SWIPE OR PASS?

An EXPERIMENT run TO FIND LOVE in 2023

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AGENDA

MOTIVATION

A MARKET

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?
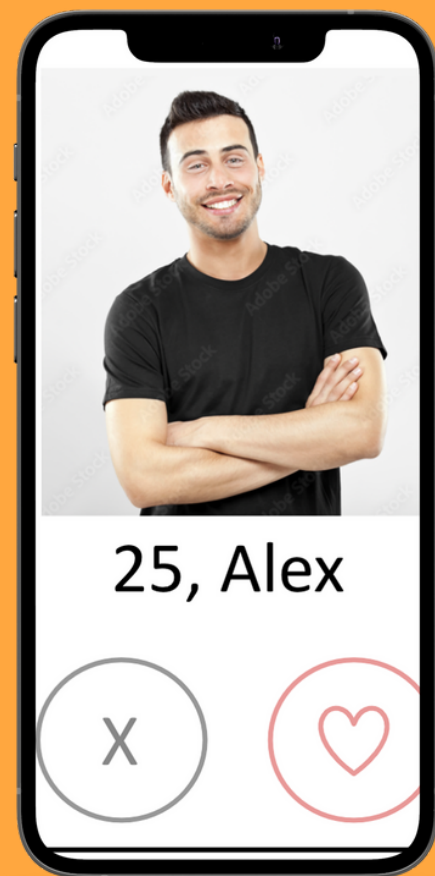
HYPOTHESIS

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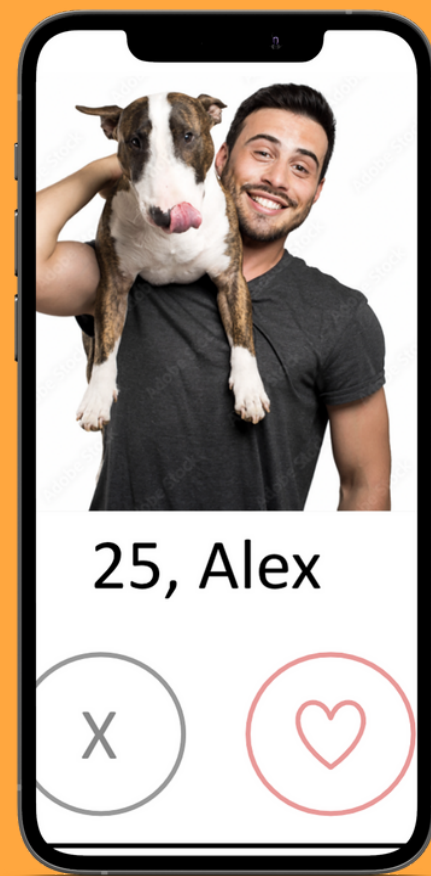
METHODOLOGY

