Latoya Hill
DTC 356
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Washington State University
Latoya.Hill@wsu.edu

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Mike Edwards, Ph.D.
English Department
Washington State University
Avery Hall 341

Dear Professor Edwards,

This project, "*Racial Bias and Preferences in Online Dating*", represents months of hard work under your guidance, and shows what I have learned in your course. I believe that I have completed the course, and the lessons that you have taught me will follow me through my life.

My project is something that I have an interest in, because it combines technology, social, and racial aspects. I have chosen to decode the mysteries surrounding impulses and their effects on social behaviors. Both my partner and I have been personally affected by these types of social interactions, in personal and professional dealings.

It was particularly exciting being able to discover how data is flowing freely across all information gateways. This includes dating sites, messaging and other collaboration systems. We are currently living in a data driven society in which we can access everything from almost everywhere. I hope you'll see that the data we've collected help expose some of the encoded desires of online dating users.

I am eager to show you the data collected, as well as knowledge gained from this project. Please review the attached papers for a detailed account of my findings. Thank you for your time and consideration.

Sincerely,

Latoya Hill

Racial Bias and Preferences in Online Dating

By
Toya Hill

Introduction

They say there are a plenty of fish in the sea, but I hypothesize that birds of a feather tend to flock together. I would like to suggest that there is a hint of racism when it comes to online dating and that users of these sites tend to favor those of whom are like them and not just within various races and ethnicities. Democrats, pet lovers, Christians, baby boomers, Divorces, billionaires, etcetera. What drives us toward one preference or another when it comes to meeting new people? Is it our own desire from within? Is it being molded by societal pressure, or is it just convenient to our situation at the moment? What is a man looking for when he goes on a dating site? What draws him to one profile over another? Does he prefer familiarity, or new experiences? We want to examine how people interact, what they expect of each other. We hope that the conclusions from this project will help to understand interpersonal interactions when dealing with others online.

Another question will be the broader impact of putting our personal lives on the web. When we become a data point ourselves, how can we be affected by the world we are connected to? We need to use data to improve our lives, but our lives become someone else's data. If everyone uses the optimal methods to complete any tasks, then that becomes the standard and we seek new ways to optimize our lives. We hope to determine the trends that arise from the clashing of our base desires and our best technologies. The psychological effect that every detail has on the user is a factor in their decisions, and we can determine the outcome based on these results.

Preferences are driven by a number of factors. We want someone who will fit our image of attractiveness, of being interesting, of being a good person. We all have different standards for these metrics, so we all prefer different people *(Essig 2010)*. Our history and the people already around us can be some of the biggest factors in who we choose to interact with in the future, because we are a social species and we want the approval of a group that we want to be a part of. The image we create in our mind of the ideal partner is shaped by all of these external forces, and when we encounter someone who fits the mold, it evokes a strong reaction.

This research project seeks to explore the differences in popularity between different types of users on social dating websites. What effect does race, body type, and Eurocentric attractiveness have on a number of contacts? These questions can explain what we end up deciding when we are choosing others to socialize with, work with, and date. We wanted to explore what factors drew more people towards one type of person versus another, and our project is focused on dating sites, as a sample of the larger patterns of social interaction in our

society. We decided this because these types of sites are purely devoted to meeting people, and the users are the most motivated to make a connection *(Webb 2014).* Our testable hypothesis is that profiles that conform to traditional beauty standards will attract more attention. A null hypothesis will be if profiles with non-Eurocentric standard of beauty receive more attention. We can discover the relationship between the phenomena by counting the amount of social contact each fake profile receives. The sheer number of data points will be our knowledge base, along with anecdotes from those involved.

"When British media needed to pore through tens of thousands of pages of Parliamentarians' expense reports, they "crowd-sourced" it, engaging thousands of people rather than relying on a handful of experts. It turns out that, with a big enough population engaged, sufficient width can be its own type of depth." -Weinberger, Too Big to Know

We hypothesis that the traditional eurocentric standards of beauty will attract more Pullman men, the majority of which will be white Washington state residents. However, women will be attracted to a variety of different people. We believed that attraction is based off of experiences and familiarity, and that the overwhelming result will be exactly what we would expect. We hoped to gain new insight into the way that everyone communicates and analyzes each other, not just in the dating world, but in the workplace, at home, at every place we socialize. The way that we react when we see another person can often tell us more about ourselves than that person. When we can understand how the world sees us, we can see the world in a new light.

