NETS 213: CROWDSOURCING AND HUMAN COMPUTATION

What data can tell us about sex and relationships

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Stanford Speed Dating Experiment

- Linguists at Stanford University got permission to record speed dates, and collect pre-date and post-date surveys
- Participants wore audio recorders on shoulder sashes
- Recorded 2 sides of the conversations for 1100 4-minute dates

Pre-date survey

- Participants self-reported age, height and weight, hobbies and interests, dating background

(17) How interested are you in the following activities? (1=very uninterested, 10=very interested)

Playing sports/ athletics ……	1	2	3	4	5	6	7	8	9	10
Watching sports ……..	1	2	3	4	5	6	7	8	9	10
Body building/exercising ……	1	2	3	4	5	6	7	8	9	10
Dining out …….	1	2	3	4	5	6	7	8	9	10
Museums/galleries ……	1	2	3	4	5	6	7	8	9	10
Art ……..	1	2	3	4	5	6	7	8	9	10
Hiking/camping ……	1	2	3	4	5	6	7	8	9	10
Video Gaming ……	1	2	3	4	5	6	7	8	9	10
Dancing/clubbing ……	1	2	3	4	5	6	7	8	9	10
Reading ……	1	2	3	4	5	6	7	8	9	10
Watching TV ……	1	2	3	4	5	6	7	8	9	10
Theater ……..	1	2	3	4	5	6	7	8	9	10
Movies ……..	1	2	3	4	5	6	7	8	9	10
Going to concerts ……	1	2	3	4	5	6	7	8	9	10
Music ……	1	2	3	4	5	6	7	8	9	10
Shopping ……	1	2	3	4	5	6	7	8	9	10
Yoga/meditation ……	1	2	3	4	5	6	7	8	9	10

Post-date survey

- Date perceptions and follow-up interest
- Conversational style and intention of their partners

(4) How often did **you behave** in the following ways on this "date"? (1=never, 10=constantly)

You were *friendly*……..	never	1	2	3	4	5	6	7	8	9	10 constantly
You were *flirtatious*…….	never	1	2	3	4	5	6	7	8	9	10 constantly
You were *awkward*……..	never	1	2	3	4	5	6	7	8	9	10 constantly
You were *assertive*……..……..	never	1	2	3	4	5	6	7	8	9	10 constantly

(5) How often did the **other person** behave in the following ways on this "date"? (1=never, 10=constantly)

They were *friendly*……..	never	1	2	3	4	5	6	7	8	9	10 constantly
They were *flirtatious*…….	never	1	2	3	4	5	6	7	8	9	10 constantly
They were *awkward*……..	never	1	2	3	4	5	6	7	8	9	10 constantly
They were *assertive*……..……..	never	1	2	3	4	5	6	7	8	9	10 constantly

Speed date data

- 4-minute sound recording files from each recorder
- Each date was then transcribed
- Transcripts marked words, laughter, filled pauses, speaker overlap, and restarts
- Timestamped the beginning and end of each conversational turn
- Dates averaged 812 words (406 per speaker), taking an average of 93 turns

F: Well what about you, what are you passionate about?

M: Um, I am passionate about probably two things.

F: Uh-huh.

M: Well, many things, but two that come to mind straightaway. One is travel.

F: Okay.

M: I like see different parts of the world-

F: Uh-huh.

M: -experience lots of different things. And I also- recently, I've got into exercise, and, um, just different things, so riding a bike, and swimming, and running.

F: Oh, okay. Uh-huh.

M: I did my first track run on the weekend.

F: Oh, you did? How was it?

M: It was hard.

F: [laughter] Yeah, I heard it's really hard.

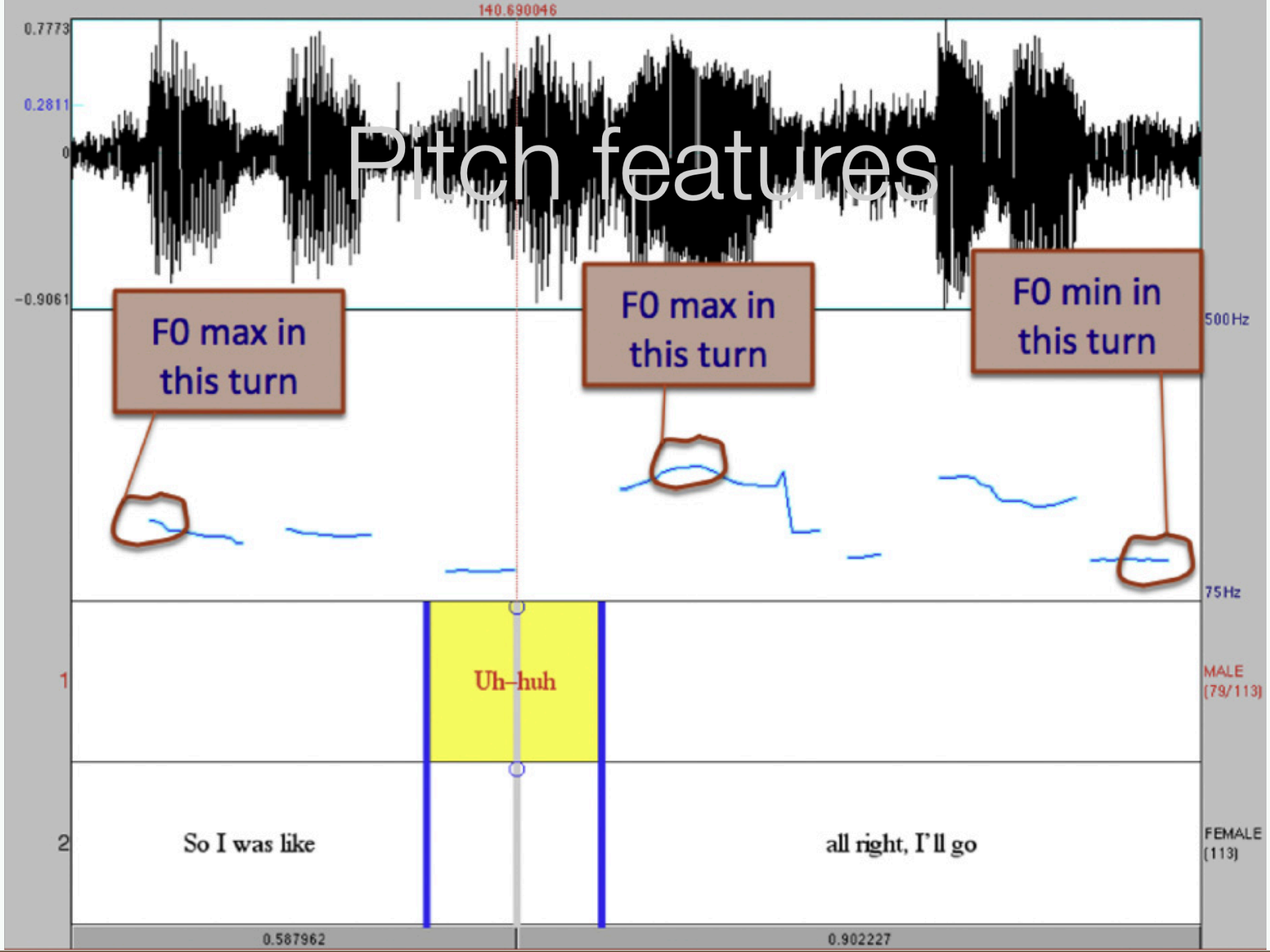
Prediction tasks

- Build a machine learning classifier to identify friendly, flirtatious, awkward, or assertive speakers
- Build separate classifiers for detecting when characteristics were self-reported or reported by partners
- Build separate classifiers for men and women
- 4 characteristics * self-v-partner * 2 sexes = 16 classifiers (e. g. male self-reported flirtation classifier)