## 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!

+27.3%

Accept Rate 28.3%　　Accept Rate 55.6%
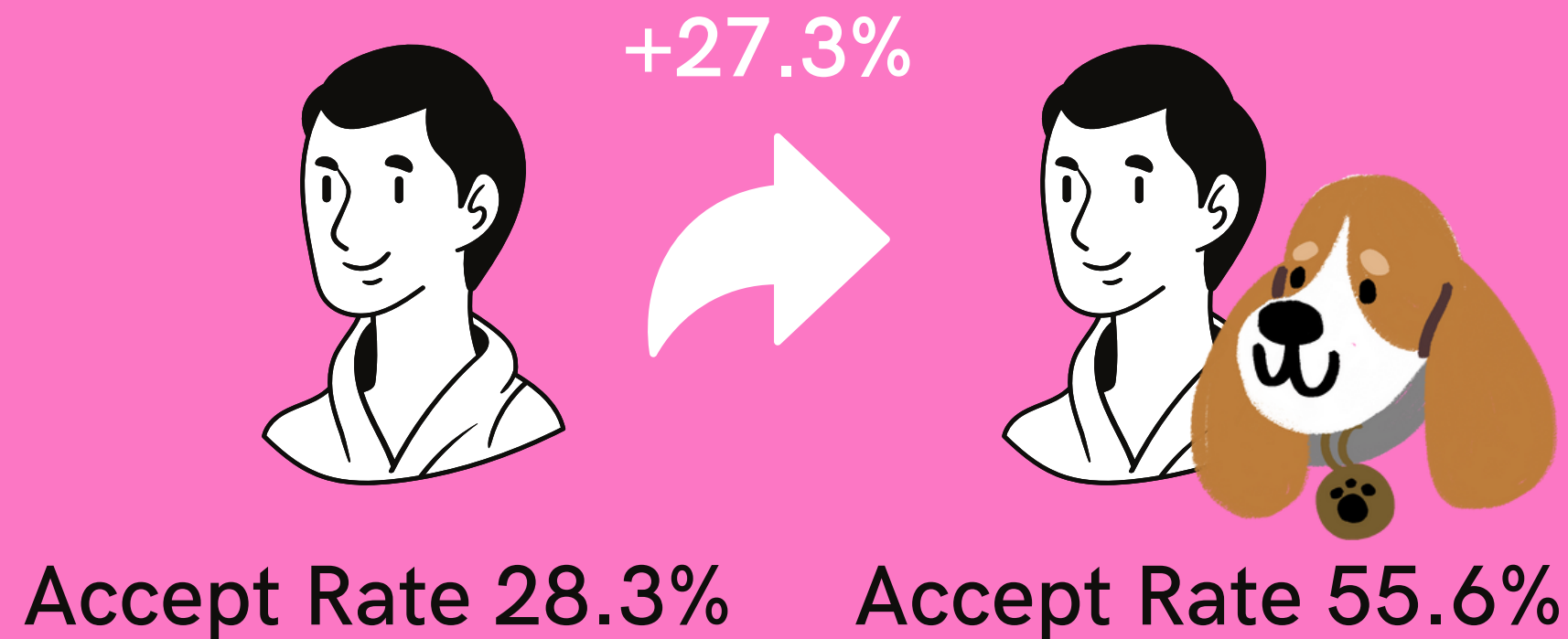
BY EACH PROFILE

|	Alex	James	Ben	Mark	Tom	Will	John	Jack	Henry	Sam	Chris
ATE	0.247**	0.432***	0.526***	-0.182*	0.311***	0.441***	0.179*	-0.065	0.764***	0.487***	-0.140
	(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
- Potential reason : family-orientated
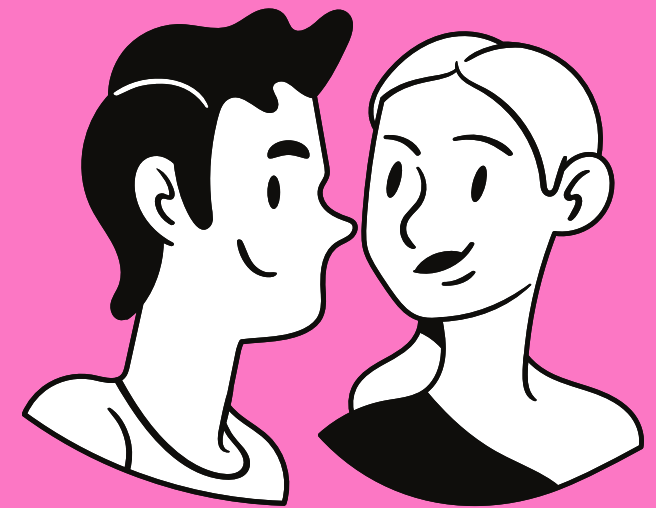
C ## ADDING COVARIATES

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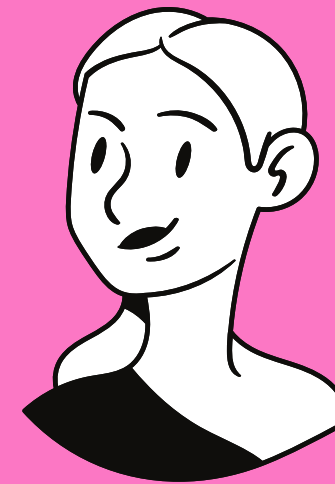
SINGLE   vs   IN RELATIONSHIP

