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TINDER

Online Dating Service Application

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**Abstract**

In present-day life, with the advent of social networking, the value and usage of dating applications are booming. Tinder is an online dating app that matches singles in your area and around the world virtually. TINDER is developed with a few features like Login/sign-up through Facebook/Google mail or Phone number, User Profile, Geolocation, Search functionality based on filters, Swipe, etc., Accessibility is very much essential as per the Tinder Business Model. The app provides contacts as per the location of the user. Geolocation is highly crucial for the app’s overall functionality as the app has to fetch contacts depending on the location of the user continuously.

**Introduction**

Tinder is an online dating and geosocial networking application. Users anonymously "swipe right" to like or "swipe left" to dislike other users' profiles, which include their photo, a short bio, and a list of their interests. Tinder uses a "double opt-in" system where both users must have "swiped right" to match before they can exchange messages.

Sean Rad founded Tinder in 2012 at a hackathon held at the start-up incubator Hatch Labs in West Hollywood. By 2014, Tinder was registering about one billion daily "swipes" and reported that users logged into the app on average 11 times a day. In 2015, Tinder was the fifth highest-grossing mobile app, and in 2019 it surpassed Netflix in annual spending. In 2020, Tinder had 6.2 million subscribers and 75 million monthly active users. As of 2021, Tinder has recorded more than 65 billion matches worldwide.

The original prototype for Tinder, called ‘Matchbox’ was built during a hackathon in February 2012 by Sean Rad and engineer Joe Munoz. The hackathon was hosted by Hatch Labs, a NY-based start-up incubator with a West Hollywood outpost. Realizing the name ‘Matchbox’ was too similar to Match.com Rad, his co-founders, and early employees renamed the company to Tinder. The company’s flame-themed logo remained consistent throughout the rebranding.

In tune with Tinder’s objective statement that advocates remembering singlehood and enjoying discovering lovers, the Tinder software enables prospective couples to fancy both and swipe directly to simply take their unique relationship forward. Usage of the app earlier in the day was only through Facebook profiles, though the product changed afterward to offering accessibility despite having a telephone amount since 2019.

Regarding Tinder’s plans to become a popular system for 18-year-olds to meet up with and spend some time with a similar mate, Tinder has been in a position to obtain it to a large extent. Typically, 1.5 million dates take place through Tinder weekly, which includes 65+ billion fits currently. Over 50% of customers have been between the age of 18-25. The application is prominent in 190 countries and is in 40+ dialects. It offers customers from up to 9 various sexual orientations and contains about 4.2 million gift ideas getting used every week.

Always profitable, the software has seen 430+ Million downloading because the day it was established. Tinder is brought by Jim Lanzone that is the President, Josh offer who’s the COO, and Tom Jacques that is the principal innovation policeman.

Whether seeking a passionate love affair, looking for a spouse or wanting a casual encounter, people have long devised methods of presenting themselves in the most attractive way to potential partners. Mediated possibilities to connect with others have evolved from newspaper advertisements to Teletext to online dating websites, and the latest offerings are matchmaking mobile applications like Tinder.

Impression management or self-presentation exists both face-to-face and in mediated forms. Before a first date, a man shaves, applies cologne, and dresses in his finest. On Tinder, a woman selects an attractive picture of herself as her main photo. In a virtual environment, as in real life, impression management starts before a face-to-face meeting or even before interpersonal communication. On Tinder, this impression management begins with choosing one’s profile photos. It continues with what Leary describes as impression monitoring: ‘For people to engage in self-presentation, they must monitor, at one level or another, how they are being perceived and evaluated by others (1995, p. 47). Tinder users do this by assessing the expectations of potential matches.

There is tremendous research regarding self-presentation and romance in the last decade (Ellison, Heino, & Gibbs, [2006](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412); Hall, Park, Song, & Cody, [2010](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412); Manning, [2014](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)), examining dating websites such as Yahoo! Personals (Ellison, Hancock, & Toma, [2012](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)), Match.com (Gibbs, Ellison, & Heino, [2006](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)), and OkCupid (Zytko, Jones, & Grandhi, [2014](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)). Recent work examines Grindr, the matchmaking app geared toward men seeking men (Birnholtz, Fitzpatrick, Handel, & Brubaker, [2014](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412); Blackwell, Birnholtz, & Abbott, [2015](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412); Brubaker, Ananny, & Crawford, [2016](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412); Gudelunas, [2012](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)). Research is emerging on Tinder user awareness of privacy issues (Farnden, Martini, Raymond, & Choo, [2015](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412); Stenson, Balcells, & Chen, [2015](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)). Dating apps present a novel technological environment for impression management, mainly due to issues of reduced cues and increased control, local proximity, and a reduced filtering process. These issues will be explained in more detail in the coming section. First, I provide some detail on Tinder.

