

Trait	Selected most predictive Likes		
IQ <i>High</i>	The Godfather Mozart Thunderstorms The Colbert Report Morgan Freemans Voice The Daily Show Lord Of The Rings To Kill A Mockingbird Science Curly Fries	Jason Aldean Tyler Perry Sephora Chiq Bret Michaels Clark Griswold Bebe I Love Being A Mom Harley Davidson Lady Antebellum	<i>Low</i>
Satisfaction With Life <i>Satisfied</i>	Sarah Palin Glenn Beck Proud To Be Christian Indiana Jones Swimming Jesus Christ Bible Jesus Being Conservative Pride And Prejudice	Hawthorne Heights Kickass Atreyu (Metal Band) Lamb Of God Gorillaz Science Quote Portal Stewie Griffin Killswitch Engage Ipod	<i>Dissatisfied</i>
Openness <i>Liberal & Artistic</i>	Oscar Wilde Charles Bukowski Sylvia Plath Leonardo Da Vinci Bauhaus Dmt The Spirit Molecule American Gods John Waters Plato Leonard Cohen	NASCAR Austin Collie Monster-In-Law I don't read Justin Moore ESPN2 Farmlandia The Bachelor Oklahoma State University Teen Mom 2	<i>Conservative</i>
Conscientiousness <i>Well Organized</i>	Law Officer National Law Enforcement Lowfares.Com Accounting Foursquare Emergency Medical Services Sunday Best Kaplan University Glock Inc Mycalendar 2010	Wes Anderson Bandit Nation Omegle Vocaloid Serial Killer Screamo Anime Vamplets Join If Ur Fat Not Dying	<i>Spontaneous</i>
Extraversion <i>Outgoing & Active</i>	Beerpong Michael Jordan Dancing Socializing Chris Tucker I Feel Better Tan Modeling Cheerleading Theatre Flip Cup	RPGs Fanfiction.Net Programming Anime Manga Video Games Role Playing Games Minecraft Voltaire Terry Pratchet	<i>Shy & Reserved</i>

Agreeableness	Cooperative	Compassion International Logan Utah Jon Foreman Redeeming Love Pornography Harms The Book Of Mormon Circles Of Prayer Go To Church Christianity Marianne Williamson	I Hate Everyone I Hate You I Hate Police Friedrich Nietzsche Timmy South Park Atheism / Satanism Prada Sun Tzu Julius Caesar Knives	Competitive
Emotional Stability	Neurotic	Sometimes I Hate Myself Emo Girl Interrupted So So Happy The Addams Family Vocaloid Sixbillionsecrets.com Vampires Everywhere Kurt Donald Cobain Dot Dot Curve	Business Administration Getting Money Parkour Track & Field Skydiving Mountain Biking Soccer Climbing Physics / Engineering 48 Laws Of Power	Calm & Relaxed
Gender	Female	Tv Fanatic Chiq Gillette Venus Shoedazzle Bebe Proud To Be A Mom Covergirl Wet Seal Aerie By American Eagle Mall World	Modern Warfare 2 ESPN Sportscenter Band Of Brothers Starcraft Deadliest Warrior Dos Equis Red Vs Blue X Games Bruce Lee	Male
Age	Old	Cup Of Joe For A Joe Coffee Party Movement Dr Mehmet Oz Fixit And Forgetit The Closer Joyce Meyer Ministries Proud To Be A Mom Freedomworks Small Business Saturday Fly The American Flag	Walt Disney Records Body By Milk Harperteen J Bigga Because I Am A Girl I Hate My Id Photo 293 Things To Do In Class When You Are Bored Dude Wait What JCP Teen	Young
Friends	Many	Mojo-Jojo Biology Dollar General Hillary 106 & Park Jennifer Lopez Paid In Full Yo Gotti The Dollar You Are Holding Could've Been In A Stripper's Butt Crack	The Dark Knight In'n'out Burger Hard Rock Honey, Where Is My Supersuit Hating ICP Minecraft Iron Maiden Walking With Your Friend & Randomly Pushing Them Into Someone/Something	Few

