Data Madness

Martin Gassner, Henry Mauranen, Matteo Maggiolo

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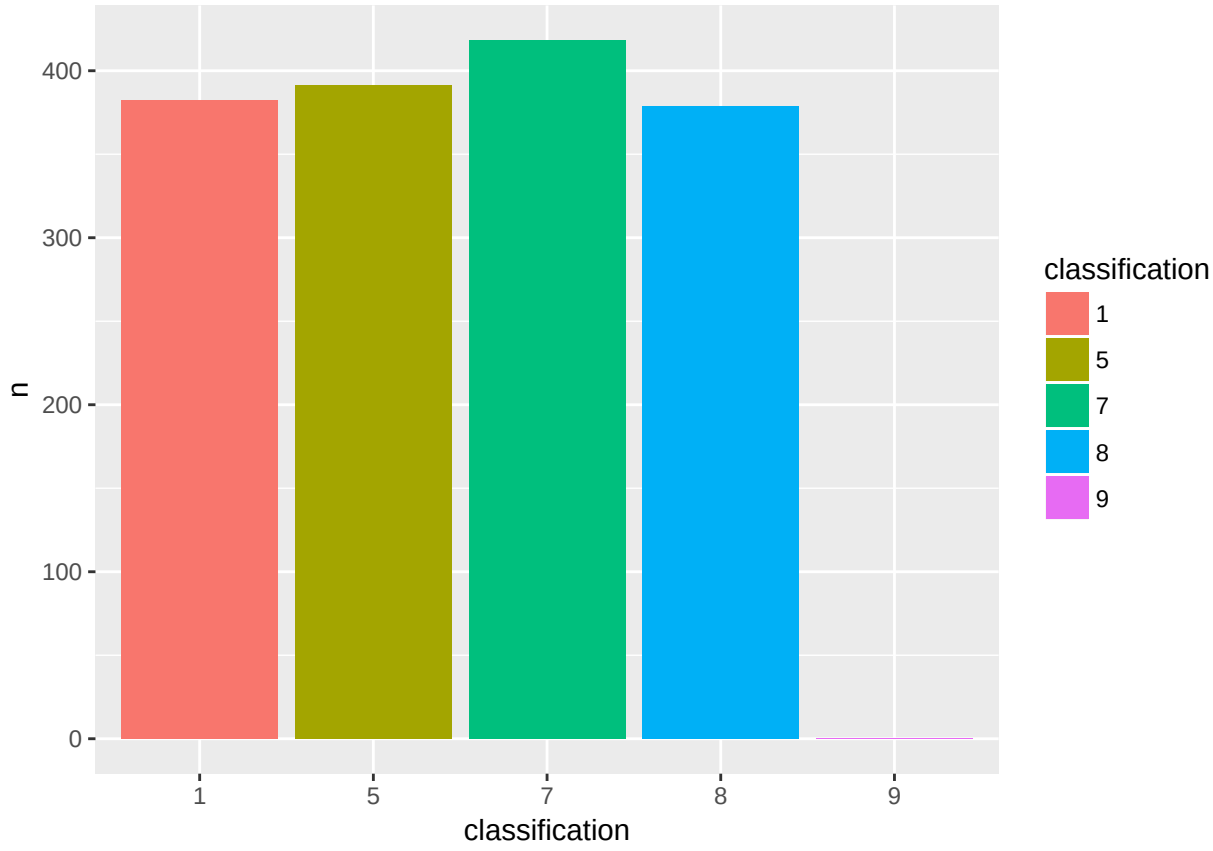
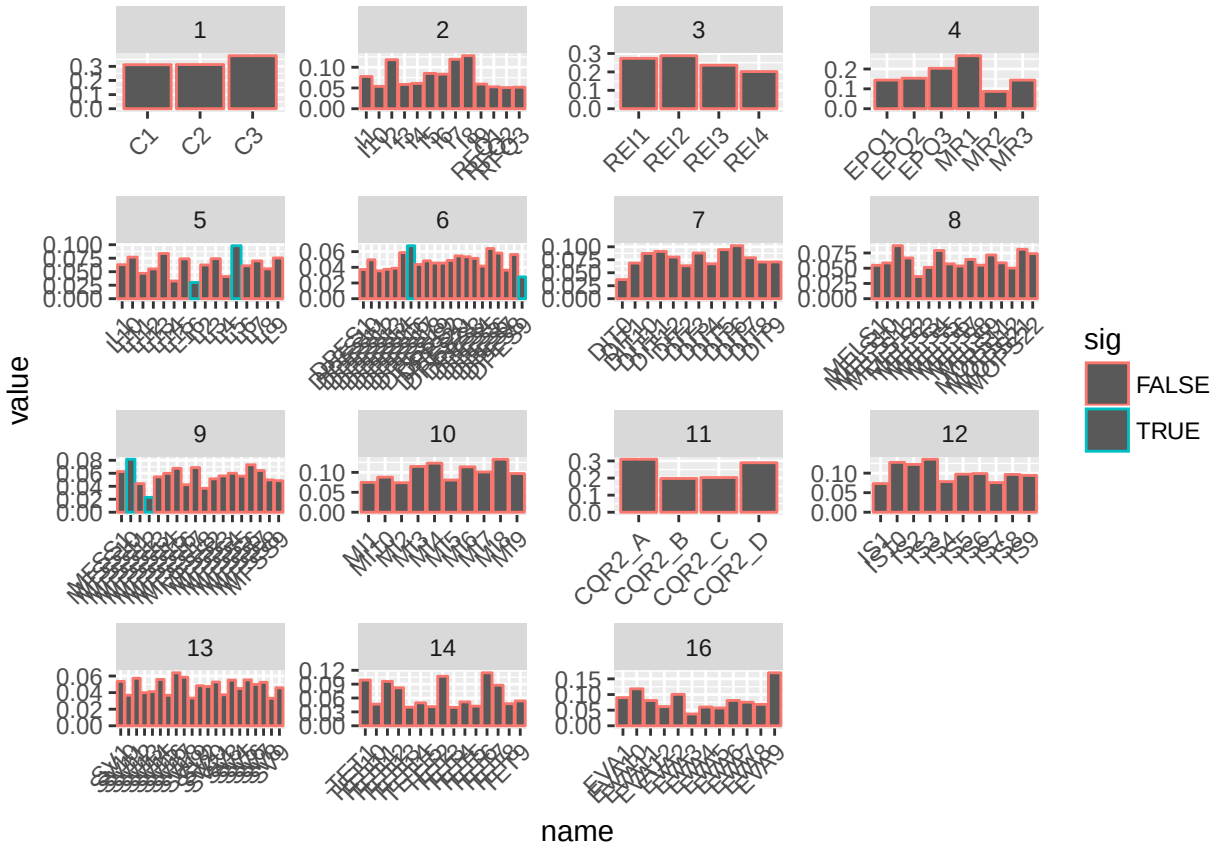
Introduction

