Speed Dating Data Key

Key terms:
1. Wave: A wave is a round of speed dating, consisting of multiple speed dates. See Appendix 1 for wave information.
2. * means that for that set of traits:
   a. For waves 1-5 and 10-21, the columns are measured by distributing 100 points over all the categories. (e.g. 50 attractiveness, 50 intelligence, 0 ambitiousness, etc.).
   b. For waves 6-9, the columns are measured as 1-10, independent of the value for other columns (e.g. 9 attractiveness, 4 intelligence, 8 ambitiousness, etc.)

Column	Meaning
iid	Unique subject number. Unique identifier for participant.
id	Subject number within wave.
gender	Female = 0 Male = 1
idg	Subject number within gender
condtn	1 = Limited Choice 2 = Extensive Choice
round	Number of people that participant met in wave
position	Station number where met partner
positin1	Station number where started
order	Station number where started
partner	Partner's id number the night of event
pid	Partner's iid number
match	1 = Yes 0 = No
int_corr	Correlation between participant's and partner's rating of interests in time 1.
samerace	1 = Same race 2 = Different race
age_o	Age of partner
race_o	Race of partner
pf_o_att	Partner's stated preference at Time 1 for all 6 attributes
dec_o	Decision of partner the night of the event
attr_o	Rating by partner the night of the event, for all 6 attributes
age	Age of participant
Field	Field of study.
Field_cd	Field coded. See Appendix 2.
undergrd	School attended for undergraduate degree
mm_sat	Median SAT score for the undergraduate institution where attended. Taken from Barron's 25th Edition college profile book. Proxy for intelligence.
Tuition	Tuition listed for each response to <u>undergrad</u> in Barron's 25th Edition college profile book.

Race	Black/African American = 1 European/Caucasian-American = 2 Latino/Hispanic American = 3 Asian/Pacific Islander/Asian-American = 4 Native American = 5 Other = 6
imprace	How important is it to you (on a scale of 1-10) that a person you date be of the same racial/ethnic background?
imprelig	How important is it to you (on a scale of 1-10) that a person you date be of the same religious background?
from	Where are you from originally (before coming to Columbia)?
zipcode	What was the zip code of the area where you grew up?
income	Median household income based on zipcode using the Census Bureau website: http://venus.census.gov/cdrom/lookup/CMD=LIST/DB=C90STF3B/LEV=ZIP When there is no income it means that they are either from abroad or did not enter their zip code.
goal	What is your primary goal in participating in this event? Seemed like a fun night out = 1 To meet new people = 2 To get a date = 3 Looking for a serious relationship = 4 To say I did it = 5 Other = 6
date	In general, how frequently do you go on dates? Several times a week = 1 Twice a week = 2 Once a week = 3 Twice a month = 4 Once a month = 5 Several times a year = 6 Almost never = 7
go out	How often do you go out (not necessarily on dates)? Several times a week = 1 Twice a week = 2 Once a week = 3 Twice a month = 4 Once a month = 5 Several times a year = 6 Almost never = 7
career	What is your intended career?
career_c	Career coded. See appendix 3
Activities. (See right)	How interested are you in the following activities, on a scale of 1-10? sports: Playing sports/ athletics tvsports: Watching sports

	excersice: Body building/exercising dining: Dining out museums: Museums/galleries art: Art hiking: Hiking/camping gaming: Gaming clubbing: Dancing/clubbing reading: Reading tv: Watching TV theater: Theater movies: Movies concerts: Going to concerts music: Music shopping: Shopping yoga: Yoga/meditation
exphappy	Overall, on a scale of 1-10, how happy do you expect to be with the people you meet during the speed-dating event?
expnum	Out of the 20 people you will meet, how many do you expect will be interested in dating you?
attr1_1, sinc1_1, intel1_1, fun1_1, amb1_1, shar1_1	Please rate the importance of the following attributes in a potential date on a scale of 1-10 (1=not at all important, 10=extremely important). * - Attractiveness - Sincerity - Intelligence - Fun - Ambitious - Has shared hobbies / interests
attr4_1, sinc4_1, intel4_1, amb4_1, shar4_1	Now we want to know what you think MOST of your fellow men/women look for in the opposite sex. * - Attractiveness - Sincerity - Intelligence - Fun - Ambitious
attr2_1, sinc2_1, intel2_1, amb2_1, shar2_1	What do you think the opposite sex looks for in a date? * - Attractiveness - Sincerity - Intelligence - Fun - Ambitious
attr3_1, sinc3_1, intel3_1, amb3_1, shar3_1	How do you think you measure up? Please rate your opinion of your own attributes, on a scale of 1-10 (be honest!) * - Attractiveness - Sincerity - Intelligence

