

## **Insights on Speed Dating**

### **Group Members:**

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### **Source:**

Our dataset is from Kaggle.com.<sup>1</sup>

### **Abstract:**

The main source for this dataset was participants in experimental speed dating events in a two-year period. According to Montoya, the dataset was compiled by two professors from Columbia Business School. The focus of the study is on what attributes have the most influence on the selection of a partner: Is it attractive, sincere, intelligent, funny, ambitious, or do they have shared interests. By looking at these attributes, the main question we are trying to ask is: Why is dating so hard nowadays? We believe that people have many considerations or preferences when choosing their partner. While choosing a partner is a serious decision to make, we want to explore this experiment, and then give an insight into the main attributes that most people would consider when seeking a partner, and how one might be perceived by their partners in a speed-dating setting.

### **Dataset Explanation:**

This dataset is collected to look at some trends with speed dating as an experiment. This data was uploaded by Anna Montoya seven years ago, and the time of the observations ranges from years 2002 to 2004. The dataset consists of 195 columns and 8,379 rows (Montoya, 2015).

### **Methods:**

We have used both Jupyter notebook and Google Colab to first load the data into the respective platforms by using API code. Then, we use the NumPy and Pandas libraries to sort out the columns and rows necessary for each research question we are trying to explore. This whole process involves putting the original CSV file into a new data frame with columns that we need, manipulating the original data, and transforming it into useful data. Next, we use the Seaborn and Matplotlib libraries to plot our figures as shown on page 2. Lastly, we will export our notebooks.

### **Results Explanation:**

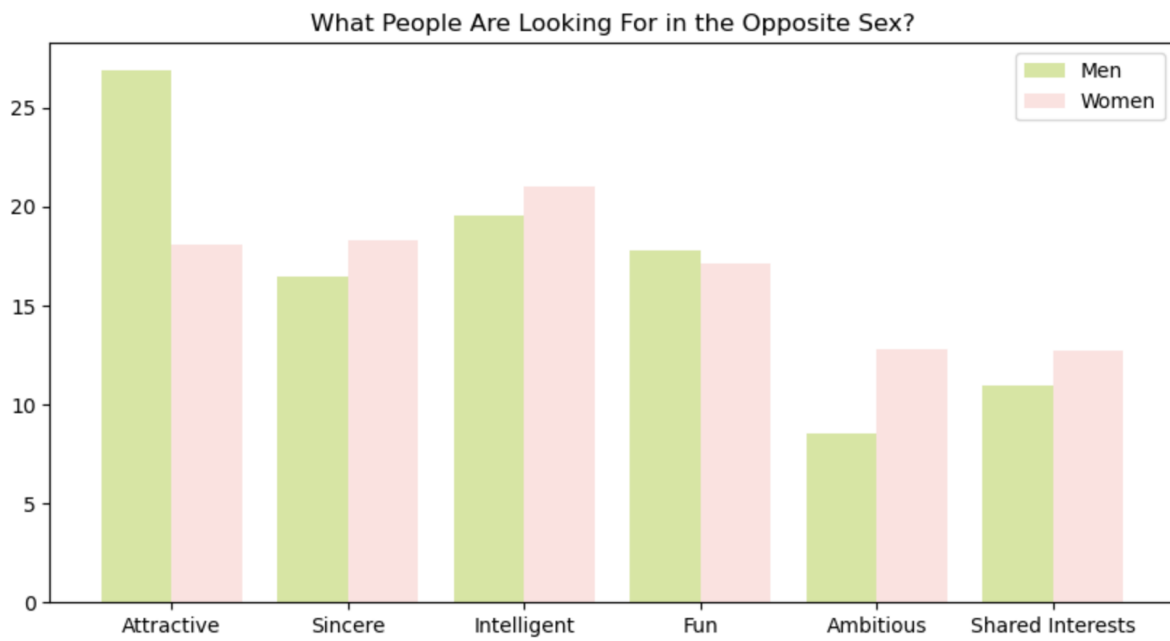
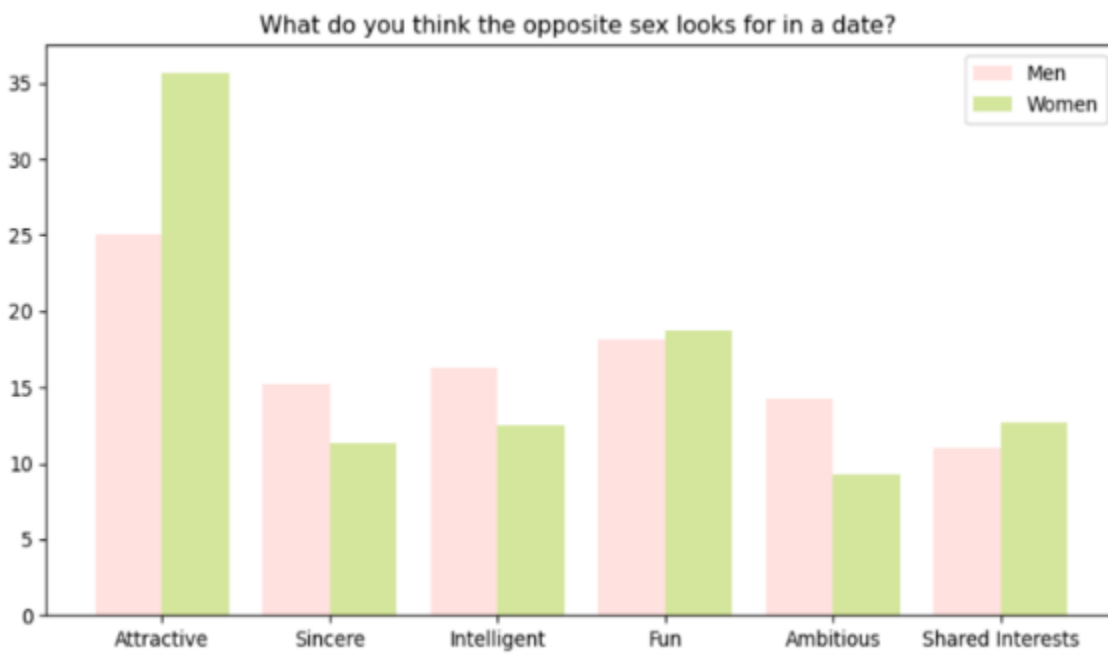
To look into why looking for a date is hard, we might ask what the opposite sex may consider when picking out a date. Given that both Figures 1 and 2 are based on surveys after the experiment, from Figure 1 below, we can see that men prioritize whether their date is attractive as the leading attribute, followed by intelligence, fun, and sincere. Men consider ambition as the least desirable attribute. While women are more likely to consider their partner's intelligence and give a bit less priority to attractiveness, sincerity, and fun. Similar to men, ambition is a less desirable attribute. When we use other scaling factors like what participants think the opposite sex is looking for, as in Figure 2, we get slightly different but similar results. Both women and men thought the opposite sex values attractiveness as the major attribute. However, comparing Figure 1 and Figure 2 together, we can see that this is not the case. Based on our analysis, Figure 3 seems to show us that in reality, most people of both genders would self-describe as sincere and intelligent.

