

Report at last!!

by Paul Newman

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Can an A.I. accurately predict a person's personality and arca type by using astrological means?

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1	Table of Figures	4
2	Introduction	5
3	Context and background	6
3.1	Growth of Artificial Intelligence in behavioral prediction, ...	6
3.2	Personality modelling	6
3.3	Recommendation systems, ...	6
3.4	Symbolic systems throughout history, ...	7
3.5	And why machine learning may detect patterns in symbolic data.	8
3.6	Research Problem	14
3.7	Research Aim and Objectives.....	18
3.8	Aim:	18
3.9	Objectives:	18
3.9.1	Objectives 1.....	18
3.9.2	Objectives 2.....	18
3.9.3	Objectives 3.....	18
3.9.4	Objectives 4.....	19
3.9.5	Objectives 5.....	19
3.9.6	Objectives 6.....	19
3.9.7	Objectives 7.....	19
3.10	Literature review	20
3.11	Research Design and Methodology	23
3.11.1	Requirements	23
3.11.2	Research Design	24
4	Research methods and Materials	24
4.1	Research Onion	24
4.1.1	Research Philosophy	25
4.1.2	Research Approach	25
4.1.3	Research Strategy.....	25
4.1.4	Research Methods	25

4.1.5	Time Horizon	25
4.1.6	Data Collection Techniques.....	26
4.2	Research methods for the Project	26
4.2.1	Stage 1 — Symbolic Data Collection	28
4.2.2	Stage 2 — Archetype Questionnaire.....	28
4.3	Participant Report Generation.....	29
5	Machine Learning Analysis.....	30
5.1	Materials	30
5.2	Research Data	31
6	Expected outcome	31
7	Timeline.....	32
7.1	Gantt chart	32
7.2	Monthly breakdown.....	33
7.2.1	Month 1.....	33
7.2.2	Month 2.....	33
7.2.3	Month 3.....	33
7.2.4	Month 4.....	33
7.2.5	Month 5.....	33
7.2.6	Month 6.....	34
	Conclusion and Redamations.....	34

1 Table of Figures

Figure 1 Western Zodiac [8]	8
Figure 2 Chinese Zodiac [10]	9
Figure 3 Japanese Zodiac [12]	10
Figure 4 Symbolic Archetypes [12].....	11
Figure 5 AI Classification Systems [16].....	12
Figure 6 Behavioral Questionnaire [18]	13
Figure 7 Psychological Testing [20]	14
Figure 8 Behavioral Tracking [22].....	15
Figure 9 Zodiac Elements [25].....	16
Figure 10 Machine Learning Classification [28]	17
Figure 11 Symbolic Systems [32].....	21
Figure 12 Ethical Issues [35].....	22
Figure 13 Research Onion [1].....	24
Figure 14 personality Groups [39]	29
Figure 15 Gant Chart[40]	32

2 Introduction

This project explores whether artificial intelligence can be used to predict a person's personality archetype by combining astrological information with a short behavioral self-assessment. The study will not attempt to prove astrology as a scientific fact. Instead, it will investigate whether astrological categories, such as star signs and their associated meanings, can be converted into structured data and tested using machine learning methods.

The project will begin by developing an algorithm that collects or organises information about birth signs, including their common meanings, traits, elements, colours, flowers, stones, and related symbolic descriptions. This information will be used to create a personalized profile for each participant based on their date of birth. An AI-based questionnaire will then ask each participant five short archetype-related questions to help identify a possible personality category or archetype.

Each volunteer will receive a generated Word document containing two main outputs: their astrological profile and their predicted personality archetype. The participant will then be asked to score each section from 1 to 5, based on how accurate or relatable the result is. These scores will provide the main feedback data for evaluating the system.

The collected information will then be entered into a spreadsheet to form a structured dataset. This dataset will include variables such as date of birth, star sign, symbolic traits, questionnaire answers, predicted archetype, participant rating for the astrological profile, and participant rating for the archetype result. Once enough data has been collected, a machine learning algorithm, most likely Random Forest, will be used to analyse the dataset and identify whether meaningful prediction patterns exist.

The final stage of the project will involve producing graphs and performance results to evaluate how accurate the system is. This may include comparing predicted archetypes against participant feedback scores, analysing which features appear most influential, and presenting visual results such as bar charts, accuracy scores, and feature importance graphs. The overall aim is to determine whether AI can produce personality-archetype predictions that participants consider accurate when using a combination of astrological and behavioral data.

3 Context and background

3.1 Growth of Artificial Intelligence in behavioral prediction,

The growth of artificial intelligence has significantly increased the ability of computer systems to analyse human behaviour, identify patterns, and make predictive decisions based on collected data. Modern AI systems are widely used in areas such as recommendation systems, social media analysis, marketing, healthcare, and behavioural profiling. Using machine learning algorithms, AI can process large amounts of information and identify relationships between personal characteristics, preferences, and behavioural tendencies, making behavioural prediction an increasingly important area of modern research [1].

3.2 Personality modelling

Personality modelling refers to the process of analysing and categorising human behavioural traits, emotional tendencies, and social characteristics to better understand individual behaviour patterns. Traditional personality models, such as trait-based and archetype-based systems, have long been used within psychology and behavioural studies to classify personality differences between individuals. More recently, artificial intelligence and machine learning techniques have been applied to personality modelling by analysing behavioural data, questionnaires, and user interactions to identify predictive patterns and generate personality classifications [2].

3.3 Recommendation systems,

Recommendation systems are artificial intelligence-based technologies designed to analyse user behaviour, preferences, and interaction patterns to provide personalised suggestions or predictions. These systems are widely used in platforms such as online shopping, streaming services, social media, and digital marketing to improve user engagement and decision-making. Modern recommendation systems commonly utilise machine learning algorithms to identify relationships within large datasets and generate predictions based on behavioural similarities, historical interactions, and user preference patterns [3].

3.4 Symbolic systems throughout history,

Symbolic systems have been used throughout human history as methods for interpreting the world, understanding human behaviour, and assigning meaning to natural or personal characteristics. Ancient civilisations, including the Egyptians, Greeks, Chinese, and Mayans, developed symbolic frameworks based on astronomy, mythology, elements, and celestial observations to explain personality traits, social roles, and patterns within society. Many of these systems influenced cultural beliefs, philosophical traditions, and early attempts at categorising human behaviour, some of which continue to appear in modern symbolic and personality-based interpretations [4].

- ***Why humans identify with archetypes***

Humans often identify with archetypes because archetypal models provide simplified symbolic representations of personality traits, behaviors, emotions, and social roles that individuals can relate to or recognise within themselves. Archetypes are commonly used in psychology, mythology, storytelling, and cultural traditions to help explain patterns of human behaviour and identity. According to psychological theories, particularly those developed by Carl Jung, archetypes may represent universal symbolic patterns that exist across different cultures and societies, allowing people to connect personal experiences with broader symbolic meanings and behavioural categories [5].

