Predicting Psychology from Social Data

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www.myPersonality.org

Facebook app launched in 2007

Users could take real psychometric assessments and get feedback for free

6 million people opted in to submit their data

High quality information:
- Records of actual behaviour
- Honest, open, motivated respondents
- Quality better than in the lab

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100 question IPIP version of NEO-PI-R Traits	Delay Discounting
336 question IPIP version of NEO-PI-R Facets	Body Consciousness
Satisfaction with life scale	Moral Foundations
Rust's vocational personality	MUSIC Personality
Sensational interests questionnaire	Empathy Quotient Scale
Self-Monitoring	Barratt Impulsivity Scale
Pennebaker Inventory of Limbic Languidness (PILL)	Relationship Scales Questionnaire
Job Self-Efficacy Scale	My memories of upbringing (EMBU)
Forms of self-criticizing/attacking and self-reassurance scale (FSCS)	Centre for Epidemiological Study Depression Scale (CES-D)
Schwartz's Values Survey	Passion Towards Work Scale
Pregnancy Explorer	Thing-Person Orientation
Volunteer Personality Scale	IQ test on myIQ

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Gender	Education (school/degree)
Date of Birth	Relationship status
Religion	Likes ➢ Books ➢ Movies ➢ TV Shows ➢ Music and Last.fm Data ➢ Activities
Political views	Sexuality
Geographical location ➢ Country ➢ State ➢ City	Family
Work (company/position)	Photo tags
Wall posts	Status updates

Predicting Personality & Attributes from Facebook Likes

Kosinski, Graepel & Stillwell (2013) *PNAS*

What can we predict?

