THE ROLE OF PERSONALITY TRAITS IN INTERVIEW TIME LENGTH IN CELLPHONE PUBLIC OPINION SURVEYS

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THE ROLE OF PERSONALITY TRAITS IN INTERVIEW TIME LENGTH IN CELLPHONE PUBLIC OPINION SURVEYS

Bachelor Degree

Don Salihu

September / 2020
Prishtina
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THE ROLE OF PERSONALITY TRAITS IN INTERVIEW TIME LENGTH IN CELLPHONE PUBLIC OPINION SURVEYS

Mentor: Dr. Ridvan Peshkopia

September / 2020

This paper has been finished and delivered on premises of fulfilling the criterias needed for Bachelor Degree
ABSTRACT

Bearing in mind that the role of personality traits and their impact unto the Interview Time Length in Cellphone Public Opinion Surveys hasn’t had the opportunity to be explored to further levels, despite different researches being conducted in order to attest the link that those two have, we considered that there is room for improvement and furthermore tried to shed some more light in this specific prism, specifically argue that they link and the different personality traits of Respondents and Interviewers do impact the Time Length of digitally taken Interviews. On our continuous efforts to further explain the impact that the Personality Traits have on Interview Time Length, we conducted interviews with Respondents and Interviewers both from Albania and Kosovo, build a numerous ordered probit models using as key independent variables all of the Big Five Personality Traits, namely Openness, Consciousness, Extraversion, Agreeableness, and Neuroticism, in regards to the dependent variable which was the Interview Time Length. After having conducted the relevant analysis, we found empirical evidence that all of the Big Five personality traits, namely Openness, Consciousness, Extraversion, Agreeableness and Neuroticism do impact the duration of an interview, respectively the Interview Time Length. From all of them, Openness and Consciousness tend to positively impact it whereas the traits of Extraversion, Agreeableness and Neuroticism have a negative impact on the Interview Time Length. We tested our hypotheses with a probability simple sample of public opinion data gathered in Albania and Kosovo in 2019/2020.
ACKNOWLEDGMENTS

Throughout my continuous efforts toward writing this thesis but not only, also during my entire journey as a bachelor student I have received an enormous bunch of support both professionally and personally from the one and only mentor who has had the stamina, ability, desire and will power to always lift me up even in the most hectic days while studying this complex piece of science, let alone in the happiest days of this very heartfelt lifetime journey. Therefore, I firstly and foremostly would like to dedicate this paper to my profesor, Dr. Ridvan Peshkopia, for his never-ending efforts to better me in every way possible, preparing me for life’s unknown factors that I may encounter during my time in this world.

I’d like to bow down and honor my family, the ones without which this momentum would only be a vision and a dream, and the ones that have backed me up through all these times and most importantly kept this engine of curiosity and energy always ready and steady to further pursue my dream.

Last but not least, amongst an enormous number of friends and colleagues to thank you, I’d like to dedicate this paper to my friends, Aurel Haxhiu and Dastid Morina, for the uncountable number of all-nighters to study and the immeasurable level of discussions which will forever stay with me as a pinnacle of dedication to together arise in today’s world.

“Dum spiro, spero”
“Ubuntu”
“Amavi”

Prishtina, 2020
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DEFINITION OF TERMS

RDD – Random Digit Dialing
MPS – Mobile Phone Surveys
CATI – Computer Assisted Telephone Interviews
1 INTRODUCTION

The behavioral turn of the 1970s pointed toward a need to account for personality traits in filling the low explanation percentage of the dependent variable’s variance in attitudinal and behavioral patterns (Jencks, 1973). However, methodologists and practitioners alike have been slow in accounting for the role of interviewers’ and respondents’ personality traits in public opinion survey efficacy and efficiency (Peshkopia et al., 2019). In most cases, survey efficacy and efficiency have been explained within the social distance and social desirability theories, which account for respondents’ socioeconomic status as well as interviewers’ and respondents’ genders (Groves and Fultz, 1985; Johnson et al., 2000; Johnson and Moore, 1993; Johnson and Delamater, 1976; Kane and Macaulay, 1993; Lipps and Lutz, 2017; Liu and Wang, 2016; Vidovićová and Doseděl, 2018). Even in those cases when personality differences between the interviewer and respondent have been considered, those differences have been theoretically derived from the literature of gender differences in personality traits rather than individually measured (Peshkopia et al., 2019).

