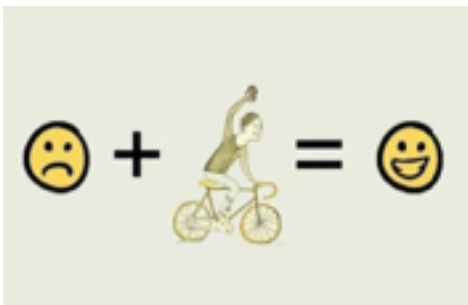# Social Panometering

Introducing the **lexicocalorimeter**
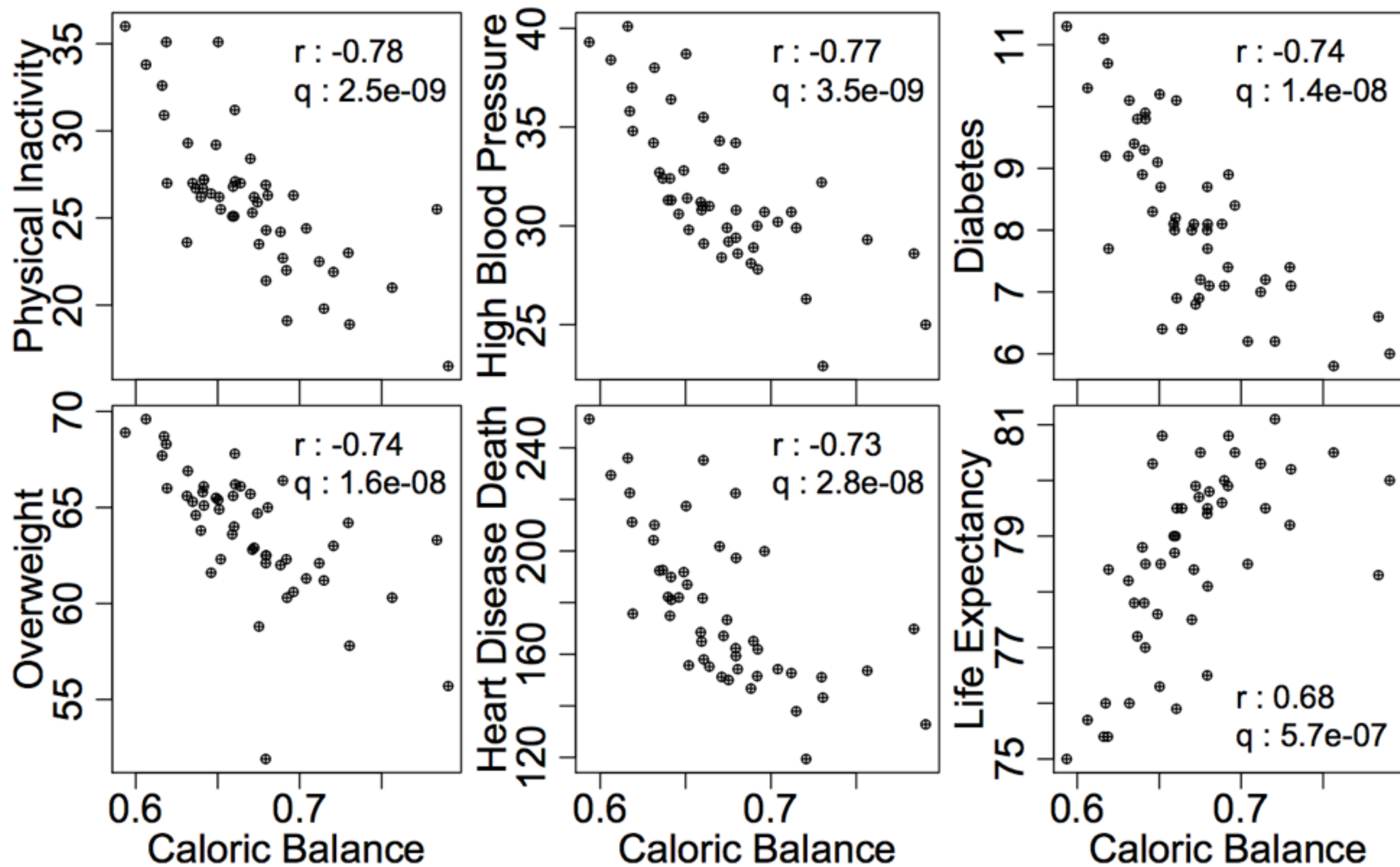
Goal: measure everything

$$C_{\text{out}} = \sum \text{(bacon)} + \text{(Snickers)} + \text{(Ramen)} + \text{(broccoli)}$$

$$C_{\text{in}} = \sum \text{(running)} + \text{(skiing)} + \text{(couch)}$$

$$C_{\text{bal}} = \frac{C_{\text{out}}}{C_{\text{in}}}$$

A: Calories in

Deviation from national food-caloric avg.