Feature extraction

- Features of the speech files: **pitch**, **intensity**, **turn duration** and **rate of speech** (num words per second)
- Lexical features: how often they mentioned **themselves** or the **other person**, word categories like **sex, love, hate, food, swearing**
- Number of **uh and ums**, **hedges, interruptions, laughters, agreements, questions,** expressions of **agreement, appreciation, sympathy**
- Rate of **accommodation** (adopting the other person's word usage)

Pitch features



Lexical Features

I	I'd, I'll, I'm, I've, me, mine, my, myself
YOU	you, you'd, you'll, your, you're, yours, you've
SEX	sex, sexy, sexual, stripper, lover, kissed, kissing
LOVE	love, loved, loving, passion, passions, passionate
HATE	hate, hates, hated
SWEAR	suck*, hell*, crap*, shit*, screw*, damn*, heck, ass*,. . .
NEG EMO	bad, weird, crazy, problem*, tough, awkward, worry,. . .
NEGATE	don't, not, no, didn't, never, haven't, can't, wouldn't,. . .
FOOD	food, eat*, cook*, dinner, restaurant, coffee, chocolate, cookies,. . .
DRINK	party, bar*, drink*, wine*, beer*, drunk, alcohol*, cocktail,. . .
ACADEMICS	work*, program, PhD, research, professor*, advisor, finish*,. . .

Lexical Features

HEDGE	sort of, kind of, I guess, I think, a little, maybe, possibly, probably
META	speed date, flirt, event, dating, rating
LIKE	the discourse marker **like** (removing the verb like)
I MEAN	the discourse marker **I mean**
YOU KNOW	the discourse marker **you know**
UH	the filled pause **uh**
UM	the filled pause **um**

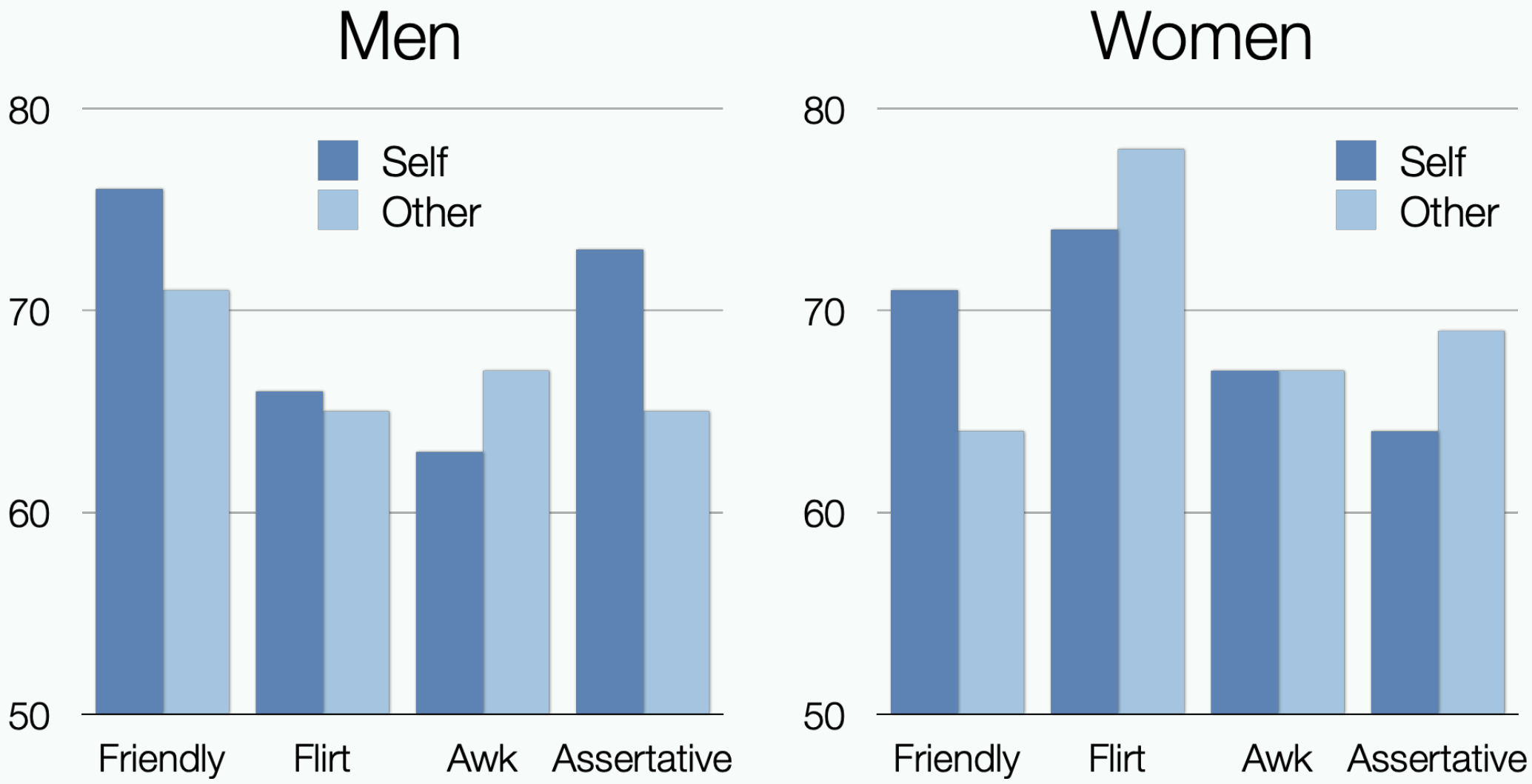
Discourse Features

TOTAL WORDS	total number of words in side
QUESTIONS	number of questions in side, clarification question (Excuse me?) number of turns in side which one speaker interrupted the other number of instances of turn-initial or whole-turn laughter in side number of instances of turn-medial or turn-final laughter in side total number of disfluent restarts in conversation side
CLARIFICATIONS	clarification question (Excuse me?)
INTERRUPTIONS	number turns one speaker interrupted the other
LAUGH INITIAL	number of turn-initial or whole-turn laughter
LAUGH MEDIAL	number of turn-medial or turn-final laughter
RESTART	num disfluent restarts in conversation side
APPRECAITIONS	num appreciations (Wow, That's true, Great) great)
SYMPATHY	number of sympathetic negative assessments in side
AGREEMENT	num of agreements (That's true, For sure. . .)