<p style="text-align: center;">Religion</p> <p style="text-align: center;"><i>Christian</i></p>	<p>The Bible Jesus Daily I'm Proud To Be Christian God Jesus Christ Church The Holy Bible I Love Jesus Christian Music Gospel Music</p>	<p>I'm A Muslim & I'm Proud Hadith Of The Day I Love Islam I Need Allah In My Life Prophet Muhammad Saw The Greatest Man In History Remove Group Fuck Islam From Facebook Nancy Ajram Moozlum The Movie Desihits.Com</p>	<p style="text-align: center;"><i>Muslim</i></p>
<p style="text-align: center;">Politics</p> <p style="text-align: center;"><i>Republican</i></p>	<p>George W Bush John McCain Conservative Rush Limbaugh Sean Hannity Bill Oreilly Positively Republican Sarah Palin Ronald Reagan Glenn Beck</p>	<p>Joe Biden Speaker Nancy Pelosi Health Care Reform The White House Democrats Barbara Boxer Anthony Weiner Being Liberal Left Action Barack Obama2012 Ted Kennedy</p>	<p style="text-align: center;"><i>Democrat</i></p>
<p style="text-align: center;">Sexual Orientation</p> <p style="text-align: center;"><i>Homosexual Males</i></p>	<p>No H8 Campaign Kathy Griffin Kurt Hummel Glee Human Rights Campaign Mac Cosmetics Adam Lambert Ellen DeGeneres Juicy Couture Sue Sylvester Glee Wicked The Musical</p>	<p>X Games Nike Basketball Bungie WWE Sportsnation Wu-Tang Clan Foot Locker Shaq Bruce Lee Being Confused After Waking Up From Naps</p>	<p style="text-align: center;"><i>Heterosexual Males</i></p>
<p style="text-align: center;">Sexual Orientation</p> <p style="text-align: center;"><i>Homosexual Females</i></p>	<p>Girls Who Like Boys Who Like Boys Rupauls Drag Race No H8 Campaign Gay Marriage Human Rights Campaign The L Word Sometimes I Just Lay In Bed And Think About Life Not Being Pregnant Gay Marriage Tegan And Sara</p>	<p>Lipton Brisk Yahoo Adidas Originals Foot Locker WWE Inbox 1 Makes Me Nervous Thinking Of Something And Laughing Alone I Just Realized Immature Spells I'm Mature Did You Get A Haircut No It Grew Shorter Nike Women</p>	<p style="text-align: center;"><i>Heterosexual Females</i></p>

<p>Race</p> <p><i>African-American</i></p>	<p>I Support My President Fantasia Jill Scott Next Friday Erykah Badu Maxwell Taraji P Henson Madea Tyga Love And Basketball</p>	<p>Just Because You Can Reproduce Doesn't Mean You Should I Come From A Town Where A Traffic Jam Is 4 Cars Behind A Tractor Harley Davidson Halloween Bret Michaels David Bowie Official ASPCA Fly The American Flag Road Trips Bonfires</p>	<p><i>White American</i></p>
<p>Relationship</p> <p><i>In a Relationship</i></p>	<p>I Love My Husband Kids Circle Of Moms Parents Magazine Tacori Weight Watchers Scrapbooking Huggies Box Tops For Education Babies R Us</p>	<p>J.Cole Hunger Games Ign.com Kassem G Sonny With A Chance Usain Bolt 2ne1 Mangastream Sportsnation Maria Sharapova</p>	<p><i>Single</i></p>
<p>Alcohol Use</p> <p><i>Yes</i></p>	<p>Watching Karma Bite The Person You Hate Right In The Ass Dear Liver Thanks You're A Champ Trying To Figure Out If Its A Cop Car Belvedere Vodka Meeting Someone Who Is Also Drunk And Immediately Becoming Best Friends Jim Beam I Love It When In The Middle Of Our Kiss I Can Feel You Smiling Tattoo Lovers Getting A Text That Says I Miss You Drinking Around A Bonfire</p>	<p>Bungie I Hate Going Back To School After The Holidays When I'm Home Alone And I Hear A Noise I Freeze And Listen For Ages Not Finishing A Sentence Because Your Laughing Too Hard About The Ending Why Is Monday So Far Away From Friday And Friday So Bloody Close To Monday I Hate When I Originally Pick The Right Answer Then Change It That's Going In My Status When I Get Home I Don't Care There Is 30 Seconds Left In This Class I'm Packing Up Pretending To Think When The Teacher Is Looking At You I Like Watching Raindrops Race Across My Window And Silently Cheer For Them</p>	<p><i>No</i></p>