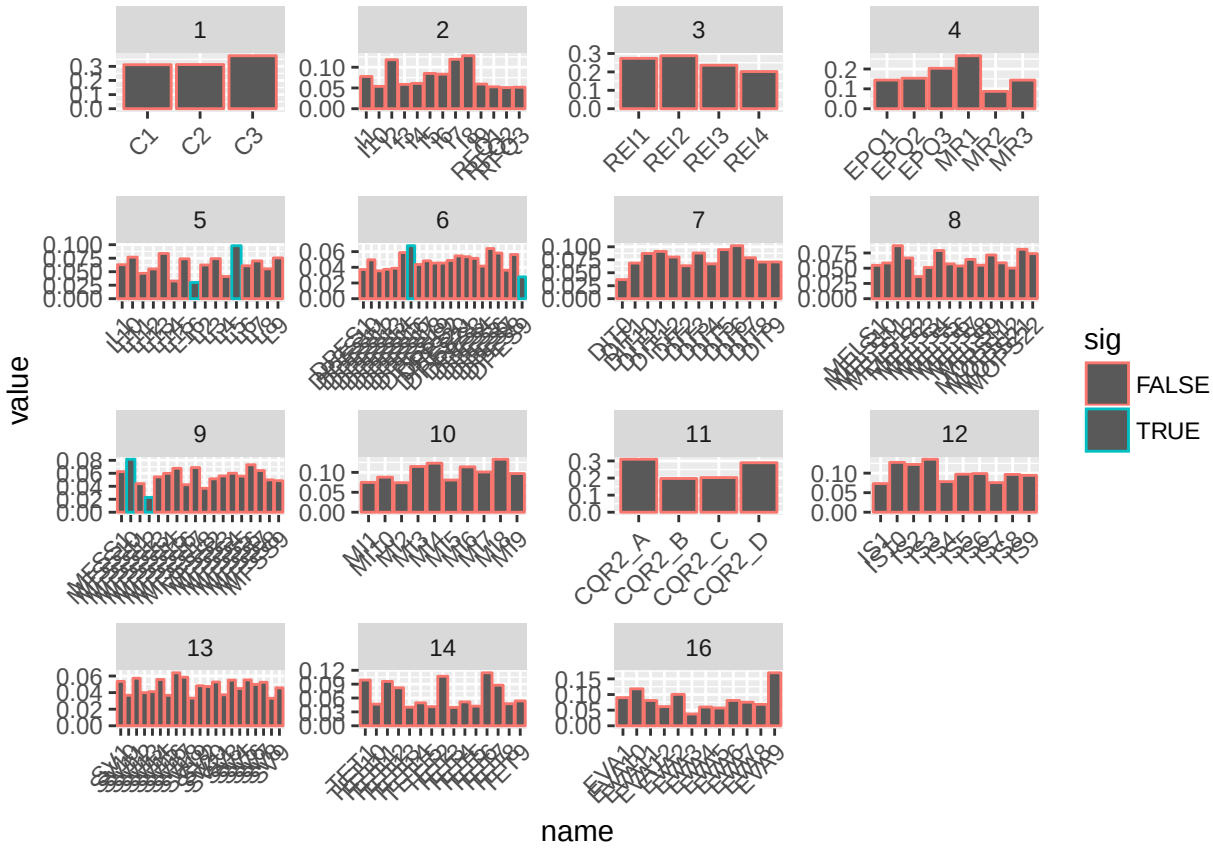


To obtain a weighting for each block of questions

1. obtain the principal components for each block
2. keep the ones explaining 85% of the variance
3. for each variable: sum the loadings of the most important principal components, weighted by the variance explained.

Additionally we tested the weights for significance within each block.


1
2
3
4
5
6
7
8
9
10
11
12
13
14
16
C1
C2
C3
REI1
REI2
REI3
REI4
EPO1
EPO2
EPO3
MR1
MR2
MR3
CQR2_A
CQR2_B
CQR2_C
CQR2_D
value
name
sig
FALSE
TRUE


1
2
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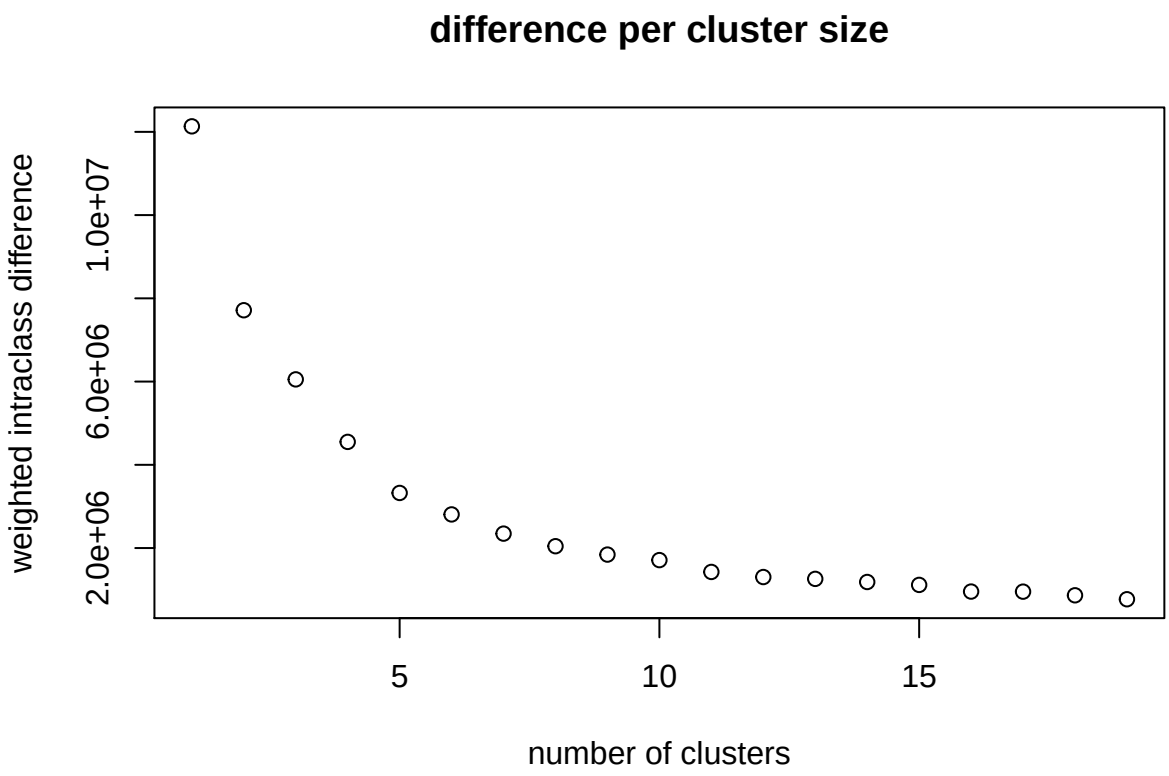
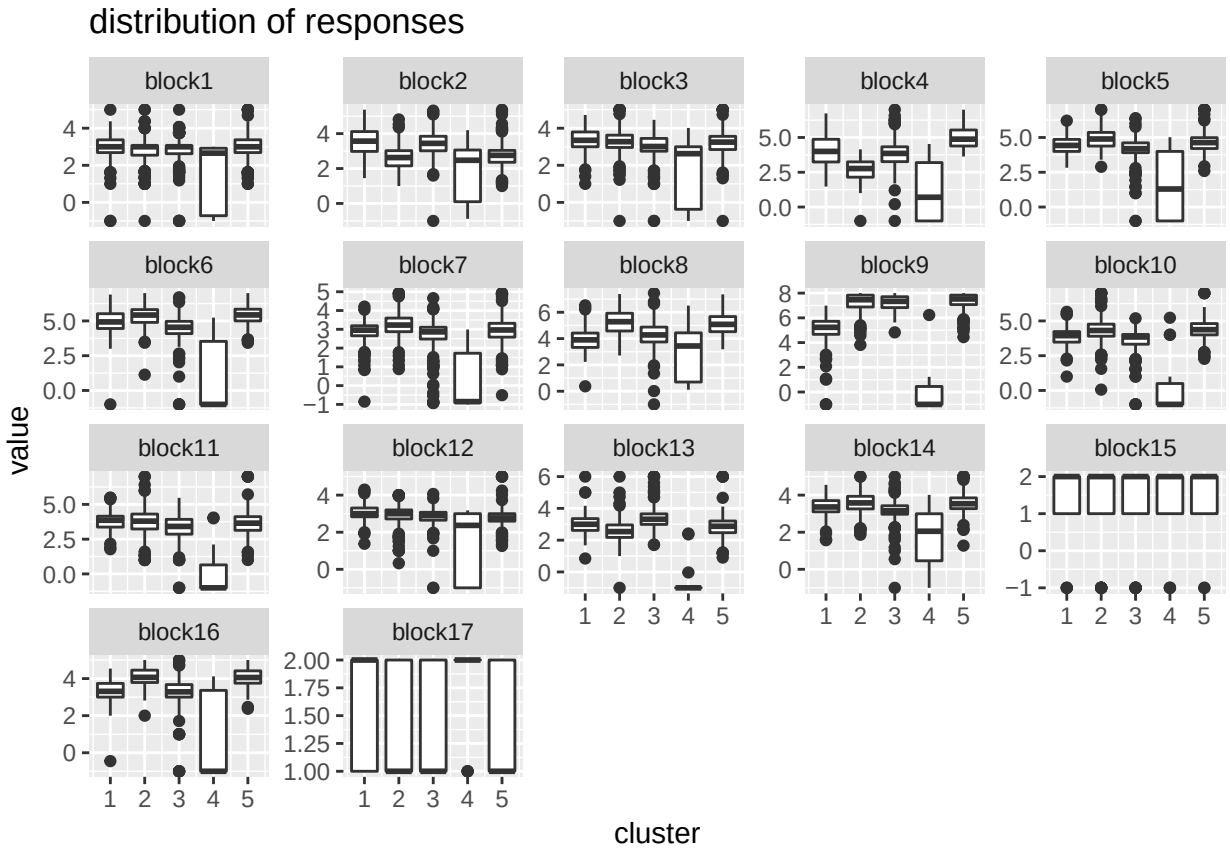
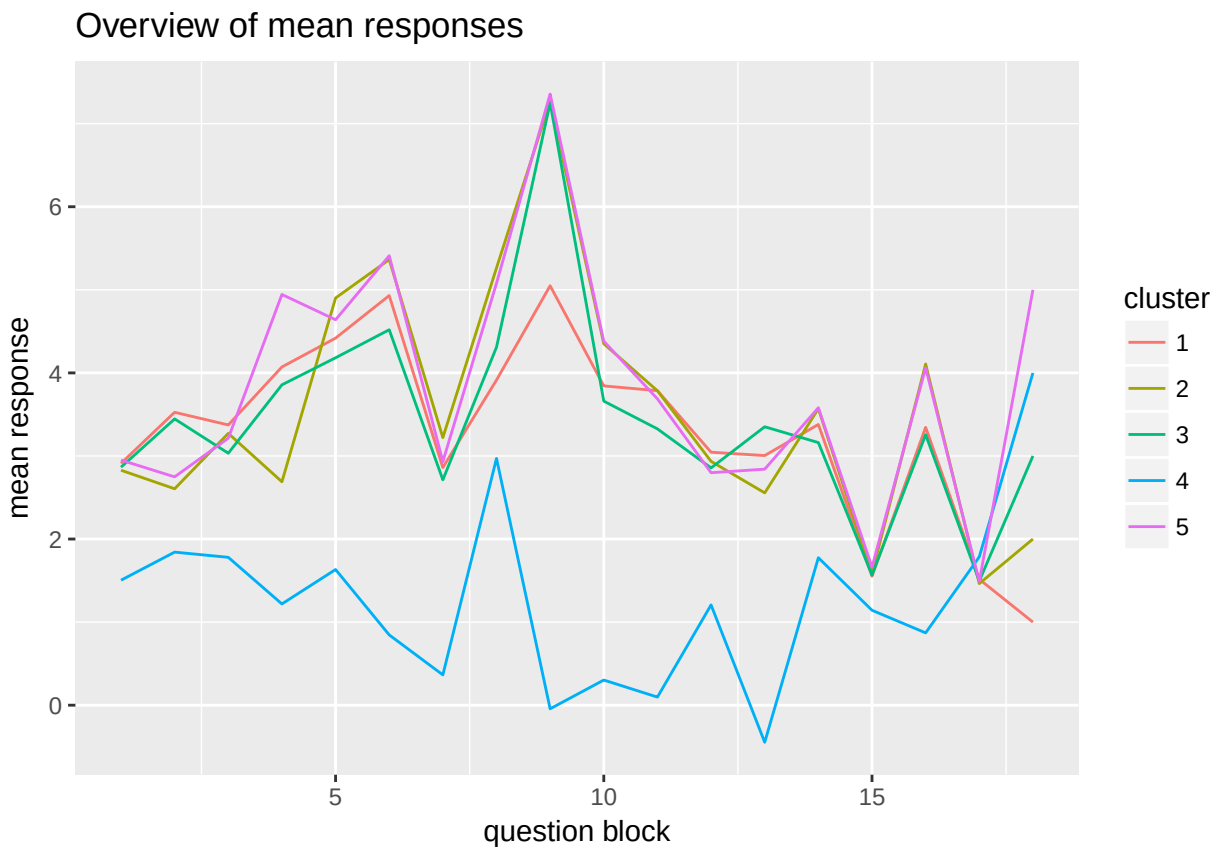
13
14
16
C1
C2
C3
REI1
REI2
REI3
REI4
EPO1
EPO2
EPO3
MR1
MR2
MR3
CQR2_A
CQR2_B
CQR2_C
CQR2_D
value
name
sig
FALSE
TRUE


