Dating Research

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Import data

Table 1: Speed Dating Data

	iid	id	gender	idg	condtn	wave	round	position	positin1	order	partner	pid	match	int_cor
ĺ	1	1	0	1	1	1	10	7	NA	4	1	11	0	0.1
	1	1	0	1	1	1	10	7	NA	3	2	12	0	0.5-
	1	1	0	1	1	1	10	7	NA	10	3	13	1	0.1
	1	1	0	1	1	1	10	7	NA	5	4	14	1	0.6
	1	1	0	1	1	1	10	7	NA	7	5	15	1	0.2
	1	1	0	1	1	1	10	7	NA	6	6	16	0	0.2

Explore data analysis

match and same race

From the below bar chart, I

```
> # Define race and match table

> race <- Speed_Dating_Data |>

+ count(match, samerace) |>

+ mutate(match = ifelse(match == 0, "mismatch", "match"),

+ samerace = ifelse(samerace == 0, "different race", "same race"))

> # Plot bar chart for race and match

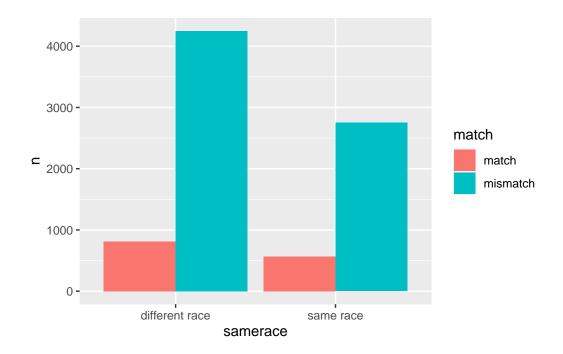
> race |>

+ ggplot(aes(x = samerace, y = n, fill = match)) +

9 # geom_bar(position="dodge", stat="identity")
```

Table 2: Race and Match Table

	same.race	different.race	Row.Prop
match	566	814	41
mismatch	2750	4248	39
Column Prop	17	16	NA



```
race_table <- data.frame(</pre>
       same.race = c(566, 2750, as.integer(566/(566+2750)*100)),
2
       different.race = c(814, 4248, as.integer(814/(814+4248)*100)),
3
        Row.Prop = c(as.integer(566/(566+814)*100),
4
                     as.integer(\frac{2750}{(2750+4248)*100}, NA))
     rownames(race_table) <- c("match", "mismatch", "Column Prop")</pre>
6
     race_table |>
7
        kable (booktabs = TRUE,
8
            caption = "Race and Match Table") |>
9
        kable_styling(latex_options="striped")
10
```

Conduct a Chi-Squure test for independent test:

```
Pearson's Chi-squared test with Yates' continuity correction data: M X-squared = 1.351, df = 1, p-value = 0.2451
```

Conduct a Fisher's Exact test for independent test:

Fisher's Exact Test for Count Data

```
data: M
p-value = 0.2402
alternative hypothesis: true odds ratio is not equal to 1
95 percent confidence interval:
    0.9531003 1.2099161
sample estimates:
odds ratio
    1.074088
```

From these two tests, the p-value is about 0.2 which is larger than any significant level, I failed to reject the null hypothesis, thus overall there is no relationship between race and match. However, this is an overall conclusion for all gender and races which may be misleading to ignore gender difference. Next I will investigate further for race and match between male and female.

Is female racial preference the same as male's?

