

A Time-Series Analysis of the Use of Personal Columns

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ABSTRACT

This study examined the longitudinal use of the personal column by comparing the contents of personal advertising through six decades.

A content analysis of sixty-six years involving 1990 individual personal advertisements from the Vancouver Sun were examined.

Results indicated personal advertising has increased over the decades. Several advertising patterns such as financial security, age of partner sought, attractiveness, personality traits, moral virtue and an accent on socially desirable characteristics have not changed over time. Other advertising characteristics have shown changes over time such as health traits, interest in relationship, hobbies/interests, physical characteristics, sexual preference and marital status descriptives.

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Chapter 1

INTRODUCTION

A rise in the popularity of advertising for mates and dates in the personal column within our society has led to many recent articles about this phenomenon. Jedlicka (1980) suggests this type of mate selection provides anonymity for the advertisers and based upon editorial policy, conventional and unconventional preferences can be expressed and chances for matches improved. Advertisers can specify exactly what they are seeking in a mate and state what they have to offer without feeling inhibited due to the secrecy involved in this type of introduction.

Once considered the exclusive domain of social misfits and sexual deviants, the personals are steadily becoming a respectable method of making social connections. A step by step procedure of where to advertise, answering versus placing an ad, how to write an ad and what to do afterwards has been offered by Van Gelder (1983). This is in response to divorce, widowers and the increased number of young professionals who have spent the majority of their energies in a career and are now finding it difficult to meet new people due to time, resource or mobility limitations in their lives. Popular outlets such as the Village Voice, New York and The New York Review of Books have doubled the number of personal advertisements placed in their publications in recent years which has given rise to workshops, seminars, and how-to books (Morrisroe, 1984).

An increase in personal advertising has also stemmed from divorce rates in the last decade which has caused an influx in eligible daters who have not been out in the dating environment for years. This is especially true for women who in the past have been faced with the double standard that allows men to marry younger women while it is taboo for older women to date or marry younger men. As a result, under age 30, eligible men exceed the number of eligible women, using advertising as a mode to find a date. Over age 30, the situation changes dramatically and eligible women increase advertising for eligible men (Jedlicka,1978). The reason is that older divorced, widowed, and separated men have access to younger women, while older women do not have access to younger men. Under such circumstances, the conclusion is relatively few women under age 30 will seek mates outside the normative date selection procedure, such as through family or friends but after age 30 this trend reverses and eligible women resort to other avenues such as personal advertising to locate a date.

This method of date selection is not new, but it has increased at a phenomenal rate in recent decades. In the late 1800's, gentlemen would arrive into town from working in mines, in the forests or from travelling, check into a hotel and place an advertisement in the local newspaper announcing their arrival and requesting visitors and ladies to call upon them at the hotel in the sitting room (Victoria Times,1898).

Today personal advertising allows for open communication in regard to assortive mating. Vandenberg (1972) describes assortive mating as "any systematic departure from random mating or panmixia"(p.128). Some measure of assortive mating or homogamy is the rule in human marriages, since most people marry

individuals of approximately the same age, education, socioeconomic status, religious or ethnic background, physical or psychological traits. By advertising, individuals can state openly and honestly who they are and who and what they want and find some degree of homogamy in the relationship from the commencement.

The study of personal advertising allows researchers to describe date selection, courtship procedures, sex roles in courtship, changes in the courtship ritual, sexual characteristics and their importance in mate selection. This dimension into society's norms has created a new look into the stable and changing elements of norms, roles and behaviour of date selection and courtship as we know it today.

Past Research

Research into date selection and courtship has been carried out for decades in regard to assortive mating and homogamy. Schiller (1932) examined a highly homogenous group of 46 married couples (marriages ranged from one month to 4.42 years) and compared them with a control group of random matings from within the married sample. The conclusion was assortive mating operates through homogamy and correlations of physical, mental, and personality traits were found among the partners of a marriage.

In studies by Burgess and Wallin (1944;1943) of 1000 engaged couples, homogamy was found in the areas of personality characteristics, religious affiliation and behaviour, cultural backgrounds, courtship behaviour, conception of marriage and social participation.

It has long been recognized that the family is the major agency of socialization. The choice of a mate is limited by the individual's formation of generalized

value system learned from socialization before maturation (Sussman,1963). As a demonstration of this, the dating preferences of campus students were studied to find the informal interaction patterns involved in date selection (Hudson and Henze,1969; Blood,Jr.,1956; Smith and Monane,1953; Kuhn,1948). The concensus of these studies is that campuses have a variety of groups with correspondingly diverse patterns of values. The values learned from the family and early in life tend to persist in young adulthood and dating relationships between the sexes is strengthened by three major elements, emotional maturity, intelligence and affectionate behaviour. The conclusion is that social change in the area of date selection has not been as great as indicated by the media, feared by parents or hoped by the youth.

Actual study of the personal column and personal advertising is relatively recent and is usually used to test the matching hypothesis (Deaux and Hanna,1984; Harrison and Saeed,1977; Cameron, Oskamp and Spark,1977). This hypothesis was first introduced by Goffman (1952) when attempting to describe the function of proposal of marriage in our society. Goffman (1952) suggests that an individual takes into account his/her socially desirable attributes (i.e. social skills, intelligence, financial stability, prestige and physical attractiveness) and then selects a person whose attributes total up to approximately his/her level.

The matching hypothesis by social worth was further tested in studies of computer dating and desirability of dates at a college dance (Berscheid, Dion, Walster and Walster,1971; Walster, Aronson, Abrahams and Rottman,1966). Briefly, they found that when faced with making a realistic decision (as opposed to idealistic) an individual will choose a date of approximately his/her own level of social desirability.

Using attribution theory to support the matching hypothesis, Shoeneman and Rubanowitz (1985) found that advertisers prefer the use of external rather than internal descriptions. In other words, they will write what other people want to hear, using socially desirable descriptions rather than what they really want to say. The reader will use internal descriptives to judge, so if the reader likes what he/she reads, he/she will respond.

The first studies conducted using the personal column were by Harrison and Saeed (1977) and Cameron, Oskamp and Sparks (1977). Both sets of authors interpreted their findings in terms of traditional sex role expectations for males and females (i.e. males seek attractiveness offer financial security and females seek financial security and offer attractiveness).

Harrison and Saeed drew their sample of heterosexual ads from a weekly national tabloid. A content analysis was performed on 800 advertisements representing equally both sexes, 50 years of age and younger. Their analysis provided some evidence of the matching hypothesis. When people sought a dating or marital partner, they tended to seek someone whose level of social desirability closely approximated their own. In addition, these researchers found evidence of exchange across categories of resources specifically linked to gender. The advertisers of "each sex offered social aspects characteristically associated with their own sex and sought social assets characteristically associated with the opposite sex"(p.264). For example, women in the sample were more likely to offer attractiveness and seek financial security; men were more likely to offer financial security and seek attractiveness.

Cameron et al. (1977) studied advertisements in a single issue of a West Coast newspaper. They found similar results to Harrison and Saeed (1977). Women in the Cameron et al. sample were more likely than men to mention physical appearance; men were more apt to mention socioeconomic characteristics. Evidence of the matching hypothesis was found in advertisers who would place stereotyped sex role characteristics which are valued commodities by the opposite sex.

There have also been studies comparing advertising of heterosexual and homosexual males and comparing heterosexual and homosexual females. Laner and Kamel (1977) drew a sample from a single issue of a male homosexual publication and used the Cameron et al. (1977) data as a basis for comparison. The results showed homosexual males less likely to offer or seek personality traits, specific physical traits and less likely to seek attractiveness. Homosexual males were more likely to state goals of anticipated relationship and seek sexual interaction. Socioeconomic status was rarely mentioned among the homosexual male advertisers.

Laner (1978) conducted another study, drawing a sample from two issues of a lesbian publication. Once again the Cameron et al. (1977) study was used as a basis for comparison. Laner's results showed homosexual females less likely to offer appearance and more likely to offer education, intelligence and occupation as compared to heterosexual females.

Laner (1978) also compared her results with the results of the Laner and Kamel (1977) study on homosexual males. She found homosexual women more likely to offer personality and physical traits, recreation interests, education, intelligence and occupation; homosexual men were more likely to seek personality traits and specify a goal for the relationship.

The most recent research on personal advertising has been conducted by Deaux and Hanna (1984). A sample of 800 heterosexual and homosexual male and female personal advertisements were drawn from several issues of both East and West Coast periodicals. The objective of this study was to clarify distinctions between gender and sexual orientation. The results of this study were similar to those mentioned previously. Differences between males and females resulted in males being more likely to seek physical attractiveness, specific physical and sexual characteristics. In return, males were more likely to offer financial assets, describe themselves in terms of specific physical features and mention their racial and ethnic background. Women, on the other hand, were more likely to seek and offer psychological and personality characteristics, seek financial security and suggest a permanent relationship.

Similar to previous research, Deaux and Hanna's study found significant differences in orientations between homosexuals and heterosexuals. Heterosexuals were significantly more likely than homosexuals to seek attractiveness, specific personality traits, specify hobbies and interests and religious affiliation. As well, they were more likely to offer financial status, occupation, religion, marital status and to mention the possibility of marriage in the future. The only qualities that male and female homosexuals sought significantly more than heterosexuals were specific sexual characteristics.

The results of these studies suggest a definite difference in what males and females have to offer in a relationship and what they seek in a prospective date. Although there seems to be a consensus of the characteristics males and females offer and seek in date selection, consistency and stability of the gender characteristics have not been established across time.

