Can the Ambiance of a Place be Determined by the User Profiles of the People Who Visit It?

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Physical environments: Offices, bedrooms, classrooms, neighborhoods, regions

Virtual environments: websites & Facebook

Aural environments: Music
Personality & Social Processes
(Buss, 1987)

- Manipulation
- Evocation
- Selection
Classroom Seating Patterns

Collaborators: Oliver Robinson, James Pennebaker
Achievement Motivation
Conscientiousness ‘with college friends’

26th 2nd 16th 21st 12th 19th 21st 26th 28th 4th 11th
Emotional stability

![Graph showing emotional stability from August 26th to November 11th with two lines representing 'Edge' and 'Middle' with specific dates and values marked on the x-axis and y-axis.]
Religiosity

Aug 26th

September 21st

October 26th

November 11th

[Color scale for values 2.7 to 3.7]
Vs.
The Big Sort: Why the Clustering of Like-Minded America Is Tearing Us Apart

Bill Bishop
Methods

Participants

N = 619,397

Mean age = 24 (SD = 9.8)

Collected between 1999 and 2005

• Mean sample from each state = 12,145 (SD = 12,671)
• Min. = 1,536 (WY). Max. = 71,873 (CA)

Regional differences in Neuroticism…
Who’s more depressed, easily upset, and tense?

Neuroticism
3.12 to 3.18 (9)
3.08 to 3.12 (9)
3.06 to 3.08 (10)
3.01 to 3.06 (10)
2.91 to 3.01 (10)
Neuroticism

Cancer-related deaths

$r = .70$
Regional differences in Openness…
Who’s more creative, tolerant, and artistic?

Openness
3.98 to 4.04  (14)
3.97 to 3.98   (5)
3.95 to 3.97   (8)
3.93 to 3.95  (10)
3.71 to 3.93  (11)
Vs.
Photos of people who frequent a particular CAFE

View the photos to the right. Indicate how well you think each trait below describes the people who would tend to go to this particular establishment. (Note: Although you are using the photos to come up with your impression of the typical patron for this establishment, you should rate the typical patron, not just the people shown in the photos). And please remember, there are no right or wrong answers. We are just interested in your impressions.

Please rate the extent to which you agree or disagree that each trait describes the typical patrons of this establishment. In cases where two traits are listed, rate the extent to which the pair of traits applies to the patrons, even if one characteristic applies more strongly than the other.

I see the typical patrons at this establishment as people who are...

1. Extraverted, enthusiastic

   1  2  3  4  5  6  7

2. Critical, quarrelsome

   1  2  3  4  5  6  7

3. Dependable, self-disciplined

   1  2  3  4  5  6  7

4. Anxious, easily-upset

   1  2  3  4  5  6  7

5. Open to new experiences, complex

   1  2  3  4  5  6  7

6. Reserved, quiet

   1  2  3  4  5  6  7

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Neither Agree Nor Disagree</th>
<th>Strongly Agree</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
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</table>
Vibe
• Artsy
• Bohemian
• Clean
• Conservative
• Shady
• Edgy
• Douchey

Activities
• Go dancing
• Read
• Relax
• Study
• Work
• Surf web
• pick up/flirt

People
• Extraverted
• Agreeable
• Conscientious
• Emotionally Stable
• Open
• Artsy
• Conservative
Vibe
- Mean ICC= .33
  - Bland
  - Cozy
  - Strange
  - Dingy
  - Douche-y
  - Meat Market
  - Traditional

Activities
- Mean ICC= .32
  - Go Dancing
  - Read
  - Relax
  - Study
  - Work
  - Surf the Web
  - Go On a Date

Personality
- Mean ICC= .62
  - Big Five
    - Artsy
  - Politically Conservative
  - Friendly
  - Attractive
  - Quirky
  - Narcissistic
Vibe
- Bohemian
- Luxurious
- Modern
- Romantic
- Douche-y
- Unique
- Meat Market

Activities
- Go Dancing
- Surf the Web
- Relax
- Schmooze
- Flirt/Pick Up People
- Go On a Date
- Relax

Personality
- Mean ICC = .62
- Mean ICC = .69
- Mean ICC = .79
- Big Five
- Attractive
- Funny
- Imaginative
- Trendy
- Quirky
- Likes to be Center Of Attention
<table>
<thead>
<tr>
<th>Trait</th>
<th>Correlation</th>
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<tbody>
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<td>Extraversion</td>
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<tr>
<td>Conscientiousness</td>
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<tr>
<td>Agreeableness</td>
<td>.31*</td>
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<tr>
<td>Emotional Stability</td>
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<tr>
<td>Openness</td>
<td>.41**</td>
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<tr>
<td>Quirky</td>
<td>.61***</td>
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<tr>
<td>Attractive</td>
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<td>People Watch</td>
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<td>Flirt/Pick Up People</td>
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<tr>
<td>Read</td>
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<tr>
<td>Conservative</td>
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<tr>
<td>Creepy</td>
<td>.32*</td>
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<td>Douche-y</td>
<td>.43**</td>
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<td>Homey</td>
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<td>Pleasant</td>
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<td>Strange</td>
<td>.48**</td>
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<td>Up-Scale</td>
<td>.45**</td>
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Thanks!
&
Questions?
Domains in which personality could be expressed

- LOW CONTROL
  - Dreams
  - Injuries
  - Language style
  - Nationality

- PUBLIC
  - Attractiveness
  - Geographic location
  - Office space
  - Profession
  - Residence
  - Car

- HIGH CONTROL
  - Websites
  - Bumper sticker
  - Email signature
  - Appearance
  - Ans. Mach. message
  - Language content
  - Friends
  - Handshake
  - Sports prefs
  - Movie prefs
  - Social life
  - Food prefs
  - Music prefs

- PRIVATE
  - Writing
  - Thoughts
  - Sleep
  - Dorm rooms
  - Books
  - Wallet
  - Underwear
  - Journal
  - Passwords
  - Thoughts
  - Dreams