Though dating websites still account for the largest market share,[1](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412) dating apps have increased in popularity in recent years. In comparison to dating websites, dating apps ask users to provide limited information for potential matches, namely, several photos and an optional small amount of text (Blackwell et al., [2015](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412); Gudelunas, [2012](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)). I distinguish Tinder from dating websites because it is a location-based dating platform available only as a mobile app. Further, Tinder does not ask users to answer compatibility questions and does not allow detailed filtering techniques, features common to dating websites. On Tinder, the first impression users have of a potential match is her/his main profile photo. If a user is interested in seeing more, s/he can tap the profile, which will reveal additional photos, optional text, and shared Facebook friends and Facebook likes.[2](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412) Users swipe left to reject and right to accept a potential match. If the right swipe is mutual, it is a match, and Tinder allows users to chat within the app.

Tinder was launched in October 2012 and has achieved global popularity. It has more than 50 million global users in 196 countries, with 9 billion matches since its inception.[3](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412) Globally, Tinder users log in an average of 11 times a day and spend between 7 and 9 minutes swiping during a single session. Women browse profiles for 8.5 minutes at a time versus 7.2 for men (Bilton, [2014](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)). In the Netherlands, there were an estimated 1.5 million users in 2014 (Eigenraam & Zandstra, [2014](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)). Though the app itself is relatively new, the concept of meeting a romantic partner online is not. According to Statistics Netherlands, between 2008 and 2013, 13% of Dutch people met their partners online, and half of these met on dating sites.[4](https://www.tandfonline.com/doi/full/10.1080/1369118X.2016.1252412)

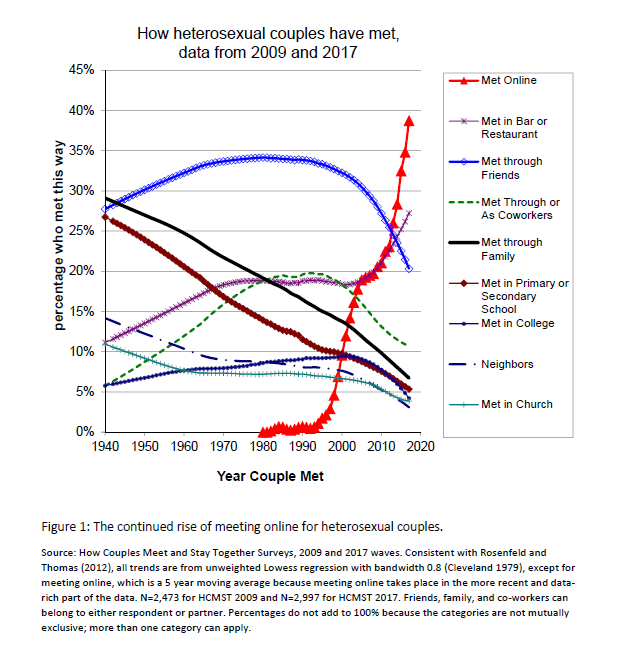
My motivation for conducting this study, presented as a research question, is to explore: What are the pre-match impression management practices of Tinder users? For this paper, I draw on the impression management literature, keeping in mind the relevance of a technologically mediated dating environment. I first present theoretical considerations, followed by a description of the interviews I conducted with Tinder users. Interview analysis is followed by a conclusion and discussion.

