



Analyzing Tweets About Online Dating: What's Love Got To Do With It?

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You've Got Options

- Online dating industry: ~2 billion a year
- Almost 4000 online dating sites/apps
- SeaCaptainDate, The Atlasphere (for Ayn Rand fans), TrekPassions, DateMyPet
- 33% of couples have met online; projected to be 70% by 2040

Sea Captain  *Date*



Which sites are the most popular?

- By market share, IAC is number one with Match.com, OkCupid, and Tinder. (27%)
- eHarmony (13%), Zoosk (5.1%)
- Spark Networks (JDate, ChristianMingle) 3.2%

eHarmony®



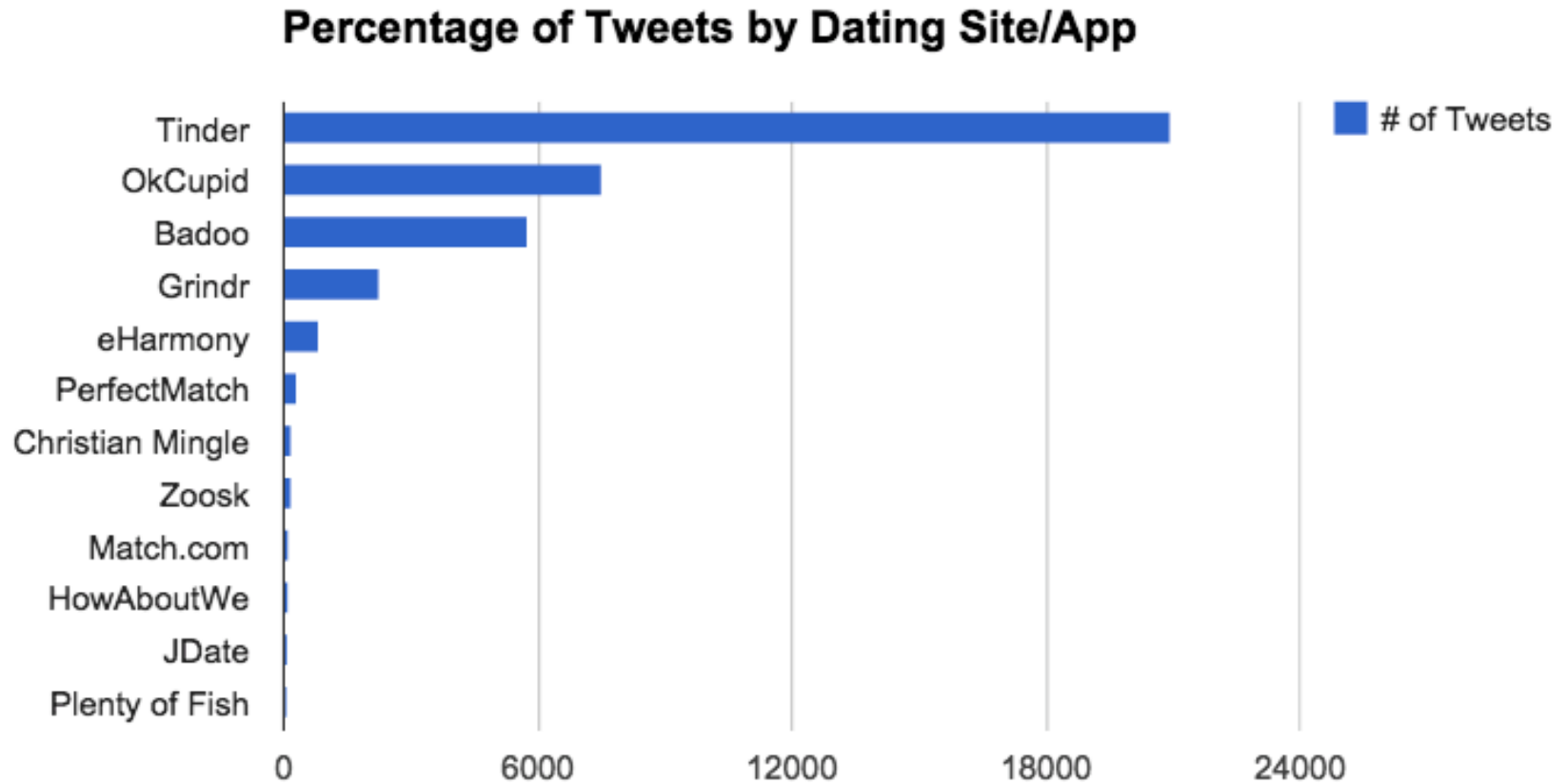
match.com® 

okcupid

Online Dating Sites

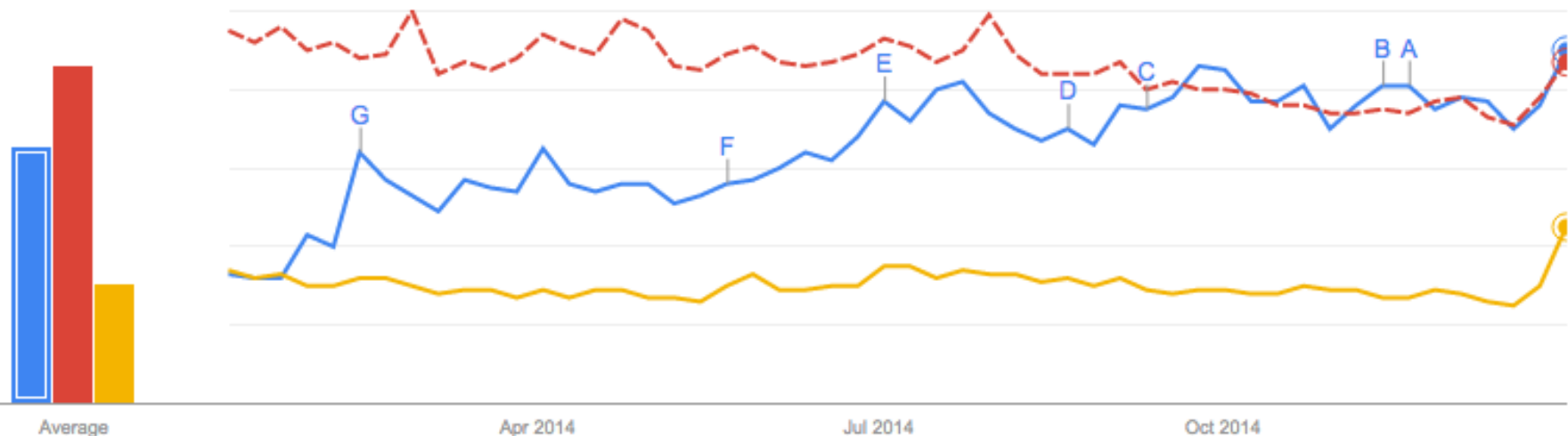
Dating Site	Claim
eHarmony	<p>“Our bold, scientific approach to matching means more quality dates with deeply compatible singles that truly understand you.”</p> <p>“patented Compatibility Matching System®”</p>
OkCupid	<p>“Our matching algorithm helps you find the right people.”</p> <p>“We use math to get you dates.”</p>
Chemistry.com	<p>“‘World-famous’ personality test that puts you into one of 4 categories (Director, builder, negotiator, explorer)”</p> <p>Ring finger > index finger: correlates with a personality that is more logical, decisive, and ambitious.</p>
Match.com	<p>“We create romantic opportunities so singles are more likely to find someone special.”</p>
InstantChemistry	<p>“Find out how genetics and psychology influence your relationship.”</p>
Whim	<p>“Go out on a date—tonight!”</p>

Most popular, according to Twitter..



Google Data Trends - 2014

- 2014 saw 'dating app' searches reach their highest point in history, while 'internet dating' decreased, having peaked in 2006. Romance was alive and well, with 'find girlfriend' searched 100x more than 'find boyfriend.' Despite the latest tech, we strive for the traditional, with searches for 'marriage' outpacing 'divorce.'



What are people saying?

- Do people Tweet differently about Tinder than eHarmony?
- Enter KNIME...



