

The psychological profile of the candidates in the 2009 presidential elections. A psychographic classification of convinced supporters

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Abstract. *The present article present a study regarding the psychological profile of the candidates in the 2009 presidential elections in Romania. The study was performed in Bucharest and Cluj-Napoca, on a sample of 400 subjects; the instrument used in the research was bFIVE, an instrument for measuring brand personality parameters. The two objectives of the research are: (1) identifying the personality profiles of the main presidential candidates as they are perceived by the category of convinced supporters and (2) identifying any correlations between the values and lifestyles of the convinced supporters of a candidate and the personality traits of the latter.*

Keywords: *psychographic classification, presidential candidates perception, personality, VALS, political people*

Introduction

In November 2009, FCRP/SNSPA and FSPAC/UBB carried out, in partnership with D&D Research, a research and consulting company, a study for measuring the perception of the core target supporters of the candidates in the presidential

elections which took place in November 2009. The study employed a psychographic approach and had two objectives: (1) identifying the personality profiles of the main presidential candidates as they are perceived by the category of convinced supporters and (2) identifying any correlations between the values and lifestyles of the convinced supporters of a candidate and the personality traits of the latter.

The criteria according to which the participants were selected were (1) the willingness of these people to publicly assume the choice of supporting a certain candidate and (2) the manifestation of this preference in terms of behavior by actively attempting to persuade other people (assumed militantism). The study was performed in Bucharest and Cluj, on a sample of 400 subjects.

The instrument used in the research was bFIVE, an instrument for measuring brand personality parameters. bFIVE represents a manner of adapting the BFA psychometric questionnaire (Caprara, Barbaranelli and Borgogni, 1994) and the RVS valorigraphic questionnaire (Rokeach, 1968, 1973) to marketing and advertising activities. bFIVE is an instrument which is used in marketing and advertising research in order to design the Brand Personality Profile – BPP and the Consumer Valorigraphic Profile – CVP. Also, it enables comparative research of the Personality and Classification of the brands in a certain category and the design of perceptual maps starting from this research.

Throughout time, an impressive number of theories regarding human personality have emerged in psychology. However, none of these has managed to impose itself as a common model, unanimously accepted by the scientific community. Even when several authors supported similar models, the number of features or dimensions that defined personality within these models was significantly different from one author to another.

In the paper “BFQ-2. Big Five Questionnaire-2” (2008), the authors Caprara, Barbaranelli and Borgogni consider that the factorial approach of aggregating the traits in various models of personality proved to be the most effective and at the same time the least disputable of all personality models. In their view, the self evaluation questionnaire is a privileged instrument in the collection of data in order to describe human personality.

Nevertheless, even this mathematical approach (which, at first sight, we would be tempted to think must naturally lead to similar models) has given rise, in its turn, to other approaches among which there are important differences.

The quoted authors (Caprara, Barbaranelli & Borgogni, 2008) make reference, in the above mentioned paper, to the best known of these: (1) Cattell’s taxonomy (Cattell et al., 1970) – which presupposes the existence of 16 main personality factors, (2) Eysenck’s model (Eysenck and Eysenck, 1964) – which presupposes the existence of 3 super factors, (3) Guilford’s model (Guilford and Zimmerman, 1949) – which presupposes 10 main factors and (4) Comrey’s model (1995) – which presupposes the existence of 8 major personality factors. Each one of these models also designed the corresponding instrument (questionnaire) which measures the 16, 3, 10 or 8 factors,

depending on each theory. Although all these factors were extracted using factorial analysis, they have different names, cover different variances and represent the basis for completely different theoretical models, within which they differ in their degree of importance. All this emphasizes once more the fact that, up to the present moment, psychology still has not developed a model of human personality that should solve the problem of the number of factors and of the fundamental dimensions of personality, or of the generality or specificity level at which these should be treated. (Caprara, Barbaranelli and Borgogni, 2008).

One of the major attempts to “unify” the various theoretical points of view within the factorial approach to the individual’s personality is the Big Five Model or the Model of the Five Major Personality Factors (Digman, 1990; Goldberg, 1993; John, 1990; John and Srivastava, 1999). The Big Five Model is situated in an area of convergence of the factorial approach (described above) and the psycholinguistic one (Caprara, Barbaranelli and Steca, 2008).

The psycholinguistic approach is based on the “lexical” hypothesis or “linguistic sedimentation”. According to this, the biggest and most relevant differences in the personality of individuals, from the social point of view, are encoded in daily language and directly reflected by it (John, Angleitner and Ostendorf, 1988). In the psycholinguistic approach, daily vocabulary is considered to be the main source of all descriptors of personality traits. It has represented a direct source of inspiration for making lists of terms that should allow the evaluation of the differences between individuals (Caprara, Barbaranelli and Steca, 2008). Practical experience has shown that the vocabulary elements which provide the easiest, quickest and most relevant way of describing and evaluating personality traits are adjectives. This hypothesis has been supported by researchers such as Klages (1926/1932), Allport (1937), Cattell (1943), Norman (1963) and Goldberg (1982).

The Big Five Model owes its name to the fact that it selected only five dimensions that are considered fundamental for defining and evaluating human personality. Thus, it manages to ensure an intermediate level of generality compared to the models which have less dimensions, but a higher degree of generality (ex. Eysenck’s three super factors) and those which have more dimensions but are very specific and thus have a lower generality degree (ex. Cattell’s 16 factors, Guilford’s 13 factors or Comrey’s 8 factors).

The Five Major Personality Factors theorized by the Big Five model are: (1) Extraversion, (2) Amicability; (3) Conscientiousness, (4) Emotional stability and (5) Openness to ideas (Caprara, Barbaranelli and Borgogni, 2008).

