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The Astrological “Theory” of Personality: An Unbiased Test by a Biased Observer

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Summary

The astrological assumption of personality differences among individuals born under different sun signs was investigated. Significant differences were obtained between sun sign groups on four of the 18 scales of the California Psychological Inventory (CPI) as follows: Communality, Socialization, Flexibility, and Femininity. The overall pattern of results based on *F* ratios, multiple comparisons between means, and estimates of strength of association was interpreted as showing no meaningful relationships between sun sign and scores on Communality, Socialization, and Flexibility. Adopting even the most conservative standards of inference, however, all of the test statistics employed



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