This topic of race is something that resonates deep within me as I myself am a person of color. The talk of enslavement towards minorities has been impounded into every student's head since grade 1, yet minorities still get categorically discriminated against to this day. Especially on dating sites. I will be honest and admit that as a biracial female, I've had many requests from men on dating sites. Mostly caucasian men. However, as a biracially mixed bi-sexual, my quest for dating someone the same gender as me has often failed. Perhaps it's because of the low percentage of LGBTQ in Pullman. Or perhaps gay women find it difficult to scale the barriers of race. What I have experienced through online dating however, is that apps such as Tinder allow users to discriminate freely without the guilt associated with rejections. It can be very daunting trying to confront a glass wall everyday. Perhaps not in an overtly bigoted and hateful way, but in more of a deficit of a doubt way. My experiences in life have taught me how racism is still a problem in our society. It can also be a problem to many other underlying problems. It is entrenched within our systems and culture and will take a great deal of effort to undo. The good news however, is that it is all learned behavior and can be unlearned, however in order for society to unlearn something, we have to acknowledge it first.

When we see someone, we make a series of snap judgements. This is true for any object. The majority of our brain is dedicated to identification of information from our eyes. We identify food, friends, danger or partners in a heartbeat, and react accordingly. Identifying a person who is a human, but a starkly unfamiliar human, such as someone of a different race, is

momentarily jarring to our survival instinct. For the vast majority of our history, seeing a person from a different tribe meant being ready for a fight. And though most of us don't worry about tribal wars in our day to day lives, people are still wary of strangers.

The significance of this project reaches beyond just the activities of online dating. The behaviors that we examine here reveal deeper understandings of how we perceive others. We don't expect the information we collect to change the behaviors in online dating, since people are driven by their preferences, and even if they understand racial bias, it will still affect their choices. Instead, we hope to highlight the way that first impressions and racial preferences affect people of all races in everyday life.

Research Review

Essig, Todd, PhD. *"From Screen to Fantasy and Back: What People Really Do at Online Dating Sites."* Psychology Today. N.p., 3 Nov. 2010. Web. 3 Oct. 2016.

   This article deals with the realities of online dating and managing our expectations. Essig uses several approaches in examining how a user is drawn towards another user. He writes with how dating sites use our psychology to engage us in a way that forms a mild addiction. Some of the subjects he writes about are some of the same topics that we are dealing with today, mainly the aspects of first impressions and desirability. To truly understand the subject, a critical look at the work is required.

   "Understanding—and even helping people use—online dating sites requires us to remember that people are complicated and conflicted. They are not just rational actors shopping for relationships. " -Essig, Psychology Today

   To paraphrase, he is saying that we are not planning and making decisions when we are meeting people. We are governed by our impulses and experiences. Our society is saturated with online services. From Google to Facebook to Wikipedia, we are highly dependent on connected, socially driven information platforms. We instantly can access databases of knowledge, whether it is about events, news or people. So it only makes sense that our personal lives can be aided by similar services, such as online dating. We are always striving to optimize our experience, and in a busy world it makes sense to make connections at the new speed.

Meissner, Christian A., and John C. Brigham. *Thirty Years of Investigating the Own-race Bias in Memory for Faces: A Meta-analytic Review*. America Psychological Association, 01 Jan. 2001. Web. 07 Oct. 2016.

   We wanted a source on familiarity and racial bias that dealt mainly with how we perceive members of our own race versus members of a different race. Meissner and Brigham spend time dealing with the issue of how our minds interpret the faces of those around us. In most situations, we quickly think past the racist thoughts and get on with the social interaction. But in a world where snap judgements guide our actions, such as online dating, those moments can have a heavy influence. Dating sites, especially stripped down versions such as Tinder, encourage a user to make a decision based on a short glance at a picture and an impulse. These decisions are affected by preferences, and those shaped by inherited behaviors and experiences.

   Racism is deep rooted in the minds of everyone. We naturally judge others on first sight, to see if they are a threat, if they are friendly, helpful, and intelligent, or if they are dangerous, untrustworthy and short sighted. We make these snap judgements based on comparing what we see to our preconceptions about the groups of people that we've experienced in our lives.

We rely on these observations especially in the preference heavy environment of online dating. It is purely a place to judge people based off of a quick impression.

Webb, Amy. Data, a Love Story: How I Cracked the Online Dating Code to Meet My Match. New York: Plume, 2014. Print.

Webb has investigated much of the same material as we are researching, however with a more personal interest. She has several analyses on the way that dating sites are used by the users, and they are useful in determining methods for data gathering. For example, when it comes to writing a profile, Amy webb suggests to "write less and keep it general." That shorter profile correlate to popularity. Lay out just enough detail to peak someone's interest as opposed to laying out your preferences and personality. The more specific you are on your profile, the more you increase your chances of turning a potential partner off. This may seem counterintuitive to others, but I feel this goes hand in hand with my hypothesis. That we make snap judgements on those mostly based on looks and that online dating users in turn may have racial biases towards other users.

