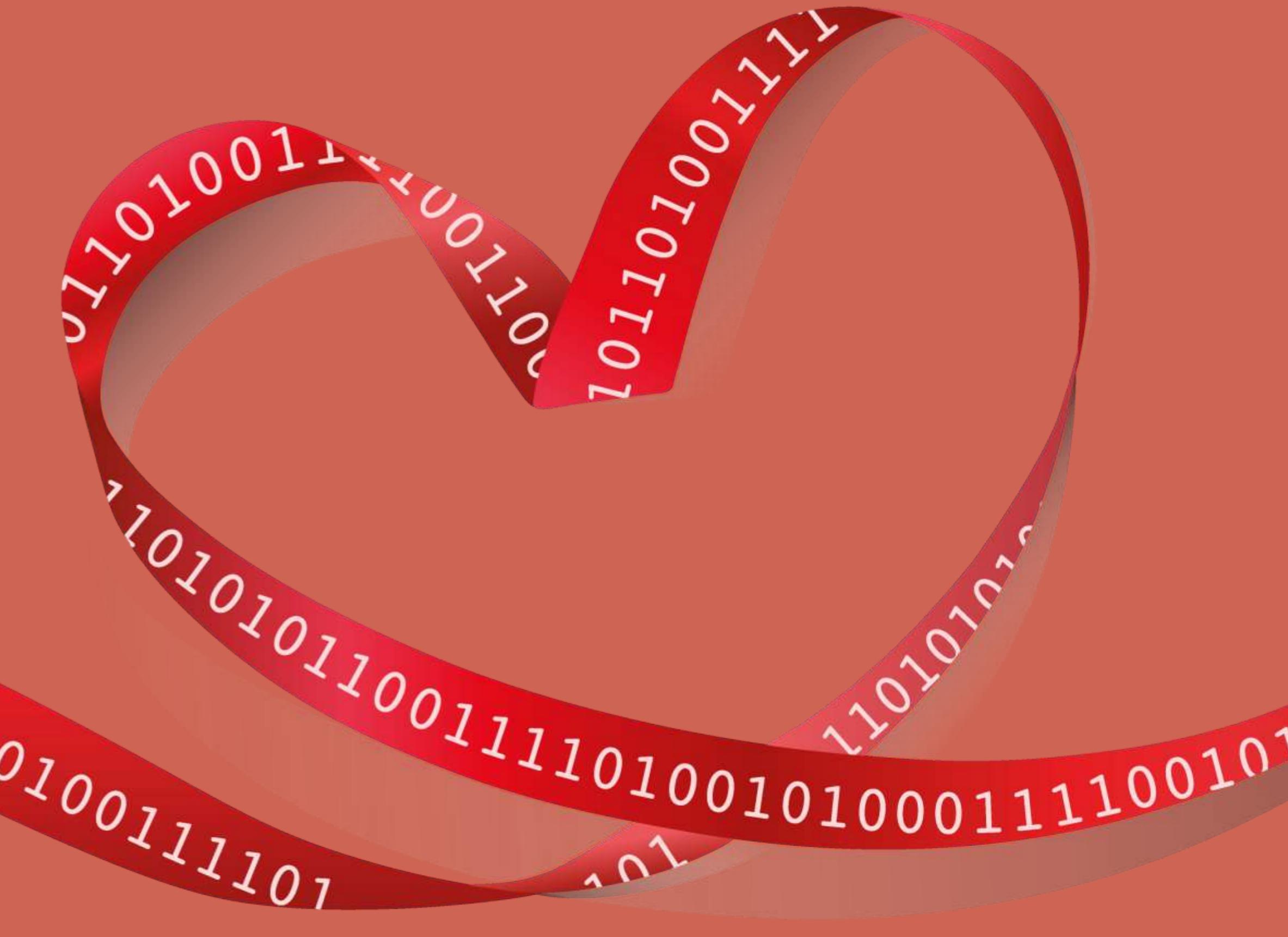


what is LOVE?

