

100 hookups

views on **promiscuity** across gender and sexual orientation

OkCupid asks its users...

Is a **GIRL** who's slept with

100

GUYS A BAD PERSON?



Is a **GUY** who's slept with

100

GIRLS A BAD PERSON?

find out how they answered

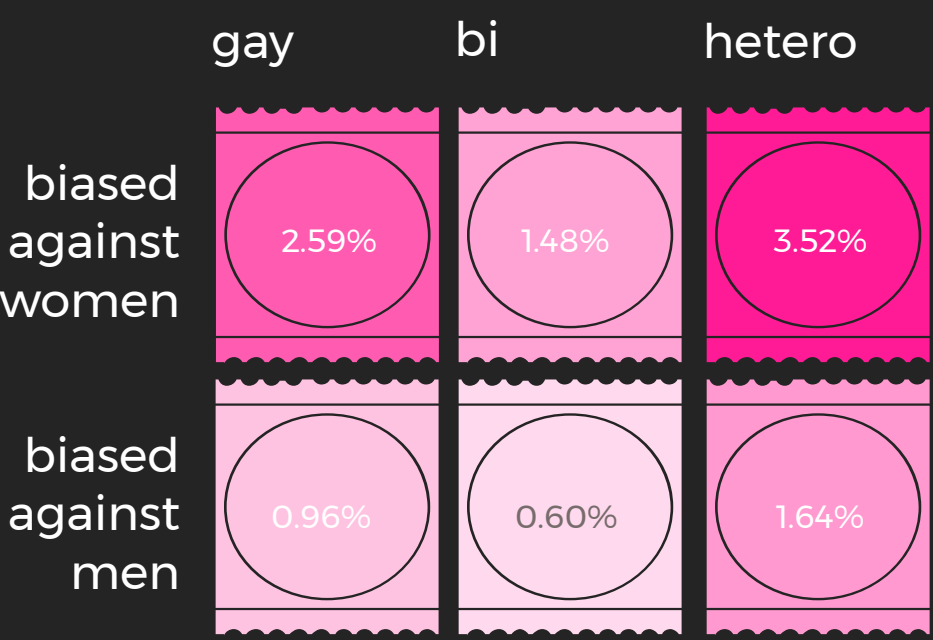
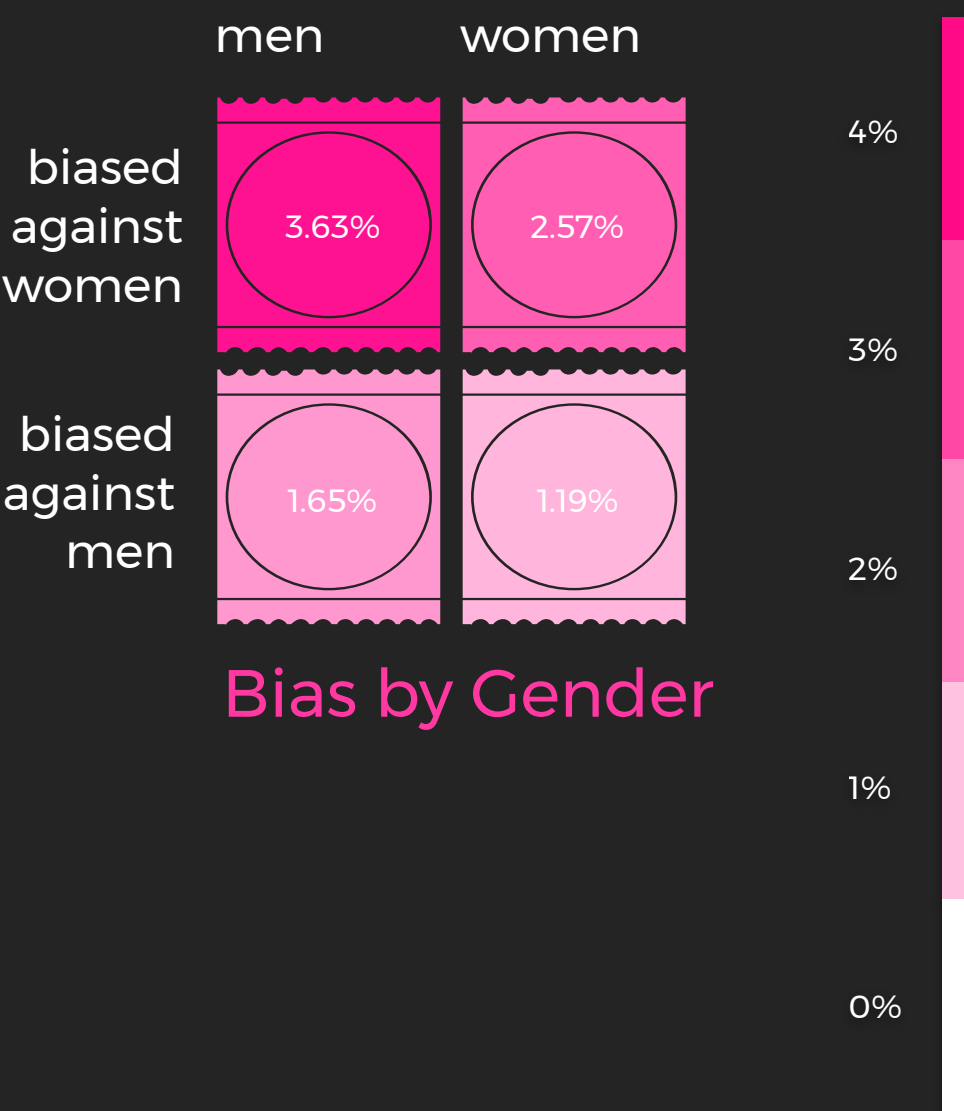


