

Trait	Selected most predictive Likes		
<b>IQ</b> <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>
<b>Satisfaction With Life</b> <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>
<b>Openness</b> <i>Liberal &amp; 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>
<b>Conscientiousness</b> <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>
<b>Extraversion</b> <i>Outgoing &amp; 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 &amp; Reserved</i>

<b>Agreeableness</b>	<b>Cooperative</b>	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	<b>Competitive</b>
<b>Emotional Stability</b>	<b>Neurotic</b>	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	<b>Calm &amp; Relaxed</b>
<b>Gender</b>	<b>Female</b>	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	<b>Male</b>
<b>Age</b>	<b>Old</b>	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	<b>Young</b>
<b>Friends</b>	<b>Many</b>	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	<b>Few</b>

<p><b>Religion</b></p> <p><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 &amp; 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><i>Muslim</i></p>
<p><b>Politics</b></p> <p><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><i>Democrat</i></p>
<p><b>Sexual Orientation</b></p> <p><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><i>Heterosexual Males</i></p>
<p><b>Sexual Orientation</b></p> <p><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><i>Heterosexual Females</i></p>

<p><b>Race</b></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><b>Relationship</b></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><b>Alcohol Use</b></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;"><b>Parents separated at 21</b></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 &amp; Smile The Type Of Girl Who Is Willing To Brighten Your Day Even If I Can't Brighten My Own &lt;3 &lt;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;"><b>Drugs Use</b></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>

<b>Smoking</b>	<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>

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.