Getting the Tweets

GATHER TWEETS

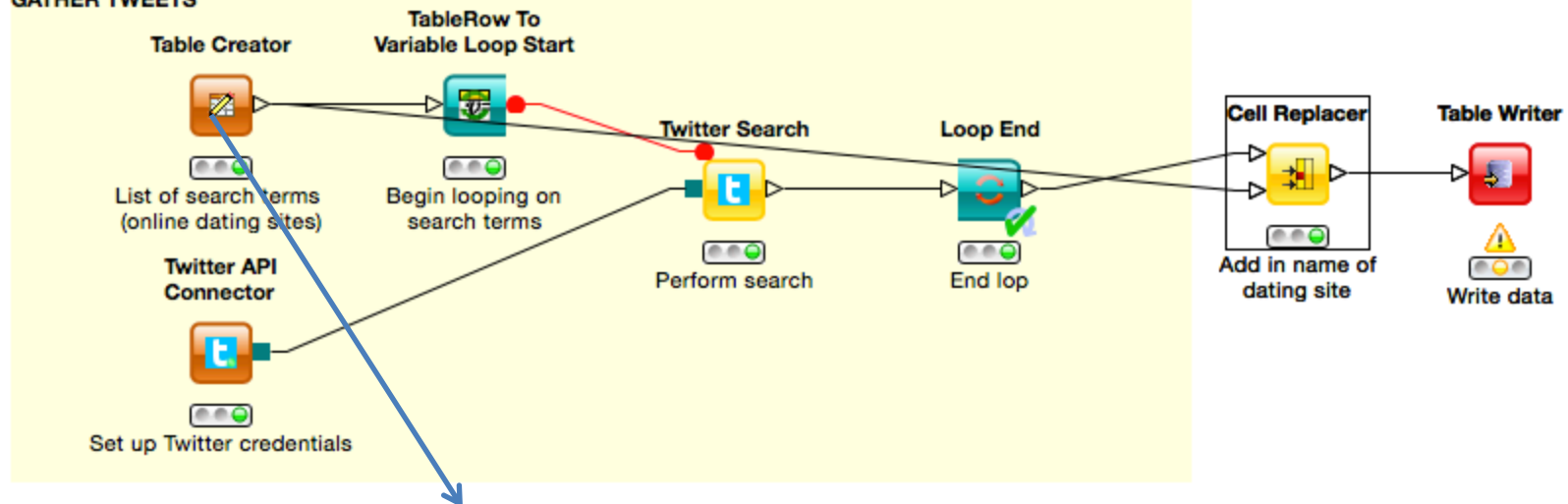
