

Analysis of Advertising Language and User Reviews Across Dating Platforms

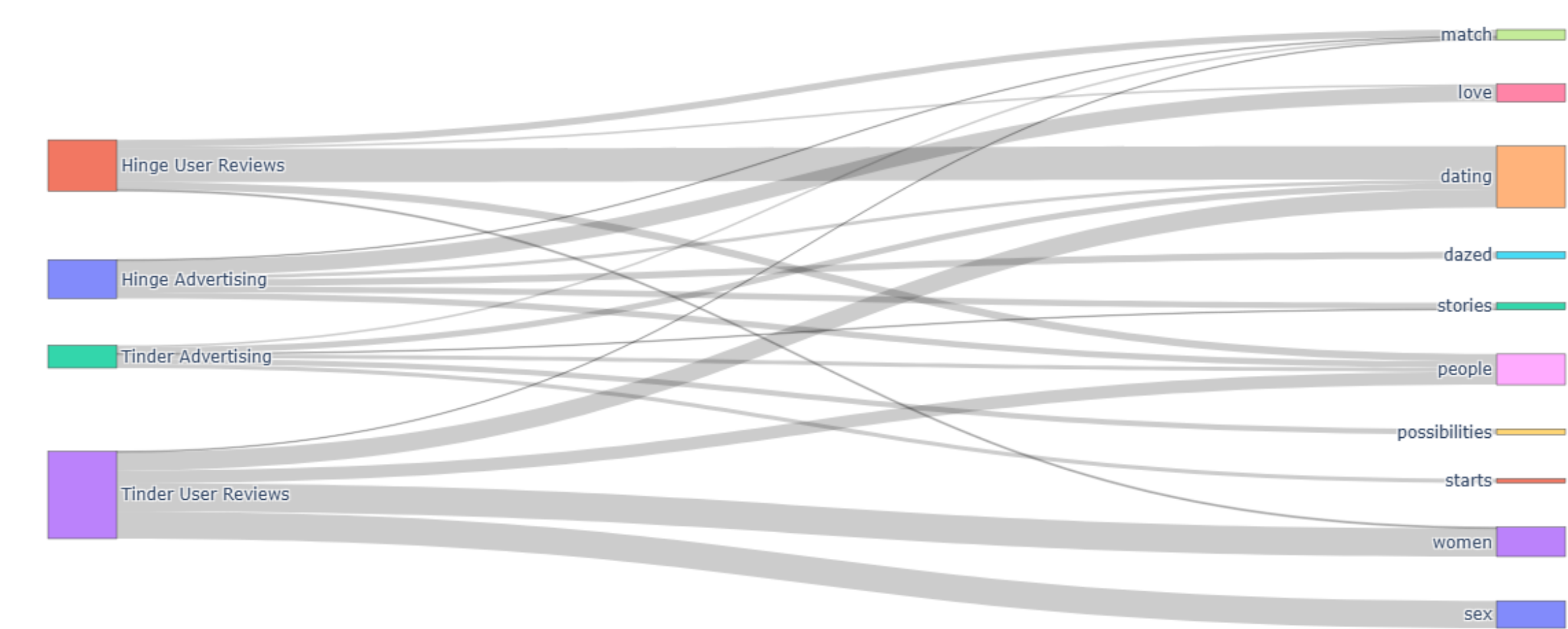
Mika Nguyen

Background

Dating platforms have become a cornerstone of modern relationships, boasting millions of users worldwide. Each platform advertises itself using carefully crafted messaging to attract users. However, user experiences often tell a different story, highlighting frustrations with features, user behavior, or unmet expectations. By analyzing these divergent narratives, this project seeks to uncover the disparity between how platforms market themselves and how they are perceived.

