

# Research Proposal Presentation

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# Research Question

*What are the primary attributes people look for in a romantic partner, and what habits do they form once they are in relationships?*



What are the **specific attributes** people value more or less?



Are these preferences **consistent across demographics** (age, gender, etc.), or do they change?



How do these similarities and differences in preferences **compare** with each other?

# Sources of Data

## Data Source 1:

- Private data source from research conducted by psychology professor at Penn
- 200+ responses on 20+ questions
- A survey designed to determine the respondents' "Ideal Man / Woman"
  - Sample survey question:

*All trait are presented in alphabetical order. You can spend anything between \$0 and \$100 on each trait*

\$\_\_\_ **Body**

\$\_\_\_ **Face**

\$\_\_\_ **Fidelity**

\$\_\_\_ **Intelligence**

\$\_\_\_ **Kindness**

\$\_\_\_ **Sense of humor**

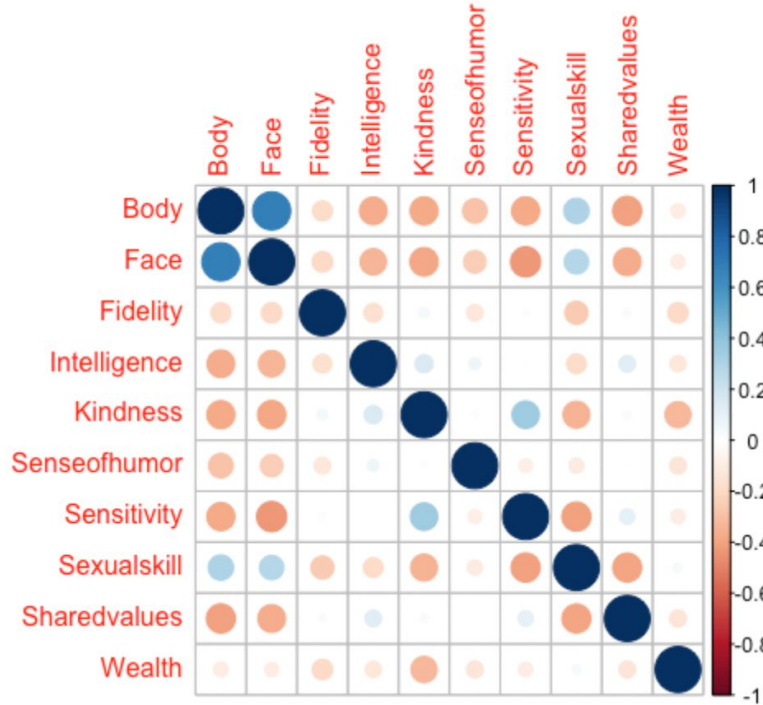
\$\_\_\_ **Sensitivity**

\$\_\_\_ **Sexual skill**

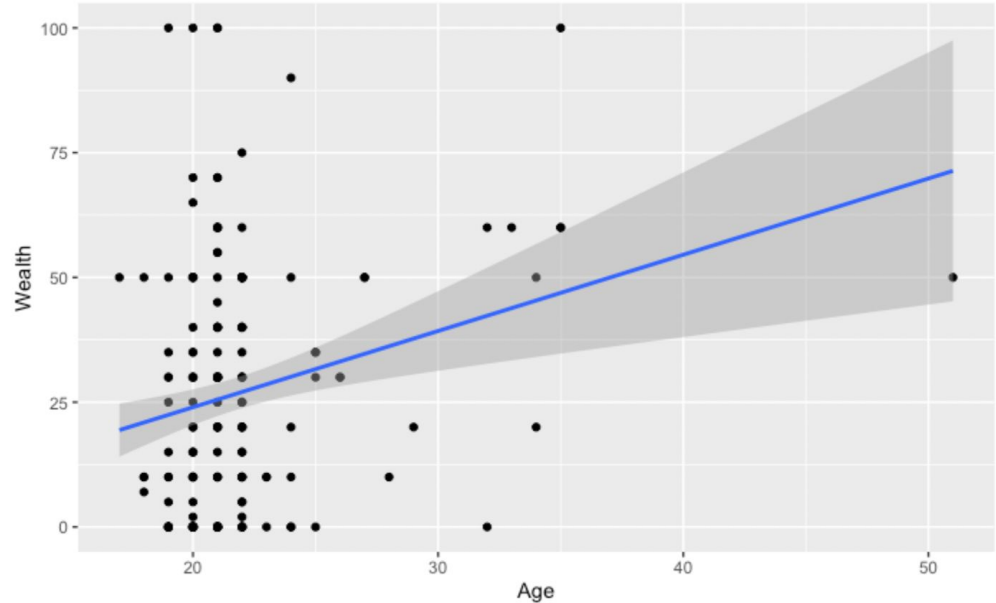
\$\_\_\_ **Shared values**

\$\_\_\_ **Wealth**

# ***Preliminary Analysis Conducted***



Correlations between attributes respondents valued



Regressions ran on categorical variables

# Data Source 2

- 2014/2015 survey data from Pew Charitable Trusts
- 50+ questions related to teen behavior leading up to and during a relationship
- Sample survey questions

KR6. How often [did/do] you spend time with your boyfriend, girlfriend or significant other...? / SUMMARY OF 'EVERY DAY' RESPONSES

	BAN A -TEEN GENDER-			-----TEEN AGE-----							-----TEEN AGE AND GENDER-----				-----TEEN SEXUAL ORIENTATION-----				-----TEEN SEXUALLY--	
	TOTAL	BOYS	GIRLS	13-14	15-17	13	14	15	16	17	BOYS 13-14	GIRLS 13-14	BOYS 15-17	GIRLS 15-17	STRAIGHT	GAY OR LESBIAN	BI- SEXUAL	SOMETHING ELSE/ NOT SURE	ACTIVE	NOT ACTIVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASED ON TEENS WHO HAVE EVER DATED	370	200	170	89	281	38	51	80	101	100	48	42	152	129	341	1	17	9	111	244