difference per cluster size
weighted intraclass difference
2.0e+06
6.0e+06
1.0e+07
5
10
15
number of clusters


distribution of responses
block1
block2
block3
block4
block5
block6
block7
block8
block9
block10
block11
block12
block13
block14
block15
block16
block17
value
cluster



big differences Block 2: Identity measures - clusters 2,5 (less important) vs. 1,3 (very important)

highly weighted: job, political party, favorite sports team

Block 4: Moral relativism - cluster 2 (relative) vs 5 (disagreeing)

higly weighted: What is right and wrong is up to each person to decide

Block 9: Sacredness of moral principles - cluster 1 (less) vs 2,3,5 (more)

higly weighted: Sign a piece of paper that says "I hereby sell my soul, after my death, to whoever has this piece of paper" (SIGNIFICANT)

low weighted: Attend a performance art piece in which all participants (including you) have to act like animals for 30 minutes, including crawling around naked and urinating on stage

Block 17: all different; rank 1, 2, 3, 4, 5

```
## [1] "Block 2: Identity measures - clusters 2,5 (less important) vs. 1,3 (very important)"
## [1] 0.2268667
## [1] "Block 4: Moral relativism - cluster 2 (relative) vs 5 (disagreeing)"
## [1] 8.384556e-214
## [1] "Block 9: Sacredness of moral principles - cluster 1 (less) vs 2,3,5 (more)"
## [1] 0.004285064
## [1] "Block 17: Dictator game - cluster 1 vs 2, 3, 4, 5"
## [1] 0.001281282
```

```
## [1] "Block 17: Dictator game - cluster 2 vs 1, 3, 4, 5"
## [1] 5.086156e-153
## [1] "Block 17: Dictator game - cluster 3 vs 1, 2, 4, 5"
## [1] 0.7656305
## [1] "Block 17: Dictator game - cluster 4 vs 1, 2, 3, 5"
## [1] 0.0008385006
## [1] "Block 17: Dictator game - cluster 5 vs 1, 2, 3, 4"
## [1] 1.022094e-149
```

Cluster 1

- find many things (country, religion etc) relevant to their identity
- do not hold moral values high/more pragmatic
- give the least in the dictator game

Cluster 2

- find less things relevant to their identity
- moral relativists
- do think of their moral values sacred/would take a lot of money
- second to last in dictator game

