“Sociological analysis of Tinder’s matching system”

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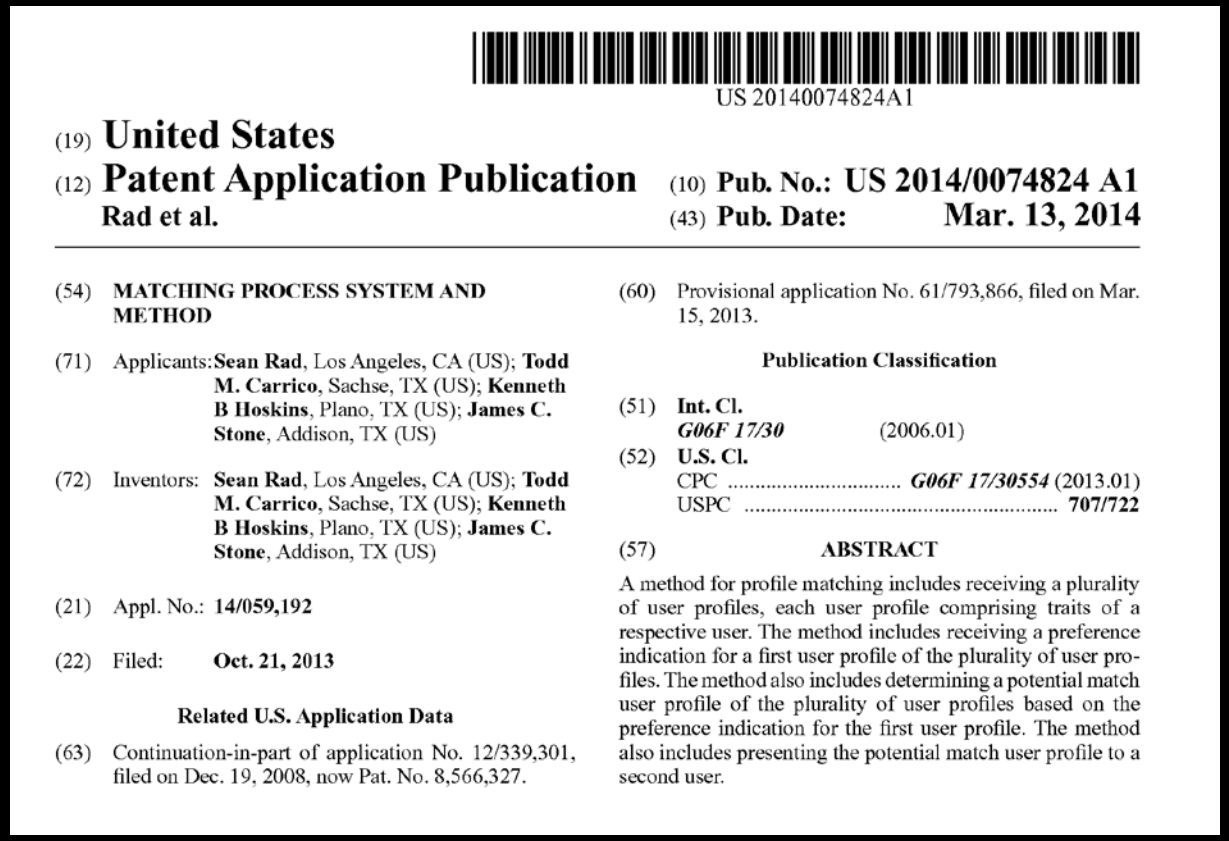
PATENTS - CORPUS



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(54) **MATCHING PROCESS SYSTEM AND METHOD**

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Related U.S. Application Data

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(60) Provisional application No. 61/793,866, filed on Mar. 15, 2013.

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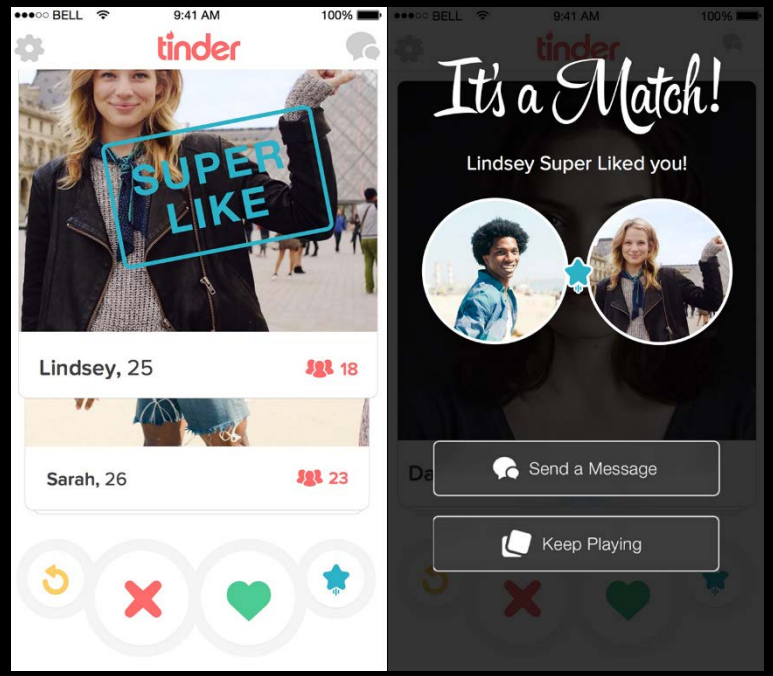
USPC **707/722**

(57) **ABSTRACT**

A method for profile matching includes receiving a plurality of user profiles, each user profile comprising traits of a respective user. The method includes receiving a preference indication for a first user profile of the plurality of user profiles. The method also includes determining a potential match user profile of the plurality of user profiles based on the preference indication for the first user profile. The method also includes presenting the potential match user profile to a second user.