First I visualize the difference by gender as following:

geom_bar(position="dodge", stat="identity") +

size = 3) +

facet_wrap(~part_gender)

10

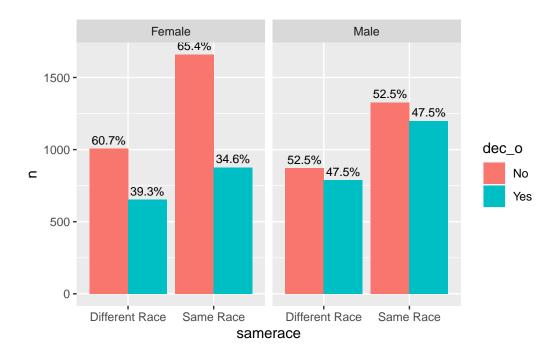
11

12 13

14

```
> library(scales)
  Attaching package: 'scales'
  The following object is masked from 'package:purrr':
      discard
  The following object is masked from 'package:readr':
      col_factor
    Speed_Dating_Data |>
      mutate(part_gender = ifelse(gender == 0, 1, 0)) |>
      count(part_gender, dec_o, samerace) |>
3
      mutate(part_gender = ifelse(part_gender == 0, "Female", "Male"),
4
              dec_o = ifelse(dec_o == 0, "No", "Yes"),
5
              samerace = ifelse(samerace == 0, "Same Race", "Different Race")) |>
      group_by(part_gender, samerace) |>
      mutate(prop = n / sum(n)) |>
      ggplot(aes(x = samerace, y = n, fill = dec_o,
                 label = percent(prop, accuracy = 0.1))) +
```

geom_text(position = position_dodge(width = .9), # move to center of bars



Then I am going to conduct a Mantel-Haenszel chi-squared test as following: First I build an array for this test:

```
1 > column.names <- c("Same Race", "Difference Race")
2 > row.names <- c("Yes", "No")
3 > matrix.names <- c("Femal", "Male")
4 > gds <- array(data = c(877,1659,652,1006,1199,1327,787,871),
5 + dim = c(2,2,2),
6 + dimnames = list(row.names, column.names, matrix.names))
7 > gds
```

, , Femal

	Same	Race	Difference	Race
Yes		877		652
No		1659		1006

, , Male

	Same	Race	Difference	Race
Yes		1199		787
Nο		1327		871

After conducting this test, then I found that p-value is 0.0321 which is slightly less than 0.05, thus I can tell that the odds ratio is not equal to 1 by gender. Obviously, from the above ggplot graph, female says less "yes" to interracial dating than male does.

> mantelhaen.test(gds)

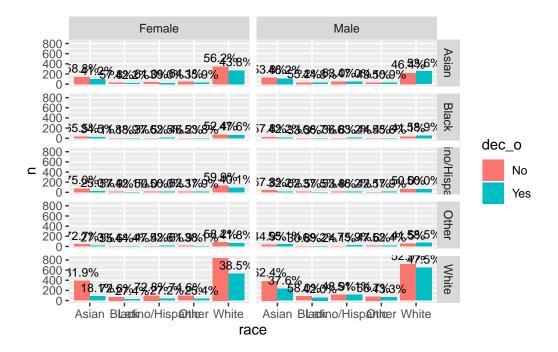
```
Mantel-Haenszel chi-squared test with continuity correction
```

Difference combination of race and gender in dating preference with Data Visualization

From the below graph, we can tell that Asian males are highest rejected when they date all races' female comparing to other male races, especially Asian male is extremely likely to be rejected by white females, which is also the highest rejection rate in all dating combinations.

```
Speed_Dating_Data |>
       drop_na(race_o, race) |>
2
       mutate(part_gender = ifelse(gender == 0, 1, 0)) |>
3
       count(part_gender, race_o, race, dec_o) |>
4
       mutate(part_gender = ifelse(part_gender == 0, "Female", "Male"),
              dec_o = ifelse(dec_o == 0, "No", "Yes"),
6
              race_o = case_when(race_o == 1 ~ "Black",
                                  race_o == 2 ~ "White",
                                  race_o == 3 ~ "Latino/Hispanic",
                                   race_o == 4 ~ "Asian",
10
                                   race_o == 5 ~ "Native American",
11
                                   race_o == 6 ~ "Other"),
                                  race == 1 ~ "Black",
              race = case when(
13
                                   race == 2 ~ "White",
14
                                   race == 3 ~ "Latino/Hispanic",
15
                                   race == 4 ~ "Asian",
16
```

```
"Native American",
17
                                   race == 6 ~ "Other")) |>
18
       group_by(part_gender, race_o, race) |>
19
       mutate(prop = n / sum(n)) |>
20
       ggplot(aes(x = race, y = n, fill = dec_o,
21
                   label = percent(prop, accuracy = 0.1))) +
22
       geom_bar(position="dodge", stat="identity") +
23
       geom_text(position = position_dodge(width = .9),
24
                    vjust = -0.5,
25
                    size = 3) +
26
       facet_grid(cols = vars(part_gender), rows = vars(race_o))
27
```



