Kolt Thesis Codebook (1997)

This codebook is designed to help you in the process of coding personal ads. Each variable is defined based on its use in this study. You are to refer to these definitions and only these definitions while coding your ads. You may know of other definitions of these words, but those do not apply to this study. In addition, you are to code the ads based on the instructions that follow. You may have previous experience in research or coding but because each study is different you are to code only according to these instructions.

Instructions:

This is a study of how people write personal advertisements. The study is looking for what different types of allurements advertisers use in authoring this type of ad. Your job here is to read the ads and identify words or phrases as certain types of these enticements. After identifying them you will code them in numerical order on the corresponding codesheet. There are also some form and demographic variables that will be coded for each ad.

In section one of this codebook you will find a list of words and definitions. These words are the variables in this study, the definitions are the applications of the variables in this study. Your first duty is to familiarize yourself with the variables and their definitions. Do this by reading through the list a few times, asking questions if you do not understand the definition. Remember that these may not be the definitions that you are most familiar with associated with the variables, so pay close attention.

After some definitions you will find specific instructions for coding that variable. If no specific instructions are offered follow the basic instructions found here. Each column has skip interval instructions printed on it. Begin with the highlighted ad and skip the appropriate number of ads between each coding.

Basic instructions:

1. Read each ad completely.

2. Read each ad a second time. This time you will pay attention for the existence of the listed variables. Be careful, these variables may be found in words, phrases or even abbreviations. As you find variables mark them on the codesheet assigned to that ad. (Ad number 1, codesheet number 1.) The variables are marked based on their order of occurrence in the ad. If the first variable you find is HEIGHT mark a 1 on the codesheet next to HEIGHT. If the second variable is REWARD ASSOCIATION mark a 2 next to REWARD ASSOCIATION on the codesheet, and so on. In addition you must decide whether the variable is "offered" or "requested". Each code sheet is divided into two markable columns. The first column is the offered column the second is the requested column. If a variable is being offered as a characteristic of the advertiser

you put the number in the offered column. If the variable is something that the advertiser wishes that the respondent posses you place the number in the corresponding requested block.

If the ad reads "Six foot season ticket holder for the ballet seeks someone to share tickets with..." You would code HEIGHT as 1 in the offered column, REWARD ASSOCIATION as 2 in the offered column, and LEISURE as 3 in the offered column. If our ad had, however, read "Six foot, ballet season ticket holder wanted by. . ." the codes become; HEIGHT, I (requested), LEISURE, 2 (requested), and REWARD ASSOCIATION, 3 (requested). Note how changing one word significantly changes the way the ad is coded.

The definitions of variables 1-36 are as follows:

I . **Altruism:** The advertiser offers or seeks a charitable, helping character trait. Symbolized by words such as giving or benevolent.

2. **Assume control:** the advertiser presents himself or herself as or seeks a partner who is a person who is in control of whatever is going on. Symbolized by words such as take charge or dominant (when not referring to sexual behavior).

3. **Assume Equality:** the advertiser states his/her feelings of social equality regardless of personal traits or characteristics or seeks those traits in a potential mate. Symbolized by words such as: equity and openness (to all races, religions, etc ...).

4. **Comfortable self.** The advertiser show his/her is or seeks someone who is comfortable in social settings, self confident, and/or has a good sense of humor. Symbolized by words such as outgoing, fun loving, social or confident.

5. **Concede control:** The advertiser offers or seeks submissiveness to/from (potential) respondents ideas and wants. Symbolized by words such as submissive (other than sexual) or timid.

6. **Conversational rule keeping:** The advertiser presents himself/herself as or seeks someone who conforms to the proper rules of cultural etiquette. Symbolized by words such as chivalrous and polite.

7. **Dynamism:** The advertiser presents herself or himself or seeks someone who is an active enthusiastic person. Symbolized by words such as active and enthusiastic.

8. **Elicit other's disclosures:** The advertiser shows that he/she encourages or seeks alternate views. Symbolized by words such as open minded and adaptable.

9. **Facilitate enjoyment:** The advertiser shows willingness to join the activities of the respondent or vice versa. Symbolized by words such as willing to learn or try new things, or expresses interest in doing something for the first time.