3.5 And why machine learning may detect patterns in symbolic data.

Machine learning algorithms are designed to identify patterns, relationships, and predictive trends within structured datasets by analysing repeated similarities and correlations between variables. When symbolic information, such as astrological attributes, personality indicators, or behavioural classifications, is converted into numerical or categorical data, machine learning models can process and compare these features to detect hidden relationships within the dataset. Techniques such as classification algorithms and feature importance analysis allow researchers to explore whether symbolic variables contribute to meaningful predictive outcomes or behavioural pattern recognition [6].

This report will introduce:

- **Western astrology**

Western astrology is a symbolic system based on the position of celestial bodies and the division of the zodiac into twelve astrological signs associated with specific dates of birth. Originating from ancient Greek, Babylonian, and Egyptian traditions, Western astrology has historically been used to interpret personality traits, behavioural tendencies, emotional characteristics, and life patterns. Each zodiac sign is linked to symbolic attributes such as elements, strengths, weaknesses, and interpersonal characteristics, which continue to influence modern cultural interpretations of personality and identity [7].

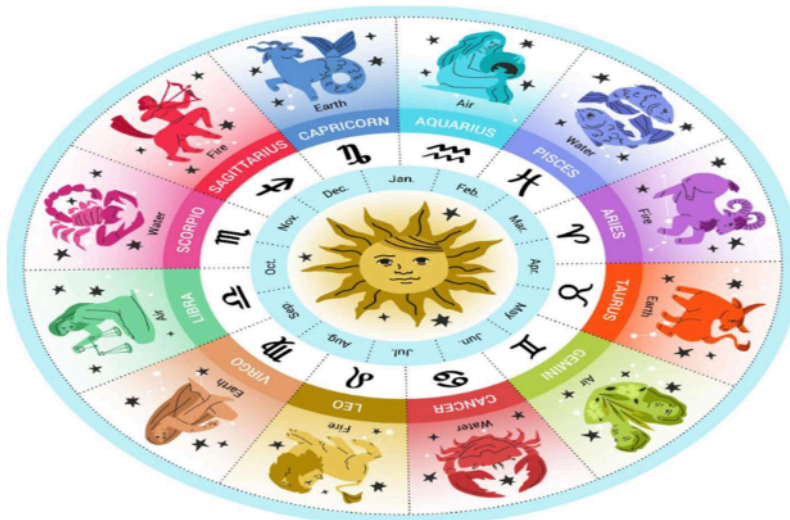


Figure 1 Western Zodiac [8]

- **Chinese zodiac systems**

The Chinese zodiac system is a traditional symbolic classification framework based on a twelve-year cycle in which each year is represented by a specific animal sign. Originating from ancient Chinese cultural and astronomical traditions, the system is commonly associated with personality interpretation, behavioural characteristics, compatibility, and symbolic identity. Each zodiac animal is linked with traits and is often combined with elemental associations such as Wood, Fire, Earth, Metal, and Water, creating a broader symbolic framework used in cultural practices and personality-based interpretations [9].

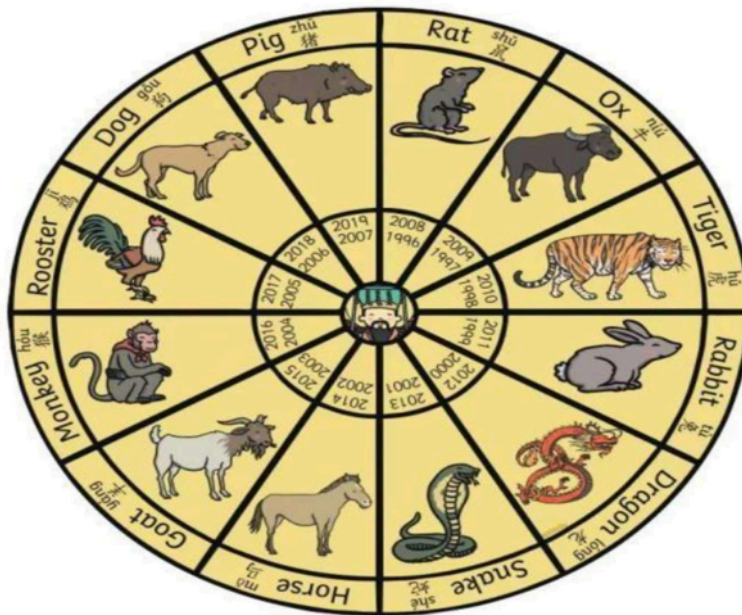


Figure 2 Chinese Zodiac [10]

- **Japanese Zodiac**

The Japanese zodiac system, known as *Juunishi*, is based on the traditional twelve-animal cycle originally derived from the Chinese zodiac and adapted within Japanese culture. Each year is associated with a symbolic animal sign believed to represent personality traits, behavioural tendencies, and symbolic meanings. The zodiac remains culturally significant within Japan and is commonly referenced in traditions, celebrations, fortune interpretation, and identity-based symbolism. Like other symbolic systems, the Japanese zodiac is often used to categorise behavioural characteristics and social attributes associated with individuals born within specific years [11].



Figure 3 Japanese Zodiac [12]

- **Symbolic archetypes**

Symbolic archetypes are recurring models of personality, behaviour, and identity that appear across mythology, psychology, literature, and cultural traditions. Archetypes are often used to represent universal human characteristics such as leadership, wisdom, creativity, protection, or independence. Within psychological theory, archetypes were extensively explored by Carl Jung, who proposed that they form part of the collective unconscious shared across human societies. Symbolic archetypes continue to be used in modern personality systems, storytelling, behavioural analysis, and identity-based classification models [11].



Figure 4 Symbolic Archetypes [12]

- **AI classification systems**

AI classification systems are machine learning models designed to categorise data into predefined groups based on recognised patterns and relationships within a dataset. These systems are widely used in applications such as image recognition, behavioural analysis, recommendation systems, medical diagnosis, and predictive modelling. Classification algorithms, including Decision Trees, Random Forest, Support Vector Machines, and Neural Networks, enable artificial intelligence systems to analyse structured data and make predictions by learning from previously observed examples and identified feature patterns [15].