Caprara, Barbaranelli and Steca, in their paper, BFA, Big Five Adjectives” (2008), underline the fact that Big Five is one of those models that allow the description of an individual’s personality in a “natural” language. For this reason, most of the instruments designed to measure the factors of the Big Five model are lists of adjectives

(unipolar or bipolar), selected by means of vocabulary analysis, so that they contain the most representative terms for each dimension. (also called *markers*). The lists of adjectives are the data collection instrument preferred by most of the authors, as they feature a few important advantages compared to other types of instruments.

Firstly, they enable the use of a greater number of descriptors than in the case of instruments which employ items under the form of sentences. Owing to this, a larger area of vocabulary markers can be covered. Another advantage is the fact that, unlike sentences, adjectives are directly linked to behavior through lexical hypotheses and that is why they permit an evaluation of personality which is not anchored in a specific situation or behavior, and thus, there is a possibility to utilize them in a variety of situations. A further major advantage is the fact that using adjectives represents a quick and easy evaluation method. A list of 100 adjectives can easily be completed in only 10-15 minutes, a much shorter time than is necessary in order to complete a questionnaire containing the same number of sentences (Caprara, Barbaranelli and Steca, 2008).

The BFA instrument was developed for the purpose of using as many of these advantages as possible.

It consists of a list of 125 adjectives that are not anchored in specific situations or types of behavior, which makes it highly versatile, easy to use in a wide range of environments and contexts (from clinical psychology to political branding or marketing). It can be applied both as a self evaluation instrument and as a hetero evaluation instrument and uses a scale in seven points, each of these points being described by an anchor (1 = not at all; 2 = a little; 3 = to a certain degree; 4 = to a medium degree; 5 = fairly much; 6 = much; 7 = very much). BFA was calibrated in Romania between 2007 and 2008 on a normative sample made up of 2200 subjects, isolated by means of random extraction from a data set of 4924 administrations.

The second component of the bFIVE instrument is the RVS valorigraphic questionnaire (Rokeach Value Survey), the first instrument developed for value investigation.

Rokeach (1973) is one of the most influential authors who have studied this domain. He defines values as being *„opinions or convictions which are permanent in the sense that certain types of behavior or fundamental motivations („end states”) are preferred to opposite ones at the individual or social level”* (Rokeach, 1973). He also considers that values are *„central motivations, cognitive transformations of certain fundamental psychological needs of the individual”*. Values are the principles that directly influence the behavior of the individual during his life. This perspective is supported by the standpoints of other influential authors. Schwartz and Bilsky (1987) define values as being *„cognitive representations of certain fundamental human needs, both biological and social”* and for that reason they are *„guiding principles of one’s life”*. Kahle (1983) considers that *„values are guiding principles which establish what is important to an*

individual. Schwartz (1992) reckons that „*values are stable constructs which motivate the behavior of individuals*”, and Vyncke (2002) sees them as „*trans-situational desirable objectives, which serve as guiding principles in the life of an individual*”.

Values are articulated in systems or constelations of values. Such a system is, in Rokeach's view (1973) „*a stable model of beliefs regarding models of behavior or existence observed throughout a continuum of relative importance*”.

Values have a dynamic character and that is why they facilitate the adjustment of the individual to his life and social environment (Kahle, 1983).

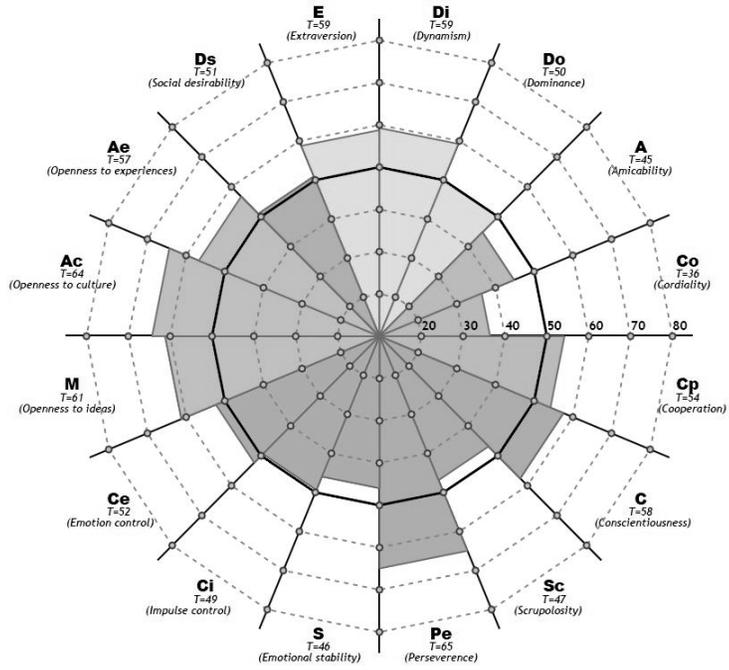
RVS was designed to measure two sets of values. The first is made up of 18 fundamental or „terminal” values („end states”), and the second is made up of 18 instrumental values, or „preferred behavior types” (Bearden and Netemeyer, 1999). The 18 end states are grouped into six factors: **(1) Social Harmony** (made up of the following values: 4. *a peaceful world/without conflicts and wars*, 6. *equality/fraternity, equal opportunities for everyone*, 8. *freedom/independence, free choice*, 12. *national security* and 14. *salvation/ eternal life, salvation of the soul*); **(2) Personal Gratification** (made up of the following values: 1. *a comfortable/prosperous life*; 2. *an active life/full of stimuli*; 3. *a feeling of achievement* and 13. *pleasure*); **(3) Self-actualization** (made up of the following values: 3. *a feeling of achievement*; 5. *a world full of beauty/art, nature*; 10. *inner harmony/absence of inner conflicts*; 15. *self respect* and 18. *wisdom/mature understanding of the world*); **(4) Security** (made up of values: 7. *family security* and 14. *salvation/ eternal life, salvation of the soul*); **(5) Love and Affection** (made up of the following values: 2. *an active life/full of stimuli* and 11. *mature love/sexual and spiritual intimacy*); **(6) Personal contentedness** (made up of the following values: 8. *freedom/independence, free choice* and 9. *happiness/satisfaction*).