UNWEIGHTED BASE	361	184	177	96	265	45	51	71	95	99	53	43	131	134	325	2	18	12	105	245
Text messaging (c)	268 72%	133 66%	135 79% B	55 62%	213 76% D	24 63%	31 60%	52 65%	79 78%	79 82% GH	82 61%	29 62%	104 68%	109 85% KLM	249 73% R	-	13 79% R	3 35% R	85 76%	175 72%
Talking on the phone (b)	146 39%	77 39%	69 40%	28 31%	118 42%	6 16%	21 42% F	29 37% F	44 44% F	44 44% F	19 40%	8 20%	58 38% L	60 47% L	135 40% R	-	7 44% R	1 14% R	63 56% T	77 32%
Instant or online messaging (d)	108 29%	58 29%	50 29%	22 24%	86 31%	11 30%	10 20%	27 34%	29 30%	30 29%	11 23%	10 25%	47 31%	40 31%	102 30%	-	4 25%	-	35 32%	67 28%
Posting on social media sites (g)	79 24%	44 25%	35 23%	20 27%	58 23%	9 28%	11 27%	16 23%	21 23%	22 24%	11 29%	10 26%	33 24%	25 22%	75 25%	-	3 22%	-	27 26%	52 24%
On messaging apps (like WhatsApp or Kik) (i)	74 21%	38 20%	36 22%	20 24%	54 20%	6 18%	14 28%	20 29%	18 18%	16 16%	13 29%	8 19%	25 17%	29 24%	70 22%	-	3 20%	-	18 17%	57 24%
In person, outside of school (a)	77 21%	48 24%	29 17%	23 26%	54 19%	12 32% H	11 21%	10 13%	25 25%	19 19%	14 30%	9 21%	33 22%	21 16%	74 22% Q	-	0 3%	2 19%	27 24%	50 20%
Video chatting (e)	46 12%	25 12%	21 12%	8 8%	38 14%	2 6%	5 10%	10 12%	19 19%	9 9% F	6 12%	2 5%	19 13%	19 15%	42 12%	-	3 13%	-	24 22% T	20 8%
Emailing (f)	23 6%	13 6%	10 6%	8 9%	15 5%	1 3%	7 13%	3 4%	4 4%	8 8%	2 5%	5 13%	10 7%	5 4%	20 6%	-	2 12%	-	11 10%	10 4%

# ***Dimensions of Analysis***

## **Dimensions:**

- Who
- Age
- Time
- Demographics

## **Kinds of analyses we plan to carry out:**

- Will analyze mean, median, mode, range of sets in the data, percentages, correlations, regressions, and t-tests
- Will also match the demographic group data with survey responses
  - Ex: When comparing men and women, are women more likely to care about intelligence than men?