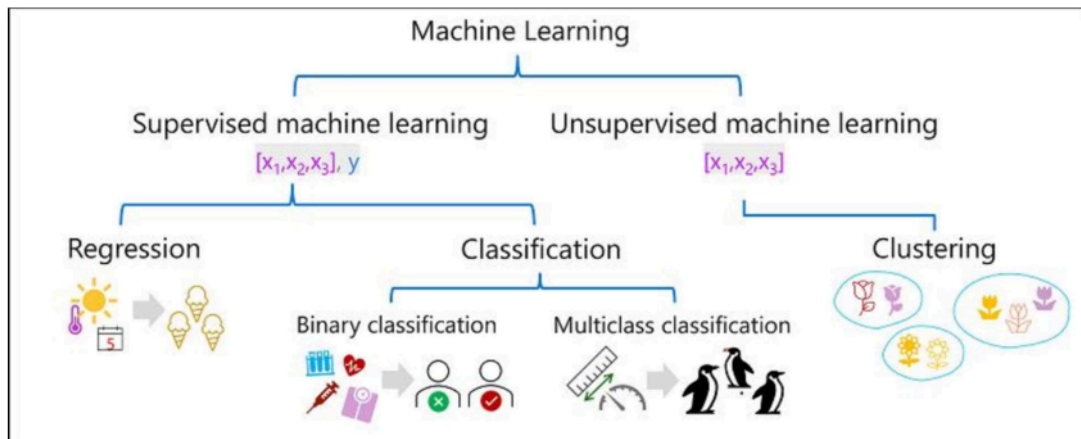


Figure 5 AI Classification Systems [16]

- **Behavioral questionnaires**

Behavioural questionnaires are structured assessment tools designed to collect information relating to individual behaviours, preferences, emotional responses, and personality characteristics. These questionnaires are widely used within psychology, behavioural science, education, and market research to identify patterns in human behaviour and support personality classification. In modern research, behavioural questionnaires are frequently combined with artificial intelligence and data analysis techniques to generate predictive insights, behavioural profiles, and decision-making models based on participant responses [17].

Personality Questionnaire

Disclaimer: This questionnaire is intended for educational and self-reflection purposes only. It is NOT an official or diagnostic tool, as there is no single universally recognized personality questionnaire. Personality is complex and influenced by many factors—this assessment provides only a general overview and should not be used to make serious life, clinical, or professional decisions. For a more accurate understanding of personality, consult a licensed mental health professional.

Patient Information	
Name:	Date of birth:
Gender:	Date of assessment:
Contact information:	
Profession:	
Instructions	
This questionnaire contains 25 statements designed to help you reflect on different aspects of your personality. For each statement, rate how well it describes you on a scale from 1 to 5, where:	
1 = Always 2 = Often 3 = Sometimes 4 = Rarely 5 = Never	
There are no right or wrong answers. Be honest and spontaneous—go with your first instinct.	
Personality Questionnaire	
1. I prefer to work in a team rather than working alone.	1 2 3 4 5
2. I often feel energetic and full of life.	1 2 3 4 5
3. I enjoy interacting with new people.	1 2 3 4 5
4. I am usually the life of the party.	1 2 3 4 5
5. I prefer solitary activities than socializing with groups.	1 2 3 4 5
6. I remain calm in stressful situations.	1 2 3 4 5
7. I hardly get upset or angry.	1 2 3 4 5
8. I am easily affected by negative events.	1 2 3 4 5
9. Often feel worried or anxious.	1 2 3 4 5

Figure 6 Behavioral Questionnaire [18]

This report will also explain that:

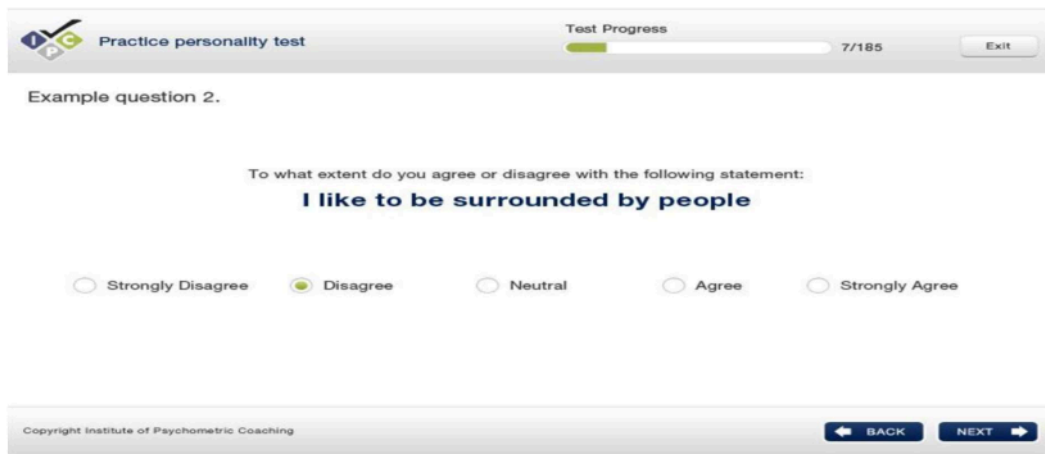
The project does not attempt to scientifically validate astrology or claim that astrological systems can definitively determine human personality. Instead, the research focuses on whether artificial intelligence and machine learning techniques can identify meaningful predictive relationships within symbolic and behavioural datasets. By converting astrological attributes, symbolic personality indicators, and participant questionnaire responses into structured data, the study aims to explore whether consistent patterns or correlations can be detected through AI analysis. The research therefore approaches astrology as a symbolic classification framework rather than a proven scientific model, allowing the study to investigate the effectiveness of AI-driven pattern recognition and participant-perceived accuracy within a controlled experimental environment.

3.6 Research Problem

Currently, personality prediction systems are primarily based on psychological assessment models, behavioural analysis, social interaction data, and structured questionnaire methods designed to measure individual traits and behavioural tendencies. Many modern systems utilise artificial intelligence and machine learning techniques to analyse user behaviour, online activity, communication patterns, and survey responses to generate personality classifications or predictive behavioural profiles. Common approaches include trait-based models such as the Big Five personality framework, behavioural profiling systems, recommendation algorithms, and psychometric testing methods used within psychology, marketing, education, and human-computer interaction research.

- ***Psychological testing***

Psychological testing refers to the use of structured assessments and standardised questionnaires designed to measure cognitive abilities, personality traits, emotional characteristics, and behavioural tendencies. These tests are widely used within psychology, education, healthcare, and organisational research to better understand individual differences and support behavioural analysis. Modern psychological testing often incorporates digital technologies and artificial intelligence to assist with data analysis, classification, and predictive behavioural modelling based on participant responses and observed patterns [19].



The screenshot displays a web-based personality test interface. At the top, a header bar includes a logo with the letters 'I', 'P', and 'C' in a circle, followed by the text 'Practice personality test'. To the right of the header, a 'Test Progress' indicator shows a green progress bar and the text '7/185'. An 'Exit' button is located in the top right corner. Below the header, the text 'Example question 2.' is displayed. The main content area contains the question: 'To what extent do you agree or disagree with the following statement: **I like to be surrounded by people**'. Below the question, there are five radio button options: 'Strongly Disagree', 'Disagree' (which is selected), 'Neutral', 'Agree', and 'Strongly Agree'. At the bottom of the interface, a footer bar contains the text 'Copyright Institute of Psychometric Coaching' on the left and two buttons, 'BACK' and 'NEXT', on the right.