The 18 instrumental values are grouped into 4 factors: **(1) Competence** (made up of the following values: 19. *ambition/aspiration, work*; 21. *open-minded*; 24. *courageous/defense of one's own beliefs*; 28. *imaginative/creative, bold*; 29. *independent/self-sufficient*; 30. *intellectual/intelligent* and 31. *logical/rational*); **(2) Compassion** (made up of the following values: 22. *cheerful*; 25. *forgiving/willing to forgive the others' mistakes*; 26. *ready to help/willing to work to the benefit of others* and 32. *caring/affectionate, tender*); **(3) Sociality** (made up of the following values: 23. *neat/tidy*; 33. *obedient/respectful/fulfills his duty* and 34. *polite/well-mannered, agreeable*) and **(4) Integrity** (made up of the following values: 27. *honest/sincere*; 34. *polite/well-mannered, agreeable*; 35. *responsible/trustworthy, reliable* and 36. *self-control/self-discipline, controlled*).

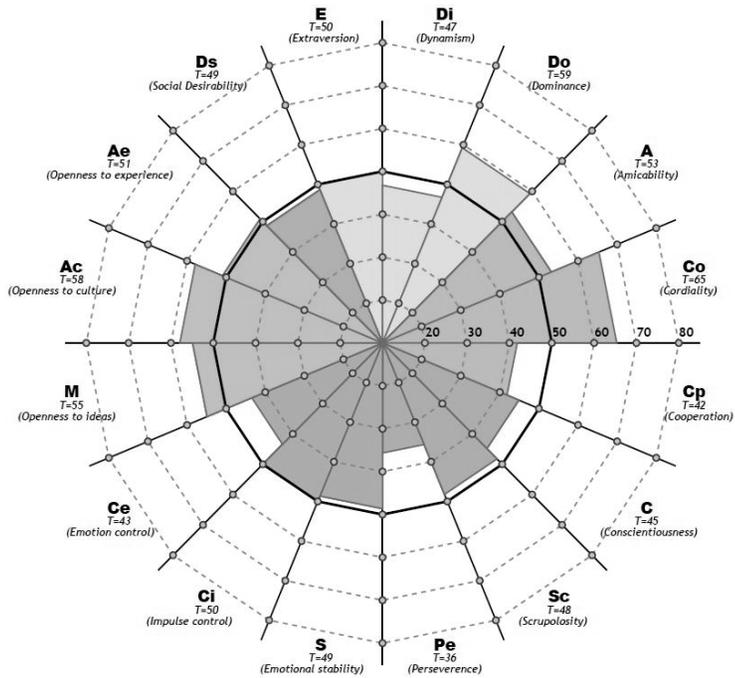
Study results

The bFive instrument enabled the outlining of the personality profiles of the three most important candidates in the November 2009 presidential elections, on each of the dimensions covered by the five scales of the BFA questionnaire. These are presented below.

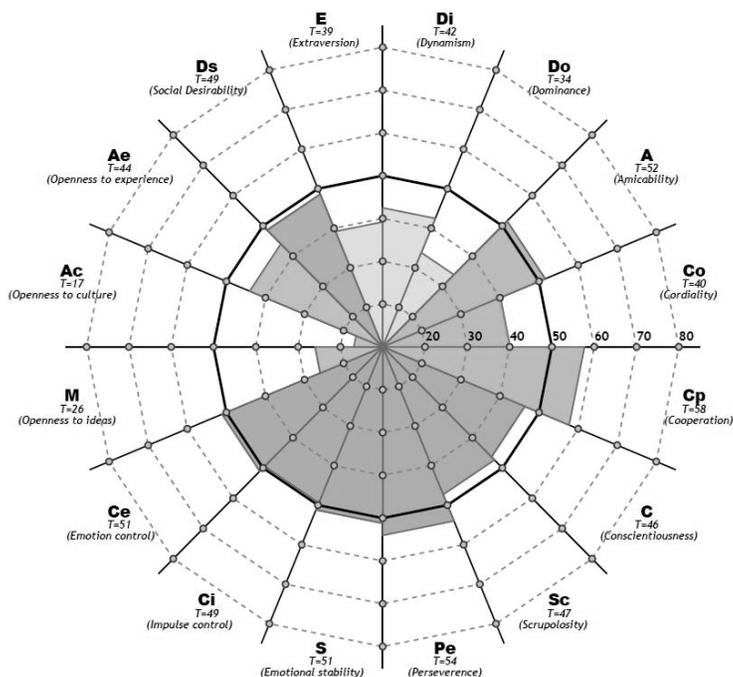
Factorial Brand Index for Traian Băescu



Factorial Brand Index for Crin Antonescu



Factorial Brand Index for Mircea Geoană



1. The Extraversion (E)

The Extraversion scale (E) is made up of two subscales: Di (Dynamism) and Do (Dominance).

The Dynamism Subscale (Di) identifies active people, with open and flexible personality, actively searching for activities subject to permanent change.

The highest score on the Di subscale was obtained by Traian Bănescu: T59. He is perceived as being a sociable person, who integrates easily in a group and is capable of coping with complex social situations. He communicates effortlessly, even with people that he does not know, he can adapt his discourse to the audience and is capable of making himself easily understood.

Both Crin Antonescu and Mircea Geoană scored below average on the Di scale: T47. This shows that they are rather introverted, not very communicative, and prefer well structured social contexts and avoid complex ones. These tendencies are more pronounced in Mircea Geoană.

The Dominance Subscale (Do) is meant to identify the dominant, active, assertive people, who are attracted by the situations which involve competition, especially as far as communicating in public is concerned.

