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	Label
OtherFicTypes	Example of other types of fiction read
OtherNonFicTypes	Example of other types of non-fiction read
OtherFicMost	Other type of fiction read most
OtherNonFicMost	Other type of non-fiction read most
OtherLangReadName	Other language not listed
OtherReadPlaceName	Other places they read
RoleReadPlays	Role reading has played in life
MagRevName	One magazine/reviewer used to choose books
TVRecName	One TV show/personality used to choose books
RadioRecName	One radio show/personality used to choose books
WebRecName	One website/blog/review used to choose books
NewspRecName	One newspaper/review used to choose books
OtherChooseWayName	One other way used to choose books
MagRevNameMost	One magazine/reviewer used to choose books
TVRecNameMost	One TV show/personality used to choose books
RadioRecNameMost	One radio show/personality used to choose books
WebRecNameMost	One website/blog/review used to choose books
NewspRecNameMost	One newspaper/review used to choose books
OtherChooseWayNameMost	Other one way used to choose books
WhyChoose	Why they choose books most often in this way
WhereGetOther	Other place they usually get books to read
OtherProg	Other book-type program(s) listened/watched/participated in
[OB]EventsAttended	Program events attended
[OB]Impressions	Impressions of events
[OB]Influence	How events influenced impressions of book/s
OtherFindEventsDetail	Other way they found out about events
OtherWebUseDetail	Other features of website used
CanReadsWebUseWhy	Why [OB] website was/was not useful
OtherAchieveDetail	Other things [OB] achieves
POtherParticipDetail	Other main reason for participating in [OB]
CanReadsBookChoice	What type of book is best choice for [OB] and why
OtherNonParticipDetail	Other reason for not participating in [OB]
OtherTopNonParticip	Other main reason for not participating in [OB]
OtherBookEventsDetail	Other type of book events attended
TypeGroups	Types of group or club readers belong to
SpecID	Specified identification
Ethnic	Ethnicity
Municip	Municipality
Occup	Occupation
Title	Job Title

	Chicago	Bristol	Can Reads	Vancouv	Brum	R&J	Liverp	Seatt	Hunstv
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
OBImpressions	OBImpressionsForced	Highly positive Partially positive Ambivalent Partially negative Highly negative
OBInfluence	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	OBBookChoiceForced1 OBBookChoiceForced2 OBBookChoiceForced3	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 Metís 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