NLP Analysis of Dating Books

By: Winston Ma



overview

*do men and
women think
differently about
love and
relationships ?*

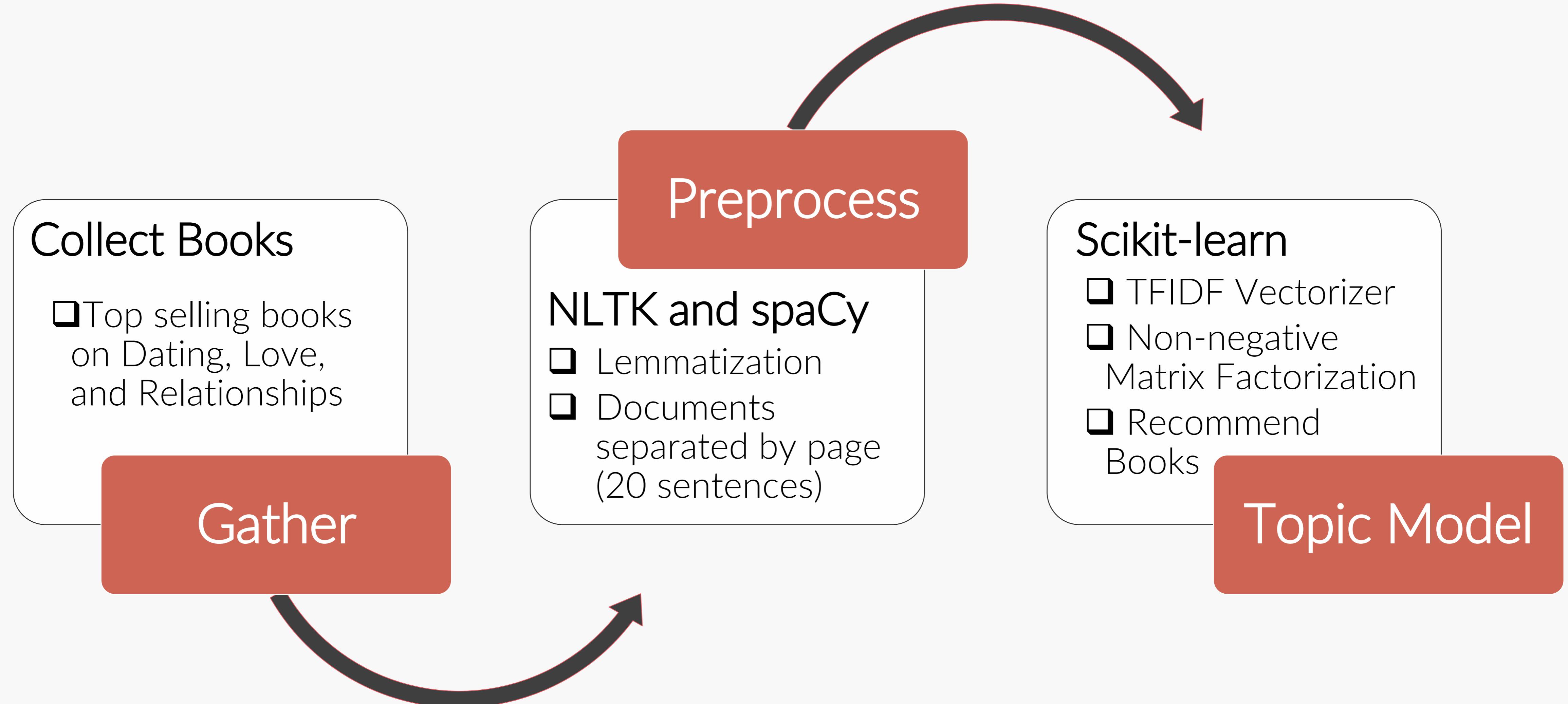


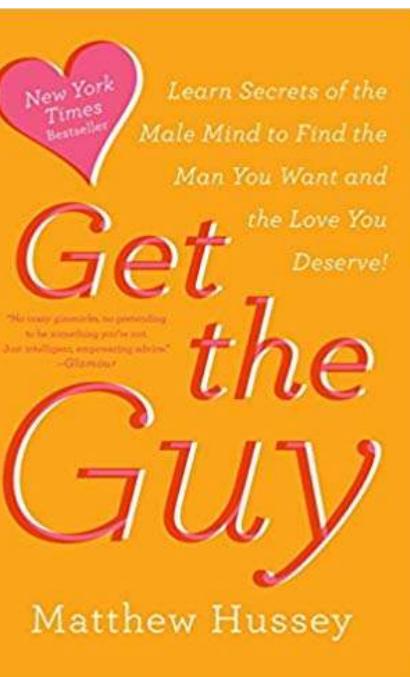
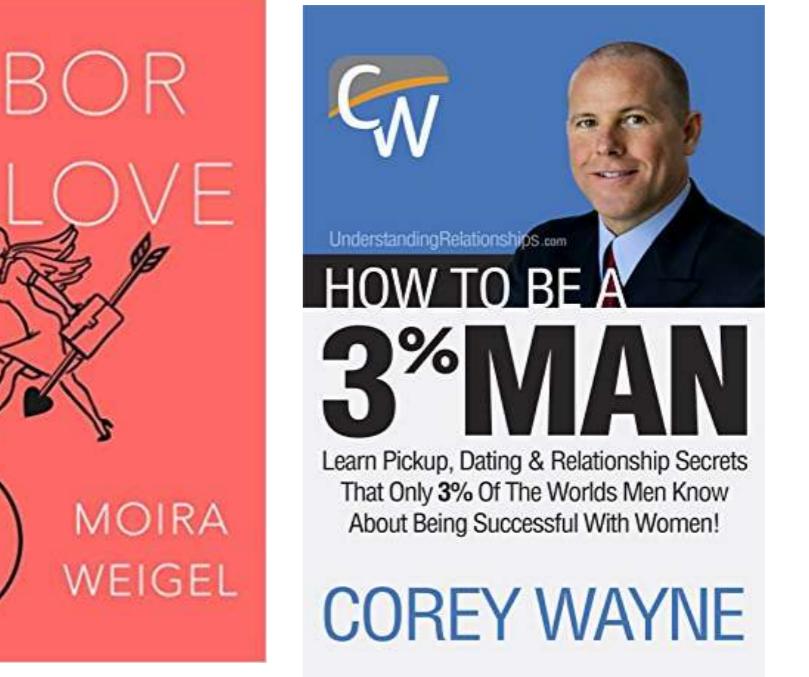
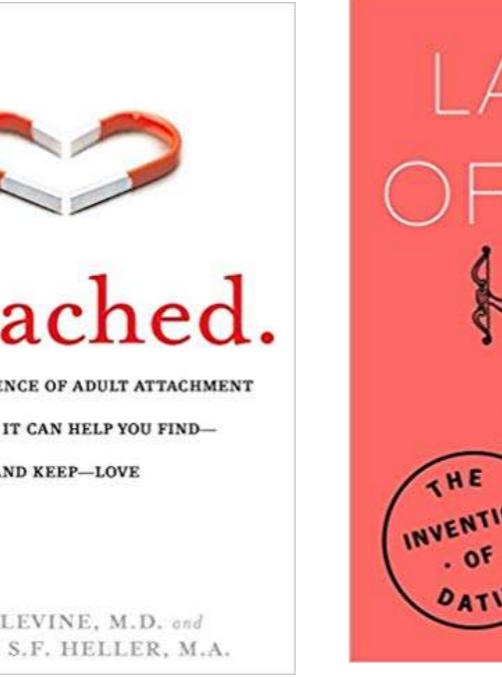
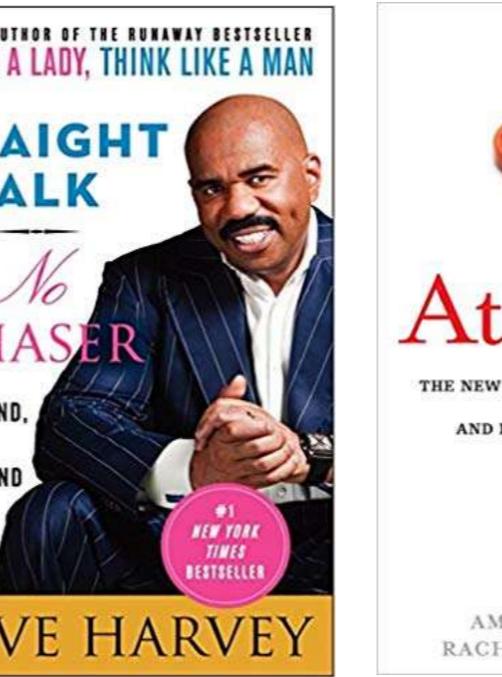
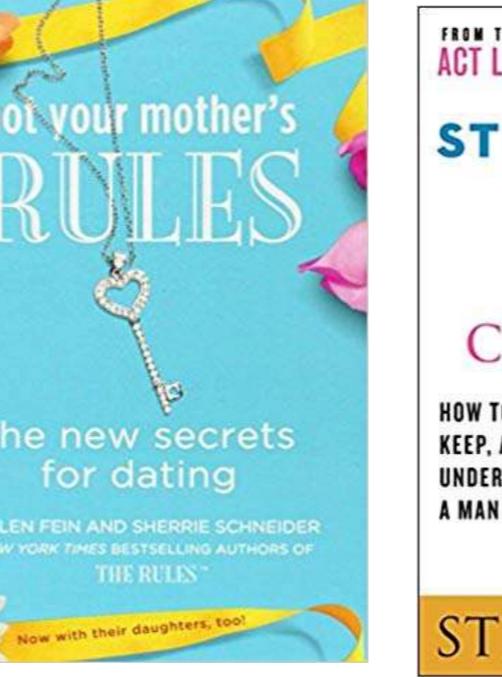
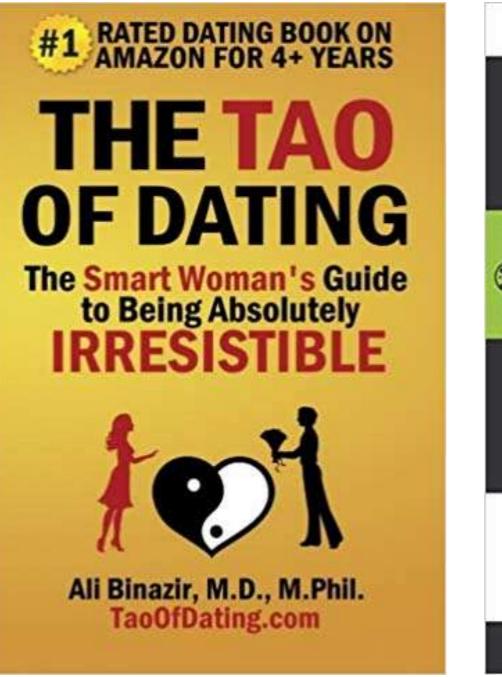
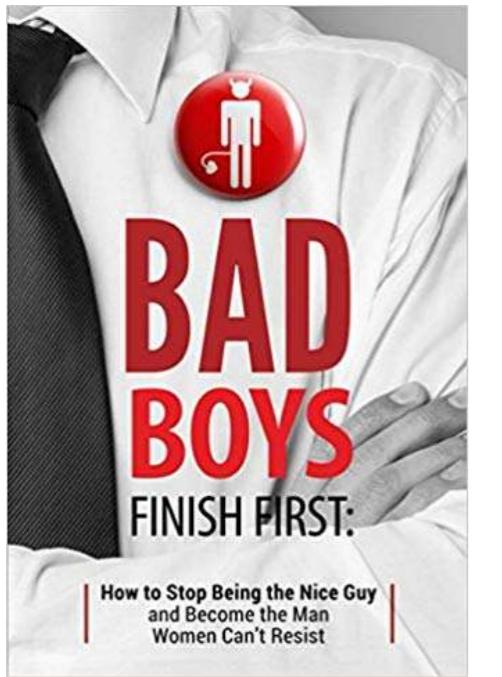
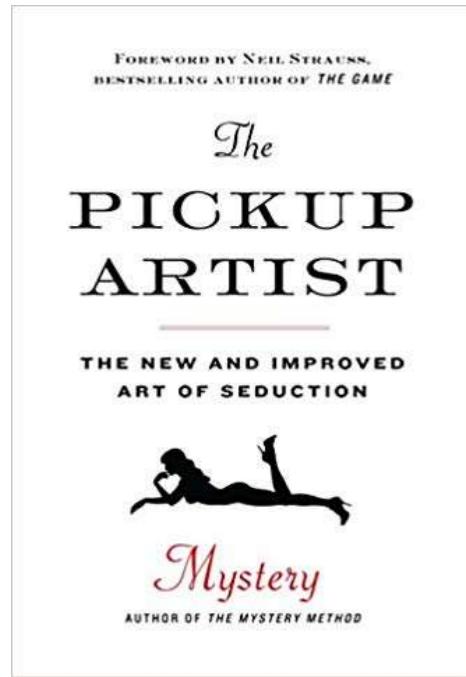
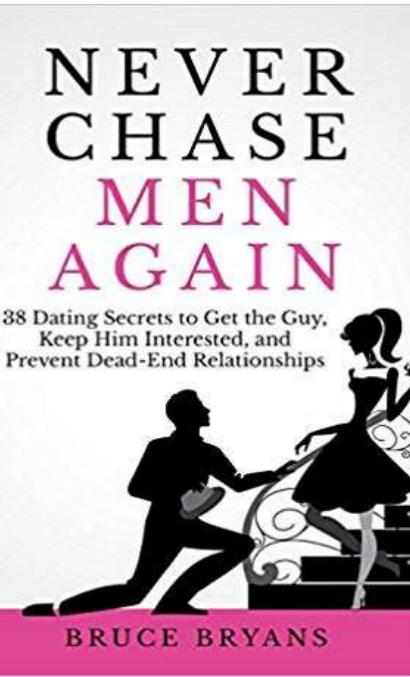
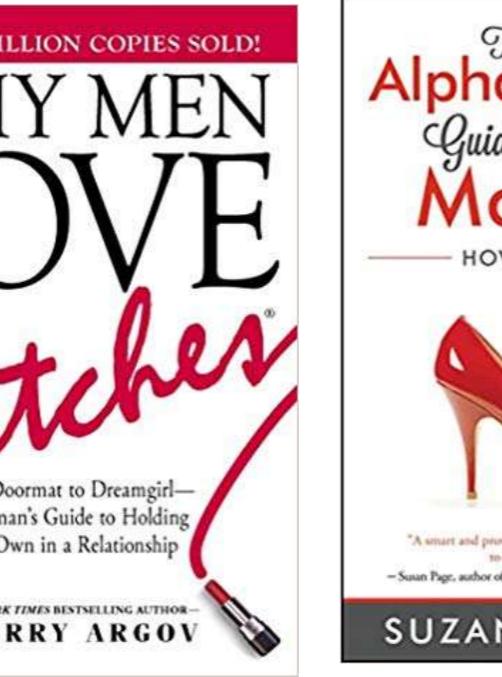
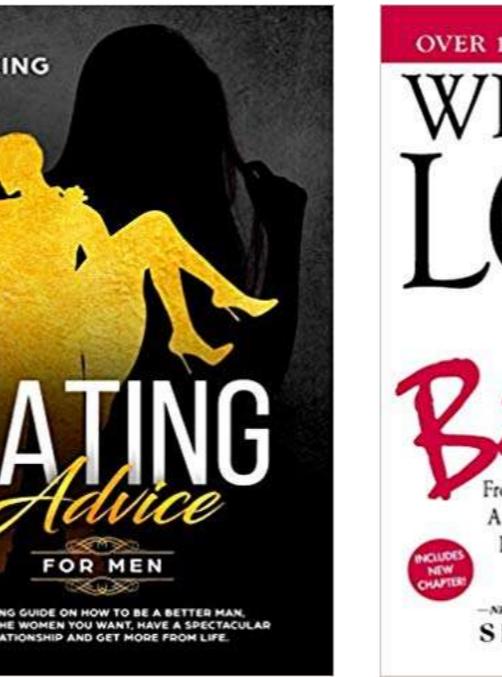
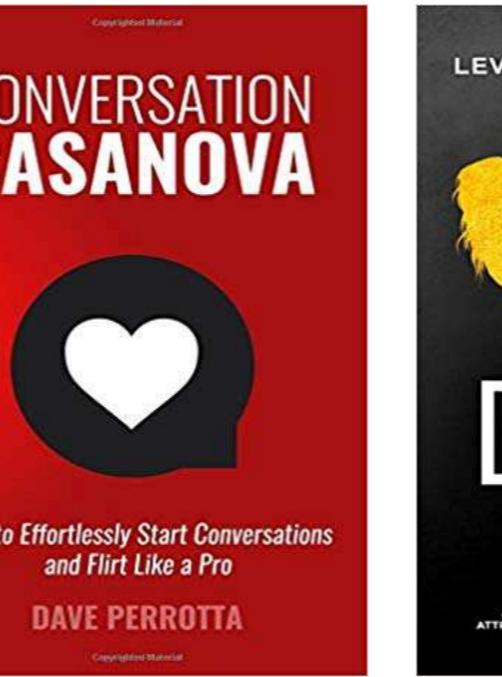
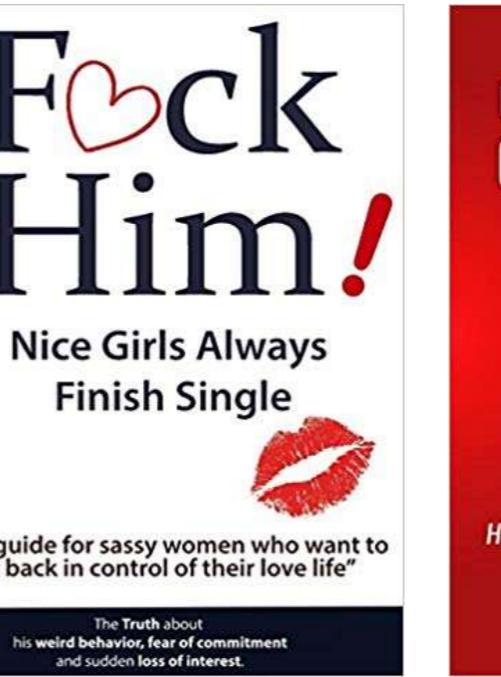
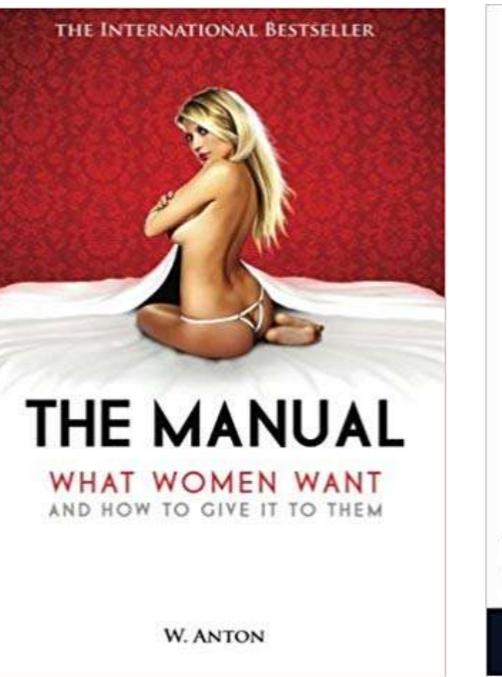
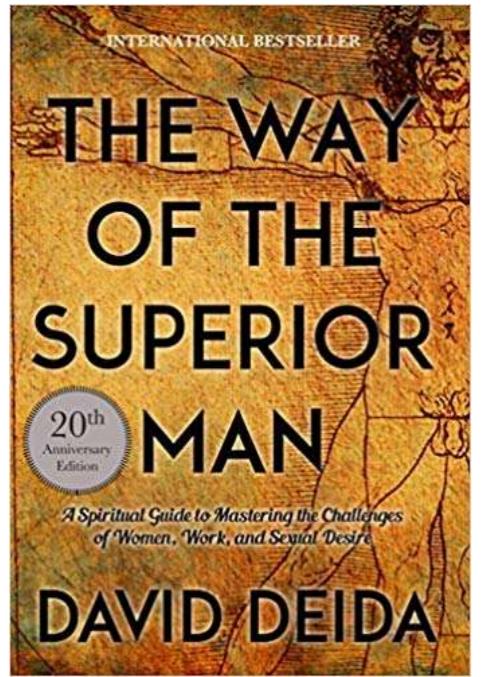
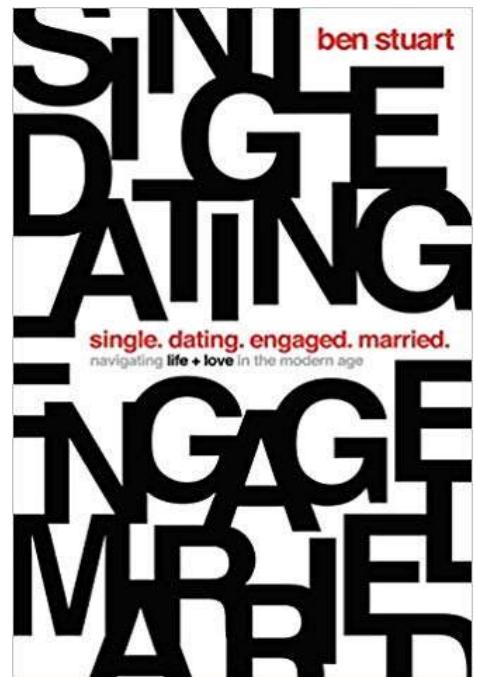
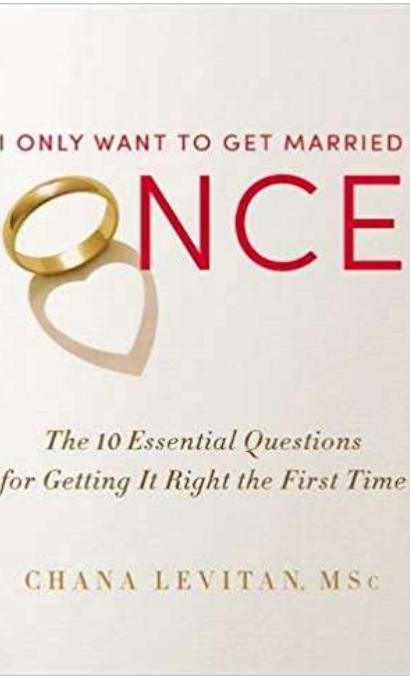
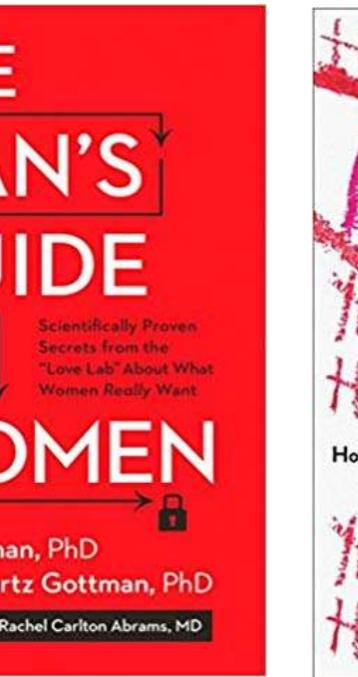
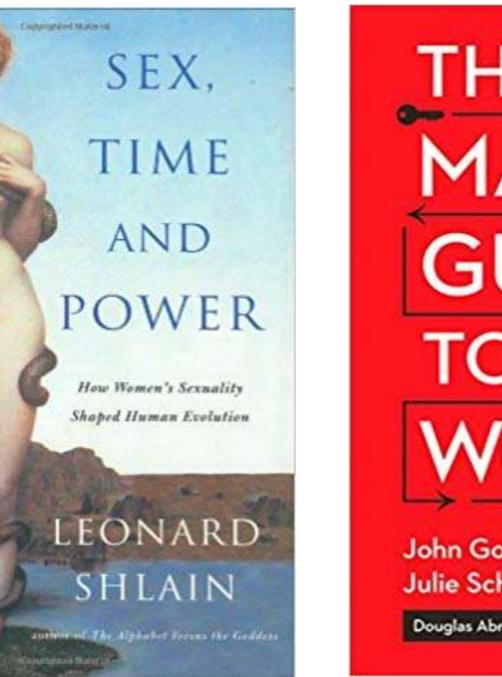
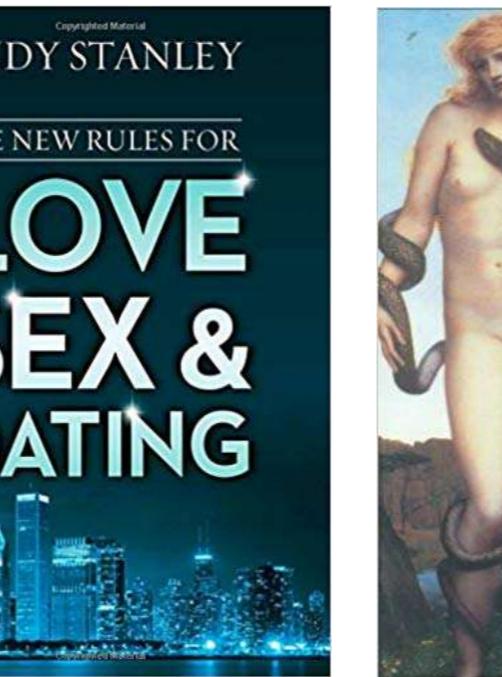
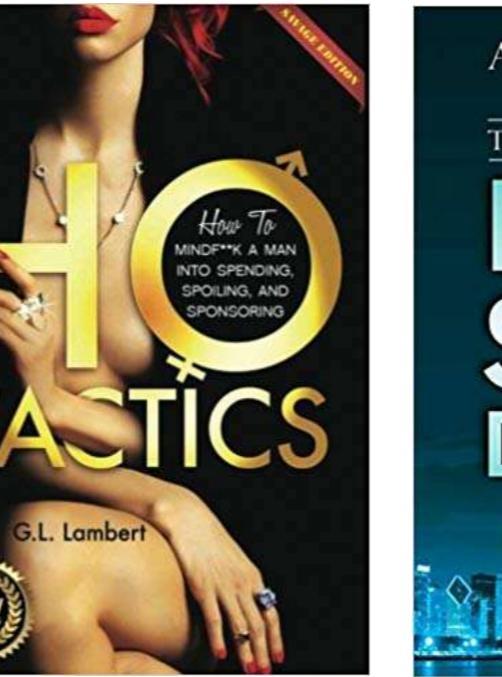
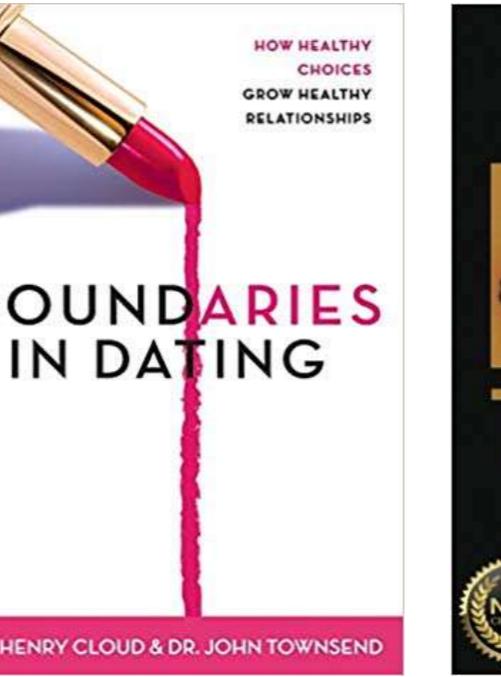
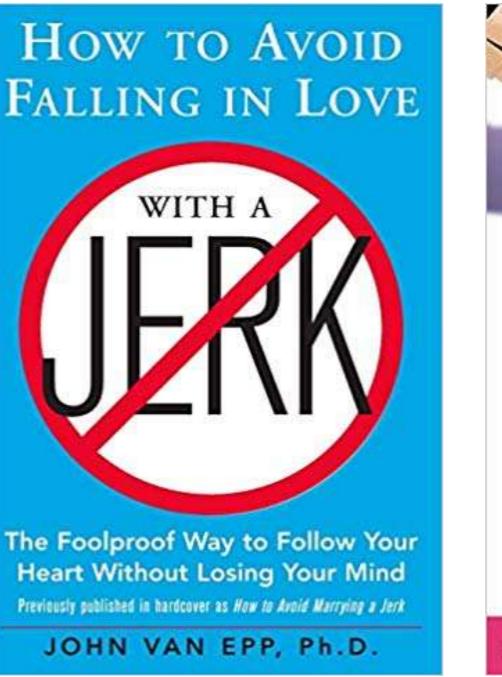
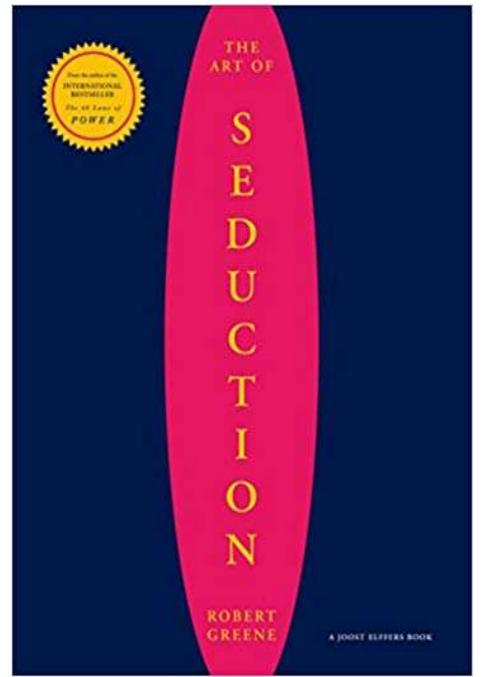
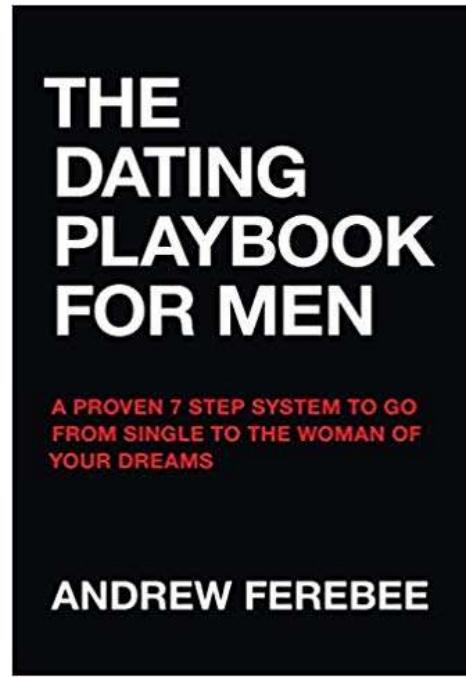
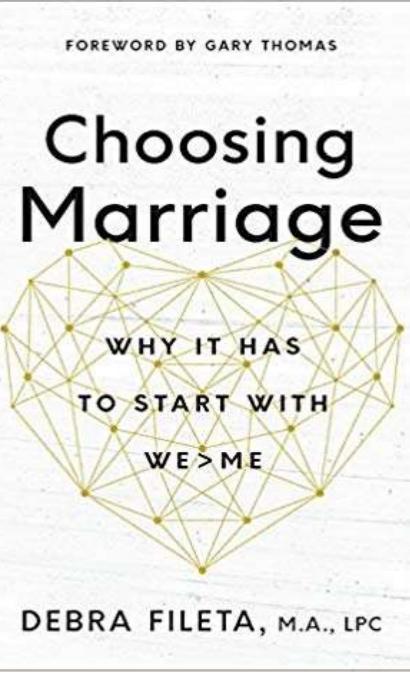
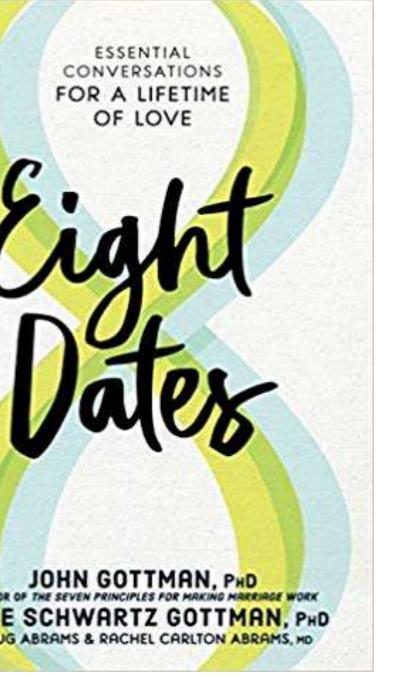
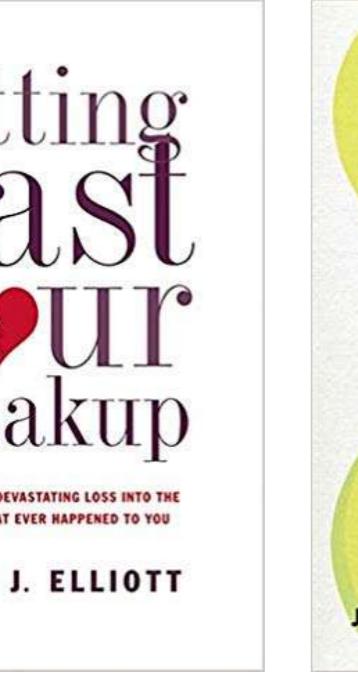
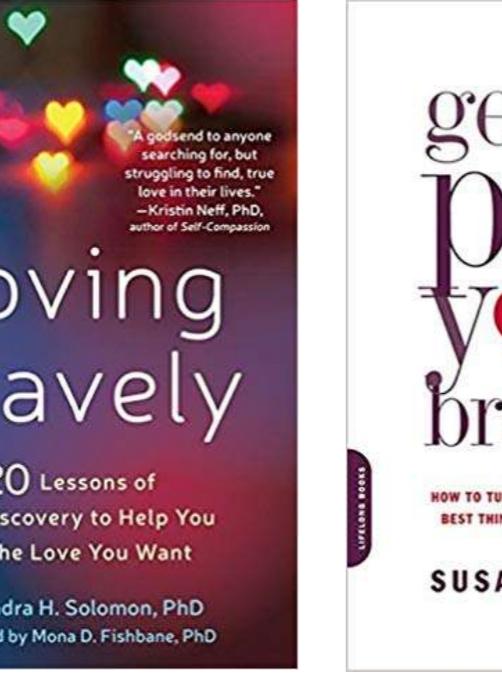
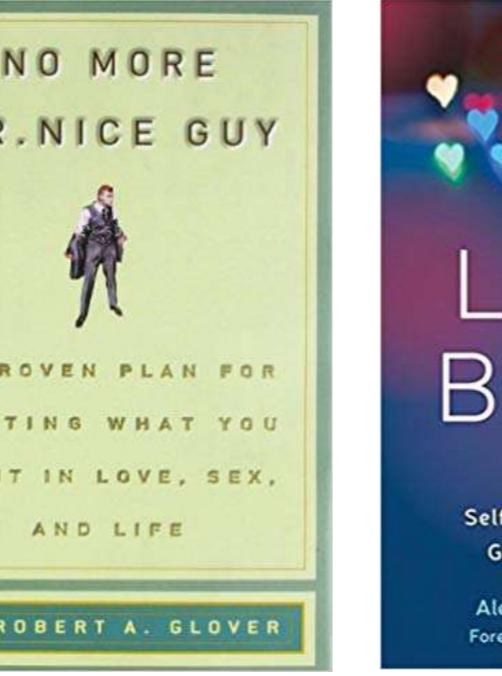
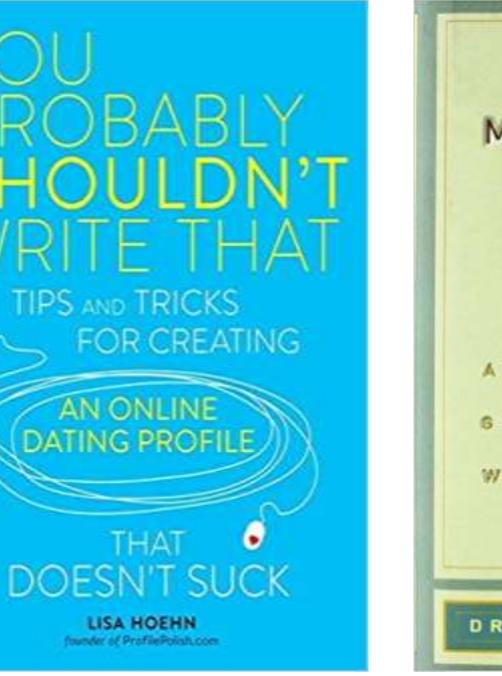
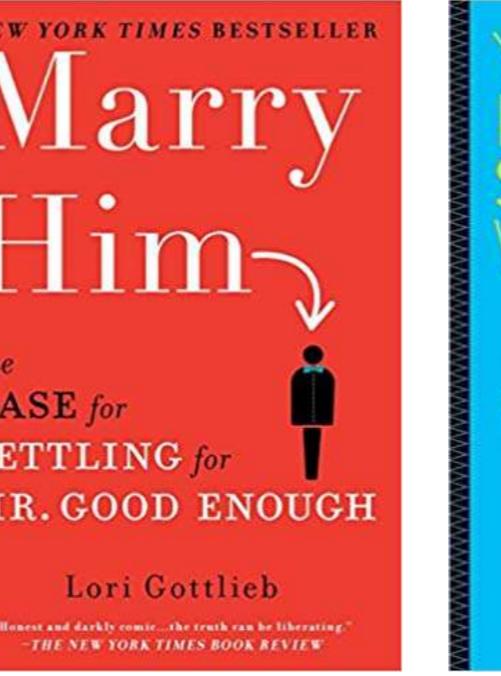
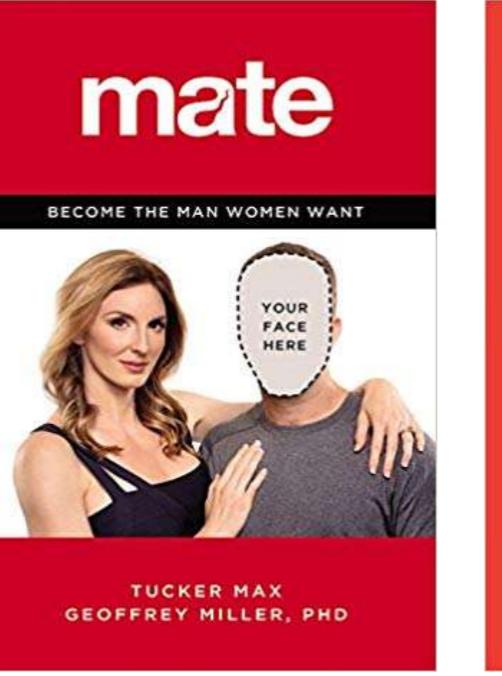
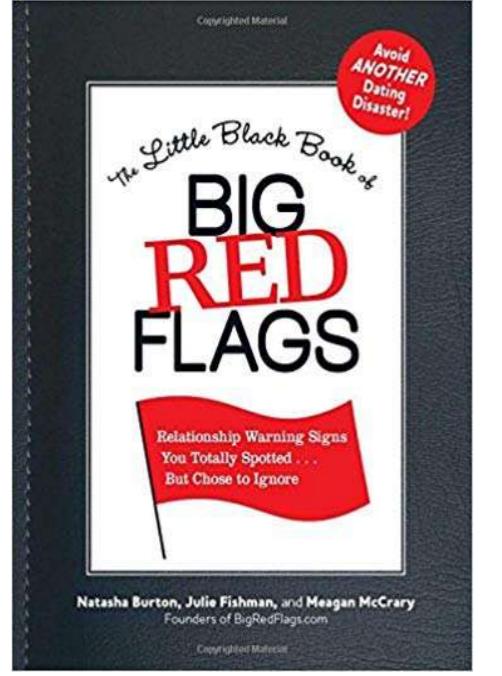
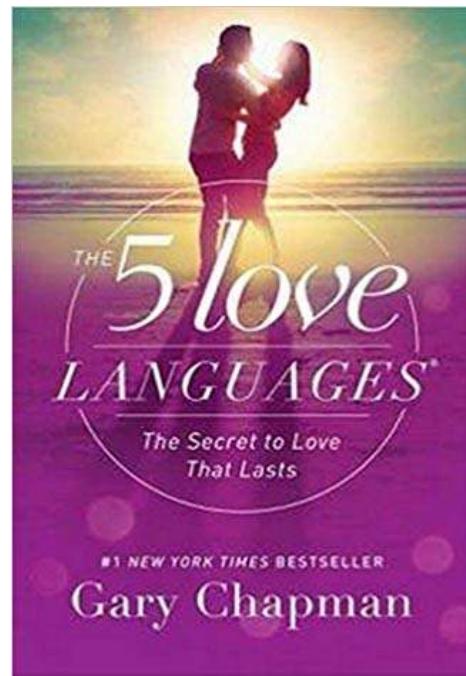


