

Data Notes for btbquantitativedata.rtf

The following outlines how the research team combined the nine different datasets.

Steps to Merging Data files

- 1) All identifying information was removed from the individual sets with the exception of site, municipality, and job description
- 2) All cases were given a unique identifying number (between 1000-3549) and a site id (Canada Reads, Bristol etc.)
- 3) The language which the individual reads in was forced into one variable (language) and streamlined across sets
- 4) Regional descriptions of variable labels were removed from the variables; WatchProgramTV, ParticipProgramTVWebDisc, Particip, ReadProgramPicks, BkFest, AuthRead, OtherFest and generalized so the labels were representative of all sets.
- 5) The following variables were created in each set and are either derived from other numeric variables or forced from string variables; ReadMost, OBOtherChooseWayName, OBOtherChooseWayNameMost, OBOtherProg, OBEventsAttendedForced1, OBEventsAttendedForced2, OBEventsAttendedForced3, OBImpressionsForced, OBImpressionsForced1, OBImpressionsForced2, OBImpressionsForced3, OBOtherWebUseDetail, OBWebUseWhy, OBWebUseWhyForced, OBAchieved, OBOtherAchieveDetail, OBOtherParticipDetail, OBBookChoiceForced1, OBBookChoiceForced2, OBBookChoiceForced3, CombTopNonParticip, OtherNonParticip, TopNonParticip, EthnicForced, Occupfrcd, and language
- 6) The databases were merged one at a time by alphabetical order and each original data base was saved, so were the combinations of merged sets. After each new set was added, frequencies were checked to make sure that all the cases were included in the merge.
- 7) After all sets were in, descriptive statistics were run on every 5th variable to ensure the proper number of cases and the correct range of values. This was then checked again by a different member of the research team.
- 8) Data dictionaries (codebooks) were created based on the merged set and are uniform across all sets.

Data Notes

This document served as a guide for the research team throughout the collection of data. Because there were a significant amount of open-ended and “other” response options, we used this document to note forced categories and to ensure consistency across the different field sites/datasets.

FORCING CATEGORIES: MASTER DOCUMENT

All string categories

Short code

OtherFicTypes
OtherNonFicTypes
OtherFicMost
OtherNonFicMost
OtherLangReadName
OtherReadPlaceName
RoleReadPlays
MagRevName
TVRecName
RadioRecName
WebRecName
NewspRecName
OtherChooseWayName
MagRevNameMost
TVRecNameMost
RadioRecNameMost
WebRecNameMost
NewspRecNameMost
OtherChooseWayNameMost
WhyChoose
WhereGetOther
OtherProg
listened/watched/participated in
[OB]EventsAttended
[OB]Impressions
[OB]Influence
OtherFindEventsDetail
OtherWebUseDetail
CanReadsWebUseWhy
OtherAchieveDetail
POtherParticipDetail
CanReadsBookChoice
OtherNonParticipDetail
OtherTopNonParticip
OtherBookEventsDetail
TypeGroups
SpecID
Ethnic
Municip
Occup
Title

Label

Example of other types of fiction read
Example of other types of non-fiction read
Other type of fiction read most
Other type of non-fiction read most
Other language not listed
Other places they read
Role reading has played in life
One magazine/reviewer used to choose books
One TV show/personality used to choose books
One radio show/personality used to choose books
One website/blog/review used to choose books
One newspaper/review used to choose books
One other way used to choose books
One magazine/reviewer used to choose books
One TV show/personality used to choose books
One radio show/personality used to choose books
One website/blog/review used to choose books
One newspaper/review used to choose books
Other one way used to choose books
Why they choose books most often in this way
Other place they usually get books to read
Other book-type program(s)

Program events attended
Impressions of events
How events influenced impressions of book/s
Other way they found out about events
Other features of website used
Why [OB] website was/was not useful
Other things [OB] achieves
Other main reason for participating in [OB]
What type of book is best choice for [OB] and why
Other reason for not participating in [OB]
Other main reason for not participating in [OB]
Other type of book events attended
Types of group or club readers belong to
Specified identification
Ethnicity
Municipality
Occupation
Job Title

