Lineate

CASE STUDY

A PERFECT MATCH: THE OKCUPID MESSAGE ANALYSIS ALGORITHM

okcupid

OkCupid (formerly Humor Rainbow) is a dating app that helps people—no matter what type of relationship they're looking for—find better dates and make better connections.
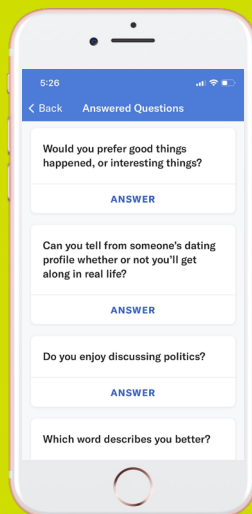
THE PROBLEM

OkCupid's matching algorithm relied on users answering questions about their deal breakers, passions, and lifestyles—but they wanted to expand. Namely, OkCupid wanted to analyze users' messages and language in real-time to further improve match quality. But, with millions of users sending millions of messages every day, this was no small problem to solve.

THE APPROACH

Lineate's developers created a custom algorithm capable of analyzing the specific language from thousands of messages between users worldwide in real-time. Using the data and patterns from those messages, our developers built technology designed to predict which users might get along based on how they speak and what they talk about in addition to how they answered compatibility questionnaires.

THE RESULTS

Though our algorithm for OkCupid was originally intended to improve match quality, it ultimately uncovered an entirely new opportunity for exploration: questions. Using our technology, OkCupid was able to find patterns among how users speak to each other, what types of questions they ask, and the language they use to ask those questions. Today, OkCupid's key differentiator is its 3,000+ compatibility questions which cover things like humor, politics, and religion in a way that reflects how their users actually speak. The answers to these questions have been the backbone for determining users' match percentages—leading to millions of daily, high quality matches and over seven million messages sent every day.

Source: https://www.datingsitesreviews.com/article.php?story=okcupid-statistics-for-2018

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Would you prefer good things happened, or interesting things?

ANSWER

Can you tell from someone's dating profile whether or not you'll get along in real life?

ANSWER

Do you enjoy discussing politics?

ANSWER

Which word describes you better?