Present Research

Since there are few studies which have directly assessed personal advertising in accordance to its relation to courtship and date selection and none that has specifically studied longitudinally the phenomenon of personal advertisements, the purpose of this study was to establish stable and changing characteristics in male and female date selection across time.

Unlike previous studies that had constraints of demographic restrictions and the use of a single issue of a publication, this research uses numerous issues of a single publication. As well, this study investigates the changing sex roles in date selection by having employed a longitudinal design rather than a "one-time" cross-sectional design. This research also includes a growing segment of our population, individuals age 60 and older in their own age categories, unlike previous research which did not separate after age 50.

Once again, the purpose of this study was to take a historical look at newspaper personal advertisements and chart the stability and changes of gender orientations towards date selection and courtship. It must be stressed that this is a longitudinal study unlike other research conducted on this topic.

Hypotheses

Several hypotheses are proposed which have been suggested in literature on sex roles across the decades. The following is a presentation of the hypotheses for this study along with their rationales.

HYPOTHESIS 1

Males and females will emphasize socially desirable characteristics in advertising.

The rationale for this hypothesis stemmed from exchange theory (Homans, 1974; Thibaut and Kelley, 1959). Its basic assumption is people try to maximize their rewards and reduce their costs in social situations. The theory brings together the principles of economics with the concepts of behavioural psychology.

In a dyadic social relationships Thibaut and Kelley (1959) maintain that "each person enters and remains in the best of the relationships available to him"(p.64). The judgment of possible alternative relationships is thus necessary to a subjective computation of profits.

According to Homans (1974), social exchange can lead to enduring relation between individuals, the rewards and costs of each individual to be equal to those of the other and the collective results are rewarding to both.

The structure of newspaper personal advertisements and reader's responses to the ads provides an excellent initial situation for individuals to examine possible relationships in the context of many alternatives, to sample the possibilities and to determine whether or not the outcomes are profitable when compared to available alternatives. Individuals will advertise the most positive aspects of themselves to look attractive to others and ask for those qualities which are rewarding to them. In exchange, the person will hope to choose and be chosen by individuals who are equal in social desirability as themselves.

HYPOTHESIS 2

A) Overall, there will be an increase in middle age (40

to 69) advertising by both sexes.

B) Females should have a greater representation in this age category.

Based on the rationale that males prefer younger women and females prefer older men as marriage partners, age is a constraint in date selection for both sexes. With the divorce rate on an increase over the last couple of decades and the fact that a woman is more likely to outlive her spouse, there will be a larger segment of unmarried women in this 40 and over population. The search for males in this age group will likely cause women to advertise for companionship in hope to find a partner because of the scarcity of males seeking this age group (Jedlicka, 1978).

Guttertag and Secord (1983) have demonstrated there exists a low sex ratio: oversupply of unmarried women as compared to unmarried men in the population which increases with age. This causes a shortage of men in the older age range for women due to males are continually competing for the younger females. An individual member whose sex is in short supply in this case males, is in a strong position to choose from alternative relationships. Therefore we will see more advertising by females to find males in their age range and to offer attractive situations and relationships to the opposite sex.

HYPOTHESIS 3

A) Women will increase their offering of financial security overtime.

B) No change in males offer financial security more often than women.

Current trends point to a steady increase in the number of women who are gainfully employed which has accelerated during the past few decades. This has given women increasing economic power and independence. By offering this positive characteristic, women show their worth and become more desirable or at least equal in social desirability to the opposite sex.

One can not ignore the results of studies in this area of personal advertisements (Deaux and Hanna,1984; Cameron et al.,1977; Harrison and Saeed, 1977). Males have always offered financial independence more than females in date selection. Although this tradition is considered to remain, it is predicted that there will be increases in the number of women who also offer financial independence due to the increase of women in the labour force in the last three decades.

HYPOTHESIS 4

A change overtime of a decline by both sexes in the expression of desire for marriage.

The needs of men and women for each other are obviously not solely sexual; companionship, nurture, play, maintaining a home and family and a variety of other forms of expression characterized male-female transactions. In the past, up to the 1960's, the most important dimension in a woman's life was to get married. This determined her status in society, and for a man it gave him the support and family that society deemed proper. For the past two decades these ideals have become relaxed and people no longer look at marriage to fulfill their needs (Wiseman,1977). Other avenues such as cohabitation, casual dating, or long term love

relationship without marriage seem to meet the needs of the partners without the commitment of marriage. Therefore, it is predicted across time, marriage as an interest in the relationship pursued by the advertiser, will decrease.

HYPOTHESIS 5

A) No change in men seeking younger partners overtime.

B) No change in women seeking older partners overtime.

This rationale is based on research and literature which finds men consistently marrying younger women and women consistently seeking and marrying older men (Stadnyk,1986; Guttentag and Secord,1983; Jedlicka,1978; Wisemen,1977; Harrison and Saeed,1977; Hudson and Henze,1969). Researchers have found this particular behaviour has not changed across time, nor is there an expectation for it to change.

HYPOTHESIS 6

A) Overtime there will be changes in advertising of health traits by both sexes.

B) Women will increase offering and seeking of health traits.

C) Men will increase offering and seeking of health traits.

These characteristics have been studied in recent research (Deaux and Hanna, 1984; Cameron et al.,1977; Harrison and Saeed,1977; Laner,1978; Laner and Kamel,1977; Hudson and Henze,1969) and found to be sought or offered by dates in

search of dates. It has not been established whether there has been an increase in the request of these traits. Using the theoretical base of exchange theory (Homan,1974; Thibaut and Kelley, 1959) an individual will advertise desirable aspects to become desirable. The fitness and health craze of the 1970's and 1980's will be reflected in advertisements by statements of nonsmoker, nondrinker as well as an individual showing his/her diverse interest in sport activities to become appealing to the opposite sex.

HYPOTHESIS 7

- A) Overtime there will be changes in advertising of hobbies/interest traits by other sexes.**
- B) Women will increase offering and seeking of hobbies/ interest traits overtime.**
- C) Men will increase offering and seeking of hobbies/ interest traits overtime.**

These characteristics have also been studied in recent research by Deaux & Hanna(1984), Cameron et al.(1977), Harrison and Saeed(1977) Laner(1978), Laner & Kamel(1977), and Hudson & Henze(1969) and found to be sought or offered by dates in search of dates. Once again it has not been established whether there has been an increase in the request or advertising of these traits. Using the theoretical base of exchange theory (Homan,1974; Thibaut & Kelley,1959) an individual will advertise desirable aspects to become desirable. The expression of hobbies or interests a person enjoys participating in is just another way of describing oneself

which may attract someone who also enjoys the same activity or interest. This also shows the diversity of an individual and may enlighten someone to their character by becoming appealing because they share the same interest.

HYPOTHESIS 8

- A) Women will increase seeking attractiveness over time.**
- B) No change in women offering attractiveness more than men over time.**
- C) No change in men seeking attractiveness more than women overtime.**

Social scientists have found that attractiveness, especially that of the female partner, is an important trait in dating and marriage partner preference (Deaux and Hanna,1984; Cameron et al.,1977; Harrison and Saeed,1977; Hudson and Henze,1969; Walster et al.,1966; Blood,1956). Throughout the research males have sought attractiveness more than females and women have offered attractiveness more than men. It is open acknowledge that attractiveness is but one of many factors influencing marital choice (Murstein,1972). With this in mind, the advertising (seeking) of attractiveness will continue to increase for women although the trend of male seeking it more than female will remain.

HYPOTHESIS 9

- A) Women will increase offering of physical characteristics overtime.**
- B) No change in males offering physical characteristics more than females overtime.**

Physical characteristics have not had the exposure in research as attractiveness. Reports have found that homogeneity with respect to physical characteristics does exist (Spuhler,1968). Other evidence have found that males offer physical characteristics in describing themselves more often than females (Deaux and Hanna,1984; Feinman and Gill,1978). This trend is expected to continue though an increase in females offering physical characteristics is expected as a way to become appealing to the opposite sex.

HYPOTHESIS 10

- A) Change overtime in the advertising of personality characteristics by both sexes.**
- B) Males will increase seeking of personality characteristics overtime.**
- C) Males will increase offering of personality characteristics overtime.**
- D) No change in females offering personality characteristics more often than males.**

The studies conducted on personal advertising have found females more likely than males to offer personality characteristics (Deaux and Hanna,1984; Laner,1978; Cameron et al.,1977) but they do not address whether this situation is or has changed over time. This prediction argues males will increase their offering and seeking of personality traits across time in order to become more attractive to the opposite sex.

The rationale behind this hypothesis stems from the theory of assortive mating. At a psychological level, moderate levels of assortment have been found for

certain intellectual, attitude and personality variables (Buss,1984; Jensen,1978; Vandenberg,1973). Research by Seyfried and Hendrick (1973) found attraction of sex-role attitudes to exist among males and females. Wagner (1975) in a study of interpersonal attraction of a working relationship established compatibility of couples' social needs is positively related to their attraction to one another as working partners. Association was found between attraction and compatibility in the areas of succorance-nurturance, dominance-autonomy, exhibitionism-deference, aggression-abasement, responsibility-nurturance and affiliation-dissociation.

HYPOTHESIS 11

- A) Change overtime by both sexes in sincerity advertising.**
- B) An increase by females of offering sincerity over time.**
- C) An increase in seeking sincerity by females will be seen over time.**
- D) An increase in offering of sincerity by males over time.**
- E) An increase in seeking sincerity by males will be seen over time.**

Harrison and Saeed (1977) found women more likely to seek sincerity than were men, although men were more likely to express an interest in marriage which they implied as a form of sincerity. Deaux and Hanna (1984) also found women more likely than men to seek moral virtue.

