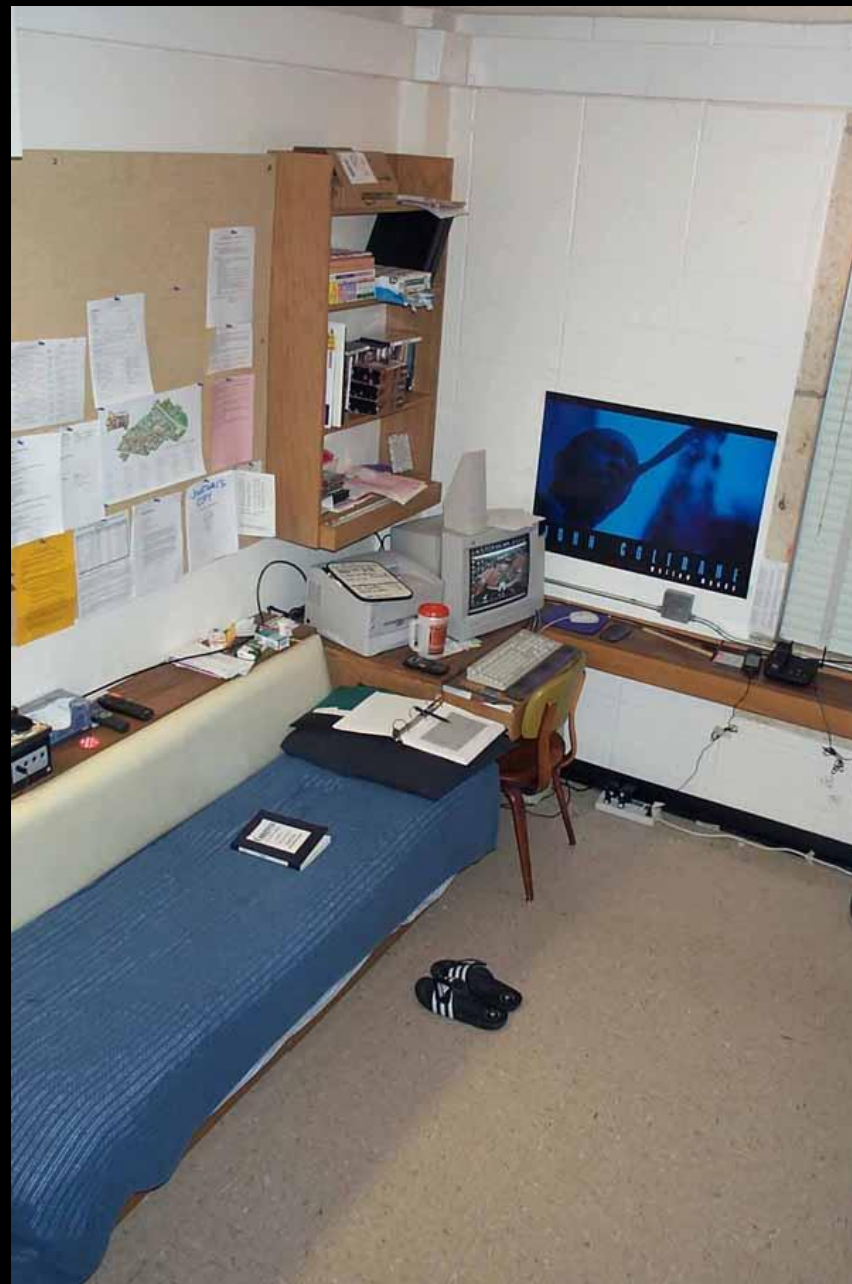


Can the Ambiance of a Place be Determined by the User Profiles of the People Who Visit It?

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Department of Psychology

University of Texas, Austin, USA





Don't make the world go round
Put a brain in the white house



And you know
what the best and most
best, most of you
are doing that...

And you know
what the best and most
best, most of you
are doing that...

When I feel like you're alone
Then I'll be with you when
you're alone

There are only two kinds
of people who talk
There are those who
speak
There are those who
speak

C1

The best things in life are
never followed.
Problems, right? Yes,
all our people know.



Dear God, help me get up
I can fall down by myself

I will be a
woman, a woman,
I will be a woman,
I will be a woman,
I will be a woman,
I will be a woman,
I will be a woman,
I will be a woman,

Be Your Own Goddess

When you are alone
When you are alone
When you are alone
When you are alone
When you are alone
When you are alone
When you are alone
When you are alone

If
you
don't
know
what
you
want,
you're
never
going
to
get
it.









