In-depth analysis of speed dating meeting

ABSTRACT When people meet a potential partner, a wide range of elements are likely to be taken into account to determine whether or not this partner is suitable for them. We propose to help sociologists study these elements, by providing them with an in-depth interactive visualization tool covering analyzing tasks on different levels. We have among other things highlighted that attractiveness is the most important characteristic looked for before meeting. And to go further ahead in the analysis, each characteristic can be break down per gender and age range.

Context & technologies used:

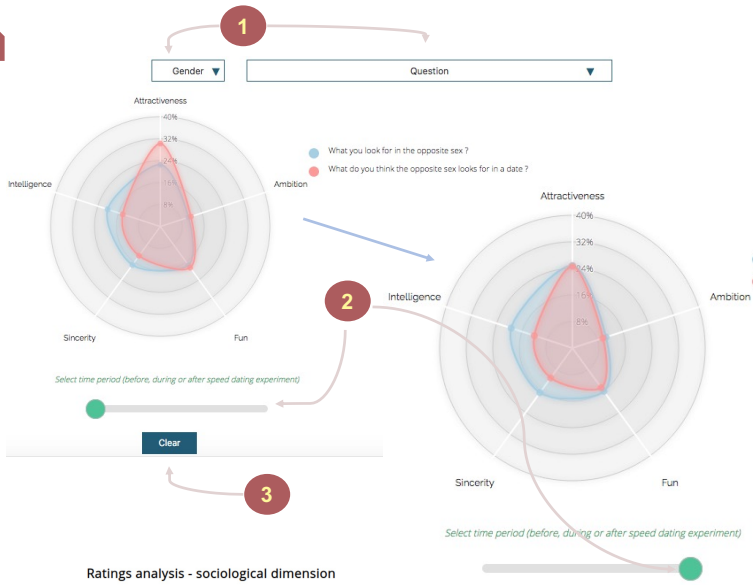
- Public: Sociologists & & the general public
  Source Data website: flowingdata.com
- Technologies used:

What are candidates looking for ?

It is quite usual that - when asked to judge and rate ourselves on subjective items such as *attractiveness* or *fun* - our own perception differs from the one proposed by a third-party. Yet, is this hypothesis just a feeling or can we measure this divergence ? In addition, would it be possible to quantify the evolution of these perceptions over time ?

To answer these questions, we created an interactive radar chart following a martini-glass approach. This tool allows the user to discover candidate's expectations on different criteria, such as *"What do you look for in the opposite sex ?" or "what do you think opposite sex look for in a date ?"*, but also to see these features evolve over time.

This tool easily shows that for the majority of the candidates, attractiveness is the most important characteristic in other's candidates minds before the meeting, but tends to decrease in priorities as time goes by.



1 Use dropdown menus to select gender and questions asked to candidates

2 Use time slider selector to get an intuition of the evolution of each answers, according to the moment at which questions were asked (before, during or after speed dating)

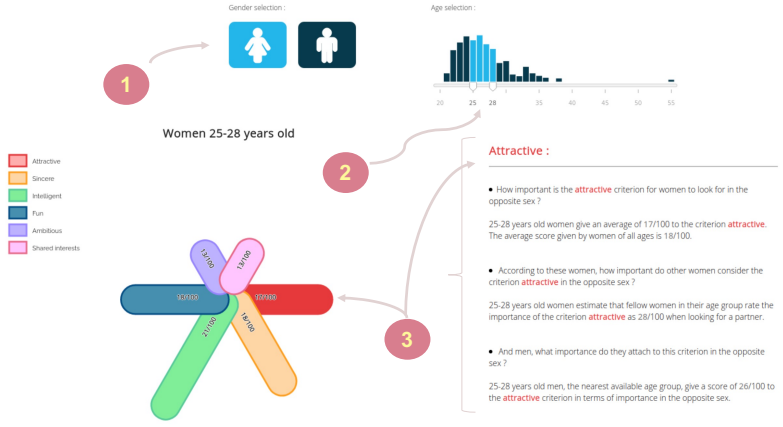
3 Use clearing button to clean your radar chart and start a brand new analysis !

