



Operation Match

COMPATIBILITY RESEARCH INC. / P.O. BOX 72 / CAMBRIDGE, MASS.



One in a million.

You may not know it, but you're one in a million. No one else is quite like you — you have different tastes and different attitudes from those of anyone else you know.

But you're one in a million in another sense. If you live in an area with several thousand college students, the number of possible matches for dating is several million. You yourself have a choice of several thousand dates, and be modest — that's too many to check out.

Here's where OPERATION MATCH comes in. If you're the modern, adventurous type, you'll probably want to take part in one of the most interesting social experiments ever.

HAVE YOU MET YOUR MATCH? OPERATION MATCH is a computer matching project — the only one of its kind.

It's the brainchild of several mixer-weary Harvard juniors who realized that most college students know what kind of people they enjoy dating. Blind dates were fine up to a point, but there had to be a better way than the present haphazard system. Why not use a computer?

HOW DO WE KNOW IT WILL WORK? With OPERATION MATCH, you answer a personality test especially designed for college students and their dating habits. This test has evolved through matching over 100,000 college students since this past spring. Evaluation questionnaires were sent out and the results analyzed statistically. This analysis has continually enabled us to refine our questionnaire and programming, and now we're able to take the blindness out of a blind date.

HOW DO WE DO IT? You take the personality test beginning on the next page, answering on one of the answer sheets enclosed in this booklet. Then you fold up the answer sheet, which is printed as a business reply envelope, enclose \$3.00 (cash, check, or money order), and drop the envelope in a mail box.

When OPERATION MATCH receives your "vital statistics", they are placed in the IBM 7090 computer memory file. The computer then scans the qualifications of every member of the opposite sex from your area and selects the five or more matches best for you.

SPECIAL FEATURES OF THIS YEAR'S OPERATION MATCH:

1. **Continuous processing.** After your matches are computed, your answers remain in the computer memory for the rest of this academic year. So by applying early, you'll be among the first to receive your matches — and you'll have an added advantage. As more people apply their answers will always be compared with yours, so you may be matched several more times.
2. **The double-answer form.** You answer each question of Part Two twice — once describing yourself, once describing your ideal date. After all, the idea isn't necessarily to match you with someone similar to you, but with someone who meets your specifications. The double-answer form insures that *you*, not the computer, do the choosing.
3. **Two-way matches.** Your matches will be mutual, chosen on the basis of your desirability to your dates as well as their desirability to you. In other words, you'll like your dates and they'll like you.
4. **Reporting.** As soon as the computer has typed out the names, addresses, and telephone numbers of your dates, the printed sheet will be mailed first class to you.

But the biggest feature of OPERATION MATCH is the excitement of meeting new people.

Of course, the more students who take part in OPERATION MATCH, the more perfect your matches will be. So if OPERATION MATCH interests you, tell your friends about it. They may be one in a million too.

Operation Match Quantitative Personality Projection Test III

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GENERAL DIRECTIONS

Answers are to be entered on one of the special answer sheets provided with this booklet. For each question, make sure you enter one answer and one answer only, leaving no blanks. Make sure your numbers are clearly legible.

The success of OPERATION MATCH depends on the accuracy with which you answer these questions. For best results replies should be made spontaneously. Some ques-

tions are clearly more important than others, and the computer accordingly assigns them different weights in the matching process. In many cases you will determine the weights yourself.

Begin answering in box 1 of Part One on the answer sheet, writing the number corresponding to your answer.

PART ONE: Answer each question of this part once only.

SECTION I: Absolute Factors

Certain factors must be satisfied before the computer will test a potential match any further. The factors in this section are of this absolute type. In each of them, however, you are allowed to indicate as wide a range of preferences for your date as you wish.

1. My sex:

- (1) Male
- (2) Female

2. My race is:

- (1) Caucasian (white)
- (2) Oriental
- (3) Negro

3. My date's race should be:

- (1) Caucasian only
- (2) Oriental only
- (3) Negro only
- (4) Caucasian or Oriental
- (5) Caucasian or Negro
- (6) Oriental or Negro
- (7) Caucasian, Oriental, or Negro

4. I am presently:

- (1) a full-time college or graduate student.
- (2) a part-time college or graduate student.
- (3) no longer attending college or graduate school.

5. I am enrolled in or have attended:

- (1) a four-year college.
- (2) a three year college.
- (3) a two-year college.
- (4) a graduate school.