Conduct logistic regressions separately for male and female

The reason I build two separate models for females and males is because there are some big differences in dating behaviors between genders and separate models are easier to interpreter.

Decisons made by females to male when dating

```
> females_to_males <- Speed_Dating_Data |>
2
       filter(gender == 1) |>
3
       select(dec_o, samerace, race_o, age_o, attr_o, sinc_o, intel_o, fun_o, amb_o, shar_o,
               age, race)
    > females_to_males$dec_o <- factor(females_to_males$dec_o,</pre>
7
                                            levels = c(0,1),
                                            labels = c("No", "Yes"))
10
   > contrasts(females_to_males$dec_o)
       Yes
   No
          0
   Yes
          1
     females_to_males$samerace <- factor(females_to_males$samerace,</pre>
                                            levels = c(0,1),
2
                                            labels = c("no", "yes"))
3
     contrasts(females_to_males$samerace)
       yes
         0
   no
   yes
     females_to_males$race <- factor(females_to_males$race,</pre>
                                       levels = 1:6,
2
                                       labels = c("Black", "White", "Latino", "Asian", "Native", "Other
    contrasts(females_to_males$race)
           White Latino Asian Native Other
   Black
               0
                      0
                             0
                                    0
                                           0
   White
               1
                      0
                             0
                                           0
```

0

0

0

1

Latino

Asian

Native

Other

0

0

0

0

1

0

0

0

0

1

0

0

0

0

1

0

```
1 > # delete the missing value rows
2 > females_to_males <- females_to_males |>
3 + drop_na()
```

Logistic regression only on race

1

2

3

First I only care about how race affects females' decisions to males, only including the samerace and race columns in this logistic classification model. From the summary of model, we can tell that all females are likely to reject the Asian males because Asian males has 0.008 p-value which is the most significant in this model. The log odd of saying "yes" to Asian males by all females is -0.48977 given other variables fixed and this is significant negative coefficient meaning that Asian males are very unpopular when dating. Thus, the odd ratio of say "yes" to Asian males is $e^{-0.48977} = 0.6127673$ which means when females date Asian males, they likely decrease 40% probability of saying "yes" to Asian males. Also, samerace doesn't show statistical significance because of relatively large p-value 0.06 which is counter intuitive to common sense that females are preferred same race dating.

```
fit <- glm(data = females_to_males,</pre>
      formula = dec_o ~ samerace+race,
      family=binomial(link='logit'))
  summary(fit)
Call:
glm(formula = dec_o ~ samerace + race, family = binomial(link = "logit"),
    data = females_to_males)
Deviance Residuals:
                   Median
    Min
              1Q
                                 3Q
                                         Max
-1.0617
        -1.0044 -0.7908
                            1.2976
                                      1.6216
Coefficients:
            Estimate Std. Error z value Pr(>|z|)
(Intercept) -0.51241
                        0.16640
                                 -3.079 0.00207 **
sameraceyes 0.14333
                        0.07829
                                   1.831 0.06715 .
raceWhite
             0.09080
                        0.17639
                                   0.515
                                         0.60671
                                -0.399
                                         0.69003
raceLatino -0.08731
                        0.21892
raceAsian
            -0.48977
                        0.18588
                                 -2.635
                                          0.00842 **
raceOther
            -0.17208
                        0.21686 -0.794
                                         0.42748
                0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
Signif. codes:
```