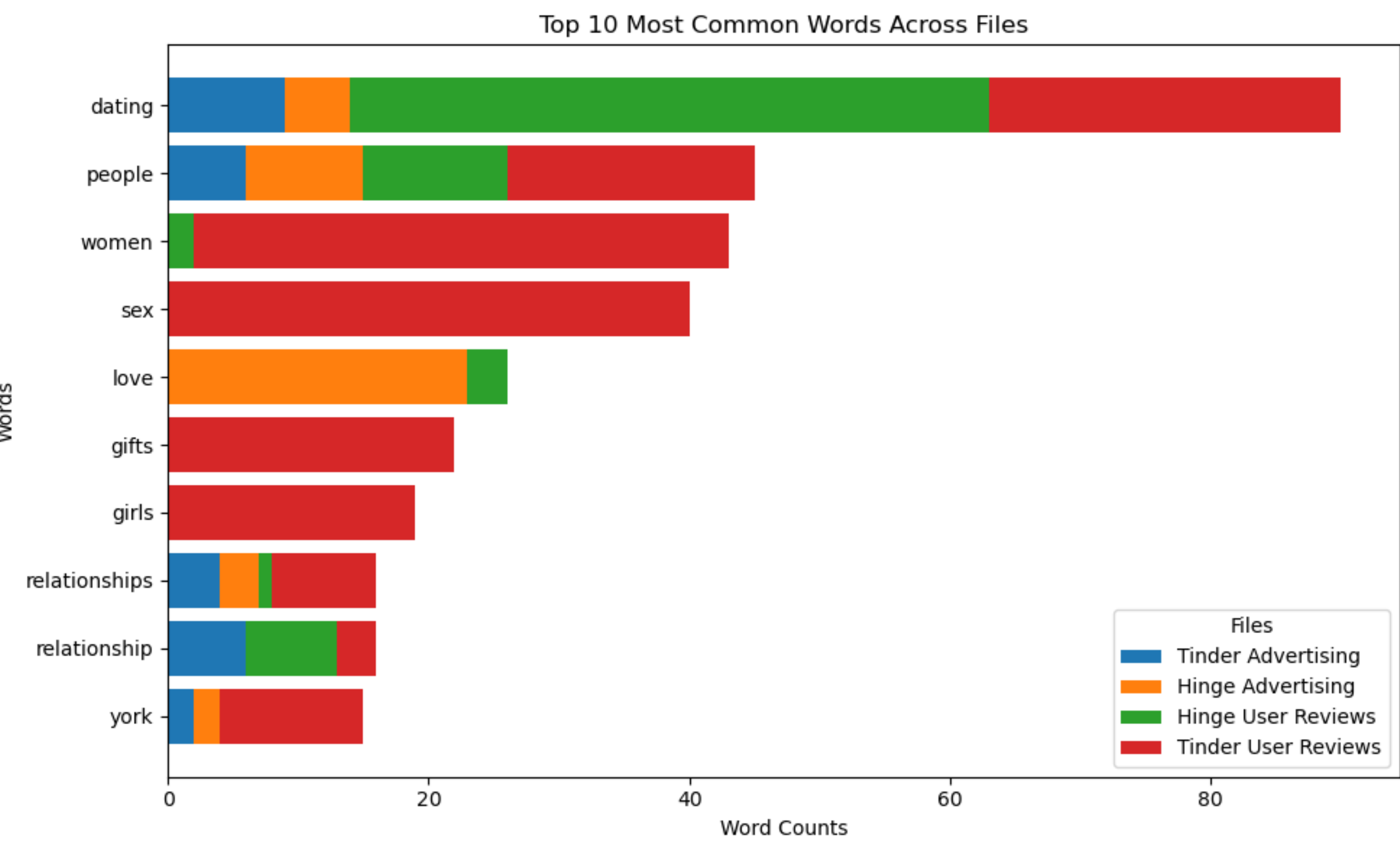
Findings

Figure 1



This Sankey Diagram highlights the flow and overlap between common themes or words used in advertising and user reviews for Tinder and Hinge. Words like "dating" and "people" appear across both advertising and reviews, indicating some alignment in focus. Divergence is evident in terms like "love" (prominent in Hinge advertising) and "women" or "sex" (more frequent in Tinder user reviews), showing a potential mismatch in expectations or experience.