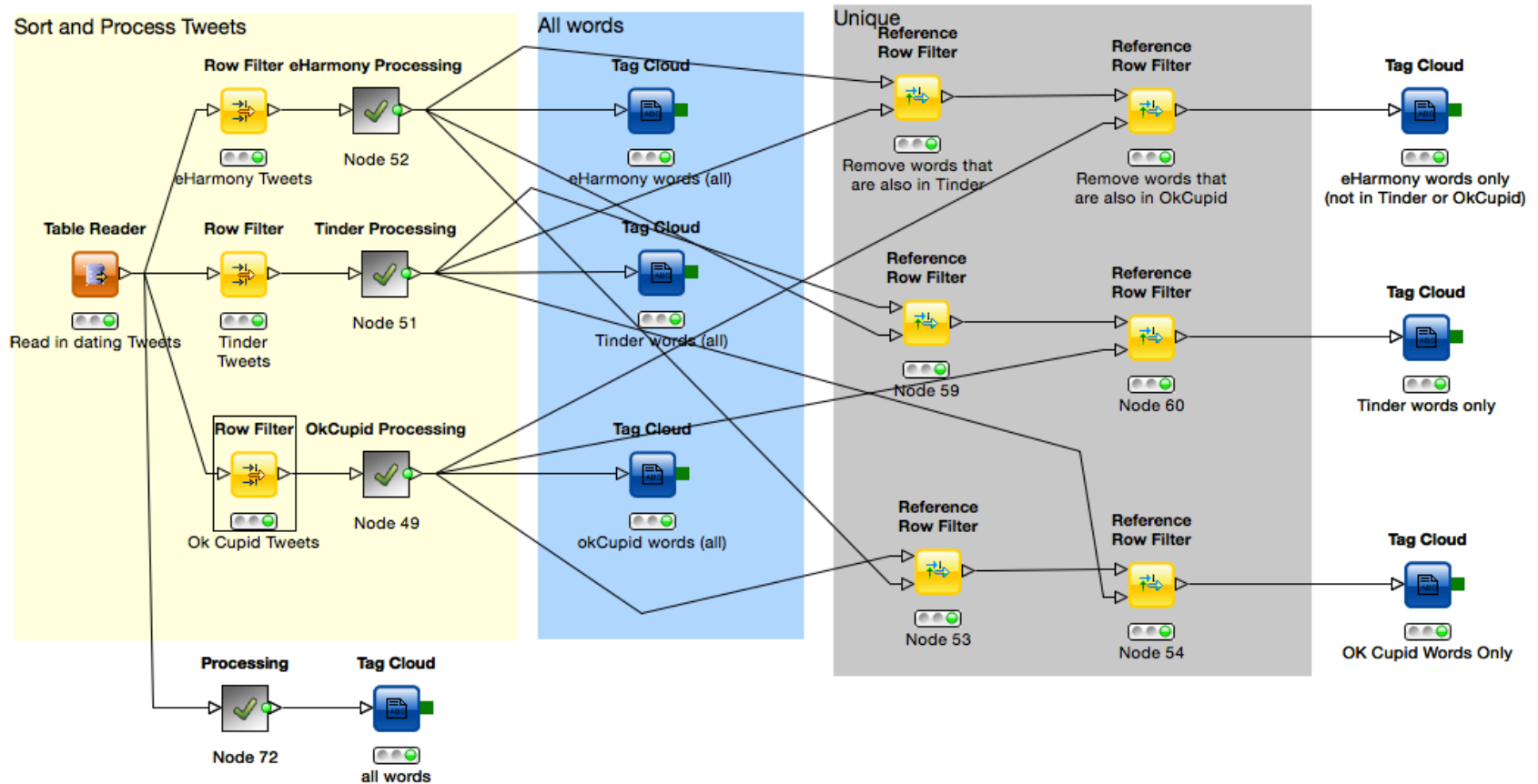
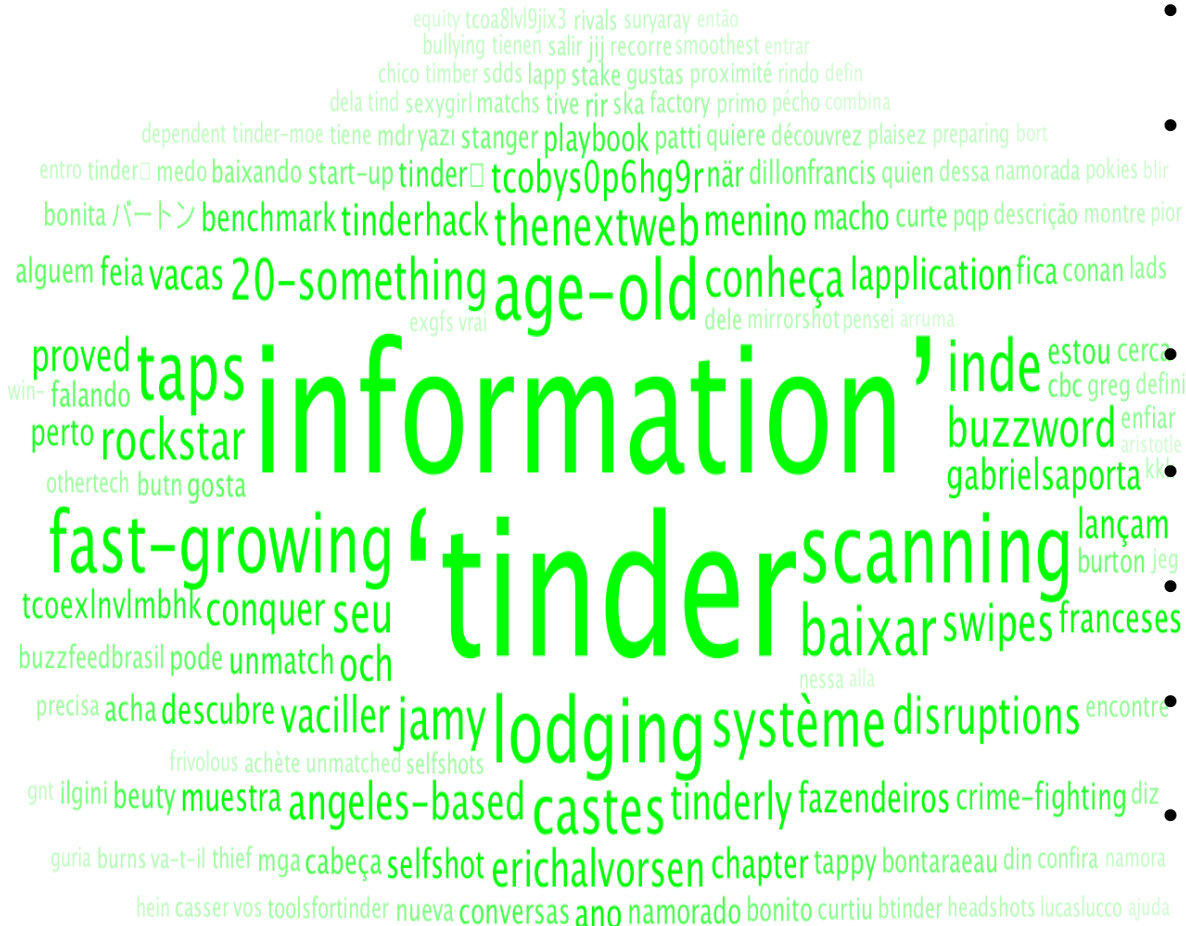


