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Gender_lookup

Each key is associated with a gender category. This method allows us to add as many gender categories as needed so as to not limit ourselves to a binary selection.

Key	Gender
001	Female
002	Male
003	Non-binary
004	Trans-female
005	Trans-male
…	…

Social_mate_preference_lookup

The social mate preference lookup table will hold information about a specific person's preferences when it comes to preferences in both romantic and platonic relationships. The combination of person_id and attribute make up the compound key to look up the preference. Attributes may consist of but are not limited to age, gender, education level, occupation, political affiliation, and religious affiliation.

Person id	Attribute	Preference
001	Age	25-30
001	Education level	College
002	Political affiliation	Democrat
003	Religious affiliation	Muslim
…	…	…

Political_affiliation_lookup

The political affiliation lookup is a lookup table intended to be able to associate a person in the database with their likely political affiliation. This can be determined by what kind of content they interact with positively or negatively. The lookup table consists of a key and a political affiliation. This code will be referenced in the **political_preference** table.

Key	Political group
001	Democrat

002	Republican
003	Independent
…	…

View_intensity_lookup
This table provides a generic way to gauge intensity on any particular view or preference. It consists of a key and a favorability level.

Key	Nickname
001	Very unfavorable
002	Unfavorable
003	Neutral
004	Favorable
005	Very favorable

Religious_affiliation_lookup
The religious affiliation lookup table is similar to the political affiliation lookup table. It associates a person record with their likely religious affiliation. This would be determined by what kind of religious content they interact with. A noticeable lack of engagement with religious content may indicate a person is non-religious.

Key	Religious group
001	Atheist
002	Agnostic
003	Christian
004	Jewish
005	Muslim
006	Hindu
…	…

social_issue_view_lookup
The social issue view lookup associates a social view with a key, similar to both the religious affiliation and political preference lookup tables.

Key	Social view
001	Climate Change
002	LGBTQ+ Rights
003	Civil rights
004	Income inequality
…	…

Transaction tables:

Device_event_log
A table to log events that are associated with a device and ip address, and it contains an event_type_id related to logging in and logging out.

Social_event
A table to log time instances of social events such as posts and unknown events. This table contains the user_id of the poster, time, content of the post, and event type and nature.

Social_action
A table to log time instances of social actions such as comments, likes, reports, and mentions. This table stores the type of social action made towards a social event by a user account. Depending on the type of social action, it determines what the information within the row means.

Purchase
The purchase table tracks the date when a purchase is made. It contains a reference to the buyer account and seller account.

Ad Clicked
The ad clicked table contains records of users, which ad they clicked and the date/time.