

Dear Alumni and USY'er;

On April 9, 1966, the Heights Temple Alumni is sponsoring an OPERATION SHADCHAN. As suggested by the name, this dance will be a date affair; however, your date will be provide by an IBM 7040 system. A matchmaking program has been written and it will use the answers to the questions of the survey in these pages. You are to answer the the first time in terms of yourself in Section A of the answer sheet on the last page. Then the questions are to be answered in terms of your ideal date. There is a word or two of warning: be honest and do not try to out-psyche the computer, for the results can and will be disastrous. The computer will give you what you asked for, not what you meant to ask for. Thus, when you answer the questions, especially the second time, be careful. (In the second answering if it makes no difference to you how your date answers the question put a zero in the answer sheet by that question, but only if it really makes no difference. The computer will use the zeros to make its job easier. When you've finished the questions send the sheet with the \$0.75 deposit and your signature agreeing to date whomever the computer matches you with. The reason for a deposit, which is non-refundable, and the agreement is quite obvious; we don't want anyone to "chicken out" and leave someone else dateless.

In order that we may complete the programming in time the absolute deadline for our receipt of the answer sheet is March 13, 1966.

GOOD LUCK ON YOUR DATE,

Daniel Berry, programmer

P. S, Contact me at YE 2-5771 if you have any questions.

In 1966, when I was 17 years old and a senior in HS, I organized a dance in which one's date for the dance was found by software I wrote. I adapted the second test of the 1965-1966 Operation Match to high school age (from college age) so "believe in sex on first date" became "believe in kissing on first date" :-). Also I wrote the software to implement dance mode instead of dating mode, so that EACH boy was matched with a girl and vice versa, a one-for-one match, with an equal number of boys and girls. (The excess boys who signed up last got their money back!)

I did not know that Operation Match had also done party mode, because all I saw was the second of the 1965-1966 tests. The 1967 test had not come out yet in 1966. So I thought I invented party mode! :-)

OPERATION SHADCHAN

"Shadchan" (with "ch" as in German "ach" or as in Spanish "Jose") means "matchmaker" in Hebrew and Yiddish.

The 58 multiple choice questions on this questionnaire are to be answered twice on the enclosed answer sheet. The first answering is to provide OPERATION SHADCHAN with information about you; in each select the term or scale point which best describes you or your personality, and write its number in the appropriate space in Section A of the answer of the answer sheet. If in some instances none of the terms seem to apply, select the one which most nearly describes you. Ask other people if necessary, for the success of OPERATION SHADCHAN as a whole, and especially in your individual case, depends on your honesty.

In the second answering, select the characteristics of the person you would most like to date. Enter the numbers of your answers in Section B of the answer sheet.

Some questions will be weighted more highly than others in the matching program, and you have some control over the weighting system used to select your dates. During the second answering only, if the way your match answers some particular question or questions makes no difference to you, enter zero (0) in the appropriate space on Section B of the answer sheet.

SECTION ONE: MULTIPLE CHOICE

Instructions: Decide upon the word or phrase which best describes you (first answering) or your ideal date (second answering). Enter its number in the appropriate space on the answer sheet. Remember the options offered above. (The questions are numbered starting with number 11, to make the data-processing easier).

- |                            |   |                                   |   |
|----------------------------|---|-----------------------------------|---|
| 11. I date on the average: |   | 15. Greatest influence on my life |   |
| 2 or more times a week     | 1 | has been:                         |   |
| once a week                | 2 | father                            | 1 |
| once every 2 weeks         | 3 | mother                            | 2 |
| once a month or less       | 4 | teachers                          | 3 |
|                            |   | friends                           | 4 |
| 12. I like to dance:       |   | 16. Academic record               |   |
| fast                       | 1 | A- or above                       | 1 |
| slow                       | 2 | B- - B+                           | 2 |
| both                       | 3 | C+ - B-                           | 3 |
| neither                    | 4 | C or below                        | 4 |
| 13. I prefer living in:    |   | 17. I have been in love:          |   |
| a big city                 | 1 | 3 or more times                   | 1 |
| a small town               | 2 | 2 times                           | 2 |
| the suburbs                | 3 | once                              | 3 |
| the country                | 4 | never                             | 4 |
| 14. Music preferences:     |   | 18. Of the following I value most |   |
| classical                  | 1 | money                             | 1 |
| jazz                       | 2 | power                             | 2 |
| popular                    | 3 | prestige                          | 3 |
| folk                       | 4 | security                          | 4 |

