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The "Text God" Formula:

Hacking Tinder Dating Strategy

by *Emerson Fleming, *Abhinav Kumar and *Aiden Dickson

Background

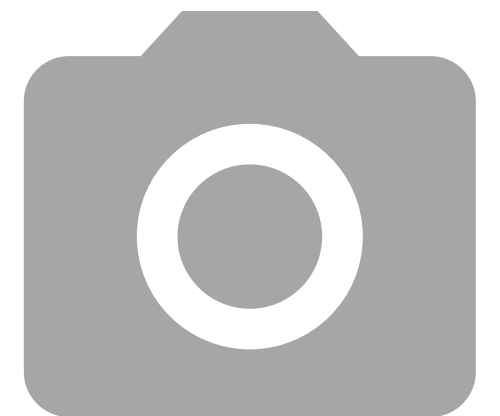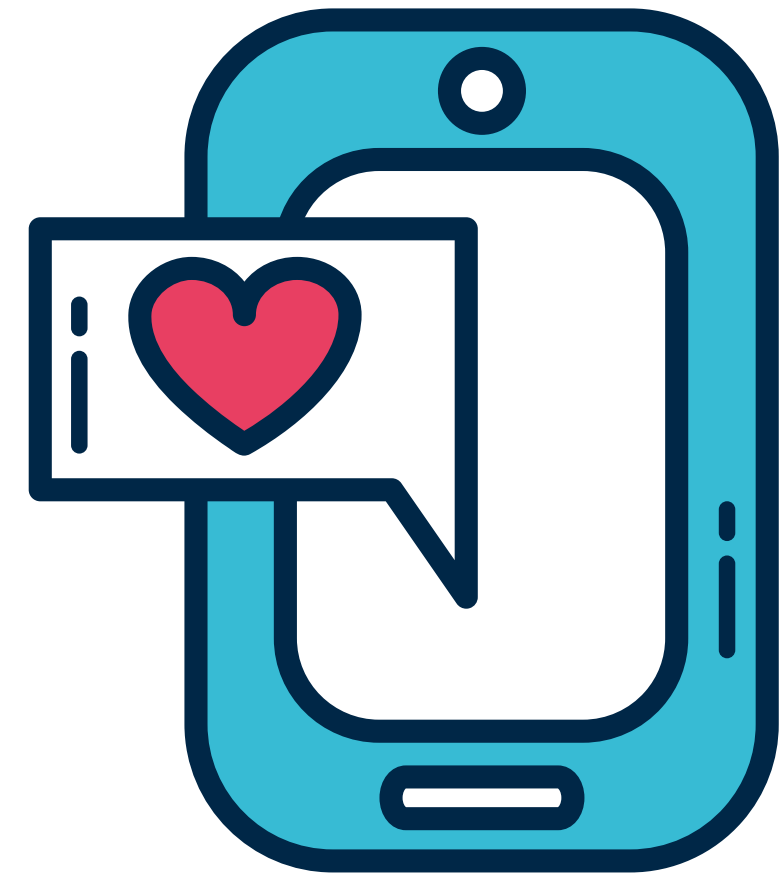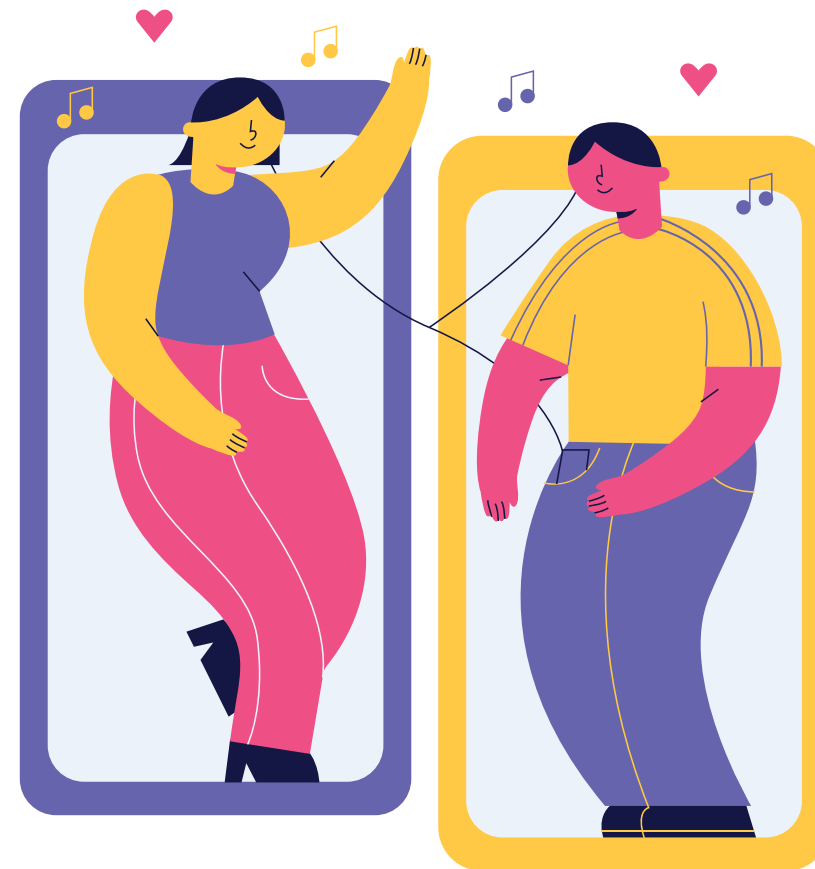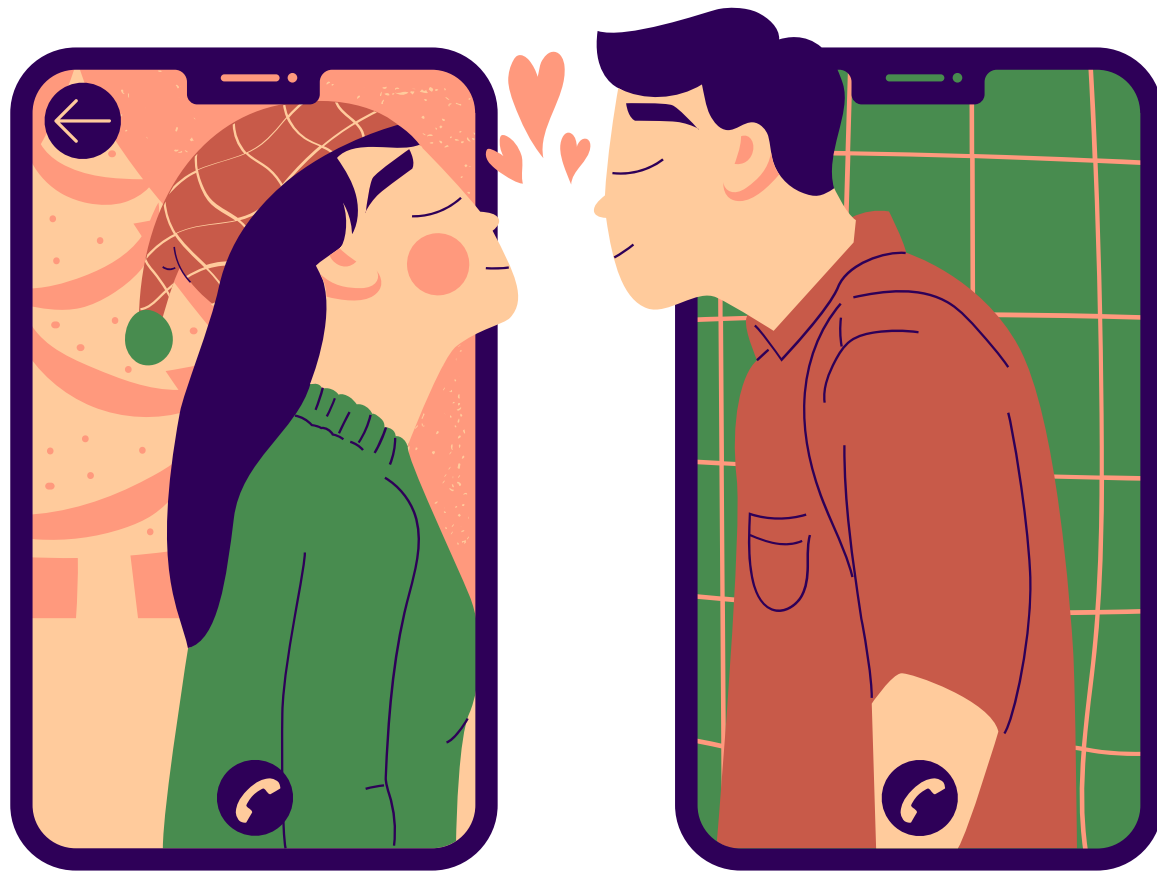On Online dating: How many people use it?

