Network Analysis Corp

Code Book

This code book contains the coded data and their interpretation in the study of “Real Shades Sunglasses”.

1. **Anonymity code:**

The participants were coded with a letter and a number to conceal their identity as agreed upon in the agreements and contracts for the study. The interpretation of the anonymity code Is as follows:

a1= Sarah

a2 = Jack

a3 = David.Q

a4 = Rachel

a5 = Mark

a6 = Olivia

a7= Sam

a8 = Lucas.G

a9 = Jade

a10 = Mike

a11 = Tom

a12 = Karen

a13 = Jane

a14 = Emily

a15 = Lily

a16 = Max

a17 = Ava.S

a18 = Leo

a19 = Erin

a20 = Zoe

a21 = Samantha

a22 = Benjamin

a23 = Emily.G

a24 = Tyler

"a25 = Jasmine

"a26 = William

a27 = Chloe

a28 = Elijah

a29 = Talitha,

a30 = Lucas

a31 = Natalie

a32 = Joshua

a33 = Sophia

a34 = Matthew

a35 = Isabella

a36 = Jacob

a37 = Ava.L

a38 = Ethan

a39 = Mia

a40 = Alexander

a41 = Anna

a42 = Bob

a43 = Hannah

a44 = Jada

a45 = Greg

a46 = Susan

a47 = Debbie

a48 = Yara

a49 = Alice

a50 = Nicole

a51 = Simon

a52 = Michael

a53 = Lisa

a54 =Crystal

a55 = Sanaa

a56 = Sheryl

a57 = Frank

a58 = Alliyah

a59 = Rachel.P

a60 = Tyra

a61 = Yuana

a62 = Dwayne

a63 = Jalyne

a64 = Dejon

a65 = Ruth

a66 = Cameron

a67 = Ruby

a68 = Alex

a69 = David.S

a70 = Ave

1. **Attribute code:**

We coded the attributes such that they are represented by numeric values in the data set some of which are weighted (e.g., seniority). The interpretation of the attribute code is as follows:

1. **Department:**

0 = Executive

1 = Marketing

2 = Sales

3 = Human Resources

4 = Distribution

5 = Manufacturing

6 =Finance

1. **Gender:**

0 =. Female

1 = Male

1. **Corrective Lenses**

0 = Doesn’t need

1 =. Needs

1. **Seniority**

0 = Entry Level (0-6 years)

1 = Junior Employee (6-10 years)

2 = Senior Employee (10+ years)

1. **Hobby**

0 = Poker

1 = Tennis

2 = Cooking

3 = Camping

4 = Golf

5 = Coffee Roasting

6 = Video Games

1. **Mentorship**

0 = Mentee

1 = Mentor