Crin Antonescu scored the highest on this subscale: 59T. This indicates that he is perceived as an active and combative person, able to support his cause boldly

and confidently. He has good communication and interpersonal relation abilities and values the statement of his own opinions, which he can easily and combatively express. Traian Bănescu scored average on this scale: 50T. Mircea Geoană scored the lowest of the three candidates: 34T. This shows that he is perceived as an insecure person, reserved and rather uncomfortable with the situations which involve social visibility. Although he can prove to be skilled in interacting with others, most of the times he prefers to keep a low profile and not stand out. He is seen as being a good performer of tasks assigned by others rather than a leader capable of assuming head positions.

The Extraversion Global Scale (E) measures characteristics which have to do with the level of one's activity and the energy invested in the interaction with the outside world. It corresponds to the tendency of managing certain life circumstances with vitality (most of them being interpersonal) and of stating one's own point of view.

The highest score was obtained by Traian Bănescu: 59T. He is seen as an active person, with a spirit of entrepreneurship, energetic and enthusiastic, who loves competition. He likes to be involved in as many activities as possible and he has the tendency to concentrate his attention and interests towards the exterior. He can be detached in the presence of others, regardless of whether the situation is familiar to him or not. He supports easily and assertively his own viewpoints and arguments, and his abilities to communicate and connect often make him a leader of opinion. He has the tendency to assume the role of the leader when the situation requires the emergence of one.

Crin Antonescu scores average (50T) on the global scale E. He is perceived as being a person who usually prefers to be in other people's company, but who often has moments when he prefers to remain alone. Such a person has an average level of energy and ease and is not inclined to have a noisy behavior which attracts the attention in the social space. However, if the situation requires it, he can assume visible roles, or even become a leader.

Mircea Geoană scored the lowest on this scale: 39T. He is seen as a person who lives his inner life with higher intensity than the outer one. He is not prone to behaving in an active and energetic way, but rather tends to keep to himself. He would rather have subordinate roles which involve carrying out tasks than manager roles which involve the assignment of tasks. He prefers to speak less and express his opinions through others and for this reason his social presence tends to be reserved.

2. The A Scale (Amicability)

The A Scale contains the Cordiality (Co) and Cooperation (Cp) subscales.

The Cordiality Subscale (Co) has the objective of identifying those who are willing to pay attention to the people around, showing availability and tolerance towards them. The highest score on the Co subscale was obtained by Crin Antonescu: 65T. This proves that he is viewed as a polite and benevolent person, regardless of how

unpleasant and difficult the situation might be. He is able to forgive and be tolerant even towards those he dislikes. In general, he is seen by the people who surround him as an honest and reliable man, who believes in the others' good will and sincerity.

Both Mircea Geoană and Traian Băsescu scored much lower than Crin Antonescu on the Co scale: 40T and 36T respectively. They are both perceived as being rather suspicious regarding others, especially the people they do not know. They have difficulty making long-term friends, as they have the tendency to spot and sanction the mistakes of their discussion partners. A low score might indicate the presence of aggressive intentions.

The Cooperativity Subscale (Cp) identifies those people who tend to the needs of others, who are helpful and willing to cooperate with them and relate to them. Mircea Geoană scored the highest of the three candidates on the Cp scale: 58T. He is closely followed by Traian Băsescu: 54T. This shows that the two candidates are perceived as generous as far as their attention resources are concerned, available and ready to help the people around whenever the latter are in trouble. They try to understand the situation their interlocutor is going through and find the best way they can help.

Crin Antonescu scored below average on the Cp scale, the lowest of the three candidates: 42T. He is seen as a selfish person, to whom personal benefit is more important and who does not pay the same attention to the interests of the group he is part of, or within which he performs his activity. He is considered opportunistic and preoccupied mainly with his career and social ascent, and his friendship relations are based on interest. He tends to be parsimonious, therefore he prefers not to share what he has with others.

The global Amicability scale (A) measures characteristics such as sincerity, tolerance, prosocial attitude, selflessness and generosity. Amicability is the opposite of hostility and corresponds to the tendency of the individual to trust the people around (whether they are colleagues, friends or family members) and to develop positive relations of friendship, mutual support and cooperation with them.

Crin Antonescu and Mircea Geoană scored the highest on the global scale A: 53T and 52T. These scores are close to the average and describe people who usually pursue their own interests and objectives, but who are able to take into account the demands of others and to show their willingness to cooperate. Generally, they are inclined to treat others kindly and tactfully, even if sometimes they might have abrupt reactions.

Traian Băsescu scored the lowest on this scale: 45T. This indicates that he is viewed as a person who does not trust others and prefers to have solid and reasonable arguments before confiding in someone. He can be indifferent to the feelings and emotions of others and even show hostility towards those he does not know or dislikes. As a rule, he communicates abruptly, saying what he thinks in a very open and frank manner, without trying to be diplomatic. Such people have the tendency to pursue their own objectives even to the disadvantage of others and are strongly inclined towards selfishness and even cynicism and hostility.

3. The Conscientiousness Scale (C)

The C scale is made up of two subscales: Scrupulosity (Sc) and Perseverance (Pe).

The objective of **the Scrupulosity subscale (Sc)** is to identify those who value work based on a detailed plan, conceived in advance. It measures self discipline, attention to details and the degree of neatness and preciseness of the evaluated person.

The three candidates obtained very tight scores on the Sc subscale, slightly below average: 48T Crin Antonescu, 47T Traian Băsescu and Mircea Geoană respectively. This indicates that there is a general perception of the supporters of each candidate about them. The three candidates are equally perceived as being unsteady in their performance and easily drawn into other activities. Most of the times they do not act according to a detailed plan, made in advance, but rather let themselves carried away and do only what is convenient to them. Also, they are not well organized in the way they perform their activities and that is why they seldom complete their work. They do not pay attention to details; monotonous and redundant activities quickly demotivate them.

The Perseverance Subscales (Pe) evaluates the individual's capacity to focus his inner energy in order to complete the tasks he has undertaken and in order not to abandon prematurely. Such a person is regarded by others as being tenacious and dedicated.