A trend cannot be established by these studies, therefore it is conjectured that although women may seek moral virtue more than men, an increase across time in men seeking sincerity will arise. This may be due to individuals searching

to engage in a lasting relationship amongst all the odds of divorce and separations in the population in recent years.

HYPOTHESIS 12

An increase in a straight newspaper of unconventional advertising (i.e. bisexual, homosexual) by both sexes will be seen overtime.

In recent years the issue of homosexuals has become acknowledged in the population (Lumby, 1978). This has made it easier for homosexuals and unconventional behaviour to be advertised in the general population along with conventional date advertising (Deaux and Hanna, 1984). Since there has been an increase in homosexuals "coming out of the closet", it is theorized that this will be reflected in personal advertisements in legitimate newspapers across time.

HYPOTHESIS 13

Change by both sexes in mentioning their marital status overtime.

HYPOTHESIS 14

Change overtime of an increase in the offering of dependents by both sexes will be seen.

The theoretical basis behind these two hypotheses comes from the fact that the divorce rates, separation rates and single parent households have increased dramatically over the last two decades. Therefore it is suggested that when individ-

uals are describing themselves in these modern times, the descriptions will reflect the present situation in which they find themselves in. These descriptives will reflect the most recent trends in marital status and household living.

This chapter has described some of the literature conducted in this area of date selection and personal advertising and set forth the purpose of this study of establishing stable and changing sex roles in personal advertising of date selection and courtship.

Chapter 2

METHODS

Research Design

The research design for this study is a longitudinal descriptive study that utilized male/female individuals as the unit of analysis. Measurements of date selection characteristics by male and females of a wide age range were scored from six decades, 1920-1986. Each decade was compared with one another to uncover consistent and changing trends in personal advertising. The ultimate goal was to reveal the stable and changing criteria in date selection by the sexes which has occurred across time as reflected in the proposed hypotheses mentioned earlier.

Content Analysis

To acquire a measure of the values associated with date selection, content analysis was performed on personal advertising in a major newspaper. The methodology of content analysis has both quantitative and qualitative strength to its design (Poole,1959). It is a technique for obtaining descriptive data on content variables to measure subjective and objective aspects of individual behaviour. Content analysis offers a possibility of obtaining precise, objective and reliable observations about frequency with which given content characteristics occur either singly or in conjunction with one another. Another advantage is its ability to measure mass phenomena such as values, norms or behaviour current in a popu-

lation as well as allowing for longitudinal and repeated analysis without risk of data contamination because of the large magnitude of documents which serve as continuing records and which remain relatively unchanged through time.

Sample

The newspaper publication The Vancouver Sun was used as the data base. This newspaper was chosen for several reasons. Firstly, it is a publication which has personal advertisements dating back several decades, thereby allowing a longitudinal study using the same source. Secondly, this publication has a wide readership throughout British Columbia and its personal or dating advertisers are drawn from many different cultural influences allowing a sample of males and females with attitudes from a variety of backgrounds (See Appendix A). Another important factor, The Vancouver Sun is open to all conventional and unconventional advertising allowing for comparisons not only of gender role differences but of sexual orientation differences (See Appendix B).

Conceptually, a systematic random sample of dating advertisers of all ages and time periods was preferred. This type of sample was maintained throughout the study with some of the following minor adjustments made in the earlier years to provide a sample size large enough for comparison analysis (Carney,1972).

The months of March, June, September and December were used to control for the possibility of seasonal bias (Holsti,1966). The years 1920 through 1947 inclusive, all four months, March, June, September and December were coded. In the even years from 1948 through 1986, the months March and September were used and in the odd years 1949 through 1985, the months June and December were coded.

The reason for the two types of systematic random samples is because the number of advertisers per date in the earlier years was on average 2-4. In the late 1940's the numbers increased to 10-15 and later in the 1970's and 1980's there are 30-50 ads per date. It was felt to have a sample size large enough to compare earlier decades with latter years an increase in the number of months from which to collect data would satisfy this problem.

The classified column headed "Personal" was used from March 1920 to March 1982 inclusive. Starting June 1982 and thereafter the column titled "Compaion-ship" was used. This is due to format change introduced by the publication.

The first Saturday of the months selected was chosen as the day to analyze. A pretest was conducted and found Saturdays to have more advertisers than any other day of the week. It was decided to use Saturday because of the larger number of advertisers to code and that Saturday consistently throughout the decades had advertisers placing ads.

The total sample of 1281 males and 709 females for a sum of 1990 individuals were coded. Broken down into percentages 64.6% males and 35.6% females. The table below demonstrates the samples per decades.

Table 1: Total Sample Size Per Decade

<u>Decade</u>	<u>N</u>	<u>Percent</u>	<u>Male</u>	<u>%</u>	<u>Female</u>	<u>%</u>
1920	89	4.5%	46	52%	43	48%
1930	19	1%	13	68%	6	32%
1940	169	8.5%	123	73%	46	27%
1950	325	16.3%	210	65%	115	35%
1960	412	20.7%	263	64%	149	36%
1970	448	22.5%	294	66%	154	34%
1980	528	26.5%	332	63%	196	37%
Total	1990	100%	1281		709	

The decade of the 1930's consisted of 19 or 1% of the total sample which included 13 males and 6 females. One may speculate that this small sample is due to the economic times in this period, namely the Depression. With the Depression Era in full swing, little time was spent by individuals on the pursuit of marital partners due to economic restrictions endured by all.

The 1940's brought a tremendous increase in advertisers over the 1930's which continued through to the 1980's. This method of finding or selecting a mate has become a new phenomenon in the 1980's. Only six years into this decade we have already seen an increase of 4% in the number of advertisers.

A comparison of change in the number of personal advertisers with reference to the circulation figures of the Vancouver Sun was made (Appendix D). The results indicate personal advertising has shown a steady increase since the 1930's, independent of the circulation of the newspaper. Circulation figures of the newspaper dropped in the 1940's, then continued to increase until the 1980's where circulation dropped again. Personal advertising has maintained its increasing pattern

throughout the past 5 decades with its strongest showing in the 1980's, the same decade which shows a decrease in newspaper circulation.

Data Collection

Microfilm of the newspaper publication The Vancouver Sun was coded in the basement of University of Victoria library. The coding form itself contains an array of demographic variables consisting of sex, age, sexual preference, marital status, dependents, religiosity, race, occupation and age of partner sought. Eight other variables were coded based on being offered, sought or absent. These include attractiveness, financial security, sexual references, physical characteristics, personality characteristics, hobbies/interests, health traits and moral virtue. Specific interest in relationship was the last variable coded from the advertisements. (See Appendix C)

A restriction placed on the coder to insure consistency and reliability was also followed. A maximum of two hours of coding per sitting was used to prevent fatigue in the coder and inaccuracy by the coder due to repetitiveness and tiredness.

It is further specified that reliability is determined by both categories and coder being objective and systematic (Holsti,1966). To determine the reliability and objectivity of this coder a pretest was conducted consisting of 1% of the size of the sample. This coder's samples of coding were compared with the coding of the same sample by two other coders. The pretest showed the coder agreed with the results of the two recoders in 97% of the cases.

Dependent Variables

The dependent variables of primary interest in this study were defined as follows:

Sexual Orientation:

reference concerning sexual preference. Examples include homosexual, bisexual, heterosexual.

Attractiveness:

descriptive reference made about physical appearance. Examples include good-looking, cute, beautiful, handsome, attractive, pretty.

Physical Characteristics:

neutral descriptions of physical appearance. Examples include specific height, weight, hair colour, eye colour, bearded.

Financial Security:

reference made about socioeconomic status. Examples include affluent, independent, prosperous, successful, well-established, wealthy.

Personality Traits:

any cognitive or personality disposition reference. Examples include mature, intelligent, sense of humour, caring, loving, educated, lonely.

Hobbies/Interests:

reference to activities a person does or prefers.

Moral Virtue:

reference to prevent exploitation of an intimate relationship. Examples include dependable, good character, loyal, trustworthy, honest, sincere.

Health Traits:

reference made about health habits, such as smoker/nonsmoker, drinker/nondrinker, athletic, handicapped.

Sexual References:

explicit sexual reference concerning sexual behaviour. Examples include sexy, sensuous, lustful, passionate, erotic, vixen, potent.

Age of Partner Sought:

specific reference to the age of the partner being sought.

Interest in Relationship:

reference to type of relationship desired.

The advertisers were rated as offering, seeking or absent (not mentioned) for the variables attractiveness through sexual references. Age of a partner sought was coded as older, younger, same age, specified age or absent (not mentioned). Interest in relationship was coded into 9 categories: marriage, companionship, permanent (lasting), business (partnership), sexual (casual), happiness, meaningful, wishes to meet and absent (not mentioned).

The dependent variables dealing with the advertiser's demographic characteristics were defined as follows:

Age:

age was divided in the following nine categories: under 20, 20-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80-89 or absent (not mentioned).

Marital Status:

advertisers provided information on their present marital status: married, single, widowed, separated, divorced, single parent or absent (not mentioned).

Independent Variables

Hypothesis 1 did not involve independent variables, it simply presented a prediction on all characteristics being advertised more positively than negatively. The independent variables for the remaining hypotheses are sex and decade values 1920-1980. These independent variables are defined as follows:

Sex: category defined as male or female.

Decade: changes of values as reflected by decades.

the decade in which the advertisement was placed is divided into the following seven categories: 1920-29, 1930-39, 1940-49, 1950-59, 1960-69, 1970-79 and 1980-86.