Figure 7 Psychological Testing [20]

- ***Behavioral tracking***

Behavioural tracking refers to the process of monitoring and analysing human actions, interactions, and digital activities to identify patterns of behaviour and predict future actions or preferences. Modern behavioural tracking systems are commonly used within social media platforms, recommendation systems, marketing, healthcare, and artificial intelligence research to collect data relating to user habits, engagement, communication styles, and decision-making patterns. Machine learning techniques are frequently applied to behavioural tracking data to support predictive modelling, personality analysis, and personalised system recommendations [21].



Figure 8 Behavioral Tracking [22]

- ***Large questionnaire systems***

Large questionnaire systems are structured data collection frameworks designed to gather extensive information relating to personality traits, behaviours, preferences, attitudes, and psychological characteristics from large groups of participants. These systems are commonly used within psychology, behavioural science, education, healthcare, and market research to support statistical analysis and behavioural modelling. In modern research, large questionnaire systems are frequently integrated with artificial intelligence and machine learning technologies to analyse complex datasets, identify behavioural patterns, and improve the accuracy of predictive classification models [23].

Very little research exists on:

- **Combining astrological symbolism**

Combining astrological symbolism involves integrating symbolic attributes associated with astrological systems, such as zodiac signs, elements, planetary associations, and personality interpretations, into structured forms of analysis or classification. Throughout history, astrological symbolism has been used within cultural and philosophical traditions to describe behavioural tendencies, emotional characteristics, and interpersonal traits. In modern computational research, symbolic astrological data can be transformed into categorical variables suitable for machine learning analysis, allowing researchers to investigate whether meaningful patterns or predictive relationships can emerge from symbolic personality-based datasets [24].



Figure 9 Zodiac Elements [25]

- **Short-form behavioral questionnaires**

Short-form behavioural questionnaires are compact assessment tools designed to collect targeted information relating to personality traits, behavioural tendencies, emotional responses, and decision-making characteristics using a limited number of questions. These questionnaires are commonly used in psychological research, behavioural studies, and digital assessment systems where rapid participant interaction and efficient data collection are required. In artificial intelligence research, short-form questionnaires can provide structured behavioural data suitable for machine learning analysis while reducing participant fatigue and improving response completion rates [26].

- ***Machine learning classification together***

Machine learning classification refers to the process of training artificial intelligence models to categorise data into predefined groups based on recognised patterns and relationships within a dataset. Classification techniques are widely used in areas such as behavioural prediction, image recognition, medical diagnosis, recommendation systems, and personality analysis. By combining symbolic astrological information and behavioural questionnaire data within a structured dataset, machine learning classification models can analyse feature relationships and identify predictive patterns that may contribute to personality archetype prediction and behavioural categorisation [27].

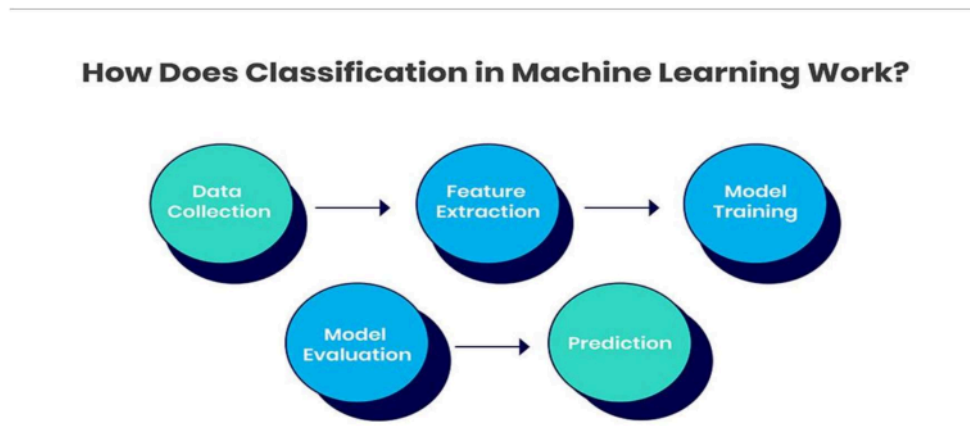


Figure 10 Machine Learning Classification [28]

The research problem therefore becomes:

It is currently unclear whether artificial intelligence systems can identify meaningful or consistent correlations between astrological attributes and self-reported personality archetypes. While modern machine learning models are highly effective at recognising patterns within structured datasets, limited academic research examining the relationship between symbolic astrological information and behavioural personality classification. Furthermore, most existing personality prediction systems rely on psychological testing, behavioural tracking, or large-scale questionnaire analysis rather than symbolic frameworks such as astrology. As a result, there is insufficient evidence to determine whether symbolic astrological variables can contribute to accurate or relatable AI-driven personality predictions when combined with behavioural questionnaire data and participant feedback analysis. The other problems are:

- Lack of datasets,
- Lack of experimental testing,
- And lack of measurable validation.

3.7 Research Aim and Objectives

3.8 Aim:

The aim of this research is to investigate whether artificial intelligence can predict personality archetypes through the analysis of astrological attributes and behavioral questionnaire data. The study will explore whether symbolic birth-sign information, combined with short-form self-assessment responses, can be transformed into structured datasets suitable for machine learning analysis. The research will further evaluate the extent to which AI models can identify meaningful patterns and producing personality predictions that participants perceive as accurate or reliable.

3.9 Objectives:

3.9.1 Objectives 1

Develop a system capable of collecting, organising, and structuring astrological profile information derived from symbolic birth-sign data, including Western zodiac signs, elemental associations, symbolic traits, birthstones, colours, flowers, and related cultural meanings. The system will transform this information into a consistent digital format suitable for machine learning analysis, participant profile generation, and dataset creation for subsequent behavioral and predictive modelling tasks.

3.9.2 Objectives 2

Design and implement a short AI-assisted behavioral questionnaire intended to identify potential personality archetypes through participant self-assessment responses. The questionnaire will consist of a small number of targeted questions designed to capture behavioral tendencies, social preferences, decision-making characteristics, and symbolic personality indicators. The collected responses will then be processed and categorised to support archetype classification and further machine learning analysis within the research dataset.

3.9.3 Objectives 3

Generate personalised digital reports for volunteer participants by combining structured astrological profile information with AI-predicted personality archetypes. Each report will present symbolic interpretations derived from birth-sign data alongside behavioral archetype classifications generated through questionnaire analysis. The reports will be designed to provide clear and consistent feedback to participants while also supporting the collection of evaluation scores used to measure perceived prediction accuracy within the research study.

3.9.4 Objectives 4

Collect structured participant feedback scores to evaluate the perceived accuracy of both the astrological profile and the predicted personality archetype. Participants will be asked to rate each generated section using a 1–5 scale, allowing the research to measure how relevant, accurate, or relatable the outputs appear to everyone. These feedback scores will provide essential evaluation data for assessing the effectiveness of the proposed AI-assisted prediction system.

