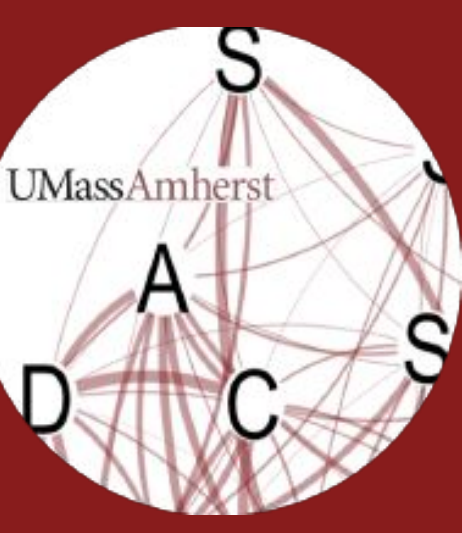




Hacking Tinder Dating Strategy For Young Men: Experimenting Text God Methods

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Background

Studies demonstrate heterosexual men and women have much different experiences in the world of online dating. Average women generate as much as 30x more traffic than the average male (Playing with Fire). Additionally, women are generally more selective on dating apps and view an average of 85-90% of men on dating apps as below the average level of attractive (Peterson, 12 Rules for Life).

This would suggest the vast majority of heterosexual men would need significant help from a professional source to be successful on dating apps. This is notable as the vast majority of heterosexual dating apps have a much higher male than female ratio (Dinh, 7). Men on average are twice as active on dating apps women (Dinh, 7). As a result, such dating apps make the majority of their revenue from men. The dating app industry is highly profitable with a growth rate of 70% each year yet somehow, only the top 15% of heterosexual men receive 80% of the messages from women (Peterson). This means the vast majority of heterosexual men are misled to think they have any chance without significant help from an outside source.

Experiment Objective

This experiment aims to assess if advice from a viable dating expert (Text God) actually works. The experiment attempts to see if Text God's methodology to create the perfect profile and to establish a solid Tinder 'game' can be generalized.

Proposed Solution

We have conducted a field experiment to ascertain the efficacy of Text God's strategy. 5 young men were given Tinder "makeovers" based on guidelines derived from all Text God YouTube videos and Masterclass.

