

How Online Dating Works

Match Percentage

Simple question-and-answer system generates a measure of "agreement."

The founding idea of OkCupid.

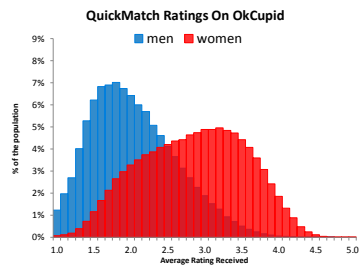
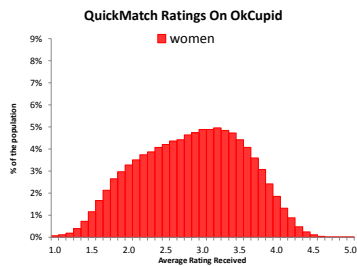
Not sufficient to actually run a dating site.

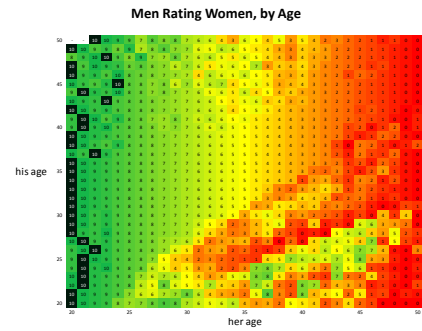
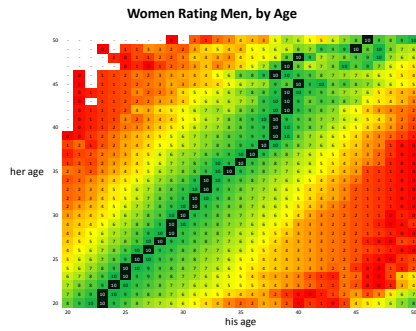


Attractiveness Distance

We bring together users that receive similar scores in QuickMatch.

That's the single biggest predictor of whether they will have a conversation.





Responsiveness

We prioritize users with fewer *unread* messages.

Randomness

Each recommendation folds in large amount of randomness.

Relative Weights of the Parameters

1. Attractiveness
2. Matchiness
3. Responsiveness
4. Randomness

Each recommendation:

YOUR FILTERS → OUR SORT →
OUTPUT