

### 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 <sup>th</sup> '02   | 100 pt alloc.    |   | 10      | 10        |
| 2      | October 23 <sup>rd</sup> '02   | 100 pt alloc.    |   | 16      | 19        |
| 3      | November 12 <sup>th</sup> '02  | 100 pt alloc.    |   | 10      | 9         |
| 4      | November 12 <sup>th</sup> '02  | 100 pt alloc.    |   | 18      | 18        |
| 5      | November 20 <sup>th</sup> '02  | 100 pt alloc.    | undergrads  | 10      | 10        |
| 6      | March 26 <sup>th</sup> '03     | 1-10 scale       |   | 5       | 5         |
| 7      | March 26 <sup>th</sup> '03     | 1-10 scale       |   | 16      | 16        |
| 8      | April 2 <sup>nd</sup> '03      | 1-10 scale       |   | 10      | 10        |
| 9      | April 2 <sup>nd</sup> '03      | 1-10 scale       |   | 20      | 20        |
| 10     | September 24 <sup>th</sup> '03 | 100 pt alloc.    |   | 9       | 9         |
| 11     | September 24 <sup>th</sup> '03 | 100 pt alloc.    |   | 21      | 21        |
| 12     | October 7 <sup>th</sup> '03    | 100 pt alloc.    | Budget: only allowed to yes yes to 50% of the people that met | 14      | 15        |
| 13     | October 8 <sup>th</sup> '03    | 100 pt alloc.    | Different M.C.  | 9       | 10        |
| 14     | October 8 <sup>th</sup> '03    | 100 pt alloc.    | Different M.C.  | 18      | 20        |
| 15     | February 24 <sup>th</sup> '04  | 100 pt alloc.    |   | 19      | 18        |
| 16     | February 25 <sup>th</sup> '04  | 100 pt alloc.    |   | 8       | 6         |
| 17     | February 25 <sup>th</sup> '04  | 100 pt alloc.    |   | 14      | 10        |
| 18     | April 6 <sup>th</sup> '04      | 100 pt alloc.    | brought a magazine  | 6       | 6         |
| 19     | April 6 <sup>th</sup> '04      | 100 pt alloc.    | brought a book  | 15      | 16        |

|    |                           |               |                    |    |    |
|----|---------------------------|---------------|--------------------|----|----|
| 20 | April 7 <sup>th</sup> '04 | 100 pt alloc. | brought a book     | 8  | 6  |
| 21 | April 7 <sup>th</sup> '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 25<sup>th</sup> Edition college profile book. Proxy for intelligence.

tuition: Tuition listed for each response to undergrad in Barron's 25<sup>th</sup> 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.

|                              |                  |   |     |
|------------------------------|------------------|---|-----|
| <u>attr1_1</u>               |                  |   |     |
| Attractive                   | Attractive       | + |     |
| <u>sinc1_1</u>               | Sincere          | + |     |
| Sincere                      | Sincere          | + |     |
| <u>intel1_1</u>              | Intelligent      | + |     |
| Intelligent                  | Fun              | + |     |
| <u>fun1_1</u>                | Ambitious        | + |     |
| Fun                          | Shared Interests | + |     |
| <u>amb1_1</u>                |                  |   | 100 |
| Ambitious                    |                  |   |     |
| <u>shar1_1</u>               |                  |   |     |
| 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.

|                          |
|--------------------------|
| <u>attr4_1</u>           |
| Attractive               |
| <u>sinc4_1</u>           |
| Sincere                  |
| <u>intel4_1</u>          |
| Intelligent              |
| <u>fun4_1</u>            |
| Fun                      |
| <u>amb4_1</u>            |
| Ambitious                |
| <u>shar4_1</u>           |
| 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 #: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------|---|---|---|---|---|---|---|---|---|----|

dec

[illegible]

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

[illegible]



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

|          |           |           |           |           |           |           |           |           |           |           |
|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Decision | yes<br>no | yes<br>no | yes<br>no | yes<br>no | yes<br>no | yes<br>no | yes<br>no | yes<br>no | yes<br>no | yes<br>no |
|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|

|                                      |  |  |  |  |  |  |  |  |  |  |
|--------------------------------------|--|--|--|--|--|--|--|--|--|--|
| Attributes<br>(1=awful,<br>10=great) |  |  |  |  |  |  |  |  |  |  |
| Attractive                           |  |  |  |  |  |  |  |  |  |  |
| Sincere                              |  |  |  |  |  |  |  |  |  |  |
| Intelligent                          |  |  |  |  |  |  |  |  |  |  |
| Fun                                  |  |  |  |  |  |  |  |  |  |  |
| Ambitious                            |  |  |  |  |  |  |  |  |  |  |
| Shared<br>Interests/Hobbies          |  |  |  |  |  |  |  |  |  |  |

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

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 \_\_\_\_\_

intell1\_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 \_\_\_\_\_

intell3\_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

intell4\_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