5%

Nearly this many OkCupid users answered both these questions in a way that reflects gender bias—"yes" to one question and "no" to the other.

How does that bias break down by **gender and sexual orientation**?

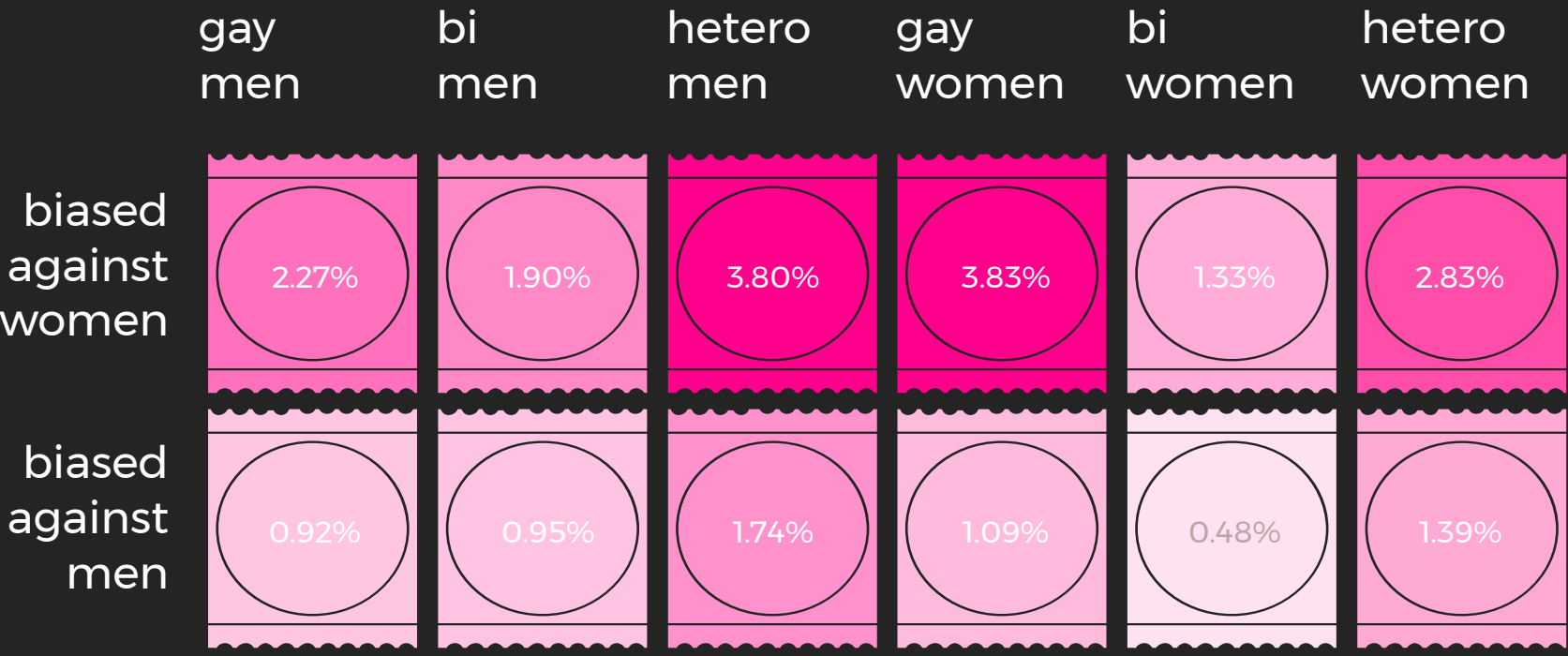
There's general bias against women by both men and women.



Bias by Orientation

We found the most bias to be against women by heterosexual people.

Heterosexual men are the most biased against women, followed closely by gay women.



Bias by Gender & Orientation

Who are these people?

The 28,885 dating profiles used in this study were collected from November 2014 to March 2015. These profiles represent OkCupid users who have answered both survey questions and who identify as either a man or a woman.

Only gender-binary users?

OkCupid users with non-binary genders can choose to hide their profiles from gender-binary users. Since the profile used to access the website and collect the data was that of a heterosexual male, users with non-binary genders are not accurately represented in the dataset.

Source: Kirkegaard, Emil O. W., and Julius D. Bjerrekaer. "The OKCupid Dataset: A Very Large Public Dataset of Dating Site Users." Open Differential Psychology, November 3, 2016. <https://openpsych.net/paper/46>.