Perhaps because of the absence of physical contact, literature thus far has overlooked the role of sociological and personality differences between the interviewer and respondent in computer assisted telephone interviews (CATI) (Gibson et al., 2017). Extant literature shows that, compared to face-to-face surveys, telephone surveys are cost and time efficient, expand the sampling frame (Anie et al., 1996; Aziz and Kenford, 2004), have same or better response accuracy (Crippa et al., 2008; Rohde et al., 1997), provide greater anonymity (Babor et al., 1990), and minimize interferences from other family members (Anie et al., 1996). Moreover, CATI interviews reduce the sense of threatening that female respondents might feel from a male interviewer, thus increasing the participation of male interviewers (Huddy et al., 1997; Peshkopia et al., 2019). Moreover, the recent rise of cellphone technology is challenging the application of landline telephone surveys (Brick et al., 1093; Ekman and Litton, 2007; Vehovar et al., 2010). The rapid global expansion of cellphone penetration along with CATI applications for cellphone technology offer opportunities to expand sampling frames and lower data collection costs in low and middle income countries through mobile phone surveys (MPS) (Ghandour et al., 2019; Gibson et al., 2017; Peshkopia et al., 2014; Vicente et al., 2017). However, the dependency of cellphone public opinion surveys’ appropriateness and effectiveness on demographic and country idiosyncrasies in mobile technology and service as
well as cultural peculiarities call for a contextualization of MPS feasibility according to national settings and circumstances (Ghandour et al., 2019; Qin et al., 2019).

The newly emerging MPS technology seems to share some important differences with the existing landline telephone CATI. Due to usage pattern differences between cellphones and landline telephones, there is a growing awareness that existing landline telephone survey practices do not necessarily offer the same efficiency with cellphone surveys (Reimer et al., 2012; Vicente et al., 2017). Thus, rather than an extension of landline telephone surveys, MPS is emerging as a data collection category on its own, with a distinct methodological toolkit, often different from landline telephone surveys (Montgomery et al., 2011). By inquiring into the role of personality traits in cellphone public opinion survey efficiency, this paper is an effort to expand our knowledge over the potentials of MPS. However, since to the best of our knowledge there is no other research in the role of personality traits in landline CATI as well, our findings could serve as a good start for expanding the inquiry of such topic over the landline telephone surveys.

The effect of personality traits of both the interviewer and respondent on cellphone CATI interview length is one of the most important questions to answer (Peshkopia et al., 2019). Better knowledge of such effect would help to improve retention rates and time length of telephone surveys, which tend to suffer lower percentage of interview completion than face-to-face interviews (Nelson et al., 2003; O’Toole et al., 2008). We argue that, due to the fact that the personality of human race is a very multiplex element that entangles human behaviours, the entire set of the Big Five impacts the Interview Time Length in various ways, dependable on the specifics of each and every trait in relation to their correlation with Interview Time Length.

In order to reach the desired outcome, we test our hypotheses with a dataset of two simple random samples that we collected in Albania and Kosovo in the winter 2019-2020, conducting interviews using the Random Digit Dialing (RDD) method, a newly and fast emerging method to conduct interviews using digital platforms using cellphones.
2 LITERATURE REVIEW

This particular section aims to bring a broader view of all the literature that has been conducted from scholars up until now, this we’ve done with the sole purpose of furthermore engraving and enlighting our effort to bring new findings by always having an eye at the previous efforts done by different scholars in the past in this very specific manner. We’ve analysed a contentful number of literature which has helped up shape a clearer vision of definition and the Role of Personality Traits in Attitudes and Behaviours, in the context of understanding how they intertwine with each other while bearing in the equation their impact on the Interview Time Length.

2.1 The Role of Personality Traits in Attitudes and Behaviours

Developments in personality taxonomy seem to have converged to the five factor model or Big Five, which clusters traits into the five broad categories of Agreeableness, Conscientiousness, Extraversion, Neuroticism, and Openness/Intellect (Digman, 1990; John, Naumann, & Soto, 2008). Agreeableness includes traits relating to altruism, such as empathy and kindness. Agreeableness involves the tendency toward cooperation, maintenance of social harmony, and consideration of other people’s concerns. Conscientiousness describes traits related to self-discipline, organization, and the control of impulses, and appears to reflect the ability to exert self-control in order to follow rules or maintain goal pursuit. Extraversion reflects sociability, assertiveness, and positive emotionality, all of which have been linked to sensitivity to rewards (Depue & Collins, 1999; DeYoung & Gray, 2009). Neuroticism describes the tendency to experience negative emotion in response to perceived threats and punishments, including anxiety, depression, anger, self-consciousness, and emotional lability. And finally, Openness/Intellect reflects imagination, creativity, intellectual curiosity, and appreciation of esthetic experiences. Broadly, Openness/Intellect reflect ability of and interest in attending to and processing complex stimuli.