Now, he may not be much of a reliable source, but this just shows that even our own president reinforces negative stereotypes and racist non-sense without any consequences, "When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you. They're sending people that have lots of problems and they're bringing those problems with us. They're bringing drugs. They're bringing crimes. They're rapists. And some I assume are good people." -Donald Trump.

Methods

First of all, we wanted to establish a certain context for the world of online dating before examining these specific trends. In order to compare one interaction to another, it was important to establish a baseline threshold for what people wanted. We created a survey to gauge the way that users interact with online dating sites. Our results have been recorded into a Google Doc, and transferred between partners. There were a series of questions pertaining to race, love, and usage patterns of social dating sites. Our goal here was to get some context for the responses that we would be getting from our main data collection operation, the fake Tinder profiles. Without a bit of background information, the information that we received from this source would be lacking a format. We asked, "What are you looking for in a partner? What kind of traits are you looking for?" and received 48 responses with a variation of the same themes. These become apparent when the data is organized into a word cloud:

What are you looking for in a partner? What kind of traits are you looking for?

The typical responses rush to the surface, showing that respondents prefered relatable, intelligent, humorous, and attractive partners. This is a good representation of non-numerical data because it reveals trends in a visually striking way. Similarly, we asked a follow up question, "What are your deal breakers?" and received 48 more responses. Again, the data is represented in a word cloud:

What are your deal breakers?

We can see trends surface that highlight what respondents feel about their preferences in a partner. Users of dating sites tend to follow the same trends, seeing as they are much more dictated by internal desires than external pressures, since they make their decisions alone at their computer, instead of in a group at a bar. This allows a user to be more honest with what they are immediately attracted to, and makes the first impression all the more important *(Essig 2010).* Another trend that emerges is that we tend to quickly make a decision based only off of a first photograph, already making our minds up before we read a word of their profile description. We tend to do this in all situations that we are in.

The base level of our research was simply be the number of messages that each profile received. Since the unofficial customs of online dating have men contacting as many women as they are interested in, they will serve as their own data points. We will have a set of questions that we will be asking, and following a script in our responses to keep the data pure.This will hopefully yield the data that we are searching for. We can gauge responses based on past responses, and determine the interest in a profile based off of keywords and the data.

We wanted to get our data straight from the source, so we created six profiles on Tinder and began approving every suggested user that popped up. Within minutes, we began to receive matches and responses. Trends began emerging and we began to notice that some of our fake profiles were receiving much more attention than the others, even though they all sent out the same amount of approvals. It was interesting to watch this unfold, much in the way that an experiment can yield results that proves your hypothesis. Our information needed to yield pure data, so we created a standard model for messaging users and cataloging responses. After all, we didn't want our own inherent bias to affect the data collection.

We utilized the basic form of crowdsourcing techniques in our project. While we certainly didn't expect anyone responding to be an expert on the trends of dating sites, we knew that the multitude of different responses will show the intentions of the masses. The types of responses we were looking for were general interest or disinterest. The content of the message isn't the data, rather the amount of messages is our data. This is to preserve the integrity of our research information, because there are few ways to assign a weighted value to the content of a message.

Findings

Some initial tendencies we are seeing is that the white girls and the black girl with eurocentric features are receiving much more attention. We believe that this is due to the racial makeup of the respondents in the Pullman area, who are mostly white men from a suburban upbringing. We hypothesise that attraction is based on life experiences and familiarity, and these men are more attracted to the women who represent the women they grew up with.

US Census Data, July 1st 2015

	Whitman County	Washington State
White alone	84.50%	80.30%
Black or African American alone	2.50%	4.10%
American Indian and Alaska Native alone	0.80%	1.90%
Asian alone	7.80%	8.40%
Native Hawaiian and Other Pacific Islander alone	0.30%	0.70%
Two or More Races	4.20%	4.60%
Hispanic or Latino	5.90%	12.40%
White alone, not Hispanic or Latino	79.60%	69.80%

Source: http://www.census.gov/quickfacts/table/PST045215/53075,53

When you look at the demographics that use online dating sites, it's easy to see some trends that pop out. The main bulk of the users represent the local population, when we look at the data for the Pullman area, a good portion of the users are white males. When we look at the data for the most contacted group, we see that white women receive the most requests. There are a number of factors driving this trend, and it has to do with the surrounding ethnic makeup and history of the region. Whitman county is 84.5% white, slightly higher than the rest of the state at 80.3% *(Census Bureau)*

