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Big Five personality differences by Zodiac sign (N = 324,929).
Eta sq are all less than .0008, so less than 0.1% of the variance in personality is explained by Zodiac sign.



June 7, 2025 at 4:01 PM Everybody can reply

Image Description: Bluesky post by Bill Chopik (a Psychology professor at Michigan State University) presenting data that he describes in the following way:

Big Five personality differences by Zodiac sign (N = 324,929 participants) ... less than 0.1% of the variance in personality is explained by Zodiac sign.

Image also includes a collection of bar graphs showing the average scores of the 324,929 participants broken down by Big Five personality trait (Agreeableness, Conscientiousness, Extraversion, Neuroticism, and Openness) and Zodiac Sign (Leo, Gemini, Cancer, Pisces, Aquarius, Virgo, Libra, Capricorn, Taurus, Aires, Sagittarius, and Scorpio).

Although there are differences between the average scores on the Big Five personality traits (e.g., participants have higher Agreeable scores than Neuroticism scores, which is to be expected), none of the bars indicating different Zodiac signs vary, showing no effect of Zodiac sign.