methodology



methodology





book analysis

TOTAL
BOOKS

74
books

AUTHOR
GENDER

40
male

34
female

TARGET
AUDIENCE
GENDER

22
male

8
female

10
unisex

8
unisex

26
female

model results

18 TOPICS

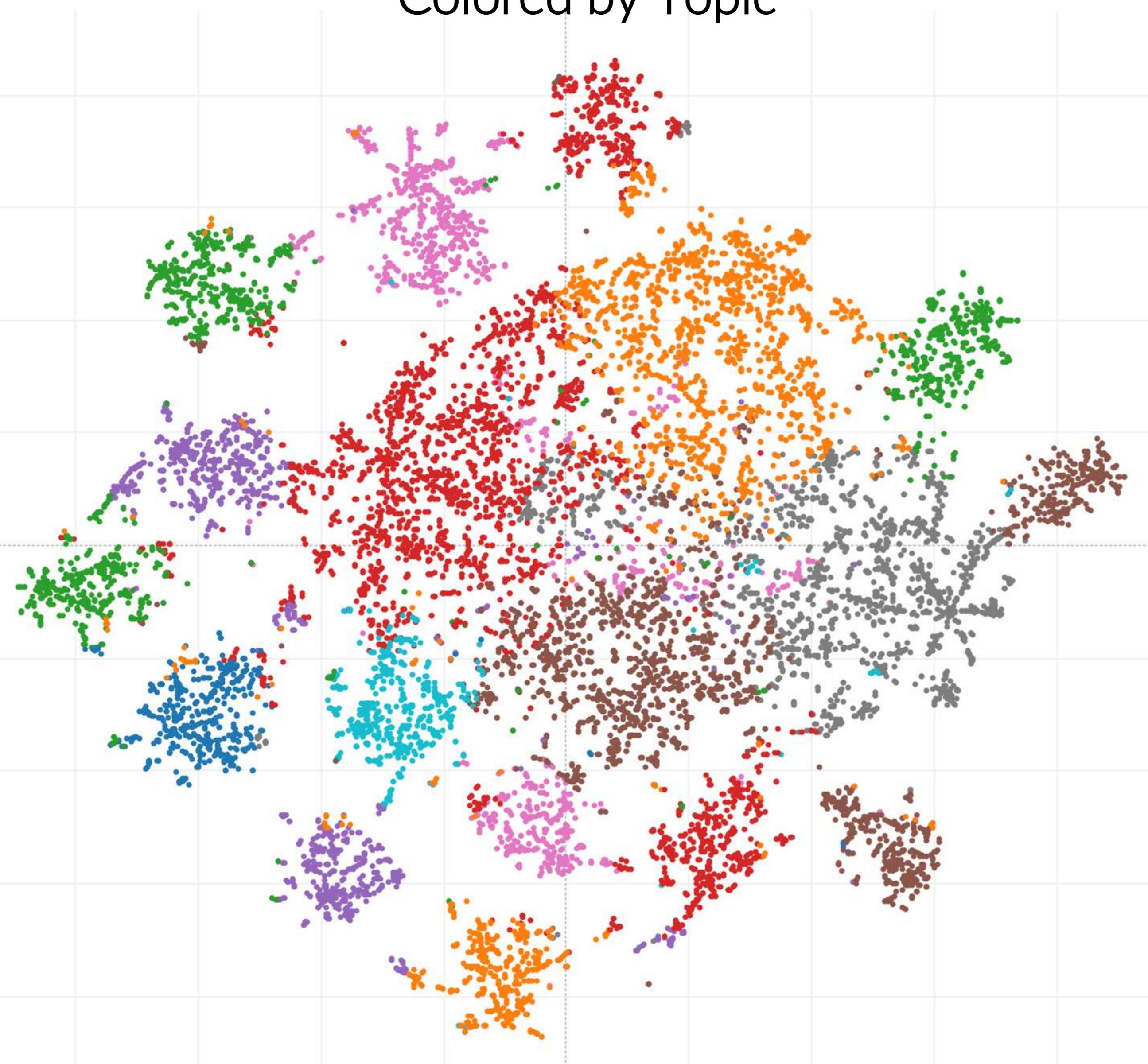
MECHANICS
OF DATING

HUMAN
INTERACTIONS

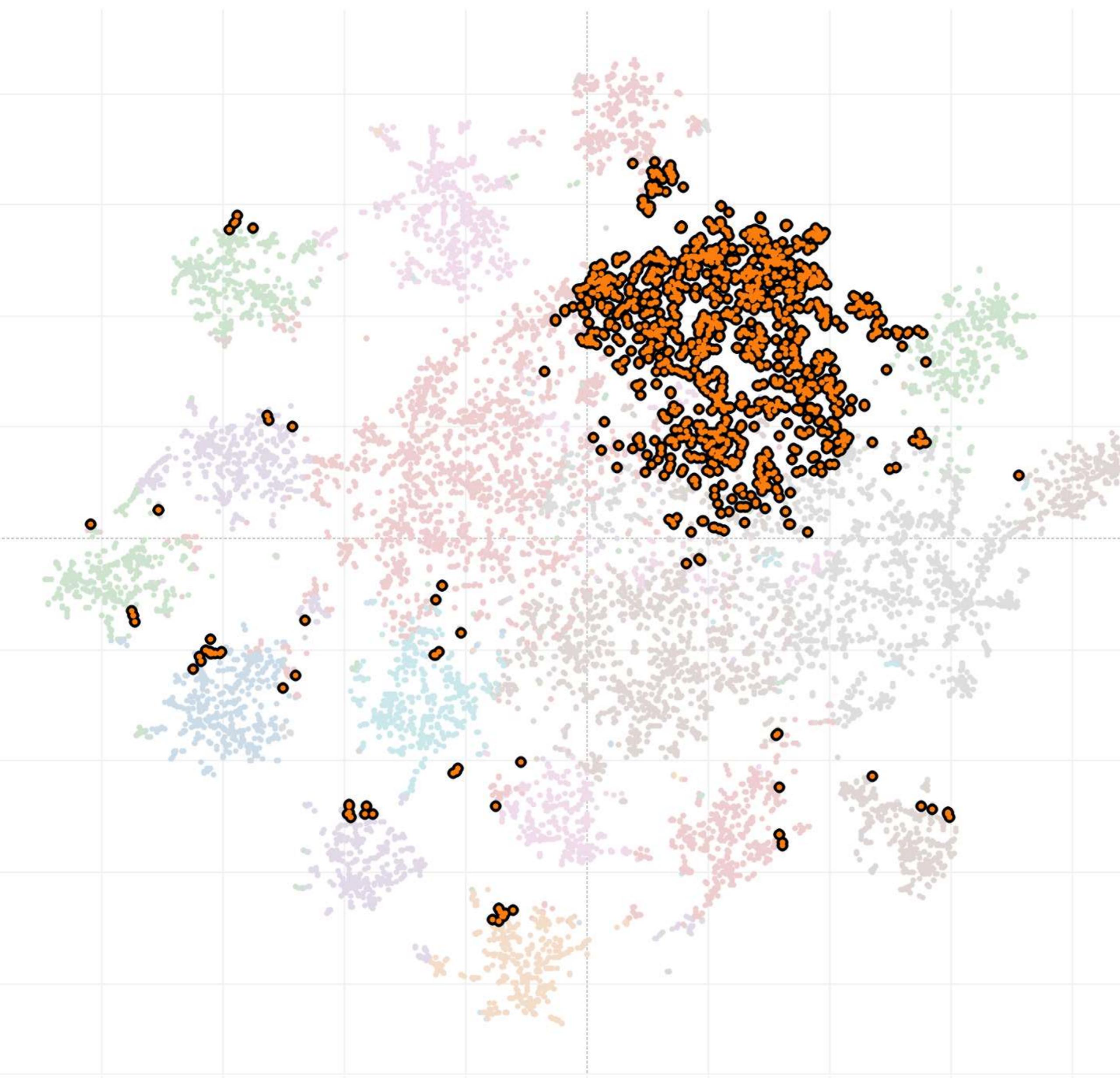
SELF-RESPECT

DATING BOOKS (Pages)

Colored by Topic

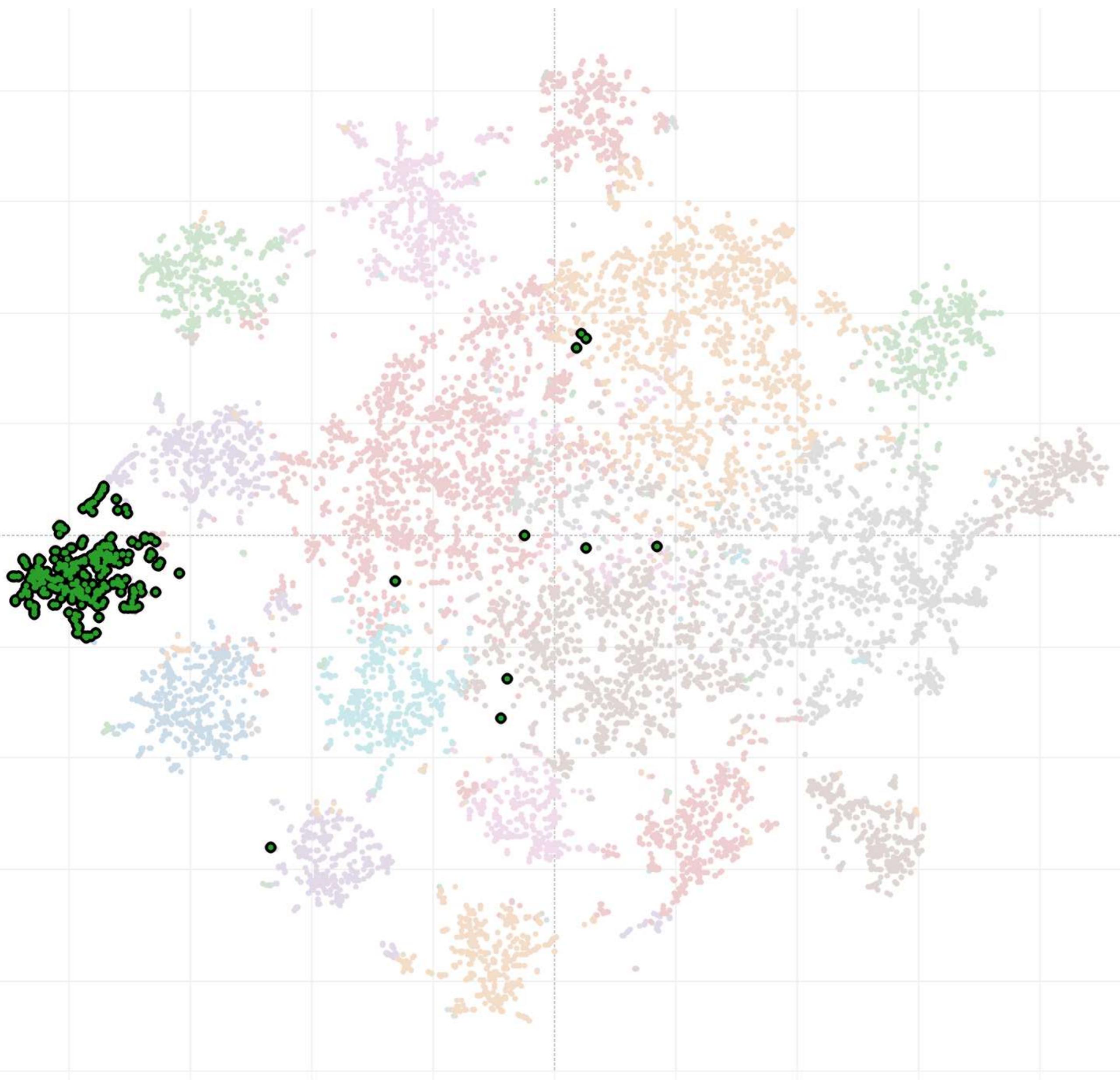


mechanics: “attractive behavior”



confident
test
confidence
comfortable
contact
needy
flirt
smile
reject
excuse
taunt
communicate
signal
afraid
distract
risk
interaction
intention

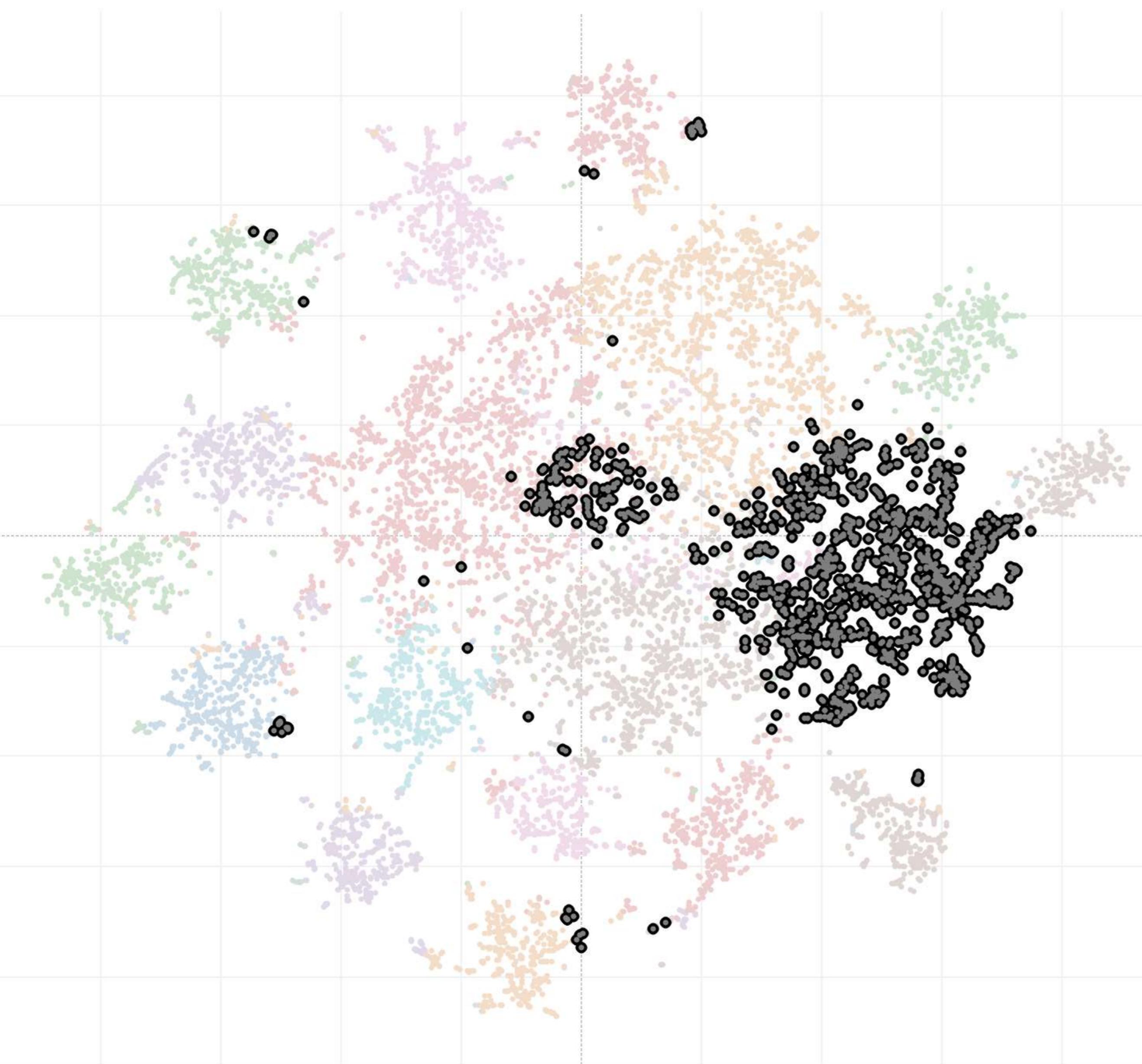
mechanics: “initial contact”



ball
busy
texting
text
schedule
message
send
rule
flake
mess
weekend
chat
meeting
texter
communication
late
court
rep