A growing consensus around the role of the Big Five personality traits has unleashed an avalanche of efforts in applying personality traits to explain social behavior. The Big Five traits are heritable, develop in early childhood, are robust across cultures and stable over time (Cobb-Clark and Schurer, 2012; Edmonds et al., 2013; Harris et al., 2016; McCrae and Terracciano, 2005; Rantanen et al., 2007; Spangenberg et al., 2019; Yamagata et al., 2016).
Therefore, they are seen as “stable individual-level differences in people’s motivational reactions to circumscribed classes of environmental stimuli” (Denissen and Penke, 2008, p. 1286). Some authors explain Big Five personality traits’ stability over the life course with their roots at the individual’s genetic (Bouchard Jr., 1997; Plomin et al., 1990; Van Gestel and Van Broeckhoven, 2003).

A rapidly growing literature in personality has brought evidence about the role of the Big Five personality traits in social attitude and behavior. Some authors argue that the Big Five traits are likely to shape attitudes especially in issues involving specific goals and values closer associated with attitudes associated with those traits (Jost et al., 2003; Mondak, 2010; Schoen, 2007). Research have found that the Big Five traits could impact individual differences in a wide range of human behavior including health behavior (Ozer and Benet-Martínez, 2006), academic achievement (Mammadov et al., 2018; Paunonen and Ashton, 2001), attitudes towards immigrants (Freitag and Rapp, 2015), punishment of criminals (Kandola and Egan, 2014), moral issues (Gerber et al., 2010), and political attitudes (Bakker and de Vreese, 2016; Carney et al., 2008; Feldman and Johnston, 2014; Mondak and Halperin, 2008; Ribeiro and Borba, 2016; Van Hiel and Mervielde, 2004).
3 PROBLEM STATEMENT

As we mentioned earlier, there is not to our knowledge any research that directly account for the personality traits role in survey time efficiency. In an earlier effort, Peshkopia et al. (2019) have applied gender differences in personality trait to predict the role of interviewer/respondent gender dyads in cellphone interview retention and time length. Their argument relies on Wiggin’s (1979) Interpersonal Circumplex, which captures only a portion of the Big Five model, namely dispositions related to interpersonal interactions rather than the comprehensive view of personality offered by the Big Five traits (McCrae and Costa, 1989; Weisberg et al., 2011). Since it includes two out of the three personality traits where women and men significantly differ, IPC becomes a useful tool to gauge the interpersonal relationship between an interviewer and a respondent. Previous applications of the IPC model have used various aspects of Agreeableness and Extraversion. However, for the purpose of our research, Weisberg, DeYoung, and Hirsh’s (2011) analysis of two aspects for each of the Big Five traits related to interpersonal relations, namely Agreeableness and Extraversion, would be a working model both because of its simplicity compared to other models and its symmetrical composition. Empirical work has shown that women score higher than men in both aspects of Agreeableness, Compassion, and Politeness, whereas in the two aspects of Extraversion, namely Enthusiasm, and Assertiveness, gender patterns diverge because women score higher than men in Enthusiasm—which combines sociability and positive emotionality—and men score higher in Assertiveness (Weisberg, DeYoung, & Hirsh, 2011). An alternative view could claim that, because Female Interviewer-Female Respondent dyads are likely to be more sociable because their social distance, they might result in longer interview because they talk longer than people involved in dyads with less in common. However, interviewer training and pressure to perform would help Female Interviewer-Female Respondent dyads to increase interview retention and decrease interview time, while their agreeableness helps avoiding impressions of being rude and formal. Therefore, due to both higher scores in Agreeableness, shorter social distance and higher social desirability, we should expect that the Interview Time Length will be shorter than those where Agreeableness is low scored because they tend to express themselves by trying to elaborate their own opinion and disagree with yours, and. Thus, taking into consideration all that was said above, we strive to attest and prove specific hypothesis for each of the Big Five personality traits, namely Openess, Consciousness, Extraversion, Agreeableness and Neuroticism, for Respondents’ and Interviewers and their
interaction Combined. Individuals and people who are prone to be more open and always opt-in to have new experiences, with curiosity and an open-minded point of view, usually tend to be more active and likely to keep up with conversations with other people, especially new ones. Therefore, due to their inquisite ability to reflect intellectual curiosity, appreciate things and have a broader view on imagination and creativity, we can hypothesise:

H 1.1: More Openness from the Respondent predicts a longer Interview Time Length
H 2.1: More Openness from the Interviewer predicts a longer Interview Time Length
H 3.1: More Openness from the Respondent and the Interviewer predicts a longer Interview Time Length

Consciousness, a unique personality trait that wraps the preferability for order, adherence to social norms, planned and organized approach to any task given, a tendency to control impulses, goal-orientation view and reluctance to change. People whose consciousness levels are higher tend to be more prone of self-discipline, reflect the ability to exert self-control in order to follow rules or maintain goal pursuit. Therefore, due to the fact that they tend to be conventional, we should expect a longer stamina to keep the conversation going which consequently results in a longer Interview Time Length.

