

Attributes That Influence Respondents When Choosing a Mate in Internet Dating Sites: An Innovative Matching Algorithm

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Abstract : This paper aims to present an innovative predictive analytics analysis in order to find the best combination between two consumers who strive to find their partner or in internet sites. The methodology shown in this paper is based on analysis of consumer preferences and involves data mining and machine learning search techniques. The study is composed of two parts: The first part examines by means of descriptive statistics the correlations between a set of parameters that are taken between man and women where they intent to meet each other through the social media, usually the internet. In this part several hypotheses were examined and statistical analysis were taken place. Results show that there is a strong correlation between the affiliated attributes of man and woman as long as concerned to how they present themselves in a social media such as "Facebook". One interesting issue is the strong desire to develop a serious relationship between most of the respondents. In the second part, the authors used common data mining algorithms to search and classify the most important and effective attributes that affect the response rate of the other side. Results exhibit that personal presentation and education background are found as most affective to achieve a positive attitude to one's profile from the other mate.

Keywords : dating sites, social networks, machine learning, decision trees, data mining

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