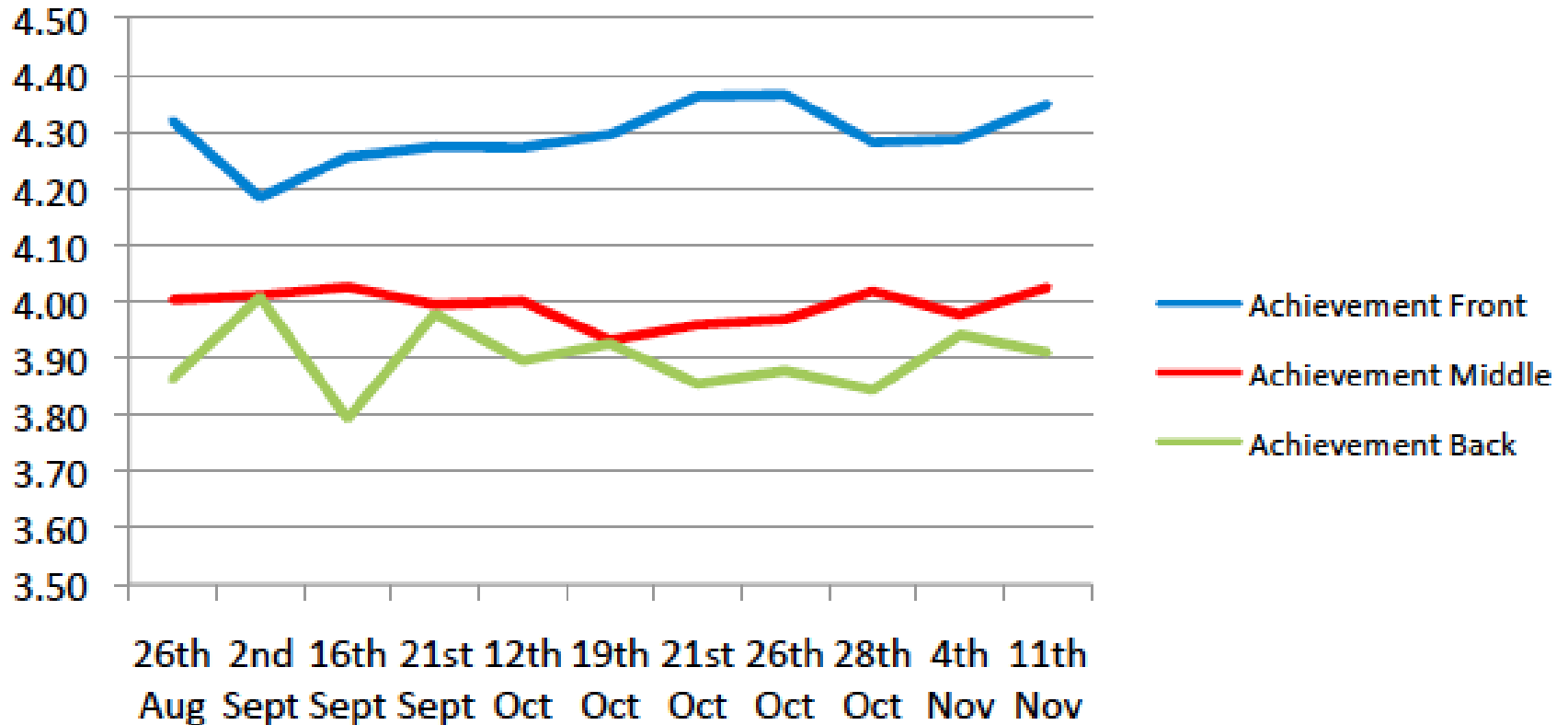




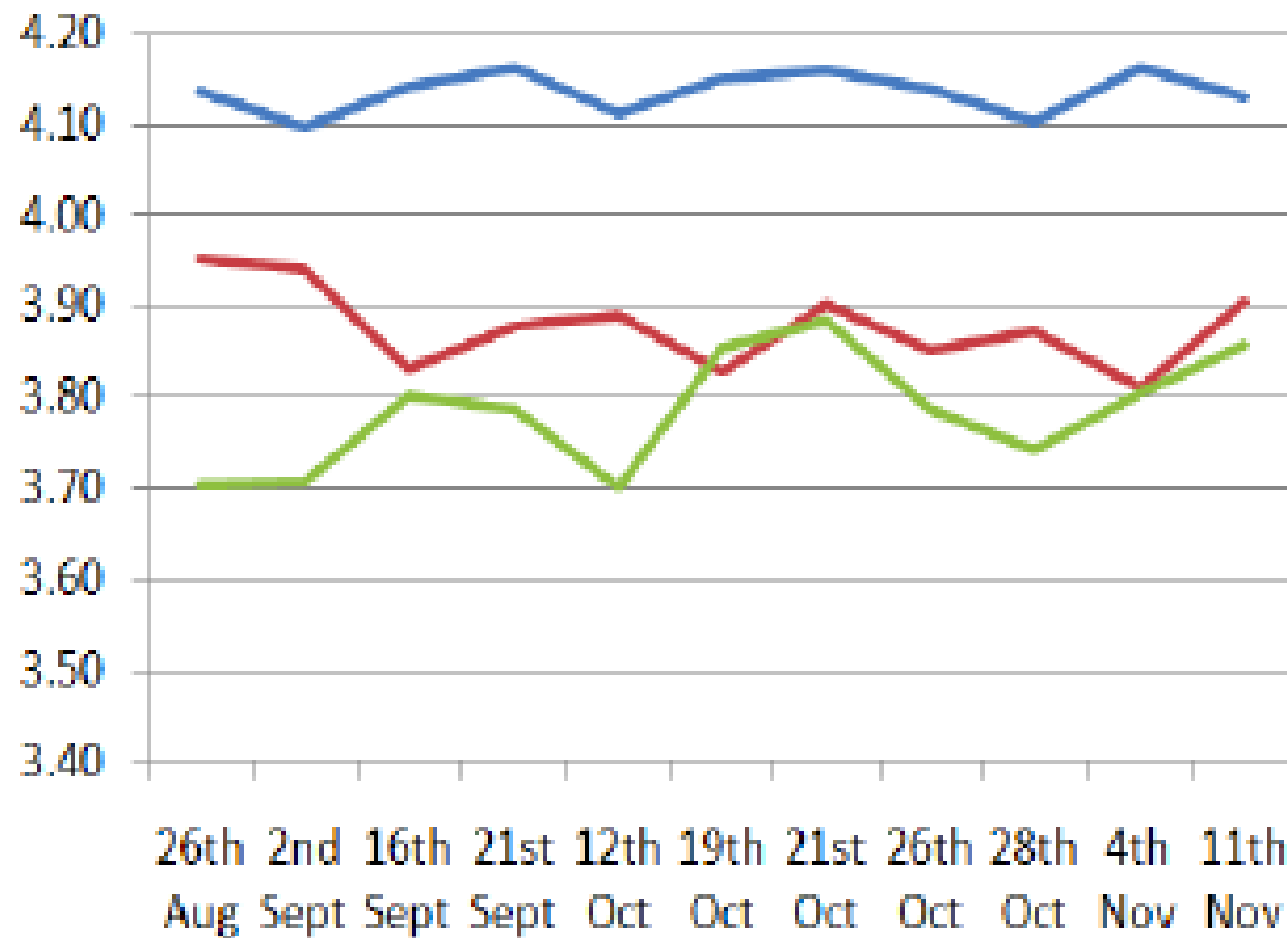
Personality & Social Processes (Buss, 1987)