	- Fun - Ambitious
attr5_1, sinc5_1, intel5_1, amb5_1, shar5_1	And finally, how do you think others perceive you? Please rate yourself how you think others would rate you on each of the following attributes, on a scale of 1-10 (1=awful, 10=great) - Attractiveness - Sincerity - Intelligence - Fun - Ambitious
dec	Decision of participant (to see partner again) after date
attr	Attractiveness of partner rated by participant
sinc	Sincerity of partner rated by participant
intel	Intelligence of partner rated by participant
fun	Fun of partner rated by participant
amb	Ambitiousness of partner rated by participant
shar	Shared interests with partner rated by participant
like	Overall, how much do you like this person? (1=don't like at all, 10=like a lot)
prob	How probable do you think it is that this person will say 'yes' for you? (1=not probable, 10=extremely probable)
met	Have you met this person before? 1 = Yes, 0 = No
match_es	How many matches do you estimate you will get? (A match occurs when you and your partner both check "Yes" next to decision)
attr1_s, sinc1_s, intel1_s, fun1_s, amb1_s, shar1_s	[Question after halfway through all dates] We want to know what you look for in the opposite sex. * - Attractiveness - Sincerity - Intelligence - Fun - Ambitious - Has shared hobbies / interests
attr3_s, sinc3_s, intel3_s, fun3_s, amb3_s, shar3_s	[Question after halfway through all dates] Please rate your opinion of your own attributes, on a scale of 1-10 (1=awful, 10=great) Be honest! - Attractiveness - Sincerity - Intelligence - Fun - Ambitious - Has shared hobbies / interests
satis_2	[Survey is filled out the day after participating in the event.] Overall, how satisfied were you with the people you met? (1=not at all satisfied, 10=extremely satisfied)

length	[Survey is filled out the day after participating in the event.] Four minutes is: Too little=1 Too much=2 Just Right=3
numdat_2	[Survey is filled out the day after participating in the event.] The number of Speed "Dates" you had was: Too few=1 Too many=2 Just right=3
attr7_2, sinc7_2, intel7_2, fun7_2, amb7_2, shar7_2	[Survey is filled out the day after participating in the event.] Now, think back to your yes/no decisions during the Speed Dating event. Try to distribute the 100 points among these six attributes in the way that best reflects the actual importance of these attributes in your decisions. Give more points to those attributes that were more important in your decisions, and fewer points to those attributes that were less important in your decisions. Total points must equal 100.
attr1_2, sinc1_2, intel1_2, fun1_2, amb1_2, shar1_2	[Survey is filled out the day after participating in the event.] We want to know what you look for in the opposite sex. *
attr4_2, sinc4_2, intel4_2, fun4_2, amb4_2, shar4_2	[Survey is filled out the day after participating in the event.] What do you think MOST of your fellow men/women look for in the opposite sex? You have 100 points to distribute among the following attributes -- give more points to those attributes that you think your fellow men/women find more important in a potential date, and fewer points to those attributes that they find less important in a potential date. Total points must equal 100.
attr2_2, sinc2_2, intel2_2, fun2_2, amb2_2, shar2_2	[Survey is filled out the day after participating in the event.] What do you think the opposite sex looks for in a date? Please distribute 100 points among the following attributes -- give more points to those attributes that you think are more important to members of the opposite sex when they are deciding whether to date someone. *Total points must equal 100.*
attr3_2, sinc3_2, intel3_2,	[Survey is filled out the day after participating in the event.] How do you think you measure up?

fun3_2, amb3_2, shar3_2	Please rate your opinion of your own attributes, on a scale of 1-10 (1= awful and 10=great). Be honest!
attr5_2, sinc5_2, intel5_2, fun5_2, amb5_2, shar5_2	[Survey is filled out the day after participating in the event.] And finally, how do you think others perceive you? Please rate yourself how you think others would rate you on each of the following attributes, on a scale of 1-10 (1=awful, 10=great)
you_call	[Subjects filled out 3-4 weeks after they had been sent their matches] How many have you contacted to set up a date?
them_call	[Subjects filled out 3-4 weeks after they had been sent their matches] How many have contacted you?
date_3	[Subjects filled out 3-4 weeks after they had been sent their matches] Have you been on a date with any of your matches? Yes = 1, No = 2
numdat_3	[Subjects filled out 3-4 weeks after they had been sent their matches] If you have been on at least one date, how many of your matches have you been on a date with so far?
num_in_3	[Subjects filled out 3-4 weeks after they had been sent their matches] If you have been on at least one date, how many dates have you gone on so far?
attr1_3, sinc1_3, intel1_3, fun1_3, amb1_3, shar1_3	[Subjects filled out 3-4 weeks after they had been sent their matches] What do you look for in the opposite sex?*
attr7_3, sinc7_3, intel7_3, fun7_3, amb7_3, shar7_3	[Subjects filled out 3-4 weeks after they had been sent their matches] Now, think back to your yes/no decisions during the night of the Speed Dating event. Try to distribute the 100 points among these six attributes in the way that best reflects the actual importance of these attributes in your decisions. Give more points to those attributes that were more important in your decisions, and fewer points to those attributes that are less important in your decisions. Total points must equal 100.
attr4_3, sinc4_3, intel4_3, fun4_3, amb4_3,	[Subjects filled out 3-4 weeks after they had been sent their matches] Now we want to know what you think MOST of your fellow men/women look for in the opposite sex. Please rate the importance of the following attributes on a scale of 1-10 (1=not at