Data Analysis

The statistic that was chosen as a representative measure of the descriptive tendencies of the dependent variables is the relative frequency distribution of the possible values of each variable profile. This is useful for comparing the groups when their total sample sizes are different, since the division of the frequencies by total sample size in effect standardizes or controls for such differences.

Relative frequency is computed by dividing the number of observation in a category (i.e. each decade) by the total number of observations in the entire distribution (i.e. total sample). The relative frequency is a proportion, a number

between 0 and 1 that expresses the share of the total set of observations that is classified in that category. Multiplying this figure by 100 gives the percentage rate in that category. By doing this for each category of a frequency distribution, a relative frequency distribution is obtained.

The statistical procedure used to test the majority of hypotheses is the chi-square test. The chi-square test is designed to test for independence between two nominal variables. The hypothesis for the chi-square test are H_0 : the variables are statistically independent and H_a : the variables are statistically dependent. If the null hypothesis is rejected, it is concluded that at least two of the groups differ in their distributions on the response variable.

The chi-square test is based on a comparison between the frequencies that are observed in the cells of the cross classification table and those that we would expect to observe if the null hypothesis of independence were true (Agresti & Agresti, 1979:205). The test statistic for the test of independence helps summarize how close the expected frequencies are to the observed frequencies. Its calculation is for each cell, square the difference between the observed and expected frequencies, and divide that square by the expected frequency. After calculating this term for each cell, sum them to get the chi-square statistic (Agresti & Agresti, 1979:206). If the null hypothesis is true the observed frequencies and expected frequencies values should be relatively small. If the null hypothesis is false, at least some of the observed frequencies and expected frequencies values should not be close. Thus, the larger the chi-square, the more evidence there is against the null hypothesis of independence.

The other statistic used that requires some explanation is the t-test. T-tests are used to test for statistically significant differences between the means of two subsamples or groups (Loether & McTavish,1980:535). The Student's t is the statistic used in calculating the probability associated with the null hypothesis that the two groups means are equal. The degrees of freedom associated with the t-distribution is calculated by $n-1$ (Agresti & Agresti,1979:140).

Both tests, t-test and chi-square, the level of significance for rejecting the null hypothesis that the means are equal and the independence of the groups respectively, was set at $\text{prob.} = 0.05$. By convention in the social sciences, to call a difference "statistically significant" it should be possible to obtain a difference as big as the observed difference by chance at most five times out of a hundred (Cohen & Cohen,1983:20). In the tables referred to in the next chapter, the level of significance associated with the t-value is given. Those t-values that are not significant at the 0.05 level are indicated by NS (not significant).

From the hypotheses set forth, the nature and direction of change across time in the area of sex roles in date selection and courtship was calculated by looking at frequency and comparing across the decades the scores of offering and seeking by gender of the given variables.

Chapter 3

RESULTS

The data presentation of Hypotheses 2 through 14 consists of Relative Frequency Tables for each of the 13 dependent variables being tested. (Each dependent variable is divided into subcategories.) The dependent variables financial security, health traits, hobbies/interest, attractiveness, physical traits, personality characteristics, sincerity and dependents are subcategorized into offer, sought, both offer and sought and absent (not mentioned). The remaining dependent variables consist of several different subcategories such as age of advertiser; interest in relationship which consist of 9 subcategories, marital status has 7 subcategories, age of partner sought 5 subcategories and sexual preference consists of 4 subcategories. Each dependent variable is cross referenced by an independent variable, decade, which is divided into seven subcategories 1920-29 through 1980-86. Under each decade are the subgroups male and female indicating their frequency advertising for each dependent variable by decade category. The trends, patterns and changes overtime were determined for each hypothesis by inspection of the frequency distribution. The percentages found in the "both offer and seek" subcategory are divided by two and placed in the "offered" and "sought" subcategory when describing the advertising trends of males and females.

The test statistics used in the results for each table are t-test and chi-square tests. These statistics do not test the hypothesis persay, but do provide further valuable information concerning the data.

T-tests are used to test the statistically significant differences between the means of two subsamples or groups. In this study it is used to test the differences between the means for pooled male and female populations in the dependent variable being tested in each hypothesis. The t-test tells us whether there is a difference between the means of males and females in the total sample in regards to the dependent variable being tested but does not tell us what the difference is or how that difference varies with time. One must rely on inspection and examination of the data to answer these questions.

The chi-square test is designed to test for independence between two nominal variables. In this study the chi-square is testing the dependence of decade with the dependent variable use. The chi-square test does not tell us which are dependent nor how they are dependent. Once again one must rely on inspection and examination of the data to answer these questions.

The following are the results of the hypotheses tested by the data analysis previously described.

HYPOTHESIS 1

Males and females will emphasize socially desirable characteristics in advertising.

Hypothesis 1 was tested by frequency of negative descriptive characteristics individuals used in their advertising. As shown by the results in Table 2, only one percent of the total sample used negative advertising to describe themselves. Three categories are prevalent in negative advertising, physical characteristics (i.e.

bald, overweight, missing a hand), health traits (i.e. hearing impaired, herpes, handicapped) and financial security (i.e. no property, no means, no funds). It can be stated hypothesis one was supported: males and females will emphasize socially desirable characteristics in advertising.

Table 2: Frequency Table of Negative Advertising by Sex

<u>CHARACTERISTIC</u>	<u>Male</u>	<u>Female</u>	<u>Percent</u>
Health	10	0	0.005
Physical	4	3	0.0035
Financial	1	1	0.001
Column Total	15	4	1
Total Sample Size	1281	709	100

HYPOTHESIS 2

A) Overall, there will be an increase in middle age (40 to 69) advertising by both sexes.

B) Females should have a greater representation in this age category..

The t-test ($t=6.82$, $p=0.00$) indicates there is statistically significant difference between the means of male and female ages offered in this total sample. The chi-square test indicates very strong evidence of dependence between an advertisers age and decade.

Upon further inspection of the data an increase in middle age advertising by both sexes has been established from the 1920's to the 1980's (26% for males and 13% for females) although the increase has not been consistent. The pattern shows for both sexes an increase in 1930's, decrease in the 1940's then a consistent increase until the 1980's where it decreases again. Results also indicate that males have shown an increase that has consistently outnumber females in the middle age group over time and males offer age more often than females. Table 3 presents support for the first statement of Hypothesis 2 and nonsupport for the second statement.

Table 3: Relative Frequency Percentage of Age Categories by Decade and Sex

<u>Decade</u>	<u>0-19</u>	<u>20-29</u>	<u>30-39</u>	<u>40-49</u>	<u>50-59</u>	<u>60-69</u>	<u>70-79</u>	<u>80-89</u>	<u>None</u>
1920's									
male	0	0	35	7	7	2	0	0	50
female	0	4	4	14	7	0	0	0	70
1930's									
male	0	15	15	23	15	8	0	0	23
female	0	0	0	33	0	0	0	0	67
1940's									
male	0	15	18	13	10	7	0	0	37
female	2	4	22	13	17	0	0	0	41
1950's									
male	0	11	20	16	12	3	2	0	36
female	0	3	16	16	12	3	0	0	50
1960's									
male	1	11	24	22	15	3	0	1	24
female	1	3	8	17	13	7	0	1	49
1970's									
male	0	13	28	22	16	6	1	0	15
female	0	2	10	18	14	6	1	0	49
1980's									
male	0	12	31	20	17	5	1	1	13
female	1	10	24	18	13	3	1	0	30
<u>t-value</u>			<u>df</u>		<u>significance</u>				
6.82			1304.0		0.000				
<u>chi-square</u>			<u>df</u>		<u>significance</u>				
129.547			48		0.000				

HYPOTHESIS 3

A) Women will increase their offering of financial security overtime.

B) No change in males offer financial security more often than women..

The t-test ($t=-6.80$, $p=0.00$) indicates statistically significant difference in the means of male and female advertising of financial security in the total sample. The chi-square test indicates very strong evidence of dependence between advertising financial security and decade.

After further examination of the data, it was found that males consistently offered financial security more than females in the past five decades. Overtime, females have not increased their offering of financial security (74% in 1920, 11% in 1960, 12% in 1970, 9% in 1980). Both sexes increased their absent (not mentioning) of financial security. Table 4 presents the results of rejection of the first statement of hypothesis 3, although supporting the second statement of males offering financial security more often than females.

Table 4: Relative Frequency Percentage of Financial Security Advertised by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	24	15	0	61
female	74	9	0	16
1930's				
male	8	8	8	77
female	0	33	33	33
1940's				
male	18	6	5	72
female	9	24	7	61
1950's				
male	35	3	5	57
female	5	23	16	56
1960's				
male	39	4	3	54
female	11	21	8	59
1970's				
male	32	2	1	65
female	12	13	6	69
1980's				
male	24	2	5	70
female	9	7	6	63
<u>t-value</u>		<u>df</u>	<u>significance</u>	
-6.80	1104.16		0.000	
<u>chi-square</u>		<u>df</u>	<u>significance</u>	
315.58		18	0.000	

HYPOTHESIS 4

Change over time of a decline by both sexes in the expression of desire for marriage.

The t-test ($t=-0.26$, $p=NS$) indicates no statistically significant difference between the means of the pooled male and female population advertising "of interest in relationship". The chi-square test reveals strong evidence of dependence between advertising interest in relationship and decade.