H 1.2: More Consciousness from the Respondent predicts a longer Interview Time Length
H 2.2: More Consciousness from the Interviewer predicts a longer Interview Time Length
H 3.2: More Consciousness from the Respondent and the Interviewer predicts a longer Interview Time Length

Extraversion, the third personality trait of the Big Five, usually describes those kinds of characters who reflect strong ability to socialize, an outgoing nature, and seek excitement. Extroverts tend to have a positive emotionality in regards to interaction with others. Taking into consideration all of these, we, therefore expect that due to high intensity of emotions and socializing abilities from the people, the extroverts will tend to complete the conversation and interview in a much more faster pace than the other people who do not excel in this personality trait. Thus, we can hypothesise that:
H 1.3: More Extraversion from the Respondent predicts a shorter Interview Time Length
H 2.3: More Extraversion from the Interviewer predicts a shorter Interview Time Length
H 3.3: More Extraversion from the Respondent and the Interviewer predicts a shorter Interview Time Length

Agreeableness, the 4th personality trait out of the Big Five, is one of the most interesting ones due to its ability to describe characters that prevail in points related to altruism, such as empathy and kindness. People who tend to score high in this trait have the tendency to cooperate, maintain social harmony, take into consideration other people’s concerns, help them overcome their challenges and difficulties. Taking into consideration this entire set of information about how Agreeableness is described, linking them to the Interview Time Length, we expect that duration of our interviews to be shorter due to their ability to agree more and as such to continue the interview without giving much opposite thoughts toward topics being discussed, and thus we hypothesise:

H 1.4: More Agreeableness from the Respondent predicts a shorter Interview Time Length
H 2.4: More Agreeableness from the Interviewer predicts a shorter Interview Time Length
H 3.4: More Agreeableness from the Respondent and the Interviewer predicts a shorter Interview Time Length

People with high scores in the last personality trait of the Big Five, namely Neuroticism, tend to see world with a glimpse of negative affection such as anger, anxiety and depression. And, due to their predisposition to feel emotional lability they tend to shorten the conversation duration because of the instability shown to maintain a stable emotional state to further continue to answer the questions and discuss the topics being asked. Therefore, as an outcome of these, we can hypothesise that:

H 1.5: More Neuroticism from the Respondents predicts a shorter Interview Time Length
H 2.5: More Neuroticism from the Interviewer predicts a shorter Interview Time Length
H 3.5: More Neuroticism from the Respondent and the Interviewer predicts shorter Interview Time Length
4 DATA AND METHODS

We test our hypothesis with a simple random sample of public opinion data that we collected in Albania and Kosovo during the timeline of 2018-2019. The survey which we’ve come to build was conducted through the iziSurvey application, a digital platform that uses Cellphone Random Digit Dialing (RDD) technique, a specific tool created while having in mind the complexity of dealing with telephone survey coverage bias in countries with uneven distribution of landline telephone services (Peshkopia et al., 2014). Weighting its advantages and disadvantages compared to other sampling techniques, cellphone RDD sampling represents an accurate and efficient way of population sampling. First, it is superior to the landline telephone sampling because, at the period of our survey, cellphone penetration covered the entire population of Albania and Kosovo, whereas landline penetration in both countries were among the lowest in the world. [i] Also, its large penetration provides cellphone RDD sampling with a better population geographic coverage in countries where almost half of their population lives in the countryside. [ii]

In Albania, we contacted 2,861 individuals, and of those, 1203 individuals completed the interview (42.05 percent completion rate according to the AAPOR (AAPOR, 2016) definition of completion rates, either because respondents did not agree to participate or because they dropped the interview before its last question. In Kosovo, we contacted 2,883 people, and of those, only 1,199 respondents completed the interview (41.60 percent response rate). It is obvious that those numbers are way higher than the usual 10%-20% response rate that RDD cellphone surveys achieve in the US (AAPOR Cell Phone Task Force, 2010), but consistent with completion rates of the same sampling technique reported in other research (Peshkopia, R., 2020; Peshkopia R., 2019).[i]

In its 2018 Annual Report, the National Agency of Electronic and Postal Communication (AKEP, 2018) stated that the penetration of landline telephone in Albania was only 8.6%, almost seven times lower than Southeastern Europe regional average (40%), and almost twice as low as the world average (15.2), and even lower than developing countries average (10%). The number of cellphone users in Albania in 2018 was around 2.7 million (AKEP, 2018), whereas the total population of the country on December 31, 2018 was 2,862,427 (INSTAT, 2019). Such a deep penetration of cellphone in the Albanian telecommunication market offers confidence that we reached a very good sampling frame. Our team of well-trained interviewers conducted the interviews on three major cellphone networks in the country, Vodafone, AMC,
and Eagle which combined for 100% of the country’s cellphone market, respectively 54%, 34% and 12% (AKEP, 2018).