Method

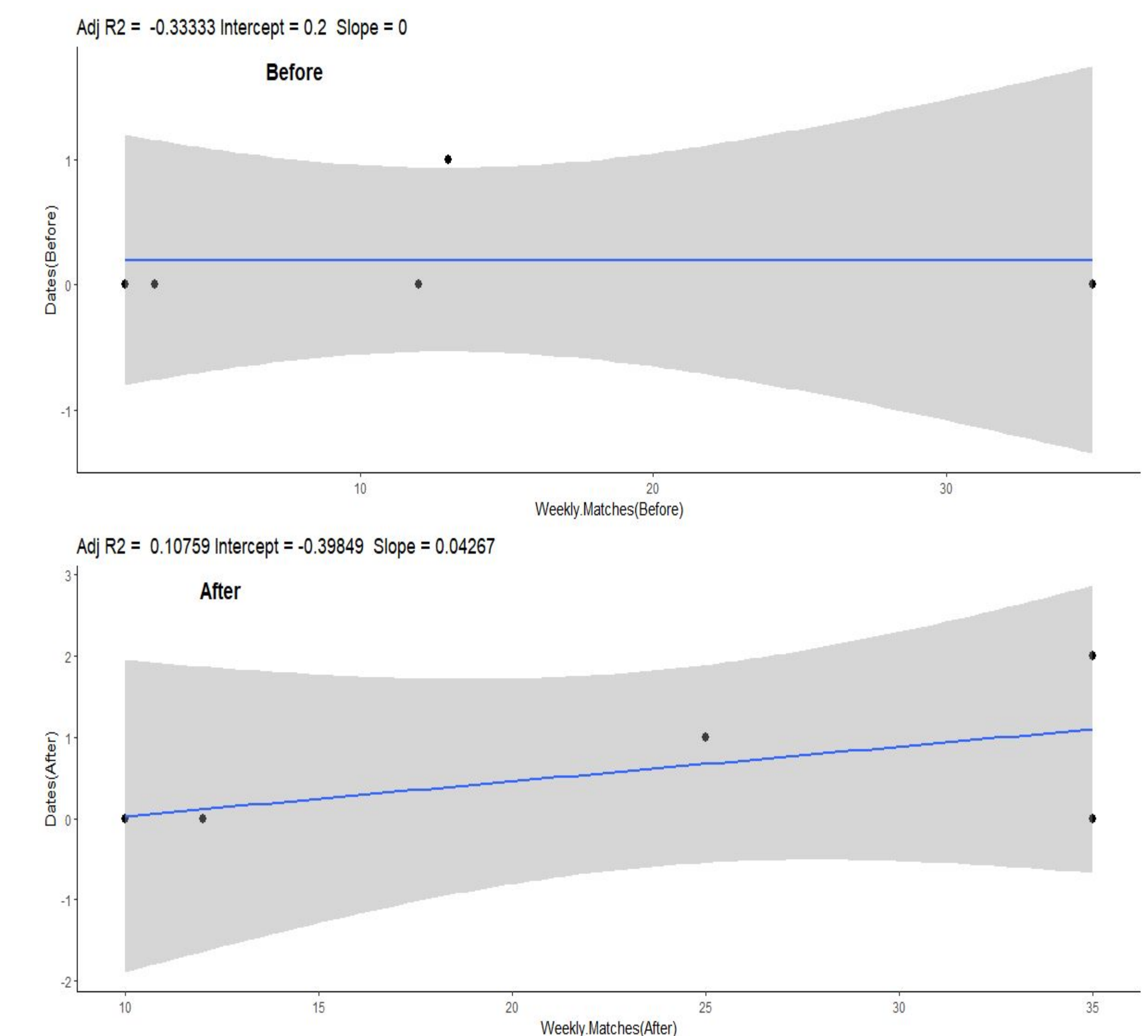
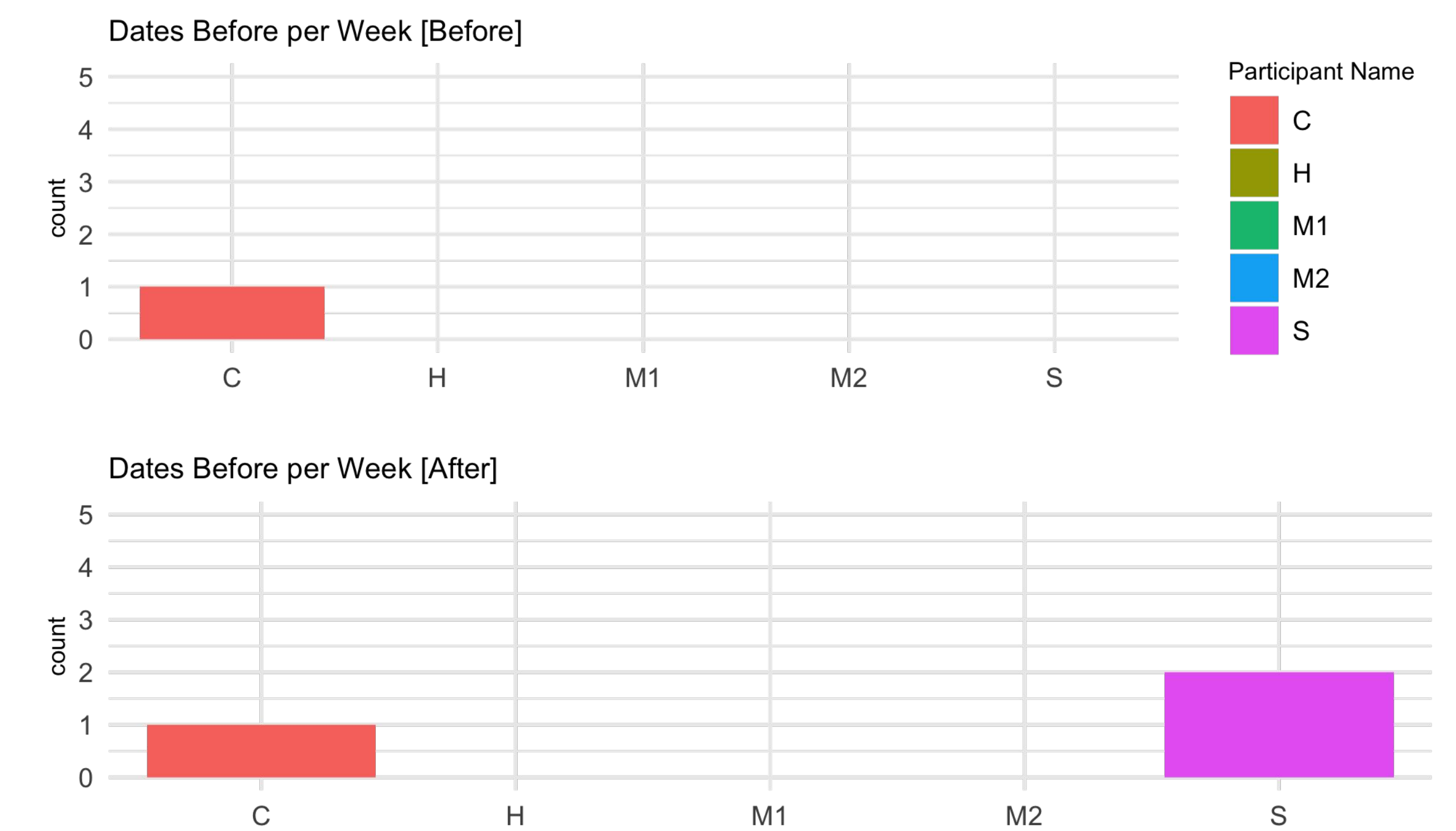
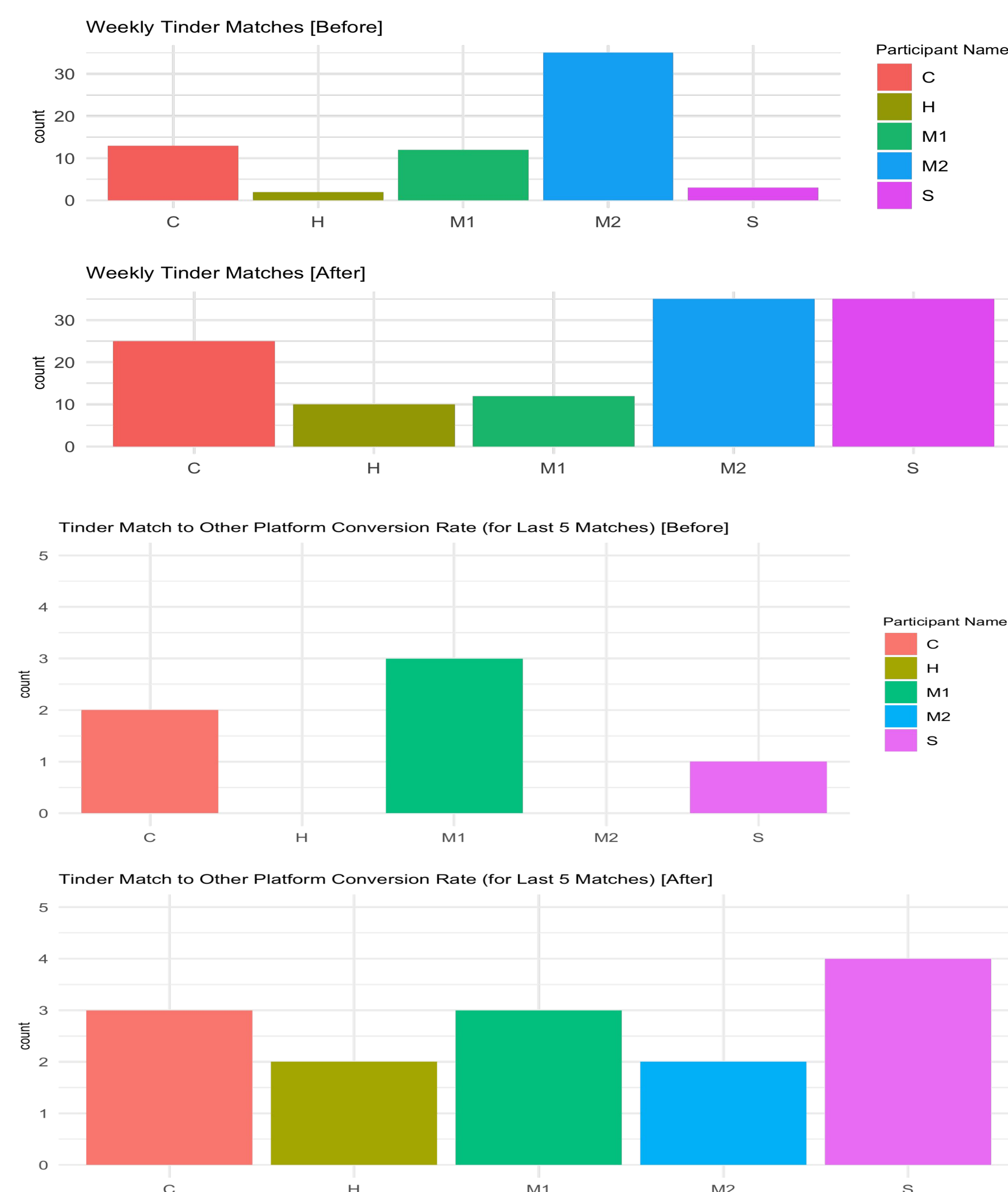
Sample: 5 college-aged young men.

Treatment: Each participant was to receive Text God profile guidelines gathered from all of Text God's YouTube videos 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:

- Daily matches per 30 swipes
- Dates
- Ability to convert 5 matches to another platform
- Dates liked
- Super-Likes

Results



Conclusion

- Every participant improved in some way.
- Only the two participants that tried the hardest to implement text-god methodology successfully received dates as a result.
- The Text God methods do work! However adjustments must be made to measures and the sample size must be increased to make a more significant conclusion.