The Pe Subscales shows significant differences in the perception of the three candidates. Thus, the highest score was obtained by Traian Băsescu: 65T. He is considered to be a very motivated, tenacious and hard-working person, preoccupied with finding ways of optimizing his activity. He is willing to work extra hours and quit any collateral activities in order to provide quality work. He is seen as a fighter, dedicated to the tasks he has assumed.

The lowest score on the Pe scale was obtained by Crin Antonescu: 36T. He is regarded as a rather lazy and easy-going person, who avoids responsibility. He is also perceived as being versatile, obedient and docile, having a tendency to yield easily when faced with the pressure of the outer environment. If he does not succeed in his endeavors on the first attempt, he tends to abandon the task.

Mircea Geoană scores slightly above average: 54T, which places him between the two extremes marked by Traian Băsescu (65T) and Crin Antonescu (36T).

The Conscientiousness Global Scale (C) evaluates the capacity of the individual to concentrate and channel his energy towards reaching his goals, the perseverance and determination he can make proof of. It identifies the people who love rules and procedures, paying special attention to details and preferring to work according to a well established plan, with clearly traced objectives. The highest score on the C global scale was obtained by Traian Băsescu: 58T. This shows a person who is accurate and precise in the activities he/she undertakes. Traian Băsescu is seen as someone who respects rules and deadlines, acting in a neat and organized manner. He devotes himself to his work, paying attention to details and doing everything with perseverance and tenaciousness.

He values planning, and prefers to act according to a well designed plan. He likes to organize not only daily activities but also his life in general. He is keen on order and likes the objects around him to be taken care of and put in the right place. His efficiency is at its best in clearly structured environments, in which performance norms are distinctly stated. As a persevering person, he does not quit in front of obstacles when he wants to complete an activity. He feels appreciated when praised for his conscientiousness and responsibility.

Both Crin Antonescu and Mircea Geoană scored below average on the C scale: 45T and 46T respectively. People perceive them as individuals who act in a disorderly manner, who fail to understand the need for serious planning, but who easily accept or provide explanations for this. They tend to shun responsibilities or even to transfer them onto others. They are tempted to overlook details and deal with the activities in which they are involved in a shallow manner, even if this eventually leads to a low quality job. The information they transmit can be inaccurate, as they do not have the patience to check its validity when they receive it or when they pass it on to others.

4. The Emotional Stability Scale (S)

The S scale is made up of two subdimensions: Emotion Control (Ec) and Impulse Control (Ic).

The Emotion Control Subscale (Ec) measures the unease and anxiety in stressful situations. It identifies the individuals with a low degree of emotional vulnerability, who manage to be balanced and stable, even if the situation they are in, is new or difficult. On this scale, the scores of the three candidates were very tight, all of them around the average: 50T Crin Antonescu, 49T Mircea Geoană and Traian Bănescu respectively. All three candidates are perceived as relatively satisfied with their lives and achievements. They are balanced and most of the times they can react moderately when faced with stressful situations. They are confident in their own forces and know how to control strong emotions; they are often optimistic. In particularly stressful situations, however, they can react in an unpredictable manner, showing nervousness.

The Impulse Control subscale (Ic) measures the capacity of the evaluated person to control bad mood, feelings of distress, anger, aggressiveness or irritation towards the others. It identifies those who manage to act calmly and patiently, regardless of the situation they are in. These people are not impulsive when challenged, and have a high degree of self control, preferring reasonable actions.

On this scale again, two of the candidates obtained very close scores, around the average: Traian Bănescu (52T) and Mircea Geoană (51T). These two candidates are perceived as people who are usually calm and patient, regardless of the situation. They tend to be rational and analyze carefully the data of a situation, to make plans and act accordingly. They care about the image they have in the others' eyes and that is why they pay attention both to what they say and to how they react.

Crin Antonescu scored below average (43T), which shows that he is perceived as an impulsive person, who often reacts in the heat of the moment. He has the tendency to react without thinking too much and without analyzing carefully the situation he is facing. He becomes easily irritated and clearly shows his anger or fury. He is susceptible and often doubts what the others say.

The Emotional Stability Global Scale (S) is regarded within the theoretical frame of the BFA instrument as being opposed to Neuroticism. It represents the capacity of the evaluated person to manage his/her negative emotions and to control his/her behavior in stressful, insecure and dangerous situations. On this scale, two of the candidates obtained relatively close scores, around the average: Mircea Geoană (51 T) and Crin Antonescu (49). These scores show that the evaluated individuals are quite capable of inhibiting their worries and anxiety and can control their emotions satisfactorily. Usually, they behave in a calm, relaxed manner, even if sometimes they can display tension and irritation.

Traian Bănescu scored 46T, relatively close to the other two candidates. This suggests that he is seen as a person who often pays attention to less important things and frequently experiences tension and irritation. Therefore, he usually seems angry, tense and nervous. He has difficulty controlling his emotions and becomes easily irritated by the people around or by daily events and situations.

5. The Openness scale (M)

The global scale O contains two subdimensions: Openness to Culture (Ac) and Openness to Experiences (Ae).

The Openness to Culture Scale (Ac) evaluates the variety of intellectual needs and interests of a person, as well as the motivation to accumulate more knowledge. On this scale, the highest score was obtained by the candidate Traian Bănescu: 64T. He is followed by 6 points by Crin Antonescu (58T). The perception of these candidates is relatively similar, with a pronounced positive touch in the case of Traian Bănescu. They are regarded as inquisitive individuals, receptive to new information and situations, of which they attempt to achieve a profound understanding, integrating them in easy to apply logical schemes. They have a high degree of tolerance for the unfamiliar, and constantly search for opportunities to learn new things, also in fields that are collateral to those they are usually interested in. They are reasonable and analytical people, who take logic into consideration when formulating a viewpoint or when offering solutions to a problem, but can often be surprisingly intuitive.