This overwhelming homogeneity has a number of effects on the people living in it. For the majority, it fosters a sense of inclusion, of community, of safety. However for the other 15.5% of non-whites, it breeds an atmosphere of isolation. Humans are a tribal social species, and we have survived by banding together in small communities, against predators, against other tribes. These tendencies are still hardwired into our brains, because historically the most dangerous predators of humans have been slightly different humans. Here are the results of our project.
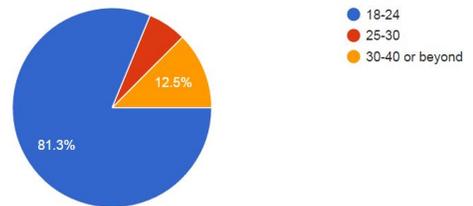
Matches and Messages
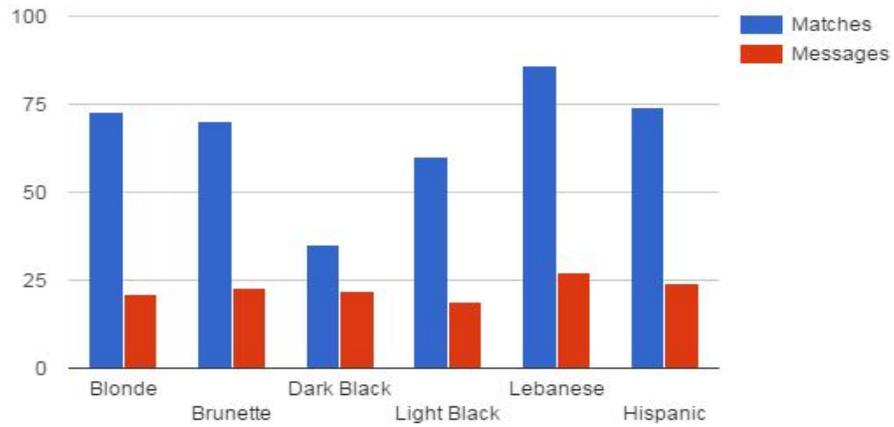
We also conducted a survey among online participants, and here are those results:
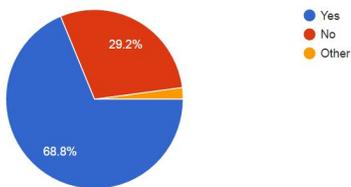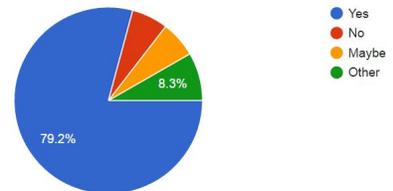
Are you a male or female? (48 responses)

- Male
- Female

66.7%
33.3%
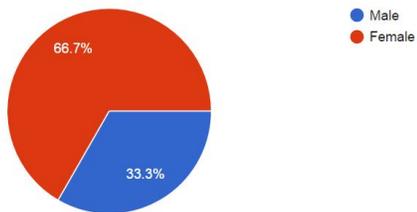
What age group do you fit in? (48 responses)

- 18-24
- 25-30
- 30-40 or beyond

12.5%
81.3%

Have you used any online dating sites or apps to meet someone? (48 responses)

- Yes
- No
- Other

29.2%
68.8%

Do you date outside your ethnicity? (48 responses)

- Yes
- No
- Maybe
- Other

8.3%
79.2%

Are you honest when filling out your dating profile? (48 responses)

- Yes, completely honest.
- Mostly honest.
- Somewhat honest.
- Not at all.
- Other

22.9%
18.8%
52.1%
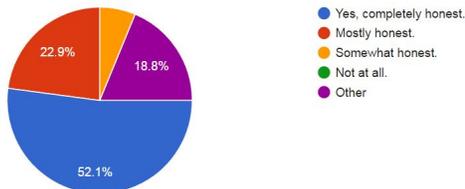
Do you think people are honest when online dating? (48 responses)

- Yes
- No
- Maybe
- Other

33.3%
16.7%
8.3%
41.7%
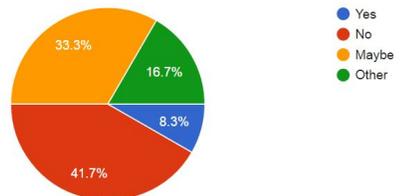
Another thing I am noticing is that profiles that project a positive tone appears more appealing to the opposite gender. This was also tip given by Amy Webb who calls it the "Cameron Diaz effect." Men want to date women who appear happy, upbeat, and easy going. According to our data, the most frequently used keyword was "Funny." The goal with each profile site was to appear relatable to the most wildest audience possible and this will aid in deciding what type of filters is best used to attract a potential mate.