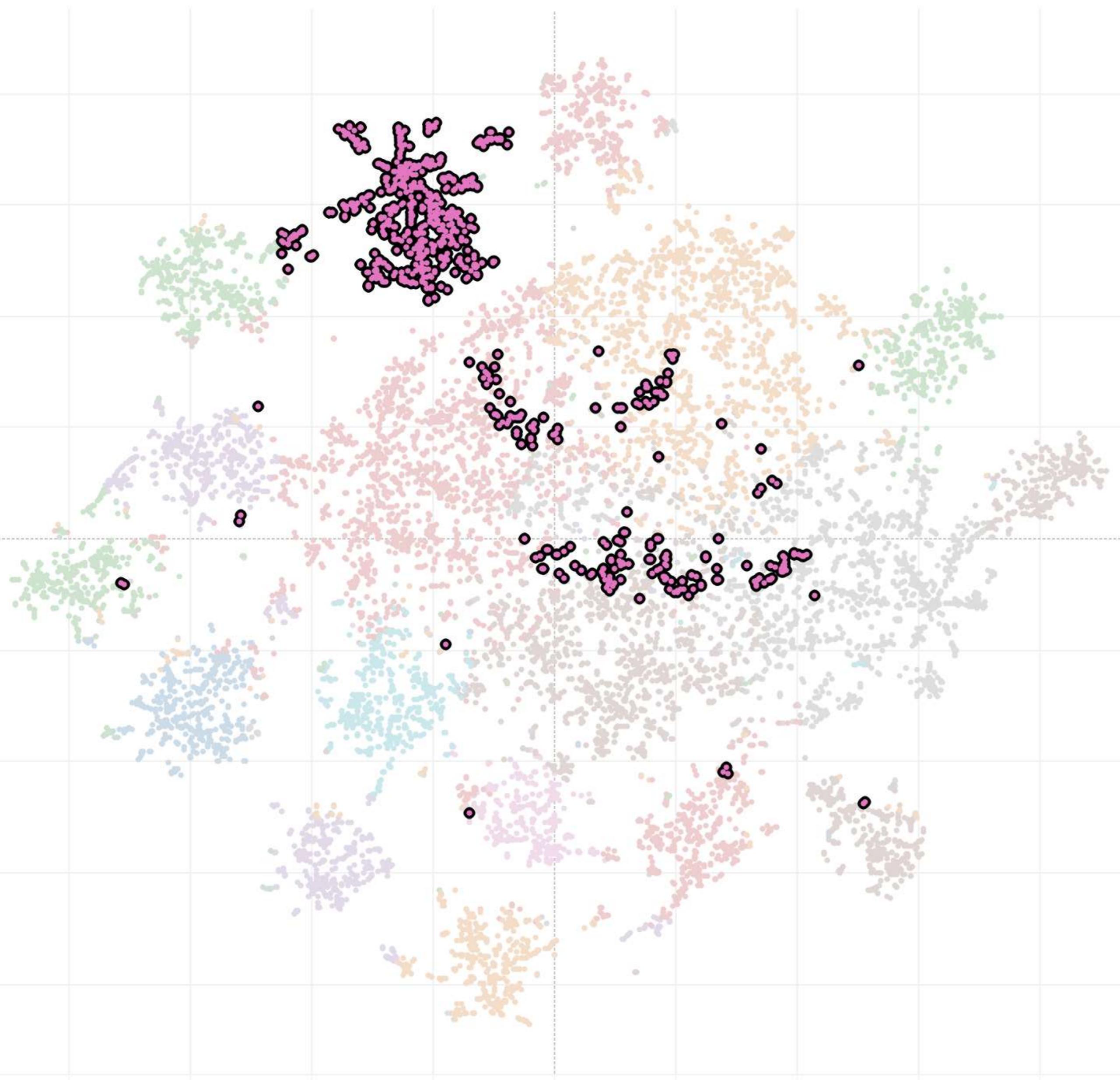
interactions: “primal instincts”



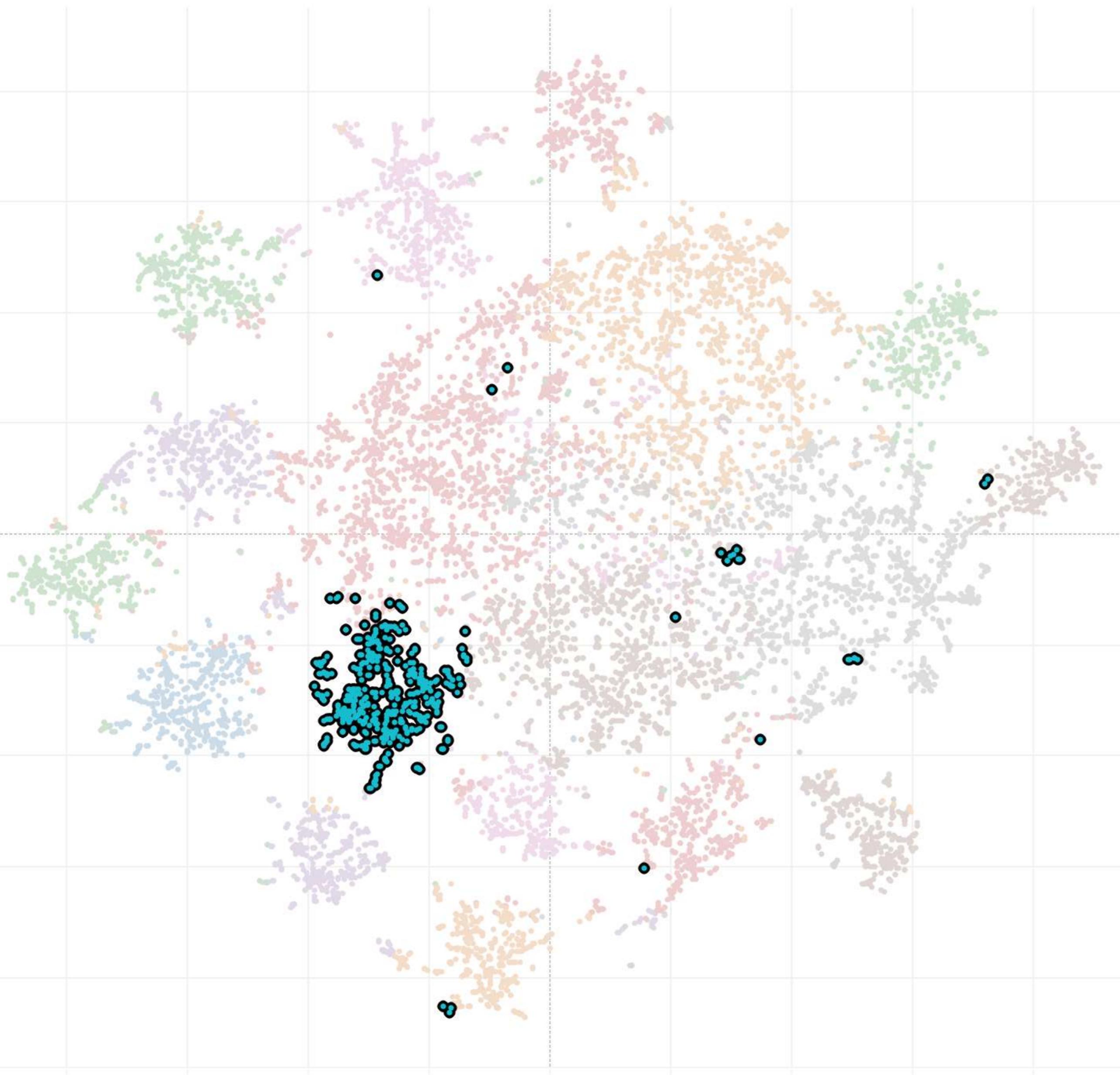
animal exercise
health signal
species percent
pleasure sunny
system arousal
sapien shame
orgasm skill
brain culture
mating penis
increase increase



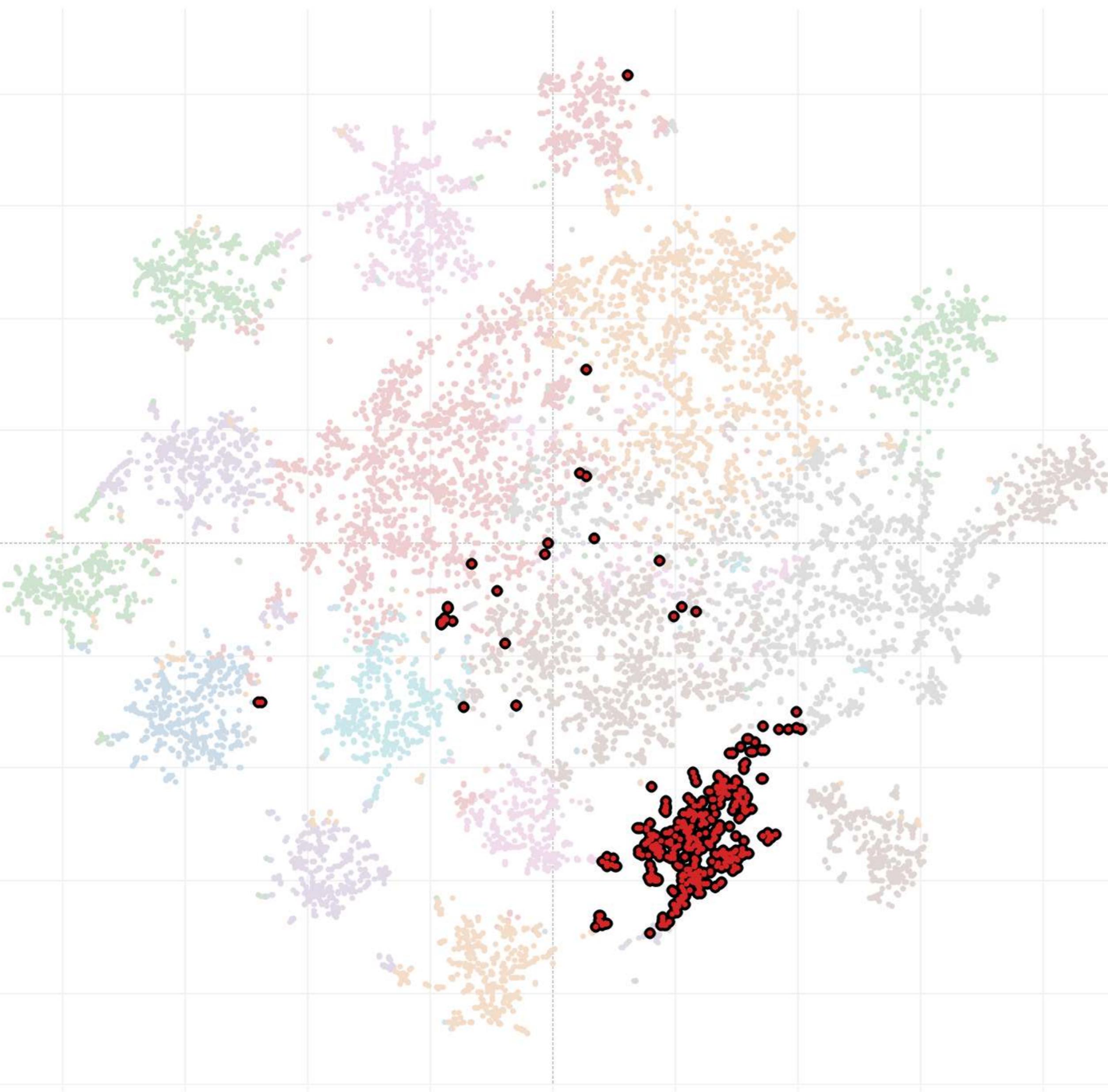
interactions: “science of seduction”



interactions: “family”