	Chicago	Bristol	CanReads	Vancouv	Brum	R&J	Liverp	Seatt	Hunts
OtherFicTypes	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherNonFicTypes	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherFicMost	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherNonFicMost	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherLangReadName	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherReadPlaceName	✓	✓	✓	✓	✓	✓	✓	✓	✓
RoleReadPlays	--	--	--	--	--	--	--	--	--
MagRevName	--	--	--	--	--	--	--	--	--
TVRecName	--	--	--	--	--	--	--	--	--
RadioRecName	--	--	--	--	--	--	--	--	--
WebRecName	--	--	--	--	--	--	--	--	--
NewspRecName	--	--	--	--	--	--	--	--	--
OtherChooseWayName	✓	✓	✓	✓	✓	✓	✓	✓	✓
MagRevNameMost	--	--	--	--	--	--	--	--	--
TVRecNameMost	--	--	--	--	--	--	--	--	--
RadioRecNameMost	--	--	--	--	--	--	--	--	--
WebRecNameMost	--	--	--	--	--	--	--	--	--
NewspRecNameMost	--	--	--	--	--	--	--	--	--
OtherChooseWayNameMost	✓	✓	✓	✓	✓	✓	✓	✓	✓
WhyChoose	--	--	--	--	--	--	--	--	--
WhereGetOther	--	--	--	--	--	--	--	--	--
OtherProg	✓	✓	✓	✓	✓	✓	✓	✓	✓
ReadWhichPrevOBOVPicks	n/a	n/a	n/a		n/a	n/a	n/a	n/a	n/a
[OB]EventsAttended	✓	✓	✓		✓	✓	✓	✓	✓
[OB]Impressions	✓	✓	✓	✓	✓	✓	✓	✓	✓
[OB]Influence	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherFindEventsDetail	--	--	--	--	--	--	--	--	--
OtherWebUseDetail	✓	✓	✓	✓	✓	✓	✓	✓	✓
[OB]WebUseWhy	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherAchieveDetail	✓	✓	✓	✓	✓	✓	✓	✓	✓
POtherParticipDetail	✓	✓	✓	✓	✓	✓	✓	✓	✓
[OB]BookChoice	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherNonParticipDetail	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherTopNonParticipDetail	✓	✓	✓	✓	✓	✓	✓	✓	✓
OtherBookEventsDetail	--	--	--	--	--	--	--	--	--
TypeGroups	✓	✓	✓	✓	✓	✓	✓	✓	✓
SpecID									
Ethnic	✓	✓	✓	✓	✓	✓	✓	✓	✓
Municip or Region	--	--	--	--	--	--	--	--	--
Occup	✓	✓	✓	✓	✓	✓	✓	✓	✓
Title	--	--	--	--	--	--	--	--	--
PhoneNumb*	--	--	--	--	--	--	--	--	--
Email*	--	--	--	--	--	--	--	--	--

*These variables were removed from the datasets to ensure confidentiality

The team decided there was little value in forcing the following because of the complexity of the responses:

RoleReadPlays
 MagRevName
 TVRecName
 RadioRecName
 WebRecName
 NewspRecName
 MagRevNameMost
 TVRecNameMost
 RadioRecNameMost
 WebRecNameMost
 NewspRecNameMost
 WhyChoose
 WhereGetOther
 ReadWhichPrevOBOVPicks (Vancouver only)
 OtherFindEventsDetail
 OtherWebUseDetail
 OtherBookEventsDetail
 SpecID (confidentiality)
 Title (the meaning of this question was interpreted differently across the sites)
 PhoneNumb (confidentiality)
 Email (confidentiality)

Forced categories chosen

Existing category	New forced variables - name	New forced variable – label (or value label)
OtherLangReadName	language	English Spanish French Polish Germanic Italian Hind/Beng/Punj/Guje/Urdu Arabic Slavic Asian Other Missing
OtherReadPlaceName		Transport Waiting Bed Work or School Bookstore Cafe To Children Bathroom In Library Car Exercise Outdoors Audio

		Computer Anywhere Missing
OtherChooseWayName	OBOtherChooseWayName	Mentioned in other books Search browse internet Browse bookstore Browse library Library recommendations Reading parts of books Personal criteria interest Work/research related Search bookstore database Search library database Browse second hand sources Bookstore offers Price related choice Chance/serendipity Multiple ways Resist the idea of using external source Book club recommendations Other
OtherChooseWayNameMost	OBOtherChooseWayNameMost	Mentioned in other books Search browse internet Browse bookstore Browse library Library recommendations Reading parts of books Personal criteria interest Work/research related Search bookstore database Search library database Browse second hand sources Bookstore offers Price related choice Chance/serendipity Multiple ways Resist the idea of using external source Book club recommendations Other
OtherProg	OBOtherProg	A Good Read Radio 4/3/2 Late Review School/Work Related Culture Show CBC Bravo By the Book Don't Watch or listen Imprint Other One Book Missing