Cluster 3

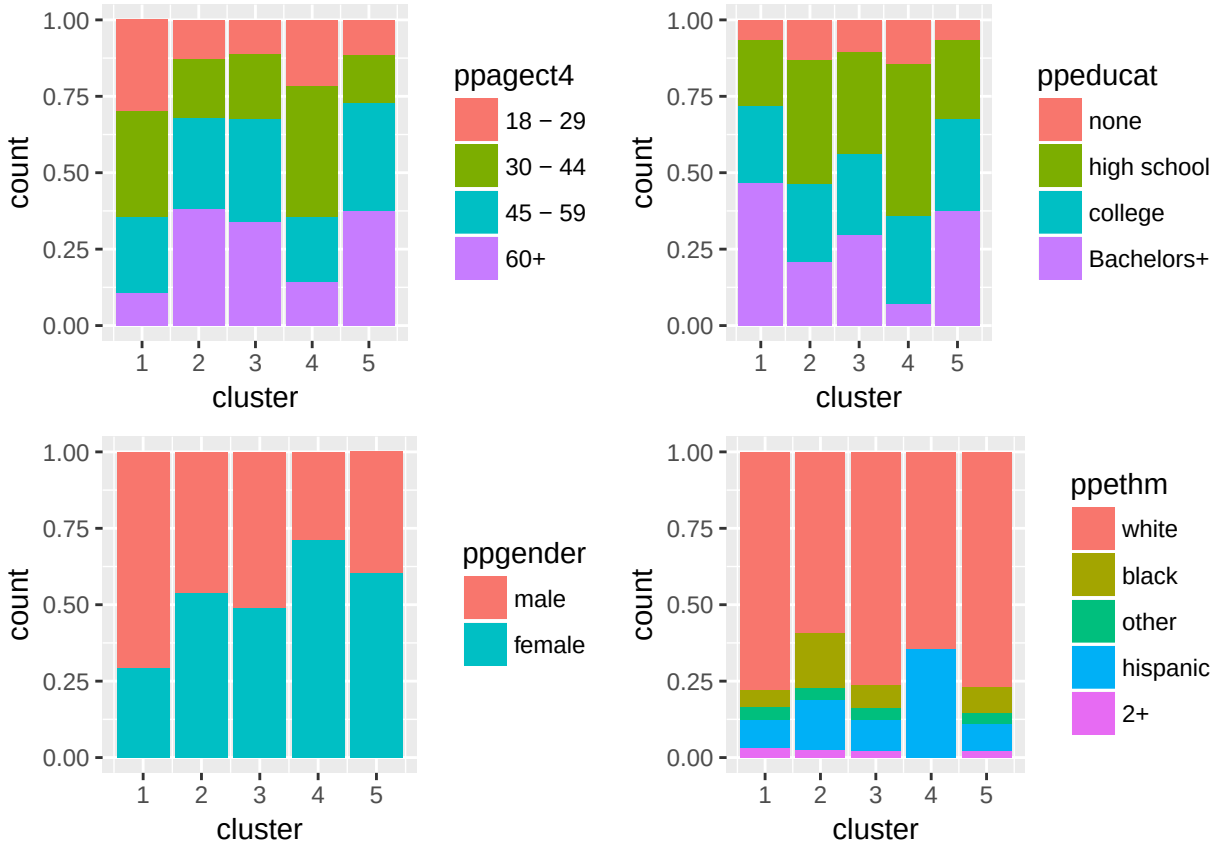
- average, really everywhere

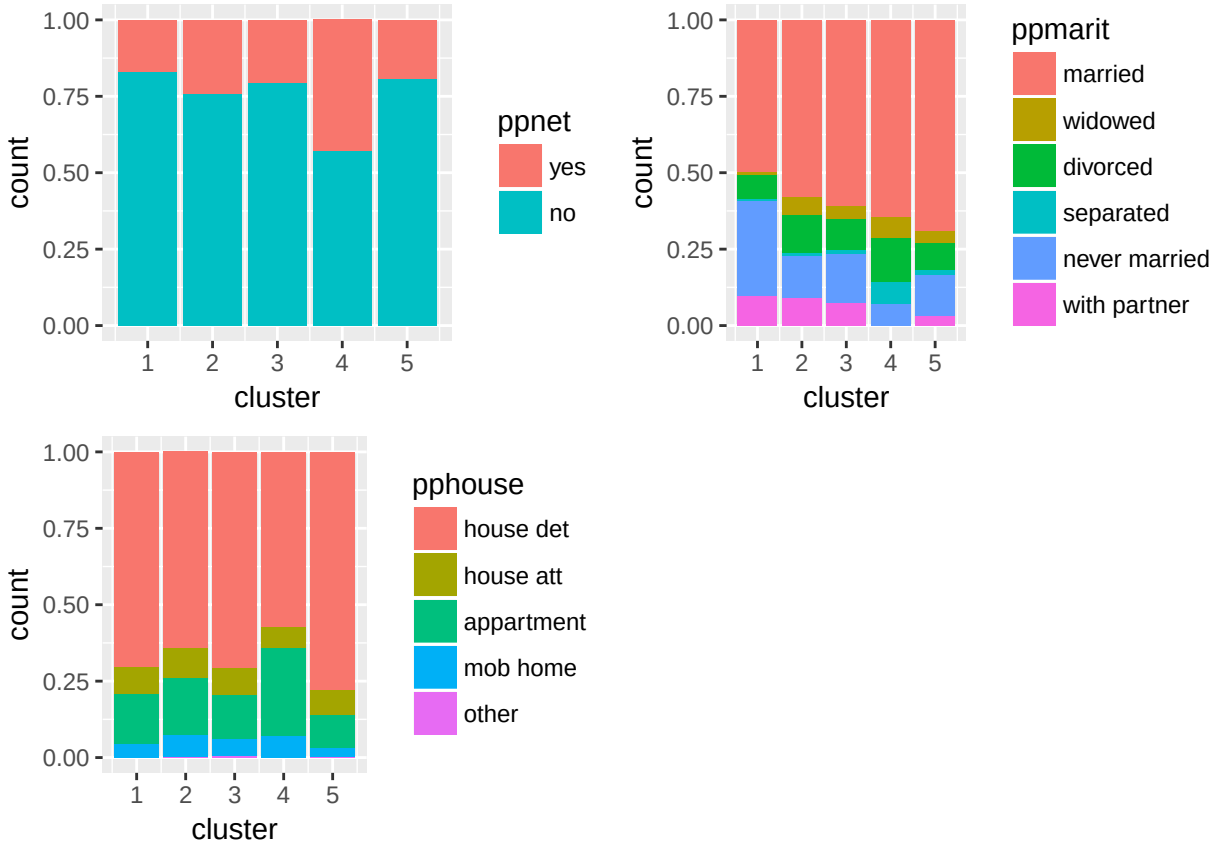
Cluster 4

- irrelevant, too small, collects refused answers

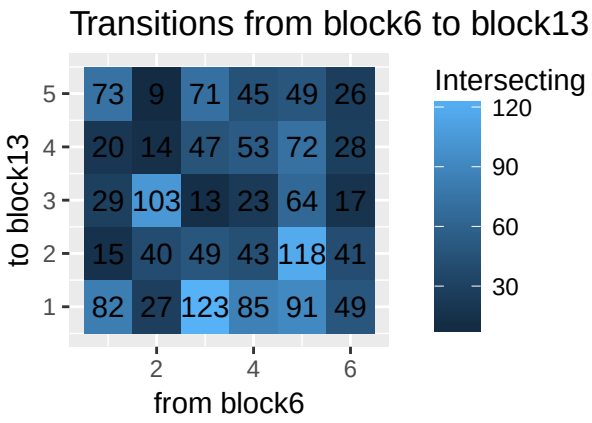
Cluster 5

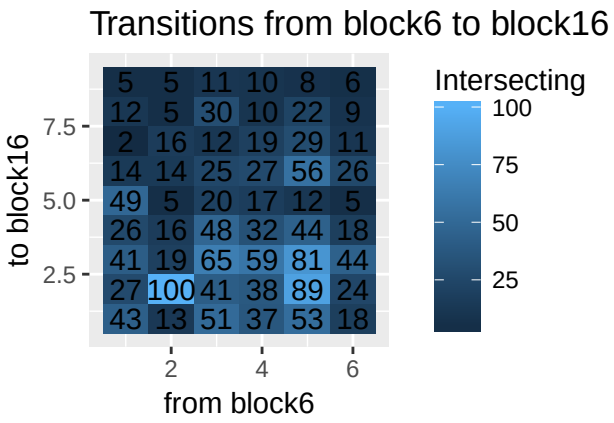
- find less things relevant to their identity
- oppose moral relativism
- do hold their morals dear
- give the most in the dictator game (exactly average)