Further inspection of the data in Table 5 reveals support for Hypothesis 4. There has been a dramatic drop in advertising marriage as a desired outcome of the relationship (in the 1920's 67% male/65% female, the 1960's 99% male/95% female, and 5% male/8% female in the 1980's). Even the combination of marriage, companionship and permanent relationship (36% males, 32% females in 1980's) has much lower advertising than ever seen in previous decades. There has also been a significant increase in not mentioning any desired outcome of "interest in relationship" with a high of 33% for males and 36% for females in 1980, compared to the next highest of 9% males/ 17% females in 1940's. The 1980's also differ from previous decades in the number of men and women seeking a permanent, or sexual or a meaningful relationship. It was only in the 1970's that these categories were mentioned at all.

Table 5: Relative Frequency Percentage of Interest in Relationship Advertised by Decade and Sex

<u>Decade</u>	<u>Marr.</u>	<u>Cmpn.</u>	<u>Bus.</u>	<u>Happ.</u>	<u>Perm.</u>	<u>Sex.</u>	<u>Mean.</u>	<u>Meet</u>	<u>None</u>
1920's									
male	67	24	2	0	0	0	0	0	7
female	65	19	0	0	0	0	0	0	16
1930's									
male	69	31	0	0	0	0	0	0	0
female	16	67	0	0	0	0	0	0	17
1940's									
male	54	26	7	0	0	0	0	4	9
female	54	11	7	0	0	0	0	11	17
1950's									
male	94	4	1	0	0	0	0	1	1
female	96	3	0	0	0	0	0	0	2
1960's									
male	99	1	0	0	0	0	0	1	0
female	95	3	1	0	0	0	0	1	1
1970's									
male	88	3	0	0	2	1	1	2	4
female	94	1	0	0	0	0	0	2	3
1980's									
male	5	17	1	1	14	9	3	17	33
female	8	15	1	1	9	4	7	20	36

<u>t-value</u>	<u>df</u>	<u>significance</u>
-.26	1336.76	NS

<u>chi-square</u>	<u>df</u>	<u>significance</u>
1496.88	48	0.000

HYPOTHESIS 5

A) No change in men seeking younger partners over time.

B) No change in women seeking older partners over time.

The chi-square test results indicate strong evidence of dependence between advertising age of partner sought and decade. The t-test ($t=-4.97$, $p=0.00$) indicates a statistically significant difference in the means of the pooled male and female population advertising of age of partner sought.

Table 6, by examination, presents males consistently seeking younger partners and females consistently seek older partners throughout and over time. (Seek older: 0% m/ 2% f in 1920, 1% m/ 12% f in 1950, 2% m/ 21% f in 1980. Seek younger: 15% m/ 0% f in 1920, 27% m/ 1% f in 1950, 35% m/ 2% f in 1980).

Table 6: Relative Frequency Percentage of Age of Partner Sought by Decade and Sex

<u>Decade</u>	<u>Older</u>	<u>Younger</u>	<u>Same</u>	<u>Specify</u>	<u>None</u>
1920's					
Male	0	15	4	24	57
female	2	0	0	23	74
1930's					
male	8	38	8	8	38
female	17	0	0	50	33
1940's					
male	0	30	7	28	20
female	20	9	9	28	14
1950's					
male	1	27	5	27	41
female	12	1	5	46	36
1960's					
male	3	28	4	19	46
female	12	0	4	45	39
1970's					
male	2	32	6	12	48
female	14	1	6	45	34
1980's					
male	2	35	3	9	51
female	21	2	10	25	43
<u>t-value</u>		<u>df</u>	<u>significance</u>		
-4.97	1250.	78	0.000		
<u>chi-square</u>		<u>df</u>	<u>significance</u>		
79.367		24	0.000		

HYPOTHESIS 6

- A) Over time, there will be changes in advertising of health traits by both sexes.**
- B) Women will increase offering and seeking of health traits.**
- C) Men will increase offering and seeking of health traits.**

The chi-square test indicates strong evidence of dependence between advertising of health traits and decade. The t-test ($t=-1.14$, $p=NS$) shows no statistically significant difference in the means of the pooled male and female population advertising health traits.

Further inspection of the data reveals a substantial decrease in the absence category of health traits which indicates an increase change in the advertising of health characteristics. (Absent: 96% m/ 100% f in 1920, 86% m/ 83% f in 1950, 59% m/ 64% f in 1980). The evidence also supports male and female increase in offering and seeking of health traits over time. (Offer: 4% m/ 0% f in 1920, 9% m/ 7% f in 1950, 31% m/ 21% f in 1980). (Seeking: 0% both male and female in 1920, 9% m/ 11% f in 1950, 11% m/ 15% f in 1980).

Table 7: Relative Frequency Percentage of Health Traits Advertised by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	4	0	0	96
female	0	0	0	100
1930's				
male	0	0	0	100
female	0	0	0	100
1940's				
male	9	3	0	88
female	2	9	2	87
1950's				
male	9	9	1	86
female	6	10	2	83
1960's				
male	8	3	1	87
female	3	9	1	87
1970's				
male	16	5	2	78
female	9	12	2	77
1980's				
male	27	7	8	59
female	18	12	6	64
<u>t-value</u>	<u>df</u>	<u>significance</u>		
-1.14	1340.97	NS		
<u>chi-square</u>	<u>df</u>	<u>significance</u>		
178.345	18	0.000		

HYPOTHESIS 7

- A) Over time, there will be changes in advertising of hobbies/interests by both sexes.
- B) Women will increase offering and seeking of hobbies/interest traits over time.
- C) Men will increase offering and seeking of hobbies/interest traits over time.

The t-test ($t=-1.32$, $p=NS$) indicates no statistically significant difference in the means of the male and female total sample advertising of hobbies/interests. The chi-square test reveals strong evidence of dependence between the advertising of hobbies/interests and decade.

Examination of the results from Table 8 indicate a substantial change in the advertising of hobbies/interests over time. A decrease of over 50% in the absence (not mentioning) is shown. (Male: 91% in 1920, 39% in 1980, females: 98% in 1920, 34% in 1980). Inspection of the data also shows a consistent increase in the offering and seeking by both sexes of hobbies/interest when advertising. (Seek hobbies/interest: 1% m/ 4% f in 1920, 17% m/ 13% f in 1950, 22% m/ 25% f in 1980. Offer hobbies/interest: 1% m/ 4% f in 1920, 19% m/ 12% f in 1950, 38% m/ 41% f in 1980).

Table 8: Relative Frequency Percentage of Hobbies/Interest Advertised by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	4	4	0	91
female	0	0	2	98
1930's				
male	8	0	0	92
female	0	0	0	100
1940's				
male	9	8	3	80
female	4	11	7	76
1950's				
male	13	14	7	66
female	9	10	6	75
1960's				
male	24	14	6	56
female	13	13	13	62
1970's				
male	24	18	11	46
female	18	27	16	40
1980's				
male	31	14	16	39
female	34	18	14	34
<u>t-value</u>	<u>df</u>	<u>significance</u>		
-1.32	1988	NS		
<u>chi-square</u>	<u>df</u>	<u>significance</u>		
246.038	18	0.000		

HYPOTHESIS 8

- A) Women will increase seeking attractiveness over time.**
- B) No change in women offering attractiveness more than men over time.**
- C) No change in males seeking attractiveness more than women over times.**

The t-test ($t=-1.64$, $p=NS$) indicates no statistically significant difference between the means of the pooled male and female population advertising of attractiveness. The chi-square test reveals strong evidence of dependence between the advertising of attractiveness and decade.

Table 9 demonstrates results that supports hypothesis 8. Inspection of the data reveals women have increased seeking of attractiveness by only a slight percentage over time, while males continue to seek attractiveness substantially more than women. (Seek: 1% m/ 2% f in 1920, 10% m/ 4% f in 1950, 22% m/ 7% f in 1980). Women continue to offer attractiveness more than men over time. (Offer: 2% m/ 31% f in 1920, 4% m/ 24% f in 1950, 25% m/ 46% f in 1980).

Table 9: Relative Frequency Percentage of Attractiveness Advertised by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	2	2	0	96
female	30	0	2	67
1930's				
male	8	0	0	92
female	33	0	0	67
1940's				
male	7	6	0	87
female	15	4	2	78
1950's				
male	4	10	1	85
female	22	2	4	72
1960's				
male	8	11	5	76
female	26	1	2	71
1970's				
male	12	14	11	64
female	32	1	5	83
1980's				
male	17	14	17	52
female	41	2	11	46
<u>t-value</u>	<u>df</u>	<u>significance</u>		
1.67	1732.40	NS		
<u>chi-square</u>	<u>df</u>	<u>significance</u>		
173.626	18	0.000		

HYPOTHESIS 9

- A) Women will increase offering of physical characteristics over time.**
- B) No change in males offering physical characteristics more than women over time.**

The t-test ($t=0.90$, $p=NS$) reveals no statistically significant difference between the means of males and females in the total sample advertising of physical characteristics. The chi-square test indicates strong evidence of dependence between the advertising of physical characteristics and decade.

Inspection of the data in Table 10 indicates the support of women increased offering of physical characteristics over time, while males offered physical characteristics more often than females over time. (Offer: 0% both male and female in 1920, 16% m/ 11% f in 1950, 42% m/ 43% f in 1980).

