

DATA MATE

COLLEGE COMPUTERIZED DATE MATCHING EXPERIMENT

Now is your chance to participate in the latest college computerized dating experiments. DATAMATE. This latest computer application is being used on college campuses all across the country. It has received national acclaim in LOOK, LIFE, TIME, and other major publications. DATAMATE is not a date bureau. DATAMATE is a comprehensive program designed to provide adventurous college students with a new way to meet new and interesting people. Think of the possibilities! From the thousands of students on your campus that participate, our IBM 709 computer will pick the six who best suit your description of an Ideal Date.

How Does It Work?

First you evaluate your own personality by answering the questions in this questionnaire. Then you answer the questions again, this time the way you'd like your Ideal Date to answer them. Our computer then processes all the replies and through an intricate, psychologically oriented program picks out the six best. We then send the names, addresses, and phone numbers of these six to you and your name to each of them. Certainly there is no obligation to date anyone, but realizing that the computer has selected the six best for you from out of thousands of students, you are sure to be pleased with the results.

In order to cover the costs of programming, coding, card punching, computer time, clerical help, advertising, printing, postage, etc., we are forced to charge a small participation fee of three dollars. When you receive the results from this program, we are certain that you will consider this small expenditure to have been worthwhile. The deadline for sending in your completed questionnaire is Friday, Nov. 18. Mail early and we will be able to get all results back within 10 days.

The effectiveness of this program and your satisfaction with the results depends upon you answering the questions honestly and critically. Enter the number of only one answer in each box, even though more than one answer might apply.

Fill It Out !!

Send It In !!

Mail this completed questionnaire and your \$3.00 participation fee (make checks payable to DATAMATE) to our computing center.

DATA MATE

P.O. Box 1326

Gainesville, Florida 32601

Deadline for mailing is FRIDAY, NOVEMBER 18

Be sure that your name, mailing address, and phone number have been filled in correctly. This will insure prompt handling of your computer results.

Results will be mailed within 10 days.

COMPUTERIZED DATE MATCHING QUESTIONNAIRE

Name _____

Mailing Address _____

Phone Number _____

- Me Date
- () () 1. Sex:
- Male
 - Female
- () () 2. Height:
- Above 6'1"
 - 5'9" - 6'1"
 - 5'6" - 5'9"
 - 5'3" - 5'6"
 - Less than 5'3"
- () () 3. Age:
- Below 19
 - 18-20
 - 19-21
 - 20-22
 - 21-23
 - 22-25
 - Over 25
- () () 4. Race:
- Caucasian
 - Negro
 - Mongolian
- () () 5. Religious Background:
- Catholic
 - Protestant
 - Jewish
 - Other
 - No affiliation
- () () 6. Physical Build
- Light
 - Average
 - Heavy
- () () 7. College Year:
- Freshman
 - Sophomore
 - Junior
 - Senior
 - Graduate Student
- () () 8. Field of Study:
- Scientific
 - Liberal Arts
 - Fine Arts
 - Home Economics
 - Education
 - Business
 - Other

- Me Date
- () () 9. My academic grade average is:
- A
 - B
 - C
 - D
- () () 10. Are you a member of a social fraternity or sorority?
- Yes
 - No
- () () 11. My favorite type of movie is:
- Dramatic
 - Western
 - Comedy
 - Musical
 - Horror
- () () 12. I prefer to listen to:
- Classical music
 - Jazz
 - Folk music
 - Country and Western
 - Rhythm and Blues
- () () 13. My favorite activity is:
- Movies
 - Plays
 - Country walks
 - Wild parties
 - Dancing
 - Sporting activities
- () () 14. I dance best to:
- Slow music
 - Fast music
 - Both
 - I don't dance
- () () 15. Right now I would rather:
- Go steady
 - Not be tied down
- () () 16. Concerning drinking, I consider myself:
- A heavy drinker
 - A moderate drinker
 - A social drinker
 - I do not drink, but don't disapprove of others doing so
 - I disapprove entirely

- Me Date
- () () 17. I am more interested in:
- Activities of the mind
 - Athletic activities
 - Both of the above
- () () 18. I prefer to read:
- Best sellers
 - Adventure books
 - Poetry
 - Non-fiction
 - Magazines
 - I seldom read
- () () 19. Concerning my manner of dress:
- I always dress well
 - I dress well only for dates and special occasions
 - I almost never dress well
- () () 20. I anger easily:
- Agree
 - Disagree
 - Undecided
- () () 21. I prefer to look at the humorous side of life:
- Agree
 - Disagree
 - In between
- () () 22. I enjoy myself at parties and socials:
- Greatly
 - Somewhat
 - Little
 - Not at all
- () () 23. On the first date with someone whom you find to be very compatible, would you:
- Kiss
 - Only a good night kiss
 - Neither
- () () 24. On the first date, which do you most anticipate?
- Getting to know someone's character.
 - Enjoying yourself
- () () 25. When I am in a group of people or on a date: I usually:
- Talk a great deal
 - Talk moderately
 - Have little to say
- () () 26. If I were confronted with a sizeable problem, I would prefer to:
- Find a solution by myself
 - Seek advice from friends
 - Consult an expert

For each of the following questions, choose the number on the 1 2 3 4 5 scale which best describes you, then your ideal date, and then record these answers in the appropriate boxes.

- | | | | | | |
|---|-----------|------------------------|--|-----------|------------------------------------|
| Me Date | 1 2 3 4 5 | Not easily enthused | Me Date | 1 2 3 4 5 | Security-minded |
| ☐ 27. Enthusiastic | | | ☐ 34. Adventurous | | |
| ☐ 28. Active in sports | | Not active in sports | ☐ 35. Self-assertive | | Submissive |
| ☐ 29. Strongly religious | | Not strongly religious | ☐ 36. Ambitious, industrious | | Easy-going, contented |
| ☐ 30. Sentimental | | Unsentimental | ☐ 37. Especially attractive | | Not especially attractive |
| ☐ 31. Idealistic | | Pragmatic, practical | ☐ 38. Conformist, conventional | | Non-conformist, unconventional |
| ☐ 32. Affectionate | | Restrained | ☐ 39. Conservative attitude on sexual matters | | Liberal attitude on sexual matters |
| ☐ 33. Pessimistic | | Optimistic | ☐ 40. Emotionally expressive | | Emotionally reserved |