6. My religious background is:

- (1) Protestant
- (2) Catholic
- (3) Jewish
- (4) other
- (5) unaffiliated

7. Dating someone of my own religion is:

- (1) unimportant
- (2) slightly important
- (3) moderately important
- (4) very important

Answer "1" (yes) or "2" (no) to each of the following five questions

My date's religious background may be:

- | | | |
|------------------|---------|--------|
| 8. Protestant | (1) Yes | (2) No |
| 9. Catholic | (1) Yes | (2) No |
| 10. Jewish | (1) Yes | (2) No |
| 11. other | (1) Yes | (2) No |
| 12. unaffiliated | (1) Yes | (2) No |

In answering the following three questions refer to the table at right

- | | |
|--|--|
| 13. My college class is: | (1) first year in college |
| | (2) second year in college |
| | (3) third year in college |
| | (4) fourth year in college |
| 14. The ideal college class for my date is: | (5) graduated from college this year |
| | (6) graduated from college one year ago |
| | (7) graduated from college two years ago |
| 15. Men: I would consider dating a girl whose college class is as low as (indicate lowest acceptable college class): | (8) graduated from college three or more years ago |
- Women: I would consider dating a man whose college class is as high as (indicate highest acceptable college class):

In answering the following three questions refer to the table at right

16. My height is: (1) 5' or under
 (2) 5' to 5'2"
 17. The ideal height for my date is: (3) 5'2" to 5'4"
 (4) 5'4" to 5'6"
 18. Men: I would consider dating a girl as short as (5) 5'6" to 5'8"
 (indicate minimum acceptable height): (6) 5'8" to 5'10"
 (7) 5'10" to 6'
 Women: I would consider dating a man as tall as (indicate maximum acceptable height): (8) 6' to 6'2"
 (9) 6'2" or above

In answering the following three questions refer to the table at right

19. My age is: (1) 17
 (2) 18
 20. The ideal age for my date is: (3) 19
 (4) 20
 21. Men: I would consider dating a girl as young as (indicate minimum acceptable age): (5) 21
 (6) 22
 Women: I would consider dating a man as old as (indicate maximum acceptable age): (7) 23
 (8) 24 or 25
 (9) 26 or 27

SECTION II: Interests

Indicate your interest in each of the following activities by writing 1, 2, or 3 in the appropriate box. Use the following code:

- (1) very interested (2) interested (3) not interested

For example, if you were very interested in folk music, you would write a 1 in box 22 of Part One. At the end you will weigh the importance of this section.

- | | | |
|---------------------------------------|----------------------------------|---|
| 22. folk music | 36. German language and customs | 50. tennis |
| 23. rock and roll or popular music | 37. Spanish language and customs | 51. camping, hiking, and mountain climbing |
| 24. classical music | 38. travel | 52. movies |
| 25. jazz | 39. medicine | 53. television |
| 26. dancing | 40. law | 54. automobiles |
| 27. drama and acting | 41. agriculture | 55. fraternities or sororities |
| 28. art | 42. teaching | 56. How important is it to you that your date share the interests you have indicated? |
| 29. literature | 43. community service | (1) unimportant |
| 30. creative writing | 44. playing bridge | (2) slightly important |
| 31. natural sciences and mathematics | 45. contact sports | (3) moderately important |
| 32. psychology and sociology | 46. swimming and water sports | (4) very important |
| 33. history, government, and politics | 47. skiing (snow) | |
| 34. economics and business | 48. bowling | |
| 35. French language and customs | 49. golf | |

SECTION III: Attitudes

The answers to the questions in this section are arranged on a one-to-five scale ranging from "yes" to "no". If your answer to a particular question is a definite yes, write "1" in the appropriate box; if it is a qualified yes, write "2"; if it is neither yes nor no, write "3", and so on.

- | | | |
|---|---------------------|--|
| 57. Do you have strong religious convictions? | YES NO
1 2 3 4 5 | 60. How important is it to you that your date share your attitudes toward religion?
(1) unimportant
(2) slightly important
(3) moderately important
(4) very important |
| 58. Do you believe in a God who answers prayer? | YES NO
1 2 3 4 5 | |
| 59. Do you prefer to associate with people who go to church and believe in God? | YES NO
1 2 3 4 5 | 61. Do you think romantic love is necessary for successful marriage? YES NO
1 2 3 4 5 |

Questions 74 and 75 ask you to indicate the two digits of the code for the area in which you are spending the academic year. If you are not spending the year within one of these areas (i.e., if your answer to question 72 was no), indicate the area to which you are nearest. Do not write in the codes for more than one area. Look up your area

code from the list on the back cover and answer questions 74 and 75.