3.9.5 Objectives 5

Create a structured dataset containing symbolic, behavioral, and participant feedback variables collected throughout the study. This dataset will include information such as birth-sign attributes, symbolic traits, questionnaire responses, predicted archetypes, and participant accuracy ratings. Organising the data in a consistent format will allow it to be analysed using machine learning techniques, enabling the project to identify possible patterns, correlations, and predictive relationships within the collected information.

3.9.6 Objectives 6

Apply machine learning techniques, including Random Forest classification and other suitable predictive models, to analyse relationships and patterns within the collected dataset. The models will be used to examine how symbolic astrological variables and behavioral questionnaire responses relate to participant-rated personality archetypes. The analysis will also evaluate feature importance, classification consistency, and prediction performance to determine whether meaningful correlations can be identified within the research data.

3.9.7 Objectives 7

Evaluate the overall prediction accuracy and effectiveness of the proposed system through statistical analysis and data visualisation techniques. This evaluation will involve comparing participant feedback scores with the generated astrological profiles and predicted personality archetypes to assess perceived accuracy and consistency. Visualisation methods such as graphs, charts, confusion matrices, and feature importance plots will be used to present the findings clearly and support interpretation of the machine learning model's performance.

3.10 Literature review

This section will later discuss:

- ***AI personality prediction***

AI personality prediction refers to the use of artificial intelligence and machine learning techniques to analyse behavioural and psychological data in order to predict personality traits or behavioural tendencies. Modern AI systems can process questionnaire responses, behavioural patterns, and digital interaction data to generate personality classifications using predictive algorithms. This area of research has expanded due to the growing use of machine learning within behavioural analysis, recommendation systems, and human-computer interaction studies [29].

- ***Behavioral profiling***

Behavioural profiling refers to the process of analysing patterns of human behaviour, interactions, and responses to identify personality traits, preferences, or behavioural tendencies. It is widely used in psychology, security, marketing, and artificial intelligence research to support predictive analysis and decision-making. Modern behavioural profiling systems often utilise machine learning algorithms to process behavioural data and generate predictive classifications based on recognised patterns within a dataset [30].

- ***Machine learning classification***

Machine learning classification is a process in which artificial intelligence models are trained to categorise data into predefined groups based on recognised patterns within a dataset. Classification algorithms such as Decision Trees, Random Forest, and Support Vector Machines are commonly used for predictive analysis, behavioural modelling, and pattern recognition tasks. These systems learn from existing data and use identified relationships between variables to generate predictions or classifications for new information [27].

- **Symbolic systems**

Symbolic systems are frameworks that use symbols, signs, or representations to assign meaning to ideas, behaviours, identities, or natural phenomena. Throughout history, symbolic systems have appeared in areas such as mythology, religion, astrology, philosophy, and cultural traditions to help explain human behaviour and social structures. In modern research, symbolic systems can also be analysed computationally by converting symbolic information into structured data suitable for machine learning and pattern recognition analysis [31].

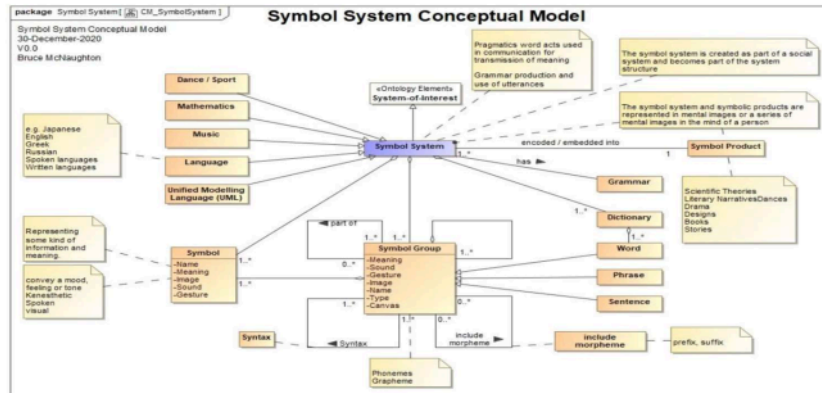


Figure 11 Symbolic Systems [32]

- **Archetype theory**

Archetype theory is a psychological and symbolic framework proposing that universal patterns of behaviour, identity, and personality exist across human cultures and societies. The theory was extensively developed by Carl Jung, who suggested that archetypes form part of the collective unconscious and appear through recurring symbolic figures, behaviours, and personality traits. Archetype theory continues to influence modern psychology, storytelling, behavioural analysis, and personality classification systems by providing symbolic models used to interpret human behaviour and identity [13].

- **Questionnaire-based personality systems**

Questionnaire-based personality systems are assessment methods that use structured questions to evaluate personality traits, behaviours, preferences, and emotional characteristics. These systems are widely used within psychology, education, and behavioural research to classify personality types and identify behavioural patterns through participant responses. Modern questionnaire-based systems are increasingly combined with artificial intelligence and data analysis techniques to support predictive modelling, personality classification, and behavioural profiling [26].

- **Random Forest**

Random Forest is a supervised machine learning classification algorithm that uses multiple decision trees to improve prediction accuracy and reduce overfitting within a dataset. The algorithm works by combining the outputs of several decision trees to generate a final classification or prediction based on majority voting. Random Forest is widely used in predictive modelling, behavioural analysis, recommendation systems, and classification tasks due to its ability to handle large datasets, analyse feature importance, and identify complex relationships between variables [33].

- **Ethical issues**

Ethical issues within artificial intelligence research involve concerns relating to privacy, consent, bias, data security, and the responsible use of participant information. Research involving behavioural analysis and personality prediction must ensure that participant data is collected ethically, stored securely, and used only for the purposes outlined within the study. Ethical considerations are particularly important when using AI systems to analyse personal or psychological information, as inaccurate predictions, biased datasets, or misuse of participant data may negatively affect individuals or research validity [34].



Figure 12 Ethical Issues [35]

- ***predictive modelling***

Predictive modelling is a data analysis technique that uses statistical methods and machine learning algorithms to identify patterns within datasets and generate predictions about future outcomes or classifications. Predictive models are widely used in areas such as behavioural analysis, healthcare, finance, marketing, and artificial intelligence research to support decision-making and pattern recognition. Machine learning classification algorithms, including Random Forest and Decision Trees, are commonly applied within predictive modelling to analyse relationships between variables and improve prediction accuracy [36].

This report will likely include literature about:

- Carl Jung and archetypes,
- Big Five personality models,
- AI-based behavioral prediction,
- Machine learning classification methods,
- Symbolic cultural systems.

This report is NOT proving astrology is true. But will review:

- Symbolic systems,
- Human perception,
- Pattern recognition,
- And AI prediction capability.

3.11 Research Design and Methodology

3.11.1 Requirements

The system will require:

- Volunteer participants,
- Date-of-birth input,
- Questionnaire responses,
- Spreadsheet/database storage,
- Report generation,
- Machine learning analysis tools,
- And visualisation software.

