role such as the prevalent conception if liberty and equality concepts of people. These researches further urge that individual and groups' rights in societies are determined by various latent latent-operative forces. This significant positive association is in contrast to the stark values that have been previously related to bigotry and prejudice. It has been observed that conservative values are mostly based on individualism, self-reliance, moral traditionalism, and deference of authority. In fact these values have been evidenced as lying as firm underpinning for ethnic and racial tensions. There is prevalent principled pledge to these values among individuals which incites symbolic racism in communities at large or in groups (Kinder & Sears, 1981; Sniderman & Hagen, 1985). The emphasis of the present analysis, however, has been the reformulation of tolerance and political egalitarianism to pave the way for promotion of peace and harmony in the society. Political egalitarian values appear much like a good spirited welfare society's agenda of reaffirming the commitment to value all community members in overcoming the negative triggers of attitudes.

In contrast to this paradigm lies the approach that focus in values research should be on egalitarian community behavior rather than on specific, mean individualistic values (Hurwitz & Peffley, 1992; Sears et. al. 1999). Other significant findings reveal that tolerance to ethnic minority and those having higher indexes of extroversion, feelers contents and are active perceivers tend to demonstrate and nurture the political egalitarian behaviors. This model tends to explain 62.1% of the variance in the dependent variable. This was observed that with all control variables, the only significant MBTI personality variable emerged as prominently significant was Extraversion/Introversion factor. This implicates that an individual having higher trait of openness to experience and extroversion holds best potential

for being egalitarian. Introversion therefore implicates the conservative beliefs. This is relative attitude of tolerance towards ethnic minority groups and increased acceptance of religious tolerance that breeds the tolerance of ambiguity and leads to egalitarian behavior which has been commented as predicament to peace building in some society. Religiosity was not included as being significantly correlating within this model as also revealed through correlation coefficient values.

The final hypothesis of this systematic investigation dealt with the exposition of gender differences in political egalitarianism, religiosity, and tolerance towards minority groups. This aspect has not been corroborated by earlier researches as they have shown that men and women somehow do not differ much on political egalitarianism (Sniderman et al. 2004; Sniderman & Hagendoorn, 2007; Nosek,, Greenwald, & Banaji, 2006). There has been fewer indirect instances in the domain of Psychology that have revealed somehow that gender differences and personality traits interact to execute their effects and influences on political values of people. Some recent studies showed that men had greater indices in personality dimensions of Openness to Experience and agreeableness which in effect consistently determined their disposition toward politics (Duckitt 2001). There is another allusion towards this phenomenon by Mondak (2010) who maintains that citizens are not "blank slates" rather active contributors to political determinants inscription. Are there specific gender based mind sets and attitudinal predispositions that make members from specific gender as more tolerance able to disregard stereotypes or stereotypes operate more rigorously, overlooking the individualized gender dimensions (Adams 2007; Bilodeau et al. 2012). However, penetrable crevices and fissures lie in such consensus (Bissoondath 1994; Seidle 2008). Broader understanding in this regard is catered by conceptual and theoretical framework of Hirsh's work. According to him, the political egalitarian behaviour is driven by fundamental psychological needs. There is diverse intensity of political values in individuals and study of their deeper motivations can help to understand the political leanings.

Conclusion

The findings reveal that not all personality dimensions as assessed by Myers Briggs Type Indicator tend to predict the political values of egalitarianism with the exception of introversion/ extroversion that reveals that people having liberal approach carry extrovert trends. After executing the multiple regressions with all control variables, this dawned clear that Extraversion/Introversion remains a significant predictor of political egalitarianism. This further implicates that interaction between personality and Intolerance-of-ethnic-minorities helps in predicting the political outlook of people. Solely the personality dimensions do not predict the political egalitarianism so the covariates of religiosity have to be accounted for. Demographic factors were not reported as they were insignificant in predicting the political egalitarianism.

After appraising the limitations of current investigation, there are multifarious suggestions for supplementary analysis. It would be expedient to review and examine the family disposition, parental political involvements, socio-economic background, and religious affiliation. This is also suggested that this investigation

may be carried out after including the sample groups from different age groups and education levels. Expanding the survey to urban vs. rural set up would further help in increasing its external validity. This study has filled in the gaps of some of the previous researches by interlinking the plausible relations of MBTI-traits with the political realm. There is heralding of new domain and era for policymakers and political leaders and candidates who may utilize newfound ideas of this research to build their loci toward certain types of personality. The understanding of followers 'and voters 'traits and their receptivity of certain ideas may help politicians float their ideas in more persuasive manner. Fusing and amalgamating the Psychology and Politics would increase insight of professionals for the benefit of all stakeholders in these fields.

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