

Abstract

Digital technologies have become an inherent part of both our personal and professional lives. We send e-mails, share posts on social networks, take selfies. This has been bringing new opportunities for using different type of data than it was typical for psychometry in the past. This thesis deals with the possibilities of using digital footprints for personality traits and intelligence measurement. The first part of the thesis focuses on possibilities of personality traits estimation, or rather prediction, based on an analysis of text, photography and online user behaviour. The second part examines the extent to which is possible to estimate personality traits measured by Hogan Personal Inventory from digital footprints on the professional social network LinkedIn. The outcome from the proposed research could be potentially used as a source of information in the employee selection process.