**2.Literature Survey**

**2.1 Related Work**

* In the year 1959 “Happy Families Planning Services” was started by Jim Harvey and Phil Fialer as a class project at Stanford they used a questionnaire and an [IBM 650](https://en.wikipedia.org/wiki/IBM_650) to match 49 men and 49 women.
* In 1963 Ed Lewis at Iowa State University uses a questionnaire and an IBM computer "to optimize the meeting potential at dances".
* In 1964 St. James Computer Dating Service (later to become Com-Pat) was launched by [Joan Ball](https://en.wikipedia.org/wiki/Joan_Ball), he started the first commercially run computer-generated matchmaking company. The first set of matchups was run in 1964.
* In 1965 [Operation Match](https://en.wikipedia.org/wiki/Operation_Match) (part of Compatibility Research Inc.) was launched. It was started by Jeff Tarr and Vaughan Morrill at Harvard. They used a questionnaire and an [IBM 1401](https://en.wikipedia.org/wiki/IBM_1401) to match students. There was a $3 fee for submitting a questionnaire. "By the fall of sixty-five, six months after the launch, some ninety thousand Operation Match questionnaires had been received, amounting to $270,000 in gross profits, about $1.8 million in [2014]'s dollars."[[1]](https://en.wikipedia.org/wiki/Timeline_of_online_dating_services#cite_note-slater-1) In the 1960s there still was no stigma about computer-assisted matching.
* In 1965 Eros (Contact Inc.) was launched. It was started by David Dewan at MIT. He used a dating questionnaire and [Honeywell 200](https://en.wikipedia.org/wiki/Honeywell_200). "In one distribution of questionnaires, he drew eleven thousand responses at $4 each, or $44,000 in gross profits, about $250,000 in [2014]'s dollars."
* [“The New York Review of Books](https://en.wikipedia.org/wiki/The_New_York_Review_of_Books)” personals column makes a comeback. Slater writes: Classifieds made a comeback in America in the 1960s and 1970s, encouraged by the era's inclination toward individualism and social exhibitionism. "Everybody was letting it all hang out in other ways," said Raymond Shapiro, a business manager for [the New York Review of Books](https://en.wikipedia.org/wiki/The_New_York_Review_of_Books), "so suddenly it was okay to display oneself in print. It was very important to be 'self-aware.' So you'd get ads like: 'Astrologer, 27, psychology student, desires to establish non-superficial friendship with sensitive, choicelessly aware persons who are non-self-oriented, deep, and wish to unearth real personness relationships.' "