B: Calories out

Deviation from national activity-caloric avg.

Caloric Balance

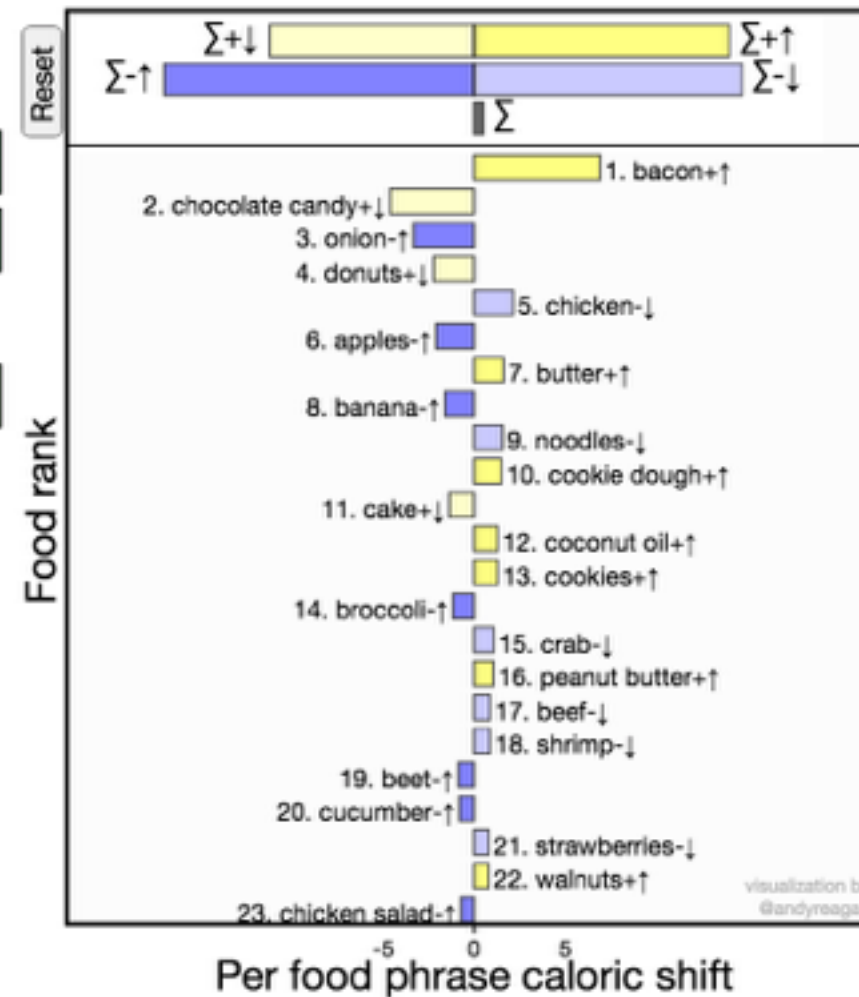|									ME
			WI					VT	NH
WA	ID	MT	ND	MN	IL	MI		NY	MA
OR	NV	WY	SD	IA	IN	OH	PA	NJ	CT	RI
CA	UT	CO	NE	MO	KY	WV	VA	MD	DE
AZ	NM	KS	AR	TN	NC	SC	DC
		OK	LA	MS	AL	GA
		TX				FL
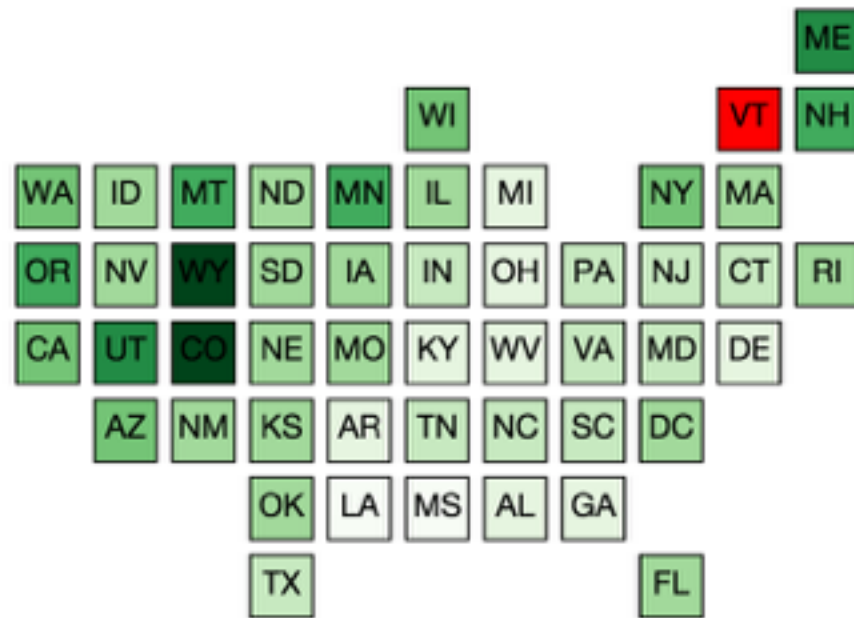
Why Vermont consumes more calories on average:
Average US calories = 267.92
Vermont calories = 268.66 (Rank 29 out of 49)