- Manipulation
- Evocation
- Selection

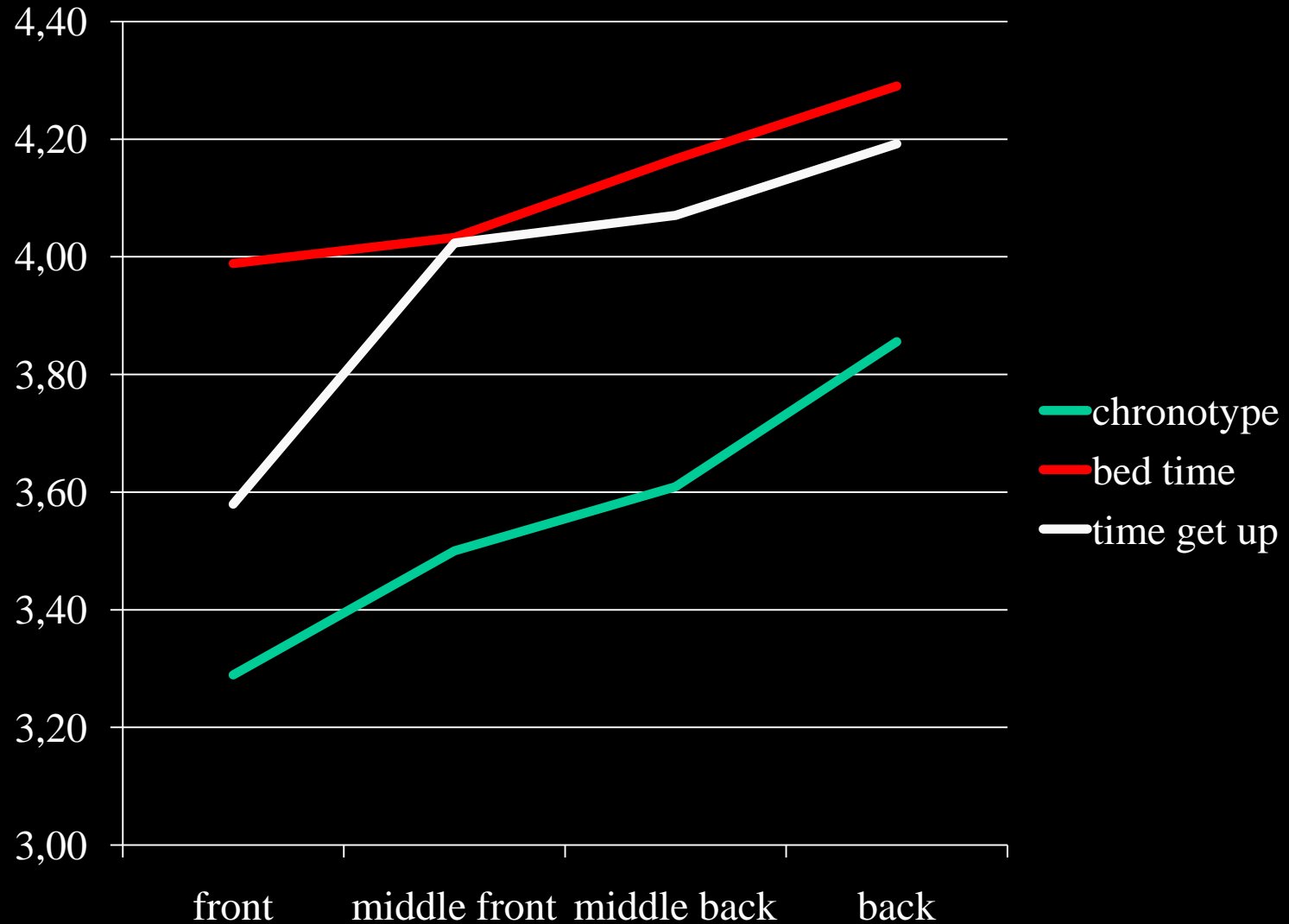
Achievement Motivation



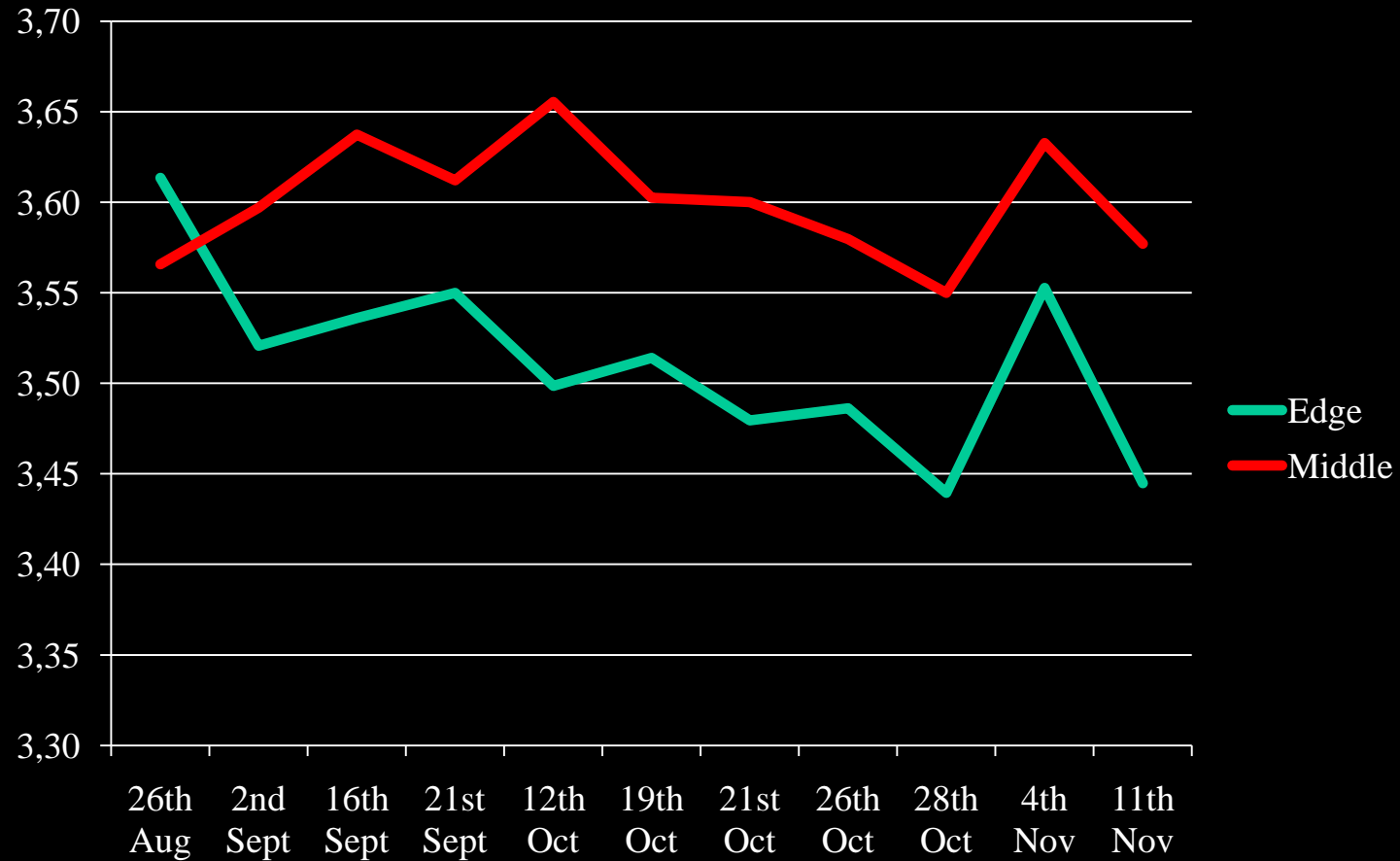
Conscientiousness 'with college friends'



