

## **A1 Assignment OK Cupid EDA**

### **MEI HWA WONG**

#### **Insights 1 – There are not enough users in the overweight category**

- The lack of overweight users in OK Cupid suggests that being overweight hinders users from being part of online dating. It also suggests that there is a possibility users chose to identify another body type to possibly enhance their match.
- Women would rather identify themselves as curvy than overweight. Men are more comfortable identifying as overweight as compared to women. This shows a stark contrast in the confidence between male and female when it comes to being comfortable with their own body.
- Society has a horrible stigma when it comes to females being plus-sized. A body image study was conducted that 1 out of 3 women have been fat-shamed on dating apps (Manson, 2023). The pressure of dating apps has also become a cause for eating disorders mostly among women. Bullying has also emerged where individuals will match with the profiles simply to fat shame plus sized individuals.
- There is huge opportunity for OK Cupid to break the stigma by creating a more inclusive and safer environment for plus-sized individuals to be part of the dating site environment. Besides, OK Cupid could use this as a branding and marketing message that any body type deserves love and to find love. There should be an equal opportunity for all body types to find love on OK Cupid.

#### **Insights 2 – Drinking habits for age group between 20-25 depending on jobs**

- Majority of the users have a drinking habit of drinking socially. It was found that male users with jobs in the science / tech / engineering (STEM) discipline tends to have higher alcohol consumption than other fields followed by computer / hardware / software. In general, the STEM field is a challenging field which induces more stress at work. A research showed that a higher stress of work leads to higher alcohol consumption (National Institute on Alcohol Abuse and Alcoholism, 2023).
- Most female users have higher consumption in alcohol in the marketing and business development segment. Males have retrospectively dominated the math and science section and will continue to do so. (Makarova, Aeschlimann & Herzog, 2019). As for females, it is known

that females usually dominate the marketing and business development field. In addition, the marketing and business development field is also a stressful field of work that requires a lot of socializing that often leads to alcohol consumption.

- With this insight, OK Cupid could host various events and social gatherings to bring together these individuals who share a common attribute.

### **Insights 3 – Unemployment leads to smoking habits**

- There is a higher percentage of smokers for users that falls in the unemployed category. Being unemployed is stressful that could lead to adopting smoking habit. A study had shown that the odds of smoking among unemployed was 2.78 times greater than professionals (De Vogli & Santinello, 2005). In addition, being on a dating app induces anxiety because one is either anxious whether the other party has matched, or one is waiting for replies from the other party through exchanged messages.
- Besides, a study found that there is an association between smoking and utilizing dating app. Using the “uses and gratification” theory, individuals actively use dating app to satisfy some social/psychological need. (Flesia, Fietta & Foresta, 2021). The study also found that unique features in the app can have significant socio-relational value, buffer psychological and emotional distress.
- Most people are on dating site may be due to the “loneliness hypothesis”. Being lonely is often associated with negative emotions and negative emotions can bring in stress that can also induce smoking.
- This provides OK Cupid the opportunity to consider features where the company can reach out and provide help to users. There is a possibility, that these smokers are only doing it as a form of satisfying their psychological need or playing a different persona. Features such as providing information on smoking and impact of smoking, places to get help. As a dating site company enrich with data like these, the company should take the first step in providing a supportive environment to users.

### **Insight 4 – Status “seeing someone” has a lower average age compared to other status**

- The younger users are often in the “seeing someone” status which could indicate the user is on a casual relationship and are open to different options. This is completely normal because users

around this age are still on the age of exploring for the right partner. Most users are also taking time to understand the type of partner he or she is wants in the long term. At the same time, they are also in the journey of self-discovery in understanding what he or she wants, likes, pet peeves in partners, etc. Being in a committed relationship is a big step in a lot of individual's life and hence, it is common to see younger age group to be in casual dates and are still on the dating site to explore for more options.

- Pew Research Center found that out of 50% of single Americans that are open to the dating market 26% are only looking for casual dates. 51% of men are likely to be single are in the younger age group and are mostly casually looking. There are lesser responds from people who are looking for a committed relationship (Mitchell, 2020). Since there is a higher male registered user, our insight support the fact that our male users in the younger age group, most likely to be in a casual relation and not ready to be in a committed relation are on the app but with the status of "seeing someone".
- OK Cupid could consider enhancing the search features in the site to show profiles that have the same goal and purpose (looking for something casual or looking for a committed relationship). This is to reduce users in wasting time or having mismatch that would reduce their interest to continue engaging on the site.

## References

- National Institute on Alcohol Abuse and Alcoholism. *Alcohol Alert Number 85*. (n.d.).  
<https://pubs.niaaa.nih.gov/publications/AA85/AA85.htm#:~:text=In%20addition%20to%20being%20associated,to%20achieve%20the%20same%20effects.>
- De Vogli, R., & Santinello, M. (2005). Unemployment and smoking: does psychosocial stress matter?. *Tobacco control*, 14(6), 389–395. <https://doi.org/10.1136/tc.2004.010611>
- Flesia, L., Fietta, V., Foresta, C., & Monaro, M. (2021). Cigarette Smoking and Dating App Use: Findings from a Survey in a Sample of Adults in Italy. *European Journal of Investigation in Health, Psychology and Education*, 11(2), 557–569.  
<https://doi.org/10.3390/ejihpe11020040>
- Manson, M. (2023, February 16). 1 in 3 Women Have Been Fat-Shamed On Dating Apps – Is It Any Wonder We’re Tired Of Them? *Grazia*. <https://graziadaily.co.uk/life/in-the-news/fat-shaming-dating-apps/>
- Mitchell, T. (2020, October 2). 1. *A profile of single Americans*. Pew Research Center’s Social & Demographic Trends Project. <https://www.pewresearch.org/social-trends/2020/08/20/a-profile-of-single-americans/>
- Makarova, E., Aeschlimann, B., & Herzog, W. (2019). The Gender Gap in STEM Fields: The Impact of the Gender Stereotype of Math and Science on Secondary Students’ Career Aspirations. *Frontiers in Education*, 4. <https://doi.org/10.3389/feduc.2019.00060>
- National Institute on Alcohol Abuse and Alcoholism. *Alcohol Alert Number 85*. (n.d.).  
<https://pubs.niaaa.nih.gov/publications/AA85/AA85.htm#:~:text=In%20addition%20to%20being%20associated,to%20achieve%20the%20same%20effects.>