Table 10: Relative Frequency Percentage of Physical Traits Advertised by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	0	2	0	98
female	0	2	0	98
1930's				
male	0	8	0	92
female	0	0	0	100
1940's				
male	10	9	2	80
female	4	4	4	87
1950's				
male	15	10	3	72
female	10	13	3	74
1960's				
male	23	5	4	68
female	16	11	3	70
1970's				
male	30	11	7	52
female	20	14	6	60
1980's				
male	35	11	14	40
female	36	6	14	44
<u>t-value</u>	<u>df</u>	<u>significance</u>		
0.90	1988	NS		
<u>chi-square</u>	<u>df</u>	<u>significance</u>		
257.162	18	0.000		

HYPOTHESIS 10

- A) **Change over time in the advertising of personality by both sexes.**
- B) **Males will increase seeking of personality characteristics over time.**
- C) **Males will increase offering of personality characteristics over time.**
- D) **No change in females offering personality characteristics more often than males.**

The t-test ($t=-3.74$, $p=0.00$) discloses a statistically significant difference between the means of the pooled male and female population advertising personality characteristics. The chi-square test indicates strong evidence of dependence between the advertising of personality traits and decade.

Inspection of the data in Table 11 shows a change in advertising by both sexes as attested by a decline in absent (not mentioning) subcategory. (Absent: 91% m/ 74% f in 1920, 77% m/ 72% f in 1950, 37% m/ 24% f in 1980). Males increased their offering and seeking of personality characteristics over the past four decades. Except for the first three decades, a consistent increase by males was shown in regards to hypothesis 10. Females have been able to maintain a slight percentage of offering personality characteristics more often than males. (Offer: 3% m/ 23% f in 1920, 12% m/ 15% f in 1950, 31% m/ 34% f in 1980).

Table 11: Relative Frequency Percentage of Personality Traits by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	0	2	7	91
female	23	2	0	74
1930's				
male	15	0	8	77
female	17	0	0	83
1940's				
male	11	10	0	79
female	13	13	4	70
1950's				
male	10	8	5	77
female	13	11	4	72
1960's				
male	14	12	6	68
female	10	13	7	70
1970's				
male	16	17	12	55
female	17	18	17	49
1980's				
male	20	19	23	37
female	15	24	38	24
<u>t-value</u>	<u>df</u>	<u>significance</u>		
-3.74	1356.22	0.000		
<u>chi-square</u>	<u>df</u>	<u>significance</u>		
315.58	18	0.000		

HYPOTHESIS 11

- A) **Change over time by both sexes in sincerity advertising.**
- B) **An increase by females of offering sincerity over time.**
- C) **An increase in seeking sincerity by females will be seen over time.**
- D) **An increase in offering sincerity by males over time.**
- E) **An increase in seeking sincerity by males will be seen over time.**

T-test results ($t=-3.76$, $p=0.00$) indicate statistically significant difference between the means of the pooled male and female population advertising sincerity. The chi-square test reveals strong evidence of independence between the advertising of sincerity and decade.

Contrary to hypothesis 11, examination of the results from Table 12 present no evidence to suggest that males and females have increased their advertising of sincerity when searching for a partner. (Absent: 76% m/ 90% f in 1920, 78% m/ 65% f in 1950, 75% m/ 67% f in 1980). Nor has a change over time been established in sincerity advertising or an increase in the offering of sincerity by either sex over time. (Offer: 10% m/ 2% f in 1920, 9% m/ 10% f in 1950, 13% m/ 6% f in 1980). Further inspection of data reveals females have sought sincerity more often than males in the past 5 decades. (Sought: 13% m/ 26% f in 1940, 17% m/ 31% f in 1960, 12% m/ 26% f in 1980).

Table 12: Relative Frequency Percentage of Moral Virtue (Sincerity) Advertised by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	9	13	2	76
female	0	5	5	90
1930's				
male	23	8	0	69
female	0	0	0	100
1940's				
male	9	12	2	77
female	4	22	9	65
1950's				
male	7	11	4	78
female	8	23	4	65
1960's				
male	10	15	4	71
female	5	29	4	62
1970's				
male	9	19	5	66
female	10	23	5	62
1980's				
male	10	9	6	75
female	4	24	5	67
<u>t-value</u>		<u>df</u>	<u>significance</u>	
-3.76	1335.22		0.000	
<u>chi-square</u>		<u>df</u>	<u>significance</u>	
26.845		18	0.0819	

HYPOTHESIS 12

An increase in straight newspapers of unconventional advertising (i.e. bisexual, homosexual) by both sexes will be seen overtime.

T-test ($t=-1.22$, $p=NS$) reveals no statistically significant difference between the means of the pooled male and female population advertising of sexual preference. The chi-square test indicates strong evidence of dependence between the advertising of sexual preference and decade.

Inspection of the data shows a very slight, but not consistent increase of this type of advertising in a straight newspaper. (Offer: 0% both male and female in 1920, 2% m/ 1% f in 1950, 2% m/ 3% f in 1980). The pattern fluctuates between the 0%-3% range in the past 4 decades.

Table 13: Relative Frequency Percentage of Sexual Preference Advertised by Decade and Sex

<u>Decade</u>	<u>Hetro</u>	<u>Homo</u>	<u>Bisexual</u>	<u>Absent</u>
1920's				
male	100	0	0	0
female	100	0	0	0
1930's				
male	100	0	0	0
female	100	0	0	0
1940's				
male	100	0	0	0
female	100	0	0	0
1950's				
male	98	2	0	0
female	99	1	0	0
1960's				
male	100	0	0	0
female	97	3	0	0
1970's				
male	100	0	0	0
female	100	0	0	0
1980's				
male	98	1	1	0
female	97	2	1	0
<u>t-value</u>	<u>df</u>	<u>significance</u>		
-1.22	1201.15	NS		
<u>chi-square</u>	<u>df</u>	<u>significance</u>		
25.198	12	0.0139		

HYPOTHESIS 13

Change by both sexes in mentioning their marital status over time.

The chi-square test indicates strong evidence of dependence between the advertising of marital status and decade. The t-test ($t=-2.98$, $p=0.003$) reveals statistically significant difference between the means of males and females in the total sample concerning advertising of marital status.

Examination of the results from Table 14 indicate support for hypothesis 13, which states the number of descriptives used to explain marital status has increased. (The number of descriptives used: in 1920 2 subcategories used by both male and female, 1950 3 for male/ 4 for female used, 1980 6 for male/ 5 for female used). Women have also showed a decrease in advertising widowhood. (Female o offer: in the 1920's 42%, the 1950's 37% and 6% in the 1980's.)

Table 14: Relative Frequency Percentage of Marital Status Descriptives Advertised by Decade and Sex

<u>Decade</u>	<u>Marr.</u>	<u>Widow</u>	<u>Sigle</u>	<u>Divor</u>	<u>Slprt</u>	<u>Separ</u>	<u>None</u>
1920's							
male	0	7	15	0	0	0	78
female	0	42	5	0	0	0	53
1930's							
male	0	0	15	0	0	0	85
female	0	50	0	0	0	0	50
1940's							
male	0	11	11	1	0	0	77
female	0	37	0	2	0	0	61
1950's							
male	0	8	7	1	0	1	83
female	0	37	4	4	0	0	55
1960's							
male	0	5	14	6	0	0	75
female	0	29	5	7	0	0	60
1970's							
male	0	5	8	7	0	0	80
female	0	18	3	4	0	0	76
1980's							
male	1	5	16	5	3	1	69
female	0	6	12	7	5	1	70

<u>t-value</u>	<u>df</u>	<u>significance</u>
-2.98	1988	0.003

<u>chi-square</u>	<u>df</u>	<u>significance</u>
164.1623	36	0.000

HYPOTHESIS 14

Change over time of an increase in the offering of dependents by both sexes will be seen.

T-test results ($t=2.25$, $p=0.025$) indicate statistically significant difference in the means of the pooled male and female population advertising dependents (children). The chi-square test indicates strong evidence of dependence between the advertising of dependents and decade.

Inspection of Table 15 data does not indicate support for hypothesis 14. The increase of offering of dependents has not been established over time by either sex, rather it has been fluctuating over the past seven decades. (Offer dependents: 0% both male and female in 1920, 3% m/ 12% f in 1940, 3% m/ 13% f in 1960, 5% m/ 9% f in 1980).

Table 15: Relative Frequency Percentage of Dependents Advertised by Decade and Sex

<u>Decade</u>	<u>Offer</u>	<u>Sought</u>	<u>Both O & S</u>	<u>Absent</u>
1920's				
male	0	0	0	100
female	0	0	0	100
1930's				
male	0	15	0	85
female	0	0	0	100
1940's				
male	3	11	1	85
female	11	0	2	87
1950's				
male	5	5	1	89
female	14	0	0	86
1960's				
male	3	7	1	89
female	13	3	0	84
1970's				
male	3	9	0	87
female	6	2	1	91
1980's				
male	5	3	0	92
female	9	1	0	90
<u>t-value</u>	<u>df</u>	<u>significance</u>		
2.25	1859.6	0.025		
<u>chi-square</u>	<u>df</u>	<u>significance</u>		
45.6209	18	0.0003		

Overall support was found for ten of the fourteen hypotheses set forth. The prediction about a decline in expression of desire for marriage by advertisers, males seeking younger partners, females seeking older partners, an increase in middle age advertising by both sexes, males continue to offer financial security more often than females, females increase seeking attractiveness although males seek attractiveness more, increase of offering and seeking hobbies/interests and health traits by both sexes, women increased offering physical characteristics, males increased offering and seeking personality characteristics, an increase in unconventional advertising, an increase in marital status descriptives and an emphasis on socially desirable advertising were all supported overtime. The four hypotheses which were not supported were 2(b), 3(a), 11 and 14. Hypothesis 2(b) stated females would out number males in the middles age category. Hypothesis 3(a) stated there will be an increase in the number of women who state they are financially secure. Hypothesis 11 stated an increase will be seen in offering and seeking sincerity in partners by both sexes. Hypothesis 14 stated an increase of offering dependents by both sexes across time will be seen. The significance of these findings are presented in the following chapter.