(Dispersion parameter for binomial family taken to be 1)

```
Null deviance: 4466.4 on 3380 degrees of freedom Residual deviance: 4415.1 on 3375 degrees of freedom
```

AIC: 4427.1

Number of Fisher Scoring iterations: 4

Then the ANOVA table shows that race variable has very small p-value which shows it is very significant as I said before.

> anova(fit, test="Chisq")

```
Analysis of Deviance Table
```

Model: binomial, link: logit

Response: dec_o

Terms added sequentially (first to last)

```
Df Deviance Resid. Df Resid. Dev
                                           Pr(>Chi)
NULL
                          3380
                                    4466.4
              11.952
                                    4454.5 0.0005459 ***
samerace
        1
                          3379
race
              39.378
                          3375
                                    4415.1 5.82e-08 ***
___
                0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
Signif. codes:
```

Logistic regression includes the race and six attributes

Once I included six attribute scores and race together in the logistic regression model, the significance level of race changes radically, because none of race is significant once six attributes are included. This suggests that males' personal attributes can overturn/change the females' impressions or decisions deeply. As we can see from the p-values, all six attributes are statistically significant, especially physical attractiveness, fun, ambitious, shared interests play major roles in making decisions.

The coefficient of *physical attractiveness* is 0.39356, this means log odds of saying "yes" to males by females increases 0.39356 givens other variables fixed, and odd ratios of saying "yes" to males by females increases $e^{0.39356} = 1.482248$ when one more score is given to *attractiveness*.

The coefficient of fun is 0.27850, this means log odds of saying "yes" to males by females increases 0.27850 givens other variables fixed, and odd ratios of saying "yes" to males by females increases $e^{0.27850} = 1.321147$ when one more score is given to fun.

The coefficient of *shared interests* is 0.27081, this means log odds of saying "yes" to males by females increases 0.27081 givens other variables fixed, and odd ratios of saying "yes" to males by females increases $e^{0.27081} = 1.311026$ when one more score is given to *shared interests*.

All these three most significant attributes have positive coefficient meaning that more scores on these attributes will help females a lot make "yes" decisions to males.

```
fit1 <- glm(data = females_to_males,</pre>
        formula = dec_o ~ samerace+race+attr_o+sinc_o+intel_o+fun_o+amb_o+shar_o
        family=binomial(link='logit'))
3
    summary(fit1)
  Call:
  glm(formula = dec_o ~ samerace + race + attr_o + sinc_o + intel_o +
      fun_o + amb_o + shar_o, family = binomial(link = "logit"),
      data = females to males)
  Deviance Residuals:
      Min
                10
                    Median
                                   3Q
                                           Max
  -2.2882 -0.8258 -0.3876
                              0.8537
                                        3.1893
  Coefficients:
              Estimate Std. Error z value Pr(>|z|)
  (Intercept) -5.77842
                          0.33291 -17.358 < 2e-16 ***
  sameraceyes -0.06528
                           0.09255
                                   -0.705 0.48059
  raceWhite
               0.33768
                          0.20007
                                     1.688 0.09145 .
  raceLatino
               0.04752
                          0.24955
                                     0.190 0.84899
                          0.21205
                                     0.534 0.59348
  raceAsian
               0.11319
                                     0.327 0.74346
  raceOther
               0.08152
                          0.24908
  attr_o
               0.39356
                          0.02991 13.160 < 2e-16 ***
                          0.03535 -2.323 0.02019 *
  sinc o
              -0.08210
  intel o
               0.12259
                          0.04534
                                     2.704 0.00685 **
  fun_o
               0.27850
                          0.03397
                                     8.198 2.45e-16 ***
  amb o
              -0.15945
                          0.03480
                                   -4.582 4.61e-06 ***
               0.27081
                          0.02705 10.011 < 2e-16 ***
  shar_o
  Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