Ratings analysis - sociological dimension

1 Click button to select gender.

2 Use range slider to select the desired age range

3 This flower diagram shows how the selected population allocated 100 points on the 6 different attributes. Click on any petal and the text box displays updated information regarding this specific criteria.



How people think they are different from others ?

In this section, we compare what participants look for in the opposite sex and what they think most other men/women look for in the opposite sex.

Every participants were asked to rate 6 attributes by distributing 100 points among: attractive, sincere, intelligent, fun, ambitious and shares interests regarding what they are looking for in a potential data but also how they believe most of their fellow men/women would rate. The "flower diagram" show the average distribution of these 100 points according to their expectation. The interactive text box on the left aggregates information of what they think other men/women would rate.

Studying the differences gives a picture of how unique people think their criteria are.

This drill-down approach aims to answer these questions, identify the existence of gender specificities, and gives the possibility for a more in-depth analysis.

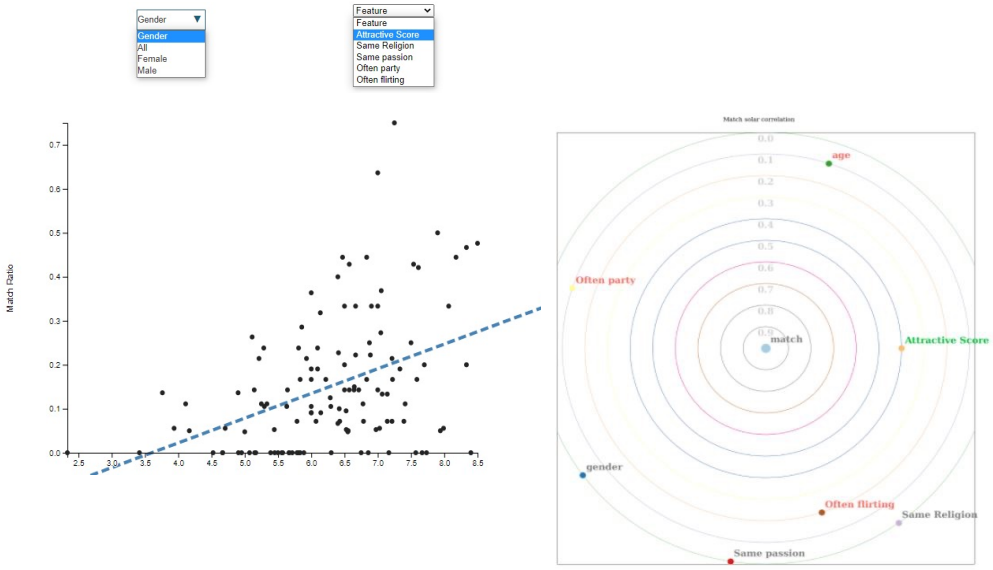
What are the qualities to have to most matches ?

We all want to know the secret to success in the dating world. Every self-proclaimed love guru swears to know this mysterious formula that makes people desirable to others.

In the age of data, a great hunch would be to use the speed dating data with over 8,000 observations of matches and non-matches, with answers to survey questions about how people rate themselves and how they rate others on several dimensions. And that's exactly what we did!

This data visualization gives answers to this question. We suggest an interactive slideshow structure that follows a typical slideshow format, but incorporates interaction mid-narrative within the confines of each slide. This graph can be used to analyze the correlation between the different features and the match ratio among the candidates. The y-axis represents the match ratio while the x-axis represents the selected feature.

We can also have two analyses based on gender and therefore have a widget that enables the user to choose the study group (men or women).



We can also generate a correlation matrix and explore it thanks to a solar correlation map. It addresses the visual representation of the correlation of each input variable (other features besides gender), to the output variable (the match ration) and also highlights to intercorrelation between the features.

Authors : Antoine Boulat | Simon Delarue | Mohammed El Yaagoubi | Mathias Nourry | Lingli Zhan