74. The first digit of my area code is: 0 1 2 3 4 5 6 7 8 9

75. The second digit of my area code is: 0 1 2 3 4 5 6 7 8 9

PART TWO

Part Two of the answer sheet is divided into two smaller equal parts, one headed "myself" and the other "my ideal date". You will be answering each of the next thirty questions twice. During the first answering, in the part headed "myself", select the term or scale point for each question which best describes you yourself and write the number in the appropriate box. During the second answering, in the part headed "my ideal date", describe your ideal date. In other words, answer the questions in the way you would like your date to have answered them.

For example, if your field of concentration is humanities, and you would like a date who is also in humanities.

enter a "1" in answer to question 1 during both first and second answerings. If you are in humanities but would like a date who is in social sciences, enter a "1" during the first answering and a "3" during the second.

If, during the second answering, the way your date answers a particular question is unimportant to you, you may enter a "0" (zero) in the box corresponding to the question, and the computer will not use it in assigning your matches. For example, if you do not care what field of concentration your date is in, enter a "0" in box 1 for your date. Be sure, however, that you use no zeros in answering the questions of the part headed "myself".

SECTION VI: General Information

1. Field of concentration:
 - (1) humanities
 - (2) natural sciences
 - (3) social sciences
 - (2) once or twice a month.
 - (3) less than once a month.
 - (4) once or twice a year.
 - (5) never.
2. Political affiliation:
 - (1) Republican
 - (2) Democrat
 - (3) Independent
3. I smoke:
 - (1) regularly
 - (2) occasionally
 - (3) never
4. Secondary school
 - (1) public
 - (2) private
 - (3) parochial
5. I drink:
 - (1) often
 - (2) occasionally
 - (3) never
6. Social class:
 - (1) upper
 - (2) upper middle
 - (3) lower middle
 - (4) lower
7. Academic record
 - (1) A- or above
 - (2) B or B+
 - (3) C+ or B-
 - (4) C- or C
 - (5) below C-
8. I presently attend church or synagogue:
 - (1) once a week or more.
9. Family income:
 - (1) over \$25,000
 - (2) \$15,000 to \$25,000
 - (3) \$10,000 to \$15,000
 - (4) \$7,500 to \$10,000
 - (5) \$5,000 to \$7,500
 - (6) under \$5,000
10. I come from a town or city with a population of:
 - (1) over 1,000,000
 - (2) 250,000 to 1,000,000
 - (3) 50,000 to 250,000
 - (4) 25,000 to 50,000
 - (5) 10,000 to 25,000
 - (6) under 10,000
11. College Board Scholastic Aptitude Test verbal score:
 - (1) 701 or above
 - (2) 601 to 700
 - (3) 501 to 600
 - (4) 401 to 500
 - (5) 301 to 400
 - (6) 300 or below
 - (7) have not taken college boards
12. College Board Scholastic Aptitude Test math score:
 - (1) 701 or above
 - (2) 601 to 700
 - (3) 501 to 600
 - (4) 401 to 500
 - (5) 301 to 400
 - (6) 300 or below
 - (7) have not taken college boards

62. Is extensive sexual activity preparation for marriage, part of "growing up"? YES NO
1 2 3 4 5
63. Do you consider yourself sexually experienced? YES NO
1 2 3 4 5

64. How important is it to you that your date share your attitudes toward sex?
(1) unimportant
(2) slightly important
(3) moderately important
(4) very important

SECTION IV: Situations

Our personalities are often reflected in the way we react to specific situations. Below are several situations in which individual reactions vary widely. In each case read the paragraph and select the response which is nearest to your own reaction, then write your answer in the appropriate box.

65. A friend of yours has been earning money in the summer by taking a door-to-door sociological survey for a research organization. Some of the questions are quite personal. He offers you a chance to take over the job for a day.

You:

- (1) are amazed that he would even ask someone like you.
(2) thank him, but decline the offer this time.
(3) get up your courage and accept.
(4) accept enthusiastically.

66. In a snack bar you overhear a college girl saying how her roommate, an honor student, is in trouble for coming back at 3:00 a.m., two hours past her curfew, from a date at a drive-in movie. Her roommate has explained to the dean that her boy friend's car broke down on a back road.

