STATE DATA CODE BOOK

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This dataset was compiled by Barton Poulson for demonstration purposes. It includes four categories of data for the 48 contiguous United States.

SAMPLING NOTE: My goal was to make comparisons for the entire United States. However, the source for personality data did not report data for Alaska, Hawaii, or the District of Columbia. As a result, they were excluded from this dataset, leaving the 48 contiguous states in the dataset.

1. GEOGRAPHIC DATA

- State: The common name of the states

- state\_code: The two-letter ANSI codes that are also used by the United States Postal Service. (Source: https://en.wikipedia.org/wiki/List\_of\_U.S.\_state\_abbreviations. Retrieved 2018-07-26.)

- region: The 48 states are divided into the four Census Bureau-designated regions and divisions: Northeast, Midwest, South, and West (Source: https://en.wikipedia.org/wiki/United\_States\_regions. Retrieved 2018-07-26.)

2. POLITICAL DATA

- gov (governor): Whether the state governor, as of 26 July 2018, was a Democrat or a Republican. (Note: Minnesota governor Mark Dayton was listed as "Democratic-Farmer-Labor" but was coded as "Democrat" for this dataset. Source: https://en.wikipedia.org/wiki/List\_of\_current\_United\_States\_governors. Retrieved 2018-07-26.)

Labels:

1 Republican

2 Democrat

3. PERSONALITY DATA

- per\_reg (Personality Region): Three state-level personality profiles

Labels:

1 Friendly and Conventional

2 Relaxed and Creative

3 Temperamental and Uninhibited

The next five personality variables are common psychological measures known as the Big Five Personality Traits (see https://en.wikipedia.org/wiki/Big\_Five\_personality\_traits). As is common with personality measures, the data are reported as T-scores, or scores that are standardized so that the mean is 50 and the standard deviation is 10 for each variable.

- per1: Extraversion (outgoing/energetic vs. solitary/reserved)

- per2: Agreeableness (friendly/compassionate vs. challenging/detached)

- per3: Conscientiousness (efficient/organized vs. easy-going/careless)

- per4: Neuroticism (sensitive/nervous vs. secure/confident)

- per5: Openness to experience (inventive/curious vs. consistent/cautious)

(Note: Alaska, Hawaii, and the District of Columbia did not have data on the psychological regions and so they were excluded from this dataset. Source: Divided We Stand: Three Psychological Regions of the United States and Their Political, Economic, Social, and Health Correlates.

Rentfrow et al. 2013. http://www.apa.org/pubs/journals/releases/psp-a0034434.pdf. Retrieved 2018-07-26.)

4. GOOGLE SEARCH DATA

These are various Google search terms that were selected for their approximate relationship to the personality traits. The scores indicate the relative popularity of the search term on state-by-state basis. The data are reported as z-scores, or scores that are standardized so that the mean is 0 and the standard deviation is 1 for each variable. (The scores are apparently weighted, as the means of the data are not exactly zero.) States with a higher score used that search term in a higher proportion of their Google searches than did other states.

- gc01: instagram

- gc02: facebook

- gc03: retweet: Twitter and tweet do not return any results on Google Correlate, so retweet was used as a surrogate.

- gc04: entrepreneur

- gc05: GDPR: General Data Protection Regulation, which is privacy law created by the European Union that affects all online businesses.

- gc06: privacy

- gc07: university

- gc08: mortgage

- gc09: volunteering: A loose indication of conscientiousness

- gc10: museum: A proxy for openness to experience, which often has aesthetic elements

- gc11: scrapbook: Another proxy for openness to experience

- gc12: modernDance: A third proxy for openness to experience

(Source: Google Correlate. https://www.google.com/trends/correlate. Retrieved 2018-07-26.)