Throughout our research and investigations we have also found that a simple text on a profile such as "21 F, Pullman WA" may often go unnoticed when the profile is someone society deems as "attractive." Sex appeal also goes a long way as well as using minimal amounts of words on a profile. It was very difficult setting up a profile on tinder as it pulls information from your facebook. However using crowdsourcing to our advantage allowed us to delve into the data without throwing out our cover. We unfortunately did not have a catfish who was 100% African American (they were mostly mixed), but based on what we found, the catfishes we used that utilized: short amounts of texts, that appeared optimistic, positive and inspiring had the highest amount of matches. It appears that our catfish Daniela, who was the darkest among the group had many matches, however the lowest amount. Our other catfish who was Lebanese appeared to have the most matches with a total number of 86.

We also found in our keywords that drug use, smoking and hygiene were the most used. I feel this conflicts with what Amy Webb had mentioned about appearing as though you're down for anything and like to have fun. Or perhaps doing drugs gives off the impression that you do not know how to have fun without being high.

Conclusion

Overall, our hypothesis of eurocentric standard being the most attractive has been disproved based on this project. However, I feel much more would be revealed if we were to prolong our project as well as use a variety of different races as our catfishes. Most of our catfish did have some eurocentric features including those of whom who were African American.

We feel this project benefits everyone of all race, gender and age groups, because we all need to understand what drives us in our interactions with one another. The forces behind our first impressions can cause our entire lives to be controlled by our animal urges.

Our project has also revealed opinions given to us by our very own classmates through Eli Review and personal interviews. It showed that we as online dating users accept the notion that attraction is somewhat organic and therefore often immune to criticism. However, to announce that one is not attracted to say, black women, should we just chalk it up to biology and preference? Would telling someone they are not attracted to a certain race count as preference? To me, this is not a biological response. If race alone is truly enough to dismiss someone, to deny or reject all other qualities, then this notion runs far deeper than general preference. To convey that prejudice in the vestment of preference is self deceiving.

What should we do about it?

Over a decade ago, a rule instituted by the National Football League was made. It instructs that at least one minority candidate must be interviewed for every head coaching and senior management position. Although the rule is far from flawless, it has created improved atmosphere for people of color in professional sports. Tech companies have also carried out this rule to spur on diversity in the workplace. It would be both cruel and impractical to impose this policy on dating app users. The rule however can serve as a helpful way to improve our personal dating practices. Every three to four dates one goes on of the same race, aim to go out with one person of a different background. Even if the relationship doesn't survive past the preliminary encounter, it may be enough to ease our ethnocentric fears and puncture certain assumptions we have about race.

Dataset

Profile matches

	Blonde	Brunette	Dark Black	Light Black	Lebanese	Hispanic
Matches	73	70	35	60	86	74
Messages	21	23	22	19	27	24

-Survey Results
What are your deal breakers?(48 responses)
- Smoking, drugs
- Smoking, doesn't like animals
- Lying.
- Smoking cigarettes,not having good hygiene, bigots and bigoted ideas about social justice issues
- Bad hygiene, unintelligent, rude
- No ambition, living with parents
- Not interactive when messaging
- Can't keep a job. Into hard drugs or other related criminal activity.
- Lazy, won't hold a conversation, rude to waiters, arrogant and mean
- If they smoke weed or do drugs
- Arrogance, no ability to hold a conversation
- rude, selfish
- manwhore
- Hard drugs, smoking, not the same religious and political views
- Must be kind
- Philanderers, liars, superficiality
- No goals, too short
- Knows how to cook, someone has to feed the kids
- If they are rude and full of themselves
- No job, no schooling, smokes weed or anything else, doesn't like cats
- Moving to another state
- Jerk
- A liar, not ambtious(going nowhere and doesn't care), rude to people I respect and love.
- If she doesnt shower at then thats a deal breaker for me.
- Too serious, selfish, inattentive.
- Close minded egotistical
- quick tempered or if he doesnt like harry potter
- No smoking or drugs, light alcohol consumption is OK. Demand respect at all times.
- Heavy drinkers or smokers
- Is only a bottom, or super feminine
- Meth and Born-again
- Them needing to be babysat
- Complaining without finding a solution.

