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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.