* In 1968, Data-Mate was launched. A questionnaire-based matching service was started at MIT.
* In the early 1970’s Phase II was founded. A "computer-dating company" started by James Schur.
* In 1974 Cherry Blossoms' [mail-order bride](https://en.wikipedia.org/wiki/Mail-order_bride) catalog was launched. Slater calls Cherry Blossoms "one of the oldest mail-order bride agencies". It was started by John Broussard.
* In 1976 Great Expectations was founded. Video dating service was started by Jeffrey Ullman. The service achieved some notability, but it never overcame stigma. There were also apparently other video dating services like Teledate and Introvision, but it's nearly impossible to find anything about them online.
* In the early 1980’s *messageries roses* (pink chat rooms) were launched, chat rooms for dating (using the [Minitel](https://en.wikipedia.org/wiki/Minitel) network) were started by Marc Simoncini (France).
* In 1986 Matchmaker Electronic Pen-Pal Network was launched. A bulletin board system for romance was started by Jon Boede and Scott Smith. Matchmaker grew to 14 local BBSs throughout the US. Eventually, people lost interest as BBSs lost out to the World Wide Web, and Matchmaker was superseded by [Matchmaker.com](https://en.wikipedia.org/wiki/Matchmaker.com).
* In 1987, TelePersonals is created as a separate telephone dating system in Toronto, Canada from an earlier "Personals" dating section of a telephone classified business. As part of an advertising program, a selection of ads appears on the back pages of Now Magazine, the Canadian equivalent of the Village Voice. Services in different cities around the Toronto area were launched. A gay option is quickly added. The gay section becomes its own branded service. At the very beginning of the 2000s, TelePersonals launches online and is rebranded as Lava Life with sections for cities across the United States and Canada.
* In 1989, Scanna International was launched. Mail-order bride service focusing on Russia and Eastern Europe.
* In 1994, [Kiss.com](https://en.wikipedia.org/w/index.php?title=Kiss.com&action=edit&redlink=1) was launched. The first modern dating website.
* [Yid.com](http://www.yid.com/) launched as the first Jewish dating service and the first dating site in South Africa in 1995.
* In 1995, [Match.com](https://en.wikipedia.org/wiki/Match.com) was launched. It was started by [Gary Kremen](https://en.wikipedia.org/wiki/Gary_Kremen).
* In 1997, [JDate](https://en.wikipedia.org/wiki/JDate" \t "_blank) was launched as a dating service targeted at Jewish singles.
* In 1997, [Shaadi.com](https://en.wikipedia.org/wiki/Shaadi.com) was launched. It was an online wedding service founded by Anupam Mittal in 1997.
* In 1998, [Jeevansathi.com](https://en.wikipedia.org/wiki/Jeevansathi.com) was launched. Sanjeev Bikhchandani, founder and executive vice-chairman of Info Edge India, started the matrimonial website.
* In 1999, [Gaydar](https://en.wikipedia.org/wiki/Gaydar_(website)) was launched. It was founded in November 1999 by London-based South Africans Gary Frisch and his partner Henry Badenhorst, the website was once the world's most popular gay online dating site it grew into a portfolio of websites and an award-winning radio station.
* In 2000, [eHarmony](https://en.wikipedia.org/wiki/EHarmony) was launched. Online dating service for long-term relationships.
* In 2000, [BharatMatrimony](https://en.wikipedia.org/wiki/BharatMatrimony" \t "_blank) was launched. Murugavel Janakiraman started the BharatMatrimony website in 2000 while working as a software consultant for Lucent Technologies in Edison, N.J. In the late 1990s, he set up a Tamil community web portal, which included matrimonial ads. He started BharatMatrimony after noticing the matrimonial ads generated most of his web traffic.
* In 2001, [Christian Mingle](https://en.wikipedia.org/wiki/ChristianMingle) has launched a dating service for Christian singles.
* In 2002, Friendster was launched. A friendship, dating, and early general Social networking website all rolled into one. In 2005 Facebook copied and expands the idea into a general social interconnected website.
* In 2002, [PlanetRomeo](https://en.wikipedia.org/wiki/PlanetRomeo" \t "_blank) was launched as GayRomeo in October 2002, initially, it was only available in German but now it is available in 6 languages. The majority of the site users are based in Europe.
* In 2002, [Dudesnude](https://en.wikipedia.org/wiki/Dudesnude" \t "_blank) was launched as a networking site for gay men. The company slogan is "picture, video, and profile sharing for men!"
* In 2003, Proxidating was launched. Dating service that used [Bluetooth](https://en.wikipedia.org/wiki/Bluetooth) to "alert users when a person with a matching profile was within fifty feet".
* In 2004, [OkCupid](https://en.wikipedia.org/wiki/OkCupid" \t "_blank) was launched.
* In 2006, [Spark Networks](https://en.wikipedia.org/wiki/Spark_Networks), owner of niche dating sites like Jdate and Christian Mingle, goes public. [Badoo](https://en.wikipedia.org/wiki/Badoo) launches as a dating-focused social networking service.
* In 2007, [Skout](https://en.wikipedia.org/wiki/Skout" \t "_blank) was launched. A "location-based social networking and dating application and website". [Crazy Blind Date](https://en.wikipedia.org/wiki/Crazy_Blind_Date) launches. The blind dating service was started by Sam Yagan.
* In 2008, GenePartner was launched as a matching service based on "DNA compatibility".
* In 2009, [Grindr](https://en.wikipedia.org/wiki/Grindr) was launched, focussing on gay, bi, and trans people.
* In 2010, [Scruff](https://en.wikipedia.org/wiki/Scruff_(app)) was launched, focussing on gay, bisexual, and transgender men, adding in 2013 an HIV-positive community.
* In July 2011, [Momo](https://en.wikipedia.org/wiki/Momo_(software)), a Chinese social search, and instant messaging app was launched.
* In September 2011, [Blendr](https://en.wikipedia.org/wiki/Blendr), designed to connect like-minded people, was launched.
* In 2012, [Tinder](https://en.wikipedia.org/wiki/Tinder_(app)) was launched.
* In 2012, social psychologists [Benjamin Karney](https://en.wikipedia.org/wiki/Benjamin_Karney), [Harry Reis](https://en.wikipedia.org/wiki/Harry_Reis), and others published an analysis of online dating in [*Psychological Science in the Public Interest*](https://en.wikipedia.org/wiki/Psychological_Science_in_the_Public_Interest) that concluded that the matching algorithms of online dating services are only negligibly better at matching people than if they were matched at random.
* In 2014, Kang Zhao at the [University of Iowa](https://en.wikipedia.org/wiki/University_of_Iowa) constructed a new approach based on the algorithms used by Amazon and Netflix, based on recommendations rather than the autobiographical notes of match seekers. Users' activities reflect their tastes and attractiveness, or the lack thereof, they reasoned. This algorithm increases the chances of a response by 40%, the researchers found. E-commerce firms also employ this "[collaborative filtering](https://en.wikipedia.org/wiki/Collaborative_filtering)" technique. Nevertheless, it is still not known what the algorithm for finding the perfect match would be.



**2.2 Technologies**

For Android applications, they used Java & Kotlin

**Java:**

Java is a high-level, class-based, object-oriented programming language that is designed to have as few implementation dependencies as possible.