- Pushing for sex and over dominance
- Hard drugs
- Bad teeth!
- Pie
- Drugs
- Drug use.
- Her hygiene
- Rude, disrespectful, does not take life serious
- cheating, abuse, lying, disrespectful of physical boundaries, disrespectful of my opinions
- bad attitude, super critical

What are you looking for in a partner? What kind of traits are you looking for?(48 responses)
- Compatibility
- Smart, funny, kind, tall
- Honesty and fun
- Ambitious, intelligent, honest, supportive, funny, hard working , kind
- Honest, Kind, Attractive, Easy-Going, Similar interests
- Funny, caring, unique
- Can keep up a conversation
- Loyal. Responsible. Self-sustaining.
- Funny, intelligent, can hold a conversation without prompting, fits roughly into what I find attractive, had a job/in school, vehicle, or at least a license
- Brown hair and blue or green eyes, funny, nice, thoughtful
- Kindess, a sense of humor
- friendly, funny, easy to get a long with
- friendliness
- Smart, sense of humor, goals, creativity, kind, loyal, artistic, adventurous, romantic
- Hardworking, similar religious beliefs
- Honesty and loyalty
- Kind, nice smile, no matter what will be there, cutie, has goals
- No education cause they have a reason to play smart
- Someone who can make me smile and be happy
- I want him to have a good job, be physically and mentally attractive to me, preferably with tattoos or wants tattoos, makes me laugh, cooks and cleans and brings me flowers.
- Fun, conversation, honesty
- Honesty kindness
- Honest, caring, funny, independent, ambtious!
- cute, funny, preferably a nympho like me but doesnt have to be. Gets my sense of humor. Loves video games. Just a down to earth chill girl
- Funny, kind, attractive, easygoing
- Similar interests
- tall, dark and handsome
- Funny, intelligent, caring, respectfulness, honesty.
- Someone with ambition, a job, a hobby
- Tall, broad shoulders, with a little bit of stubble, big in the downstairs area
- Relaxed, nice, stable (enotionally and financially)
- Intelligence, sense of humor, ambition, similar sexual interest

- Independence
- A best friend who respects me.
- Funny, keep a convo, caring, inteligent
- Honest, trust-worthy, good listener, confident
- Love, respect and understanding
- Intelligence, loyalty, honesty, open mindedness, and active
- Honesty, a sense of humor, and stability.
- Her smile
- Tall, dark, and handsome, honesty, trust, intelligent
- I already have a partner. I am married. He has all the qualities I wanted. It was important for me to have a common faith because that is very important to me. Also someone who would always be faithful. Someone who respects me and shows respect to others.
- Personality humor

Other Survey Responses

What age group do you fit in?	Have you used any online dating sites or apps to meet someone?	Do you date outside your ethnicity?	Are you honest when filling out your dating profile?	Do you think people are honest when online dating?	
18-24	Yes	Maybe	Yes, completely honest.	Maybe	Tinder, Plenty of Fish, OkCupid
18-24	Yes	Yes	Yes, completely honest.	No	Yellow, whisper
18-24	Yes	Maybe	Mostly honest.	No	K
18-24	Yes	Yes	Yes, completely honest.	No	I have used Tinder
18-24	Yes	Yes	Yes, completely honest.	I think the ones that are worth talking to are honest but you have to sift through lies to find them	Ok Cupid
18-24	No	Yes	I don't have one	No	No
18-24	Yes	Yes	Mostly honest.	Maybe	Tinder
18-24	No	Yes	Mostly honest.	No	no
18-24	Yes	Yes	Yes, completely honest.	Yes	tinder
18-24	No	Yes	Do not use	Maybe	No
18-24	No	Yes	I don't use dating apps	Maybe	No
30-40 or beyond	Yes	Yes	Mostly honest.	Yes	Match.com, POF.com
18-24	No	Maybe	Yes, completely honest.	No	No
18-24	No	Yes	Im honest in person, dont ever trust what you see online	No	I'd rather meet someone in person
18-24	No	Yes	Yes, completely honest.	No	Not yet
18-24	Yes	Yes	Yes, completely honest.	No	I used tinder once
30-40 or beyond	Online games	Never have before	Yes, completely honest.	Yes	World of warcraft
25-30	Yes	Yes	Mostly honest.	No	Yes
18-24	No	Yes	I never have filled out a dating profile.	Probably not all the time, I assume some people leave out details maybe not	?