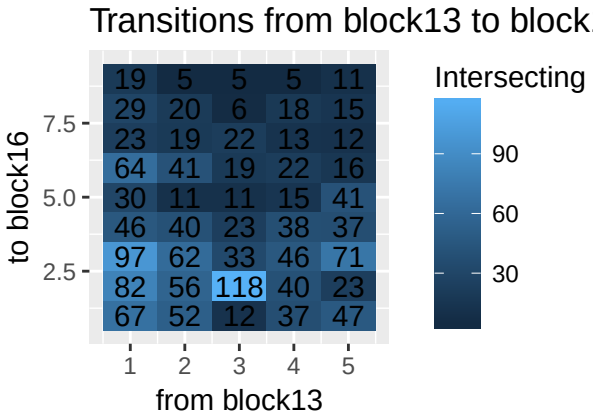

count
1.00
0.75
0.50
0.25
0.00
1
2
3
4
5
cluster
ppagect4
18 − 29
30 − 44
45 − 59
60+
ppeducat
none
high school
college
Bachelors+
ppgender
male
female
ppethm
white
black
other
hispanic
2+




```
## [1] "Interesting transition from block6(2) to block13(3), from block16(2) [The 'hippies' (all 7 in bl
```








```
## [1] "Plotting only block 6 info [check cluster 2]"
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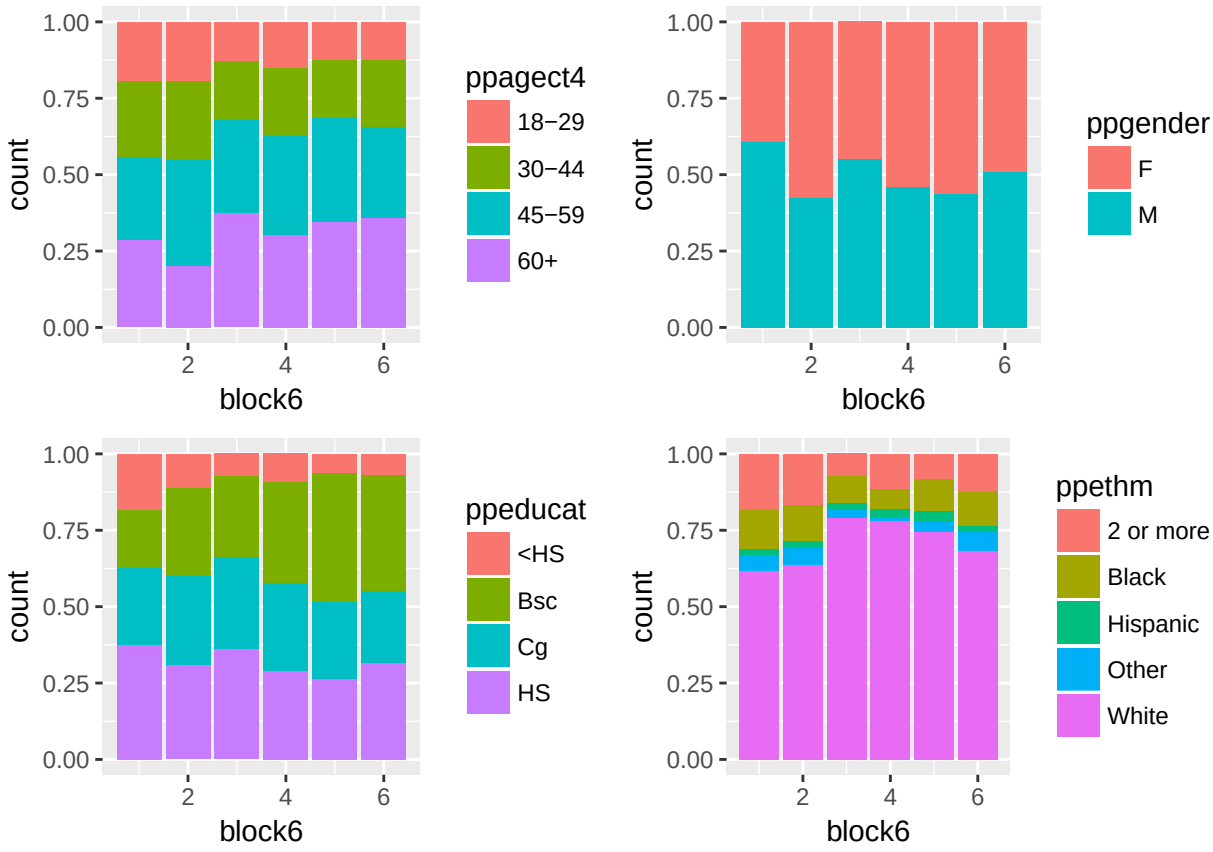


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## [1] "Interesting transition from block5(5) to block4(5), block12(5) to block4(5), block10(5) to bloc
```

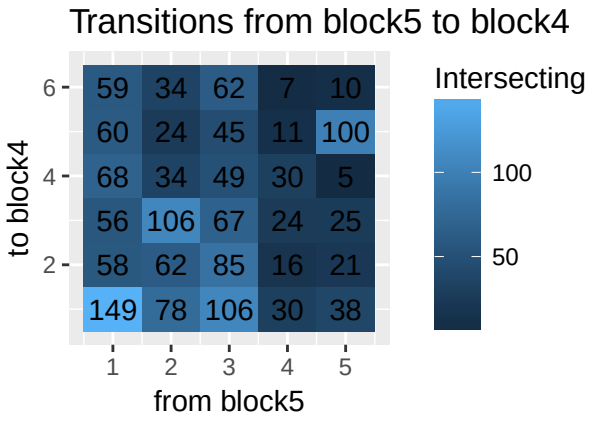

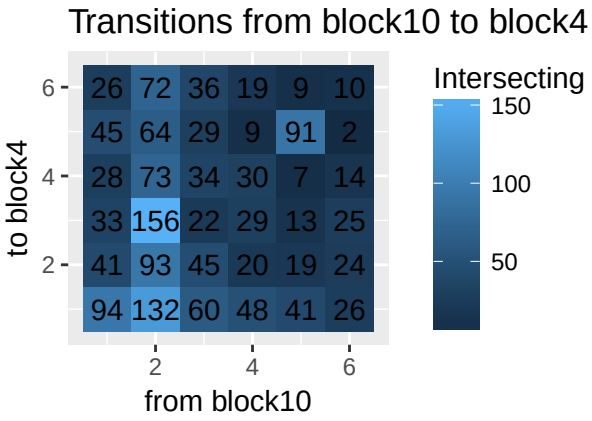

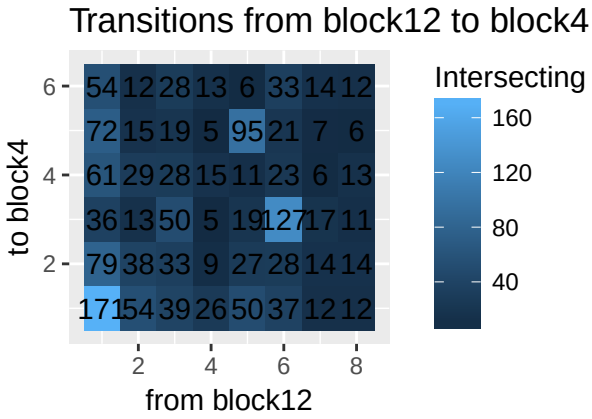


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## [1] "Plotting only block 5 info [check cluster 5]"
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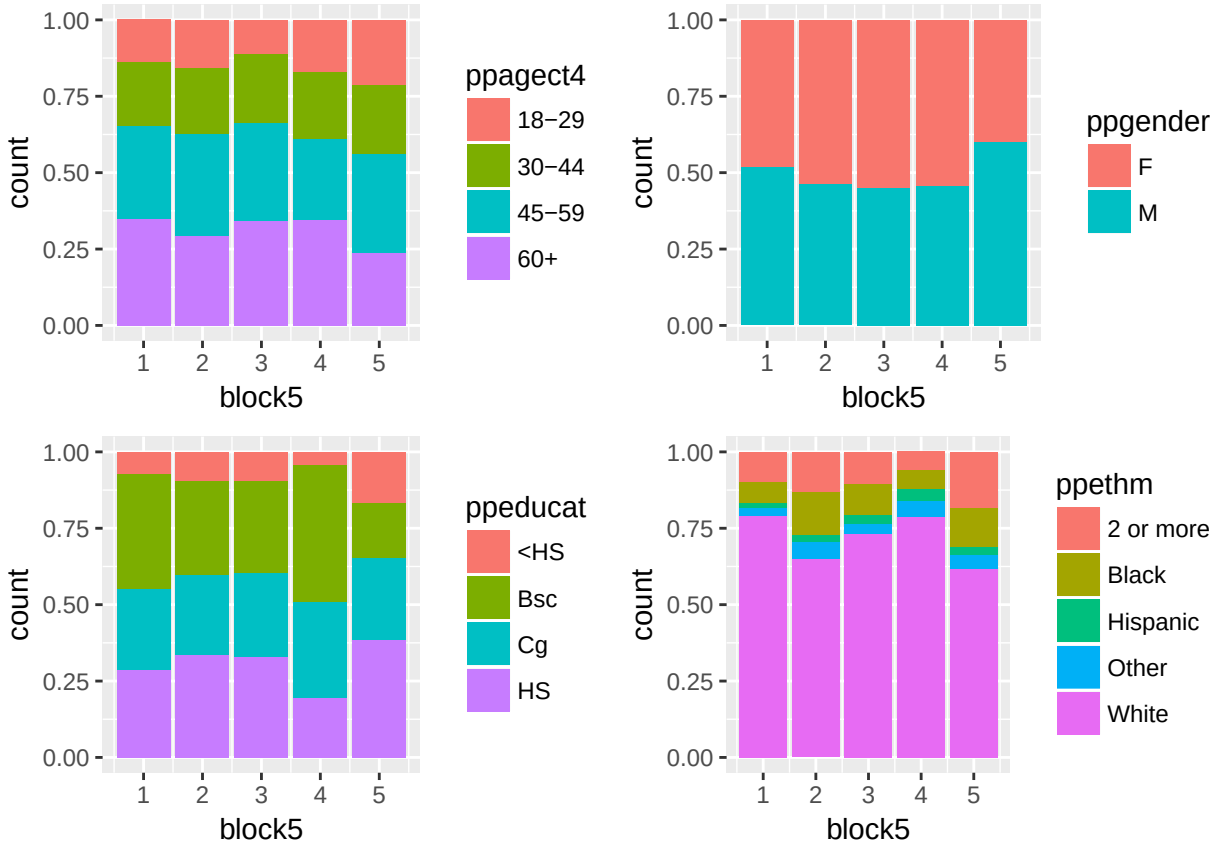


