Zodiac signs do predict personality traits! But only for those who tend to believe in their Significance

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Abstract

A surprisingly large share of the population believes in zodiac signs and their significance regarding individuals' personality traits, despite there being no scientific evidence in favour of a relationship between zodiac signs and personality traits. Existing studies, however, often suffer from small and non-representative samples, which may undermine their conclusions. In this paper, we re-visit the question of whether zodiac signs predict personality traits using the Socio-Economic Panel, which provides representative data for the German population. Having access to the exact date of birth, we can compute zodiac signs and compare Big 5 personality traits across zodiac signs. Our findings indicate that, indeed, personality traits do differ between zodiac signs. However, differences are relatively small. A heterogeneity analysis suggests that these differences are driven by individuals who are more likely to be believe in the significance of zodiac signs.

Keywords: Zodiac Signs, Personality traits, self-fulfilling prophecy

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