Classification

- Trained a Support Vector Machine for each of the 16 experiments
- For training data, took top 10% of data as positive training examples and bottom 10% of data as negative data
- For example, for *self-reported male flirtation*, sort all 1000 dates by self-reported male flirtation score take top 100 and bottom 100
- Since training data was small, did 4 fold cross validation, 30x times w/random order

Classification Accuracy



FEMALE			
FLIRT SELF		FLIRT OTHER	
o_i	−0.00129	s_question	−0.00210
o_like	−0.00125	**o_loud**	−0.00178
o_academic	−0.00124	s_negemo	−0.00121
o_loud	−0.00114	s_maxpitch	0.00130
o_uh	−0.00105	**s_negate**	0.00143
s_rateaccom	0.00111	s_ntri	0.00152
s_love	0.00116	s_um	0.00161
s_midlaugh	0.00157	**s_i**	0.0016
o_ntri	0.00159	**o_funcaccom**	0.00180
s_hedge	0.00204	**s_longturn**	0.00186
o_appr	0.00251	s_varinten	0.00188
s_negate	0.00261	o_varinten	0.00189
s_like	0.00270	o_midlaugh	0.00194
o_funcaccom	0.00298	o_meta	0.00201
s_longturn	0.00327	**o_appr**	0.00201
o_interrupt	0.00330	s_rate	0.00311
s_i	0.00370	**s_like**	0.00411
o_rate	0.00547	**o_interrupt**	0.00459
		o_question	0.00549
		o_rate	0.00588

MALE

FLIRT SELF		FLIRT OTHER	
s_academic	−0.00277	o_midlaugh	−0.00185
s_uh	−0.00237	o_question	−0.00165
o_academic	−0.00123	o_food	−0.00132
s_pitchvar	−0.00121	**s_academic**	−0.00105
s_negate	−0.00111	o_imean	0.00109
o_uh	0.00117	**o_negemo**	0.00112
s_longturn	0.00121	**s_you**	0.00117
s_youknow	0.00125	o_meta	0.00124
o_sex	0.00141	o_drink	0.00134
s_varinten	0.00156	**s_imean**	0.00134
s_swear	0.00191	o_appr	0.00139
s_you	0.00195	**s_um**	0.00193
s_initlaugh	0.00200	**s_youknow**	0.00273
o_like	0.00206	s_question	0.00341
o_negemo	0.00213	o_longturn	0.00356
s_hate	0.00220		
o_love	0.00225		
s_imean	0.00231		
s_sympathy	0.00252		
s_um	0.00358		

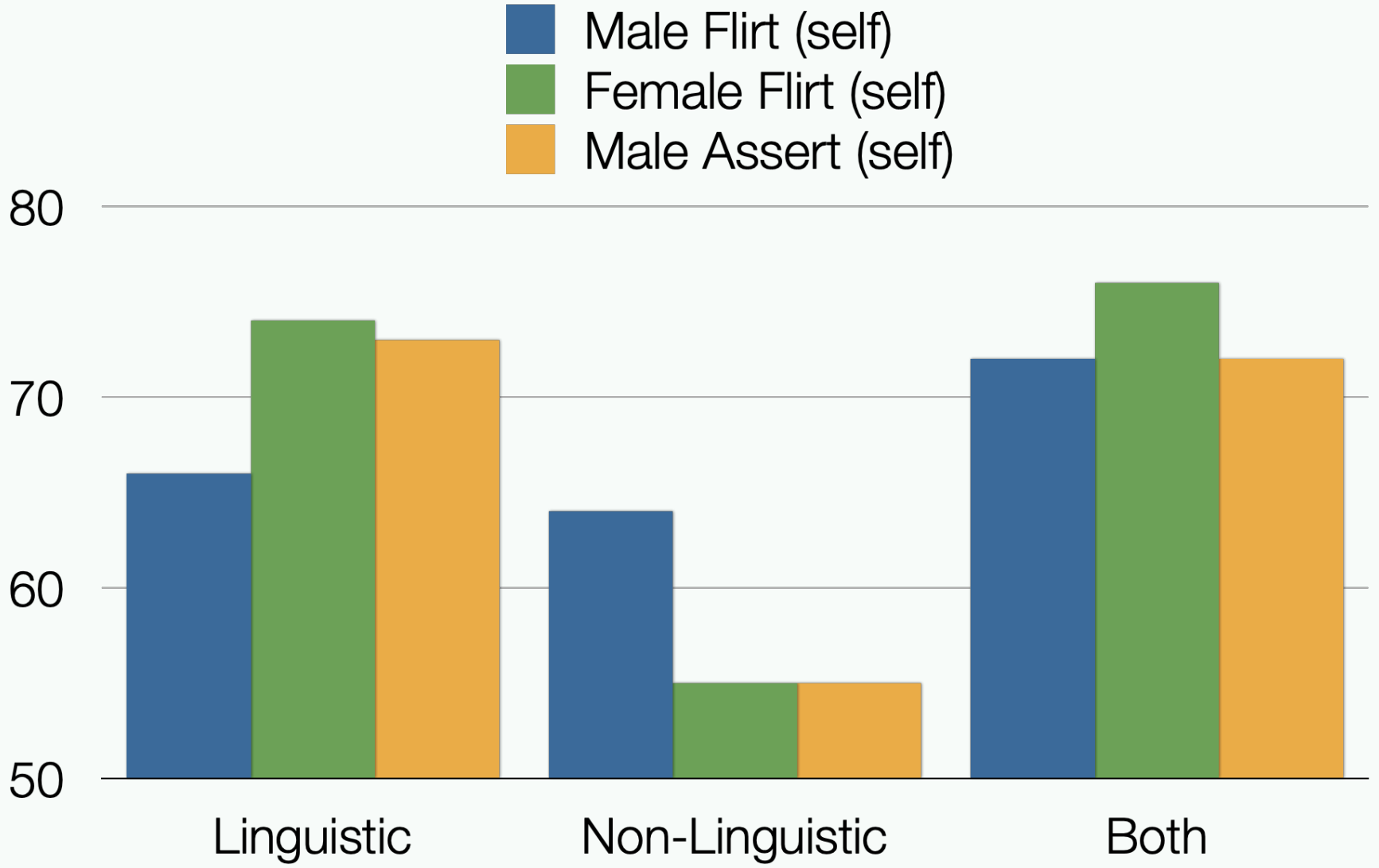
Linguistic v. non-linguistic features

- How good are the linguistic features compared to non-linguistic features?
- Can we predict how well two people will hit it off just based on their appearance or on their shared interests, without observing their interactions?