Reset

Σ+↓ Σ+↑
Σ−↑ Σ−↓
Σ

Food rank

1. bacon+↑
2. chocolate candy+↓
3. onion-↑
4. donuts+↓
5. chicken-↓
6. apples-↑
7. butter+↑
8. banana-↑
9. noodles-↓
10. cookie dough+↑
11. cake+↓
12. coconut oil+↑
13. cookies+↑
14. broccoli-↑
15. crab-↓
16. peanut butter+↑
17. beef-↓
18. shrimp-↓
19. beet-↑
20. cucumber-↑
21. strawberries-↓
22. walnuts+↑
23. chicken salad-↑

visualization by @andyreagan

Per food phrase caloric shift (−5, 0, 5)

Why Vermont expends more calories on average:
Average US caloric expenditure = 176.60
Vermont caloric expenditure = 203.22 (Rank 3 out of 49)

Reset

Σ+↓ Σ+↑
Σ−↑ Σ−↓
Σ

Activity rank

1. skiing+↑
2. running+↑
3. snowboarding+↑
4. hiking+↑
5. dancing+↓
6. sledding+↑
7. eating-↓
8. watching tv/movies-↓
9. cooking+↓
10. cleaning+↓
11. using treadmill+↓
12. walking+↑
13. biking+↑
14. picking fruit+↑
15. rock climbing+↑
16. getting my hair done-↓
17. getting my nails done-↓
18. doing laundry+↓
19. talking on phone-↓
20. writing-↑
21. playing basketball+↓
22. shoveling+↑
23. playing football+↓

visualization by @andyreagan

Per activity phrase caloric expenditure shift (−10, −5, 0, 5, 10)

Caloric Balance (y-axis: −0.10 to 0.10)

State Rank (x-axis: 2 to 48)

1. Colorado
2. Wyoming
3. Vermont
4. Utah
5. Maine
6. Minnesota
7. Oregon
8. New Hampshire
9. Montana
10. New York
11. California
12. Washington
13. Wisconsin
14. Arizona
15. Nebraska
16. Nevada
17. Idaho
18. Florida
19. District of Columbia
20. Massachusetts
21. Rhode Island
22. New Mexico
23. Missouri
24. South Dakota
25. North Dakota
26. Oklahoma
27. Illinois
28. Kansas
29. Virginia
30. Connecticut
31. Pennsylvania
32. Tennessee
33. Indiana
34. New Jersey
35. Texas
36. South Carolina
37. North Carolina
38. Maryland
39. Georgia
40. Ohio
41. Kentucky
42. Michigan
43. Delaware
44. West Virginia
45. Arkansas
46. Alabama
47. Louisiana
48. Mississippi