



SWIPE OR PASS?

AN EXPERIMENT RUN TO FIND LOVE IN 2023

AGENDA

- 1 Introduction
- 2 Methodology
- 3 Data Analysis
- 4 Limitations and Conclusion





MOTIVATION

A

MONEY

Dating Apps revenue reached \$5.61 billion in 2021, with over 323 million users worldwide.
(BusinessOfApps, 2023)

B

FIRST IMPRESSION

Research shows that the decision whether to like or dislike a profile is mainly based on the impression of the first profile picture (Ward, 2016)

RESEARCH QUESTION

Does having a dog in the profile picture increase the likelihood for a male dating app user to get more matches?

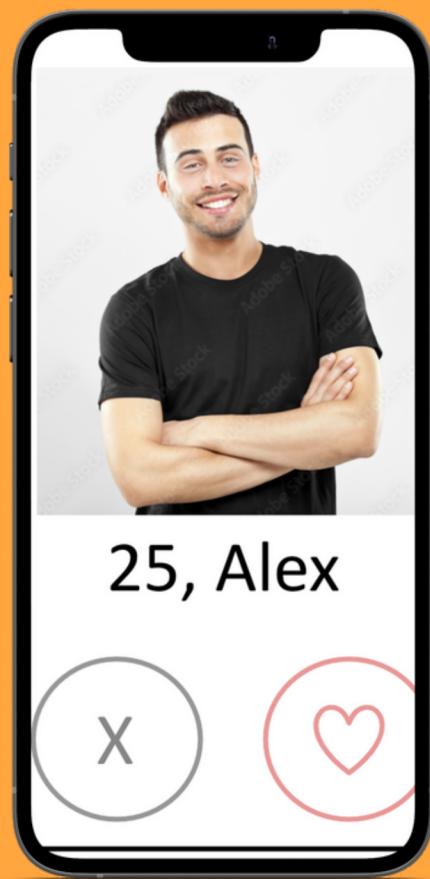
HYPOTHESIS

Whether having a dog in the profile picture increases the likelihood for a male dating app user to get more matches

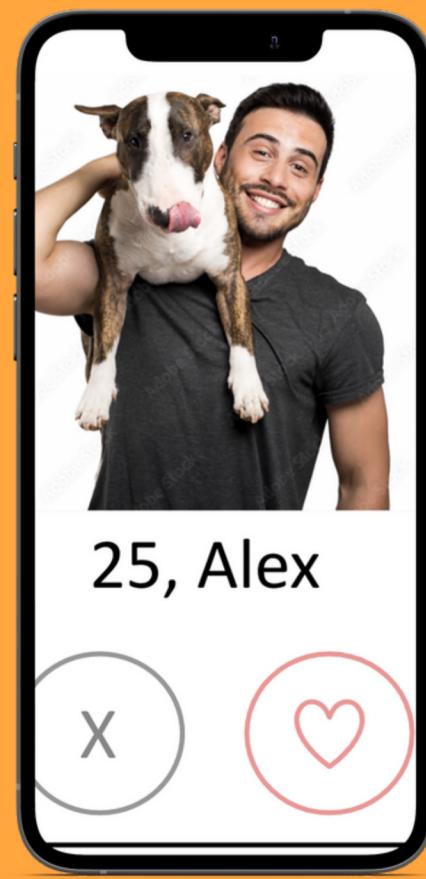


METHODOLOGY

Design and Distribution



CONTROL



TREATMENT

A

Built 11 pairs of profile pictures of white males with and without a dog

B

Created 2 surveys for control and treatment, mimicking the UI of dating apps, randomizing the order of images shown

C

Distributed among friends and families, randomly assigned control and treatment

D

Collected 61 observations of control, 67 of treatment. 77% of the participants are female, 71% are from 18-24 years old, 50% are single