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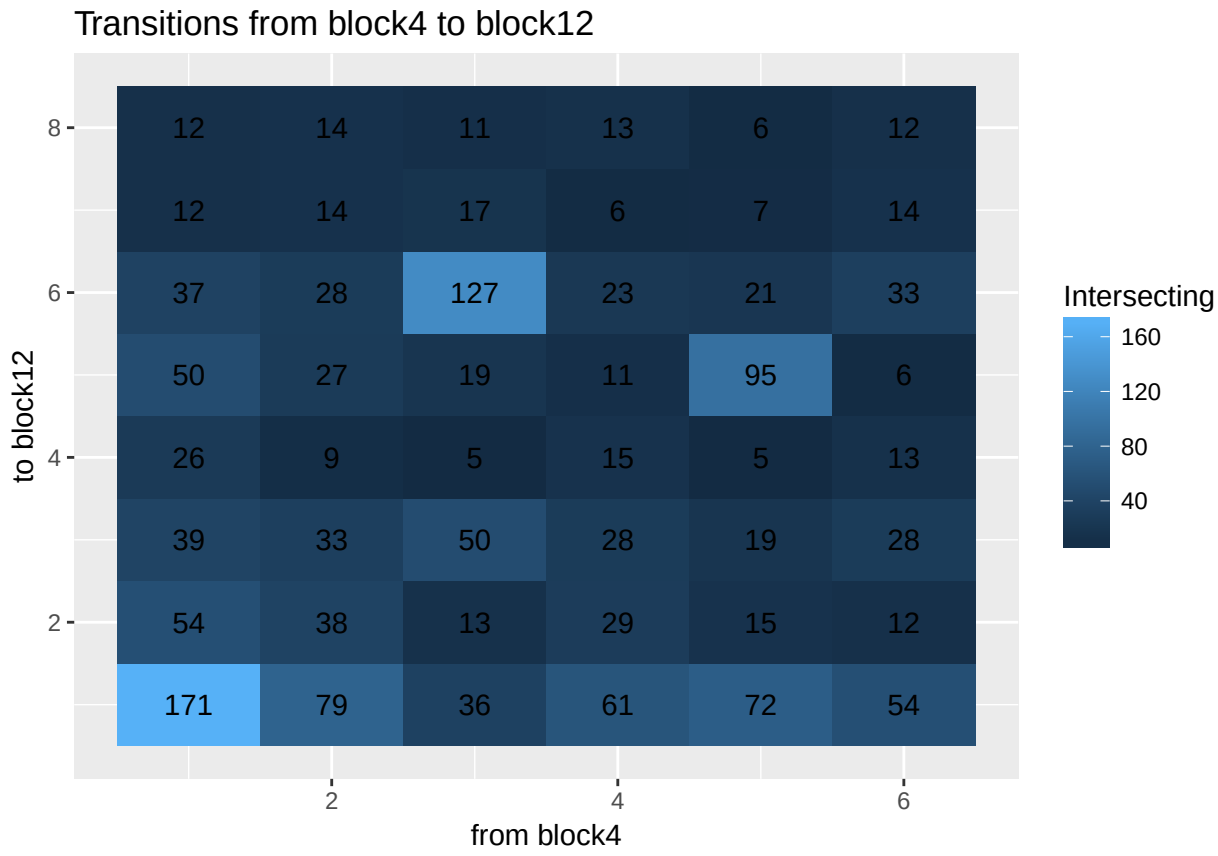
## [1] "Interesting transition between block4(1), block12(1) [The 'Believe in Jesus but don't like the
```

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## [1] "Plotting only block 4 info [check cluster 1]"
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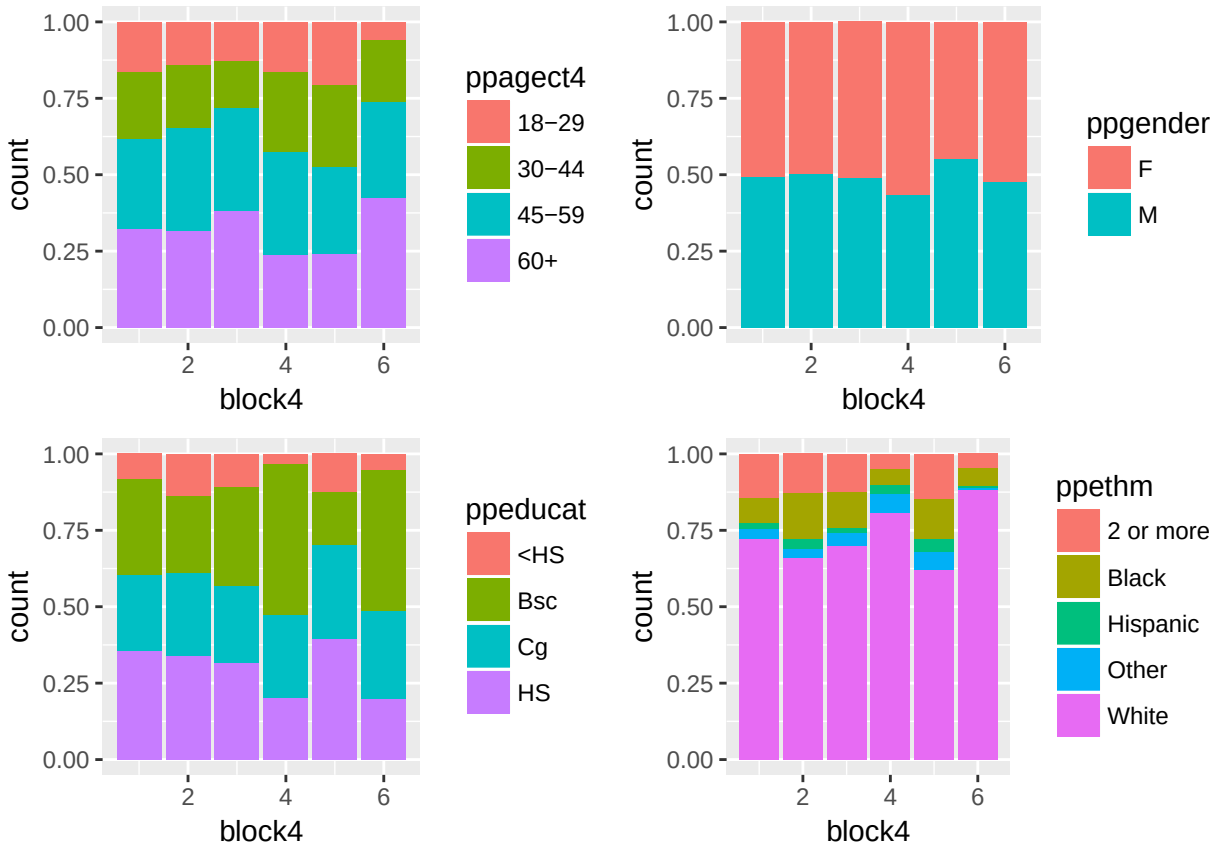


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## [1] "Interesting transition from block16(2) and block2(2) [The non religious] [about 275 people in bo
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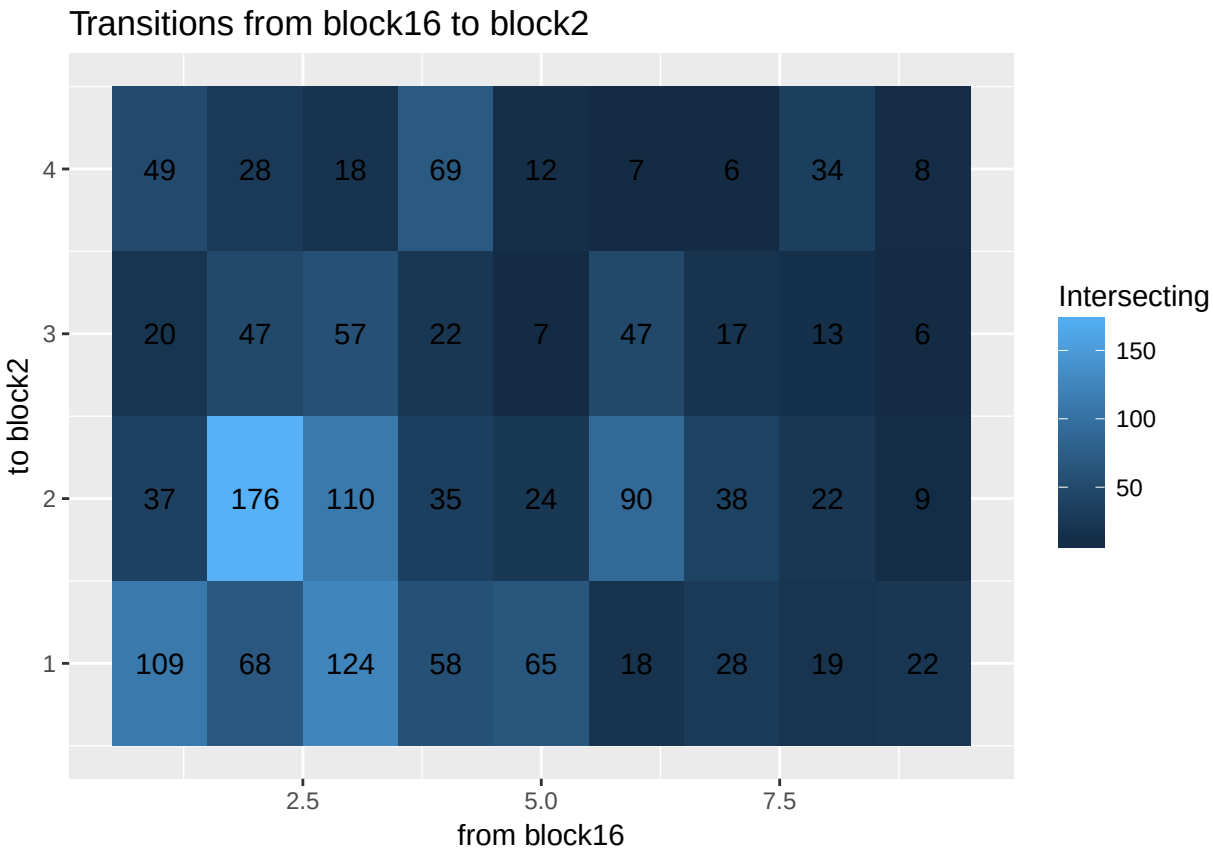


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## [1] "Plotting only block 16 info [check cluster 2]"
