

A Brief Analysis of Speed Dating

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Group 003

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Introduction

Dataset

- Speed Dating data collected from students of Columbia University
 - Four-minute “speed date,” & participants rated their date on a scale of 1 to 10 on various attributes.
- Data contains information about each partner (age, race, gender) and each person’s ratings for their partner
- Total of 276 dates

Methods

- Plotted various attributes across categories to gain insights into the data

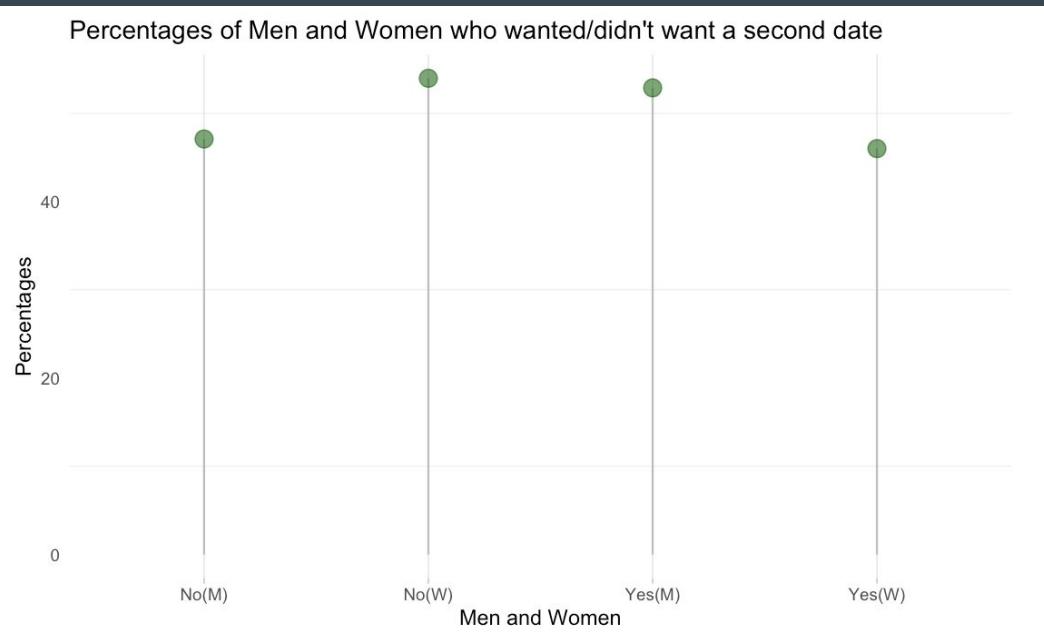
What We Aim to Learn

Gain insight into how people view potential significant others

- Do people prefer to date inside or outside their own ethnicity? Are males or females more likely to want a second date?
- Which features (attractiveness, sincerity, intelligence, etc) are most predictive of wanting a second date? Does this differ by gender? Age? Race?
- Do females tend to rate males higher than males rate females? In what categories?