19. Of the following my favorite is

Henry Ford	1
Albert Einstein	2
Ernest Hemingway	3
Babe Ruth	4

20. I would like most to drive a

Rolls Royce	1
Ford Ranchwagon	2
Corvette Stingray	3
Volkswagen	4

21. Kiss on first date

certainly	1
often	2
rarely	3
never	4

22. I would like to vacation in

New York	1
Fort Lauderdale	2
Yellowstone	3
Aspen	4

23. My favorite season of the year

spring	1
summer	2
fall	3
winter	4

SECTION TWO: MULTIPLE CHOICE  
Same instructions as sec. 1

24. Field of Interest

Humanities	1
Natural Sciences	2
Physical Sciences	3
Social Sciences	4

25. build, weight in proportion to height:

heavy	1
average	2
light	3

26. Amount of money I spend on date

more than average	1
average	2
less than average	3

27. I smoke:

heavily	1
occasionally	2
never	3

28. Sports

prefer watching	1
prefer participating	2
don't like at all	3

29. I drink:

heavily	1
moderately	2
not at all	3

30. I believe that the leadership role in husband-wife decision making should be

assumed by husband	1
shared by husband and wife	2
assumed by wife	3

31. At school I study

more than average	1
the average amount	2
less than average	3

32. When I fail I

rationalize	1
feel badly	2
don't think about it	3

33. Dating someone of the same religion is:

very important	1
slightly important	2
unimportant	3

34. Political preference

Democrat	1
Independent	2
Republican	3

SECTION THREE: MULTIPLE CHOICE  
Same Instructions as sec. 1

35. going to college

going to college	1
not going to college	2

36. in choosing or accepting date, I consider first:

personality	1
physical appearance	2

37. Of prime importance to prolonged dating relationship

personality	1
physical appearance	2

38. usually I go steady

usually I go steady	1
usually I play the field	2

39. have access to car

have access to car	1
don't have access to car	2

40. usually I think of

my own interests	1
the interests of the group	2

41. I believe that  
 he who hesitates is lost 1  
 look before you leap 2

42. I prefer  
 being with other people 1  
 being alone 2

SECTION FOUR: SEMANTIC DIFFERENTIALS

Instructions: On the following questions attempt to choose the number on the scale which best describes your position between the given characteristics (first answering), then do the same for your ideal date (second answering). EXAMPLE: If you are extremely talkative, write a one (1) in the answer sheet for question 43. when describing yourself. If you want a date that is average in this department, write a three (3) in the space for question 43. when describing your ideal match. If it makes no difference to you how talkative the date is write a zero (0).

43. talkative	1	2	3	4	5	taciturn
44. read avidly	1	2	3	4	5	read occasionally
45. independent of family	1	2	3	4	5	close family ties
46. self confident	1	2	3	4	5	insecure
47. little or no athletic ability	1	2	3	4	5	superior athlete
48. emotional	1	2	3	4	5	unemotional
49. politically indifferent	1	2	3	4	5	politically concerned
50. do not like children	1	2	3	4	5	like children especially
51. disorderly	1	2	3	4	5	neat
52. prefer security	1	2	3	4	5	prefer adventure
53. deliberate	1	2	3	4	5	impulsive
54. submissive	1	2	3	4	5	aggressive
55. strong religious convictions	1	2	3	4	5	no strong religious convictions
56. pessimistic	1	2	3	4	5	optimistic
57. exceptionally attractive	1	2	3	4	5	not exceptionally attractive
58. contented	1	2	3	4	5	ambitious
59. inactive at school	1	2	3	4	5	active extra-curricularly
60. quick tempered	1	2	3	4	5	mild mannered
61. conformist	1	2	3	4	5	non-conformist
62. sophisticated	1	2	3	4	5	unsophisticated
63. well groomed	1	2	3	4	5	not concerned with dress
64. amusing	1	2	3	4	5	serious

SECTION FIVE: DIFFERENTIALS

65. High school level**		66. Physical attractiveness is	
8th grade	1	extremely important	1
freshman	2	moderately important	2
sophomore	3	slightly important	3
junior	4	relatively important	4
senior	5	not important	5
college	6		

\*\*Due to data-processing difficulties, both questions 65 and 67 may be violated with respect to the date you order, but in 99.99% of the cases the worse that the relation will be is having someone of your age and height.

My only copy left is missing the last page, but it had this handwritten replacement for the missing page. This replacement was attached to the old copy. So it is almost as old as the rest of the test. I know my handwriting from back then is different from now!

67. Height	
5' and over	1
5' - 5'2"	2
5'3" - 5'5"	3
5'6" - 5'8"	4
5'9" - 5'11"	5
6' - 6'2"	6
6'3"	7

68 Weight	
95 lbs. and below	1
95 - 110	2
110 - 125	3
125 - 140	4
140 - 160	5
160 - 180	6
180 - 200	7
200 and over	8

I have the FORTRAN listing of the program