Material Supplement - MATERIAL
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Table 1. Demographic and psychographic variables collected in the Cambridge Analytica Behavioral Profiling Data Set. Variables are listed in the order they were presented to the respondent. Demographic variables were asked first, followed by the Big Five Personality Inventory (BFI-44), the Schwartz Value Survey (SVS), and the Political Typology Quiz. For each variable, the table reports the question wording, response options, and the number of valid responses (N).