→ Nearly 40% of the US population uses or have used online dating in some capacity. (Curington, 73).

→ Nearly 70% of the American college-aged population are actively using online-dating to meet someone (Curington, 74).

Curington, Celeste Vaughan. The Dating Divide, Race and Desire in the Era of Online Dating. (University of California Press, 2021.)

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Online dating is difficult. But why?

Population & Sample Justification

Male Model vs. "Average" Female Results Experiment

→ Using two separate experiments, data was combined where new Tinder profiles were created for the each 'person.' Profiles were given 24 hours to generate "likes."

Male Model Results	Female Model Results	Average Male Results	Average Female Results
• Profiles likes: 112	• Profile likes: 1,015	• Profile likes: 25	• Profile likes: 505

Playing with Fire. "Tinder Experiment: Hot vs. Average Girl Results." (YouTube, 2020).

The Text God

Our Experiment

Research Question: How much better can you perform on dating apps (Tinder) with a solid profile and better texting etiquette?

Sample: 5 college-aged young men.

Treatment: Each participant was to receive Text God profile guidelines in addition to proper text etiquette guidelines taught in the Text God "Over The Top Text Game" MasterClass. Participant Tinder performance would be tracked before and after they learned Text God methodology and profile coaching.
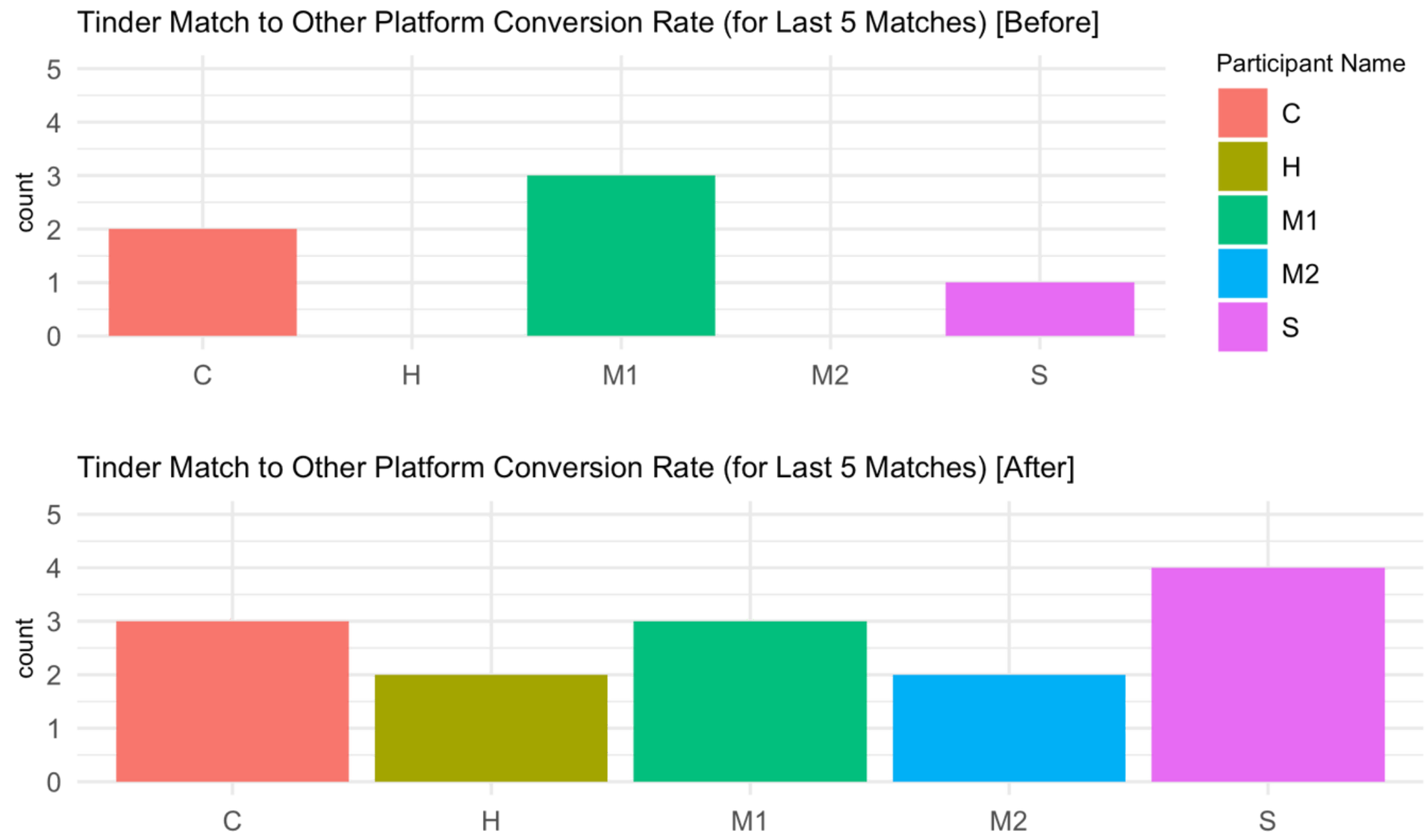
Measurements:

1. Daily matches per 30 swipes:
2. Dates
3. Dates liked

4. Super-Likes this week
5. Ability to convert last 5 matches to another platform

Results

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Results

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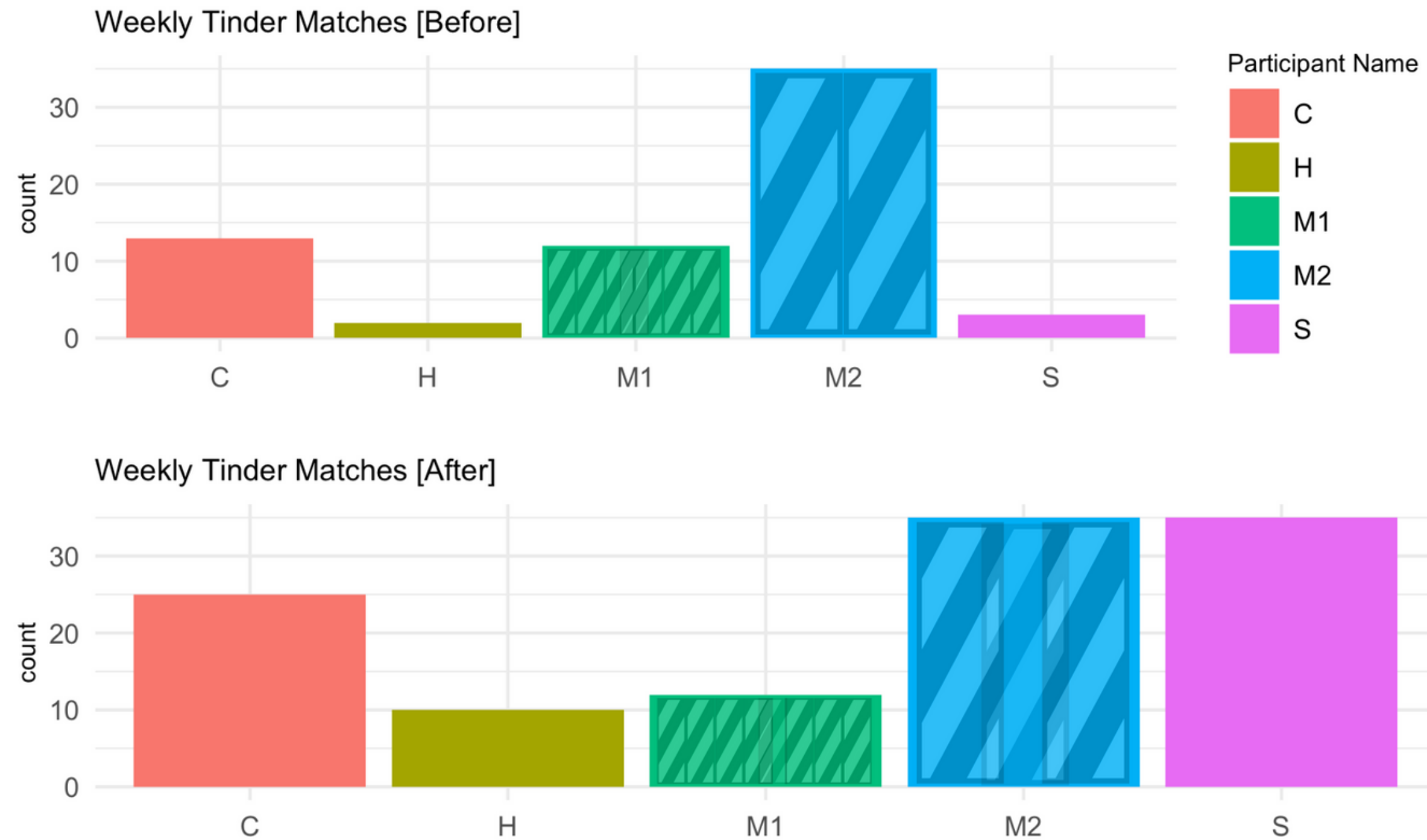
