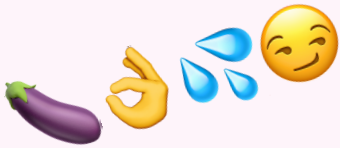




Love Language: Dating App Biographies as Indicator for Mate Choice Criteria

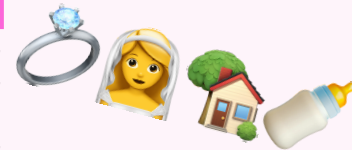
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Introduction

Studies into the history of mate search show that important mate choice criteria vary through time, influenced by societal circumstances, whereas others seem to remain constant^{1,2}. Nowadays, online dating has become one of the most popular ways to meet a partner³, which changed the mate selection process because this computer-mediated communication facilitates selective self-presentation⁴. Biographies of dating app profiles are space limited and often self-written, providing insight in what users find crucial to mention about themselves and their wishes for a future partner⁵. Here we collected 300 biographies from three online dating platforms and coded them on 4 content themes: dating intention, personality and appearance of self vs. potential partner, and lifestyle. We present a preliminary comparison of these mate choice criteria between gender and age.



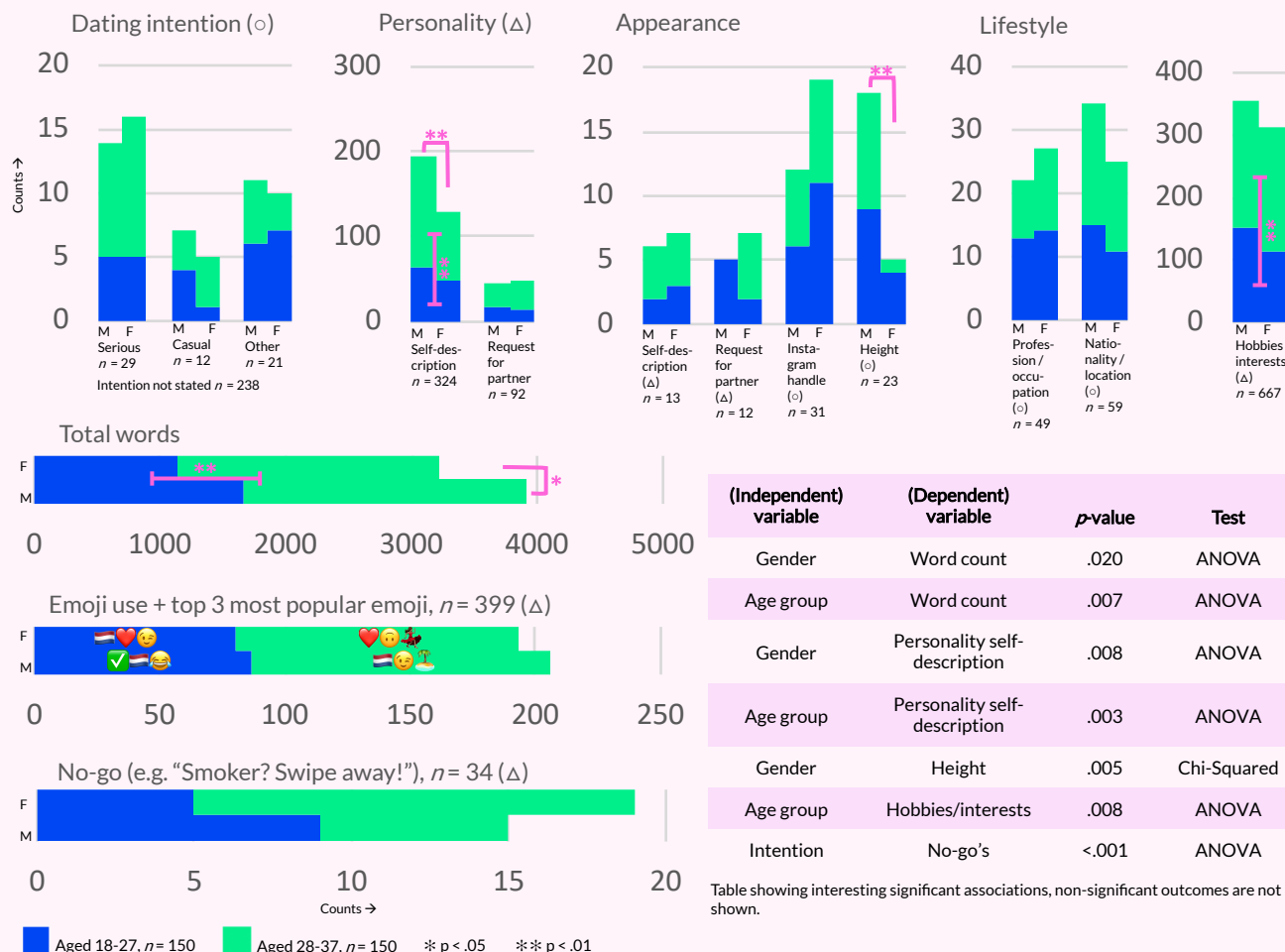
Method

♥ For each app, 50 male and 50 female profiles looking for a heterosexual partner with Dutch or English biography content were selected, half aged 18-27 and half 28-37, yielding 300 biographies in total.

♥ Some characteristics were annotated as yes/no, i.e. present or not in a biography (indicated with ○), for other characteristics all individual mentions were counted (indicated with Δ).

♥ We collected profiles from Tinder, Lexa, and Bumble, which have different reputation profiles in the online dating world, respectively: for casual meet ups⁶, serious/long-term relationships, and in-between. For this poster data was combined, but it will be split out per app later in the project, once more data has been collected.

Results



Discussion

Results give insight in how content of biographies varies by gender and age. Preliminary observations include:

- ♥ Males and older users of both genders used on average more words in their biographies.
- ♥ Males and older users of both genders used on average more personality characteristics to describe themselves.
- ♥ Males shared their height more often (mean reported height by males: 188,3 cm; $SD = 6,4$ cm).
- ♥ Older users of both genders shared on average more hobbies / interests.
- ♥ Users stating a serious or casual dating intention, on average also state more no-gos.

In conclusion, our analysis of dating app biographies provides preliminary insights into online mate search criteria today. The project is still ongoing. Our next steps will be to include more profiles and perform additional analyses. Moreover, we will compare dating app biographies with 20th century personal advertisements in newspapers² to analyse self-presentation in mate search over several decades.

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