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Memory Policy			
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Row1	@tinder OR tinder	tinder	1
Row2	@eharmony OR eharmony OR eharmony.com	eharmony	2
Row3			
Row4			

Processing Workflows



Tinder– Unique Words



- Tinder for/of
 - scanning, lodging (Airbnb)
- Articles
 - Fast-growing, age-old, jamy, 20-something, taps, disruptions
- Tinder dating advice for men
 - Rockstar
- Tinder nomenclature
 - Swipes
- Tinder disruption in India
 - castes
- Tinder 3rd party
 - Tinderly: tired of swiping?
- Using Tinder for good
 - crime-fighting

eHarmony – Unique Words

12-month fedex romanticallyexecs fasho
12datesofxmas foreal amex softenaband rejectedrappernames equifax
abcnews fraud ancestry tco952swel4ve needa smothering recording eharmony's
administrative freakyfriday ausday2015 tcolf7ilarj3t openstack 3-month myth singleinthecity reader earn
greatlovedebate billboard tcox16xlj6l2w ourtimeorg durst rtj worldstarhphop momma ruthlesssh re-records dreamworks
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sebelum coordinator £100000 director stoners devops lohan questionnaire
allicattttr1zz lovefinder jobvite promo jobposting angular saver
eharmony5 finna shyraabaaby jobopening picsdaily crazy-important
trulytalana hears armed situs saraeckel infatuation mobility compton
survei tcoqxs0dguttp tcophuis1pelx tconxhc6wvpod
agenda15 hesjustniceee brookefalvey uberfacts
tcow3z5bibslc spurned nigerian disappearing elevated warren lindsay freebies
agnes 'i'm ilanaangel charged associate clark chasegoehring oracle wanita eminem constable complaints
alexis hump dupe asf unlovable jobposti discounts baggage dba menguntit denies chase mrmatchmaker eharmony-style
avid ion elves ashton accountant mfs persen eharmonyau camel captive jobpost dcmatchmaking madievans96
ilu kingseandon franny cashback australian day ornaandmatthew scotch canberra jobopen datingadvicecom kazaston opticonadshot
bobbypetty2014 lovenemani guard codes cancelled briaidris hadoop cyrvh june nomoredon8 chevron
calum milfmonday htownzoutlaw713 communicating guykawasaki cruise jobvit nerves caprinatreece

- Lots of usernames
 - shyraabaaby
- eHarmony is hiring
 - jobopening, jobvite, director, jobposting
- Promotionals
 - promo, lovefinder
- eHarmony founder
 - neil, clark, warren
- Articles
 - tone-deaf, disappearing, stoners, swindled
- Snark
 - baggage