Chapter 4

DISCUSSION

Sample and Limitations

This study began with the goal of examining the longitudinal pattern of dating choice through personal advertising. In carrying out this research a sample of 1990 individuals were examined representing considerable variation in demographic characteristics. A single source was able to provide a sample of all decades, age groups and various ethnic and cultural backgrounds.(see Appendix A)

A very small percentage (only 1%) of the total sample was coded in the 1930's decade. Although some may feel that this figure could skew the results of the total sample, it does represent the conditions of the decade, namely the Depression, and indicates that personal advertising did exist during this period but in a limited capacity.

A major limitation of this research is one of regional reference. Only using one type of publication and not comparing with any other source may lead to a geographical bias.

After comparing the increase in newspaper circulation over the years tested with the number of personal advertisements over the same period, it was established that personal advertising has increased independent of the newspaper circulation. This indicates that the usage of personal advertising is an increasing and accepting mode by which to find a date.

Although it cannot be claimed that people who advertise in the personal sections of newspapers are typical of the date selection process of the population at large, they do provide one perspective on the issues of gender and marital choice in this society.

Explanations

There were four non confirmed hypotheses out of the fourteen examined. Originally it was posited that females should have a greater representation in the middle age category (40-69) than males, but this was not proven. Males averaged 36 percent representation over the six decades while females average 32 percent.

It was also shown that both sexes aging patterns are equal. Both have shown decreasing and increasing trends in the same decade. The results illustrate an increase in middle age (40-69) by both sexes. (i.e. our population is aging). Throughout all age categories males showed more representation for their sex in this sample.

One may speculate that males are more concerned with dating and therefore actively seek a dating partner more often than females. Traditionally it has been expected and accepted that males are the initiator in asking someone out on a date and once again it is reflected in the personal column by the number of males in this role of introduction.

The age group which also increased overtime was 30-39. One explanation for the increase of the age group is the time spent by males and females further developing and establishing their careers early in their adulthood. They have neglected the dating and mating process until later, about 10 years, when they feel

they have the energies and time to put into a relationship (Morrisroe,1984; Van Gelder,1983). Another explanation may be due to divorce rates. People over the age of 30 who are divorced are going outside the normative date selection procedure of family and friends to find dates by using personal advertising or dating services (Jedlicka,1978).

It was also predicted, but not confirmed, women will increase their offering of financial security. Given an increasing number of women who are gainfully employed over the decades, women, it was predicted, will show their worth and become more desirable or at least equal in social desirability to the opposite sex by offering this positive characteristic. The results did not show an increase in offering of financial security for women, instead we see a fluctuation of increases and decreases for women. This may be due in part that although women are in the workforce in more numbers than ever before, they hold lower paying jobs than their male counterparts and do not have the financial status that males hold. The fluctuating financial security pattern also holds true for males' offering of financial security and although males far outnumber females, the gap is getting smaller. The data also indicated women having decreased seeking financial security over the past six decades. Therefore it may be concluded that women are showing their increasing economic power and independence not by offering financial security but by decreasing their search for financial security in date selection.

Males traditionally offer financial security more than females. This was proven to remain true. The reasoning behind this hypothesis is for males, money is a very positive characteristic and shows their worth which may be very appealing to certain members of the opposite sex.

It should also be noted that females offered financial security more often than males in the first two decades of this study. An explanation for this could be due to the period of the time, the roaring twenties and the dirty thirties in which it was the rich females who could afford to advertise and flouted their wealth to attract the opposite sex who were in the same situation of financial independence.

Change over time in sincerity advertising by both sexes and an increase in offering and seeking sincerity in partners by both sexes was another hypothesis not proven. The reason was to establish a direction or trend in regards to the topic of sincerity. Contrary to this hypothesis the findings presented no evidence of an increase or decrease in this advertising characteristic. A fluctuating pattern was found in female advertising and a continually stable trend of male advertising was demonstrated. The search for sincerity in a partner consistently outnumbers the offering of the trait in this study. The importance of finding a sincere date seemed to weigh heavier than establishing oneself as sincere. It may be speculated that the advertisers believe themselves to be sincere using this medium of communication to make a respectable social contact and wishes to find someone who is sincere in their response to this type of proposal.

Contrary to hypothesis 14, the findings did not reflect an increase in offering of dependents by both sexes. Results indicated a fluctuation in the offering of dependents by both sexes in throughout the period studied. The data also shows an increase in absent (not mentioning) of dependents. This maybe due to the decrease in the size of a family over the last three decades. Couples are having fewer children and divorce does not mean custody of the children for one parent but rather it can be shared by both parents, decreasing the responsibility which was

endured by one parent in the past. The findings also indicate an increase in single advertising and a decrease in widow advertising. This may explain the decrease in offering dependents, since a relationship between widowhood and offering of dependents may explain this decline. Also any interest in a steady relationship (i.e. marriage, companionship, permanent) is being offered less and an accent on simply meeting someone has increased, reducing any means of commitment early in the introduction.

Generally speaking, the other remaining hypotheses tested held over time consistent with previously mentioned findings of other researchers. The first hypothesis posited by the present study was derived from the common conclusion in literature that males and females emphasize socially desirable characteristics to maximize their choices of acceptance (Deaux & Hanna,1984; Huston,1973; Berscheid et al.,1971). As far as the present study was concerned, the prediction by the first hypothesis was correct for each decade involved in the study. As stressed by Schoeneman & Rubanowitz(1985) this finding seems to fit well with the explanation of attribution theory, how a person goes about describing or explaining oneself to others. In doing so, they wish to attract and be attracted to people of approximately equal attributes. By accenting only positive characteristics which others want to hear, people with similiar positive characteristics will be attracted and respond. When searching for a date, the objective is to attract an individual who is socially desirable and has valued characteristics (Huston,1973; Hudson & Henze,1969; Blood Jr.,1956; Burgess & Wallin,1944). Therefore it was not surprising to find significant results supporting the fact that individuals in the study consistently advertised only positive characteristics in hopes of attracting individuals with similiar characteristics.

A hypothesis posited concerning males seeking younger partners and females seeking older partners held true over all decades. Researchers have found this particular behaviour has not changed over time, nor is there an expectation for it to change. It was also found that the seeking of a specified age declined over time. (There was also an increase of not mentioning age sought in the past six decades.) This suggests that age is declining as an important factor in a relationship.

Results showed positive relation with the predictions of increased advertising of health traits and hobbies/interests by both sexes. Health traits have been found to exist in past research (Deaux & Hanna,1984; Laner,1978; Cameron et al.,1977; Harrison & Saeed,1977; Laner & Kamel,1977; Hudson & Henze,1969) although it was not established whether there was an increase over time. This study seems to support the trend of increased advertising of this characteristic. The data shows a tremendous decrease in the absent (not mentioned) column of health traits and an increase in offering and seeking by both sexes through the 1970's and 1980's. This concurs with the health and fitness craze experienced in our society over the past 20 years. An individual advertising desirable aspects to the opposite sex, by expressing his/her interest in sport, recreation, non smoking, and drinking behaviour so as to be appealing to prospective mates.

Hobbies/interests data shows the same type of pattern starting in the 1940's and steadily continuing through 1980's. This supports the notion of exchange theory (Homan, 1974; Thibaut & Kelley, 1959). The expression of hobbies or interests is just another way of describing oneself in hopes of attracting someone who also enjoys or appreciates the same activity or interest. By showing the diversity of

oneself, it may enlighten the opposite sex to one's character and enhance the chance of being approached for a date.

The message received from the category of attractiveness suggests a change in advertising by the decline in the absent (not mentioning) of this characteristic. Both males and females have increased their offering and seeking of attractiveness although women still offer this characteristic over twice as often as men and males seek twice as often as females. The evidence suggests an increased importance in the advertising of attractiveness by both sexes. It may be speculated that people are becoming more particular and descriptive about oneself in advertising for a date.

The advertising of physical characteristics has also shown a substantial change over the decades. The decrease in the absent (not mentioning) suggests an increase in the advertising of this characteristic. Both sexes have consistently increased their offering of physical traits over the decades. Males were found to offer and seek this trait more often than women but the gap is closing. One may speculate that in an attempt to find homgany in the relationship, a starting point is physical features. Thus using this descriptive is another way of appearing attractive to the opposite sex.

In aiming at testing the change in personality advertising, it was found both sexes have increased their offering and seeking of this trait, although women still offer/seek this characteristic more often than men. Research has found attraction of sex-role attitudes to exist among males and females. The awareness of compatibility between presonalities has been demonstrated in recent years in regards to establishing a successful relationship (Wagner,1975.) Women have his-

torically expressed personality traits more often than men (Deaux & Hanna, 1984; Laner, 1978; Cameron et al., 1977;) although it is felt men's awareness of this aspect in a relationship is increasing and in order to enhance his attractiveness to the opposite sex an appeal to this characteristic can only benefit the date selection process.

Hypothesis 12 posited an increase in offering and seeking of unconventional advertising by both sexes over time. Although the publication used is not an established source for this type of advertising, like better known publications which cater to this type of advertising, a very slight increase was shown, although the percentages were very small. This concurs with the theory that as homosexuals are "coming out of the closet", personal advertising in legitimate newspapers will increase as a reflection of the trend in the population. This increase is very slight in the last decade and we may see a reversal in the pattern due to the outbreak of AIDS in this subgroup in society.