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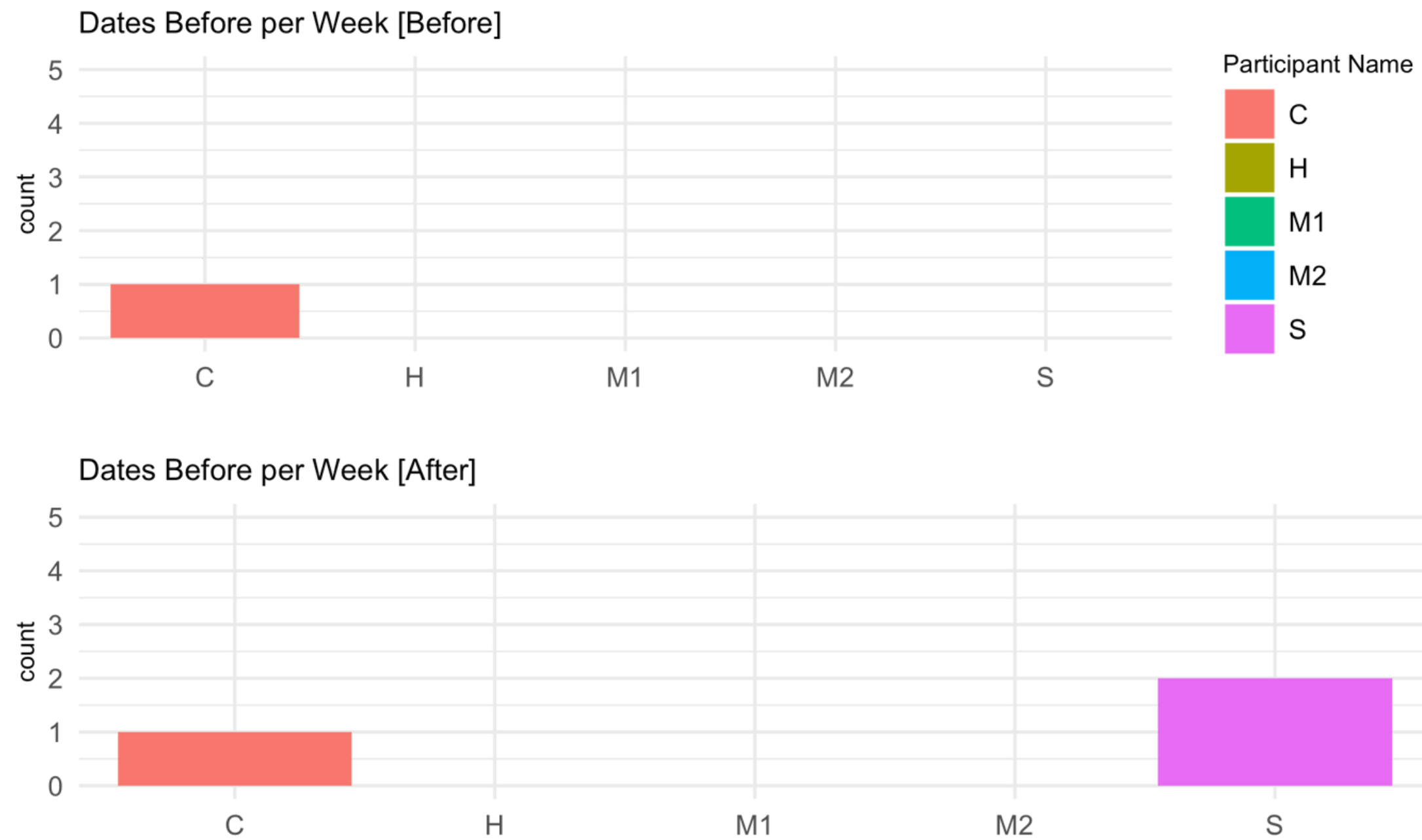
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Results
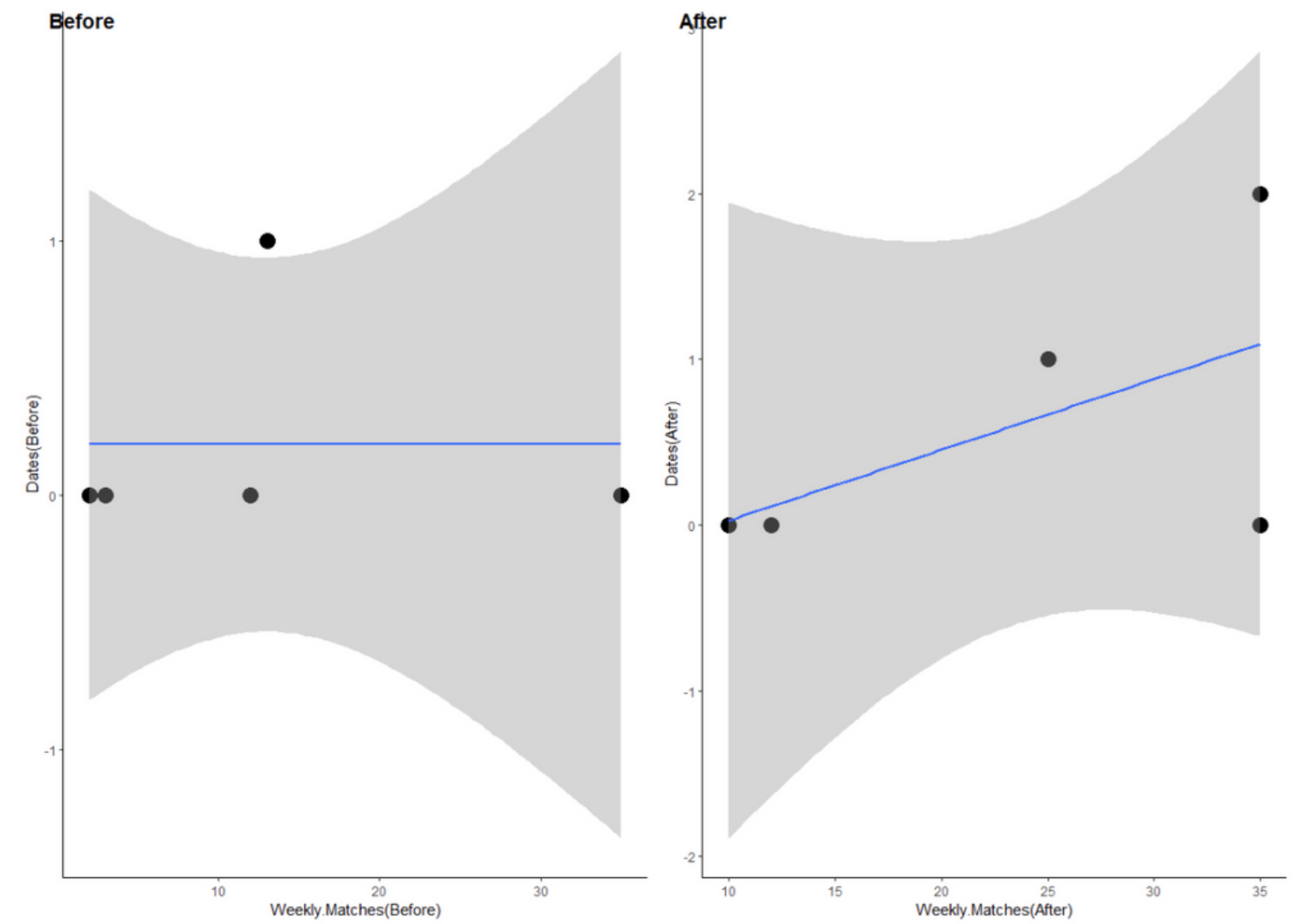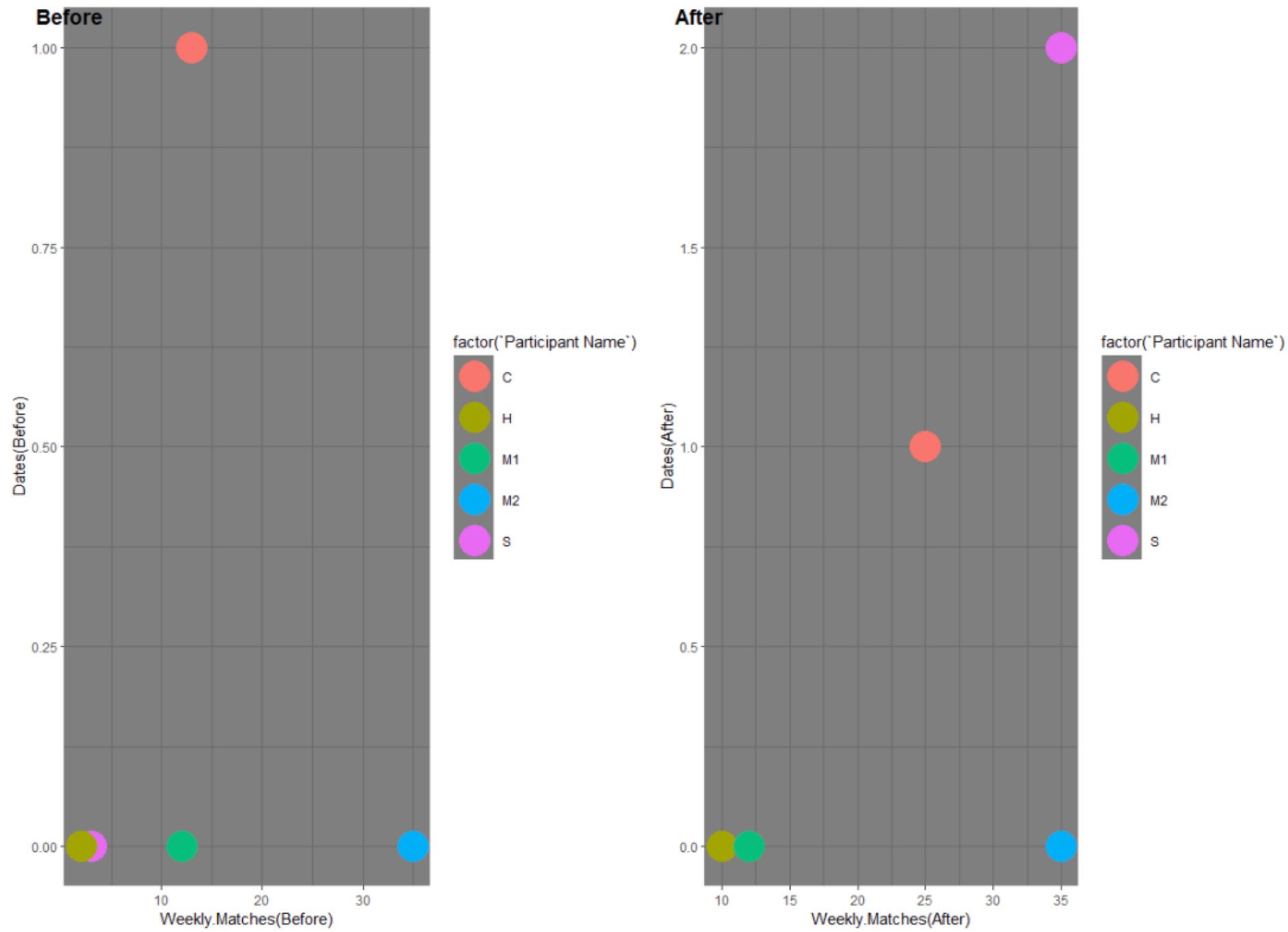