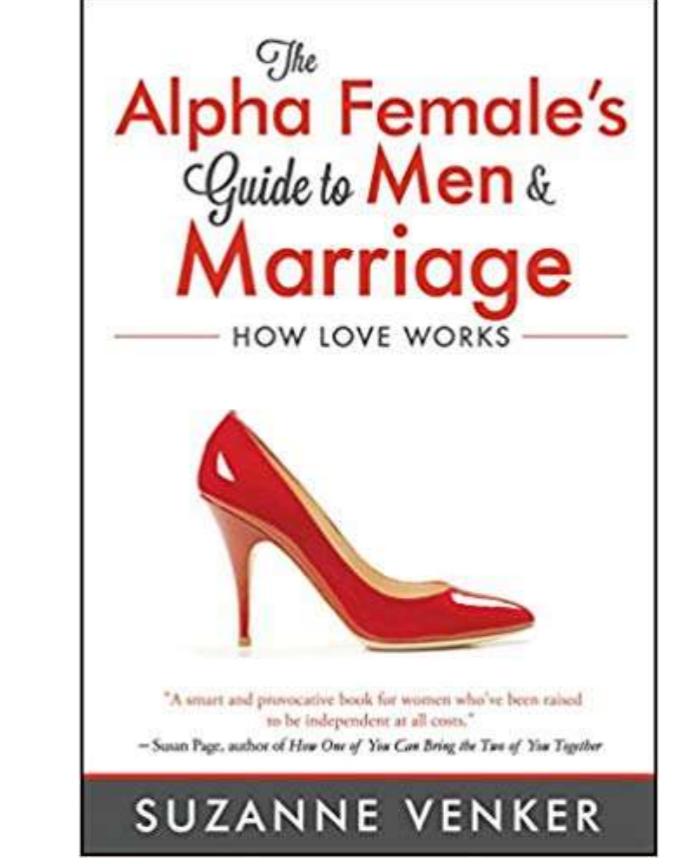
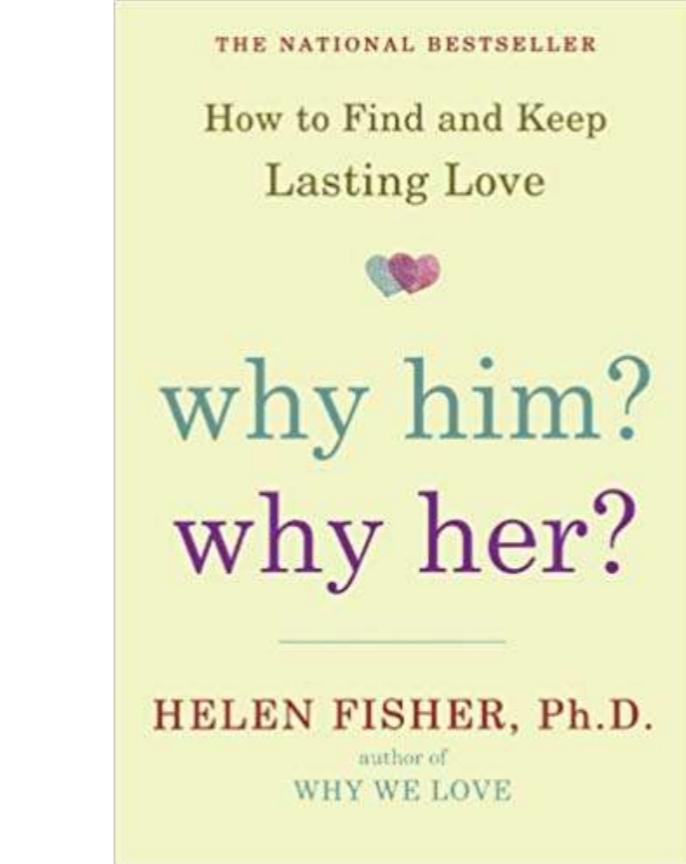
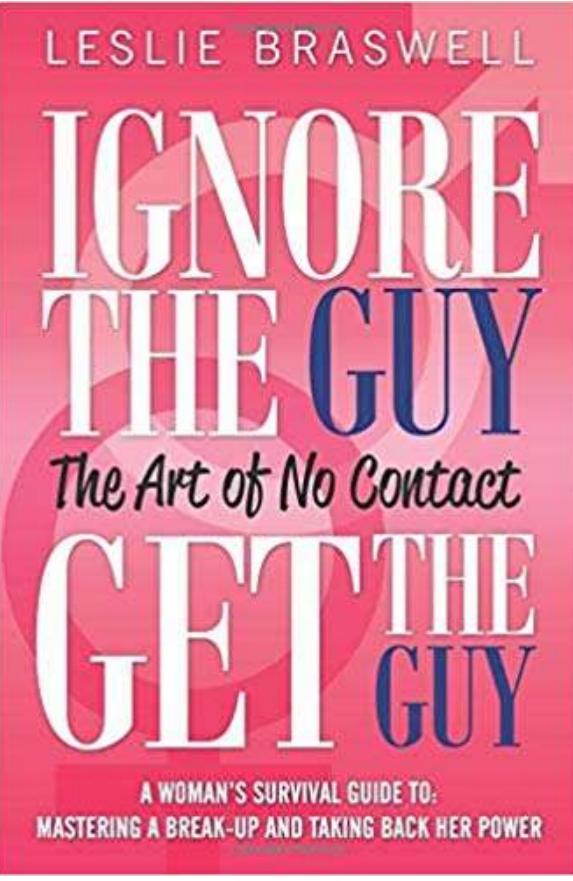
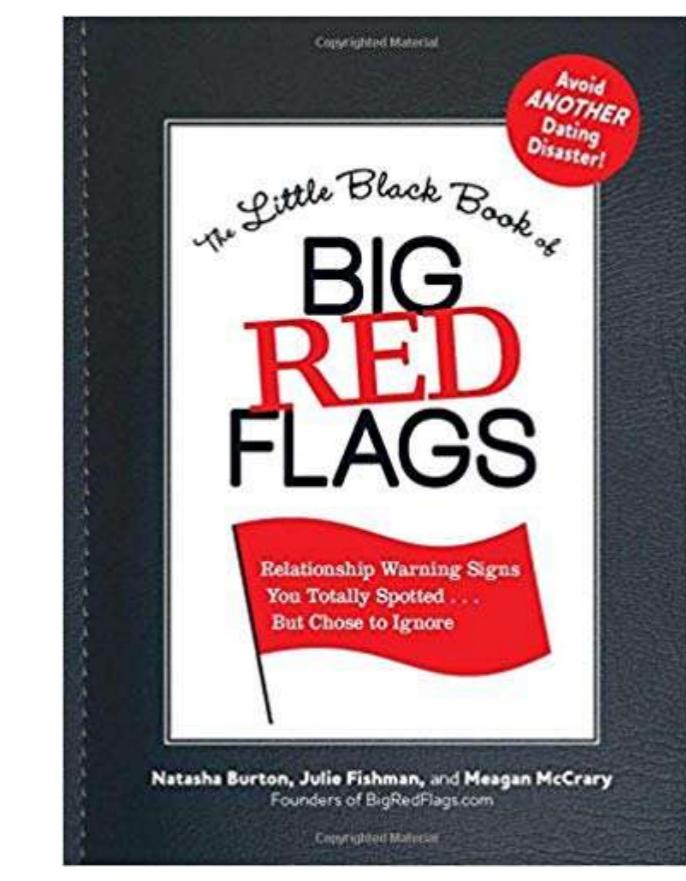
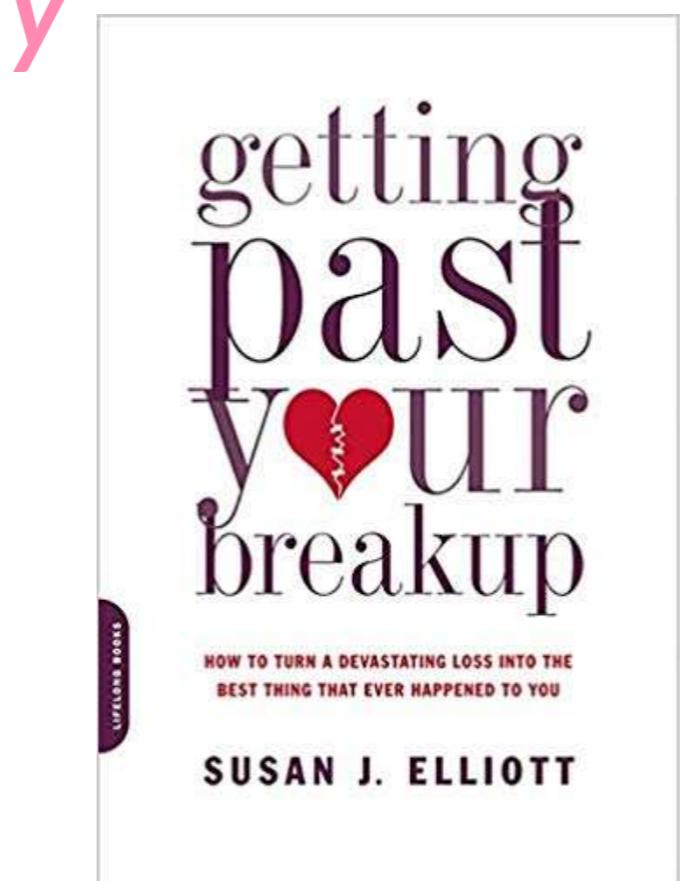
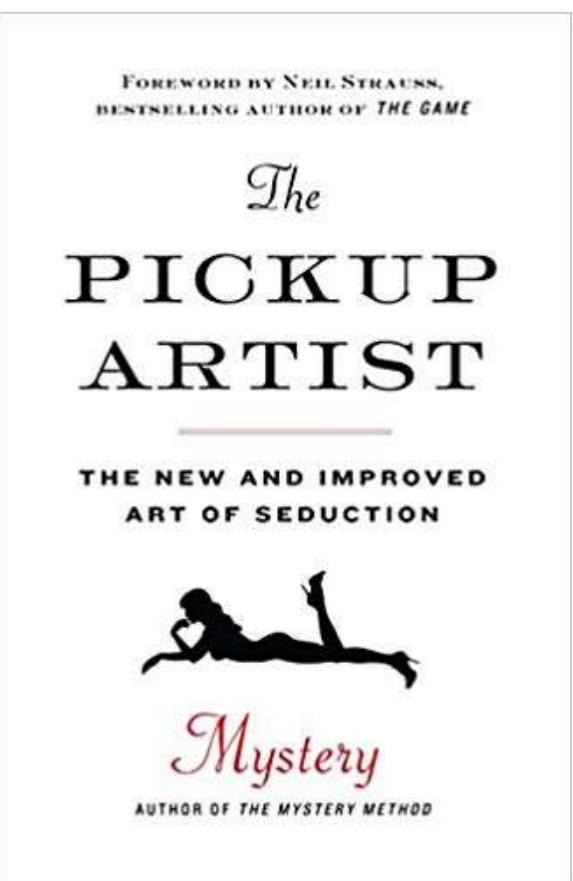
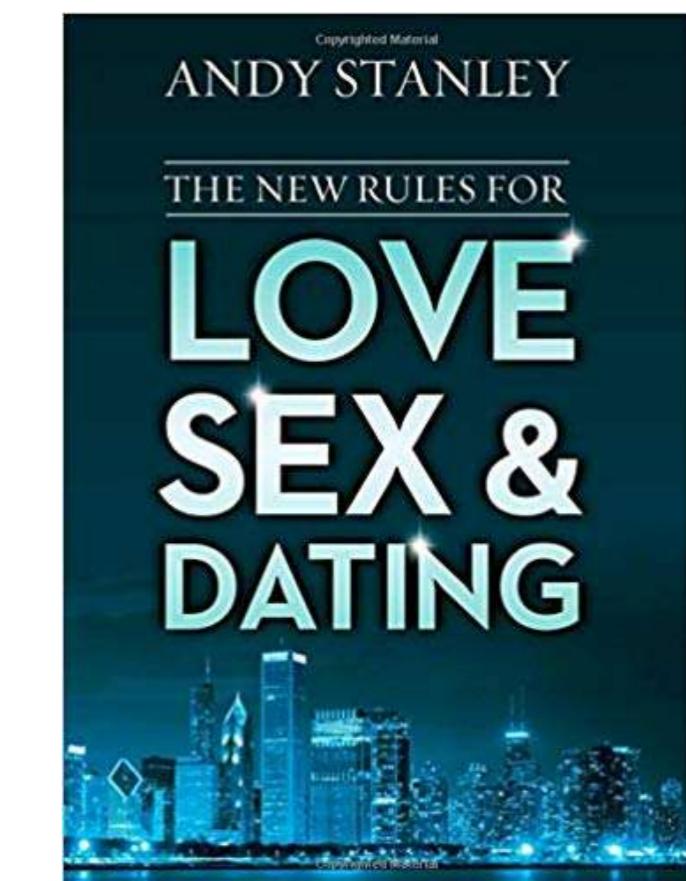
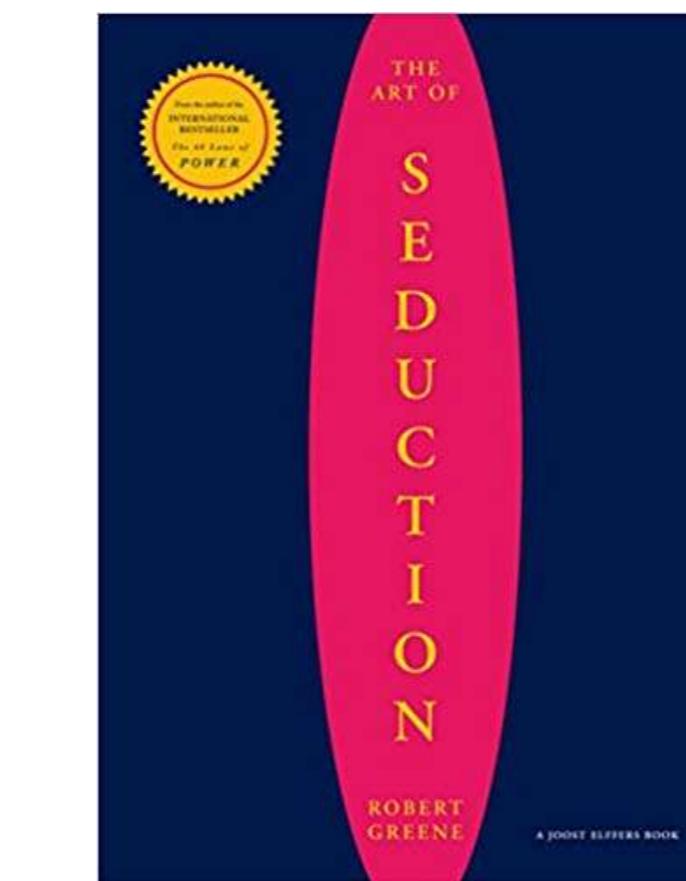
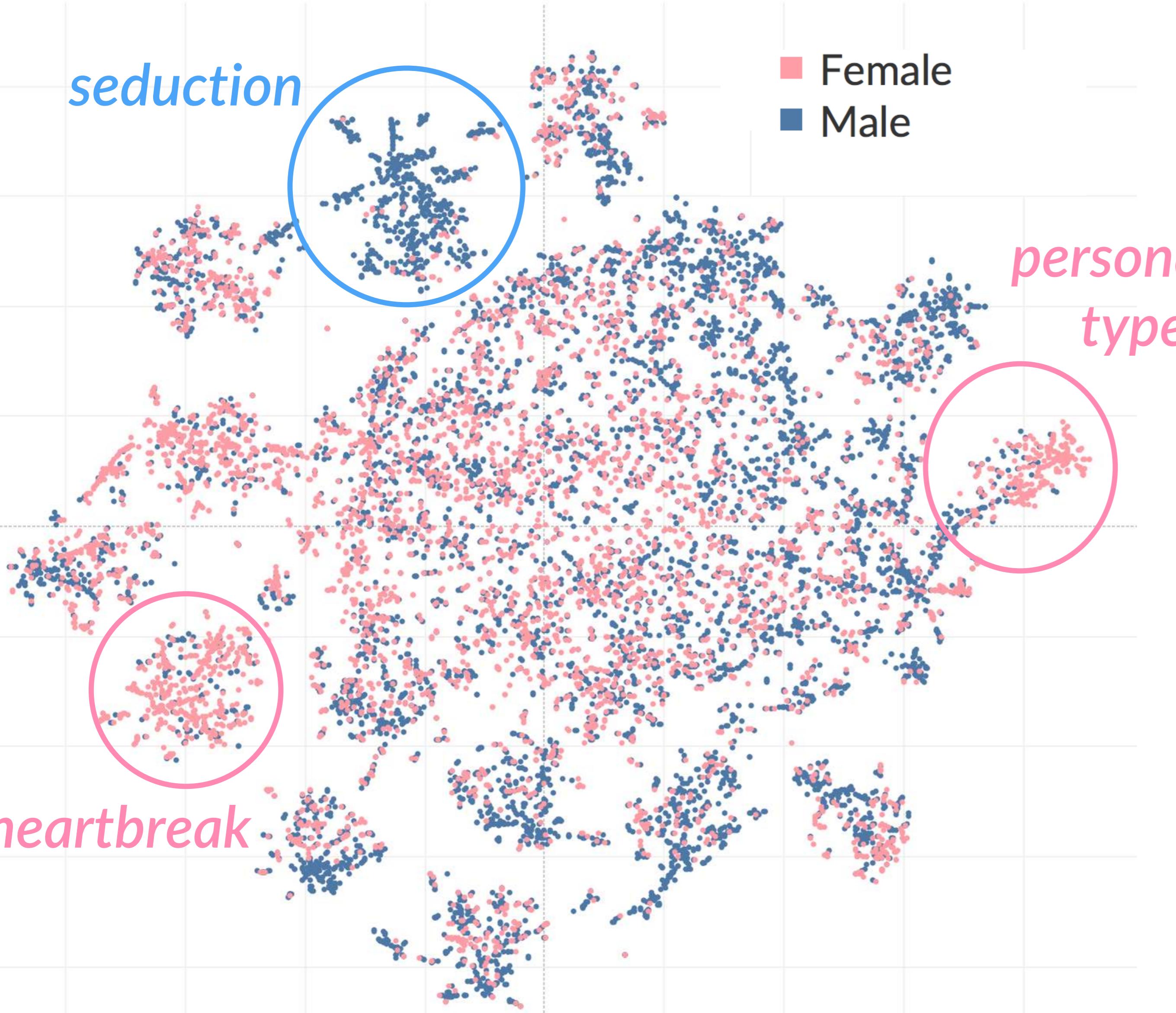
self-respect: “being alpha”



priority
freedom
mission
direction
essential
vision
spiritual
purpose
version
core

exercise
center
meaning
discipline
serve
achieve
inspire

Dating Books (Pages) Colored by Author Gender



FOREWORD BY NEIL STRAUSS,
BESTSELLING AUTHOR OF *THE GAME*

The
**PICKUP
ARTIST**

THE NEW AND IMPROVED
ART OF SEDUCTION



Mystery

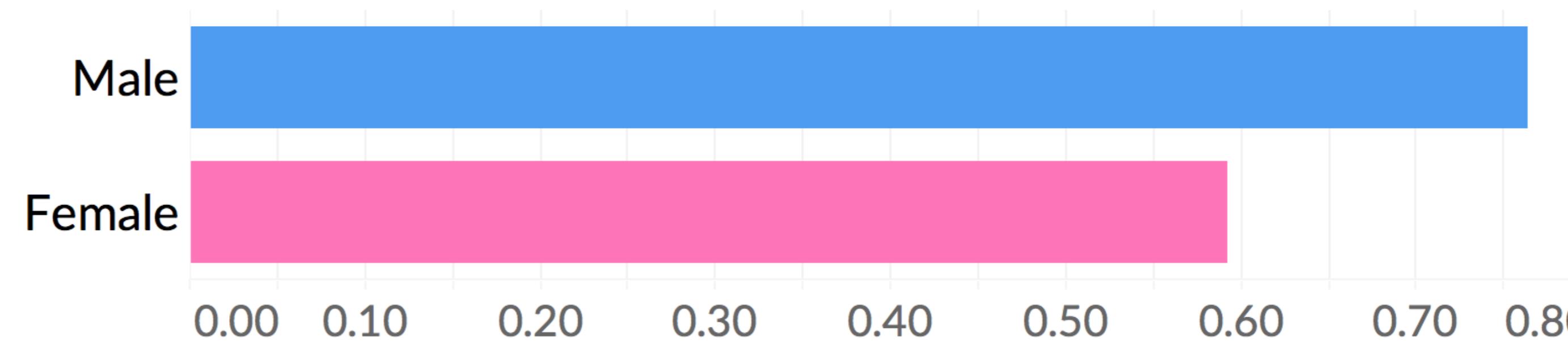
AUTHOR OF THE MYSTERY METHOD

LESLIE BRASWELL
**IGNORE
THE GUY**
The Art of No Contact
GET THE GUY
A WOMAN'S SURVIVAL GUIDE TO:
MASTERING A BREAK-UP AND TAKING BACK HER POWER

NEW YORK TIMES BESTSELLER
**Marry
Him**
The
CASE for
SETTLING for
MR. GOOD ENOUGH
Lori Gottlieb
"Honest and darkly comic...the truth can be liberating."
—THE NEW YORK TIMES BOOK REVIEW

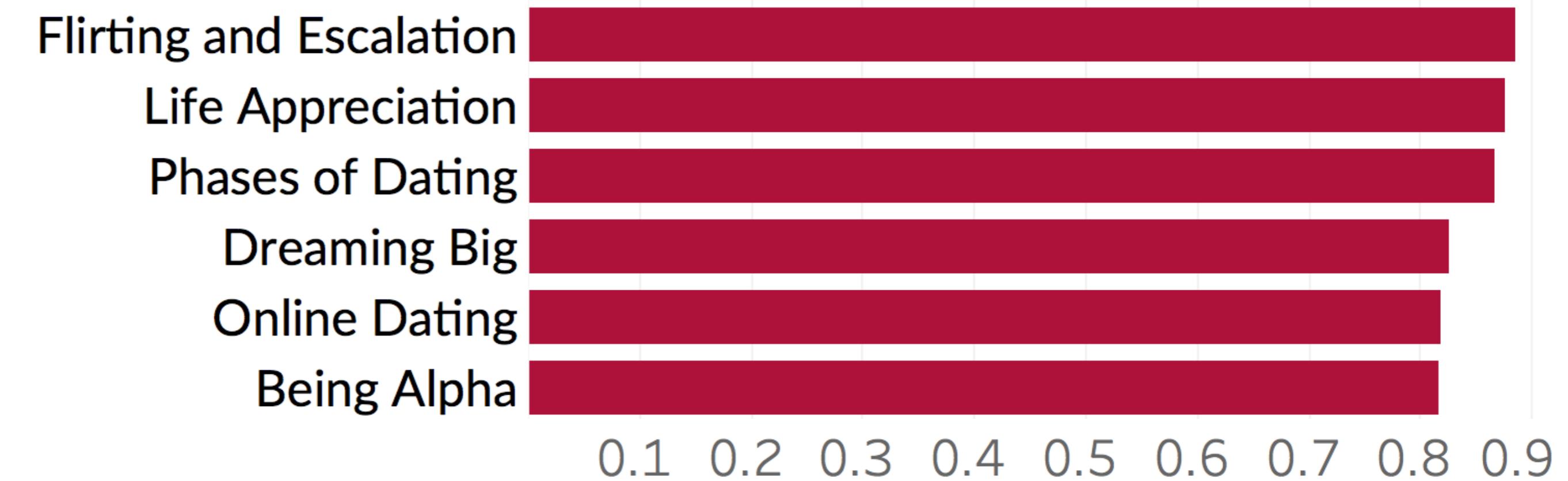
sentiment by gender

Women Have Less Positive Sentiment Towards Topic: "Initial Contact"

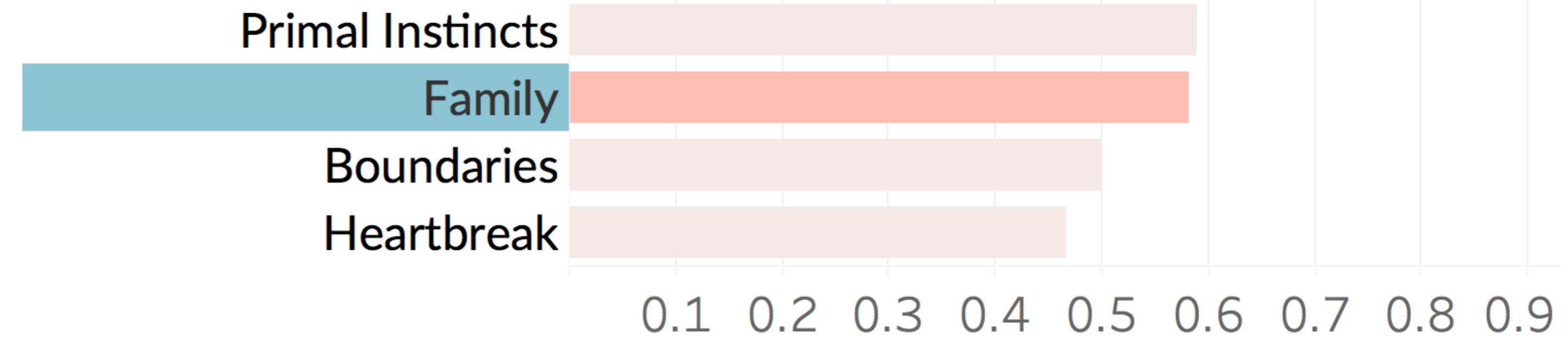


average sentiment by topic

*very positive
sentiments*



“family” less positive



average sentiment by topic

self-respect: “being alpha”

“... she...is “settling” for a life that doesn’t inspire her. Consequently, [she] is now willing to ... [live] her life more fully, in the hope that she will become more able to attract the kind of man she is looking for.”

- *Calling in The One*, by Katherine Woodward Thomas

sentiment score: +0.99

average sentiment by topic

interactions: “family”

“... [he] would even pick up his **mom’s calls when they were in bed, about to get busy.** [She] knew she had made the right decision to let him go when, **as they were breaking up, he paused the conversation to text—you guessed it—his mother.**”

- *The Little Black Book of Big Red Flags*, by Natasha Burton

sentiment score: -0.92

app demo

Welcome to the Dating Book Recommender!

Are you interested in books written by a specific gender?

- Male
- Female
- Don't Care

Are you interested in books aimed toward a specific gender?

- Male
- Female
- Don't Care

Which topics are you interested in? (Choose up to 3)

- | | | |
|--|--|---|
| <input type="checkbox"/> Attractive Behavior | <input type="checkbox"/> Behavioral Psychology | <input type="checkbox"/> Being Alpha |
| <input type="checkbox"/> Boundaries | <input type="checkbox"/> Communication Styles | <input type="checkbox"/> Dreaming Big |
| <input type="checkbox"/> Family | <input type="checkbox"/> Flirting and Escalation | <input type="checkbox"/> Heartbreak |
| <input type="checkbox"/> Initial Contact | <input type="checkbox"/> Life Appreciation | <input type="checkbox"/> Long-Term Commitment |
|
 |
 |
 |
| <input type="checkbox"/> Meeting People | <input type="checkbox"/> Online Dating | <input type="checkbox"/> Personality Types |
| <input type="checkbox"/> Phases of Dating | <input type="checkbox"/> Primal Instincts | <input type="checkbox"/> Science of Seduction |

Recommend Books!