3.11.2 Research Design

This project will use:

- Quantitative research,
- Experimental machine learning analysis,
- And participant feedback evaluation.

This report will have contained the following:

- A symbolic profile generator,
- A questionnaire system,
- A dataset,
- And a predictive AI model.

4 Research methods and Materials

4.1 Research Onion

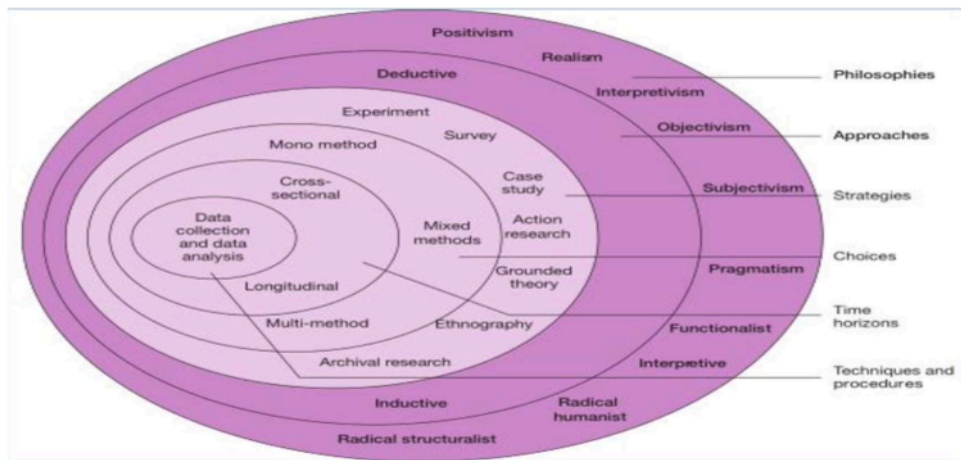


Figure 13 Research Onion [1]

The Saunders Research Onion framework will be used to structure the methodological design of this study. The framework provides a layered approach to research planning by guiding the selection of research philosophy, approach, strategy, methods, time horizon, and data collection techniques. Applying the Research Onion within this project supports the development of a clear and systematic methodology suitable for investigating the effectiveness of AI-assisted personality archetype prediction using symbolic astrological and behavioural data [1].

4.1.1 Research Philosophy

Research philosophy refers to the beliefs and assumptions that guide how research is conducted and how knowledge is understood within a study. It influences the selection of research methods, data collection techniques, and the interpretation of findings. Within the Saunders Research Onion framework, research philosophy forms the outer layer and provides the foundation for all other methodological decisions made throughout the research process.

4.1.2 Research Approach

The research approach describes the process used to develop knowledge and analyse research findings within a study. The two most common approaches are inductive and deductive research. An inductive approach focuses on identifying patterns and generating theories from collected data, whereas a deductive approach tests existing theories through observation and experimentation. The chosen approach helps determine how data will be interpreted and how conclusions will be formed during the research process.

4.1.3 Research Strategy

Research strategy refers to the plan used to conduct a study and achieve the research objectives. It outlines how the researcher intends to collect, organise, and analyse information throughout the project. Common research strategies include experiments, surveys, case studies, and observational research. The selected strategy should align with the research aims and support the collection of relevant and reliable data.

4.1.4 Research Methods

Research methods are the specific techniques and procedures used to collect and analyse data within a study. Methods may include quantitative approaches, such as statistical analysis and structured surveys, or qualitative approaches, such as interviews and participant observations. In some studies, mixed methods are used to combine both quantitative and qualitative data to provide a broader understanding of the research problem.

4.1.5 Time Horizon

Time horizon refers to the length of time over which research data is collected and analysed. Within research design, the two main time horizons are cross-sectional and longitudinal studies. Cross-sectional research gathers data during a single period, while longitudinal research collects data across an extended timeframe to observe changes and developments. The selected time horizon depends on the aims and scope of the research project.

4.1.6 Data Collection Techniques

Data collection techniques are the practical methods used to gather information for research purposes. These techniques may include questionnaires, interviews, observations, surveys, experiments, or the use of existing datasets. The chosen data collection techniques should be appropriate for the research objectives and capable of producing reliable and valid information for analysis and interpretation.

4.2 Research methods for the Project

- ***Philosophy***

This research adopts a pragmatic research philosophy, as the study focuses on the practical application of artificial intelligence to explore potential relationships between astrological attributes and personality archetypes. Pragmatism is considered suitable because the project combines both quantitative methods, such as machine learning analysis and participant scoring, with qualitative elements including behavioural self-assessment and participant interpretation. The philosophy supports the use of mixed research methods to investigate whether the proposed system can produce meaningful and measurable predictive outcomes.

- ***Approach***

This study will adopt an inductive research approach, as the project aims to explore patterns and relationships emerging from the collected participant data rather than testing a pre-existing scientific theory. The research will analyse symbolic astrological information, behavioural questionnaire responses, and participant feedback scores to identify whether meaningful predictive relationships can be recognised through machine learning techniques. The inductive approach is considered appropriate because the study seeks to generate insights and observations from the data collected throughout the research process.

- ***Strategy***

This research will employ an experimental research strategy combined with participant survey methods to evaluate the effectiveness of the proposed AI-assisted personality prediction system. The study will involve developing a prototype capable of generating astrological profiles and predicted personality archetypes, which will then be assessed through participant feedback and machine learning analysis. This strategy is appropriate because it allows the research to test the practical performance, perceived accuracy, and predictive capabilities of the system within a controlled data collection process.

- ***Methods***

This study will utilise a mixed-methods research design by combining quantitative machine learning analysis with qualitative participant feedback and behavioural self-assessment data. Quantitative methods will include dataset creation, statistical evaluation, classification modelling, and accuracy measurement using machine learning algorithms such as Random Forest. Qualitative elements will involve participant interpretation and scoring of the generated astrological profiles and predicted personality archetypes, allowing the research to evaluate both measurable performance and perceived relevance of the system outputs.

- ***Time horizon***

This research will adopt a cross-sectional time horizon, as the data will be collected from participants during a single defined research period rather than over an extended longitudinal study. Participant questionnaire responses, feedback scores, and symbolic profile data will be gathered and analysed within the same project timeframe. A cross-sectional approach is considered appropriate because the study aims to evaluate the immediate effectiveness and perceived accuracy of the proposed AI-assisted personality prediction system.

- ***Data collection techniques.***

The study will utilise multiple data collection techniques to gather symbolic, behavioural, and evaluative information from volunteer participants. Data will be collected through AI-assisted behavioural questionnaires, participant date-of-birth submissions, generated astrological profile reports, and structured participant feedback scoring using a 1–5 rating scale. The collected information will then be organised into a structured dataset to support statistical analysis, machine learning modelling, and evaluation of the system's predictive performance.