OBEventsAttended	OBEventsAttendedForced1 OBEventsAttendedForced2 OBEventsAttendedForced3	Book reading by author Book reading not by author or unspecified Book reading on radio Discussion of book at library Other library programming Discussion of book not at library or not specified Discussion of book at private book club School activity University lecture Bookstore promotion Event with personality Theatre performance Film Watched broadcast on TV Listened to OB broadcast on radio Listened to broadcast on Internet Read online material Participated in online context Special event No event accessible Don't remember Other
OB Impressions	OB ImpressionsForced	Highly positive Partially positive Ambivalent Partially negative Highly negative
OB Influence	OBInfluenceForced1 OBInfluenceForced2 OBInfluenceForced3	Gave pleasure Connected book to life Generated interest Provided context Challenged own interpretation Learnt something about the book Learnt something about the world Interested in the response of others Promoted to read the OB book(s) Prompted to read other books Helped to make aesthetic judgement Induced reflections on community/nation Generated discussions with others Motivated to buy the book Failed to generate interest Failed to prompt to read the OB book Generated negative feelings Little or no influence Response does not answer the question Other
OtherWebUseDetail	OBOtherWebUseDetail	Panellist's opinion Work/Research resource Read other's opinions about the program Catch up on broadcast results Find out information about celebrity

		panellists Browse Price Didn't find it useful Not Applicable
OBWebUseWhy	OBWebUseWhyForced	Learn about other book choices Information about books/authors/programs Find out about local cultural initiatives Links to authors/publishers websites Captures audience Promotes reading Book Reviews Fun Book Recommendations Work Research Never Heard of it Object to others recommendations Not user-friendly Not applicable Don't know
OtherAchieveDetail	OBOtherAchieveDetail (‘P’ represents participant)	NonParticipant Strengthens Community Bonds Facilitates connection between readers Motivates people to read Encourages people to talk about books they are reading Encourages people to read books they wouldn't normally read Helps people meet new people Helps publishers sell books Promotes authors' works Provides intellectual enrichment Helps people articulate personal experiences Highlights region Encourages non-readers to read Makes choosing a book to read easy for those who don't know what to read Enriches the private reading experience Other Don't know
OtherParticipDetail	OBOtherParticipDetail	General enjoyment Obligation to support people Obligation to support institution Interested in author By chance Work/research interest Book discussion is stimulating enjoyable Find out others interpretation/tastes Assistance with own book choices Answer that does not related participation Information about books not read

		Missing
BookChoice	OBBBookChoiceForced1 OBBBookChoiceForced2 OBBBookChoiceForced3	Accessible to a wide range of readers Something people can identify with Choices should exhibit variety Bestseller/well publicised Book lends itself to programming Appealing author Nation or regional or local cultural relevance Improving/edifying/challenging Quality literature/classic Specific genre/title mentioned Reaction against the idea of best choice Any kind No opinion Other
TopNonParticip	TopNonParticip	I haven't heard about it Didn't like the books Didn't have the time Bad location I don't like hearing about others' reading experiences I don't like the authors Hearing about books doesn't interest me No skills Other No TV/Radio
OtherNonParticipDetail	OtherNonParticip	I haven't heard about it Didn't like the books Didn't have the time Bad location I don't like hearing about others' reading experiences I don't like the authors Hearing about books doesn't interest me No skills Other No TV/Radio
	ComboTopNonParticip (This variable is a composite of TopNonParticip and OtherNonParticipDetail; it was created to provide complete information on reason for non participation)	NotHeard NotLiked No Time/Incontinent Time NonListner or DontWatch TV or Don't like bkradio Dislike Other Readings or Resist Recommendations Dislike Auth Nonunderstand Panel Other TopNon Particip Already Books Too Many Others Books to Read Dislike Promotional Aspect or Celebrity Presenters

		Dislike Previous Experiences Dislike format Event to Elitist or Not Elitist Enough Cost Dislike Wider Context Program Different from tastes expectations Wasn't in the Country Missing
TypeGroups	OBTypeGroups	Theater/Musical Writing Book Athletic Religious Gardening Other University/academic
Ethnic	EthnicForced	African American American Asian Black Black African Black Caribbean British Canadian Chinese Eastern European First Nations Hispanic/Latino Japanese Jewish Metis Native American Other Black British Other East Asian Québécois South Asian Western European White Other No sensible answer/defensive
Occup	OBOccup	Blue Collar Education Arts and Media Librarians Other White Collars Self Employed Unpaid Worker Student Retired Unemployed Unkown