

Speed dating experiment data set

Description from <https://www.kaggle.com/annavictoria/speed-dating-experiment>

What influences love at first sight? (Or, at least, love in the first four minutes?)

This [dataset](#) was compiled by Columbia Business School professors Ray Fisman and Sheena Iyengar for their paper [Gender Differences in Mate Selection: Evidence From a Speed Dating Experiment](#).

Data was gathered from participants in experimental speed dating events from 2002-2004. During the events, the attendees would have a four minute "first date" with every other participant of the opposite sex. At the end of their four minutes, participants were asked if they would like to see their date again. They were also asked to rate their date on six attributes: Attractiveness, Sincerity, Intelligence, Fun, Ambition, and Shared Interests.

The dataset also includes questionnaire data gathered from participants at different points in the process. These fields include: demographics, dating habits, self-perception across key attributes, beliefs on what others find valuable in a mate, and lifestyle information. See the Speed Dating Data Key document below for details.

For more analysis from Iyengar and Fisman, read [Racial Preferences in Dating](#).

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 16 th '02	100 pt alloc.		10	10
2	October 23 rd '02	100 pt alloc.		16	19
3	November 12 th '02	100 pt alloc.		10	9
4	November 12 th '02	100 pt alloc.		18	18
5	November 20 th , '02	100 pt alloc.	undergrads	10	10

6	March 26 th '03	1-10 scale		5	5
7	March 26 th '03	1-10 scale		16	16
8	April 2 nd '03	1-10 scale		10	10
9	April 2 nd '03	1-10 scale		20	20
10	September 24 th '03	100 pt alloc.		9	9
11	September 24 th '03	100 pt alloc.		21	21
12	October 7 th '03	100 pt alloc.	Budget: only allowed to yes yes to 50% of the people that met	14	15
13	October 8 th '03	100 pt alloc.	Different M.C.	9	10
14	October 8 th '03	100 pt alloc.	Different M.C.	18	20
15	February 24 th '04	100 pt alloc.		19	18
16	February 25 th '04	100 pt alloc.		8	6
17	February 25 th '04	100 pt alloc.		14	10
18	April 6 th '04	100 pt alloc.	brought a magazine	6	6
19	April 6 th '04	100 pt alloc.	brought a book	15	16
20	April 7 th '04	100 pt alloc.	brought a book	8	6
21	April 7 th '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

dec_o: decision of partner the night of event

attr_o: rating by partner the night of the event, for all 6 attributes

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

excercise: 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?

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.

Attractive	+
Sincere	+
Intelligent	+
Fun	+
Ambitious	+
Shared Interests	+
<hr/>	
	100

attr1_1
Attractive
sinc1_1
Sincere
intell1_1
Intelligent
fun1_1
Fun
amb1_1
Ambitious
shar1_1
Has shared interests/hobbies

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

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?

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 #:	11	12	13	14	15	16	17	18	19	20
-------	----	----	----	----	----	----	----	----	----	----

[illegible][illegible]

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.

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

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

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

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

intell1 3

Intelligent

fun1 3

Fun

amb1 3

Ambitious

shar1 3

Has shared interests/hobbies

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

intell7 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