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
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%
## Online Dating Sites

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

Table Creator

TableRow To Variable Loop Start

Twitter Search

Loop End

Cell Replacer

Table Writer

List of search terms (online dating sites)

Begin looping on search terms

Perform search

Add in name of dating site

Set up Twitter credentials

Write data

Twitter API Connector

End loop

Input line:

<table>
<thead>
<tr>
<th>Row</th>
<th>column1</th>
<th>column2</th>
<th>column3</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>@okcupid OR okcupid OR &quot;ok cupid&quot;</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>@tinder OR tinder</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>@eharmony OR eharmony OR eharmony.com</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Processing Workflows

Sort and Process Tweets
- Row Filter eHarmony Processing
- Row Filter Tinder Processing
- Row Filter OkCupid Processing

Table Reader
- Read in dating Tweets

All words
- eHarmony words (all)
- Tinder words (all)
- okCupid words (all)

Unique
- Remove words that are also in Tinder
- Remove words that are also in OkCupid

Tag Cloud
- eHarmony words only (not in Tinder or OkCupid)
- Tinder words only
- OK Cupid Words Only
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

- 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

- Reddit
  - rokcupid
- Comedian pranking
  - scammer, takedown, expertly
- Women types fast
  - schooled, accuses, brilliantly
- Dissatisfied customers
  - okstupid
- New book by founder
  - rudder, dataclsym
- 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
- back
- beauti
- fat
- avoid
- benefici
- forget
- least
- entertain
- attract
- bold
- frantic
- littl
- weird
- lead
- desper
- allow
- bore
- friend
- mean
- welcom
- sure
- vintag
- interest
- death
- ab
- desper
- lone
- secur
- import
- happi
- honestli
- real
- incredibili
- mistak
- white
- upgrad
- ridicul
- unrealist
- humoetern
- lose
- spirit
- learn
- help
- too
- feat
- great
- readi
- idol
- advice
- move
- wish
- well
- too
- pro
- troubl
- human
- opportun
- witti
- will
- free
- like
- swipe
- need
- top
- perfect
- wonder
- cheap
- fun
- problem
- faith
- down
- 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
- lost
- origin
- nice
- open
- like
- good
- love
- crazi
- heal
- support
- person
- reason
- will
- 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
- game

OkCupid
- annoy
- dragon
- iron
- divorc
- avoid
- elimin
- irrit
- sad
- interest
- disturb
- awesom
- embarrass
- joke
- scare
- block
- right
- inspir
- disappoint
- extrem
- kid
- sexi
- definit
- person
- better
- reward
- impossibi
- cute
- fight
- learn
- spite
- enjo
- pleas
- weird
- least
- spot
- fat
- poison
- will
- light
- storm
- favorit
- real
- free
- serious
- friend
- just
- want
- might
- apt
- readi
- mean
- wrong
- pretti
- imaginari
- just
- like
- try
- worst
- long
- wow
- menac
- stupid
- geniu
- sorri
- 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

- 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

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

bless
care hail basic
catchi heart success goddamn
confid honestly sure okai strong genuine
hope swipe pro right joke star friendly
terrifi talent free back better interest
well top live like love thank amaz hot
want friend funni hilari good
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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