				intentionally lying but not saying the whole truth!	
18-24	Yes	No	Somewhat honest.	Maybe	tinder, okcupid
18-24	Yes	Yes	Mostly honest.	Only sometimes	Grindr, Tinder
18-24	Yes	Yes	Yes, completely honest.	Yes	Yes
18-24	Yes	Yes	Mostly honest.	Maybe	tinder
18-24	No	I have not,	Mostly honest.	No	I don't use dating sites
18-24	No	I have not,	Mostly honest.	No	I don't use dating sites
18-24	No	No	Don't have a dating profile	No	Not sure what question this was associated with.
18-24	Yes	Yes	Yes, completely honest.	Maybe	Tinder
18-24	Yes	Yes	Yes, completely honest.	No	tinder, Grindr, Okcupid, plentyoffish
18-24	Yes	Yes	Yes, completely honest.	No	POF, Tinder
18-24	Yes	Yes	Yes, completely honest.	Maybe	OkCupid, Tinder, Bumble
18-24	Yes	Yes	Somewhat honest.	Depends on how they want to be portrayed to the individual.	Tinder
18-24	Yes	Yes	Yes, completely honest.	Maybe	Tinder
30-40 or beyond	Yes	Yes	Yes, completely honest.	Not everyone	Pof
18-24	Yes	No	Mostly honest.	Maybe	Tinder
18-24	Yes	Yes	Yes, completely honest.	People who want to find someone completely compatible, yes.	There is no question showing
30-40 or beyond	No	Yes	Never filled one out	Maybe	Never used one
30-40 or beyond	No	Yes	Never filled one out	Maybe	Never used one
30-40 or beyond	No	Yes	Never filled one out	Maybe	Never used one
18-24	Yes	Yes	Yes, completely honest.	People who want to find someone completely compatible, yes.	There is no question showing
25-30	Yes	Yes	Yes, completely honest.	Maybe	Tinder
18-24	Yes	Yes	Yes, completely honest.	Maybe	Tinder
18-24	Yes	Yes	Yes, completely honest.	No	Grindr
18-24	Yes	Yes	Somewhat honest.	No	Tinder
18-24	Yes	Yes	Yes, completely honest.	No	Tinder
18-24	Yes	Yes	Yes, completely honest.	No	Tinder
18-24	Yes	Yes	Yes, completely honest.	Maybe	Snap Chat, Instagram
18-24	Yes	I'm not dating.	Yes, completely honest.	Some people are. Some people aren't.	Tinder, ChristianMingle
25-30	Yes	Yes	Mostly honest.	No	yes
18-24	Yes	No	Mostly honest.	Maybe	tinder
18-24	Yes	No	Yes, completely honest.	No	Tinder

25-30	No	No	I don't have one.	Maybe	I've never used one.
18-24	Yes	Yes	Yes, completely honest.	No	N/A
25-30	No	Maybe	Don't have a dating profile.	No	Don't think it's very safe or they just want to get in your pants
18-24	No	Yes	Yes, completely honest.	No	I don't use online dating apps
18-24	No	Maybe	Somewhat honest.	No	N\a
18-24	Yes	Yes	Yes, completely honest.	Maybe	Tinder
25-30	No	Yes	Yes, completely honest.	No	n/a
18-24	No	Yes	Mostly honest.	No	??
18-24	Yes	Yes	Mostly honest.	No	Ok
25-30	Yes	No	Yes, completely honest.	No	Grindr
18-24	No	No	Yes, completely honest.	No	Tinder
18-24	No	No	I dont have one	No	I have not used any besides Facebook and I don't like to meet people there
30-40 or beyond	Yes	Yes	Yes, completely honest.	I think most people are but there are those who aren't	I tried eharmony, match.com and POF
30-40 or beyond	Yes	Yes	Yes, completely honest.	I think most people are but there are those who aren't	I tried eharmony, match.com and POF
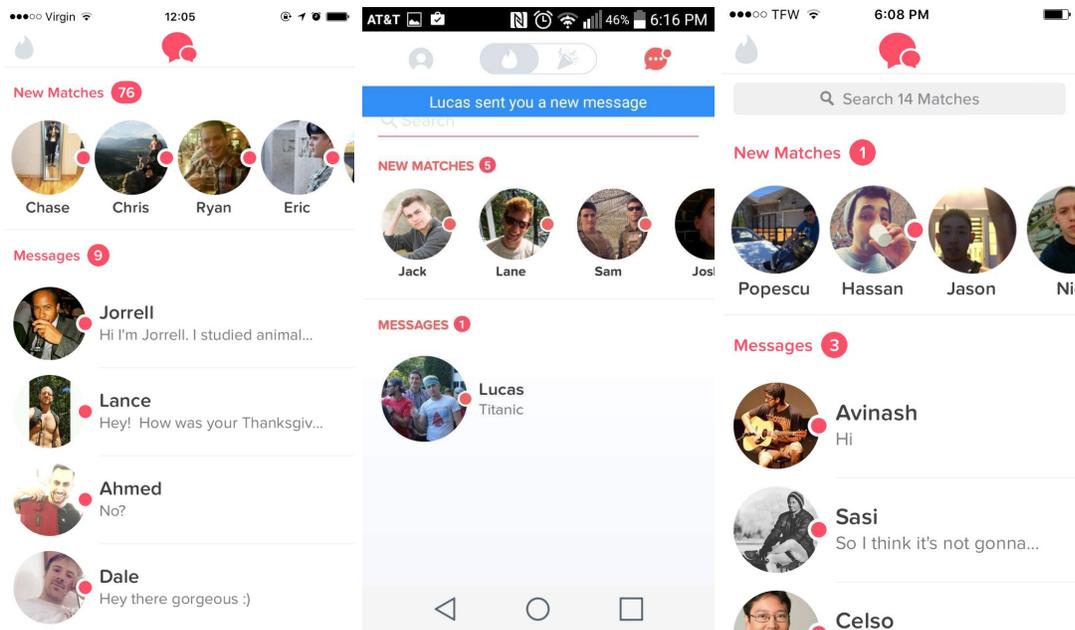
Works Cited

