**Speed Dating Data Key**

iid: unique subject number, group(wave id gender)

~~id: subject number within wave~~

gender: Female=0

Male=1

~~idg: subject number within gender, group(id gender)~~

condtn:

1=limited choice

2=extensive choice

wave:

| 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 20th, ‘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 |

~~round: number of people that met in wave~~

~~position: station number where met partner~~

~~positin1: station number where started~~

~~order: the number of date that night when met partner~~

~~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 ratings of interests in Time 1

samerace: participant and the partner were the same race. 1= yes, 0=no

age\_o: age of partner

race\_o: race of partner

pf\_o\_att: partner’s stated preference at Time 1 (attr1\_1) for all 6 attributes **(PREFERENCE)**

dec\_o: decision of partner the night of event

attr\_o: rating by partner the night of the event, for all 6 attributes   
**(RATING BY PARTNERS)**

**signup/Time1:**

[Survey filled out by students that are interested in participating in order to register for the event.]

age:

field: field of study

field\_cd: 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

undergrd: school attended for undergraduate degree

mn\_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 undergrad 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

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

12. 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? (MOSTLY EMPTY)~~

We want to know what you look for in the opposite sex.

Waves 6-9: 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):

Waves 1-5, 10-21: You have 100 points to distribute among the following attributes -- give more points to those attributes that are more important in a potential date, and fewer points to those attributes that are less important in a potential date. Total points must equal 100.



attr1\_1

Attractive

sinc1\_1

Sincere

intel1\_1

Intelligent

fun1\_1

Fun

amb1\_1

Ambitious

shar1\_1

Has shared interests/hobbies

GENERAL MATING

Now we want to know what you think MOST of your fellow men/women look for in the opposite sex.

Waves 6-9: Please rate the importance of the following attributes on a scale of 1-10 (1=not at all important, 10=extremely important):

Waves 10-21 : 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.

attr4\_1

Attractive

sinc4\_1

Sincere

intel4\_1

Intelligent

fun4\_1

Fun

amb4\_1

Ambitious

shar4\_1

Shared Interests/Hobbies

DATE

What do you think the opposite sex looks for in a date?

Waves 6-9: Please rate the importance of the following attributes on a scale of 1-10 (1=not at all important, 10=extremely important):

 Waves 1-5 and 10-21: 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.

attr2\_1

Attractive

sinc2\_1

Sincere

int2\_1

Intelligent

fun2\_1

Fun

amb2\_1

Ambitious

shar2\_1

Has shared interests/hobbies

How do you think you measure up?

Please rate your opinion of your own attributes, on a scale of 1-10 (be honest!):

attr3\_1

Attractive

sinc3\_1

Sincere

int3\_1

Intelligent

fun3\_1

Fun

amb3\_1

Ambitious

~~And finally, how do you think others perceive you?~~ (EMPTY)

~~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)~~

~~attr5\_1~~

~~Attractive~~

~~sinc5\_1~~

~~Sincere~~

~~int5\_1~~

~~Intelligent~~

~~fun5\_1~~

~~Fun~~

~~amb5\_1~~

~~Ambitious~~

**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 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| dec |  |  |  |  |  |  |  |  |  |  |
| 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 |

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)?: \_\_\_\_\_\_\_\_\_\_\_

**Half way through meeting all potential dates during the night of the event on their scorecard:**

Hold up! Now that you are half way through your Speed Dates, we have a few questions for you…

We want to know what you look for in the opposite sex. (HALF WAY )

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).

attr1\_s

Attractive\_\_\_\_\_\_

sinc1\_s

Sincere \_\_\_\_\_\_

intel1\_s

Intelligent \_\_\_\_\_\_\_

fun1\_s

Fun \_\_\_\_\_\_\_

amb1\_s

Ambitious \_\_\_\_\_\_\_\_

shar1\_s

Shared Interests/Hobbies \_\_\_\_\_\_\_\_\_\_

Please rate your opinion of your own attributes, on a scale of 1-10 (1=awful, 10=great) --Be honest!

attr3\_s

Attractive\_\_\_\_\_\_

sinc3\_s

Sincere \_\_\_\_\_\_

intel3\_s

Intelligent \_\_\_\_\_\_\_

fun3\_s

Fun \_\_\_\_\_\_\_

amb3\_s

Ambitious \_\_\_\_\_\_\_\_

**followup/Time2:**

[Survey is filled out the day after participating in the event. Subjects must have submitted this in order to be sent their matches.]