10. **Inclusion of other:** the advertiser shows the desire for the (potential) respondent to join in his/her activities or to join the engagements of the repayments. Symbolized by words such as seeking someone; to join or include in (preexisting social engagements).

11. **Influence perceptions of closeness:** the advertiser shows the desire to or seeks someone with the desire to quickly make the relationship close. Symbolized by words such as seeks husband/wife/lifemate etc... or marriage/long term commitment.

12. **Listening:** the advertiser refers to himself/herself as or seeks a good listener. Symbolized by words such as good listener or communicator.

13. **Nonverbal intimacy:** the advertiser offers language specific to certain cultures or life-styles. This is symbolized by patterns or words specific to said cultures such as flygirl,homeboy and booty.

14. **Openness:** the advertiser discloses personal information to the target or seeks a high self discloser. Symbolized by the inclusion of some social insecurity or private fact in the ad.

15. **Optimism:** the advertiser presents himself or herself to the (potential) respondents as a positive person or seeks such positivity in respondents. Symbolized by words such as positive or idealistic.

16. **Personal autonomy:** the advertiser presents himself or herself to the (potential) respondents as independent or seeks such independence in respondents. Symbolized by words such as independent or free thinking.

17. **Physical attractiveness:** the advertiser reveals items of physical description designed to show the (potential) respondent that he/she is physically attractive or seeks someone with the descriptor characteristics. Symbolized by words such as beautiful or handsome or by specific descriptions of physical attributes. These attributes are distinguished from those attributes which include sexually related descriptions as described later under "sexual attractivenes."

18. **Present interesting self-.** the advertiser presents himself or herself to the (potential) respondent as someone who would be interesting to know and/or prestigious or seeks such prestige in respondents. Symbolized by descriptions of personal hobbies that are not commonplace such as mountain climber or world traveler or by titles such as corporate executive or doctor.

19. **Reward association:** the advertiser presents himself or herself in such a way that the respondent perceives that the advertiser can reward the respondent for associating with him or her or seeks a respondent who can offer such reward. Symbolized by words such as season ticket holder or connected (in some rewarding field).

20. **Self concept confirmation:** the advertiser presents himself or herself as encouraging and reinforcing to the desires of the respondent or seeks respondents who are supportive in this manner. Symbolized by words such as encouraging or supportive.

21. **Self inclusion:** the advertiser shows the willingness to adapt to the environment of the respondent or seeks a respondent who is willing to adjust to the ad writers environment. Symbolized by words such as willing to relocate or adjust to the respondent's schedule.

22. **Sensitivity:** the advertiser shows warmth and empathy toward the feelings of the respondent or seeks such understanding in potential mates. Symbolized by words such as understanding and sensitive.

23. **Similarity:** the advertiser shows that he/she is seeking someone with similar tastes and attitudes. Symbolized by the revealing of personal attitudes and/or tastes along with words such as seeks same or similar attributes in respondent.

24. **Supportiveness:** the advertiser shows the positive interest in the respondents social activities or seeks someone who will support his/her current social encounters. Symbolized by words such as unopposing or socially supportive.

25. **Trustworthiness:** the advertiser presents himself or herself as an honest, reliable person or seeks such honesty in a relational partner. Symbolized by words such as honest, trustworthy or reliable.

26. **Sexual presentation:** the advertiser presents himself or herself as sexually attractive. This includes descriptions of sexual prowess, taboo and eroticism, and descriptions of sexually oriented body parts (i.e. penis, buttock, vagina and breasts).

27. **Photograph:** the advertiser requests that the respondent include a photograph with his/her response or offers a photo of him/herself.

28. **Telephone number:** the advertiser requests the respondents telephone number to be included with the response or offers his/her number.

29. **Professional status:** the advertiser offers his/her professional status as a portion of the ad or seeks someone of a certain status.

30. **Education level:** the advertiser offers his/her education level as a portion of the ad or seeks someone with a given education level.

31. **Physical characteristics:** the advertiser offers or seeks someone with specific descriptions of nonsexual physical characteristics, such as eye color and hair color or more general items such as full figured, petite or tall.

32. **Racial open:** advertiser expresses openness to all racial types or seeks such openness in potential respondents.