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
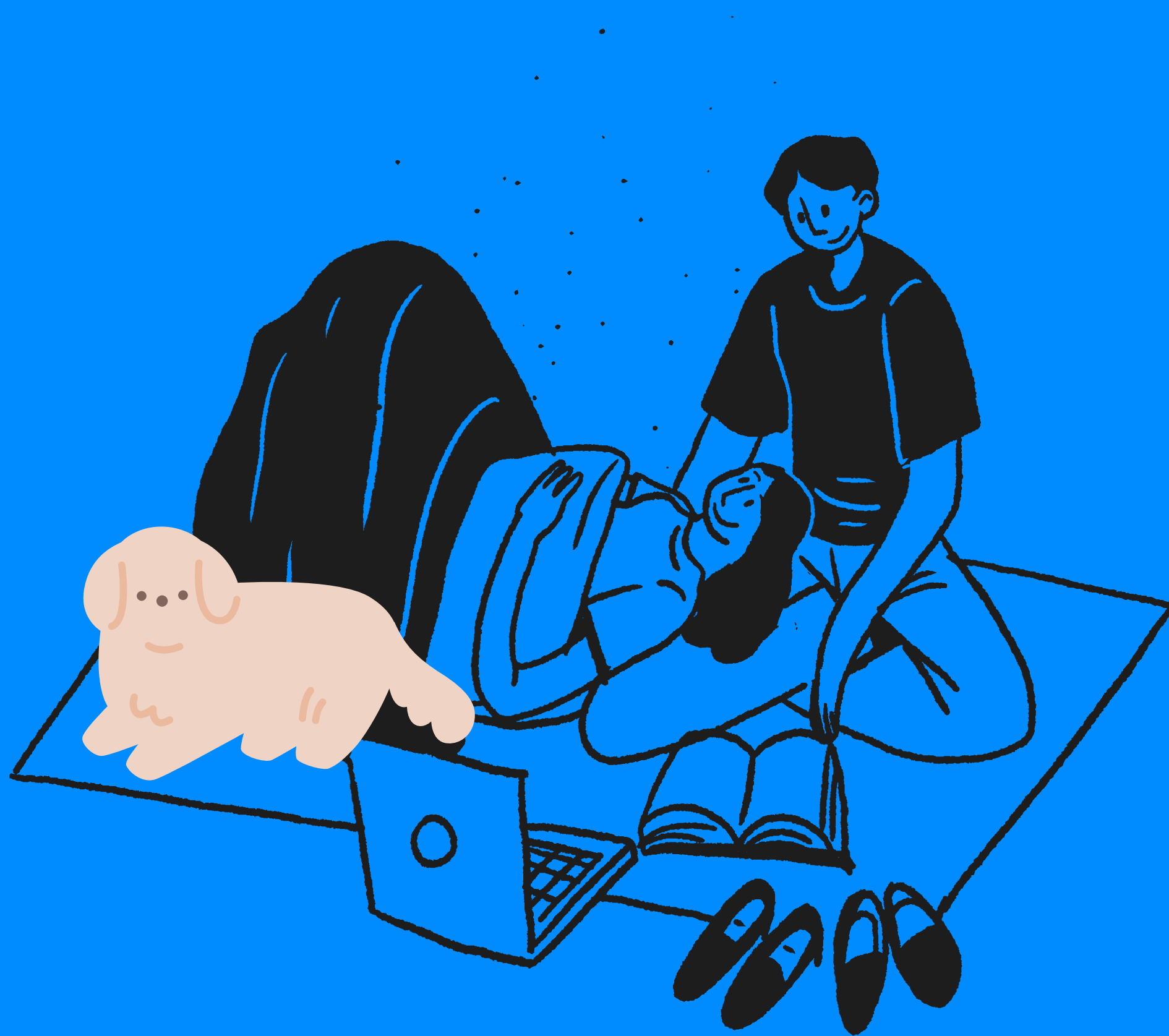
2 **External Validity**

- 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.