

The Personality–Self-Care Connection: Customizing Wellness for Every Type

“Because Self-Care Isn’t One-Size-Fits-All”

Why do some people engage in morning runs while others recharge with meditation or social time? Could your personality be the key to understanding your self-care choices?



Led by **Professor Mansfield Mela**, this study explores how **personality traits**—based on the well-established *Big Five* model—shape the ways we care for our physical, emotional, social, and spiritual health. By uncovering the link between personality profiles and preferred self-care methods, the research aims to make wellness strategies more **personalized, effective, and sustainable**.

The study’s focus begins with measuring personality using validated tools to assess key traits such as openness, conscientiousness, extraversion, agreeableness, and neuroticism. It then examines self-care patterns by tracking the types, frequency, and consistency of activities individuals engage in to maintain their well-being. Alongside this, it seeks to understand the motivations that drive people toward certain wellness practices and to explore how these motivations align with different personality profiles. Ultimately, the research aims to translate these insights into a blueprint for designing tailored self-care programs that naturally fit and enhance individuals’ inherent tendencies.

Goal: To bridge personality psychology and public health, helping individuals—from caregivers to healthcare professionals to everyday citizens—find wellness routines that truly fit who they are.

By recognizing that **self-care is deeply personal**, this research hopes to inspire a new era of targeted health promotion, where taking care of yourself feels natural, rewarding, and perfectly in tune with your personality.