Kosinski, Graepel & Stillwell (2013)
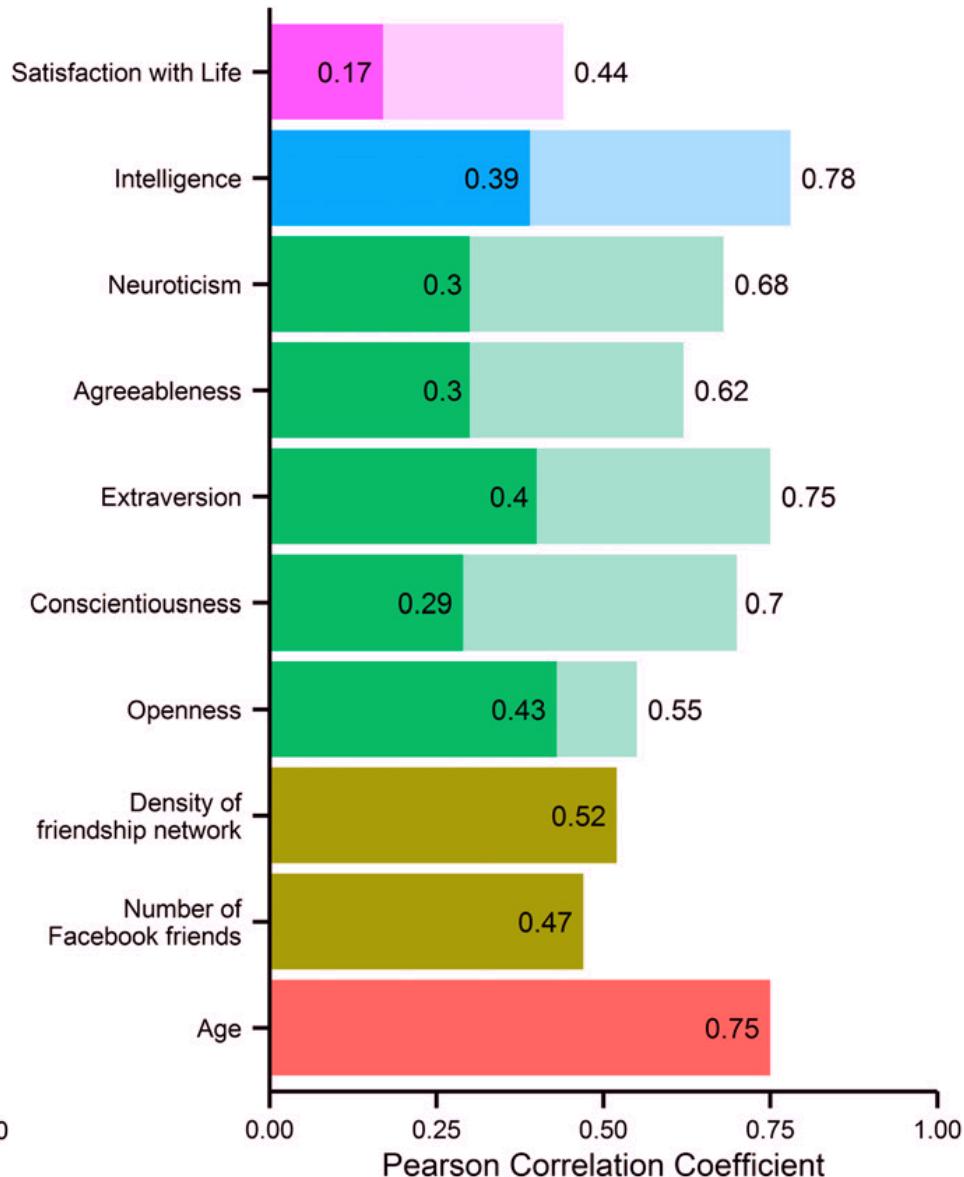
IQ

| High	Low
The Godfather	Jason Aldean
Mozart	Tyler Perry
Thunderstorms	Sephora
The Daily Show	Chiq
To Kill a Mockingbird	Bret Michaels
Lord of the Rings	Harley-Davidson
Science	Bebe

Agreeableness

High	Low
Compassion International	I Hate Everyone
