

LIST OF APPENDICES

APPENDIX A: Samples of processed data

I am broad minded person and very much straight forward ,friends say that i have got good sense of humor. I am seeking for a partner with a broad outlook and a dynamic personality who can strike a balance between modern living and respect for our culture...he should be well educated would be a better [city 1] , [city 2], [city 3],, or else abroad not a problem. Thanks for visiting my profile All the best for your partner search

I am only the daughter ,dad into business....mom is homemaker,i hvae four elder brothers who is the first son to our family got married and settled in native itself,we belive in family values &tradition.

(Sample from a female in age group 20 – 29)

I am [name]. We are living in [city] and our native is near [place].We are expecting guy to be the same subcaste of [caste] from I have completed B.E and M.B.A and working in a Private concern.I have one brother (unmarried) working for [workplace] @ [city]. If your are interested you can contact. Nuclear familyand looking for same caste (other excuse) from [city 1]/ [city 2]/[city 3]/[city 4]/. we are looking from same community. Dad's native is [place] and Mom's native is near to [place]. So we are expecting from those area. Others please excuse.

(Sample from a female in age group 20 – 29)

I am fair, belongs to [community] family with liberal religious views.father with engineering organisation and mother is a housewife. graduation and mba from [city] and now post-graduation from [city]. i have been working as hr executive in mnc. i am elegant, adorable, understanding and friendly person. My father is with engineering consultancy organisation and my mother is a housewife. my unmarried-brother is for higher education with us in [city]. presently settled in [city]. my father owned a apartment in [city].

(Sample from a female in age group 20 – 29)

My name is [name] and living in [state]. I am senior material planner. I am the eldest of 3 in my family. I love to read magazines, watch movies and go walking enjoying the quiet nature. I am looking for soul mate who can share a journey of a life time filled with love, happiness and positive values. He should also

love my family as his as how I will care for his. I am simple person and I believe that marriage is a union of 2 souls understanding each others positive and negative traits. Marriage is also a union of 2 families. Not particular on physical appearance but must be from a good family with genuine intention for marriage.

(Sample from a female in age group 30 – 39)

An optimist, sincere and extrovert girl, I believe in living life to the fullest by being responsible, affectionate and caring to people around me. I was born in [city] but spent most of my growing up years in [city]. I am honest, straightforward person who values sincerity and flexibility as my strengths. Career: I am currently working with an IT company in [city] as a Manager. My Expectations: I am looking for a well educated, ambitious, sensitive and broad minded supportive partner. On a serious note, I believe that honesty, mutual respect and loyalty are crucial to a long-term relationship. Qualifications: I have done my MBA from Symbiosis, [city] in Marketing & Systems. (2 year, full time programme)

(Sample from a female in age group 30 – 39)

I have to tell about my family. My dad [religion] and mom [religion]. But we follow [religion]. So, I prefer to marry a [religion] partner. About my self, I am honest, loving, cheerful, very fast mix wth ppl and caring person. I finishd m Diploma in Accountancy at [college] and Degree in BBA(Finance) at [university]. Now I am working as an Audit Asst at 1 of the Chartered Acc. Firm at [city]. I love my carrier and enjoy it. I am one of the twins and youngerst in my family. After my wedding, I love to stay with my parents in law than stay separate. If can....

(Sample from a female in age group 30 – 39)

I am a very simple woman living with my parents and my 8 years old son. I am looking for a well settled.understanding loving and carying nature person who will ready to accept of child. Who will give him love of father. I want to marry to a person who is a good human being because i thought that when a person is good human being he is good in all relations as father brother,husband ,friend. If already have childrens i am ready to accept them. I want a committed partner.who will love me and with whom i can spend my whole life happily.

(Sample from a female in age group 40 – 49)

I am looking for a partner who is well educated. I am a mixture of East and West; My partner should enjoy cultural activities such as museums, movies, and music. He should be physically fit and loves to laugh with a good sense of humor. It doesn't matter whether he is Unmarried, divorced, or widowed with or without children and it doesn't matter whether he is a [religions] as long as he has a good heart. My partner should be an [country] citizen and have his photo attached to his profile. My father is a semi retired surgeon; my mother is a retired nurse and a homemaker. We have been in the [country] since 1968. I come from a large family with 2 brothers and 2 sisters, all of whom are in various professions and in various cities. I am looking for a partner who is well educated and who has a sense of humor and loves to laugh.