Non-linguistic Features

ORDER	Order of the date (nth date the speaker has participated in tonight)
HEIGHT	The height of the speaker
BMI	The body mass index of the speaker
O-HEIGHT	The height of the interlocutor
O-BMI	The BMI of the interlocutor
AGE DIFF	The age difference between the pair
INTEREST SIM	The interest similarity between the pair

Classification Accuracy



What do you think?

- Do you think that the SVM's accuracy is better or worse than a person's accuracy at predicting whether someone is flirting with them?
- Do you think that 4 minutes of data is sufficient for making accurate predictions?
- Any methodological concerns?
- Could you use data to change your own dating strategies?

Data-driven Sociological Studies

- 3.2 million OKCupid users
- Profile information: age, gender, sexual orientation, location, ethnicity, religion, level of education, income level, height, body type, whether you like kids/pets/drinking/drugs, essays, profile pictures plus attractiveness ratings
- Database of 275,294 match questions
- 776 million answers to those questions

- What's more interesting to you right now? Love or Sex
- How willing are you to meet someone from OkCupid in person?
- Have you smoked a cigarette in the last 6 months?
- Could you date someone who does drugs?
- Would you strongly prefer to go out with someone of your own skin color / racial background?
- About how long do you want your next relationship to last?
- Would you consider sleeping with someone on the first date?
- Are you happy with your life?
- Rate your self-confidence
- How important is religion/God in your life?
- Would you prefer good things happened, or interesting things?
- Do you like horror movies?

This question was posed by another OkCupid user. We'll compare your answer to millions of others to find the best people for you.

— *Staff Robot*

Regardless of future plans, what's more interesting to you right now?

New

- ○ Sex
- ○ Love

Answer I'll accept...

- ☐ Sex
- ☐ Love

This question is...

- ○ Irrelevant
- ○ A little important
- ◉ Somewhat important
- ○ Very important
- ○ Mandatory

☐ Answer this question privately.

Explain your answer *(optional)*

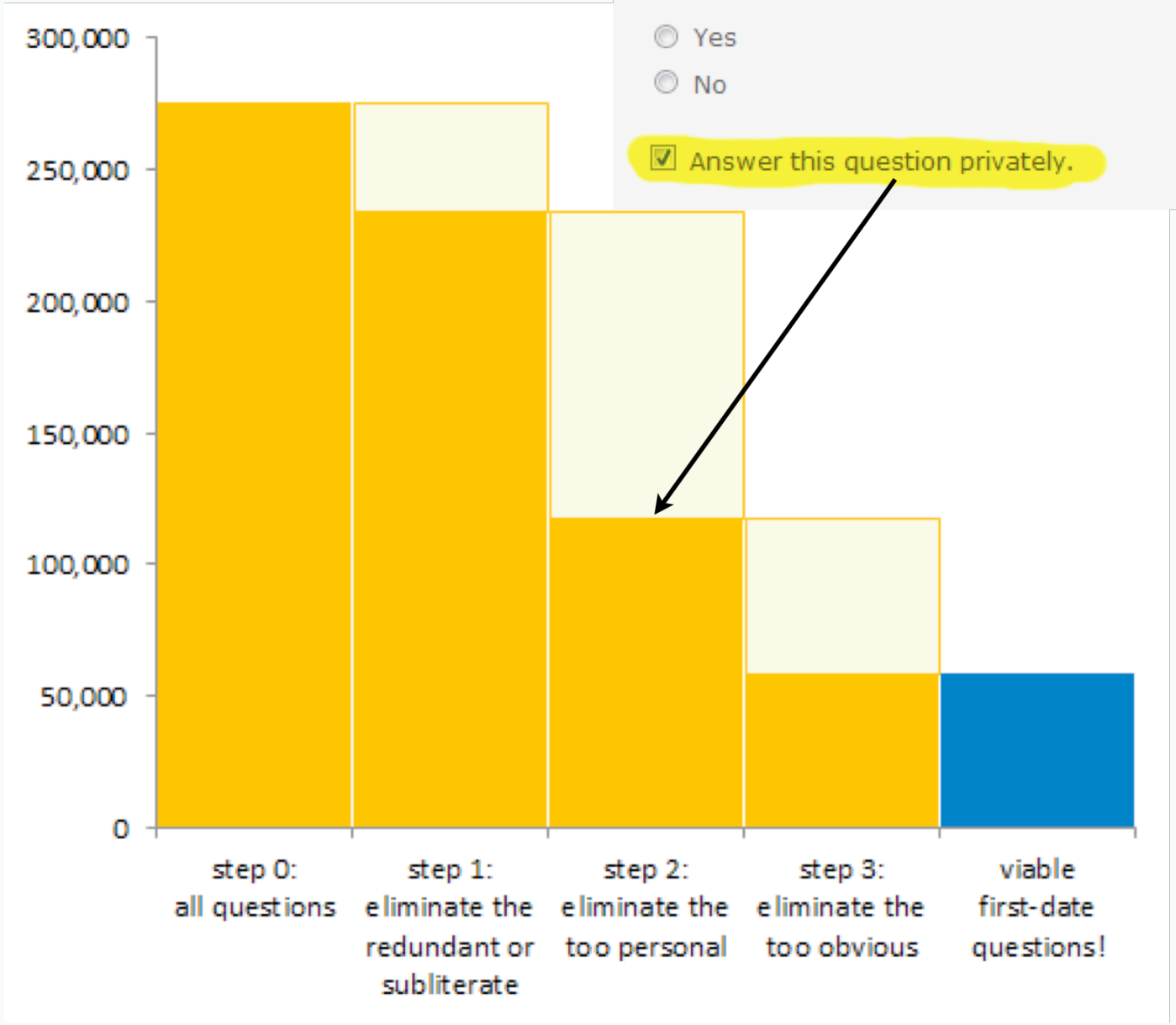
The Best Questions on a First Date

- You would like to learn about your date, some important things that you would like to know are awkward to ask directly
- Find questions that correlate with what you want to know, but which people are more free about answering publicly