4.2.1 Stage 1 — Symbolic Data Collection

To develop an algorithm/script that gathers:

- Zodiac meanings,
- Elements,
- Birthstones,
- Colours,
- Flowers,
- And symbolic traits.

4.2.2 Stage 2 — Archetype Questionnaire

An AI-assisted system will ask:

The study will utilise five short behavioural and personality-based questions designed to assist in identifying potential personality archetypes and behavioural tendencies among participants. These questions will be generated and refined with the assistance of artificial intelligence to ensure that they target areas such as social interaction, leadership preference, emotional response, confidence, independence, and decision-making behaviour. Participant responses will then be analysed alongside symbolic astrological data to support archetype classification and machine learning-based pattern recognition within the research dataset.

The answers will help classify:

- **Archetypes:**

(Alpha, Beta, Sigma, Gamma, Delta, Omega)

- **Behavioural tendencies**

Alpha = Leadership, confidence, dominance, social influence.

Beta = Supportive, cooperative, dependable, socially connected.

Sigma = Independent, self-reliant, non-conforming, introverted leadership.

Delta = Hard-working, practical, socially functional, adaptable, dependable, often overlooked.

Gamma = Analytical, intellectual, creative, emotionally complex.

Omega = Reserved, unconventional, imaginative, emotionally driven.

- **Or personality groups.**

Personality groups are classification categories used to organise individuals according to shared behavioural traits, emotional tendencies, social interaction styles, and decision-making characteristics. These groupings are commonly used within psychology, behavioural science, and personality research to simplify the analysis of human behaviour and identify recurring personality patterns. In this study, symbolic personality groups such as Alpha, Beta, Sigma, Gamma, and Delta will be used as experimental archetype categories to support behavioural classification, participant self-assessment, and machine learning-based pattern analysis [38].



Figure 14 personality Groups [39]

4.3 Participant Report Generation

Each volunteer receives:

- A Word document,

Containing:

- Astrological profile,
- Predicted archetype,
- Symbolic interpretation.

Participants will then rate:

- Astrology accuracy (1–5),
- Archetype accuracy (1–5).

Possible dataset fields:

- DOB,
- Zodiac sign,
- Element,
- Questionnaire answers,
- Archetype,
- User scores,
- Symbolic variables.

5 Machine Learning Analysis

will likely use:

- Machine Learning classification methods,

especially:

- Random Forest,
- Decision Trees,
- maybe Naïve Bayes.

The model will:

- Analyse relationships,
- Test prediction consistency,
- Generate feature importance,
- And measure accuracy.

5.1 Materials

Most Likely tools:

- Python,
- Pandas,
- Scikit-learn,
- Excel,
- Jupyter Notebook,
- Word document generation libraries,
- Matplotlib/Plotly.

5.2 Research Data

Data sources:

- Volunteer participants,
- Symbolic astrology datasets,
- Questionnaire responses,
- Participant feedback scores.

will also explain:

- Anonymisation,
- Ethical storage,
- Consent,
- And GDPR/privacy considerations.

6 Expected outcome

Expected outcomes may include:

- A functioning prototype system,
- A symbolic personality prediction model,
- Participant feedback statistics,
- Machine learning accuracy measurements,
- Graphs and feature importance analysis,
- And insight into whether symbolic systems produce measurable predictive patterns.

This report may discover:

- weak correlation,
- moderate correlation,
- or strong perceived accuracy.

7 Timeline

This will later become:

- A Gantt chart,
- And monthly breakdown.

7.1 Gantt chart

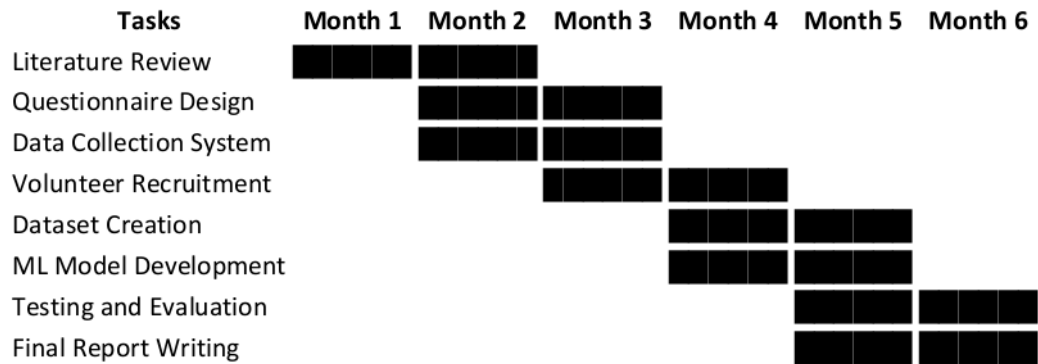


Figure 15 Gant Chart[40]

Likely stages:

- Literature review
- Questionnaire design
- Data collection system
- Volunteer recruitment
- Dataset creation
- ML model development
- Testing and evaluation
- Final report writing

7.2 Monthly breakdown

7.2.1 Month 1

- Begin literature review
- Research AI personality prediction systems
- Research symbolic systems and archetype theory
- Review machine learning classification techniques
- Begin collecting academic references

7.2.2 Month 2

- Continue literature review
- Design behavioural/personality questionnaire
- Begin development of the symbolic data collection system
- Plan dataset structure and participant workflow

7.2.3 Month 3

- Finalise questionnaire design
- Complete data collection system
- Begin volunteer recruitment
- Test report generation process
- Prepare participant information and consent materials

7.2.4 Month 4

- Continuing volunteer recruitment
- Collect participant responses and feedback scores
- Create and organise the research dataset
- Begin preprocessing and structuring collected data

7.2.5 Month 5

- Complete dataset creation
- Develop and train machine learning models
- Apply Random Forest classification
- Begin statistical analysis and feature importance testing
- Start writing evaluation and results sections

7.2.6 Month 6

- Complete testing and evaluation
- Produce graphs, charts, and visual analysis
- Finalise findings and discussion
- Complete final report writing
- Review formatting, references, and overall presentation

Conclusion and Redamations

This research proposal has outlined the development of an AI-assisted system designed to investigate whether personality archetypes can be predicted using symbolic astrological attributes and behavioural questionnaire data. The study combines artificial intelligence, machine learning classification, symbolic systems, and behavioural analysis to explore whether meaningful predictive relationships can be identified within structured participant datasets. Through the use of participant feedback scoring, machine learning analysis, and predictive modelling techniques such as Random Forest classification, the research aims to evaluate the effectiveness and perceived accuracy of the proposed system.

