

# The OCEAN Profile

This activity works the same online and in-person

Objective: A browser-based quiz in which participants gain an understanding of how adverts are targeted to them based on their “psychometric” profile, specifically the OCEAN method made infamous by the data analytics firm Cambridge Analytica.

Participant Number: Any number of participants

Materials: Each participant should have access to the internet via a laptop, tablet or smartphone

Duration: 10

## Preparation:

None needed

## Activity:

- Participants should navigate to <https://ocean.tacticaltech.org/>
- Participants should select their language of choice, take either the 10- or 25-question version depending on time, and select ‘adult’ or ‘youth’ as appropriate.
- Ask participants to take time to read the results, they do not have to share their results

## Discussion Points:

- For the participants who wish to share:
  - What did you think of the result?
  - Do you think the results accurately reflect how you would categorise yourself?
- What kinds of ads were featured under your profile? Do you think these would influence you?
- A lot of these scientifically-based methods to evaluate personalities are considered successful by practitioners but have also been debunked through research.
- Designing an advert based on a profile requires assuming from your personality type what will be effective in persuading you.
- These personality or psychology profiling tools are more expensive than other forms of profiling, such as profiles based on our age, gender, or location.

