

The MBTI Map

Visualization of Personality Relation

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The MBTI map represents the relationship among the words that describe people's personalities using the methodology of knowledge visualization, and it conceptualizes the subway line as a metaphor.

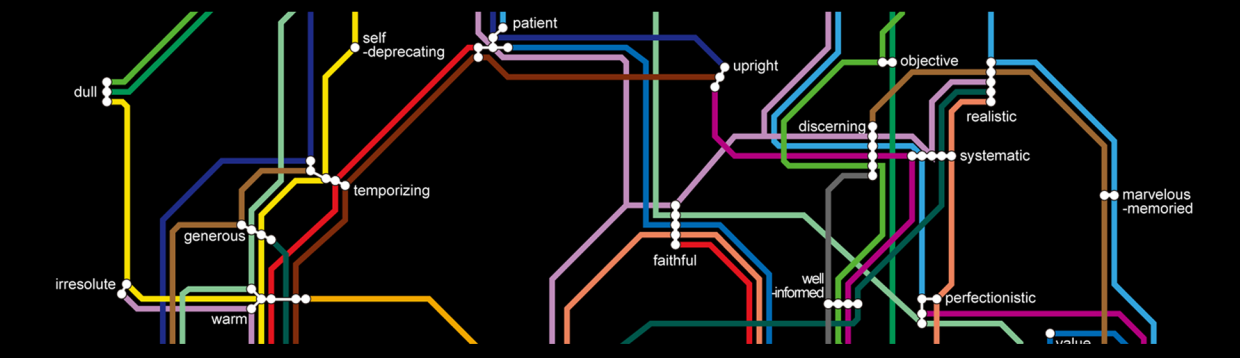
SUBWAY LINE

All of the subway lines indicate the 16 MBTI personality types. Users can find their personality types of the MBTI by following the representative words on the subway line.



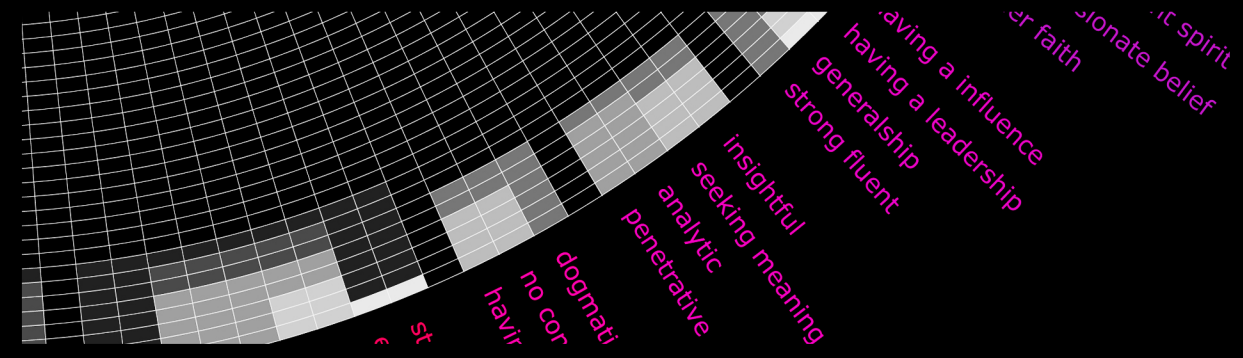
SUBWAY STATION

The MBTI Map intuitively signifies the relationships among the 39 representative words (using the subway line as a metaphor). All stations are arranged based on the semantic distance through the MDS analysis. The x-axis represents from warm to cool, and y-axis from dynamic to quiet.



CIRCLE

The outer circle is devised to grasp the relationships among the 161 words that are used in describing personal characteristics in the 16 types of personality of the MBTI. And this outer circle has a total of 8 levels, which represent the hierarchical orders as a spatial hierarchy structure.



COLOR

The 161 personality words intuitively correspond to colors. The 161 words consist of 39 groups, each with a representative word, and each group has a different color. For instance, 'ardent' is red while 'calm' is blue.