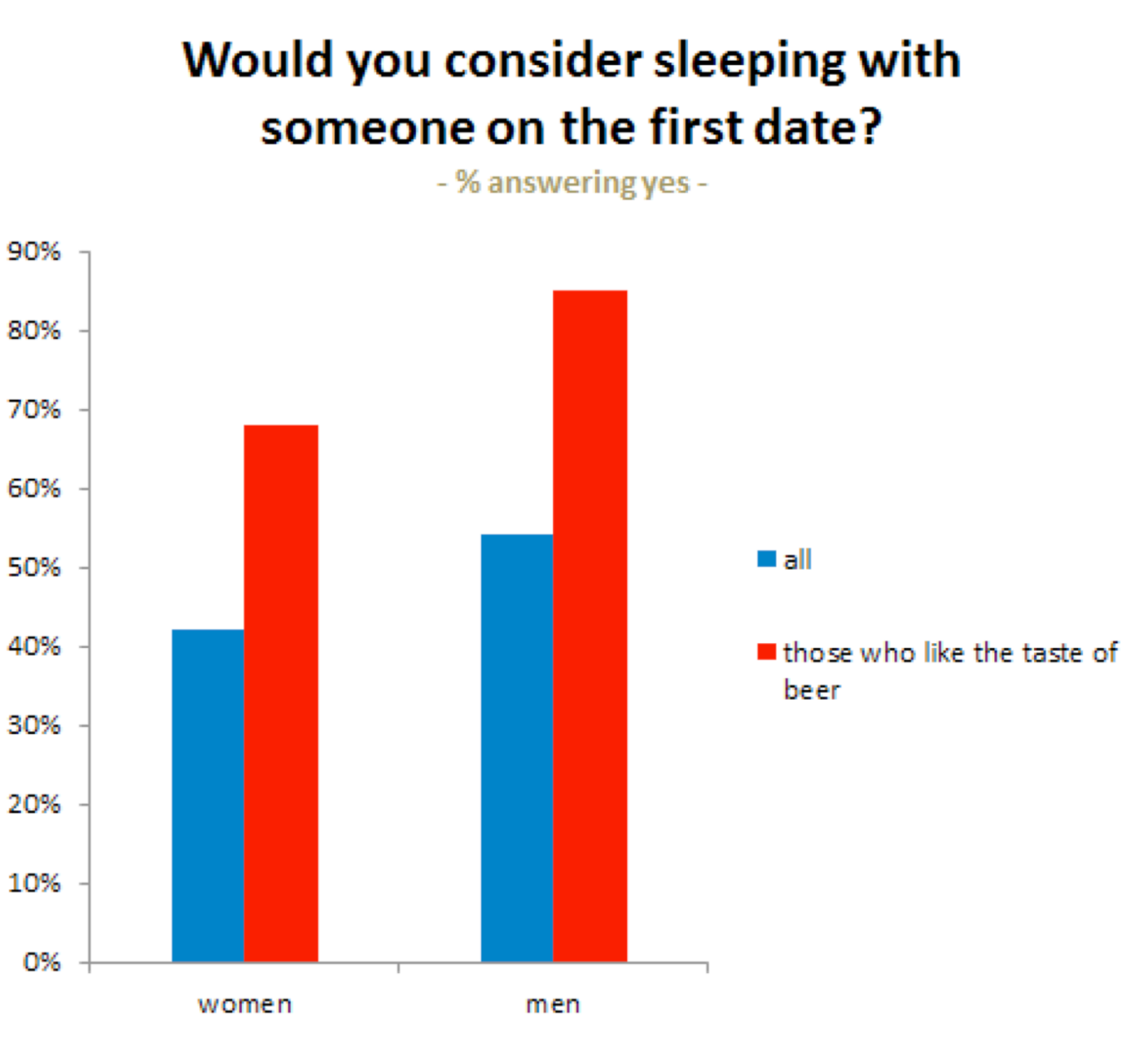
Are you looking for a partner to have children with?

- Yes
- No

☑ Answer this question privately.




more private
less private
less answer diversity
more answer diversity
weighty topics / tells you little
weighty topics / tells you something
casual topics / tells you little
casual topics / tells you something

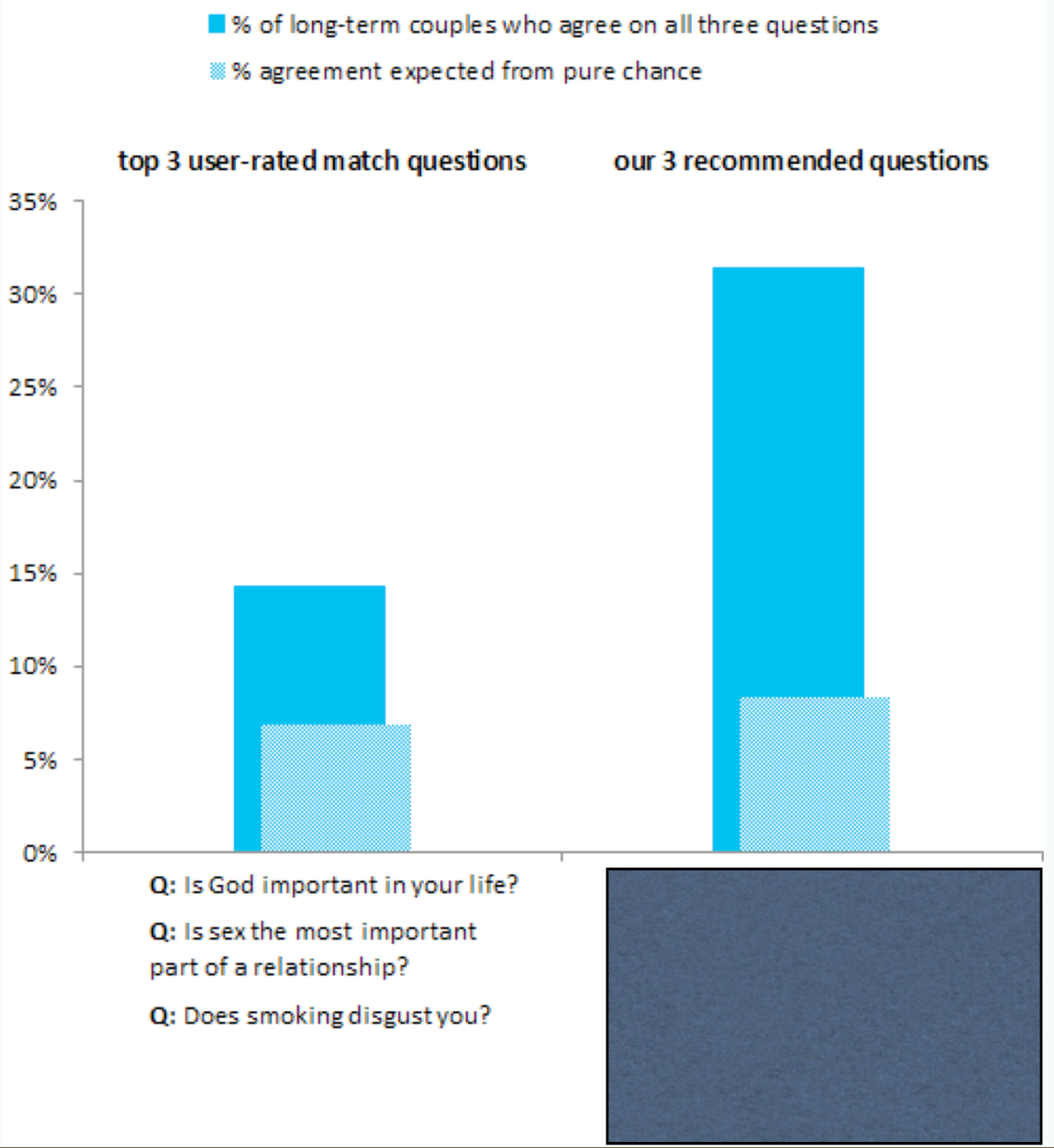

Would you consider sleeping with someone on the first date?
- % answering yes -
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
women
men
all
those who like the taste of beer