To measure the role of Personality Traits in the Interview Time Length, we used self-reported measuring levels by putting in order the Likert Scale (1932), the psychometric measure which aims to scale responses by measuring the level of agreement or disagreement with a statement being asked, conducted through with a continuum scale of “Strongly Disagree”, “Disagree”, “Neither Disagree”, “Agree”, and “Strongly Agree”, where “Strongly Disagree” represents the furthest level of disagreeing with a statement, “Disagree” represents a lighter disagreement, “Neither Disagree or Agree” represents not having a decision for a statement, “Agree” represents a light agreement for the statement made, and last but not least, “Strongly Agree” which represents a strong agreement for a statement made when asked to give an answer on different statements which aimed to enlight the impact of the Personality Traits in regards to the Interview Time Length by asking questions which analyzed the personality traits such as: Openness, Consciousness, Extraversion, Agreeableness and Neuroticism. For the purpose of our research this is our dependent variable. We applied as an independent variable the personality traits of the Respondents’ and the Interviewers’ who were part and conducted the public opinion data survey. Our key independent variable is the interaction of Interview Time Length with every and each of the Big Five personality traits. The last but not least, we have come to conclusion that in order to have a more enlighten view of our endeavours, a third independent variable is needed to attest our hypothesis, and this we’ve added is the combined personality traits of both Respondents’ and Interviewers’ in regards to Interview Time Length.
5 FINDINGS AND DISCUSSION

In the above presented figure, we have managed to analyze the data based on several different graphs, specifically through the presentation of 6 types of graphs, widely known as Sixplot Graph. After analyzing the data, we discovered that the outlier shown here are legit interviews so we decided to keep them in order to fairly describe the data structure of our outcoming results.

Sequence Plot, the graph that shows us the analysis of the distribution of data generated by the duration of each of the interviews and the distribution of the number of respondents in relation to their interview time length. Specifically, what Sequence Plot reflects on us is the fact that in general, most respondents tend to fall within the cohort of 800 seconds and 2000 seconds, while, because we have encountered individuals with different personalities, our analysis shows that we have there encountered some of them where the interviews tended to last less than 800 seconds, respectively with the lowest score being 299 seconds, as an outlier extremity that has skewed our data when analyzing the outcome, while on the other hand, with extremely high scores, respectively higher than 2000, appear to us with dozens of them, in the upper
outlier appears to us at the rate of 3977 seconds, as the culminating part in our analysis, an extremity that has slightly attracted our data.

The plot generated by Residual vs Fitted Values, aims to show us where the data collected by the interviewers fall, by applying a representative value which tends to represent all the other values, and as such we have the graph presented in the measure of 2 Standard Deviation and -2 Standard Deviation, and when having to analyse the outcome of the graph, generally all data fall within the upper fitline which appears to be the representative of the vast majority of our data, as a result, most of our data fall under that line and we also have the appearance of some outliers extremities that go beyond that upper and lower limit of fit line.

The Boxplot graph shows us the distribution of interview time length data in relation to the lower, middle, and upper quarters, it shows us that from the data collected most of them fall between 1000 and 1500 seconds, with the average in level of 1219 seconds, minimum of 299 seconds and maximum of 3977 seconds. Outliers, as the main factor that Boxplot shows us are seen extending beyond the upper quarter of 75%, so some of them appear above the upper quarter of 2000 seconds.

The histogram displayed by the data generated from the answers of the parties from both sides, respectively Respondents and Interviewers, in relation to the interview time length, shows that the data are presented in a normal distribution among themselves, in other words, both tails have very few individuals whereas the middle has a wide range of them, while expressed in numerical values are; 43 persons have a time length of less than 800 seconds, 785 of them have a duration of 800 to 1000 seconds, 1013 persons have had a time length of 1000 to 1300 seconds, 327 interviewed individuals have a tendency to have a time length of 1300 to 1800 seconds, 152 some of them tend to have a time length of 1800 to 2100 seconds, 41 of them tend to hold it between 2100-2500, 17 of them from 2500 to 2900 seconds, and lastly, those that cause attraction in the histogram are presented 6 of them that the duration of the interview lasted from 3000 to 4000 seconds.

Normal Quantile plot, otherwise referred to as QQ Plot, a graph that tends to help you if you have widely skewed data by using that is referred as post-regression diagnostification. At our outcomes, it shows that the distribution of data is generally normal, the normal inverse of the residuals fits with the fit line of the residuals, but it has a slightly raised tail due to data gathered from persons who completed the interview very quickly, and as it, it appears slightly skewed on the right, because we had some outliers that made the data concentration have a slight distortive pull to the right, the score of which exceeded 2000 seconds, thus causing a slight skeweness.
In the histogram generated from the analysis of the data that the respondents answered when asked 4 different questions about the personality trait of Openness, it turns out that the distribution of data is generally normal, displayed in bell shape, with data that appear mainly concentrated in the middle with outliers pulling from the left in the sense that there is a certain number of people who have answered with low score in the questions asked about the personality trait Openness. In general, Respondents, the vast majority of them, tend to respond with relatively high scores when asked about the Openness personality trait.