satis\_2:

Overall, how satisfied were you with the people you met? (1=not at all satisfied, 10=extremely satisfied)

length:

Four minutes is:

Too little=1

Too much=2

Just Right=3

numdat\_2:

The number of Speed "Dates" you had was:

Too few=1

Too many=2

Just right=3

(EMPTY)

~~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.~~

~~attr7\_2~~

~~Attractive~~

~~sinc7\_2~~

~~Sincere~~

~~intel7\_2~~

~~Intelligent~~

~~fun7\_2~~

~~Fun~~

~~amb7\_2~~

~~Ambitious~~

~~shar7\_2~~

~~Has shared interests/hobbies~~

**– IS IT AFTER THE EVENT ?**

We want to know what you look for in the opposite sex.

Waves 1-5 and 10-21: You have 100 points to distribute among the following attributes -- give more points to those attributes that are more important in a potential date, and fewer points to those attributes that are less important in a potential date. *Total points must equal 100.*

Waves 6-9: 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):

attr1\_2

Attractive

sinc1\_2

Sincere

intel1\_2

Intelligent

fun1\_2

Fun

amb1\_2

Ambitious

shar1\_2

Has shared interests/hobbies

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.*

attr4\_2

Attractive

sinc4\_2

Sincere

intel4\_2

Intelligent

fun4\_2

Fun

amb4\_2

Ambitious

shar4\_2

Shared Interests/Hobbies

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.*

attr2\_2

Attractive

sinc2\_2

Sincere

intel2\_2

Intelligent

fun2\_2

Fun

amb2\_2

Ambitious

shar2\_2

Has shared interests/hobbies

How do you think you measure up?

Please rate your opinion of your own attributes, on a scale of 1-10 (1= awful and 10=great). Be honest!

attr3\_2

Attractive

sinc3\_2

Sincere

int3\_2

Intelligent

fun3\_2

Fun

amb3\_2

Ambitious

(EMPTY)

~~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)~~

~~attr5\_2~~

~~Attractive~~

~~sinc5\_2~~

~~Sincere~~

~~int5\_2~~

~~Intelligent~~

~~fun5\_2~~

~~Fun~~

~~amb5\_2~~

~~Ambitious~~

**followup2/ Time3:**

[Subjects filled out 3-4 weeks after they had been sent their matches]

SINCE HURRYDATING…

1. Of the matches that you received:

you\_call:

(a) How many have you contacted to set up a date?

them\_cal:

(b) How many have contacted you?

date\_3:

Have you been on a date with any of your matches?

Yes=1

No=2

~~If you have been on at least one date, please answer the following:~~

~~numdat\_3:~~

~~(a) How many of your matches have you been on a date with so far?~~

~~num\_in\_3~~

~~If yes, how many?~~

What do you look for in the opposite sex?

Please distribute 100 points among the following attributes -- give more to attributes that were more important in your decisions when Hurrydating, and less to attributes that were less important. Total points must equal 100.

We want to know what you look for in the opposite sex.

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):

attr1\_3

Attractive

sinc1\_3

Sincere

intel1\_3

Intelligent

fun1\_3

Fun

amb1\_3

Ambitious

shar1\_3

Has shared interests/hobbies

(EMPTY)

~~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 less less important in your decisions. Total points must equal 100.~~

~~attr7\_3~~

~~Attractive~~

~~sinc7\_3~~

~~Sincere~~

~~intel7\_3~~

~~Intelligent~~

~~fun7\_3~~

~~Fun~~

~~amb7\_3~~

~~Ambitious~~

~~shar7\_3~~

~~Has shared interests/hobbies~~

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 all important, 10=extremely important):

attr4\_3

Attractive

sinc4\_3

Sincere

intel4\_3

Intelligent

fun4\_3

Fun

amb4\_3

Ambitious

shar4\_3

Has shared interests/hobbies

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):

attr2\_3

Attractive

sinc2\_3

Sincere

intel2\_3

Intelligent

fun2\_3

Fun

amb2\_3

Ambitious

share2\_3

Has shared interests/hobbies

Please rate your opinion of your own attributes, on a scale of 1-10 (1= awful and 10=great). Be honest!

attr3 \_3

Attractive

sinc3\_3

Sincere

intel3\_3

Intelligent

fun3\_3

Fun

amb3\_3

Ambitious

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)

attr5\_3

Attractive

sinc5\_3

Sincere

int5\_3

Intelligent

fun5\_3

Fun

amb5\_3

Ambitious