```
(Dispersion parameter for binomial family taken to be 1)
```

```
Null deviance: 4466.4 on 3380 degrees of freedom Residual deviance: 3399.2 on 3369 degrees of freedom
```

AIC: 3423.2

Number of Fisher Scoring iterations: 5

The ANOVA table also shows that attractiveness, fun and shared interests explain the most deviance residuals by 710.98, 155.36, 106.23 compared to other variables' explained variations which are consistent with our above finding.

> anova(fit1, test="Chisq")

Analysis of Deviance Table

Model: binomial, link: logit

Response: dec_o

Terms added sequentially (first to last)

NULL 3380 4466.4 11.95 4454.5 0.0005459 *** samerace 1 3379 4415.1 5.82e-08 *** race 39.38 3375 attr_o 1 710.98 3374 3704.1 < 2.2e-16 *** 3689.7 0.0001508 *** sinc o 1 14.36 3373 intel_o 16.84 3372 3672.9 4.06e-05 *** 1 155.36 3517.5 < 2.2e-16 *** fun o 1 3371 amb_o 1 12.13 3370 3505.4 0.0004952 *** shar o 1 106.23 3369 3399.2 < 2.2e-16 *** Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Df Deviance Resid. Df Resid. Dev Pr(>Chi)

Random Forests for females' decisions on more variables

```
> # Filter data when females date males with more variables than logistics regression

tree_females_to_males <- Speed_Dating_Data |>
filter(gender == 1) |>
```

```
select(dec_o,
4
               samerace,
5
               attr_o, sinc_o, intel_o, fun_o, amb_o, shar_o,
6
               int_corr, age, race, field, from)
    > tree_females_to_males$dec_o <- factor(tree_females_to_males$dec_o,</pre>
                                            levels = c(0,1),
10
                                             labels = c("No", "Yes"))
11
12

  contrasts(tree_females_to_males$dec_o)

        Yes
   No
          0
   Yes
          1
     tree_females_to_males$samerace <- factor(tree_females_to_males$samerace,</pre>
                                             levels = c(0,1),
2
                                             labels = c("no", "yes"))
3
     contrasts(tree_females_to_males$samerace)
        yes
          0
   no
          1
   yes
     tree_females_to_males$race <- factor(tree_females_to_males$race,</pre>
                                        levels = 1:6,
2
                                        labels = c("Black", "White", "Latino", "Asian", "Native", "Other
3
     contrasts(tree_females_to_males$race)
           White Latino Asian Native Other
   Black
               0
                       0
                             0
                                     0
                                            0
   White
                       0
                                     0
               1
                             0
                                           0
   Latino
               0
                                     0
                                            0
                       1
   Asian
               0
                       0
                             1
                                           0
   Native
               0
                       0
                             0
                                           0
                                     1
               0
                       0
                                     0
   Other
                                            1
    > tree_females_to_males <-</pre>
        tree_females_to_males |>
3
       drop_na()
```

Now I checked if the response variable dec_o is balanced or not. The ratio of No to Yes is 1.68 which shows relative balanced within the accepted range from 0.5 to 2. Thus, I don't need to make any efforts to balance the dataset.

> table(tree_females_to_males\$dec_o)

```
No Yes
2125 1259
```

Initially I did want to include income variable in the random forest, however, I found there are half of income variables missing, so I have to drop this variable.

> sum(is.na(Speed_Dating_Data\$income))

[1] 4099

Build random forests model for it

Load packages

> library(randomForest)

```
randomForest 4.7-1.1

Type rfNews() to see new features/changes/bug fixes.