OkCupid– Unique Words

artiequitter nknkk analysis
avflox nokcupid scammers letters
boing okcupidpoftinder tcbomb6hg25tw deactivating rpolymory imgur
onlinedatingsucks tcocbsx1ycftp elodieunderglass "how creepers roughly iama
chobitcoin tcoeu5uhyvpc6 howardstern aibou asexual unicorn commodification rochlatsinsky houzeme
tcogonxdt1ad6 indiv alexandra blunders rstandup 212 unfortunatalie awesom revelations hil
insanityreport comet creeper timeideas dealbreaker kianiiman 20sm thegreenroomnws require
datascience enjoyable acquaintance kenco kierongillen sapiosexual interacting 100wpmgate hiking
circle commitophobe museum tcoj4lwu4hyyi oktrends disabled dcnlive fastcompany techland
genders okcupiders come-back thecurvature outscams flakes dater cofounder cani tcoobefafvpjk
smexytime critique ursulavernon ...not brilliantlycreatively separated christianrudder
clown tcoyyzevesxuw expertly scammer bobrinskoy delivers cartoon
critique zipcar iss comedian's he's... 'human "couples juggalos byefelipe
enemy dataclysm accuses rokcupid schooled yagan poison
tinderokcupid abbyjean rudder thewomanfromitaly donts
ipa faded wired orientation naufragous takedown okstupid pupsnugs jaclynxhyde 'lie'
fastcodesign dateme globalleaders 937 cyborg twats tuiteiros dickinson's unicef wheelhouse anime
mean... joshane individu enemies insecurity jerky curtos advic sophcw visited alon tcofdk8cbqvvg
notsolatenyc koi kokoro gates jobarrow rgonewildstories outstanding peterhollens adellewaldman
tcoins7p0fsxz ok-cupid mod nuclear male-23 kinkier okcupidslut wri samyagan the2scoops
tcoibtfdphto okcupid's moderator occur okcupidfail rtheredpill rdating tcorv7xmzlpib tcot6xjezzl8c
tcokxammghmnf perezhilton non-frustrating okcupyd owning tcoqi837jokw8 tcosrfn7zdvhv
context pansexual tcolsazrsyb2h rachelmillman notokcupid shufflejoy tcorq9wenjumr queenmerbabe
everyone's percent tcooejmrdr5g rejoined tcooyhs3nsdah punk hell-is-okcupid
ftm props tcoovukqqom4q protip headphones

- Reddit
 - rokcupid
- Comedian pranking
 - scammer, takedown, expertly
- Women types fast
 - schooled, accuses, brilliantly
- Dissatisfied customers
 - okstupid
- New book by founder
 - rudder, dataclysm
- Future of dating
 - Cyborg
- Founder
 - Yagan
- Blog
 - OkTrends

