

Appendix 1: Facebook Category Structure

Supercategories		
Interests	Activities	Retail & Shopping
Auto Intenders	Charity	Beauty Products
Automotive	Cooking	Fashion
Beer, Wine & Spirits	Dancing	Luxury Goods
Electronics	Do-it-Yourselfing	
Environment	Teaching	
Planning	Television	
Health & Wellness	Food & Dining	
Home and Garden	Fast Food	
Literature	Frequent Diner	
News	Social Gaming	
Pets	Gaming Consoles	
Cats	Gardening	
Dogs	Outdoor Fitness	
Politics	Photography	
Conservative Politics	Photo Uploading	
Liberal Politics	Travel	
Non-partisan Politics		
Pop Culture		

Categories