Mircea Geoană scored the lowest on this scale (17T), very far below both the average and the other two candidates. This indicates that he is perceived as a shallow person from the intellectual point of view, who would rather not make any effort to deeply understand the information and the situations he faces. He is not very eager to be exposed to new information and situations and prefers to rely on the knowledge and experiences he already possesses up to the respective moment.

The Openness to Experience (Ae) subscale aims to measure the degree to which the evaluated person is open to values, styles, lifestyles and cultures other than his/her own. Again, on this scale, the highest score was obtained by the candidate Traian Bănescu: 57T, followed by 6 points by Crin Antonescu (51T). These scores show that the two candidates are non-conformist and open to novelty, and can be original and imaginative in everything they do. When they construct something, they prefer to do it starting from something new, not traditional. They readily accept revolutionary ideas and may display a high degree of tolerance to values and lifestyles different from their own. Under certain circumstances, they can become rebellious, looking for change just for the sake of change.

Mircea Geoană scored under average on this scale (44T). He is regarded as being a conservative person, to whom tradition is important in almost every aspect of his life. He is reluctant to novelty, and when major changes appear, he tends to reject the new order of things and even acts in such a way that as little as possible of his well established routine should change.

The Openness scale (M) measures on the one hand the dimension of intellectual and cultural interests of an individual (in the first place, creativity and inquisitiveness) and on the other hand the openness to values, ideas and ways of acting different from his/her own. On the O scale Traian Bănescu obtained a score of 61T. He is followed by Crin Antonescu, who scored 55T. Both candidates are perceived as people with a degree of originality and creativity above the average, who always like to be well informed.

They have a broad and varied horizon of interests, and are open to different new things, they promote change and are tolerant to what is new or different from their own values. They are not conservative and could be considered unconventional people.

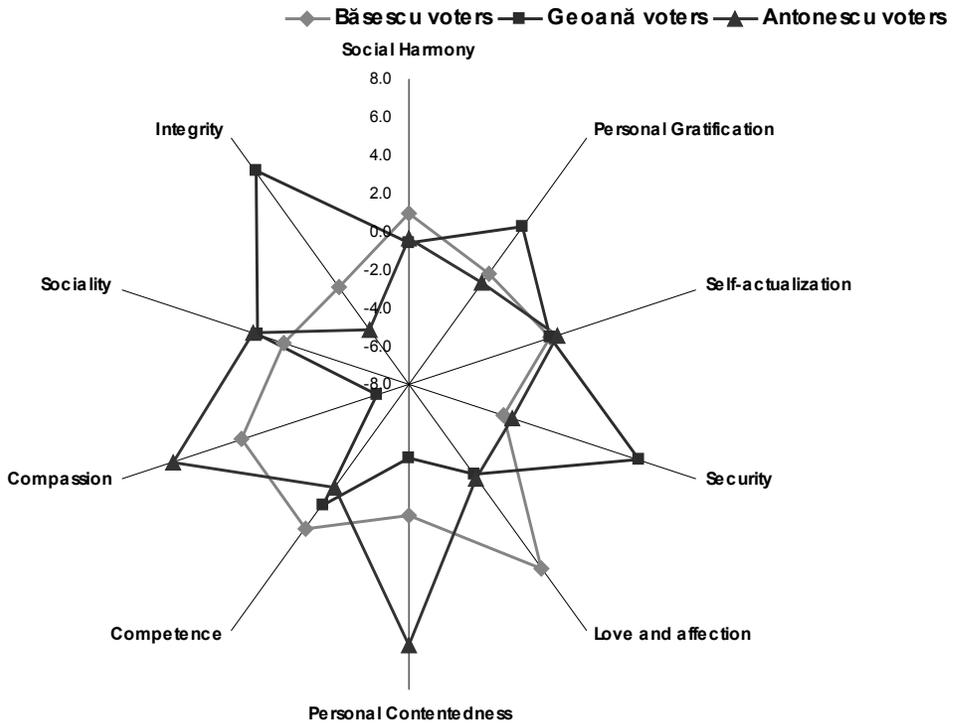
The lowest score on this scale was obtained by Mircea Geoană: 26T, very far below the average and also below the other two candidates. This score shows that he is seen as a person with a low level of originality and creativity. Generally, these people are not very keen on being well informed, have a narrow horizon of interests and are focused mainly on punctual, common matters. They are not open to novelty, they avoid change and do not trust or tolerate ideas and values different from their own. As a rule, they have the tendency to defend tradition and everything that is conventional and constant. Change causes them to become tense, even apathetic or panicky.

6. The Social Desirability (SD) measures the tendency of the subject to provide a socially desirable image.

The three candidates obtained very tight scores: 51T Traian Bănescu and 49T Mircea Geoană and Crin Antonescu. The average scoring on this scale indicates that the three candidates are not interested in appearing in a much more favorable light than in reality.

The analysis of the valorigraphic profile of the candidates' voters.

Differential valorigraphic profile of the voters



Traian Băse scu's voters are defined primarily by the „Love and affection” dimension, in which they score the highest. In political terms, this can be interpreted as the need to have a mature, long-term „relationship” with their favorite political personality. More precisely, this value translates as loyalty based more on powerful emotions than reason, and because of this, the affection of the voters for their favorite candidate is more difficult to refute by reasonable and logical means. This type of voters is attracted by emotional messages through which they should feel a strong personal connection between them and the political character.

Also, the relatively high score in the „Competence” dimension, corroborated with the low score in the dimensions of „Personal gratification” and „Self-actualization” shows us a type of voter who has a favorable perception about his/her competence in general. (social, professional etc.), who actively pursues his/her aims of personal and social achievement, but considers that he/she deserves more from life and society. They are active people who like to act in order to reach the desired standard of living, even if this might involve actions which lie on the border of norms and social rules (low score in the „Integrity” dimension). The valorigraphic profile of Traian Băse scu's voters is generally a balanced one, without too many peaks that distinguish him from

the voters of the other two candidates. If for the other candidates we may notice an overlapping of their personality traits with voters values that may be associated with major political wings (left or right), in Traian Băsescu's case these are much less clearly configured. This shows that Traian Băsescu receives votes from both poles of the political spectrum, and the main affiliation criterion is represented by the preference for his strong personality.