Figure 3

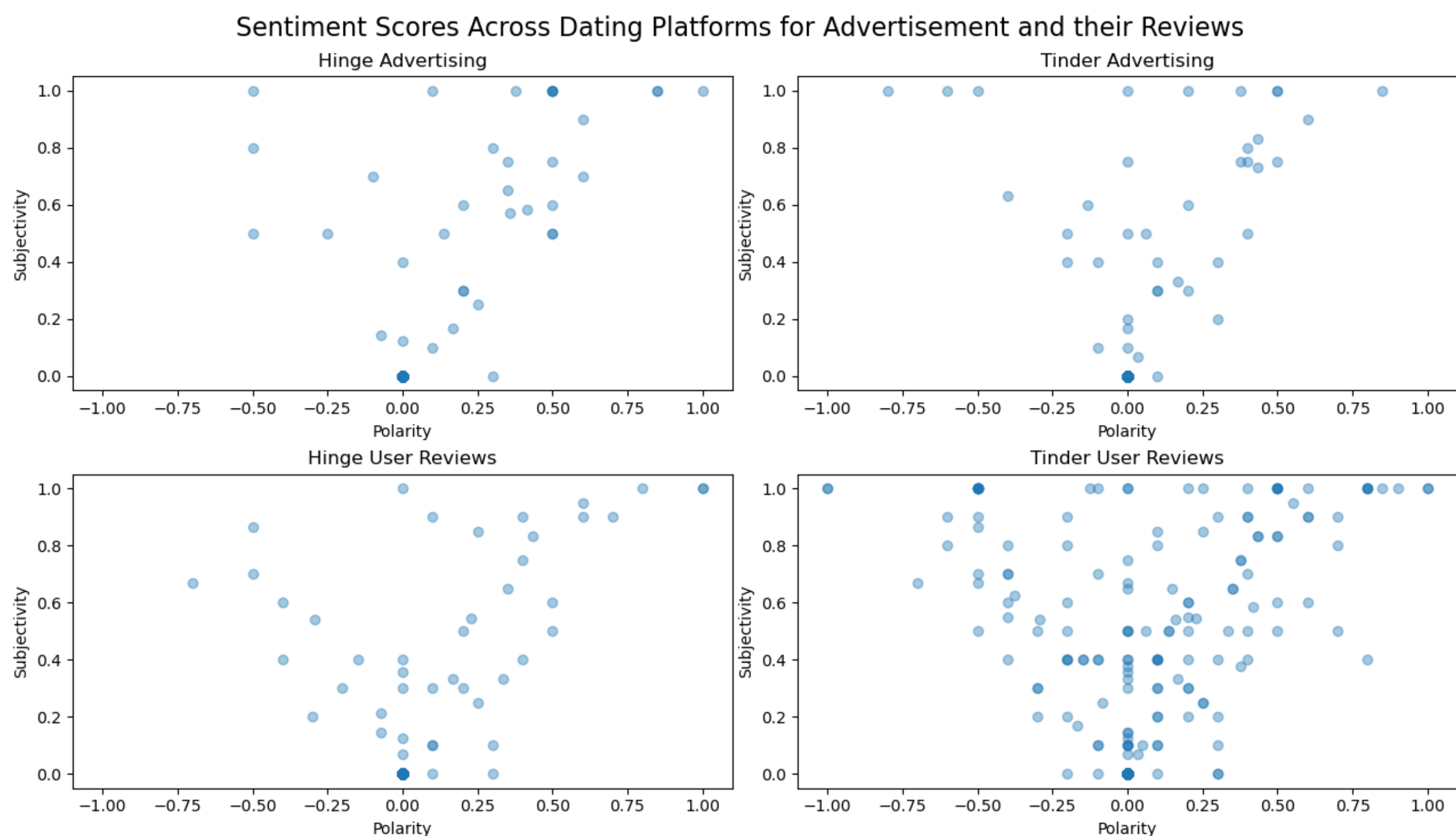


This bar chart shows the most common words across all advertisements and user reviews. The term *dating* is most dominant across all categories, indicating its central relevance in both advertisements and user reviews for these platforms. Words like *women*, *sex* *girls*, and *gifts* are prominent in **Tinder User Reviews**, suggesting users frequently discuss gender interactions, relationships, and other engagement elements. **Hinge Advertising** emphasizes emotional themes such as *love*, reflecting a more serious or connection-driven marketing approach compared to Tinder.