The histogram displayed from the data collected by the Interviewers in the question that tend to describe the personality trait Openness, we find that we have an almost normal
distribution with generally high score answers to the questions asked, generating a not totally bell-shaped data line, but it has distributed values spread throughout the histogram with similar frequencies, there is a concentration on the right side, but which is not so pronounced as to distort the distribution. What is worth noting is the fact that unlike the distribution of Respondents’ answers, where we encountered extremely high answers to all questions, in this case we tend to respond with a little bit more spread scores when asked about Openess.

The histogram generated by the questions on Consciousness, reveals to us the result that generally turns out to be concentrated with data that have and high score values in the questions about it, seems a little distorted in the negative direction, left, but with concentration of answers in highscore of Consciousness assessment. They appear generally normal with a slight left skewness.

The histogram that reflects the outcomes that came from the Interviewers' answers on the prism of Consciousness, tells us that there is a normal distribution of data spread throughout the histogram, with a focus on generally high score responses when asked about Consciousness, a bell is displayed and only on the left side we have a slight skewness appeared, and which is there because of the responses of those who responded with extremely high score on this trait.

The histogram of the Respondents’ answers data in relation to their level of Extraversion, shows us a generally normal representation of the data distribution, such that they tend to focus on relatively high score responses in the trait of Extraversion, symmetrical, even with a very light skewness on the left side, the negative direction, caused by a group of people who responded with low scores answers when confronted with the personality phenomenon of Extraversion. Meanwhile, on the right side we have a relatively high number of those who responded with maximum scores in this particular prism.

The findings from the execution of the histogram, and the collection of data from the report of Interviewers’ in regards to the 3rd trait of personality, namely Extraversion, display us a normal distribution, with a concentration of the data in the middle, bell curve shaped, raised slightly on both edges, both to the left by those individuals who gave low values when asked about Extraversion, and to the right, with large numbers of those who responded with extremely high scores in questions for such a trait. Interviewers tend to be consistent in answering with almost maximum scores.

Agreeableness as a very interesting personality trait managed to show us some findings that tell us that Respondents generally appeared to us with high points in Agreeableness, and as a result of which the data in the histogram were shown to us with normal distribution, concentration which is in the positive direction, in the form of a bell, but deformed with some
outliers, extremities displayed by some of them that have spotted very low answers when asked about the shape of Extraversion.

The histogram which reflects the data from the Interviewers report in the form of Agreeableness personality shows a relatively normal distribution, with data concentration on the right side, and with slight skewness to the negative direction on the left, since we had even those that have minimally answered in our questions about Agreeableness. It tells us that they generally have had the tendency to agree a lot because we have received abundant data that proves this to us.

In the histogram generated from the data collected from the Respondents' answers to the question asked to analyze the trait of Neuroticism, it turns out that the data are normally distributed, its bell shape shows us that the data are concentrated in the middle and do not exhibit any extreme outlier or skewness.

The data from the histogram created with the answers of the Interviewers’ Neuroticism, show us that the data are normally distributed, in the shape of a bell, and as such it turns out that in general, Interviewers have been inclined to answer with high scores points. when asked about Neuroticism.
Our findings, in terms of combining data from the responses of Respondents and Interviewers in the form of Openness personality, result in us being presented in normal distribution, forming a bell, with a concentration of data in between, which leaves us we understand that respondents tended to respond generally with high scores when asked about such a form.

The histogram generated from the data resulting from the combined responses of Respondents and Interviewers, when asked about the trait of Consciousness with 4 questions, has given us very interesting outcomes because we see that the distribution of data is normal, has the shape curve of a bell, with the concentration of data in their multiplicity in the middle of the histogram, which suggests that generally people have chosen to answer with relatively high score when asked about this specific trait, while we see that a small number of respondents answered with maximum score from both sides, and an even smaller number of respondents were those who answered with low scores when asked about this type.
The Extraversion trait, presented through the histogram generated by the answers of the two sides, both Respondents and Interviewers, from our questions about Extraversion and how much they agree or not when being asked regarding the statements we have chosen to ask, it turns out that anomalies do not appear in the distribution, consequently it is presented to us as normally distributed, with slight skewness on the left side, due to some people who have given low points when faced with questions in this prism.