Jon Foreman	I Hate You
Pornography Harms	I Hate Police
The Book Of Mormon	Friedrich Nietzsche
Circles Of Prayer	Atheism / Satanism
Christianity	Prada
Marianne Williamson	Sun Tzu

Predicting Personality from Facebook Likes
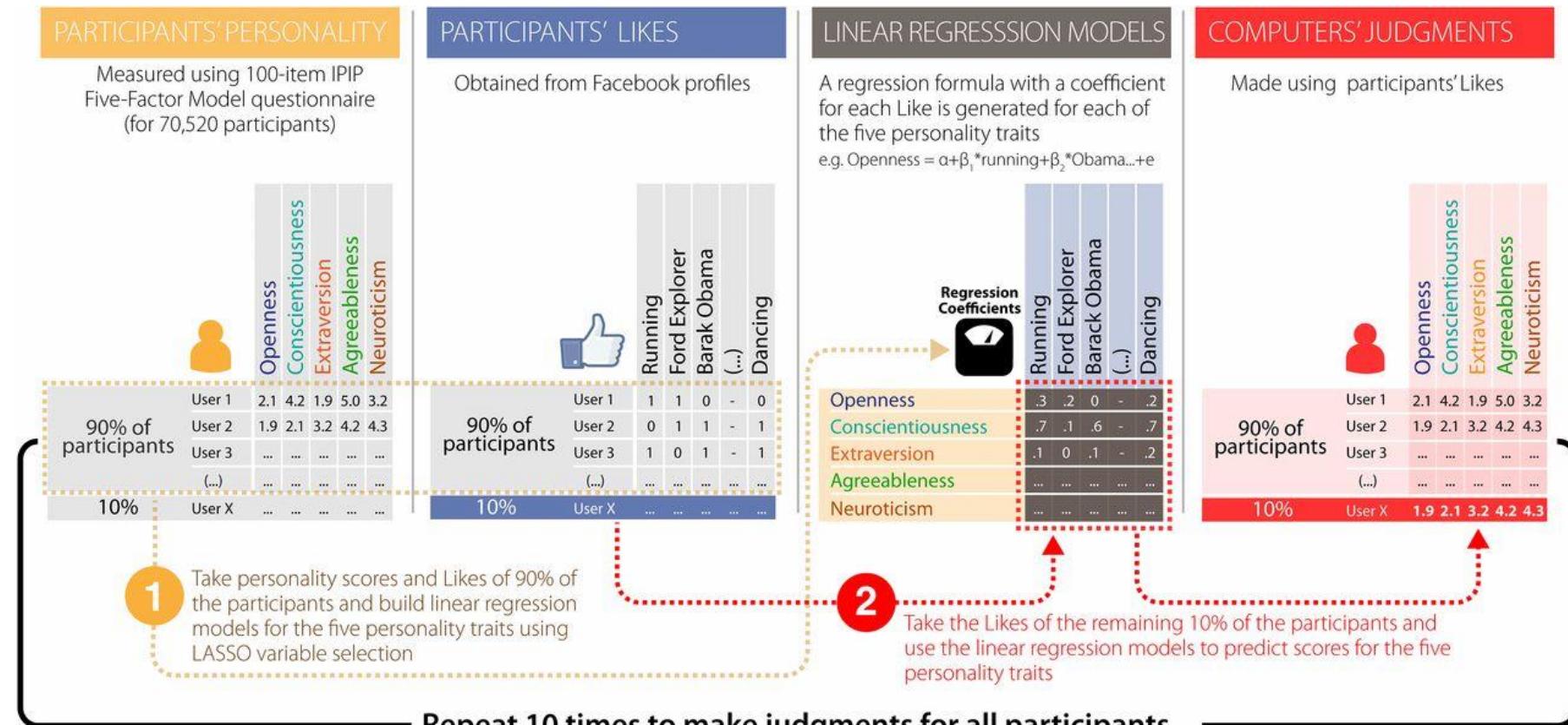
Youyou, Kosinski & Stillwell (2015) *PNAS*

