

**Part I, Data collection**

The first part of your assignment involves the collection of personal ads from a minimum of five (10 would be better) of your friends/student colleagues at Amherst (or other colleges and universities). Once you have collected these data, type all the personal ads into a single Word file and send it to me via e-mail. You may also include your own personal ad in this file if you desire. ***Please e-mail me this file, at the latest, by Thursday November 5.***

**Rules for writing the personal ads are simple.** The total word count should be  $\leq 50$  words (brief!) and should include (1) a short title, (2) a description of yourself, and (3) your preferences in a mate. Some examples to help get you & your subjects started are below. Have fun!

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***EXERCISE FANATIC***

*Male, 6' 2", 200 pounds, blonde hair and blue eyes, 21, seeking tall, muscular woman, 25-30, for fun times and potential hookup. Must enjoy tennis, running, biking, skiing, and wii-Fit!*

***LOOKING FOR A REAL MAN***

*5'4" curvy, Jewish female, blue eyes, curly hair. Loves silent movies, civil war history, religious theory, walks at night, baking, hiking and backpacking. Looking for a "manly" man, 5'9"+, well-built, college educated, with a good sense of humor and a passion for intellectual conversation.*

***MAKE MUSIC WITH ME***

*Adventurous and fun, white female, 21, loves music, plays piano and guitar. In search of man, 20-25, tall, musically inclined, enjoys live bands, the outdoors, and dining in and out.*

***ARE YOU THE ONE?***

*6', 21 year old, slim male. Brown eyes, wavy hair. Devout Christian, pre-med with plans to be a surgeon. Enjoy tutoring kids, dancing, basketball, hip-hop, and conversation. Looking for an 18-21 year old, 5'4"-5'8", intelligent, understanding, Christian woman with a positive attitude to life.*

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If you are new to this, there are many websites that can help you in writing the most accurate and realistic ad possible. You might consider checking some of these out so you can offer advice to your subjects. ***Whatever you decide, it is important that you take this part of the assignment as seriously as possible; our data is only as good as the effort you (& your classmates) put into the assignment.***