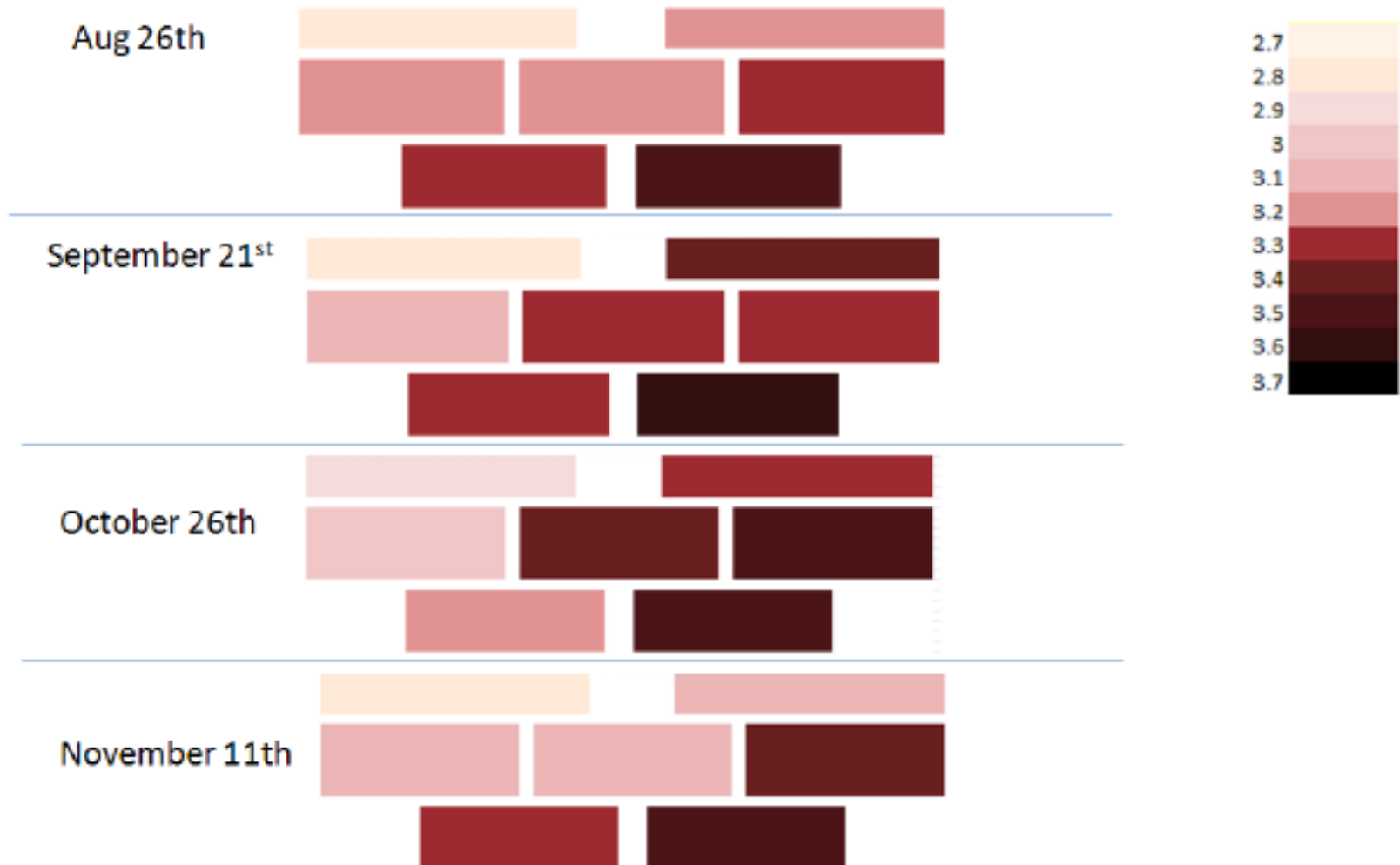
Sleeping Habits



Emotional stability



Religiosity





Vs.



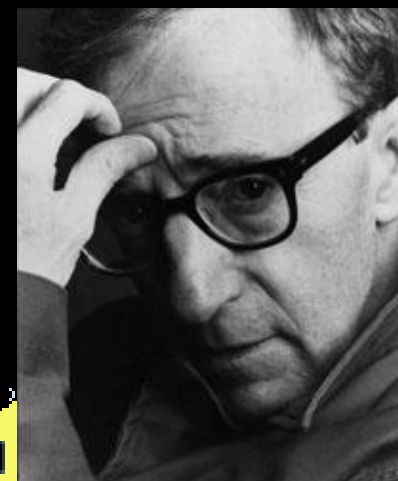


An aerial photograph of a city, likely New York City, with a large white diagonal band running from the top-left to the bottom-right. The band contains the title and author's name. The city features a mix of urban buildings, green parks, and a body of water in the bottom-left corner.

THE BIG SORT

WHY THE
CLUSTERING OF
LIKE-MINDED
AMERICA IS
TEARING US APART

BILL
BISHOP



Methods

Participants

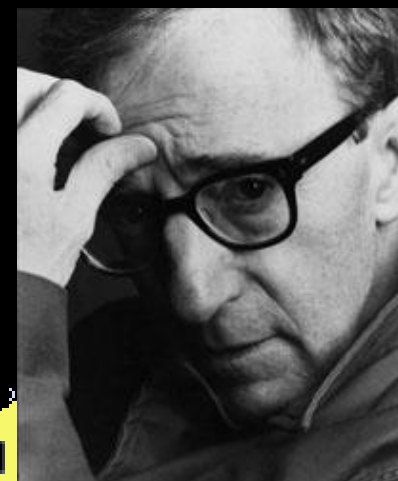
N = 619,397

Mean age = 24 (SD = 9.8)