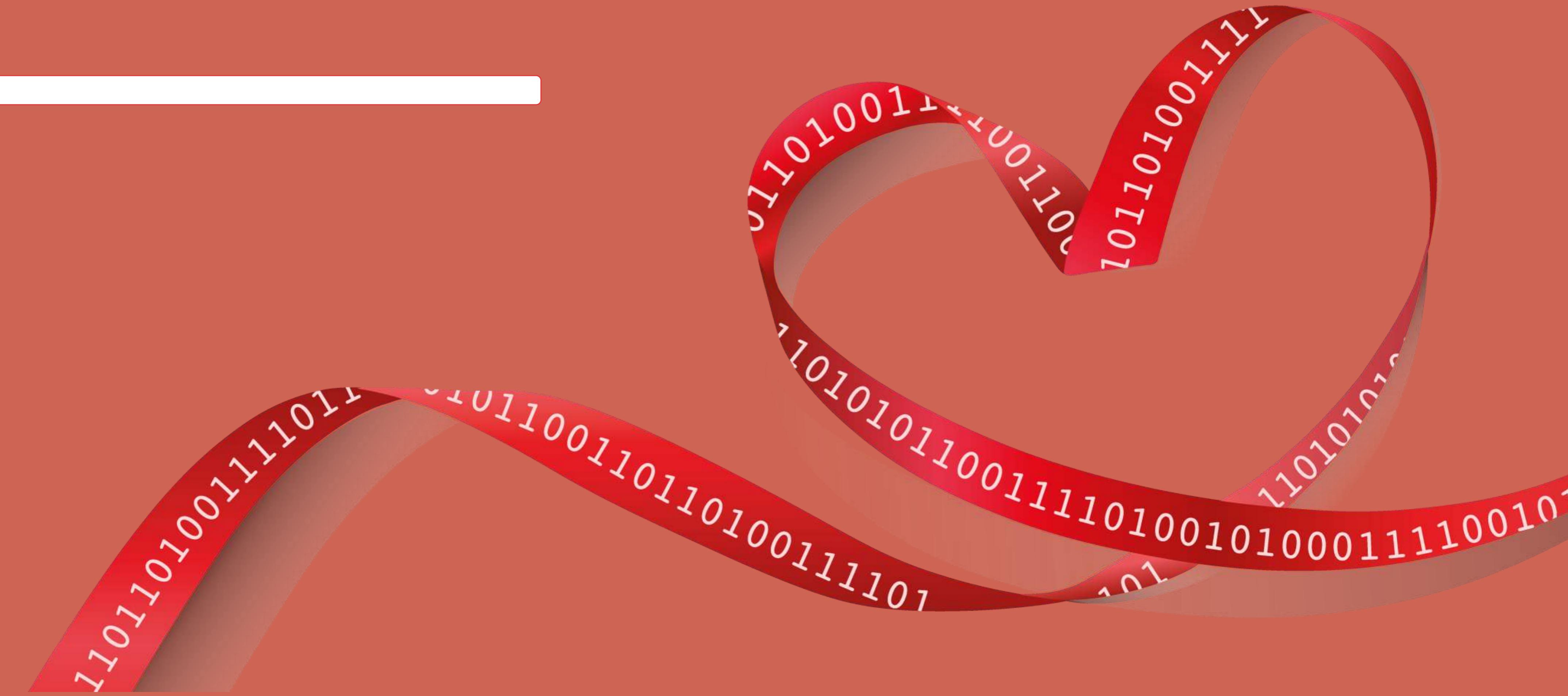
takeaways



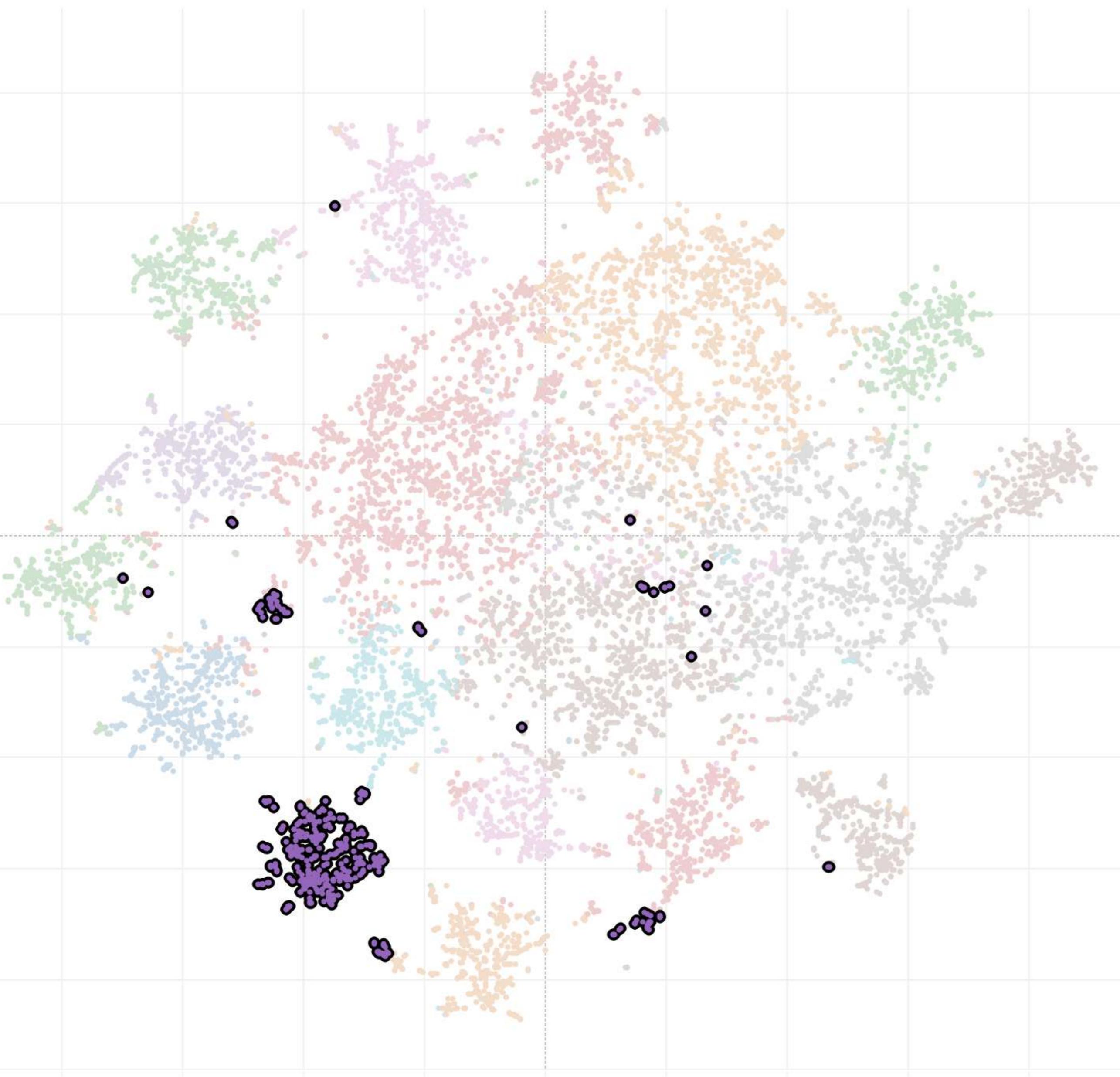
takeaways and future directions

- **Women** are more willing to discuss **heartbreak**
- **Men** are more scientific about **seduction**
- Overall, **men and women** who write dating books **agree on similar ideas**
- Collect **more data**, such as dating app data (wish I had access!)
- Compare topics and ideas **across cultures**

QUESTIONS?



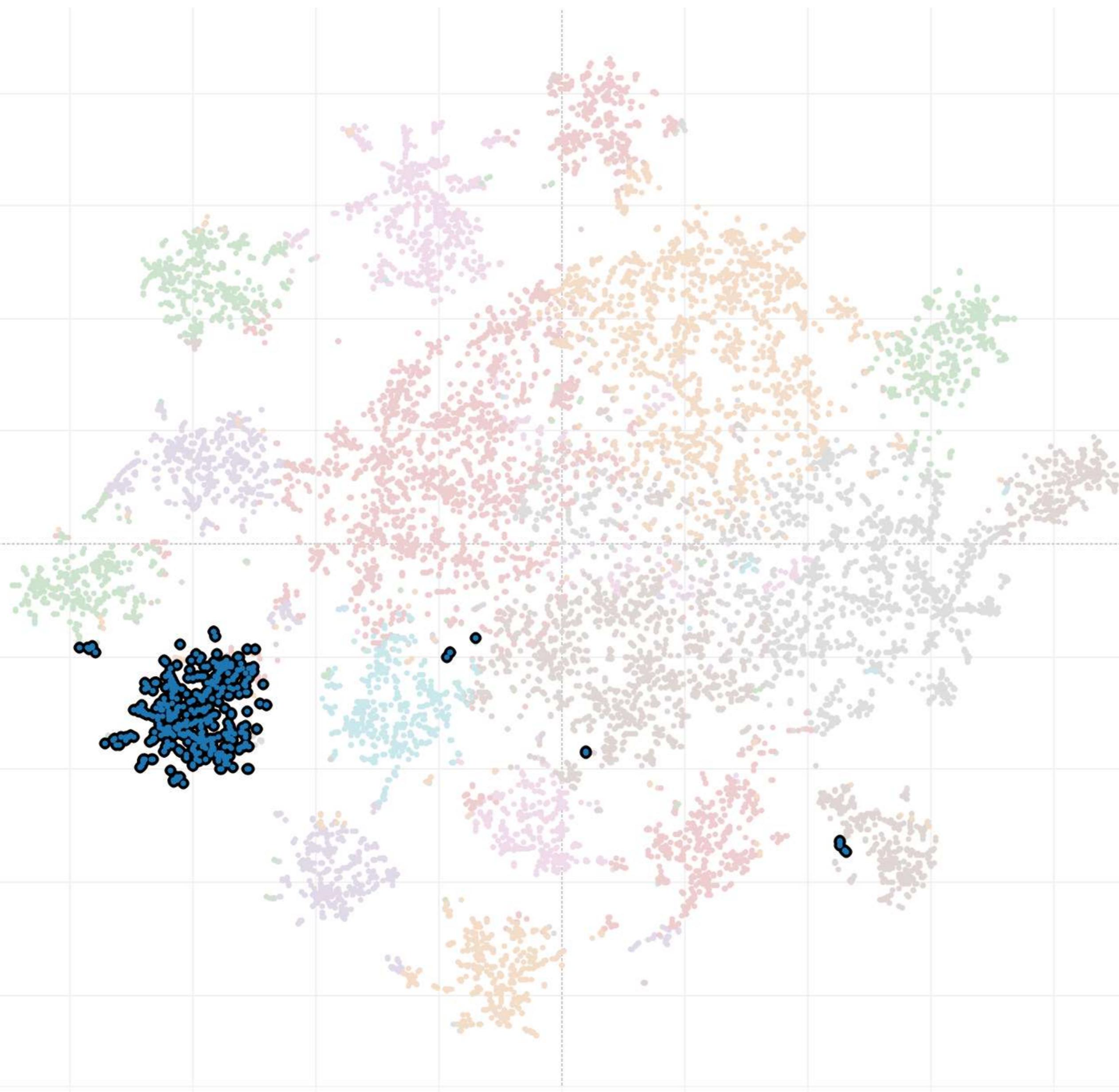
self-respect: “life appreciation”



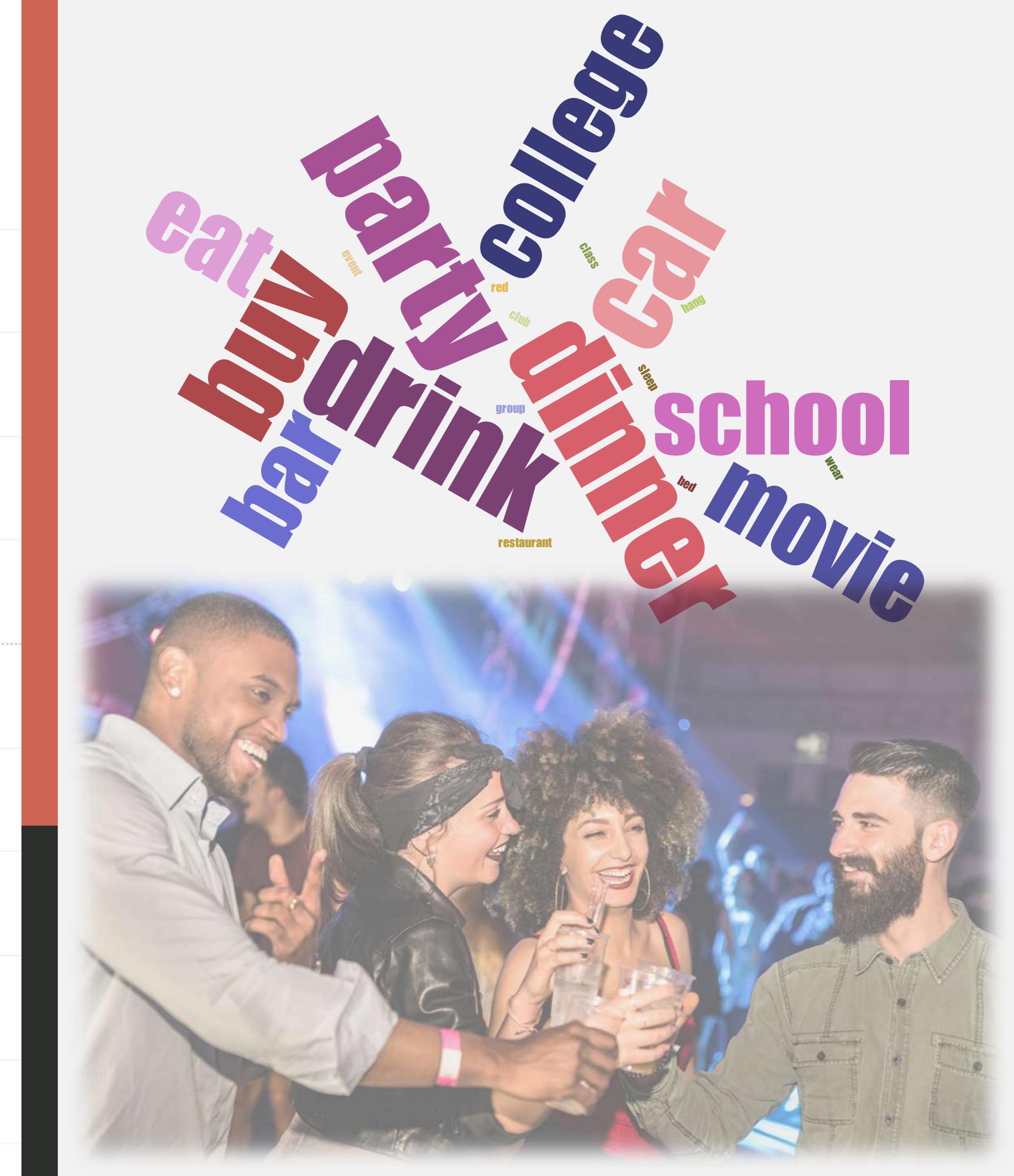
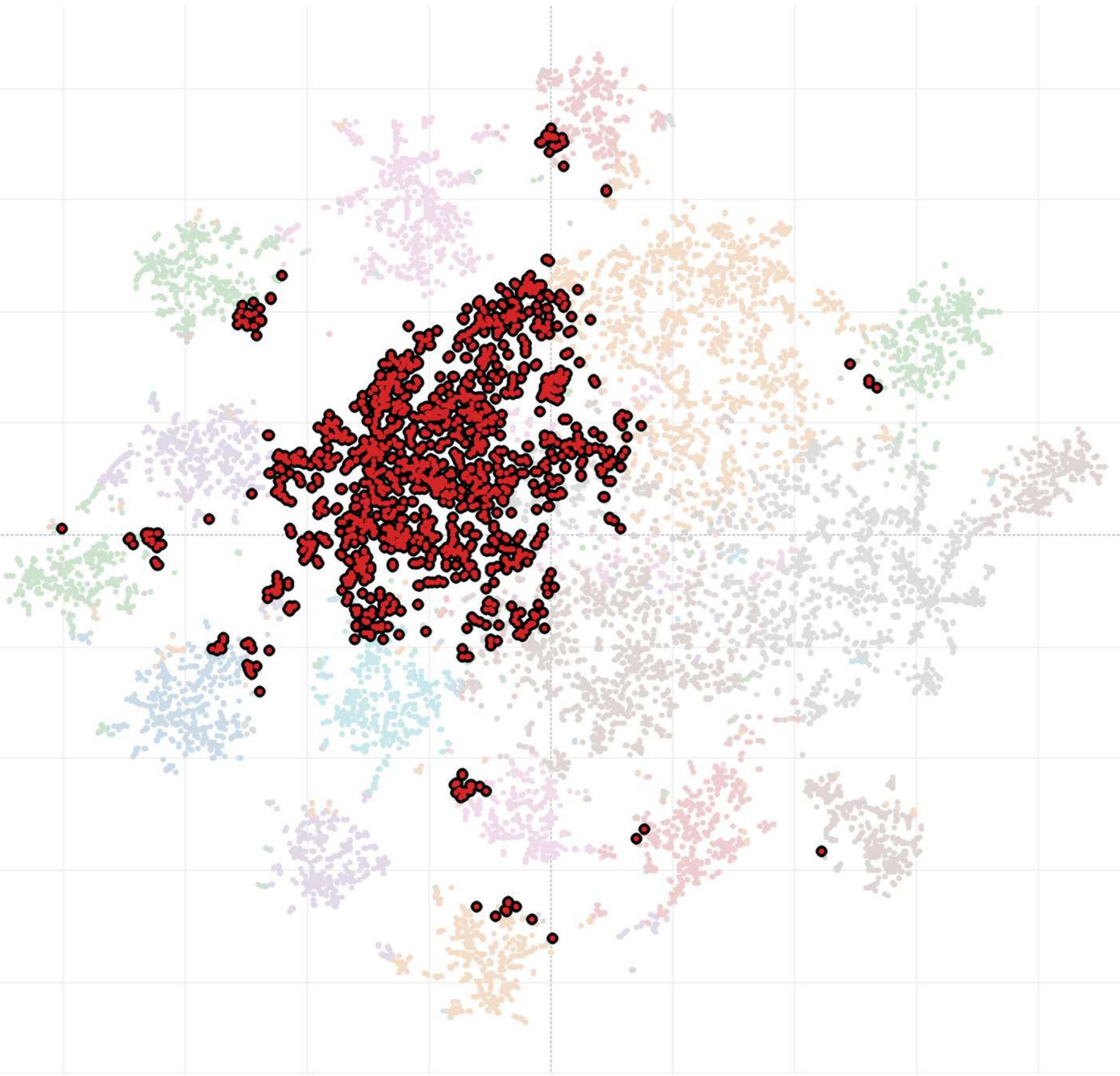
deprivation
appreciate
honor
pain
core
gift
inspiration
joy
exercise



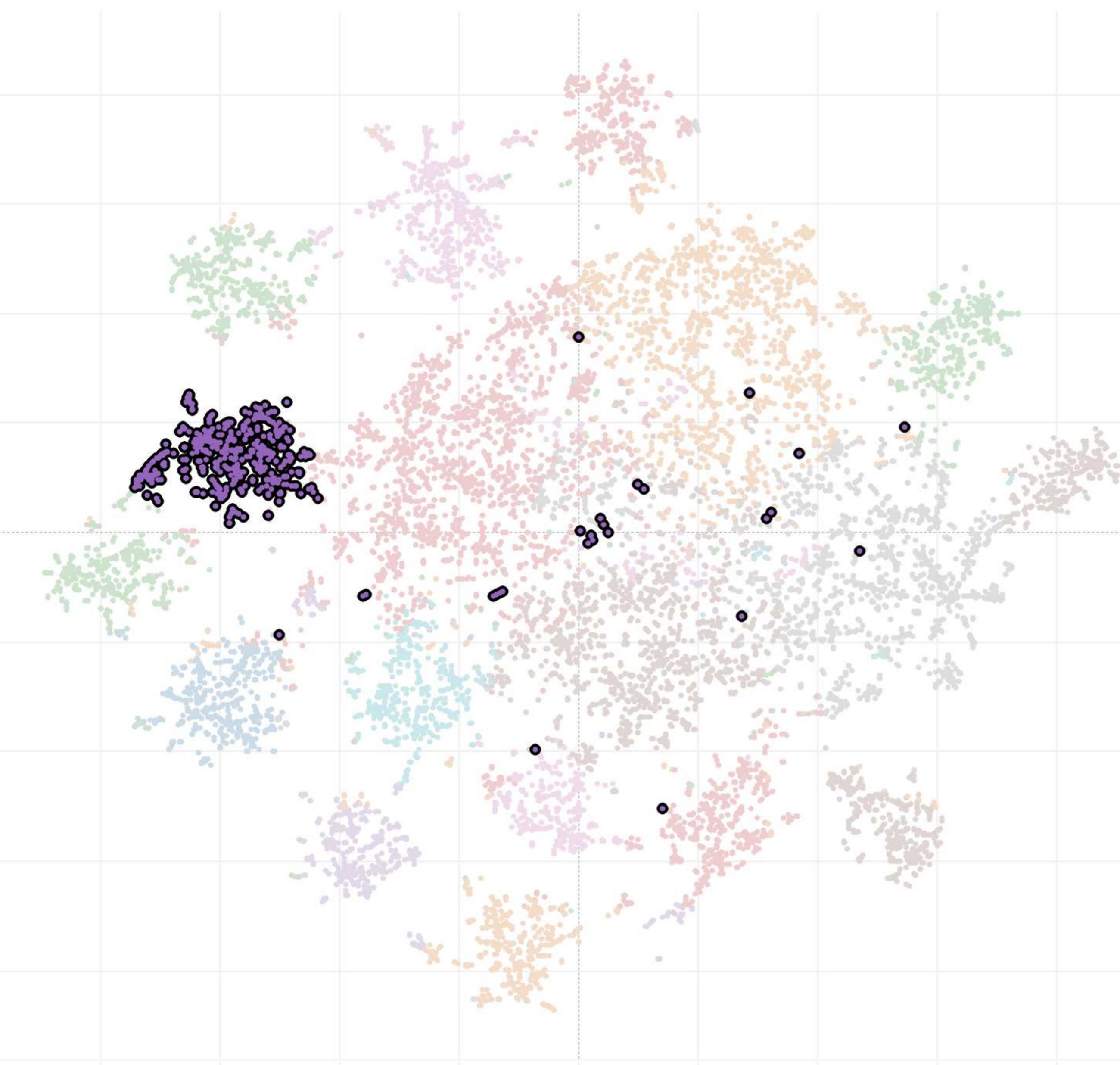
mechanics: “heartbreak”