Source : Brevets Tinder “Matching Process System And Method, Publication number: US20140074824 A1”, 2014.

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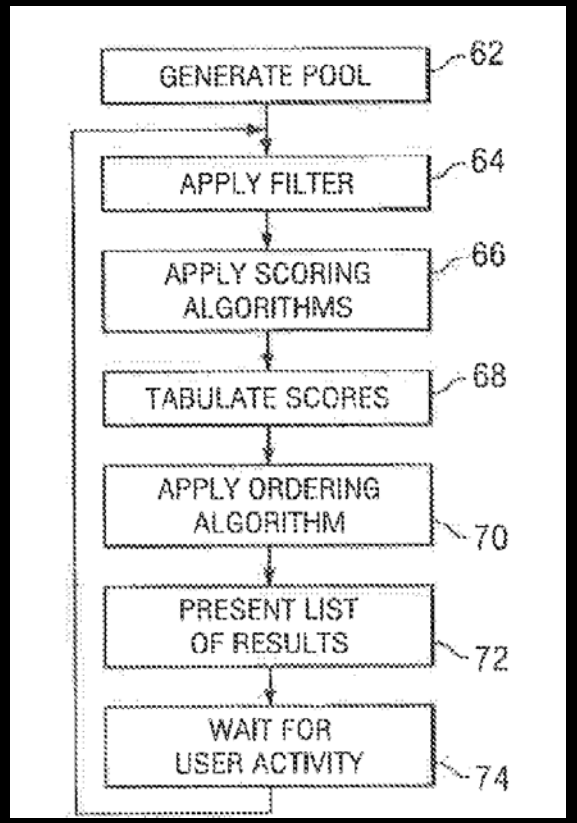

System schema presented in the patent (2014)

Condition	Number of Points for Ordering
Readability score 1 point higher than user	+33554432
Match result entity has expressed a preference for the user	+16777216
Match result entity has been recommended by a friend of the user	+8388608
User has viewed the details of match result entity	+2097152
Match result entity has commonality with an entity user has expressed a preference for	+1048576
Both have the same ambition	+128
Both have the same beliefs	+16384
Same answer for Build	+64
Same answer for Car	+1
Both have the same diet	+4
Both have the same preference for drinking alcohol	+131072
Same answer for Ethnicity	+1024
Same answer for Fear	+256
Same answer for Hair	+2
Same answer for Number of children	+524288
Same answer for morning	+32
Same answer for “must have”	+32768
Same answer for “night out”	+16
Same answer for “pets”	+65536
Same answer for politics	+8192
Same answer for relationship status	+0
Same answer for “romance”	+512
Same answer for smoking preferences	+262144
Same answer for sports interests	+8
Same answer for “system”	+4096

Table: score assigned to a profile. It establishes *to whom* and in *what order* the person will appear in the system results (2014 : 21)

RESEARCH QUESTION

Which data and which algorithmic quantification practices create a match as a social distance between Tinder users?

Reference: Jessica Pidoux « Toi et moi, une distance calculée. Les pratiques de quantification algorithmiques sur Tinder. » in Yann Calbérac, Olivier Lazzarotti, Jacques Lévy & Michel Lussault (dir.), Carte d'identités. L'espace au singulier, Paris, Hermann, 2019.

DATA AND ALGORITHMS

Data collected from Facebook and Tinder are of different **type**:

Demographics

Includes data such as the first name, last name, pseudonym,
place of birth, date of birth, university, parental profession, income,
ethnicity, level of education, sex, height, weight.

Linguistics

Analysis of keywords, interests and hobbies declared, total number of words, number average number of words per sentence, total number
of words with more than three syllables.

Behavioural

Takes into account the demonstration of a preference
for a user, sending a message to a user, the number of times the user has done part of the list of results of other users

DATA AND ALGORITHMS

Each user gets a **value** according to different **metrics**

Physical attractiveness

I.Q.

Readability

Nervousness

Similarity

DATA AND ALGORITHMS

The system presents in a specific **order** someone **equivalent** according to:

- Geolocation
- Patriarchal model
- Physical Attractiveness ratio
- Age difference

Conditions might be applied if:

- If the score is high between users, preferences declared by the user on the application are ignored
- If the score is high between users, a closer geographical proximity is shown

“COMPUTABLE” DISTANCE

- Collection of data: getting to know the user from different sources
- Selection of features: not everything is important
- Weighting features: not everything is equally important
- Establishment of metrics: making couples commesurable
- Scoring: objectifying subjectivity
- Comparison with pairs: heritage (autoreferential mechanism, Orléan)
- Comparison with potential matches: homogamy (mimetic mechanism, Orléan)
- Ordering: hierarchy

-> The match is a social + mathematical distance

TINDER AS THE STOCK EXCHANGE?

- Ideal partners or role models trigger mimetic collective practices within actors (algorithms, developers and users)
- The better the user “performs”, the better score the user gets. Competitive mechanism.
- Aggregated data define the user (average, and the value depends on other users’ value. Speculative and autoreferential
- The market establishes the valuation mode of users

“the user desires (likes) what others similarly desire”

“the user evaluates as the market constrains him-her to”