(Sample from a female in age group 40 – 49)

I am looking for someone who understand women as a lady, wife and mother. I would like to be accepted with full hearted by his parent and vice versa. Furthermore, I am looking for a [citizenship].

(Sample from a female in age group 40 – 49)

Cool, Frank and Practical to Life, Live the Life At Its Fullest with Love and Happiness. I'm Working in a Reputed Mnc, [city], Father - Central Govt Retd., Mother - Home Maker, Elder Brother - Major [workplace]).

(Sample from a male in age group 20 – 29)

I am not diplomatic or matured in Presenting myself, but I do interact in straight reducing the Confusion and Assumption Rate in your mind regarding me. I have Earned my secured life.

Family values Liberal. Family Type - Nuclear Family. Family Status - Upper Middle Class. Native – [state]. Father [name] [[designation]]. Presently running a Training Institute for Defence Service Officers. Owns a house and a car. Mother – [name], Housewife. Sibling Details : Brother : [name], B.Arch [[occupation]] and serving in [state]. Sis-in-Law = [name], M.Arch. [occupation]] and serving in [state].

(Sample from a male in age group 20 – 29)

I'm a simple, ambitious guy...do love humor and enjoy each and every moment of my life...positive energy and passion to explore new things keep my days fun-filled.. my interests include listening music, watching cricket and good movies, reading books,

we are four members in my family and having only one elder brother, he is working as teacher in government high school.

My native is [place] and its comes under [district]. My family is living in my native itself.

I am working in [workplace] as a senior software engineer for last 2 years.(deputation from [workplace]) and got a permanent resident in [country].

(Sample from a male in age group 20 – 29)

I am currently working as an associate at one of the top tier investment banks in the [workplace] area, after completing my PhD. I am honest and frank to interact with. I like to work hard and associate with people who are interested in constructive activities... be it trying out new dishes in the kitchen or taking up dance lessons or anything fun! I am simple minded in many ways... yet I like to have a fun filled and meaningful life :-). We trace our ancestry to a village called [place] near [place] in [district]. Parents are currently working as professors in [city] after a long govt. service. I have one elder sister - both she and my bro-in-law are doctors from [workplace], settled in [country].

Someone with a positive attitude.

(Sample from a male in age group 30 – 39)

I have one Elder sister she is unmarried,She is working MANAGER in [workplace], MY Father was Farmer and mother was house wife. Land 15 acres in my village My native is [place] near small village. I am Msc Graduated.I am working in software company in [city].

In my family 4 member parents and me and sister.Father is farmer mother is homemaker

(Sample from a male in age group 30 – 39)

I am a technology project lead based out of [state]. I grew up in [state]. I did my engineering in [state], and since then work has taken me to a few places around the World. Currently, I work with an investment bank in their front-office trading technology team. I consider myself liberal and easy going with a good appreciation of my roots and traditions. I like to search for new stimulating ideas - in gadgets, books, movies or shows. Besides, I have a serious hobby in photography. I do not have parameters to judge compatibility, I am looking for someone with the right fit and chemistry, though an independent person with a liberal outlook and a good sense of humor will be a great start. Preferably someone that lives in the [country]

(Sample from a male in age group 30 – 39)

I am a good blend of East and West. ...I am looking for someone who would be a great companion throughout my life.....Looking for a well educated, career-minded, articulate, down-to-earth person who values [religion] tradition and also flexible to adapt to the demands of the modern world. The best way to reach me is through email. Alternatively you could leave me a voice message to call you back. BACK IN [city] AT LAST;-)

Fun loving career minded girl who respects [*religion*] values and traditions at the same time flexible and adaptive to modern way of life. Should be able to speak [*language*].

(Sample from a male in age group 40 – 49)

I was born and brought up in [*city*]. I studied in [*college*] before I completed my graduation i got a job in gov. i am looking forward to a employed bride with a pleasing personality. we are a no demands family. a person who is willing to build a cozy nest will be highly welcome.by for now.

(Sample from a male in age group 40 – 49)

Fair Good Looking 48 Year Old [*caste*] Working for a Mnc Company in [*city*], Divorcee, Believe in Traditional Values, Understanding, Looking for An Understanding, [*caste*] Same Caste Match. I have a Pleasant Personality. I am Honest, Truthful, Confident, Loving, Believing in Family Values, Culture, Tradition, and Institution of Marriage. Enjoy Company of Simple and Jovial People with Similar Outlook. I like Reading Books and Computers. also I like Travelling and Music. also I Believe in Life with Values and Progress.

