Data sheet

Article: Pfister, R. (2011). Wardrobe malfunctions and the measurement of internet behaviour. *Psychology*, *2*(3), 265-267. doi: 10.4236/psych.2011.23042

Background: This article was triggered after reading a diatribe article on wardrobe malfunctions on a German news website of decently low quality (t-online.de). I found it intriguing how much those reports seem to stir up people and decided to follow up on this impression empirically. Initially I had planned to include a rather morbid control condition with analyzing the search volume index as a function of a celebrity's death but decided to omit this comparison in the end.

While this article was reviewed at a slightly more prestigious journal (Computers in Human Behavior), a decisively feminist reviewer accused me of illegitimately confining the analyses to female celebrities which according to her was "a troubling unjustified selection". The article of course had to be rejected on these grounds.

File list

Icon key: ◢ = tab-delimited data; 🌐 = SPSS syntax; ⊠ = MS Excel file; 📦 = zip archive

⊠	WardMalf_Results.xlsx	Overview of all data and analyses
📦	WardMalf_Raw.zip	Raw output from Google Trends
◢	WardMalf_Results_All.dat	Search volume indices by celebrity and week
◢	WardMalf_Results_Baseline.dat	Search volume indices for ANOVA analysis
🌐	WardMalf_MainAnalysis.sps	ANOVA syntax