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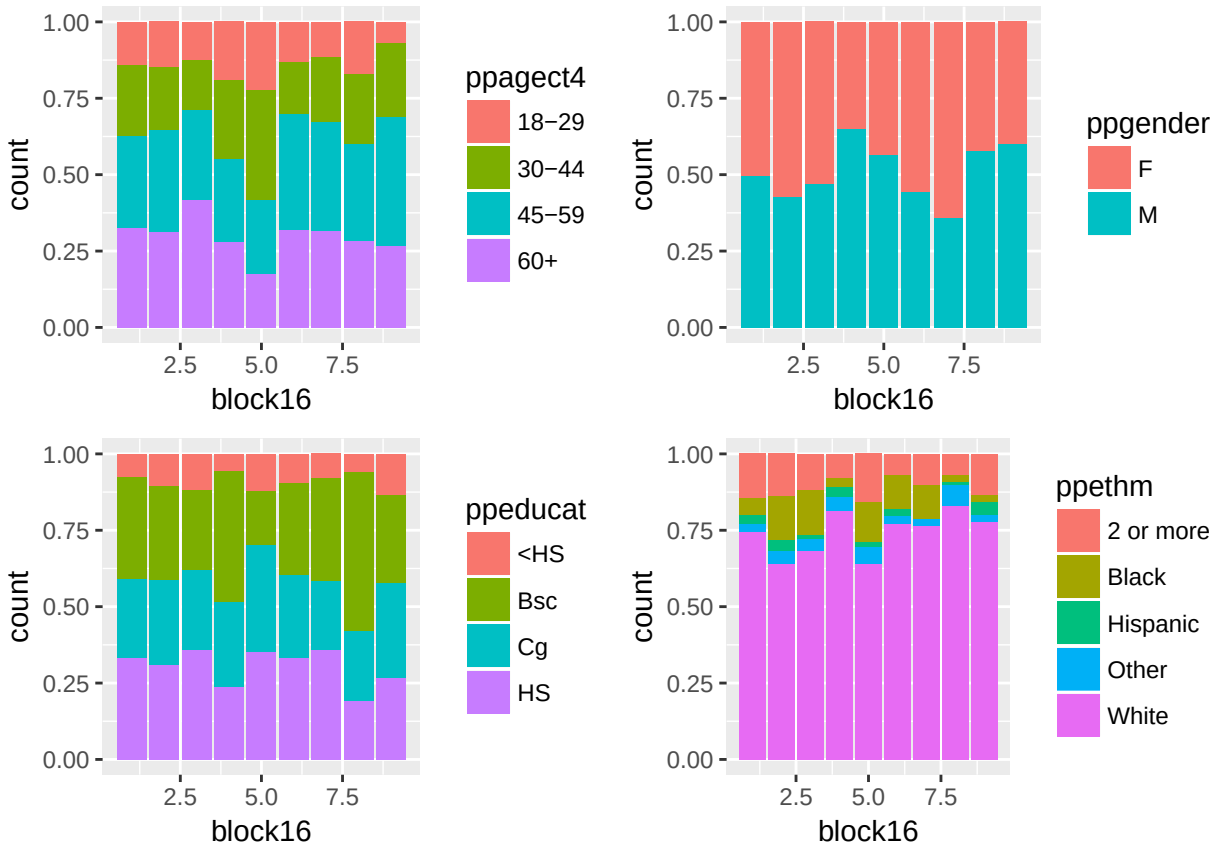


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## [1] "Interesting transition between block16(3) and block12(1) [High integrity and moral values (chris
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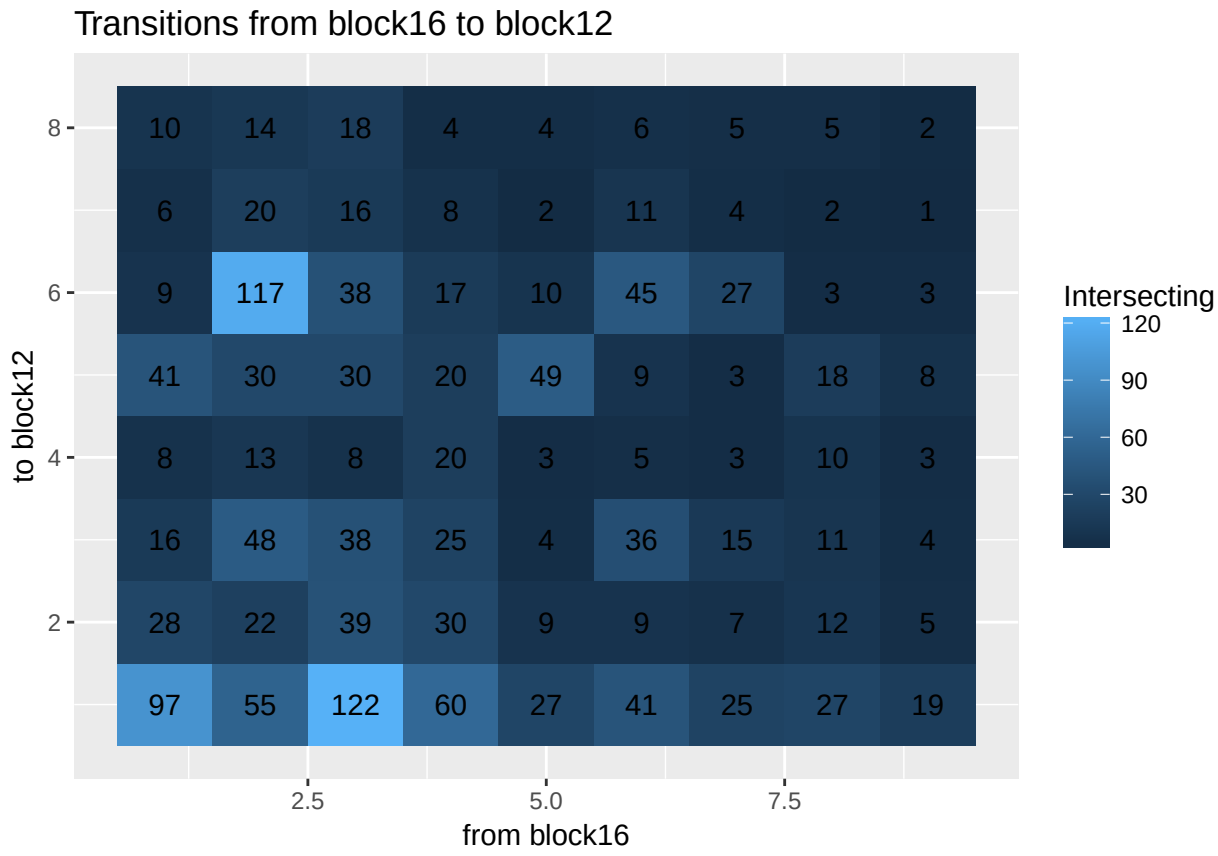


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## [1] "Plotting only block 12 info [check cluster 6]"
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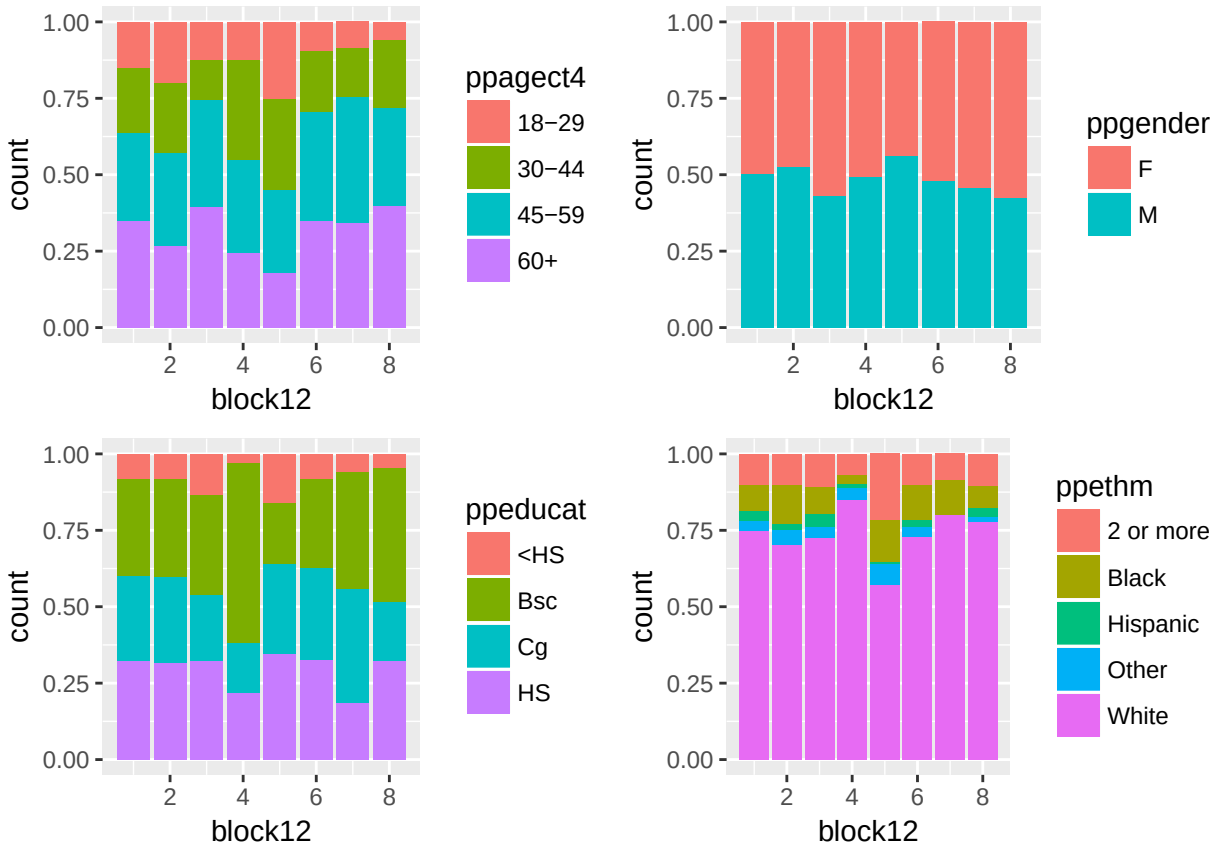


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## [1] "Clusters in all.blocks.6 => {6: [Non religious], 4: [Hippies/High integrity and moral], 1: [Alwa
```