(Sample from a male in age group 40 – 49)

Appendix B: List of descriptive adjectives found in the discourse

Male candidates			Female candidates		
20 – 29 years old	30 – 39 years old	40 – 49 years old	20 – 29 years old	30 – 39 years old	40 – 49 years old
well care	Simple	soft	nice	Liberal	medium
friendly	clean	caring	caring	open-minded	intelligent
good looking	positive	loving	lovable	emotional	well-educated
fair	good looking	tropical	curious	spiritual	employed
educated	understandable	married	kind-hearted	communicative	adjusting
homely	decent	supportive	trustworthy	passionate	confident
frank	traditional	suitable	understanding	encouraging	smart
good	caring	clever	cool	flexible	talented
traditional	vegetarian	well-educated	broadminded	supportive	lovely
calm	reputed	career-minded	straightforward	friendly	warm
cool	god-fearing	articulate	broad	warm	sensible
cute	educated	down-to-earth	dynamic	affectionate	well-settled
adjacent	suitable	flexible	well-educated	modern	good
smart	active	modern	simple	traditional	elegant
understanding	energetic	fun-loving	fun-loving	healthy	well-mannered
soft-natured	extroverted	vegetarian	down-to-earth	well-educated	independent
sensible	broad-minded	divorced	confident	good	young
kind	fun-loving	broadminded	smart	modern	positive
easy going	compatible	good	lively	kind	generous
practical	adventurous	intelligent	cheerful	generous	educated
articulate	independent	motivated	independent	simple	sensitive
confident	good	widowed	practical	noble	married
supportive	typical	unmarried	well-placed	god-fearing	smart
jovial	straight-forward	healthy	supportive	respectable	soft-spoken
self-developing	kind	friendly	outspoken	well-qualified	god-fearing
self-confident	lovely	compassionate	career-oriented	well-settled	understanding
well cultured	well-educated	athletic	self-motivated	unmarried	reasoning
adjustable	well-cultured	smart	dedicated	good looking	clean
normal	simple-minded	outgoing	good looking	intelligent	friendly
kind	fun-filled	self-effacing	responsible	clean	soft-natured
short	meaningful	non-introverted	amiable	adjustable	slim
sweet	positive	western	outgoing	encouraging	retired
kind-hearted	liberal	non-intense	well-balanced	positive	cooperative
cool	sharp	pulpy	passionate	outgoing	articulate
soft	brief	well-settled	positive	caring	simple
lovable	hard-working	handsome	goal-oriented	confident	engaging
caring	loving	open-minded	kind	fun-loving	like-minded
broad-minded	compassionate	optimistic	supportive	ambitious	fantastic
loving	successful	attractive	good	matured	extended
nice	easy-going	outspoken	sufficient	focused	close-knit
simple	optimistic	strong	small	outgoing	honest
ambitious	patient	meaningful	matured	down-to-earth	trustworthy
flexible	loyal	orthodox	exciting	straightforward	sincere
meaningful	out-spoken	pious	decent	talkative	unorthodox
polite	god-loving	presentable	educated	expressive	scientific
optimistic	orthodox	god-fearing	ambitious	bubbly	traditional
down-to-earth	traditional	religious	independent	understanding	unbiased
respecting	strong	rational	hard-working	supportive	broadminded
working	supportive	honest	passionate	negative	artistic
helpful	understanding	extrovert	dedicated	genuine	cultured
slim	well-qualified	worthwhile	confident	humble	vegetarian
fun-loving	modern	normal	optimistic	honest	spiritual
warm	well-employed	retired	generous	wise	happy
affectionate	home-loving	moderate	intellectual	matured	successful
well-groomed	religious	dull	average	sincere	well-placed
out-spoken	lively	boring	great	professional	fun-loving
hard-working	warm	serious	easy-going	educated	well-settled
soft-spoken	bubbly	sensible	well-cultured	confident	great
Matured	Smart	well-established	well-settled	kind	loyal
humorous	fun-loving	artistic	married	enthusiastic	down-to-earth
cheerful	serious	sophisticated	beautiful	knowledgeable	humorous
liberal	chatty	refined	sensitive	loving	empathetic
modern	affable	eternal	clever	easy-going	well-established