**Kotlin:**

Kotlin is a static type, object-oriented programing (OOP) language that is interoperable with the Java virtual machine, Java libraries, and Android. ... Kotlin focuses on stripped-down, functional code and avoids repetitive "boilerplate" code. The language features null safety, eliminating null pointer exception errors.

Backend software of Tinder uses MySQL,mongoDB,node Js,php,AWS,NGINX,Ubuntu and JS Libraries

**MySQL:**

MySQL (/ˌmaɪˌɛsˌkjuːˈɛl/) is an open-source relational database management system (RDBMS). Its name is a combination of "My", the name of co-founder Michael Widenius's daughter, and "SQL", the abbreviation for Structured Query Language.

**mongoDB:**

MongoDB is an open-source NoSQL database management program. NoSQL is used as an alternative to traditional relational databases. MongoDB is a tool that can manage document-oriented information, store or retrieve information. MongoDB supports various forms of data.

**node Js:**

Node.js is an open-source, cross-platform, back-end JavaScript runtime environment that runs on the V8 engine and executes JavaScript code outside a web browser.

**php:**

Stands for "Hypertext Preprocessor." (It is a recursive acronym if you can understand what that means.) PHP is an HTML-embedded Web scripting language. This means PHP code can be inserted into the HTML of a Web page. When a PHP page is accessed, the PHP code is read or "parsed" by the server the page resides on.

**AWS:**

Amazon Web Services, Inc. is a subsidiary of Amazon providing on-demand cloud computing platforms and APIs to individuals, companies, and governments, on a metered pay-as-you-go basis.

**NGINX:**

Nginx, stylized as NGINX, Nginx, or NginX, is a web server that can also be used as a reverse proxy, load balancer, mail proxy, and HTTP cache. The software was created by Igor Sysoev and publicly released in 2004. Nginx is free and open-source software, released under the terms of the 2-clause BSD license.

**Ubuntu:**

Ubuntu is an open-source operating system (OS) based on the Debian GNU/Linux distribution. Ubuntu is primarily designed to be used on personal computers, although server editions do also exist. Ubuntu is an African word that means "humanity to others."

**JS Libraries:**

A JavaScript library is a library of pre-written JavaScript code that allows for easier development of JavaScript-based applications, especially for AJAX and other web-centric technologies.

**3. System Analysis**

**3.1 Existing Application**

OkCupid is a U.S.-based, internationally operating online dating, friendship, and formerly also a social networking website and application. It features multiple-choice questions to match members. Registration is free.

**Drawbacks**

* It is not easy to create an account instantly because it does not allow any other information from google or Facebook or any other applications.
* Since there is no verification procedure anyone can create a profile and send messages for free, some people on the site aren't serious about actually meeting someone
* There is a mandatory questionnaire a user needs to attempt.
* There's no function to remove the answers once they have been answered, but they can update their answers.
* Due to this update action, people can tamper with the compatibility percentage of their will.
* There's no way to bulk reset all answers before account deletion, which may cause privacy issues for users who wish to leave an empty account before they delete it.
* messaging feature is available for everyone which makes some users feel uncomfortable.
* There are major security issues and many lawsuits are filed in name of this company regarding customers' privacy.

**3.2 Proposed Application**

Tinder is an online dating and geosocial networking application. Users anonymously "swipe right" to like or "swipe left" to dislike other users' profiles, which include their photo, a short bio, and a list of their interests. Tinder uses a "double opt-in" system where both users must have "swiped right" to match before they can exchange messages.

**Advantages**

* It allows users to create an account using Google, Facebook, or phone number.
* A verification procedure is available to ensure the safety of the user and provide the best user experience.
* No questionnaire is required to create an account.
* Messaging feature is not mandatory for everyone, it's the user's choice to enable/disable messaging option.
* It protects the data of the users and provides the best user interface
* The swiping option provided in this app is introduced by this application.

**3.3 Technical specifications**

Tinder is currently available on iOS, Android, and HMS devices. Along with mobile apps, users can visit Tinder.com to use Tinder for Web.

Tinder also offers a lightweight version of Tinder users can take anywhere and everywhere.

**3.3.1 Software Requirements**

Tinder currently supports iOS 12.0 and up, Android 7.0 and up, and the latest versions of all major web browsers (Chrome, Firefox, Safari, Edge, etc.).

**93.3.2 Hardware Requirements**

For iOS devices basic requirements are

* 1GB RAM and up
* 16 GB memory and up

For Android devices basic requirements are

* 512 MB RAM and up
* 850 MB memory and up
* 1Ghz processor