2016 Update: Unique Words

eHarmony: Obama, Kaepernick

*EHARMONY: Obama LOVES Kaepernick! The Cops ... eh ...
Not So Much*

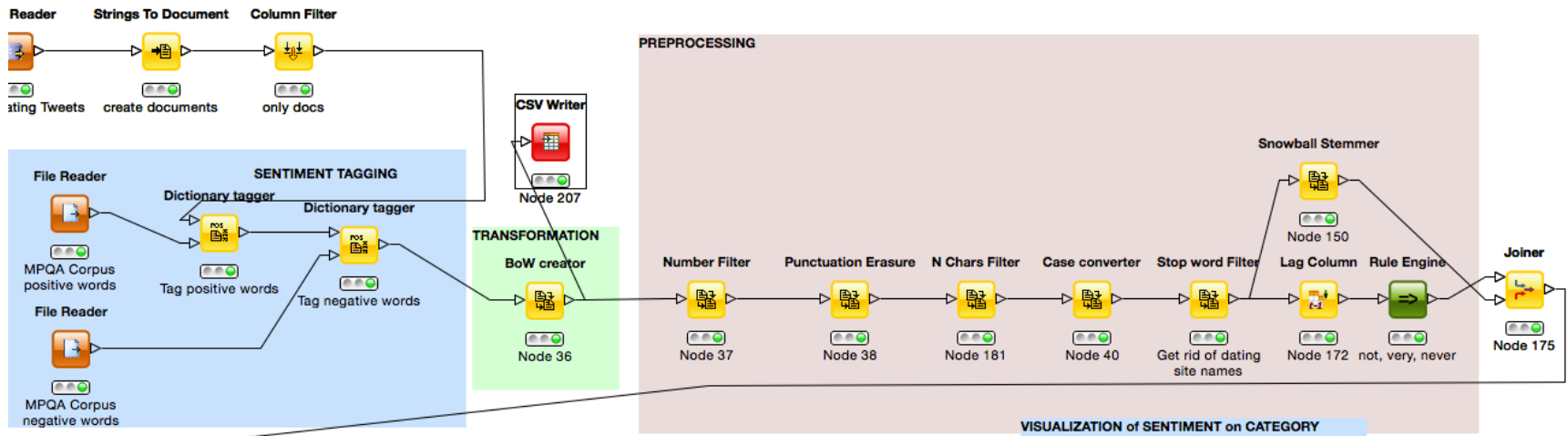
Tinder: electricity, epic, bill, offer

*Epic Tinder Fail! Girl Offers Sex In Exchange For Money To
Pay Her Electricity Bill*