shar4_3	all important, 10=extremely important):
attr2_3, sinc2_3, intel2_3, fun2_3, amb2_3, shar2_3	[Subjects filled out 3-4 weeks after they had been sent their matches] What do you think the opposite sex looks for in a date? Please rate the importance of the following attributes on a scale of 1-10 (1=not at all important, 10=extremely important):
attr3_3, sinc3_3, intel3_3, fun3_3, amb3_3	[Subjects filled out 3-4 weeks after they had been sent their matches] Please rate your opinion of your own attributes, on a scale of 1-10 (1= awful and 10=great). Be honest!
attr5_3, sinc5_3, intel5_3, fun5_3, amb5_3	[Subjects filled out 3-4 weeks after they had been sent their matches] And finally, how do you think others perceive you? Please rate yourself how you think others would rate you on each of the following attributes, on a scale of 1-10 (1=awful, 10=great)

Appendix 1: Wave information

Wave #	Date	Preference Scale	Variations	# Males	# Females
1	October 16th '02	100 pt alloc.		10	10
2	October 23rd '02	100 pt alloc.		16	19
3	November 12th '02	100 pt alloc.		10	9
4	November 12th '02	100 pt alloc.		18	18
5	November 20^{th,} '02	100 pt alloc.	undergrads	10	10
6	March 26th '03	1-10 scale		5	5
7	March 26th '03	1-10 scale		16	16
8	April 2nd '03	1-10 scale		10	10
9	April 2nd '03	1-10 scale		20	20
10	September 24th '03	100 pt alloc.		9	9
11	September 24th '03	100 pt alloc.		21	21
12	October 7th '03	100 pt alloc.	Budget: only allowed to yes yes to 50% of the people that met	14	15
13	October 8th '03	100 pt alloc.	Different M.C.	9	10
14	October 8th '03	100 pt alloc.	Different M.C.	18	20
15	February 24th '04	100 pt alloc.		19	18
16	February 25th '04	100 pt alloc.		8	6
17	February 25th '04	100 pt alloc.		14	10
18	April 6th '04	100 pt alloc.	brought a magazine	6	6
19	April 6th '04	100 pt alloc.	brought a book	15	16
20	April 7th '04	100 pt alloc.	brought a book	8	6
21	April 7th '04	100 pt alloc.	brought a magazine	22	22

Appendix 2:

Field Coded:
1= Law
2= Math
3= Social Science, Psychologist
4= Medical Science, Pharmaceuticals, and Bio Tech
5= Engineering
6= English/Creative Writing/ Journalism
7= History/Religion/Philosophy
8= Business/Econ/Finance
9= Education, Academia
10= Biological Sciences/Chemistry/Physics
11= Social Work
12= Undergrad/undecided
13=Political Science/International Affairs
14=Film
15=Fine Arts/Arts Administration
16=Languages
17=Architecture
18=Other

Appendix 3:

career_c: career coded
1= Lawyer
2= Academic/Research
3= Psychologist
4= Doctor/Medicine
5=Engineer
6= Creative Arts/Entertainment
7= Banking/Consulting/Finance/Marketing/Business/CEO/Entrepreneur/Admin
8= Real Estate
9= International/Humanitarian Affairs
10= Undecided
11=Social Work
12=Speech Pathology
13=Politics
14=Pro sports/Athletics
15=Other
16=Journalism
17=Architecture

Appendix 4:

Scorecard:
[Filled out by subjects after each "date" during the event.]

SCORECARD
YOUR ID NUMBER:
Circle "Yes" or "No" below the ID number of each person you meet to indicate whether or not you would like to see him or her again. Rate their attributes on a scale of 1-10: (1=awful, 10=great). If you haven't formed an opinion based on your conversation, fill in N/A, but please fill in all boxes. This will be TOTALLY confidential and will NOT be shared with anyone. Then, answer the remaining questions for each person you meet.

ID #:	1	2	3	4	5	6	7	8	9	10

Decision	1=yes 0=no	Y n	yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no

Attributes (1=awful, 10=great)										
Attractive	attr									
Sincere	sinc									
Intelligent	intel									
Fun	fun									
Ambitious	amb									
Shared Interests/Hobbies	shar									

Overall, how much do you like this person? (1=don't like at all, 10=like a lot)	like									
How probable do you think it is that this person will say 'yes' for you? (1=not probable, 10=extremely probable)	prob									
Have you met this person before?	met 1=yes 2=no		yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no

ID #:	11	12	13	14	15	16	17	18	19	20
Decision	yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no

Attributes (1=awful, 10=great)										
Attractive										
Sincere										
Intelligent										
Fun										
Ambitious										
Shared Interests/Hobbies										

Overall, how much do you like this person? (1=don't like at all, 10=like a lot)										
How probable do you think it is that this person will say 'yes' for you? (1=not probable, 10=extremely probable)										
Have you met this person before?	yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no	yes no