As far as the voters of Mircea Geoană are concerned, one can notice three pronounced peaks for the dimensions of „Integrity”, „Security” and „Achievement and social comfort”. Thus takes shape the image of a type of voter who greatly values honesty and sincerity and is therefore attracted by a political figure who delivers these messages in a courteous and balanced manner. This type of voter is not very receptive to emotionally powerful messages and does not appreciate candidates who communicate in an aggressive or confrontational way. The high score of the „Security” dimension suggests a type of voter for whom family is a priority, and who expects the state to provide him/her with all the necessary means of protection and security, both social and financial. Corroborated with the high score in the „Personal gratification” dimension and the low score in the „Personal contentdness”, we can conclude that this type of voter expects the state to provide at least a minimum of comfort and social security, being rather passive as far as the pursuit of individual achievement is concerned. For this reason, this type of voter can be targeted by left-wing messages, focused on the things that the state can provide in order to ensure a safe and comfortable life.

The voters of the candidate Crin Antonescu are distinguished by the extremely high peak of the „Personal contentdness” dimension. This outlines the portrait of a type of voter who most of all values freedom and personal independence, as well as the possibility of free choice. He/she is an active person, who likes to act in order to achieve the desired standard of living, even if this involves actions which border social rules and norms (low score in the „Integrity” dimension). To this type of voters, the interference of the state in their lives should be minimal, so that they can act according to their choice, in the most appropriate context. That is why they are receptive to a right-wing message, that should stress the low degree of involvement of the state in their lives and that should guarantee the set of personal liberties which represent priorities for these voters. At the same time, another dimension which differentiates among these voters is „Compassion”, which suggests a type of voter who cares about the fate of others and does not remain indifferent to the difficulties they can face, being more than willing to make extra efforts to help his/her fellows. It is a type of forgiving and tolerant voter, which suggests that he/she rejects confrontational and belligerent messages, being rather receptive to a discourse based on providing constructive solutions, cooperating and attempting to reach consensus.

Conclusions

It is worth taking into account that the psychographic profiles that were analyzed represent the perception that one of the most important segments of the electorate has about their favorite candidate: the convinced voters who are willing to assert their political option publicly and to adopt explicit militant behavior. In the next section two types of scores are presented and discussed: absolute scores and differential comparative scores. The adjectives in which a certain candidate scored the highest and the lowest respectively are described in the graph with absolute scores. The adjectives in which a candidate obtained the biggest differences compared to the other candidates (differentiating scores) are represented in the graph with differential comparative scores.

Traian Bănescu's profile outlines the figure of a candidate with a strong personality, having three positive powerful areas and two negative ones.

The first powerful area is defined by his openness, by the humor and dynamism with which he approaches life situations. He is a dominant person who interacts easily with the others and is capable of managing complex social situations. This area also encompasses his high communicative abilities and his capacity of making himself understood with ease and of adapting his discourse to the audience. These attributes define, to a great extent, a popular and colloquial communication style, dominant and unconventional, very adequate to the audio-visual media.

The second powerful area is defined by his capacity to concentrate his inner energy in order to tenaciously and perseveringly complete the tasks he undertakes. The fact that he does not quit even if the circumstances are hostile to him makes him be regarded as an ambitious person who can devote himself to a cause.

The third powerful area is defined by the ability to thoroughly understand new situations, and the ability to apply them in daily life. This area also contains attributes such as originality and creativity, curiosity and openness to unconventional solutions.

The major vulnerability area is represented by hostility and aggressiveness. He is perceived as being irritable, aggressive, quarrelsome, angry and even revengeful.

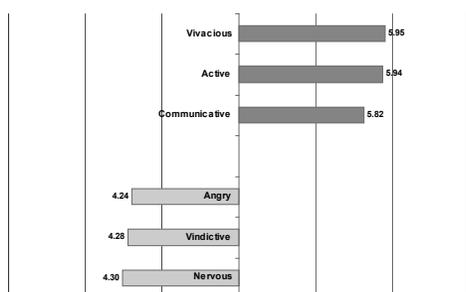
The second is defined by a low degree of negative emotion control in stressful situations which can easily irritate him.

Humor, dominance and openness to the unconventional are the main positive features that distinguish Traian Bănescu from the other two candidates. The negative ones are aggressiveness and weak control of emotions.

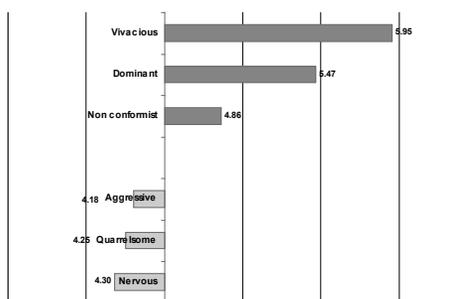
Crin Antonescu's profile outlines a candidate with an ordinary, balanced personality, who also has three strong areas and two vulnerable ones.

The most important strong area is represented by his intelligence and open-mindedness. The candidate Crin Antonescu is characterized by the people who admire him mainly by a series of adjectives which belong to the mental sphere. He is viewed primarily as a sharp, intelligent person, who thoroughly understands the situations he is involved in. He is inquisitive, unconventional, highly original and creative; he likes to be well informed. He is considered reasonable and analytical, and this is why

Top 3 positive adjectives vs.
top 3 negative adjectives
Absolute scores



Top 3 positive adjectives vs.
top 3 negative adjectives
Differential comparative scores



the solutions he provides to various problems are logical and easy to understand by the others.