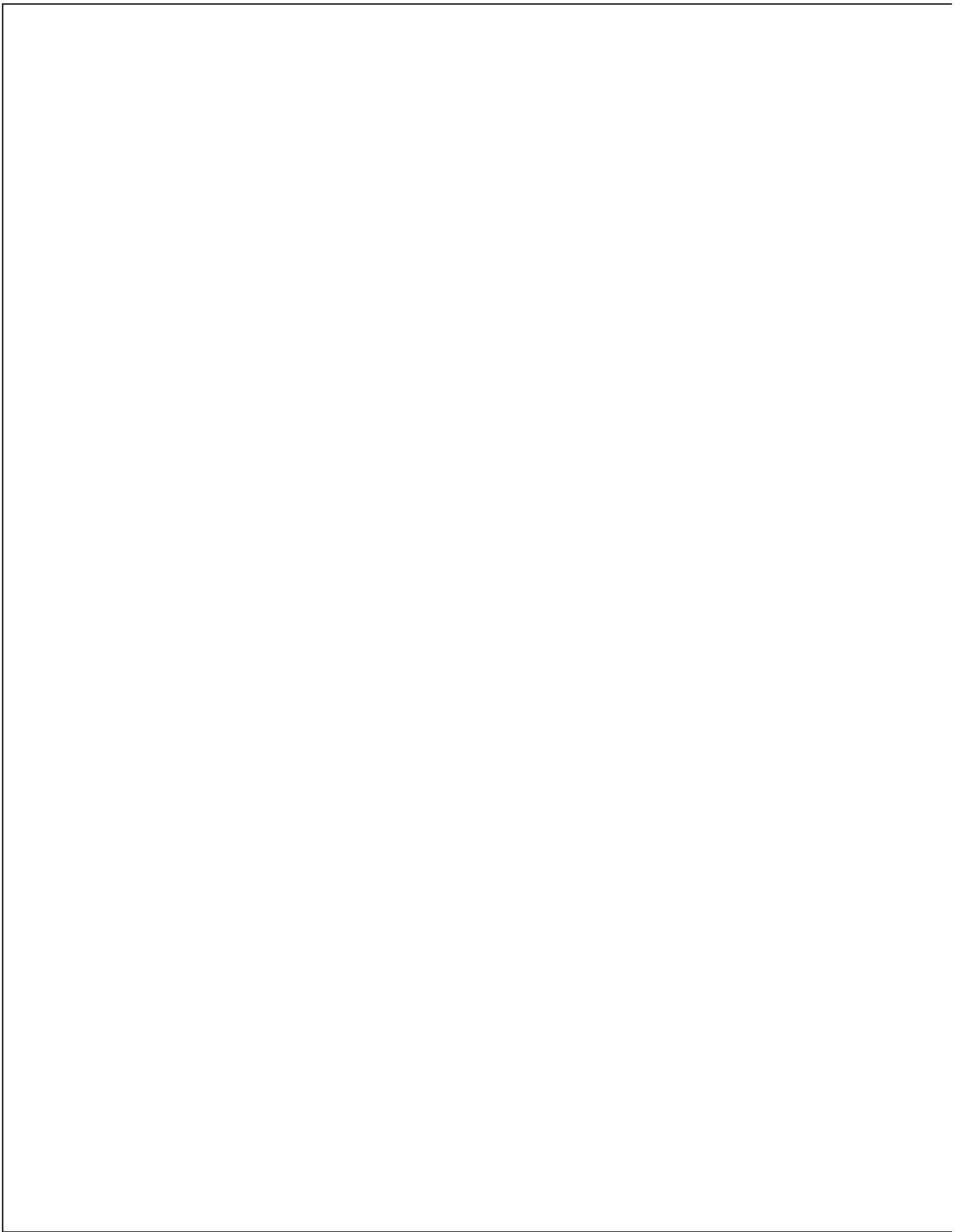
Any result produced within the study can be considered academically valuable if it is analysed critically, interpreted objectively, and supported through appropriate research methods and evidence-based discussion. The purpose of the research is not to force a specific outcome, but to investigate whether meaningful relationships or predictive patterns can be identified between symbolic astrological data, behavioural questionnaire responses, and personality archetype classifications. Whether the findings demonstrate strong correlations, weak relationships, or no significant predictive accuracy, each outcome contributes to the overall understanding of the research problem and provides insight into the effectiveness and limitations of AI-assisted behavioural prediction systems.

It is recommended that future development of the project should focus on expanding the dataset size, improving behavioural questionnaire accuracy, refining archetype classification categories, and testing additional machine learning models to compare predictive performance. Further research may also investigate the influence of cultural symbolic systems, alternative behavioural profiling methods, and more advanced AI techniques to enhance the reliability and interpretability of personality prediction models.

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Report at last!!

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

52/100

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19

PAGE 20

PAGE 21

PAGE 22

PAGE 23

PAGE 24

PAGE 25

PAGE 26

PAGE 27

PAGE 28

PAGE 29

PAGE 30

PAGE 31

PAGE 32

PAGE 33

PAGE 34

PAGE 35

PAGE 36

PAGE 37

PAGE 38

GRADING FORM: ACFA7004 PROPOSAL MAY 2026

ENGAGEMENT WITH LIT.SKILL [30]

Structure and Organization of the literature review [8 Marks] Critical Engagement with Literature [10 Marks] Relevance and Positioning of Your Study [7 Marks] Recent and Relevant in-text citations and reference list [5 Marks]



The literature review is not well structured. it needs to be organised based on the themes/methods.

The discussion is descriptive in nature without any proper critical analysis.

The research gap is not well stated.

The citation and reference list need to be improved as there are errors.

15**KNOWLEDGE & UNDERSTANDING [20]**

Brief overview and current developments in the proposed research area [10 Marks] Research problem statement [7 Marks] Significance of the study [3 Marks]



The proposal demonstrates a limited understanding of the scientific and methodological foundations of personality prediction and machine learning.

The problem statement is not well stated and is also not drawn from the literature.

The significance is not properly presented.

9

COGNITIVE & INTELLECTUAL [10]

Clearly state the aim of the research based on the identified research problem [5] Break down the research aim into smaller, measurable, and achievable steps [5]



The aim and objectives are not well presented. The aim is too broad, and also it covers a research question. The objectives are focused on the implementation. It needs to be aligned with the aim

5

PRACTICAL APPLICATION [25]

Research Design (Explanation of the overall research approach) [7] Research methods [10] - a detailed explanation about the research methods to achieve the research objectives Research materials [8] - in terms of Software and hardware



The research design is presented using Saunders research onion framework, but it is not properly justified. Although the research philosophy, approach, and strategy are mentioned, they are not clearly justified. The methodology also lacks clear justification of key choices (e.g. model selection, variables, evaluation strategy), and significant conceptual weaknesses in how predictions and validation will be performed.

15

TRANSFERABLE SKILLS [15]

Project planning and resource management [5 Marks] Description of the project's potential impact and limitations [5 Marks] - Expected outcome Presentation style [5 Marks]



A timeline is presented; however, it does not include specific dates.

The planning could be improved by tools such as a Gantt chart to improve organisation and visualisation of tasks.

Limitations are not stated well.

The report has language, formatting, and structural issues

8