Doctorow, Cory. *Homeland*. New York: Tor Teen, 2013. Print.

    This text is relevant to our project because it deals with the link between technology and our personal lives. In the book, Doctorow discusses many aspects of personal relationships, including love, attraction, and desirability. He focuses heavily on how technology has become engrained into every action and emotion that dictates our lives.

Essig, Todd, PhD. "From Screen to Fantasy and Back: What People Really Do at Online Dating Sites." Psychology Today. N.p., 3 Nov. 2010. Web. 3 Oct. 2016.

    This article deals with the realities of online dating and managing our expectations. Essig uses several approaches in examining how a user is drawn towards another user. He writes with how dating sites use our psychology to engage us in a way that forms a mild addiction.

McLuhan, Marshall. *The Medium is the Message.* New York: Random House, 1967. Print.

    This is a text from my other DTC class that I'm currently taking. It deals with the art of communication, from print to media. It is relevant to this project because the information that a user receives is presented as a web site, they are basing decisions off of a few photos and lines of text. We plan to delve into the aspects of how the design of the website and information presentation can affect decision making.

Meissner, Christian A., and John C. Brigham. *Thirty Years of Investigating the Own-race Bias in Memory for Faces: A Meta-analytic Review.* America Psychological Association, 01 Jan. 2001. Web. 07 Oct. 2016.

    We wanted a source on familiarity and racial bias that dealt mainly with how we perceive members of our own race versus members of a different race. Meissner and Brigham spend time dealing with the issue of how our minds interpret the faces of those around us

Rudder, Christian. *Dataclysm: Love, Sex, Race, and Identity- What Our Online Lives Tell Us about Our Offline Selves*. New York: Broadway, 2015. Print.

Rudder writes about large scale and small scale social research through data harvesting. He speaks of race, sex, and interests in a way that relates them from the online world into the real world. This is very relevant to our project because it is essentially the type of data that we are looking for. We are hoping to gather a large enough sample size to eliminate too much bias.

Tinder Inc. Tinder (Version 6.4.1) Mobile application software. Retrieved from
https://itunes.apple.com/nl/app/tinder/id547702041?mt=8 2015.

This was our main source of data for this project. All data is anonymous, and all parties interacted of their own accord. We chose Tinder because of the amount of users and speed of responses, which was much more important than the smaller sample sizes and longer wait times of other dating sites.

United States Census Bureau. Population Division. "Whitman County, Washington." *United States Census 2015*. Washington: US Census Bureau, 4 Mar. 2015. Web. 25 Nov. 2016. http://www.census.gov/quickfacts/table/PST045215/53075,53

The Census is a good source of demographic information, and a baseline for the information that we are researching. We needed a number to represent the idea of homogeneity, and to

Webb, Amy. *Data, a Love Story: How I Cracked the Online Dating Code to Meet My Match*. New York: Plume, 2014. Print.

Webb has investigated much of the same material as we are researching, however with a more personal interest. She has several analyses on the way that dating sites are used by the users, and they are useful in determining methods for data gathering.

Weinberger, David. *Too Big to Know: Rethinking Knowledge Now That the Facts Aren't the Facts, Experts Are Everywhere, and the Smartest Person in the Room Is the Room*. New York: Basic, 2011. Print.

Weinberger talks about gathering data from a large pool of sources, which is exactly what we plan to do. He infers that the best method of answering a question is to make sure that your data pool is large enough to cover a good amount of the population. We will make this relevant by surveying enough users to get an accurate data pool.