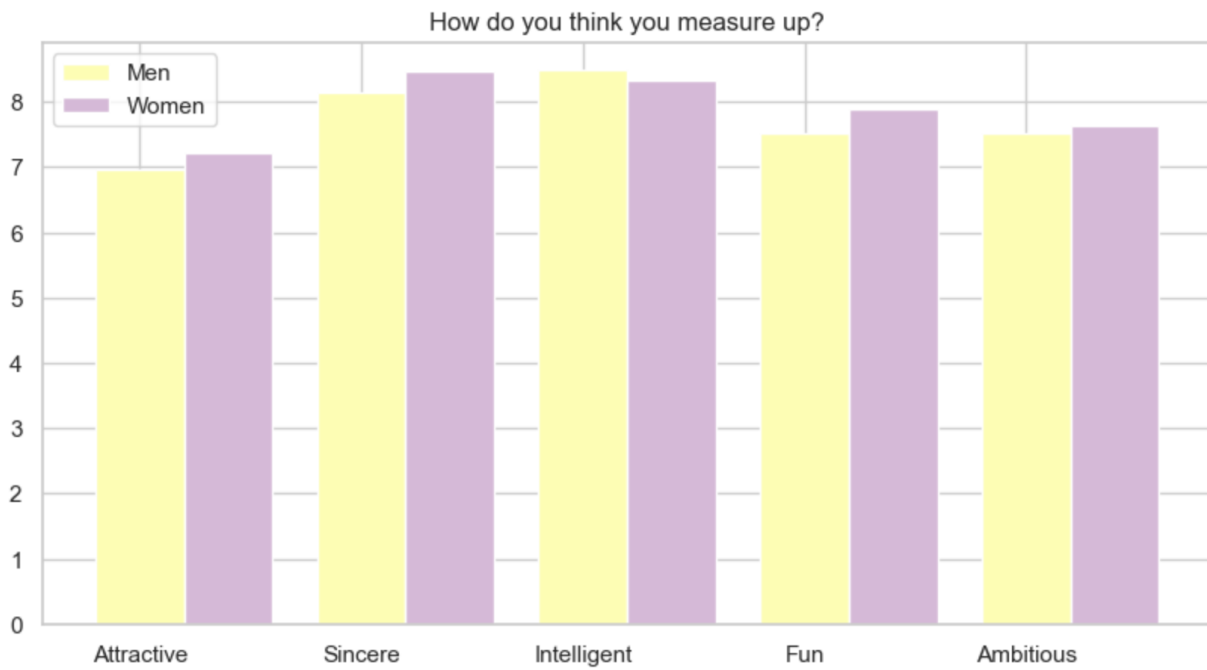
### **Conclusions:**

Our analysis and findings from digging into this speed dating dataset provide the public with a clear view of how the majority of men and women perceive themselves (Figure 4), and the personalities they are seeking in their partners. Two conclusions from this project are that appearance is the most important factor to get a male's interest and intelligence is not that important. The variances in self-perception between males and females, and the expectations from a potential partner have answered our question; why is dating so hard nowadays? To put it into simpler terms, we might have too many expectations for ourselves and our significant others when certain factors aren't that important.

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<sup>1</sup> Montoya, A. (2015). Speed dating experiment. Kaggle.com. Retrieved December 9, 2022, from <https://www.kaggle.com/datasets/annavictoria/speed-dating-experiment>

**Figure 1:****Figure 2:**

**Figure 3:****Figure 4:**