The combination of responses generated by both parties, as Respondents and Interviewers shows us here too a bell-shaped stage presentation, almost normal distribution of data, with a tendency to gather on the right side, respectively accumulated in it multi-point answers when asked about Agreeableness through 4 questions, and as such, it turns out that most of the Respondents and Interviewers interviewed tended to answer with high scores for it. Thus, we are shown a very easy attraction, with some outliers, extremely small values due to some individuals who have decided to answer with very low points in the questions that included the form of Agreeableness.

The form which describes one of the 5 traits of which the personality is composed, namely Neuroticism, from the collected answers it results that the level of answers we have received is in a line which shows us a normal distribution of data, with a reflection of a bell-shaped curve, with data concentration to a very large extent in the middle, ie in response to relatively high scores when asked about questions testing the shape of Neuroticism, one of the 5 elements of the Big Five of Personality Traits. As a final outcome, the vast majority of them are normally distributed by appearing a bell shaped line. The data distribution of both Combined Extraversion and Combined Agreeableness have appeared slightly skewed to the left side, but are still compatible with a normal distribution, the second one, namely Combined Consciousness, appears a little bit skewed from the left too, but still manages to have a normal distribution, whereas the last but not least, the first one and the 5th graph, respectively Combined Openess and Combined Neuroticism have appeared without any skeweness and with a completely normal data distribution, forming a bell shape curve.
Table 1. Predictive bivariate models of interview time length with respondents’ Big Five personality traits

<table>
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<tr>
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<th>Model 1A</th>
<th>Model 2A</th>
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<td>.0295</td>
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<td></td>
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<td></td>
<td>-6.93</td>
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Note: Standard errors are in italics under the β coefficients. *p < .05; **p < .01; ***p < .001

The bivariate predictive analysis, having been conducted by using the Orderly Listed Square (OLS), shows us some findings such as those that tell us that the personality of the Respondents’ influences and is directly related to the interview timelength, and some of directions appear positive, while some do not. Specifically, our findings tell us that when the Respondents were answering high on the trait of Opennes, they tended to keep the interview longer, the relationship direction is positive, so when it comes to the personality of the Respondents, the more open he is in interacting with other people, the more it tends to lengthen the interview in terms of its timelength. Also in the trait of Consciousness, the trait that describes the organization of the individual, the ability to control impulses, it turns out that the direction of their relationship in the impact of duration is positive, so this is a finding that tells us that they due to the fact that their awareness is high, they show higher hopes toward an increase of the interview timelength, consequently the more aware they are the more they tend to keep the interview flowing.

After analyzing the data obtained from the public surveys conducted, when speaking of Extraversion, the trait of personality that predicts the human ability to be very social, have positive emotions, all these related to the sensitivity to rewards, it turned out that; The direction of this relationship when Respondents scored high in this trait is negative, in the sense that those who
have been presented as extroverts, based on our data, are likely to not extend the interview with us, because they feel free, and as such, they tend to end the interview more quickly than those who do score low in Extraversion.

Agreeableness, the trait that includes different forms of altruism, such as empathy, or feelings for others, and kindness. It is based on the tendency to cooperate, to maintain social harmony, and to consider the problems and concerns of others. Taking into account these, and deeply analyzing the data from the surveys, it turns out that there is a negative relationship between Respondents and Interview Timelength, so the Respondents who scored high on Agreeableness, were inclined to finish the interviews faster than the usual.

Neuroticism, the 5th trait of the Big Five, the one that describes the tendency to experience negative emotions in response to threats and punishments received by the individual, including elements such as nervousness, depression, anxiety, and emotional wavering. From the data obtained from the analyzes obtained from field surveys with numerous interviewees, it appears that there is a negative relationship, thus negatively affecting its duration, ending the interview faster than expected.
After conducting the relevant analyzes, namely the Bivariate Predictive Analysis, it turns out that we have interesting findings when we speaking about the influence of the Interviewers’ personality traits in relation to the Timelength of the Interviews. Having said that, from the findings we can see that the Interviewers who responded with high scores in Openness, had a tendency to hold the interview longer, taking into account the elements that characterize this personality trait, the relationship is positive and therefore the timelength of the Interview is increased.

