**PlosOne Data set**

\* All user ids are anonymized

\* All text cleaned from original content for privacy settings

**Location**: File1. FB\_experiment.xlsx

id: This value is anonymized user id who participated the survey. Data type is integer.

q1~q44: This value is response of Big Five test of participants. Data type is integer.

o,c,e,a,n: This value is result score of Big Five test or participants. Data type is integer.

**Location** File2. KGSS.xlsx

id: This value is anonymized user id who responded the survey. Data type is integer.

Age: This value is age of responded user. Data type is integer.

Location: This value is location of responded user. Data type is integer

Sex: This value is gender of responded user. Data type is integer

o,c,e,a,n: This value is result score of Big Five test of responded user. Data type is integer.

Partylr: This value is answered score of political leaning of responded user. Data type is integer.

**Location** File3. Me2day.xlsx

id: This value is anonymized user id who posted on Me2day. Data type is integer.

Age: This value is age of Me2day user. Data type is integer.

Location: This value is location of Me2day user. Data type is integer

Sex: This value is gender of Me2day user. Data type is integer

o,c,e,a,n: This value is result score of Big Five test estimated from text of Me2day user. Data type is integer.

Partylr: This value is answered score of political leaning estimated from text of Me2day user. Data type is integer.