<p style="text-align: center;">Parents separated at 21</p>	<p style="text-align: center;"><i>Yes</i></p> <p>When Ur Single, All U See Is Happy Couples N Wen Ur In A Relationship All U See Is Happy Singles Never Apologize For What You Feel It's Like Saying Sorry For Being Real I'm The Type Of Girl Who Can Be So Hurt But Still Look At You & Smile The Type Of Girl Who Is Willing To Brighten Your Day Even If I Can't Brighten My Own <3 <3 We Don't Talk Anymore And You Know What The Saddest Part Is We Used To Talk Everyday Come Here Nope [Grab Yu Closer] Gimme A Kiss Nope I'm Mad At Yu [Start Kissing] Tell Her She's Pretty Hold Her Hand Kiss Her When She's Angry Play With Her Hair Let Her Fall Asleep In Your Arms Kiss Her In The Rain Tell Her You Love Her But Waitheres The Catchyou Actually Have To Mean It You Need Anger Management Classes You Need Shut The Fukk Up Classes If I'm With You Then I'm With You I Don't Want Anybody Else Bitch You Ain't Pretty Your A Slut That's Why All The Guys Talk To You I'm Sorry I Love You</p>	<p>Apples To Apples The Helen Keller Card Deliberately Driving Slower When Being Tailgated Watching Peoples Lives Fall Apart Via Status Updates And News Feeds Every Time I See You A Voice In My Head Goes Dooouuuuccccheee Making Dirty Innuendos Out Of Perfectly Innocent Things Gene Wilder I Hate It When You're With Mc Hammer And He Doesn't Let You Touch Anything I Immediately Look In My Rear-view Mirror When I Pass A Cop The Joy Of Painting With Bob Ross</p>	<p style="text-align: center;"><i>No</i></p>
<p style="text-align: center;">Drugs Use</p>	<p style="text-align: center;"><i>Yes</i></p> <p>Causes.com Big Mommas Movies No You Ask I Like Lyrics That Actually Mean Something Austin Texas That Awkward Moment When You Get In The Van And There's No Candy Texting With Cold Hands Is Like Typing In Slow Motion Dragging Your Blanket Around The House With You Because You're Cold Relationships Should Be Between Two People Not The Whole Universe Pushing Your Friends Into Random People In The Hallway</p>	<p>Swimming Inside Jokes So What Animal Is Your Bracelet Awkwardly Trying To Run With A Backpack Pau Gasol Chocolate Chip Cookie Dough Ice Cream Milkshakes Sour Candy Sliding On Floors With Your Socks On Wouldn't It Be Ironic If You Choked On A Life Saver</p>	<p style="text-align: center;"><i>No</i></p>

Smoking	<i>Yes</i>	Cradle Of Filth Under Armour Slayer Band Inbox 1 Makes Me Nervous Dimebag Darrell Rob Zombie I Always Accept The Terms And Conditions Without Reading Them I Bottle Everything Up Until I Finally Snap Life Is Better In Summer Screwing Around In Walmart	That Spider Is More Scared Than U Are Oh Really Did It Tell U That Honda Move Out Of The Way Children I've Been Waiting 11 Years To See Toy Story 3 FBI Open The Door No Its Cool When You Break In How To Make A Girl Smile <3<3 The Desk Able To Protect You From Fire Earthquakes And Nuclear War When Your Fortune Cookie Knows What's Up Rocky When Little Kids Are Chasing Me I Run Slow So They Think They're Fast I Drop My I-pod Then My Headphones Save Its Life	<i>No</i>
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Table S-1. Likes characterized by the most extreme average levels for each of the numeric variables (e.g. personality traits) or most extreme frequencies of classes (e.g. being a Democrat). We used only Likes that were associated with more than 100 users.