How accurately can we predict?
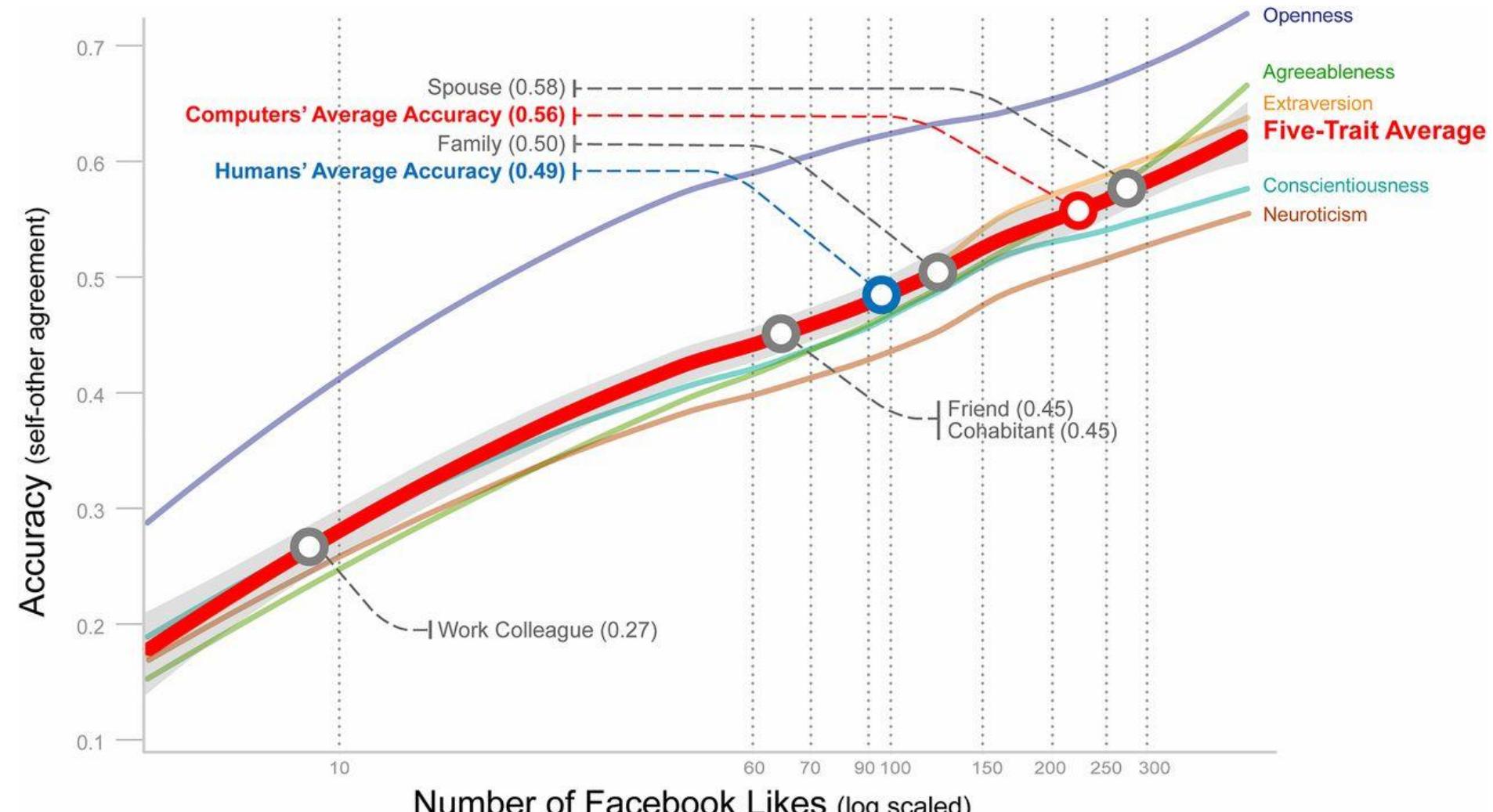
Youyou, Kosinski & Stillwell (2015) *PNAS*