Other questions to ask

predictive question	implied odds of first-date sex
Q: In a certain light, wouldn't nuclear war be exciting?	yes –> 83%
Q: Assuming you were in the position to do so, would you launch nuclear weapons under any circumstances?	yes –> 82%
Q: Could you imagine yourself killing someone?	yes –> 82%

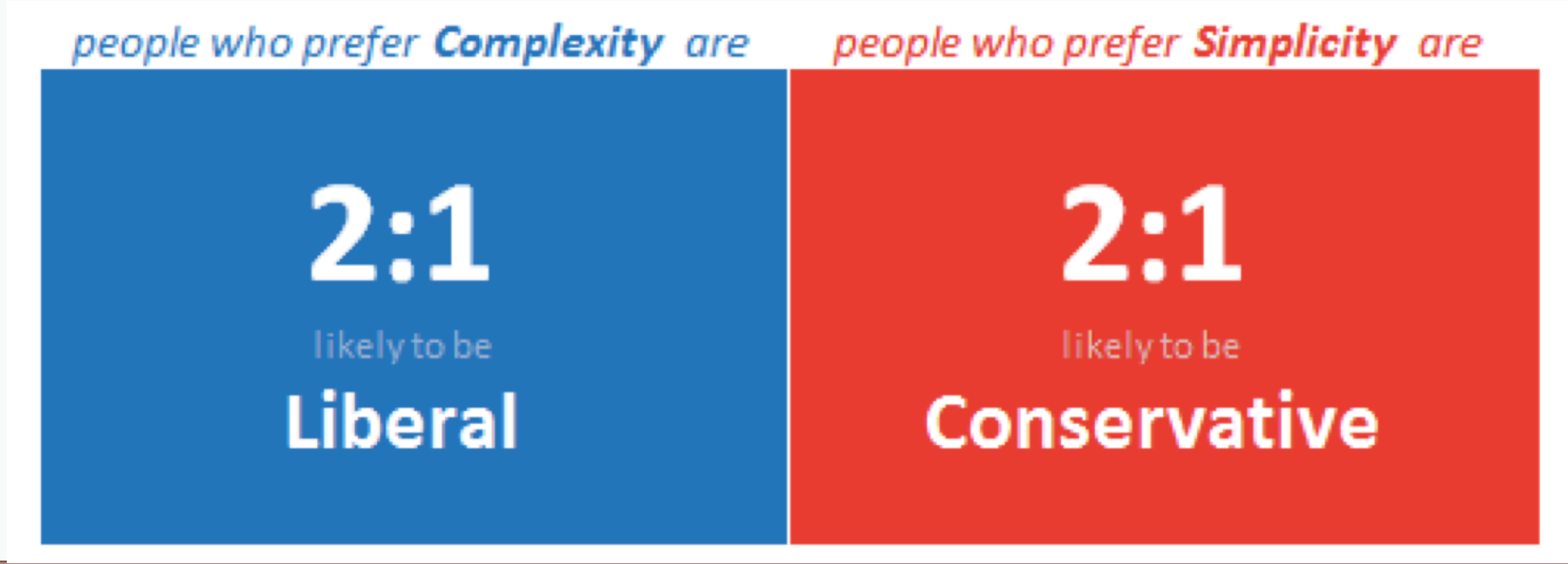
LTRs

- If you’re interested in a long term relationship, you can use this methodology too
- When someone deletes their OkCupid account, the option of giving a reason
- One is 'I met somebody on OkCupid,' they can report their significant other's username
- 34,000 such pairs exist


% of long-term couples who agree on all three questions
% agreement expected from pure chance
top 3 user-rated match questions
our 3 recommended questions
35%
30%
25%
20%
15%
10%
5%
0%
Q: Is God important in your life?
Q: Is sex the most important part of a relationship?
Q: Does smoking disgust you?

Politics

- If you want to know: *Do my date and I have the same politics?*
- Ask: *Do you prefer the people in your life to be simple or complex?*