Process and Methods

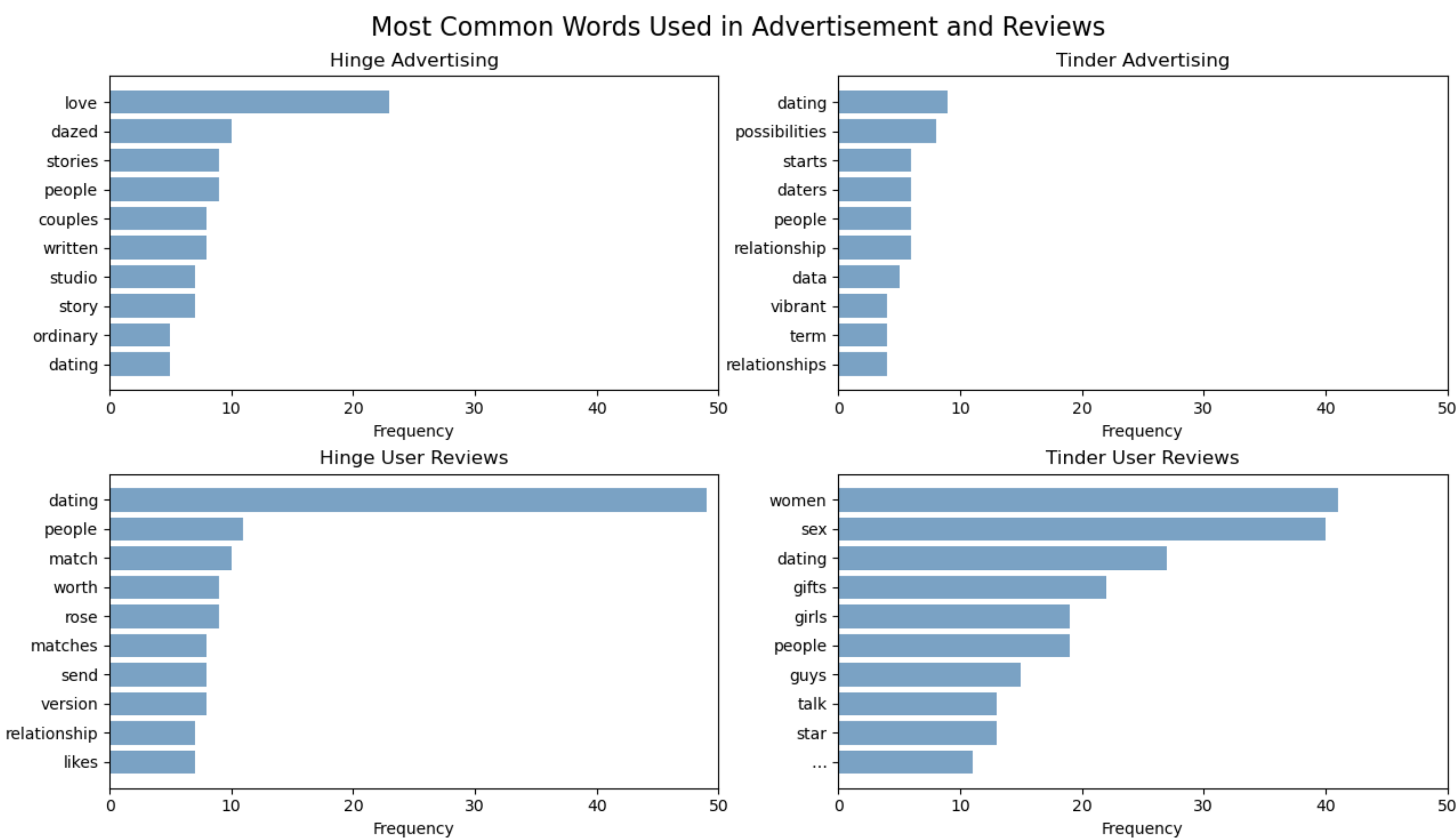
To investigate the disconnect between advertising language and user perceptions, I conducted a text analysis of the two most popular dating platforms, Tinder and Hinge. The analysis utilized marketing campaigns (text from recent ads published by Tinder and Hinge) and user reviews (excerpts from articles that discuss personal experiences on these dating platforms). I applied natural language processing (NLP) techniques to analyze word frequency and sentiment. This approach enabled a comparative assessment of how each platform's branding aligns—or diverges—from user feedback.

Figure 2



These subplots of scatterplots visualize the polarity and subjectivity of text in Tinder and Hinge advertisements and their user reviews. Sentiment scores for Tinder advertising indicates moderately positive and opinionated content. Hinge advertising demonstrates a similar distribution but with a slightly broader range of positive polarity, suggesting Hinge's advertisements may have a more upbeat tone. Tinder user reviews, displays a more diverse range of polarity, indicating mixed user feedback with a balance of objective and subjective expressions. Hinge user reviews reveals a similar trend but with slightly more data points leaning towards positive polarity and higher subjectivity, suggesting Hinge users may provide more favorable and opinion-driven reviews overall.

Figure 4



These plots provide a breakdown of frequently used words in each dataset. In Tinder's advertising, words such as "dating," "possibilities," "starts," and "relationship" dominate, suggesting a focus on opportunities and connections. Hinge's advertising emphasizes words like "love," "dazed," "stories," and "couples," which align with a more romantic and narrative-driven branding strategy. Among Tinder reviews, terms like "women," "sex," and "gifts" reveal a focus on interactions that are potentially more casual or transactional. In Hinge user reviews, words such as "worth" and "relationship" indicate users evaluating the app's value for forming connections.

Conclusion

Tinder's advertising emphasizes connections ("people," "match"), while user reviews frequently mention terms like "sex" and "women," suggesting a perception of more casual interactions. Hinge's advertising centers on meaningful relationships ("love," "stories"), aligning with its branding as "designed to be deleted." User reviews, however, reflect mixed feelings about app features and value ("worth," "relationship"). In terms of sentiment, while advertisements are overwhelmingly positive and subjective, user reviews show broader variability in sentiment, revealing areas of unmet expectations. Hinge user reviews, however, lean more towards positive polarity and higher subjectivity, suggesting more favorable experiences.

Overall, this analysis provides insight into the divergence between the language used in brand marketing compared to user perception of the brand. This disparity underscores the importance of understanding the gap between marketing communication and user perception. While advertising may set the tone, real user experiences are shaped by platform features, interactions, and individual expectations, which ultimately influence the success or failure of these platforms in meeting their advertised goals. Moving forward, dating platforms may benefit from more transparent messaging and improvements based on user feedback to bridge the gap between brand promises and user satisfaction.