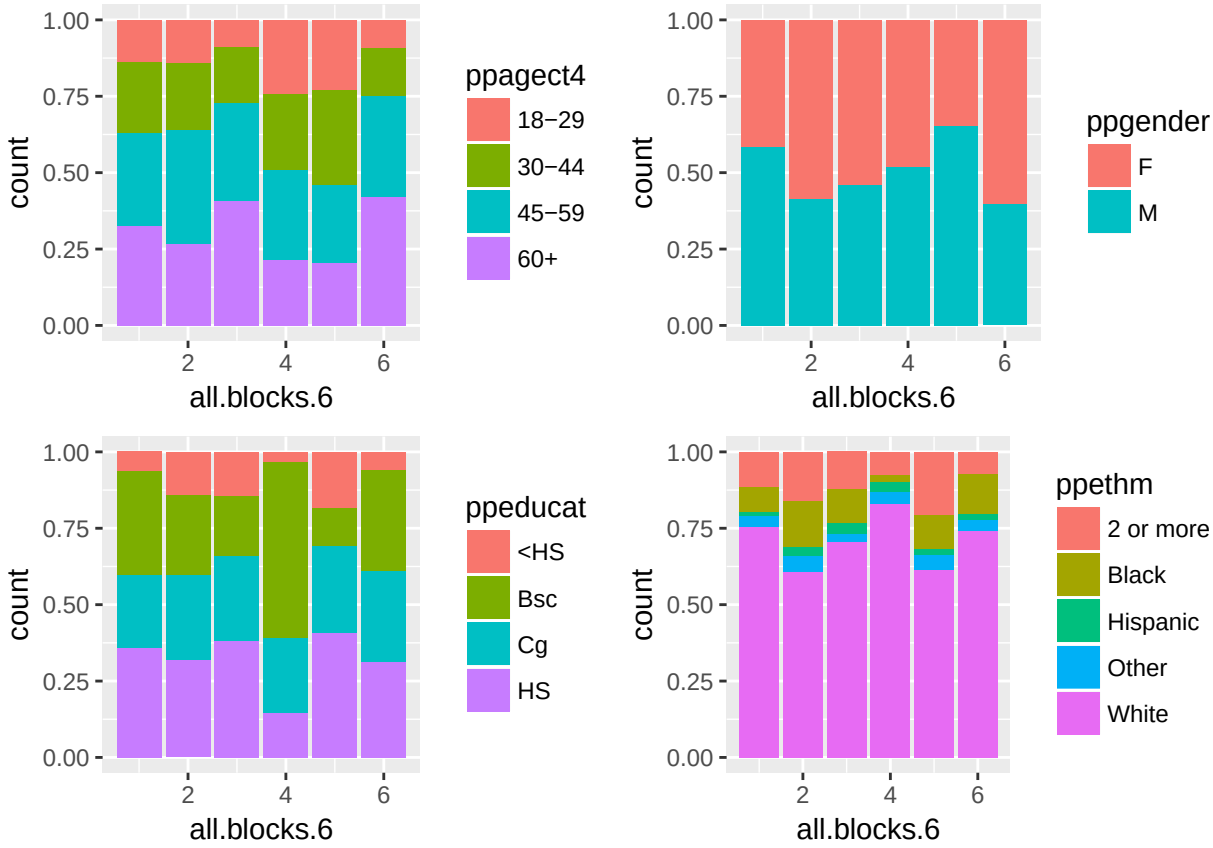
1.00
0.75
0.50
0.25
0.00
count
2
4
6
all.blocks.6
ppagect4
18−29
30−44
45−59
60+
ppgender
F
M
ppeducat
<HS
Bsc
Cg
HS
ppethm
2 or more
Black
Hispanic
Other
White