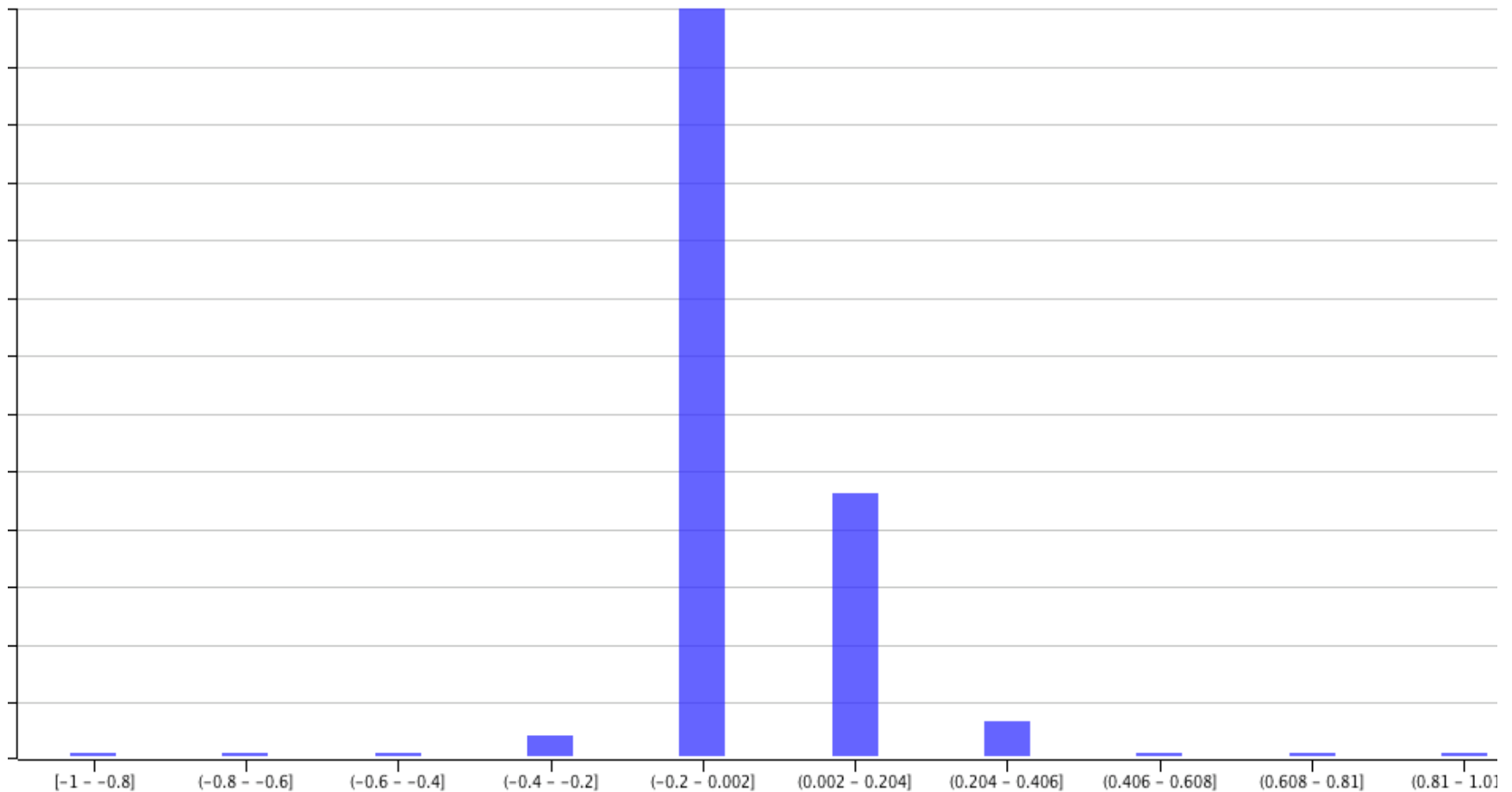
OkCupid: DatingApps, DatingAdvice, Fall

*Want To Fall In Love With Where You Live? Avenue Promises
To Be OkCupid For Property*

Sentiment Workflows



Sentiment Analysis - Tinder



Slightly positive overall: most between 0.0 & 0.2

Sentiment Analysis – Tag Clouds

Tinder

duck
beauti fat avoid
benefici forget least entertain attract
bold frantic littl weird lead desper allow
bore friend mean welcom sure vintag interest death abc desper lone secur import happi honestli real incredibli
mistak white upgrad **aggress** ridicul unrealist humo stern lose spirit learn help **too** feat great readi idol advic
move wish well **better** love **too** pro troubl human
opportun witti will **free** like swi pe need top
perfect wonder cheap **ye** right might thank hot
fun problem faith down **just** spot hope sweet holi
busi graft real funni low gold suggest help dead

eHarmony

blame kind bad
block laugh right joke back
close littl romant hurt reward jealou allow
desper lone secur import happi honestli real incredibli
suffer mind mean **just** try swear even childish hot
lost origin nice open **like** good love crazi hec
support person reason **like** need bitch basic prou
fine mad sure pretti will want better top argu promis
free miss tire sorri low thank wrong pride harmoni
friend natur true special wish plenti gold accept
stand pleas aame

OkCupid

down
annoi dragon iron divorc
avoid elimin irrit sad interest disturb
awesom embarrass joke scare block right inspir disappoint
extrem kid sexi definit person better reward impossibli cute
fight learn spite enjoi pleas **weird** obvious best reckless import
least spot fat poison will **just** want might apt readi
light storm favorit real **like** mean wrong pretti imaginari
free serious friend **try** worst long wow
menac stupid geniu sorri **like** well live white prepar
mess success heart straight **too** love littl weed perfect horribli
flatter mind suppos honestli good hot war open holi content
back game mistak terrifi hope true odd help confus

Sentiment Analysis – Most Negative

adder bent crazy just strong not not close bad
bitter danger kill stranger damn spot fraud chill awkward
blame dark lame strike devil attack broke sorri forget bug aw
littl syndrom drunk crush scari thumb bar ruthless fat brutal
long dumb desper weird fun death stupid anxiety fake
depressingli mad terribl even shiver annoy right endless
mean fail hard down weak swipe worst
mess terror freak hate game serious useless repuls
disast moon toxic panic hell too laugh seriou unfortun refus
diseas murder try picki garbag scare unattract passiv emot
aggress bore dread need ugh ridicul ugly obvious ego breakdown

- Positive & Negative
 - Fun
- Why negative?
 - Laugh
- Scary stuff
 - Attack, scary, death, panic, devil
- Negative
 - Hate, weird, stupid, desperate
- Misc
 - Garbage, fraud, freak, drunk
- Dating sites
 - Swipe, crush

Sentiment Analysis – Most Positive

bless
care hail basic
catchi heart success goddamn
confid honestli sure okai strong genuin
hope swipe pro right joke star friendli
terrifi talent free back better interest
well top live like love thank amaz hot
want friend funnihilari good

- Funni
- Love
- Back
- Right (right swiping!)
- Okay
- Better
- Hilarious
- Friend
- Success
- Amazing
- Hot
- Strong
- Genuine
- Care
- Hope

What about love?

- 3rd most common word for eHarmony
- 7th for Tinder
- 20th for OkCupid
- Google Trends 2014: 'love' was most searched in English, fending off the Spanish 'amor' and the Malaysian 'cinta.'





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