Collected between 1999 and 2005

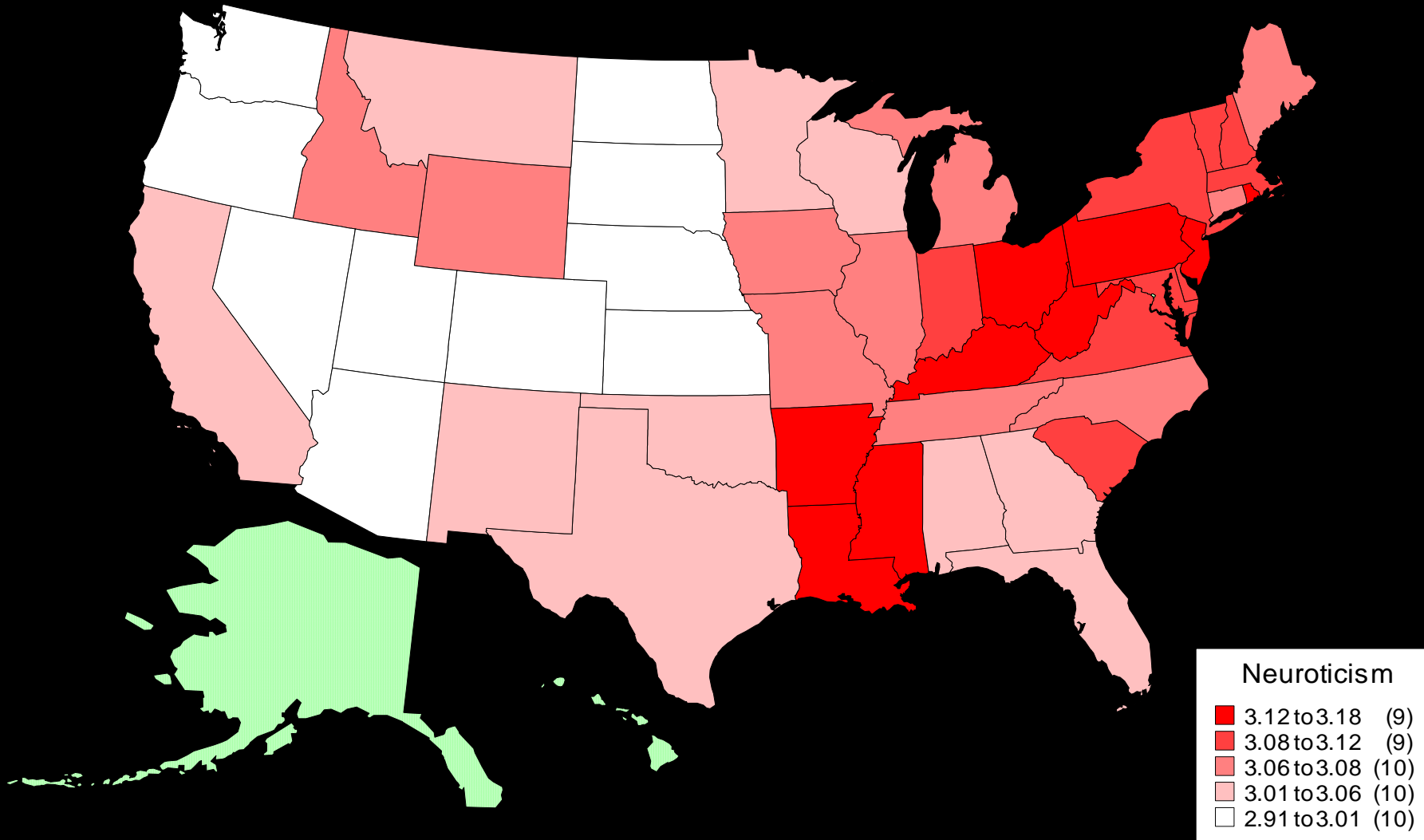
- Mean sample from each state = 12,145 (SD = 12,671)
- Min. = 1,536 (WY). Max. = 71,873 (CA)

Rentfrow, P. J., Gosling, S. D., & Potter, J. (2008). A theory of the emergence, persistence, and expression of geographic variation in psychological characteristics. *Perspectives on Psychological Science*, 3, 339-369.

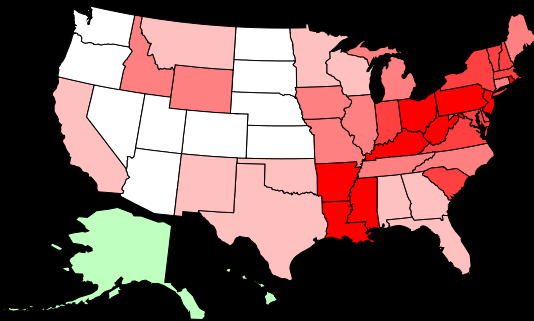


Regional differences in Neuroticism...

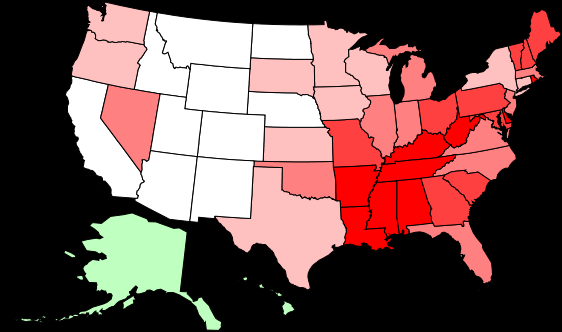
Who's more depressed, easily upset, and tense?