Attaching package: 'randomForest'

The following object is masked from 'package:dplyr':
    combine

The following object is masked from 'package:ggplot2':
    margin
```

```
library(datasets)
  library(caret)
Loading required package: lattice
Attaching package: 'caret'
The following object is masked from 'package:purrr':
    lift
  library(pROC)
Type 'citation("pROC")' for a citation.
Attaching package: 'pROC'
The following objects are masked from 'package:stats':
    cov, smooth, var
 library(glmnet)
Loading required package: Matrix
Attaching package: 'Matrix'
The following objects are masked from 'package:tidyr':
    expand, pack, unpack
Loaded glmnet 4.1-4
```

Split the data into training and test set

I randomly splited data into 80% training and 20% test set.

```
> set.seed(222)
> ind <- sample(2, nrow(tree_females_to_males), replace = TRUE, prob = c(0.8, 0.2))
> train <- tree_females_to_males[ind==1,]
> test <- tree_females_to_males[ind==2,]</pre>
```

Check how many observations in training and how many in test set. There are 3366 rows in training and 826 in the test set.

```
1 > dim(train)
[1] 2717 13
```

> dim(test)

[1] 667 13

Construct a random forest model for this training data

I chose 500 trees and 4 random predictors at each split.

Print out the random forests. The OOB estimate of error rate is 24.99% which has 75% accuracy on the training set while on the test set, this RF has roughly 73% test accuracy which is not bad on this dating data.

```
> print(rf)
```

Number of trees: 500 No. of variables tried at each split: 4

OOB estimate of error rate: 24.99%

Confusion matrix:

No Yes class.error No 1456 258 0.1505251 Yes 421 582 0.4197408

Test set error rate: 27.14%

Confusion matrix:

No Yes class.error No 351 60 0.1459854 Yes 121 135 0.4726562

Confusion matrix

Print out the confusion matrix and other statistical measures on this classification results. The whole accuracy on the test set is 72.71%. The true "Yes" rate is 138/(138+118)=53.90 which is a little bit over 50% random guess rate. However, the true "No" rate is 347/(347+64)=84.43 which is a better prediction rate on the test set because training set has more "No" classes than "Yes".

```
> confusionMatrix(data = rf$test$predicted,
+ reference = test$dec_o)
```

Confusion Matrix and Statistics

Reference

Prediction No Yes No 351 121 Yes 60 135

Accuracy : 0.7286

95% CI: (0.6932, 0.7621)

No Information Rate : 0.6162 P-Value [Acc > NIR] : 6.335e-10

Kappa: 0.3993

Mcnemar's Test P-Value : 8.205e-06

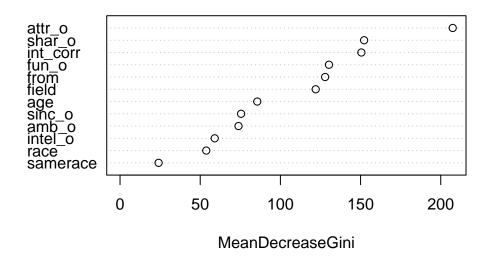
Sensitivity: 0.8540
Specificity: 0.5273
Pos Pred Value: 0.7436
Neg Pred Value: 0.6923
Prevalence: 0.6162
Detection Rate: 0.5262
Detection Prevalence: 0.7076
Balanced Accuracy: 0.6907

'Positive' Class : No

Variable Importance

From the variable importance plot, I roughly classify the top 6 predictors into three classes. The first top class only has one predictor, physical attractiveness. This is consistent with my logistic regression. Physical Attractiveness has 205.911 mean decrease of Gini that is measurement of building trees. This Gini decrease is almost twice of other variables. Thus, Physical attractiveness is the most significant factor when females make decision to males. The second top class has shared interests and the correlation between participant's and partner's ratings of interests. These two variables actually are highly correlated however random forest is robust to the highly correlated predictors because of its ability of randomly selecting a subset of variables at each split. Shared Interests has 150.324 decrease Gini of mean which is as three times as other less importance variables. Females secondary emphasize shared interests with males. The third top class has three variables: fun. from. field. They have very close Gini decrease mean about 125 which is as twice as other less important variables. Females put equally emphasis on the fun, where males are from, and which field males' careers belong to. Overall females are likely to date males who are very physical attractive then have common/shared interests as they do while males' career fields and where they're from play a secondary role in dating.

Top 12 – Variable Importance



> importance(rf)

	${\tt MeanDecreaseGini}$
samerace	24.05973
attr_o	207.45483
sinc_o	75.48736
intel_o	59.04494
fun_o	130.29035
amb_o	73.87435
shar_o	152.21420
int_corr	150.49414
age	85.57993
race	53.77821
field	122.01269
from	127.89102

Receiver Operating Characteristic comparing random forests with logistics regression on the same train and test set

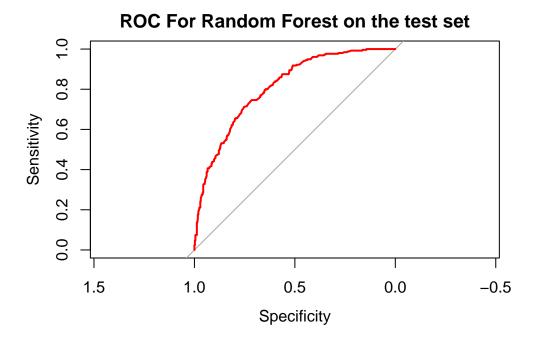
First I built the same random forest model and plot the ROC curve:

```
1 > # Build a random forest model
2 > rf <- randomForest(x = train[-1],
3 + y = train$dec_o,</pre>
```

Setting levels: control = No, case = Yes

Setting direction: controls < cases

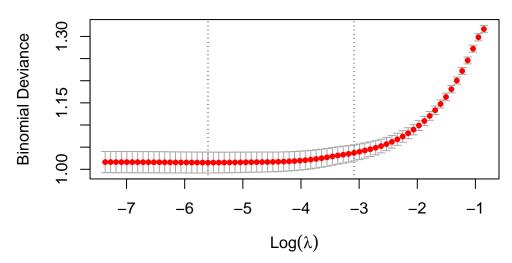
```
> plot(ROC_rf, col = "red", main = "ROC For Random Forest on the test set")
```



Second I built a Penalized Logistic Regression because there are many predictors, thus selecting and shrinking variables are necessary to build a good logistic regression.

First I encoded train data frame into a form of dummy variables for all categorical variables and I deleted the from column because it has 164 unique values which produces huge number of variables and also field. Then I use Elastic net with logistics regression on this train matrix with alpha = 0.5. I build a final model with the lambda that gives the simplest model but also lies within one standard error of the optimal lambda selected by cross validation measured by Binomial Deviance. Finally I plot the cross-validation plot when selecting lambda.

Gross-Validation to select shrinkega lamda



Next I make predictions on the test set by this best Elastic net model as following:

```
> x.test <- model.matrix(dec_o ~., test[,-c(12,13)])[,-1]
> prob_elastic <- predict(best_elastic, newx = x.test, type = "response")</pre>
```

From this plot, I can tell that Random Forest and Penalized Logistic Regression perform almost equally while Penalized Logistic regression performs slightly better than Random Forest.

```
PROC_lr <- roc(response = test$dec_o,
predictor = prob_elastic)</pre>
```

Setting levels: control = No, case = Yes

Warning in roc.default(response = test\$dec_o, predictor = prob_elastic):
Deprecated use a matrix as predictor. Unexpected results may be produced, please
pass a numeric vector.

Setting direction: controls < cases

> plot(ROC_rf, col = "red", main = "Compare ROC of Random Forest and Penalized Logistic Regress
> lines(ROC_lr, col = "blue")

ompare ROC of Random Forest and Penalized Logistic Regre