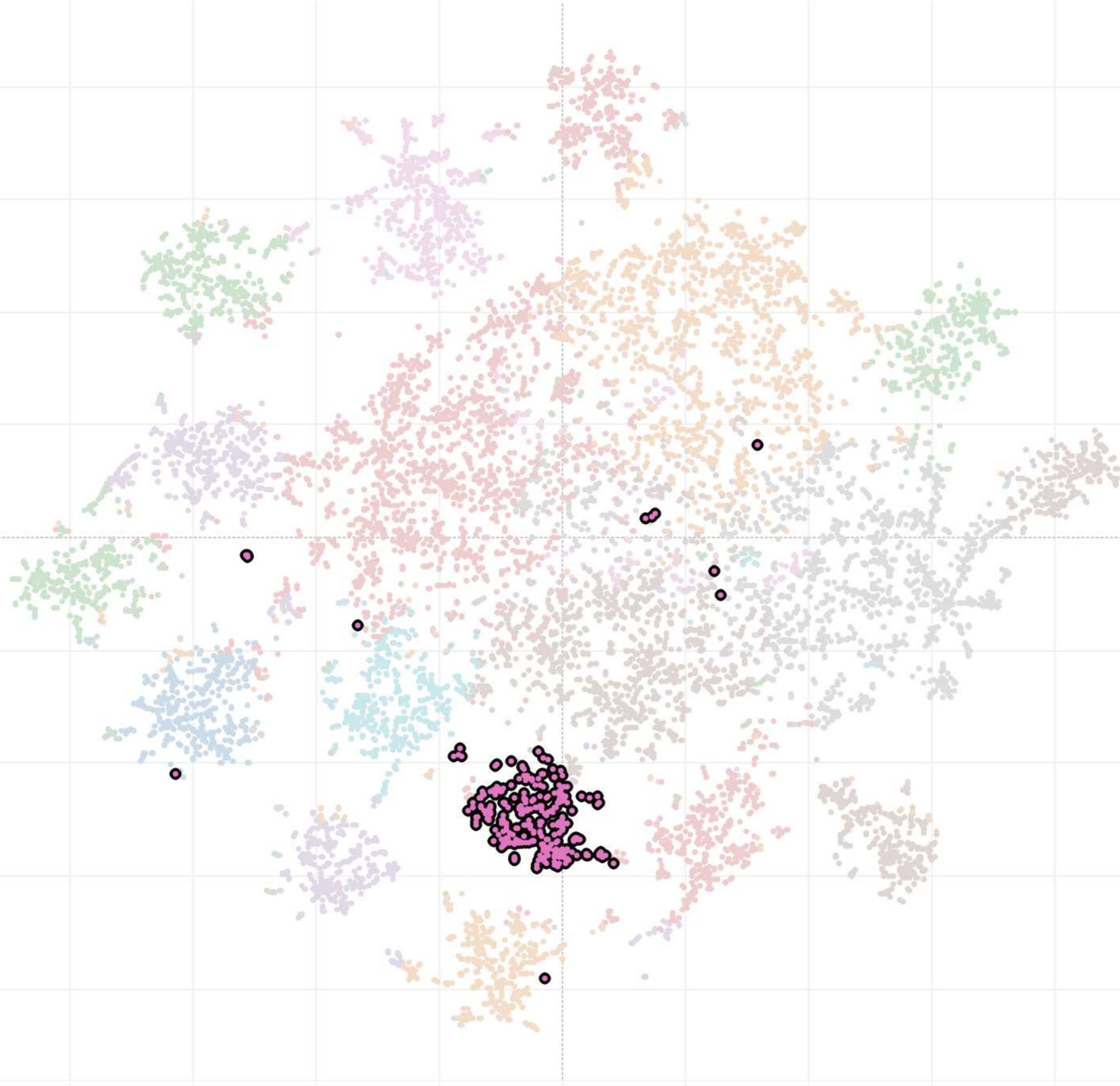
mechanics: “meeting people”



mechanics: “online dating”

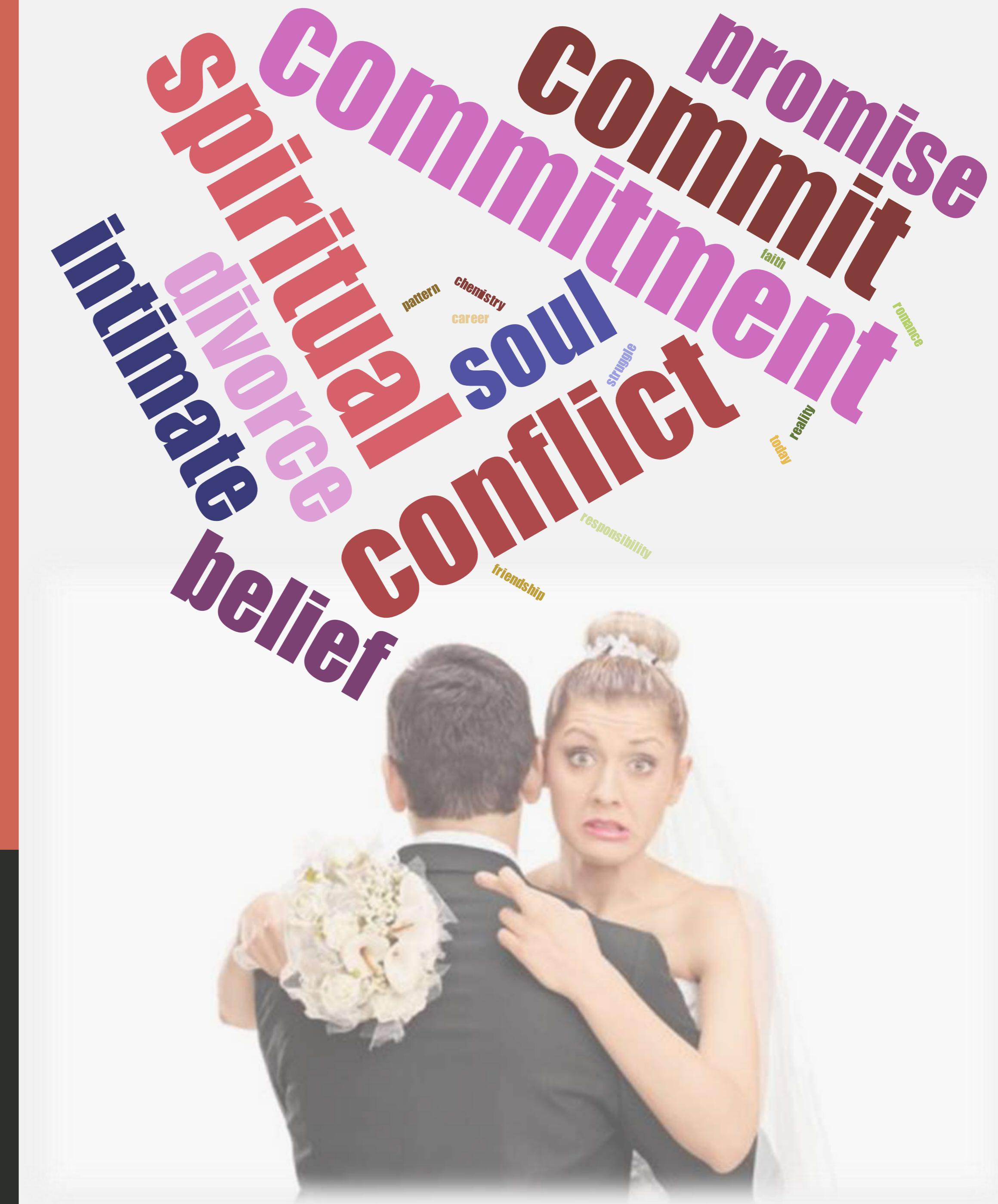
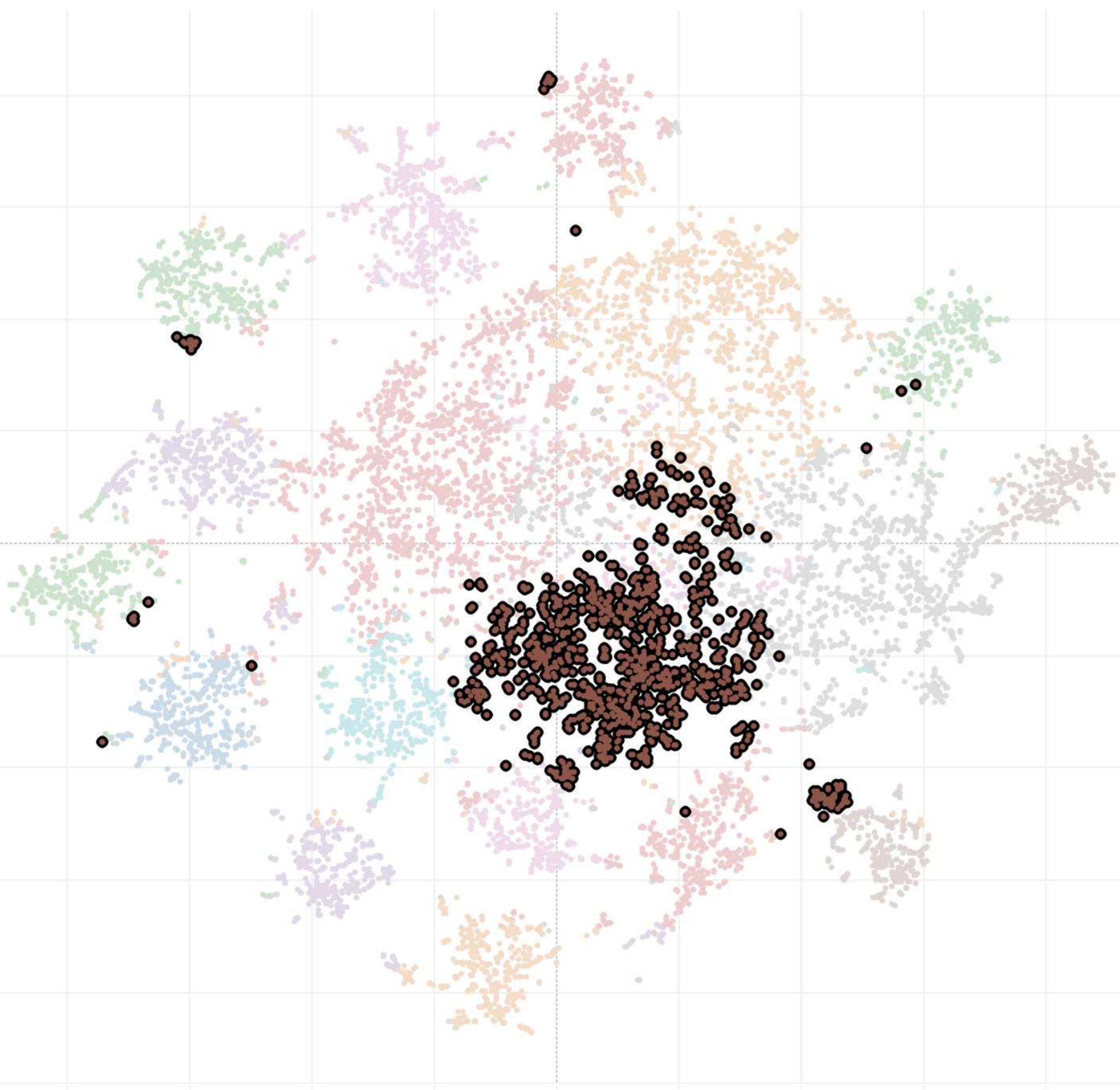


mechanics: “phases of dating”

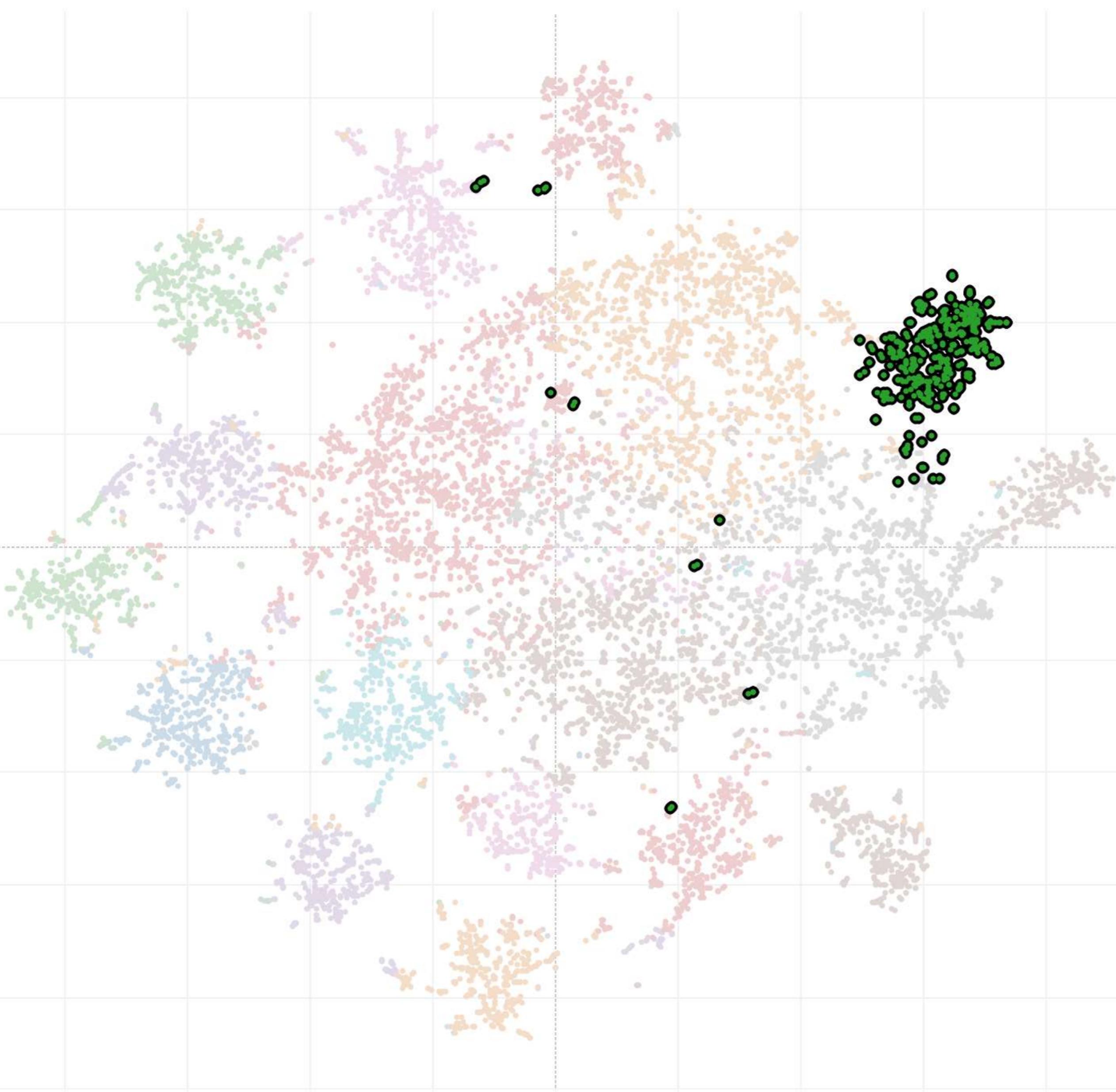


chemistry
pursue
exclusive
soul
stage
special
uncertainty
understanding
potential
discover
react
easily
eventually
uncertain
receive
assimile
pull
chemistry

mechanics: “long-term commitment”



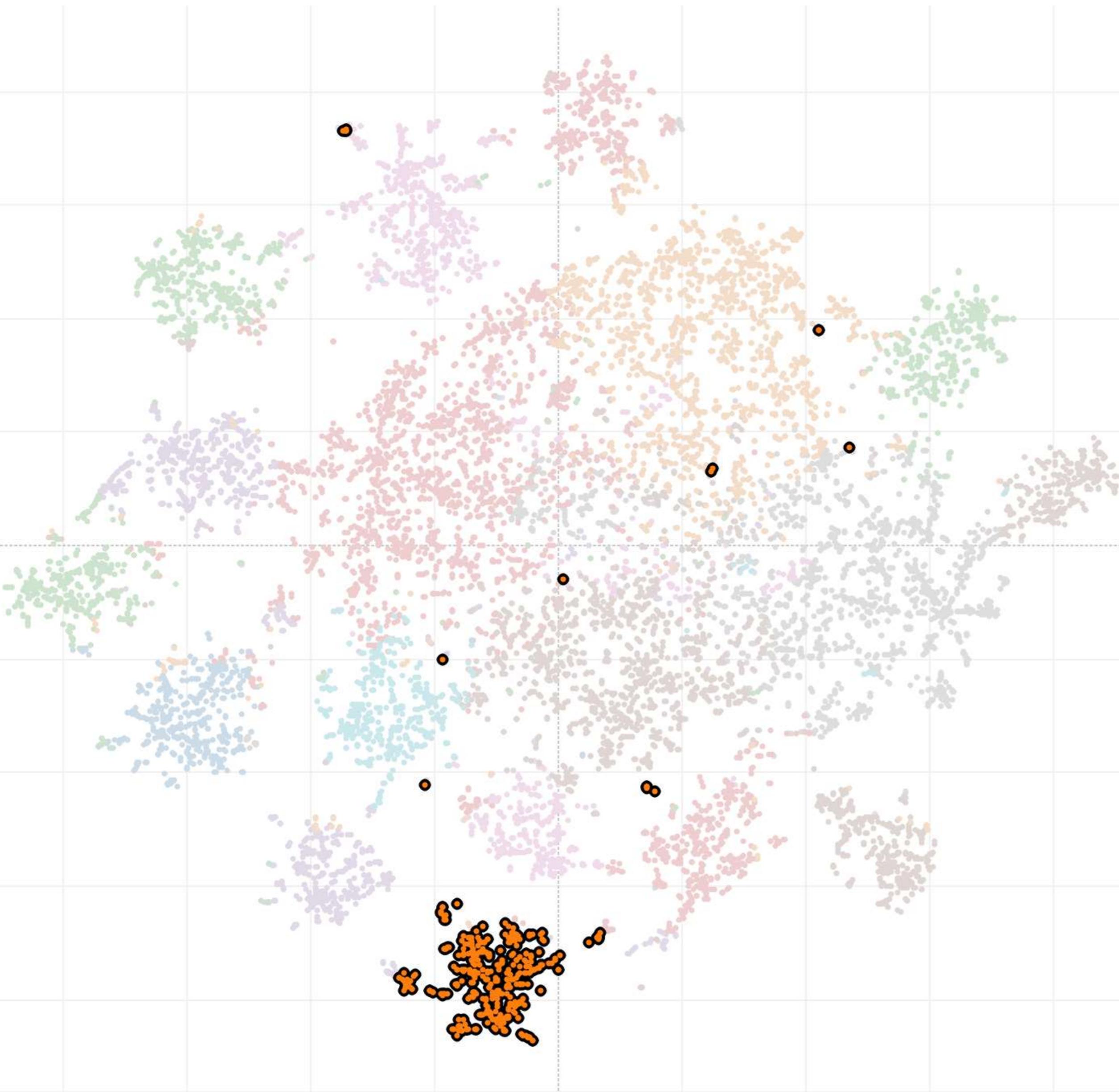
interactions: “behavioral psychology”



