

## Personality For Sale

*What historical figure are you? What animal would you be?* What do people get out of online personality quizzes? Read the article below to practice your reading skills and improve your vocabulary on the topic.

### Before you read

Match the words with the definitions.

|                       |  |
|-----------------------|--|
| figure                | talkative, communicative                                     |
| insight               | a person, especially an important one                        |
| sincere               | cool and distant   |
| chatty                | very lively and amusing at a party or other social gathering |
| narrow-minded         | not pretending, honest                                       |
| aloof                 | an accurate and deep understanding                           |
| self-centered         | egotistic, selfish   |
| the life of the party | not willing to listen to or tolerate other people's views    |

### Article

Personality quizzes are all over social media. By now, most people have taken quite a few of them and probably shared some of their results. Some people will share quiz results every single day! But will we really learn more about ourselves from *What historical figure are you?* than from *What animal would you be?* Probably not. In fact, personality quizzes won't ever provide any real insights because their real purpose is data mining.

It's easy to imagine the original idea: As a user eagerly takes quiz after quiz and shares the hilarious results across social media, quiz software will be quietly building a detailed profile of their style, tastes, likes, and dislikes. Algorithms will suggest other quizzes in order to fill in gaps. Software companies will then sell the profile to marketing companies.

Personality quizzes are the perfect vehicle because they play on our natural desire to be liked. They will nearly always return positive results. You'll be called sincere instead of humorless, fun and chatty instead of childish. Labels like narrow-minded, aloof, and self-centered don't exist in quiz world. Choose red as your favorite color, and you'll be labeled "the life of the party." You'll also soon see ads for red clothing, red sports equipment, and red cars!

Maybe a better test of personality is whether any of this matters to you. Now that you've read this article, will you continue to enjoy online quizzes (open-minded,

*playful*), or will you never take another one (*cautious, strong-willed, independent*)?

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### **After you read**

What's your take on the topic? Talk to a friend and see if they have the same idea. Also, try to use three new words that you have learned from the article.