Your immediate reaction:

- (1) Car broke down—hah!
(2) I doubt it.
(3) Well, maybe.
(4) The girl is probably telling the truth.

67. You happen to receive in the mail two simulated silver spoons, sent by a well-known charitable foundation, with a note asking you to buy them or return them. You realize that you are not legally required to do either, although they do seem worth the price.

You:

- (1) send the money—it's worthwhile.
(2) send them back, with a courteous note.
(3) send them back, slightly annoyed.
(4) allow them to get lost in your desk drawer.

68. You buy a paper early in the morning and become intrigued with a trick crossword puzzle in it. By lunch you have it half done. In the cafeteria you discover another copy of the paper with the puzzle already completed.

Your reaction:

- (1) Well, lots of people are good at crosswords.
(2) Someone around here is pretty bright.
(3) No matter how smart he is, he must have used a dictionary.
(4) I bet it was done by a whole team of English professors using encyclopedias.

69. Your roommate gets you a blind date for a big dance. Good-looking, your roommate says. When you meet your date, you are sure it's your roommate who is blind—your date is friendly, but embarrassingly unattractive.

You:

- (1) suggest going to a movie instead
(2) monopolize your roommate's date, leaving your roommate only one noble alternative . . .
(3) dance with your date, smiling weakly, but end the evening as early as possible.
(4) act very friendly the whole time and run the risk of getting trapped into a second date.

70. How important is it to you that your date's reactions to these situations be similar to your own?

- (1) unimportant
(2) slightly important
(3) moderately important
(4) very important

SECTION V: Area

71. How many extra matches, in addition to your guaranteed five, would you be able to meet in the next few months if it is possible to assign them to you?

- (0) none (i.e., five only) (5) five
(1) one (6) six
(2) two (7) seven
(3) three (8) eight
(4) four (9) nine

72. Are you spending the academic year within one of the specific geographic areas listed on the back cover of this booklet?

- (1) Yes (2) No

73. Are you willing to date people from college areas adjacent to but outside your own area, if it significantly improves the quality of your matches?

- (1) Yes (2) No

SECTION VII: Semantic Differentials

For each of the following pairs of opposing qualities, select the point on the one-to-five scale which best describes you and enter your answer on the answer sheet. Then do the same for your ideal date. Again, during the second answering, you may enter a zero for any question for which your date's answer is unimportant to you. For example, if you are very talkative, write "1" for yourself in box 13. If you are less talkative, write "2", and so on.

13. talkative	1 2 3 4 5	taciturn	19. do not like children especially	1 2 3 4 5	like children especially
14. read avidly	1 2 3 4 5	read occasionally	20. not active extra-curricularly	1 2 3 4 5	active extra-curricularly
15. no close family attachments	1 2 3 4 5	close family attachments	21. conformist	1 2 3 4 5	non-conformist
16. little or no athletic ability	1 2 3 4 5	superior athlete	22. emotional	1 2 3 4 5	rational
17. politically concerned	1 2 3 4 5	politically indifferent	23. well-groomed	1 2 3 4 5	not concerned with appearance
18. politically liberal	1 2 3 4 5	politically conservative	24. do not think often of marriage	1 2 3 4 5	think often of marriage

SECTION VIII: Physical Appearance

Answer once for yourself and once for your ideal date, as in the previous two sections.

- | | |
|--|--|
| <p>25. My hair is:</p> <ul style="list-style-type: none"> (1) blond (2) brown (3) black (4) red <p>26. My eyes are:</p> <ul style="list-style-type: none"> (1) blue (2) green (3) hazel (4) brown <p>27. Considering the average for my sex, I wear my hair:</p> <ul style="list-style-type: none"> (1) long (2) (3) average (4) (5) short <p>28. My build (weight in proportion to height) is:</p> <ul style="list-style-type: none"> (1) heavy (2) (3) average (4) (5) light | <p>29. Members of the opposite sex consider me:</p> <ul style="list-style-type: none"> (1) beautiful (women)
very handsome (men) (2) (3) attractive (4) (5) average (6) (7) unattractive <p>30. Physical attractiveness (question 29) is:</p> <ul style="list-style-type: none"> (1) unimportant (2) slightly important (3) moderately important (4) very important <p>All data provided OPERATION MATCH is the property of Compatibility Research, Inc. and will be kept strictly confidential. OPERATION MATCH thanks you for participating and wishes you and your dates the best of luck.</p> |
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