anxious
secure
adult
attachment
style system
closeness
avoidant

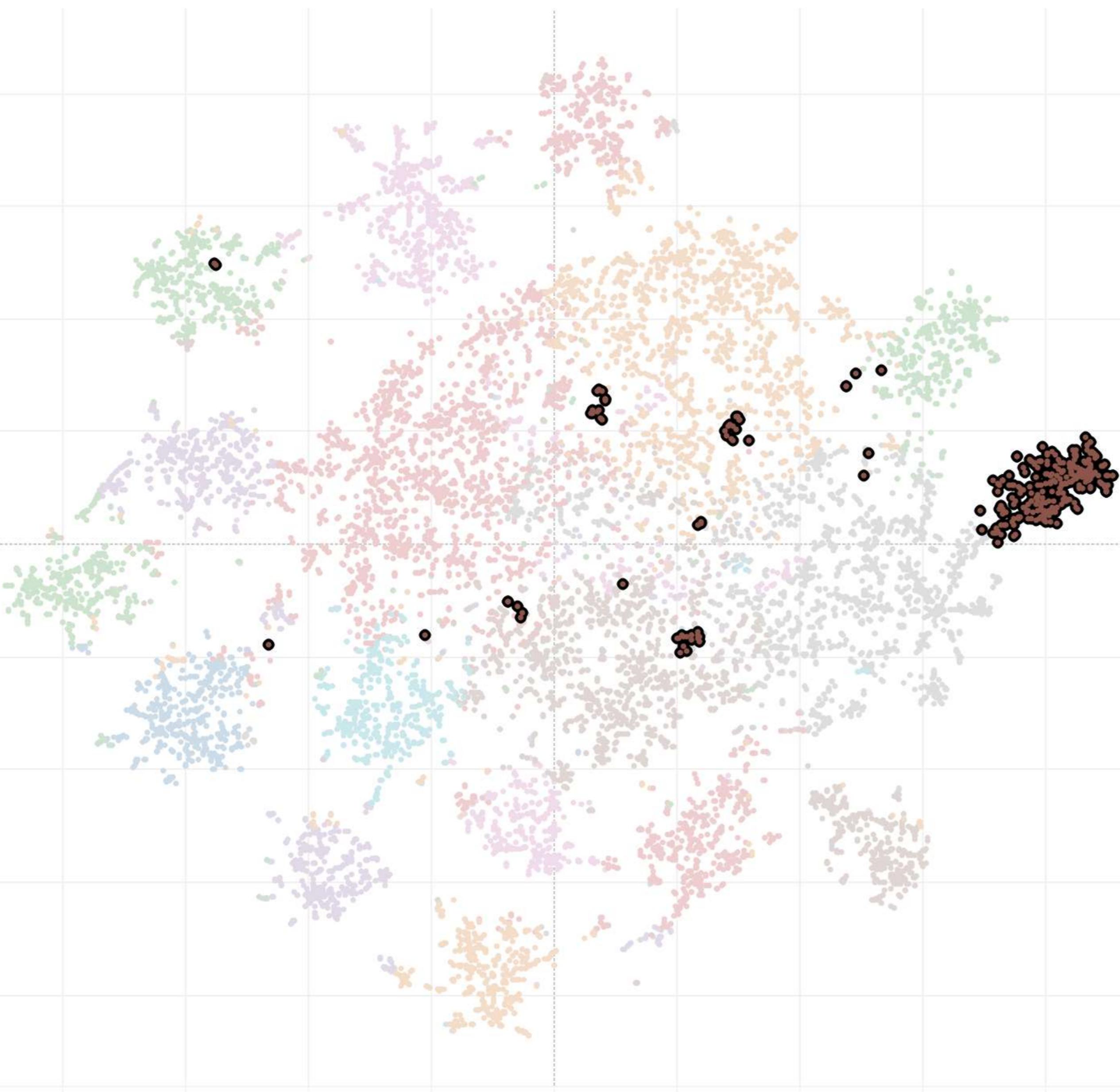


interactions: “communication styles”



statement
affirmation
communicate
language
tank
discover
dialect
primary
request
secondary
significant
empty
counseling
individual
expression
caregiver
voice

interactions: “personality types”



estrogen director explorer serotonin negotiator dopamine trait

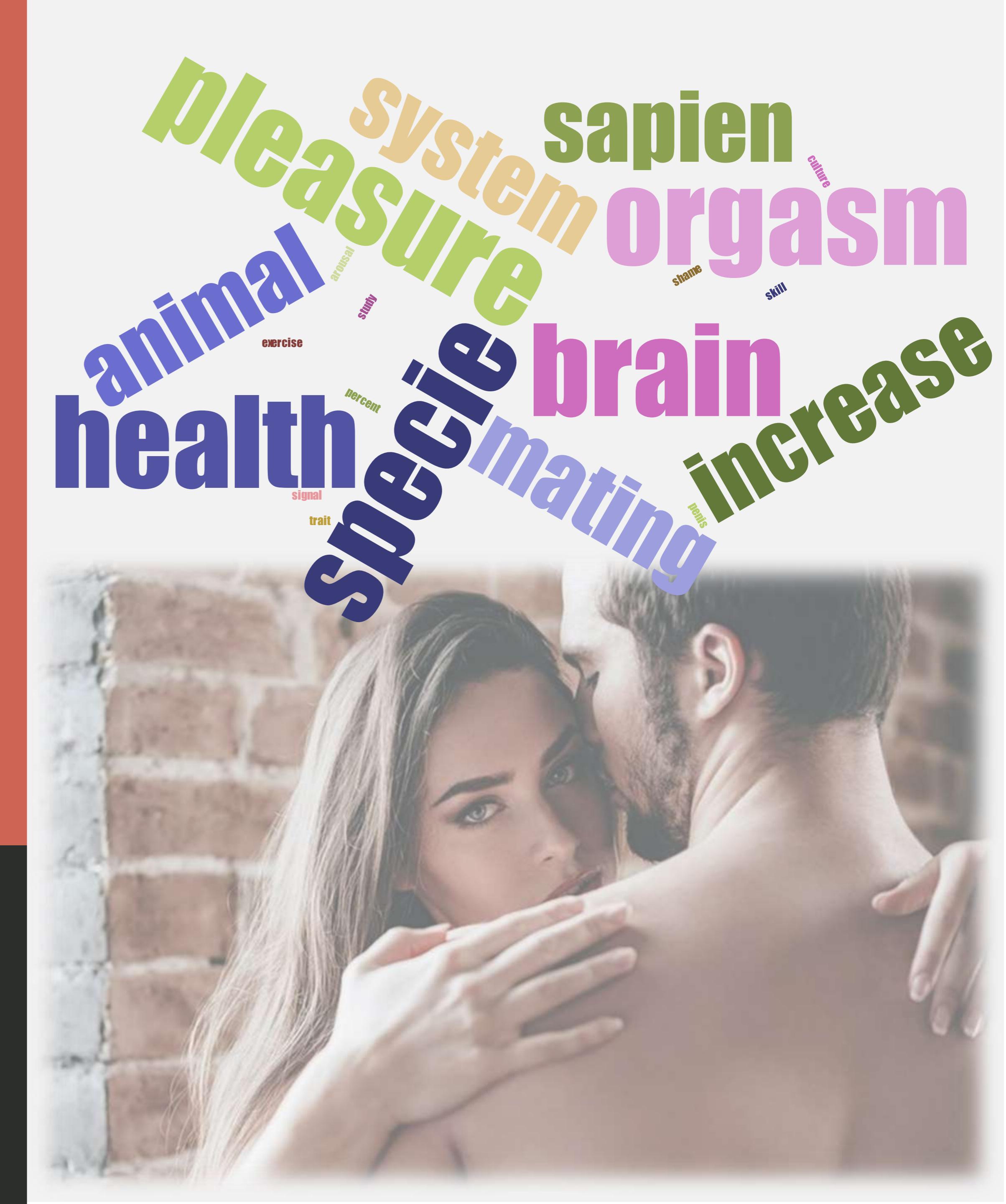
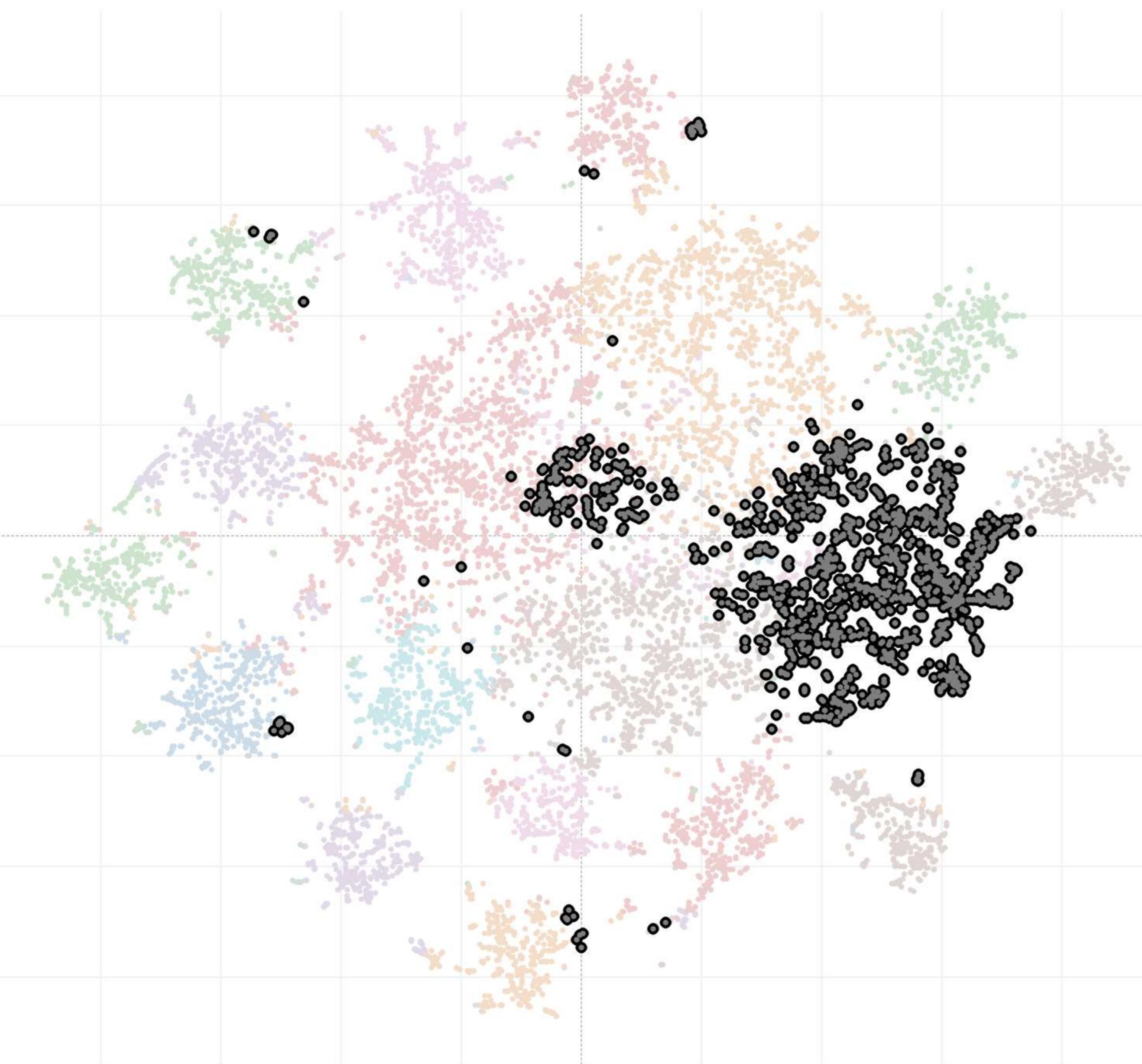
temperament match regard particularly

partnership activity associate statement

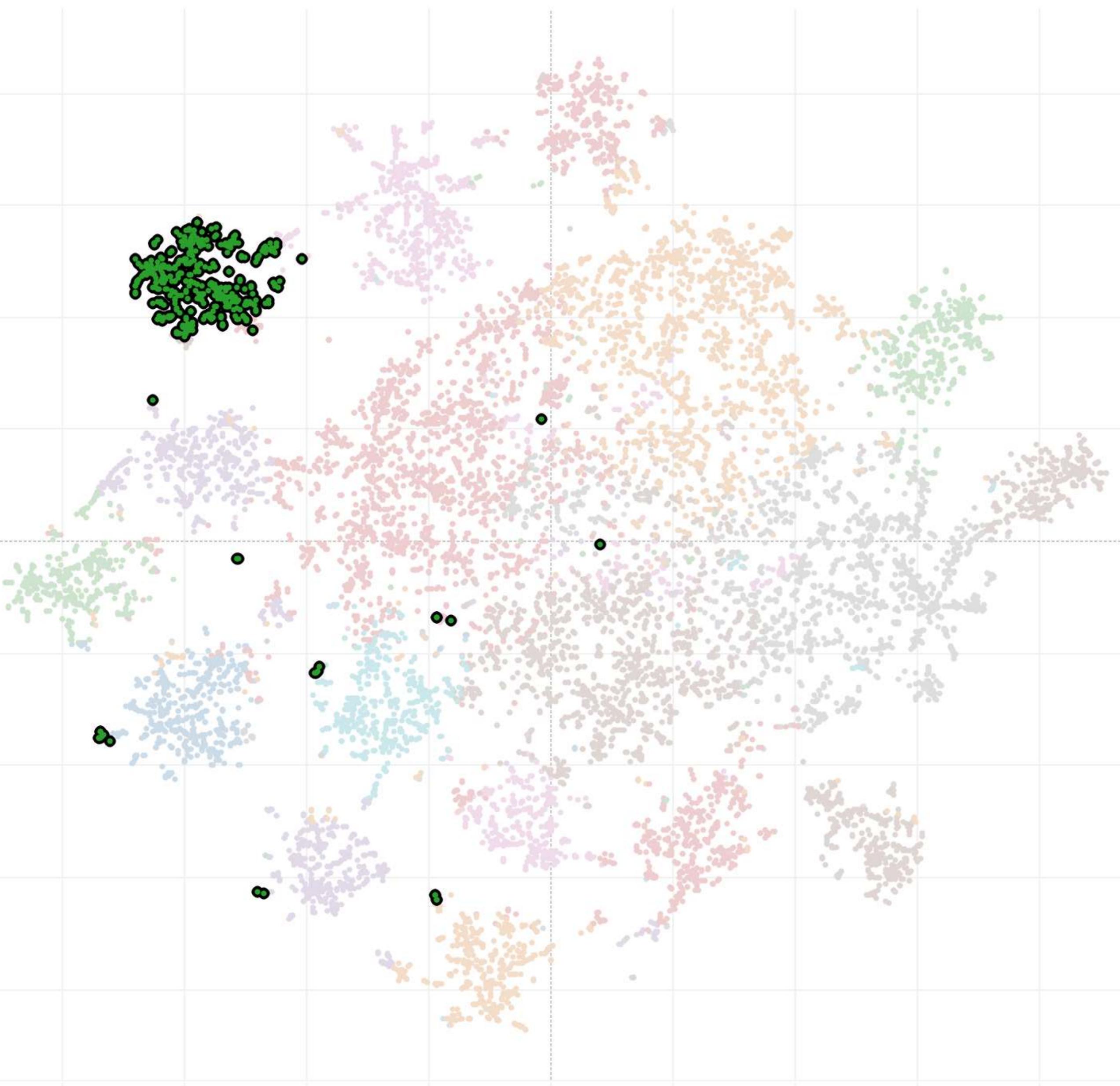
individual



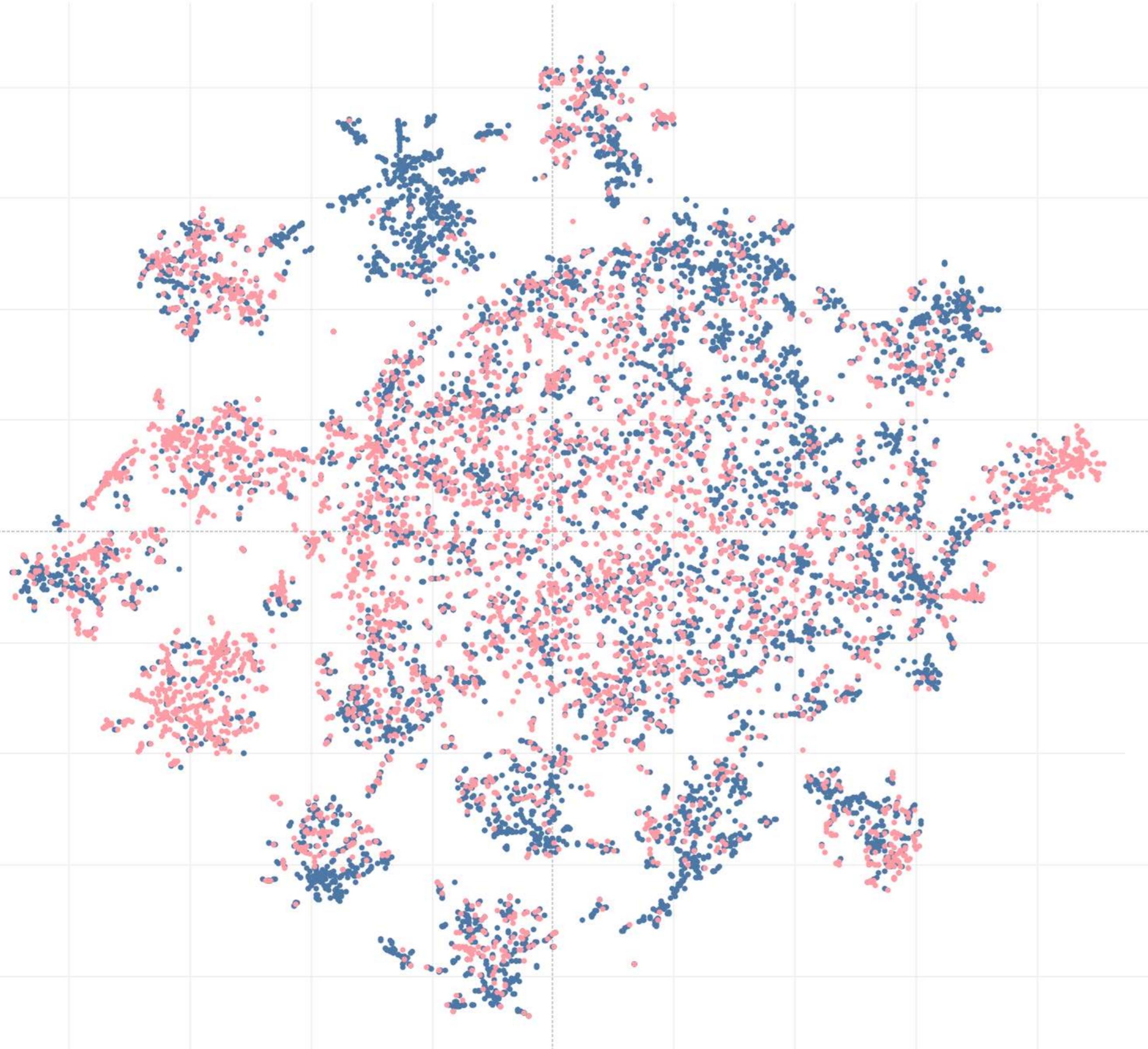
interactions: “primal instincts”



self-respect: “dreaming big”



Dating Books (Pages) Colored by Author Gender



Dating Books (Pages)

Colored by Target Audience