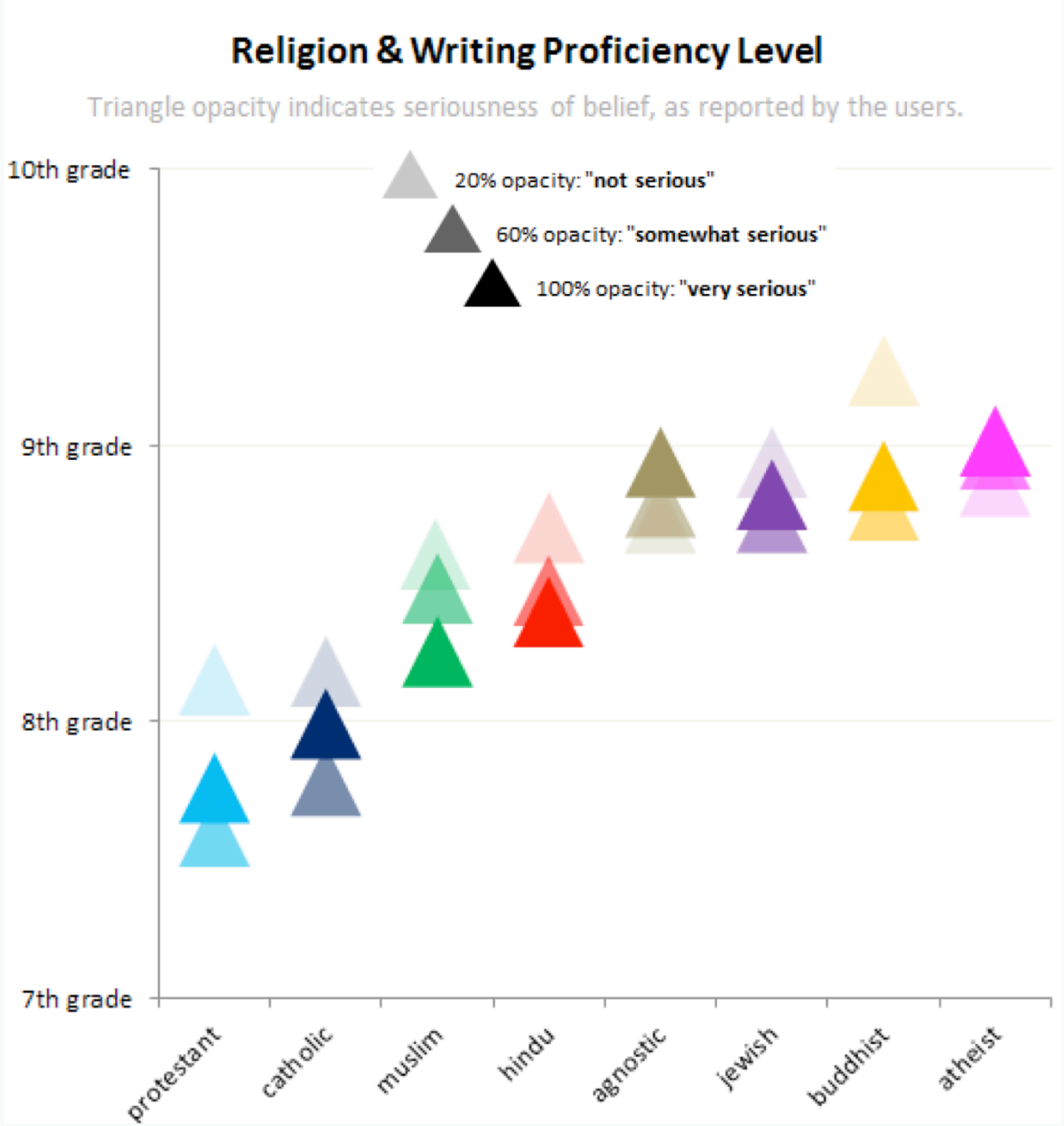


Politics

- People who prefer complexity are 65-70% likely to give the Liberal answer. Those who prefer simplicity in others are 65-70% likely to give the Conservative one:
- Should burning your country's flag be illegal?
- Should the death penalty be abolished?
- Should gay marriage be legal?
- Should Evolution and Creationism be taught side-by-side in schools?

Religion

- If you want to know: *Is my date religious?*
- Ask: *Do spelling and grammar mistakes annoy you?*
- If your date is okay with bad grammar and spelling then the odds of him or her being at least moderately religious is slightly better than 2:1


Religion & Writing Proficiency Level
Triangle opacity indicates seriousness of belief, as reported by the users.
10th grade
9th grade
8th grade
7th grade
20% opacity: "not serious"
60% opacity: "somewhat serious"
100% opacity: "very serious"
protestant
catholic
muslim
hindu
agnostic
jewish
buddhist
atheist

Ethnicity

- What is it that makes a culture unique? How are whites, blacks, Asians, or whoever different from everybody else? What tastes, interests, and concepts define an ethnic group?
- Analyzed 500,000+ profiles with self reported race, looking at 280M words worth of profile essays
- Analyze words that are statistically distinct from other racial groups (everyone likes sushi, only Asians list sashimi).

White people

Black people

men

soul food i am cool
espn playing basketball
menace to society
tall, dark, and handsome
god-fearing mos def
rapping lupe fiasco **nas**
gucci mane **calm** the roots
kanye west basketball **boondocks**
holla **u are** nfl **tryna** trey songz
ladies alicia keys **a tribe called quest**
jay z **outkast** african **wwe** chillin'
more money denzel **if ur** god and family
xbox 360 playstation **jamaican**
making music **tryin' to** a good woman **my god**
talib kweli **busta rhymes** football **bible**
no kids **hitch** stationed **laid-back guy** 2pac

women

soul food
the color purple
god-fearing gospel
alicia keys neo soul
lip gloss the coldest winter ever
zane the lord **soca** my god
tyler perry the bluest eye **god's plan**
african **musiq** hip-hop **r & b**
maya angelou **my church** coming to america
maxwell bible **jamaican** basketball
luther vandross sexy **christ** india arie
god and family trey songz **my man** pretty woman
god's love self-help **justin timberlake** church
shopping romance novels **i attend** soft rock
in nursing singing and dancing **writing poetry**
to church **faith in god** very down **law & order** blessings

Asians

taiwan i'm a simple guy
korea asians **singapore**
pho **korean**
software developer **mandarin**
playing basketball **noodle** vietnam
cricket freakonomics
mechanical engineer the rock
trying out new things a foodie
an engineer tom clancy
calvin & hobbes bay area **muay thai**
surfing the net **tennis** badminton **gadgets**
entourage **asian food** the bay
entrepreneur sashimi **l.a. confidential**
analyst **snowboarding** swingers
malcolm gladwell finance **china** accountant
vancouver pursuing my **investing** gladiator
electrical engineering cantonese **investment**
currently studying **different cultures** computer games

coz chocolates
i'm a simple girl a foodie
surfing the net love story
alicia keys serendipity
asian food romantic comedy
different places the xx
tuesday's with morrie
the time traveler's wife **bossa nova**
sashimi **jolly** different cultures **china**
music **jason mraz** noodle
food network cheerful **good heart**
trying out new things **petite** mom's
michael buble my cellphone **r & b**
my passport **malcolm gladwell** u are
norah jones anthony bourdain
a walk to remember gossip girl **pls**
badminton **slumdog millionaire** pop rock
food new recipes **asian** cooking and baking
sleepless in seattle lip balm **pho** cookbooks