E

Conducted prop test, then data analysis with linear regression

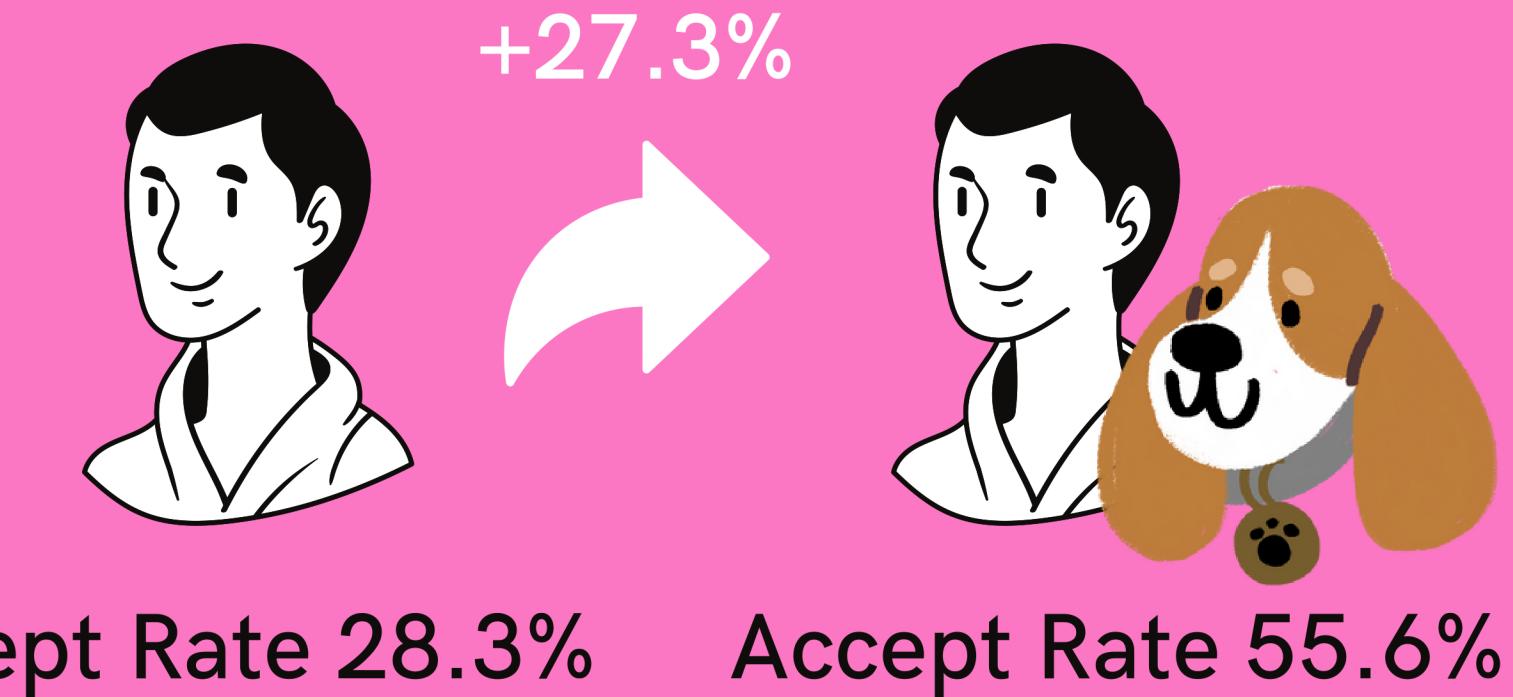
DATA ANALYSIS

A SIMPLE REGRESSION

OVERALL

- Intercept: 0.283
- Estimated treatment effect: +0.273***
- Result : Having a profile with dog works!

BY EACH PROFILE



	Alex	James	Ben	Mark	Tom	Will	John	Jack	Henry	Sam	Chris
ATE	0.247**	0.432***	0.526***	-	0.311***	0.441***	0.179*	-	0.764***	0.487***	-
(0.083)	(0.080)	(0.073)	(0.088)	(0.083)	(0.078)	(0.088)	(0.088)	(0.057)	(0.077)	(0.089)	
Num.Obs	128	126	128	125	124	127	126	127	126	124	126
R2	0.065	0.188	0.286	0.033	0.103	0.201	0.032	0.004	0.585	0.245	0.020

DATA ANALYSIS

B

CONDITION: ARE YOU SINGLE

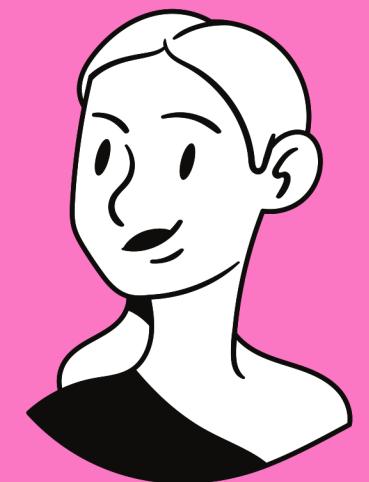
- Single vs. Not Single
- Findings : Participants in a relationship had 0.335 treatment effect with significant statistically power, which is higher compared to those who were single with 0.221 treatment effect

C

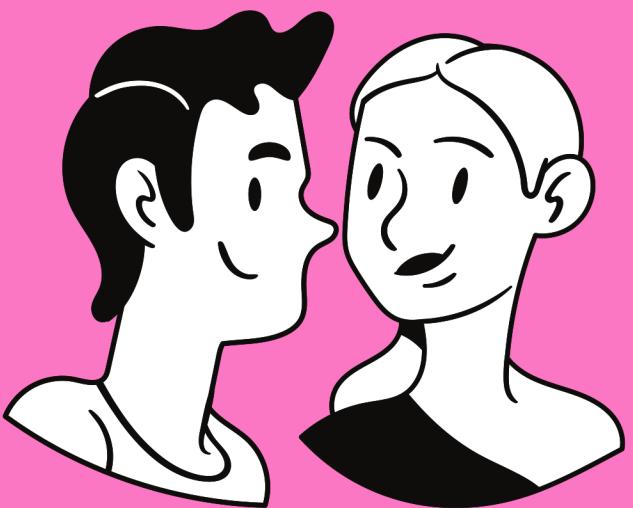
ADDING COVARIATES

- Covariates : Age, Gender, Relationship
- Result : not much difference in the results
- Potential reason : not having a demographically diverse enough participants

SINGLE



VS



CATE: +0.221

CATE : +0.335

WITHOUT COV

Profile with dog	0.273*** (0.025)
Num.Obs.	1387
R2	0.076

WITH COV

Profile with dog	0.274*** (0.028)
Num.Obs.	1387
R2	0.086



LIMITATIONS

- 1 Participants with Limited Diversity
 - More respondents from different ages and gender needed for a more inclusive analysis
- 2 External Validity
 - Only profiles of young white males with small dogs are featured in our survey
 - Only 11 profiles
- 3 Internal Validity
 - Hawthorne effect - participants' alteration of behavior solely as a result of being observed

CONCLUSION



1

11 profiles. 2 surveys. Treatment included dogs.

2

Having a dog in dating app profile increases
27.3% acceptance rate in our experiment

3

Participants in a relationship showed a higher
treatment effect than those who are single.

REFERENCES

- Business of Apps. (2021). Dating App Market Statistics, Trends, and Data. Retrieved September 23, 2021, from <https://www.businessofapps.com/data/dating-app-market/>
- Ward, Janelle. (2016). What are you doing on Tinder? Impression management on a matchmaking mobile app. *Information, Communication & Society*. 20. 1-16. 10.1080/1369118X.2016.1252412.