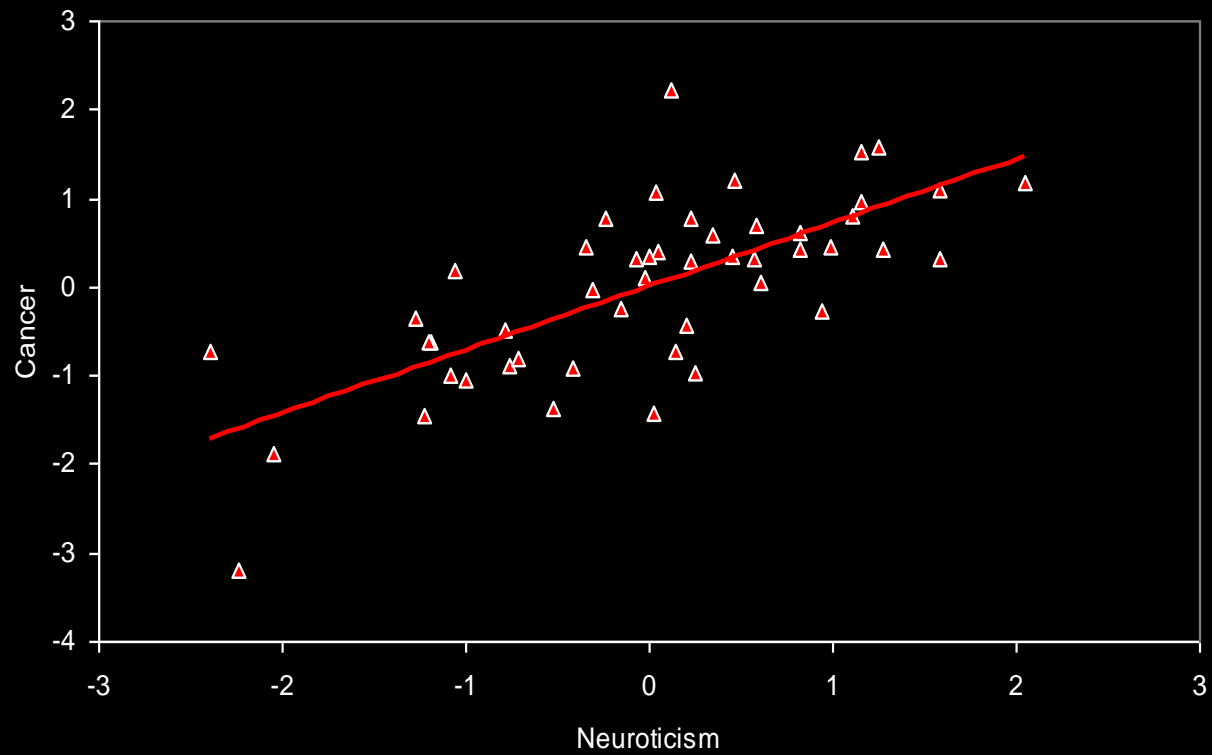
Neuroticism



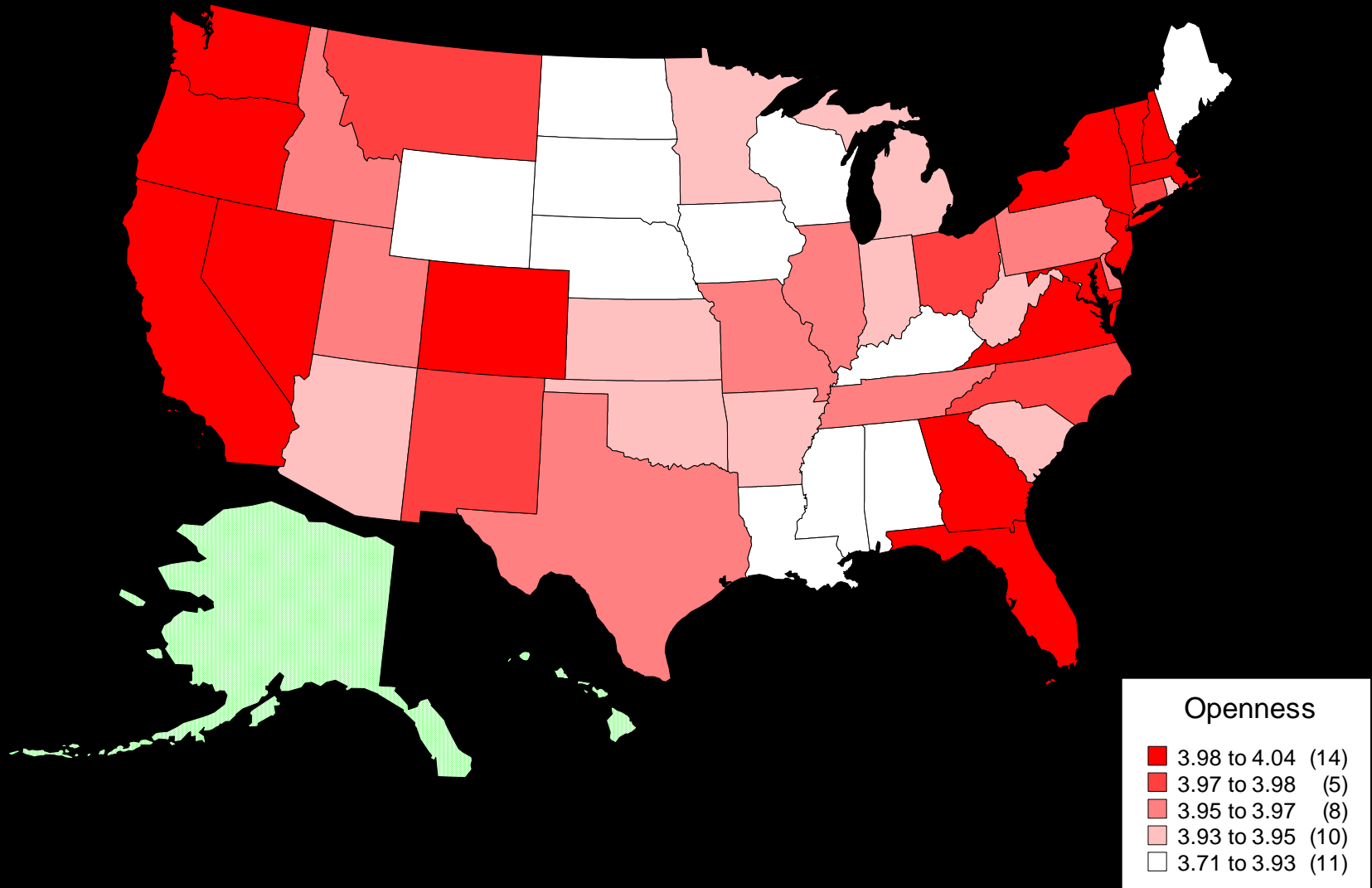
Cancer-related deaths



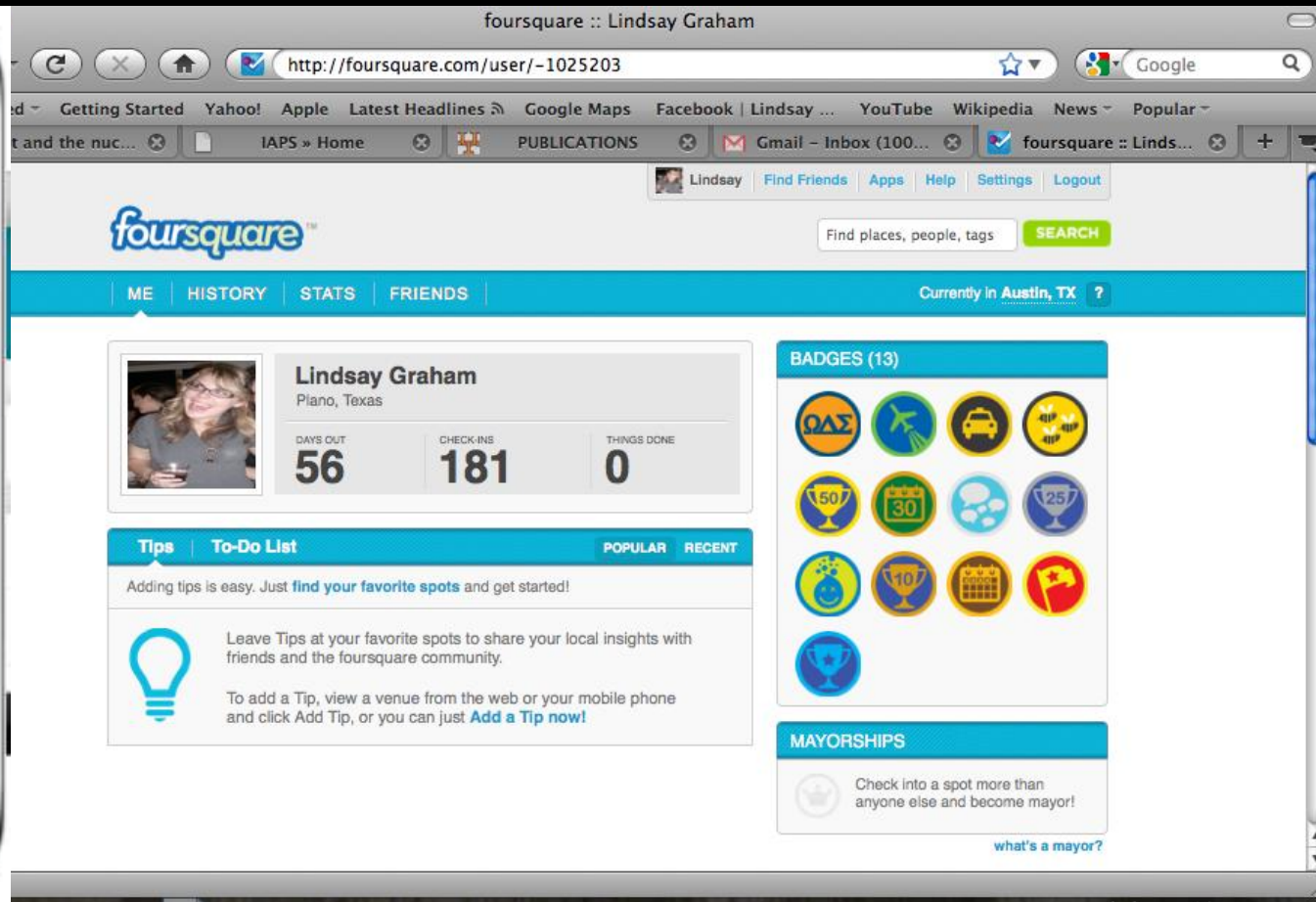
$r = .70$



Regional differences in Openness... Who's more creative, tolerant, and artistic?



foursquare





Vs.





Vs.





Naumann, L. P., Vazire, S., Rentfrow, P. J., & Gosling, S. D. (2009). Personality judgments based on physical appearance. *Personality and Social Psychology Bulletin*, 35, 1661-1671.

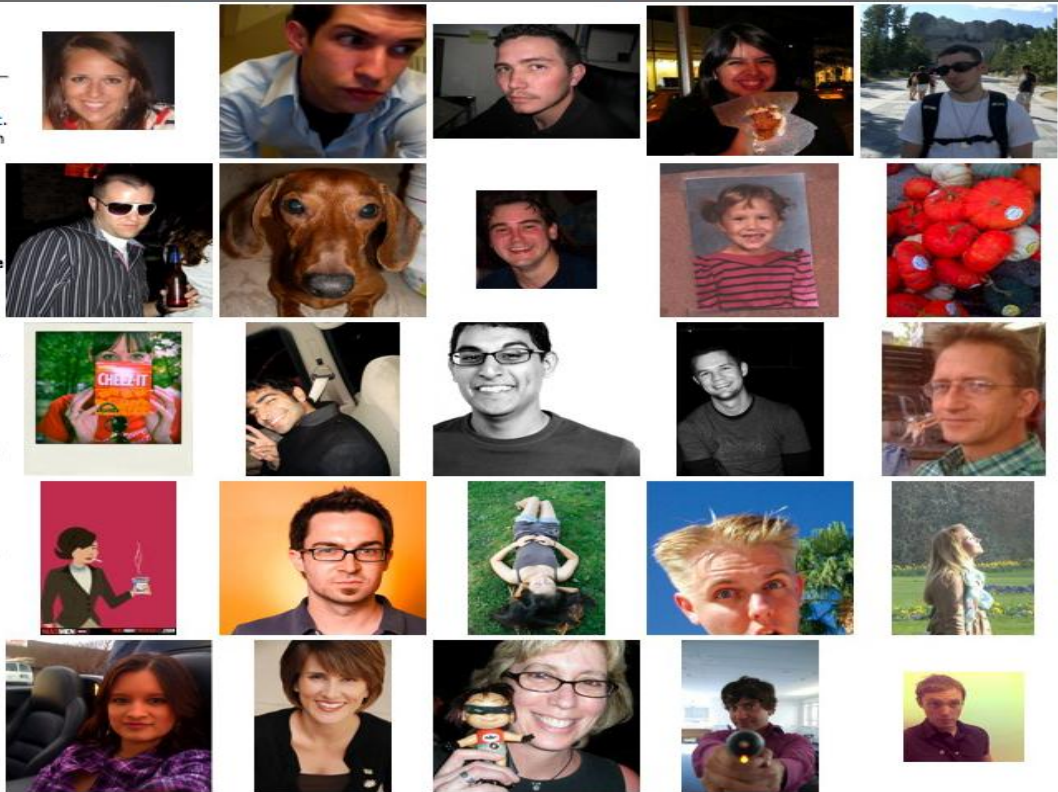
Photos of people who frequent a particular CAFE

View the photos to the right. Indicate how well you think each trait below describes the people who would tend to go to this particular establishment. (Note. Although you are using the photos to come up with your impression of the typical patron for this establishment, you should rate the typical patron, not just the people shown in the photos). And please remember, there are no right or wrong answers. We are just interested in your impressions.