Appendix B, continued

Male candidates			Female candidates		
20 – 29 years old	30 – 39 years old	40 – 49 years old	20 – 29 years old	30 – 39 years old	40 – 49 years old
unmarried independent thoughtful clever adaptable well-behaved focused well-known honest energetic emotional fun talkative mischievous reputed self-employed motivated hopeless diplomatic courageous sincere knowledgeable proud lovely positive witty valuable active joyful devotional excellent humble interesting young dynamic social homely home-bound	well-read pleasant outgoing open-minded healthy short well-groomed average pleasing confident responsible nice happy-go-lucky humorous cooperative self-going fair attractive lovable well-rounded modest qualified well-mannered creative big tall dark handsome passionate romantic fashionable ethical presentable bright cosy comfortable innocent well-settled wacky mild-mannered mischievous medium intelligent	cool introvert intense rebellious mannered fanatic gallant sincere warm self-respecting independent responsible entrepreneurial classy poetic creative competent right-brained loyal employed adjustable cultured fair truthful gentle sober intimate peace-loving relaxed emotional maternal spiritual presentable jovial sociable light-hearted zestful gentle adaptable educated intellectual oriented peaceful soft-natured	positive- thinking god-believing attractive religious practical liberal calm happy-go-lucky honest frank sincere open-minded emotional spiritual decent well-cultured kind-hearted soft-spoken god-fearing suitable well-mannered spiritual family-centered	committed superstitious jovial serious quiet sensitive excited faithful well-disciplined independent loyal witty transparent reserved tall fair attractive shy introvert studious open-minded smart emotional innocent well-versed extrovert responsible affectionate straightforward stupid charming beautiful close-knit empathetic non-judgmental adjusting cultural liberal athletic westernised kind-hearted soft-spoken unmarried fruitful career-minded family-oriented useless silly patient frank suitable decent nice self-reliant	warm-hearted grounded responsible compatible committed nice charitable humble helpful long-term bright faithful opinionated flexible accommodating romantic positive passionate family-oriented vivacious rich perfect dashing active good-natured fair cooperative balanced emotional frank sincere cheerful peaceful moderate forward-looking well-versed ambitious genuine gentle focused progressive jovial delicious organised adjustable sensible beautiful hard-working jolly cool pretty western average outgoing impressive dynamic respectable

Appendix C: List of culture-bound words (and phrases) found in the discourse

Male candidates	Female candidates
<p>Homely community give respect traditional my family family girl more like a daughter well-cultured background traditional family background another daughter to our family attached to my family good family background horoscope match family values good traditional values care for everyone in both family and society respecting traditional values god-fearing family should be given first preference family-oriented person check out my family details an [culture] mindset [religion] born culture values largely adopted from my parents traditional who knows how to cook ... vegetarian food respect towards family values believes in values and culture traditional education true believe in the Almighty devotional does meditation and yoga family respecting traditional values homely girl from traditional family traditional family girl home bound must be a vegetarian vegetarian family well-cultured ritual or custom strong family values values and traditions home-loving good fit for my family religious-minded appreciation of my roots and tradition still uphold traditional values strong sense of family healthy appreciation for our culture still retains traditional values respect family values devotees marriage is an institution respect elders who would not put her career before family not looking for a daughter-in-law ... for a daughter yet traditional insist to find a [religion] bride</p>	<p>to be the same subcaste culture and ethics ... customs and traditions family ties good family woman well-cultured good family background god-fearing / believes in ... traditional [religion] family homely type conservative ... introvert religious I am community [castes] more preferable decent family background with good culture my family is a well-cultured and traditional give importance to family values and traditions respectful to elders, spiritual and a family- centered person traditional values strong family values lot of our ... culture marriage is also a union of two families I prefer to marry a [religion] partner I value traditional values of my religion and custom I am traditional when it comes to family and cultural issues believe in family values believe in spiritual values ... trying to preserve our values and culture give respect to ... culture having faith in god who strongly believe in family association who believes in the institution of marriage</p>

Appendix C, continued

Male candidates	Female candidates
<p> who respects ... values and traditions can provide my horoscope very close-knit family [religion] girl values family relationship like ... classical also spiritual and into meditation orthodox family pious god-fearing, culture-followed religious family god bless you cultured woman believe in the importance of family believing in family values, culture, tradition and institution of marriage good family background and valuing ... traditions and culture </p>	