33. **Racial closed:** advertiser expresses only certain race or races should respond or expresses closed mindedness to certain racial issues.

34. **Height:** the advertiser offers his/her height or seeks respondents of only certain height or height categories.

35. **Weight:** the advertiser offers his/her weight as a portion of the ad or requests that only certain weight categories of respondents need to reply.

36. **Leisure:** the advertiser expresses specific interests in leisure time activities such as sports, movies or travel or seeks respondents with such interests.

The rest of the variables are coded based on their individual definitions. After each definition are the specific instructions for coding that variable.

37. **Sex:** Male or Female. Coded as M or F referring to the advertiser, and the respondent. This is a variable that can often be identified outside of the ad itself. If the ad is found in a section of men seeking women you may assume that the advertiser is male etc... Code for each ad if possible. Also code numerically if possible.

38. **Smoker/Non-Smoker:** If the advertiser states that she/he smokes or does not smoke or seeks a smoker or nonsmoker as a respondent. Coded as S or N. Also code Numerically.

39. **Drinker/Non-Drinker-Drug User/Non-User:** If the advertiser states that she/he drinks or uses drugs or does not, or seeks a drinker-user or nondrinker-non user as a respondent. Coded as D or N. Also code numerically.

40. **Marital Status:** Coded as S= single, D= divorced, W= widowed. This can be both offered and requested. Also code numerically. All ads in this study should fit into one of these groups. While you may find ads that do not include this variable, no ads should include married, engaged or otherwise attached persons. If you find such a case skip that ad and code the next ad in the column.

41. **Sexual orientation:** Heterosexual, Gay, or Bisexual. If the advertiser states that he/she is of a certain sexual orientation, or if the ad implies such (A single male seeking a single female can be assumed to be heterosexual). As with previous variables this one can often be identified by the section where it exists. I.e.. All ads found in the men seeking men section can be assumed to be gay UNLESS OTHERWISE STATED IN THE AD. Sometimes bisexuals will advertise in differing sections depending on whom they are seeking. Code as: H-Heterosexual, G-Gay (including lesbian women), B-Bisexual. Any ads listed as "Curious" should be coded as the orientation the advertiser is curious about. Code each ad as one of these. Code numerically if appropriate.

42. **Age:** If the advertiser offers his/her age or seeks respondents of a specific age or age group code this category. In the first space show the order of occurrence of the item, in the second space list the specific age or age group as it is shown in the ad.

43. **Race:** of the advertiser. W= Caucasian or white, B=African-American or black, I=American Indian, A=Asian, H= Hispanic, Z=other

44. **Religion:** of the advertiser. C=Christian (any denomination), J=Jew, M=Moslem, Z=other

45. **Number of words:** of the ad. Simply count the number of words in the ad and record it here. Any abbreviation is considered a word (SWF is three words/ single-white-female). Code for each ad.

46. **OTHER:** Code this category if there is a word or phrase that cannot be coded into any of the previous categories. Use this as a last resort if you cannot place a word or phrase into the above categories.

In reading each ad please read carefully. It is possible for words or phrases to have vague meanings. Please use your best judgement in coding. Some example ads follow on the next page.

Personal ads have a jargon all their own. The following is a list of the most common abbreviations found in the ads.

S=single, D=divorced, M--married (no ads in this study should have this), W=Widowed (when found in first position in a string of abbreviations, sometimes WW), W--white (when found in second position in a string of abbreviations), B=black, H=Hispanic, A=Asian (sometimes O=oriental), NA=Native American ISO--in search of, C=christian, J=jewish, M--moslem (rare, only when not found in last position in a string of abbreviations), M--male (when found in last position of a string), F=female, N/S=non-smoker, LTR=long term relationship, P=professional, G=gay, B=Bisexual.

This is only a partial list, your best source for these abbreviations is in the legend of the advertising section that you are coding. Use this list as a secondary source. If there is an abbreviation that you cannot decipher, skip it, it probably does not apply to this study anyway (do count it as a word in the Number Of Words variable).

You are to code only the ads assigned to you. All ads should refer to monogamous relationships. If you find an ad seeking something other than a one to one relationship mark the codesheet "Uncodable" and give the reason.