His second strong point is defined by politeness, cordiality and tolerance towards the others, no matter how difficult and unpleasant the situation. Other values that belong here are honesty and correctness.

The third area has to do with good communication abilities. He is seen as hard to intimidate, he has the tendency to assume positions of dominance and support his own opinions boldly and combatively.

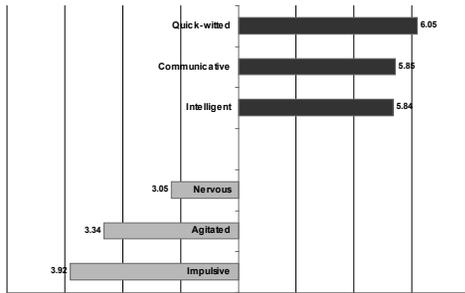
His main vulnerability, as in the case of Traian Bănescu, is represented by his low control of negative emotions in tense situations which might irritate him. In such situations, he becomes angry, anxious, fretful and impulsive. The presence of the adjective „fretful” is worth noting, indicating on the one hand the penchant to the mental world and knowledge, and on the other hand the little control of negative emotions in tense situations which might irritate him (nervousness, difficulty controlling his body language etc). His communication style is an intelligent one, characterized by witty replies, but also by the weak control of emotions (anxiety and impulsiveness). His preoccupation with abstraction which one can notice in his public discourse renders the image of a distant person, who can temporarily lose audience segments.

His second vulnerability is defined by the avoidance of difficult responsibilities and the tendency to yield with too much ease to the outside pressure. If he does not succeed on his first attempt, he tends to abandon the respective task.

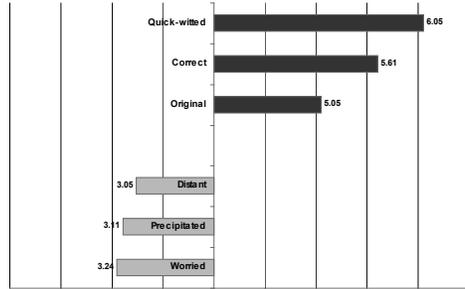
The main positive features that distinguish Crin Antonescu from the other two candidates are his intelligence, the sharpness of his mind and discourse. The negative ones are the weak control of negative emotions, the lack of perseverance and the tendency to withdraw when the situation becomes difficult.

Mircea Geoană’s profile shows us a candidate with a plain personality, scoring mostly under the average. His profile features only one strong area and three vulnerable ones. His strong area is represented by his willingness to cooperate with and relate to the others. He is ready to tend to their needs and help them when they have problems.

Top 3 positive adjectives vs.
top 3 negative adjectives.
Absolute scores.



Top 3 positive adjectives vs.
top 3 negative adjective.
Differential comparative scores.

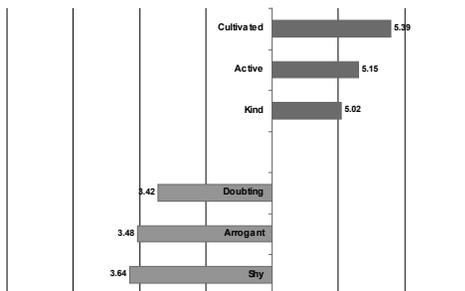


He is perceived as an educated, calm and quiet person. His main vulnerability lies in his reduced intellectual ability, as he is not willing to make an effort in order to thoroughly understand the situations he is faced with. To manage such situations, he prefers to rely on the knowledge and experience he has already accumulated and not to explore new realms.

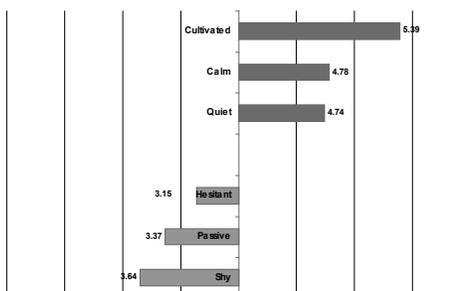
The second is represented by his insecurity, reserve and unease in contexts which presuppose public visibility, in which he does not assume leader positions, being rather passive and preferring subordination roles. His effort to compensate for this inner reality and his interest in culture often lead to a communication style featuring neologisms and complex expressions which cause him to be perceived as an arrogant person.

His third vulnerability lies in his attachment to the past, to tradition and status-quo. He is a conservative individual who opposes change because it is a source of anxiety. The main positive traits which distinguish Mircea Geoană from the other two candidates are his composure, placidity and the image of an educated person. The negative ones are his shyness, his tendency to hesitate, passivity and lack of confidence in his own forces.

Top 3 positive adjectives vs.
top 3 negative adjectives.
Absolute scores.



Top 3 positive adjectives vs.
top 3 negative adjective.
Differential comparative scores.



The psychographic approaches regarding the personality profile and the values of the (1) candidates and (2) of their electorate segments may show the positional relations on a perceptual map. A small distance may indicate strong competition in the same areas of values or political messages, whereas a big distance may be indicative of a secure position, easy to defend in election confrontations. These perceptual profiles and positions are relevant on several plans: (1) calibrating the campaign and communication strategies of the candidates and (2) outlining target segments that represent the best investment in terms of political marketing. By reading the coordinates on the perceptual map, one can identify the personal attributes of the candidate; the strong or weak points of the candidate in the view of the electorate segments which are thought to be of interest; the messages expected by the electorate, or the empty slots where a candidate or message can be situated. Consequently, harmonization strategies of the portfolio of values and associates of the candidate with the values and expectations of the electorate segments can be designed. The study of values also provides considerable help by providing strategic directions for the selection of the media channels which are most appropriate for broadcasting the messages, as the preference for a certain group of media channels is a strong indicator of an individual's system of values. A political communication campaign is the more effective the more it manages to address electorate segments that are as clearly defined as possible, and to personalize communication messages function of the socio-psychographic features of these segments.

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