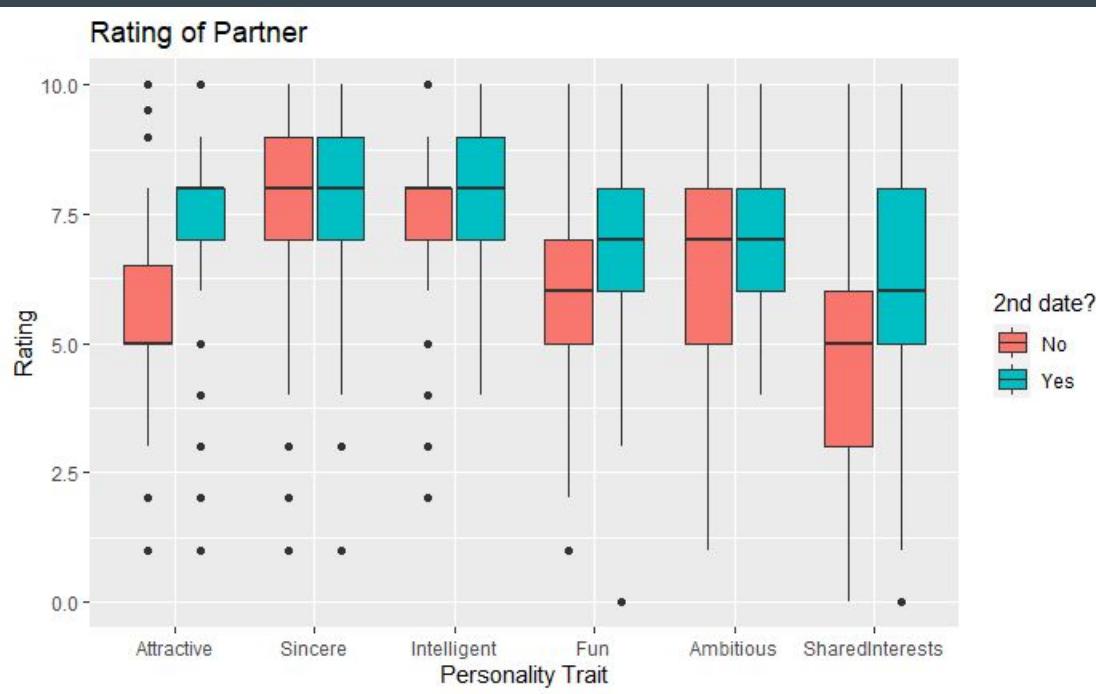
Results - Chances of a second date

Percentages of Men and Women who wanted/didn't want a second date



- Men and Women both had similar scores when it came to wanting a second date
- Men also had higher assumptions that their date would want a second date
- With the distribution of race, each race was comfortable dating those of other races

Results - Features Predicting Second Date



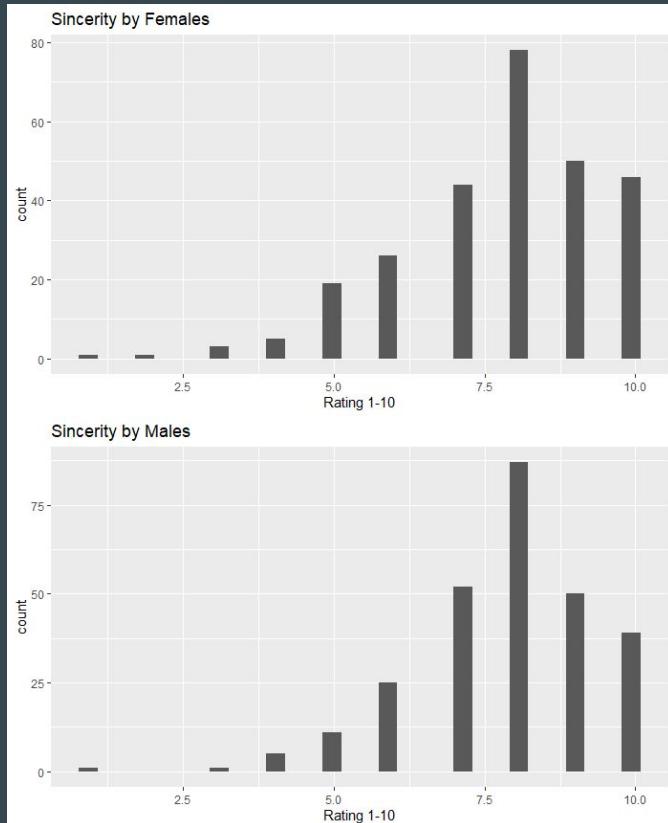
Overall:

Attractive and **Shared Interests** show biggest difference between “No” and “Yes”

Categories:

- Similar across gender
- A little more variation across Race, but still fairly similar
- Age
 - 18 - 24 dislike Ambition
 - 25 - 29 value Fun and Sincerity
 - 30 - 50 value Ambition & Intelligence

Results - Rating Differences Across Gender



For most factors, both men and women rated each other similarly except in...

- Fun and Sincerity
 - Women rated men in a more even distribution for how Fun and Sincere they believed them to be
- Shared Interests
 - Men rated women higher on perceived shared interests
- Attractiveness of other Races
 - Women rated men's appearance consistently regardless of Race whereas men's ratings slightly skewed lower

Conclusions

- Chances of Wanting a Second Date
 - Men were more likely to want a second date than women
 - The likelihood of people dating outside and inside their race was evenly spread out
 - Men thought women would want a second date more women thought men would want a second date
- Features Predicting Second Date
 - Ambition and Shared Interests are most important
 - Greatest difference across age groups
- Rating Differences Across Gender
 - Women on average rated men on a more even distribution for Sincerity, Fun as well as the perceived attraction of people from other races than their own. Men gave consistently higher ratings for their perception of Shared interests.

References

- Dataset
 - Gelman, A. and Hill, J., *Data analysis using regression and multi-level/hierarchical models*, Cambridge University Press: New York, 2007.
- Documentation sites
 - ggplot documentation - <https://ggplot2.tidyverse.org/reference/>
 - dplyr documentation - https://dplyr.tidyverse.org/reference/group_by.html