The analysis of the second trait of personality, namely Consciousness, appears to have a positive relationship, the data of which show us that here too it has a positive effect, specifically the findings show that the more aware the interviewer is, the longer it tends to keep the Interview Timelength. Meanwhile, in the trait of personality which describes social freedom, specifically Extroversion, from the findings of our public survey data gatherings it turns out that we have a negative relationship, which shows that the more extrovert the interviewer is, the more he tends to finish the interview faster, this can happen because being very socially open, it pushes you to tend to give your opinion faster and more freely, thus the pace is faster and consequently the the Interview Timelength shortens. In the 4th trait of the Big Five Personality Traits, specifically
Agreableness, we get the same negative relationship, which shows us that the high scores in it, has an impact on shortening the timelength of the interview, because having a personality which agrees quickly, usually tends to end up with quick answers, and therefore the interview timelength is shortened. The Big Five concludes with Neuroticism, a trait that is described as the tendency to experience negative emotions in response to threats or punishment, including anxiety, depression, nervousness, awareness, and emotional stability. Given these, and after the development of the bivariate prediction analysis, it turns out that those who gave higher scores on questions about neuroticism, were more inclined to close the interview faster, so we can say that there is a negative relationship with the impact, in the sense that the duration of the interview is shorter when we encounter high levels of Neuroticism.
Following the execution of the Bivariate Predictive Analysis, taking in particular consideration the Big Five Personality Traits of the Respondents’ and the Interviewers’ separately, now to have a clearer picture of our data and findings, we have merged them to show us how their interactive relationship stands in relation to the influence of the personality traits of both parties when compared to the Interview Timelength.

Specifically, in the first trait, Openness, we can explicitly say that since we have a positive direction of the relationship from both factors, it turns out that when both the Respondents’ and the Interviewers’ have scored high points in this trait, then the timelength of the interview tends to be longer because they feel open to talk more freely about the things that concern them. When speaking of Consciousness, the second trait of the so-called OCEAN model, the Big Five of Personality Traits, in the combination between the two subjects, the Interviewers’ and the Respondents’, after conducting the public survey and analyzing the data that emerged from it, it turned out that the relationship is positive, and as such shows us that the more aware the parties are, the more they have considerations, and the more they tend to lengthen the interview in terms of its timelength. In the third trait, respectively Extraversion, as it results in the analysis of data separately, in their combination it turns out that there is a negative relationship, in the sense that

<table>
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<th>Table 3. Predictive Bivariate Models of Interview Time Length of Interviewers’ and Respondents’ Big Five Personality Traits</th>
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Note: Standard errors are in italics under the β coefficients. * p < .05; ** p < .01; *** p < .001
the interviews tended to be shorter when both parties were with high scores in Extraversion, and therefore have completed the interviews on a faster note. In the analysis of the penultimate trait of the BIG FIVE, that of Agreeableness, after a series of analyzes we are shown a negative relationship in the combination of both, this negative direction shows us that the high scores in Agreeableness from both sides, tend to end with the interviews finished quickly, this may be because they are easily compatible and as a result there are not many contradictions in the opinions, so the interview tends to go faster in such cases. In Neuroticism, the fifth and final trait from the Big Five Personality Traits, in their combination, although it has been shown to us that when the Respondents’ has high scores of it, he tends to do the interview faster and consequently finish it within a shorter timelength, while when the Interviewers’ outcomes told us that he had a positive relationship in relation to the duration, keeping it longer, whereas in the combination of both, it turns out that we have a positive relationship, such as this personality shape has positively impact in it because the personalities of the Interviewers’ and the Respondents’ are balanced, and as a result the Interviewers’ manage to keep the rhythm of the interview alive, thus it is not shortened and it does not end quickly as per the Respondents’ say.
6 CONCLUSION

Regardless of the evergrowing efforts to sharpen and furthermore develop & explore the Personality Traits impact on Interview Time Length, thus far a more specific and detailed examination of this particular correlation has escaped the academical view and scholars attention despite having tried to shed a little light on it from time to time. This written paper is an effort to furthermore develop this - not very much explored - prism, and consequently try to close the gap found when analyzing the previous efforts from different scholars. The outcomes from all the data analysis and efforts we’ve made in a continuous matter during the 2018 year by making public opinion surveys in both Albania and Kosovo, justify our assumed hypothesis. Our findings tell us that the empirical testings vindicate both our formal hypothesis and our expectations of the relationship between the dependent variable (Interview Time Length) and the independent variable (Personality Traits). Thereby, the data we gathered show that different personality play quite a part in people’s decisions in regards to the Interview Time Length. In this sense, our data point that personality traits such as Openness, Consciousness impact the Interview Time Length in a positive way, such as people who score high on them tend to keep the duration of the Interviews longer than those who score lower. Whereas, three of our Big Five Personality Traits, namely Extraversion, Agreeableness and Neuroticism have given us outcomes that show a negative direction in the correlation with Interview Time Length, in the sense that high scores on them will lead to a shorter duration of the Interview. Our findings might suffer minor errors because traits that were previously thought that might make interviews longer, such as Extraversion, actually go reverse and shorten the duration, and this is because specifically Extraversion is known to be the less known trait out of the Big Five, because it appears as very complex, even though many studied has taken place in order to define it in its entirety, still there can’t be found a definitive explanation regarding its ways of impacting. Obviously, despite all the efforts made to give a specific and in-depth detailed point of view regarding it, still more work is required to fill many new questions emerging from our findings.
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