Please rate the extent to which **you agree or disagree that each trait describes the typical patrons of this establishment. In cases where two traits are listed, rate the extent to which the pair of traits applies to the patrons, even if one characteristic applies more strongly than the other.**

I see the typical patrons at this establishment as people who are...

1. Extraverted, enthusiastic	1	2	3	4	5	6	7
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Critical, quarrelsome	1	2	3	4	5	6	7
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Dependable, self-disciplined	1	2	3	4	5	6	7
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Anxious, easily-upset	1	2	3	4	5	6	7
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Open to new experiences, complex	1	2	3	4	5	6	7
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Reserved, quiet	1	2	3	4	5	6	7
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Strongly Disagree			Neither agree Nor Disagree			Strongly Agree
1	2	3	4	5	6	7



Vibe

- Artsy
- Bohemian
- Clean
- Conservative
- Shady
- Edgy
- Douchey

Activities

- Go dancing
- Read
- Relax
- Study
- Work
- Surf web
- pick up/flirt

People

- Extraverted
- Agreeable
- Conscientious
- Emotionally Stable
- Open
- Artsy
- Conservative

Vibe



Mean ICC= .33

Bland
Cozy
Strange
Dingy
Douche-y
Meat Market
Traditional

Activities



Mean ICC= .32

Go Dancing
Read
Relax
Study
Work
Surf the Web
Go On a Date

Personality



Mean ICC= .62

Big Five
Artsy
Politically Conservative
Friendly
Attractive
Quirky
Narcissistic



Vibe



Mean ICC= .62

Bohemian
Luxurious
Modern
Romantic
Douche-y
Unique
Meat Market

Activities



Mean ICC= .69

Go Dancing
Surf the Web
Relax
Schmooze
Flirt/Pick Up People
Go On a Date
Relax

Personality



Mean ICC= .79

Big Five
Attractive
Funny
Imaginative
Trendy
Quirky
Likes to be Center
Of Attention

Study Page1

https://survey.psy.utexas.edu/Graham/place2/place2.html

Photos of people who frequent a particular CAFE

View the photos to the right. Indicate how well you think each trait below describes the people who would tend to go to this particular establishment. (Note: Although you are using the photos to come up with your impression of the typical patron for this establishment, you should not use the typical person, not just the people shown in the photos). And please remember: there are no right or wrong answers. We are just interested in your impression.

Please rate the extent to which you agree or disagree that each trait describes the typical patron of this establishment. In cases where two traits are listed, rate the extent to which the pair of traits applies to the patrons, even if one characteristic applies more strongly than the other.

I see the typical patrons at this establishment as people who are...

1. Extraverted, enthusiastic	1	2	3	4	5	6	7
2. Critical, quarrelsome	1	2	3	4	5	6	7
3. Dependable, self-disciplined	1	2	3	4	5	6	7
4. Anxious, easily-upset	1	2	3	4	5	6	7
5. Open to new experiences, curious	1	2	3	4	5	6	7
6. Reserved, shy	1	2	3	4	5	6	7

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Vs.

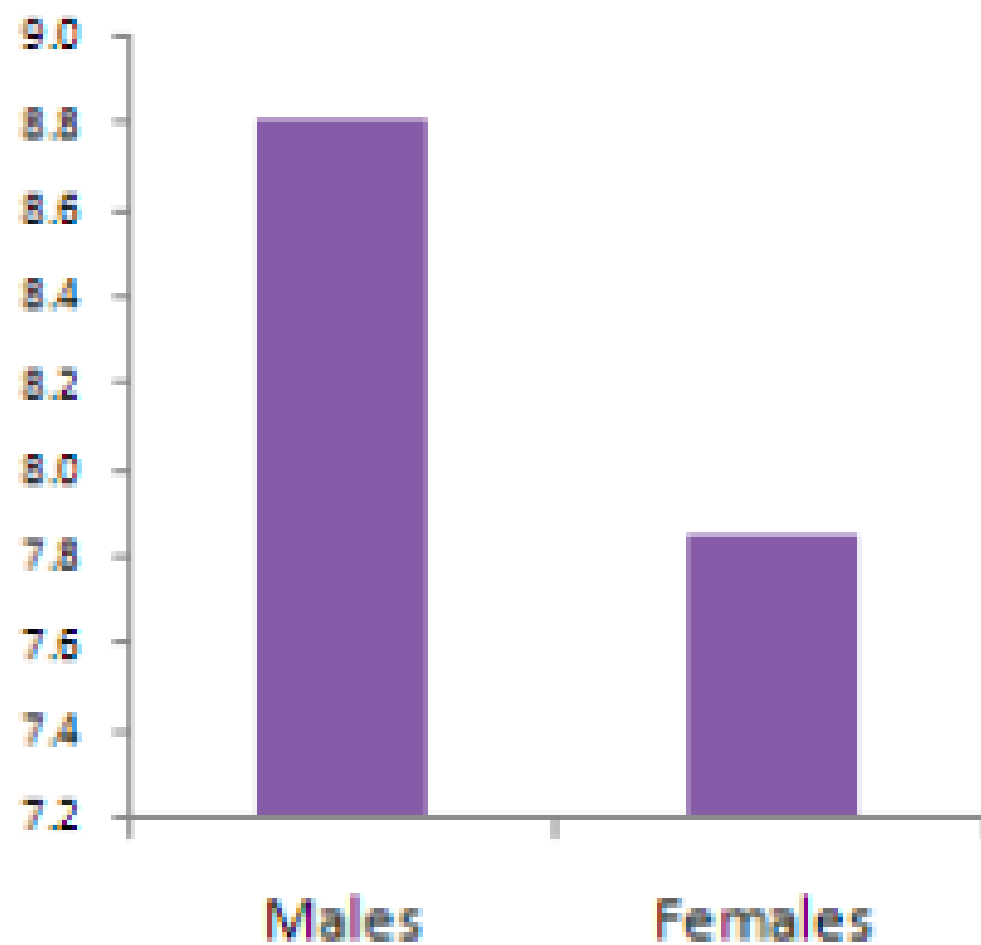


Extraversion	.50***
Conscientiousness	.39**
Agreeableness	.31*
Emotional Stability	.33*
Openness	.41**
Quirky	.61***
Attractive	.43**
People Watch	.13
Flirt/Pick Up People	.39**

Read	.81***
Schmooze	.41**
Conservative	.39**
Creepy	.32*
Douche-y	.43**
Homey	.37**
Pleasant	.41**
Strange	.48**
Up-Scale	.45**

Thanks!
&
Questions?

Total Movement



Domains in which personality could be expressed