Apply Magic Sauce

PredictionAPI

Apply Magic Sauce translates individuals' digital footprints into detailed psychological profiles.

For research   For business   For you

Digital footprints

- Facebook LikeIDs >
- Facebook statuses >
- Tweets >
- Browsing data >
- Open text >
- And more.... >
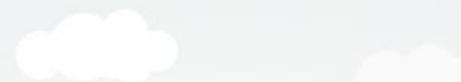
Individual profiles

Psychographics   **Demographics**

- BIG5 Personality   - Age
- Intelligence   - Gender
- Life Satisfaction   - Relationship status
- Political Views
- Religious Views
- Sexuality
- Profession

Our trait prediction engine is based on actual psychological data and the corresponding social media profiles of over 6 million individuals.
We publish anonymised samples of our data online, resulting in 33 peer-reviewed publications since 2011.
Not to mention global research collaboration among 80 academic institutions.

Love the spotlight and feel the moment

Beauty doesn't have to shout

Target group Introverted Extraverted

Matz, Kosinski & Stillwell (in prep.)

○ Youyou, Kosinski, Schwartz & Stillwell (in prep.)

Romantic couple
Friendship dyad

O: Openness
C: Conscientiousness
E: Extraversion
A: Agreeableness
N: Neuroticism
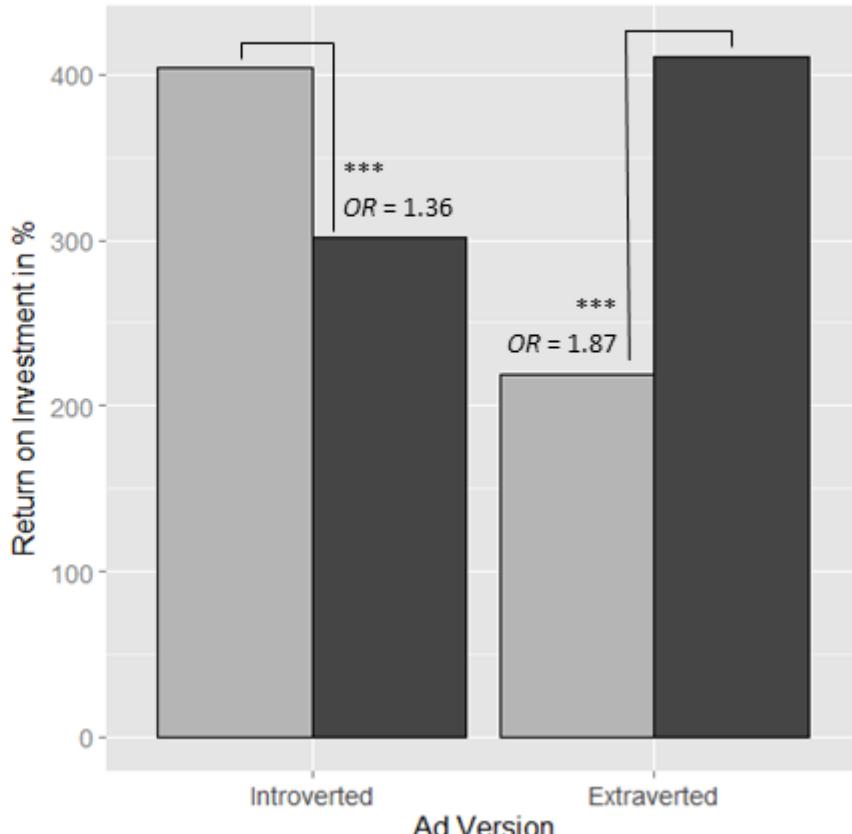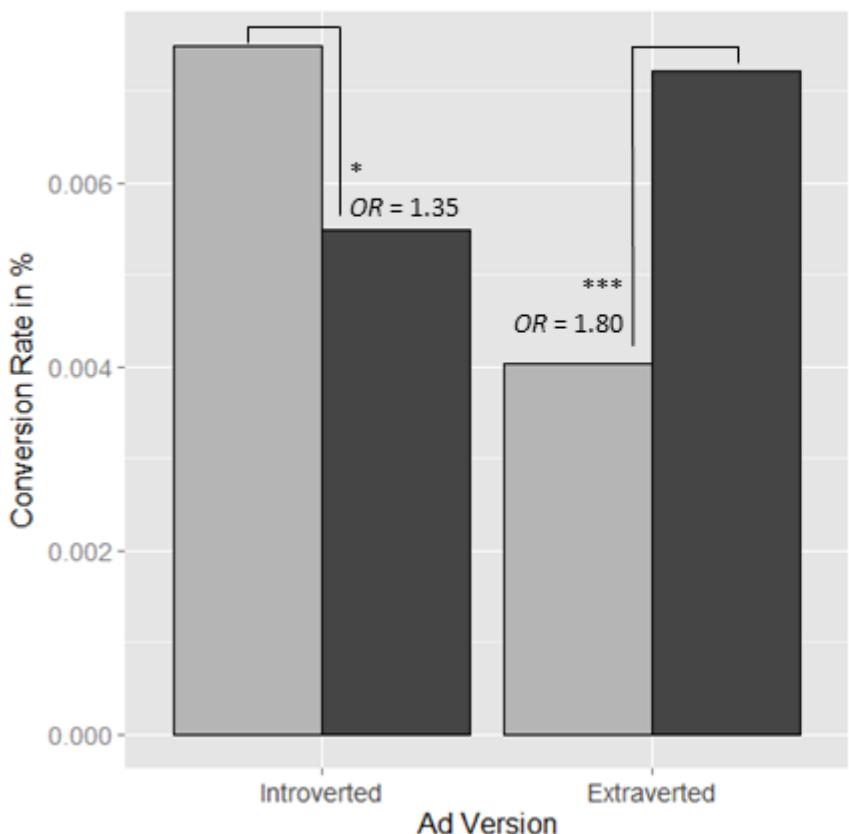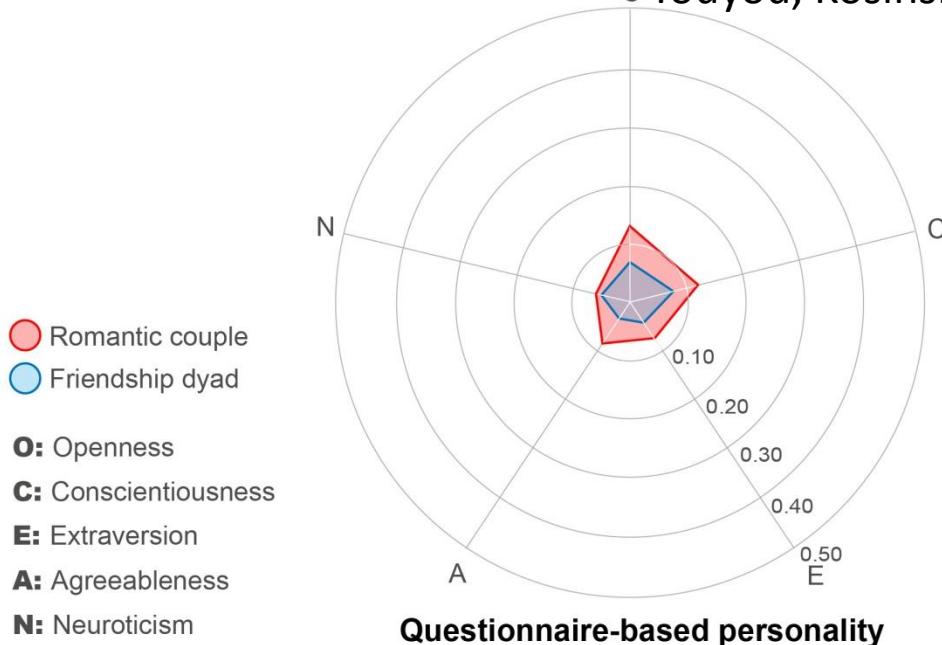
Questionnaire-based personality
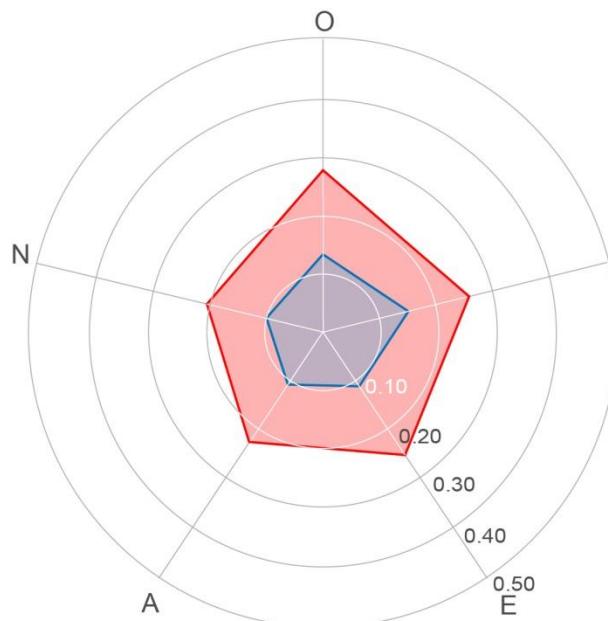
Behavior-based personality
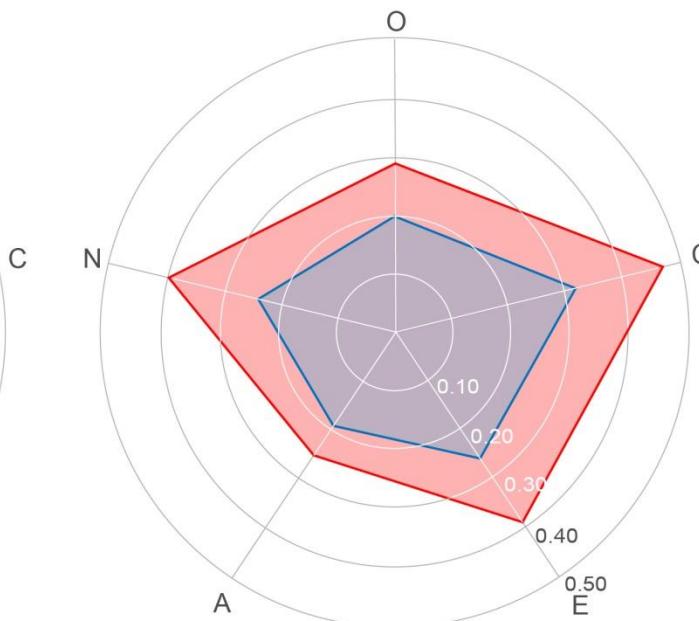
Language-based personality

Interest in collaboration

1. Use of behaviour-based personality predictions in practice
2. Use of myPersonality data. See: www.mypersonality.org/wiki

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