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Survey Performance
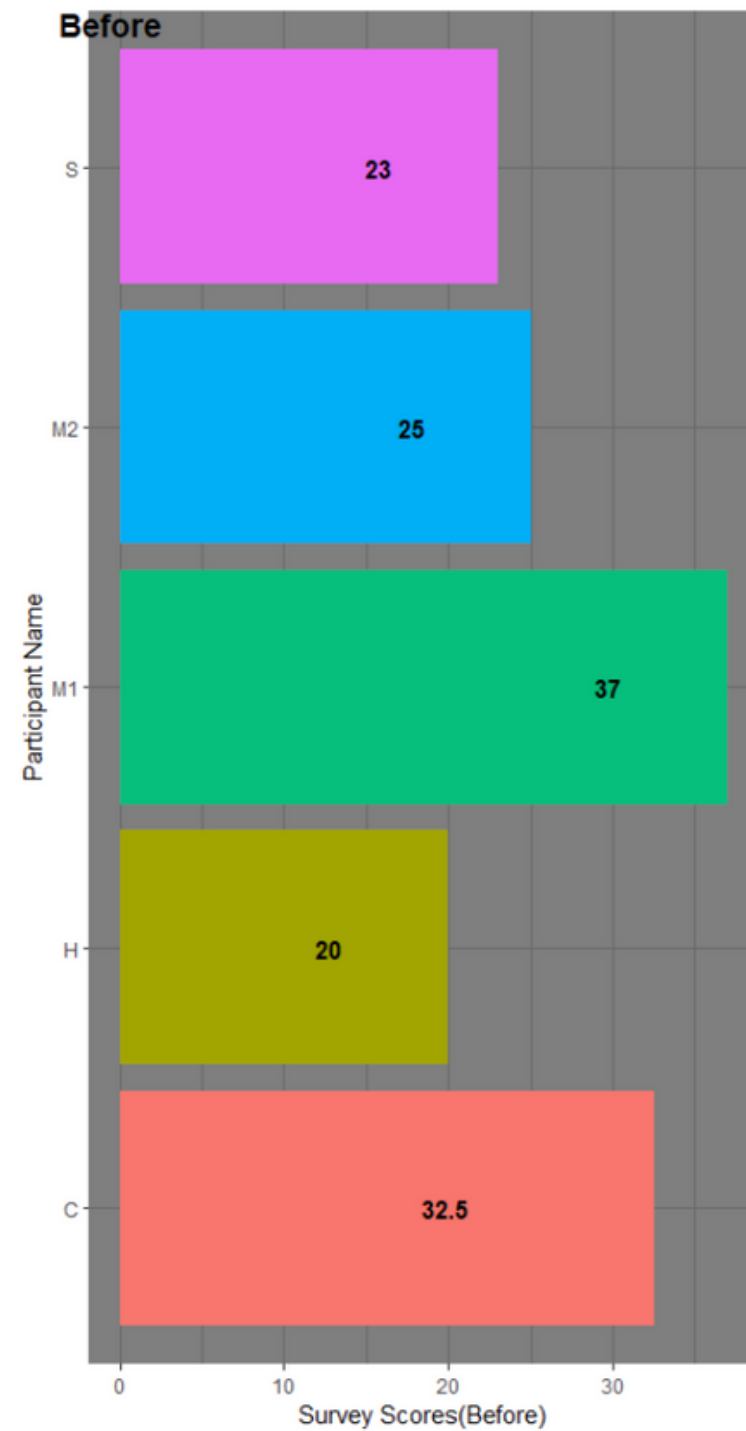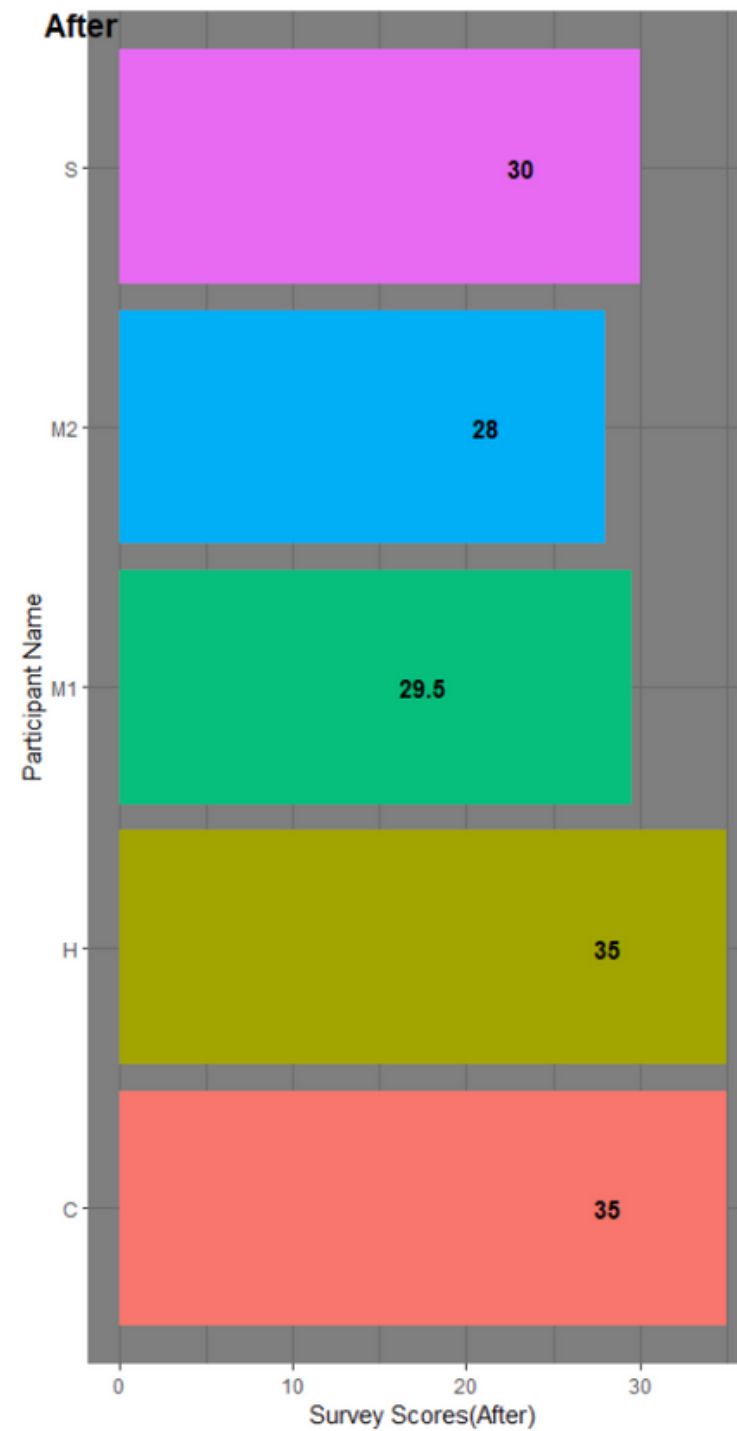
Conclusion

What did we find?

→ Using the Text God profile guidelines in conjunction with the the Text God "Over the Top Text Game" MasterClass, <u>participants exhibited a boost in Tinder performance.</u>

→ Everyone in the study improved in at least one aspect. The participants that improved the very most were those that put the most effort into implementing The Text God's methods.

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How could we have improved?

1. Implemented a better measurement to track profile traction.
2. Omitted the "dates liked" measurement.
3. Used a larger sample.
4. Administered the sheets to track participant performance earlier.

Thank you.