The decline in the expression of desire of marriage across time by both sexes was tested. Although data essentially concurred with the direction of this prediction, it only came about with a significant decline in the 1980 decade. Data shows an increase in the absence of mentioning interest in relationship in the 1980's which far exceeded any of the previous decades. Permanent relationship, sexual, meaningful and wishing to meet all increased dramatically in this decade and indicated no difference in the pattern between sexes. The finding agrees with Wiseman (1977), that people no longer look at marriage to fulfill their needs. Other avenues such as cohabitation, casual dating or long term love relationships seem to meet the needs of the partner without the commitment of marriage. The

results also indicate less accent on a commitment to a relationship but rather useage of personal advertising as an avenue by which to meet someone, based on the termendous increase in wishing to meet and not mentioning any interest in relationship.

In an attempt to illustrate increasing marriage breakdown over the decades, it was posited a change by both sexes in mentioning their marital status would occur. Support was found, the number of descriptives used to explain marital status did increase over time for both sexes. Terms like single parent and separated were rarely if ever used in earlier decades but as time progressed these situations increased dramatically in our society which have been reflected in many segments of the population including the date selection process. Both males and females demonstrated similar patterns in their expression of marital status.

Conclusion

This study addressed the trends and patterns of date selection advertising over the past sixty years. It is concluded that several patterns have not changed such as no change in the way either sex advertised the concept of sincerity, males offering financial security more often than females and females seeking financial security more often than males, males seeking younger partners while females seek older partners, males seek attractiveness and females offer attractiveness more often than the opposite sex, females indicating the use of personality advertising more often than males and both sexes showing a strong accent on advertising socially desirable characteristics. Other values and norms are adjusting to the modern day activies such as an increase by both sexes to offer and seek health

traits, hobbies/ interests, physical characteristics, a decrease in stating an interest in relationship, a very slight increase in the advertising of unconventional sexual preference (i.e. homosexual, bisexual) and the increase by both sexes in the number of marital status descriptives used to explain their present position.

On variables of financial security and attractiveness characteristics advertisers of each sex seem to offer what the advertiser of the opposite sex wants and to want what the advertisers of the opposite sex offered, a pattern consistent with at least some forms of complementarity theorizing (Seyfried & Hendrick, 1973; Wagner, 1975).

What we are seeing by this study is more interest is being spent by the advertisers to describe oneself and to describe in detail (hobbies, health, personality, etc.) the type of person he/she is looking to meet. Less advertising is being spent on interest in commitment of the relationship or just looking for someone without knowing very much about each other before they meet.

The conclusions reached by the present study, although limited to the extent that the sample used was regional, at least contributed an element of pattern concerning sex roles in date selection. Beyond the introductory phase of date selection, little is known of the success or failure of contacting the date desired. Further research examining the relationship between perceived standards for a date and the ultimate selection is required.

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APPENDIX A
ETHNICITY AND RELIGION OF SAMPLE

<u>ETHNICITY</u>	<u>Female</u>	<u>Male</u>	<u>Percent</u>
European	59	75	6.7
Canadian	28	74	5.1
Oriental	18	13	1.6
Scandianvian	8	13	1.1
American	1	10	.6
Urkarain	1	7	.4
Black	3	1	.2
East Indian	1	2	.2
Absent	590	1086	84.2
Column Total	709	1281	100

<u>Religion</u>	<u>Female</u>	<u>Male</u>	<u>Percent</u>
Christian	15	26	2.1
Catholic	8	11	2.1
Protestant	6	11	.9
Jewish	1	3	.2
Jehovah Witness	0	1	.1
Sikh	0	1	.1
Absent	679	1228	95.8
Column Total	709	1281	100

APPENDIX B
PUBLISHER'S ADVERTISING REGULATION

Pacific Press Limited

A Southam Company

2250 Granville Street
Vancouver, B.C. V6H 3G2
Telephone (604) 732 2944

November 5, 1985



Ms Kelley Heard
Department of Sociology,
University of Victoria,
P O Box 1700,
Victoria, B.C.
V8W 2Y2

Dear Kelley:

RE: POLICY CONCERNING CONTENT OF COMPANIONSHIP ADS

Our policy is flexible insofar as we change advertising regulations as society changes. We do allow ads from homosexuals, bisexuals but we edit group encounter ads to ensure good taste.

Hope this covers all bases.

Yours truly,

PACIFIC PRESS LIMITED

Herbert I. Smith
Assistant Manager
Classified Advertising Dept.

HTS:cm

APPENDIX C
VARIABLES VALUES AND LABELS

Decade of Advertisement

- 2 - 1920-29
- 3 - 1930-39
- 4 - 1940-49
- 5 - 1950-59
- 6 - 1960-69
- 7 - 1970-79
- 8 - 1980-86

Sexual Preference

- 1 - heterosexual
- 2 - homosexual
- 3 - bisexual

Gender of Advertiser

- 1 - male
- 2 - female

Marital Status of Advertiser

- 1 - absent
- 2 - married
- 3 - widow
- 4 - single
- 5 - divorce
- 6 - separated
- 7 - single parent

Age of Advertiser

- 1 - 1-19
- 2 - 20-29
- 3 - 30-39
- 4 - 40-49
- 5 - 50-59
- 6 - 60-69
- 7 - 70-79
- 8 - 80-89
- 0 - absent

Children(Dependents) of Advertiser

- 1 - absent
- 2 - offer
- 3 - sought
- 4 - both offer and sought

Religion Preference Offered
Religion Preference Sought

- 1 - absent
- 2 - christian
- 3 - catholic
- 4 - protestant
- 5 - jewish
- 6 - any
- 7 - jehovah witness
- 8 - sikh

Race or Nationality Offered
Race or Nationality Sought

- 1 - absent
- 2 - canadian
- 3 - oriental
- 4 - european
- 5 - american
- 6 - black
- 7 - urkarain
- 8 - scandianvian
- 9 - any
- 0 - east indian

Occupation Offer by Advertiser
Occupation Sought by Advertiser

- 1 - absent
- 2 - professional
- 3 - retired
- 4 - student
- 5 - tradesman
- 6 - domestic
- 7 - logger
- 8 - white collar
- 9 - farmer

Age of Partner Sought

- 1 - absent
- 2 - older
- 3 - younger
- 4 - same age
- 5 - specified age

Interest in Relationship

- 1 - absent

- 2 - marriage
- 3 - companionship
- 4 - permanent relationship (lasting)
- 5 - business (partnership)
- 6 - sexual (casual)
- 7 - happiness
- 8 - wishes to meet
- 9 - meaningful

Attractiveness

Reference to Sexual Behaviour

Physical Characteristics

Financial Security

Personality Characteristics

Hobbies or Interests

Health Traits

Moral Virtue

- 1 - absent
- 2 - offered
- 3 - sought
- 4 - both offered and sought

APPENDIX D
TOTAL SAMPLE AND CIRCUALTION FIGURES

<u>Decade</u>	<u>Sample</u>	<u>Circulation</u>
1920	89	22,313
1930	19	71,287
1940	169	69,533
1950	325	159,939
1960	412	216,850
1970	448	258,514
1980	528	234,267
1986	--	245,473

NOTE: Circulation figures are a 6-month average of the Vancouver Sun ending March 31 of each year (i.e. 1920, 1930, 1940 etc.)
Sample figures are the total subsample for each decade indicated.

The Vancouver Sun

A Southam Newspaper

2250 Granville Street
Vancouver B C V6H 3G2
Telephone (604) 732 2111

October 13, 1987

Ms Kelley Heard
University of Victoria
Department of Sociology
P O Box 1700
Victoria, B C
V8W 2Y2

Dear Kelley

I received the attached letter in which you request some information regarding Sun Circulation totals

Unfortunately, I am unable to provide specific days or dates going back to 1920, but I was able to come up with a 6-month average of Sun Circulation for the 6 months ending March 31 of each year you requested. These figures are taken from statements audited by the Audit Bureau of Circulations.

I trust these figures will be of some assistance to you. If you need further information, please do not hesitate to contact me by phone at 732-2474.

I wish you well with your thesis.

Yours sincerely,


D.M. Grieve
Circulation Manager

DMG:gg
Encl.





UNIVERSITY OF VICTORIA

PO BOX 1 00 VICTORIA B.C. CANADA V8W 2Y2
 TELEPHONE (604) 721 7572 TELEX 049-7222

DEPARTMENT OF SOCIOLOGY

Kelley Heard
 Graduate Student

September 30, 1987

Vancouver Sun
 Pacific Press Ltd.
 2250 Granville St
 Vancouver, B.C. V6H 3G2

To Whom It May Concern

I am a graduate student at the University of Victoria in the department of Sociology and am using material from your publication for my thesis. Unfortunately I have not been able to find your circulation figures for the following dates. Could you please provide these numbers for me or tell me where I may locate them. The dates in question are:

September 2, 1986	245,413
January 2, 1980	224,267
January 2, 1970	32,611
January 2, 1960	51,500
January 2, 1950	147,997
January 2, 1940	694,333
January 2, 1930	712,577
January 2, 1920	223,133

I will be looking forward to your reply. Thank you for your assistance.

Sincerely,

Kelley Heard
 Kelley Heard
 Graduate Student

Vita

Surname: Heard Given Names: Kelley Ann

Place of Birth: Victoria, British Columbia

Date of Birth: 23, November 1959

Educational Institutions Attended:

	<u>entered</u>	<u>left</u>
<u>University of Portland, Portland, Oregon</u>	08,78	05,81
<u>University of Victoria, Victoria, B.C.</u>	09,84	-----

Degrees Received:

B.B.A., University of Portland, 05,1981

Honors and Awards:

Publications:

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A Time-Series Analysis of the Use of Personal Columns

Author



Kelley Ann Heard
Name

Feb 12/88
Date