Indians

men

cricket hindi

a software engineer

shantaram india idiots indian food

bollywood veg i'm a simple guy mba

every moment a foodie cuisines an engineer

bhangra gandhi finance the kite runner tamil

the prestige developer freakonomics

different cultures exams slumdog millionaire

happy go lucky loving guy soft rock

red hot chili peppers investment the namesake u are

trading serendipity tennis ayn rand shahrukh khan

explore new things kumar analyst the alchemist

innovative maths seinfeld r.e.m. entourage

entrepreneur making friends consultant

women

bhangra

the namesake

shantaram

a thousand splendid suns

bollywood residency

the kite runner jhumpa lahiri

interpreter indian food my passport

my couch thai food slumdog millionaire

i heart a foodie spices monsoon wedding

bridget jones vegetarian frnds new yorker

my parents neighborhoods social justice

different cultures physician soca

when harry met sally be silly norah jones

paradiso anna karenina tapas funny the alchemist

dance floor my mom's exotic destinations

the unbearable lightness of being discovering new things

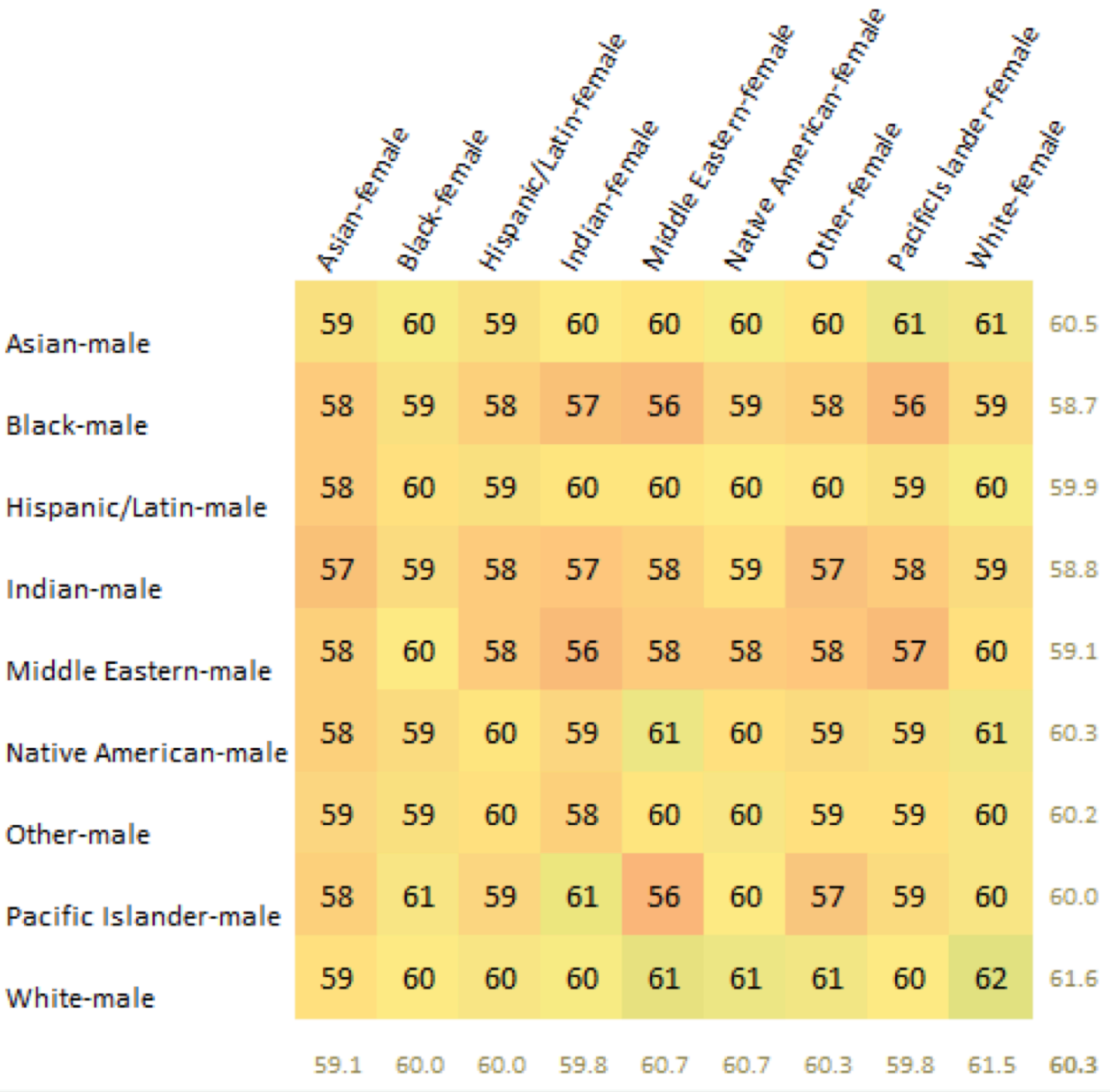
gandhi dark chocolate analyst jane austen coffee

vivacious great conversation salman rushdie

god of small things

Middle Easterners

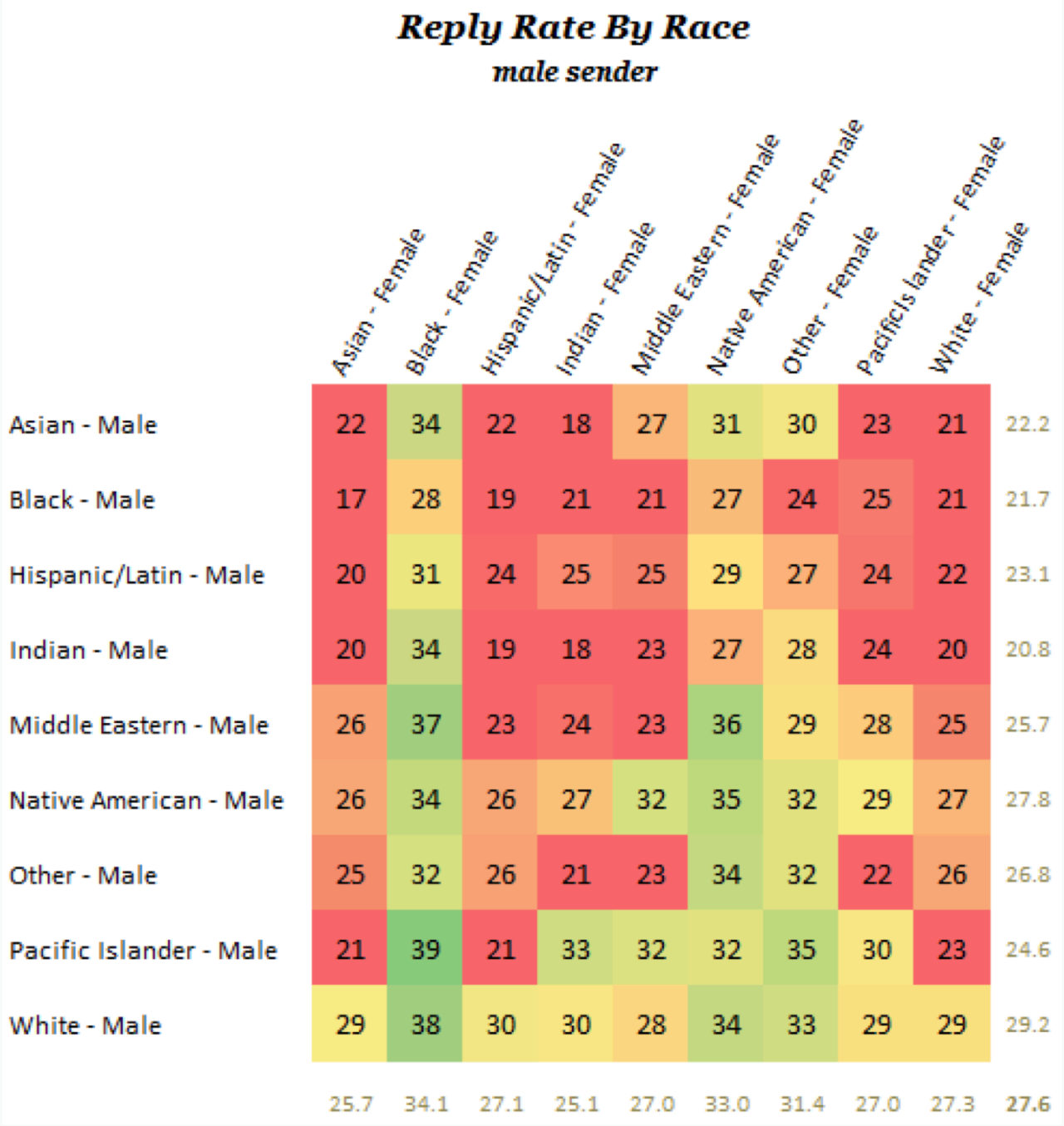
Match % By Race



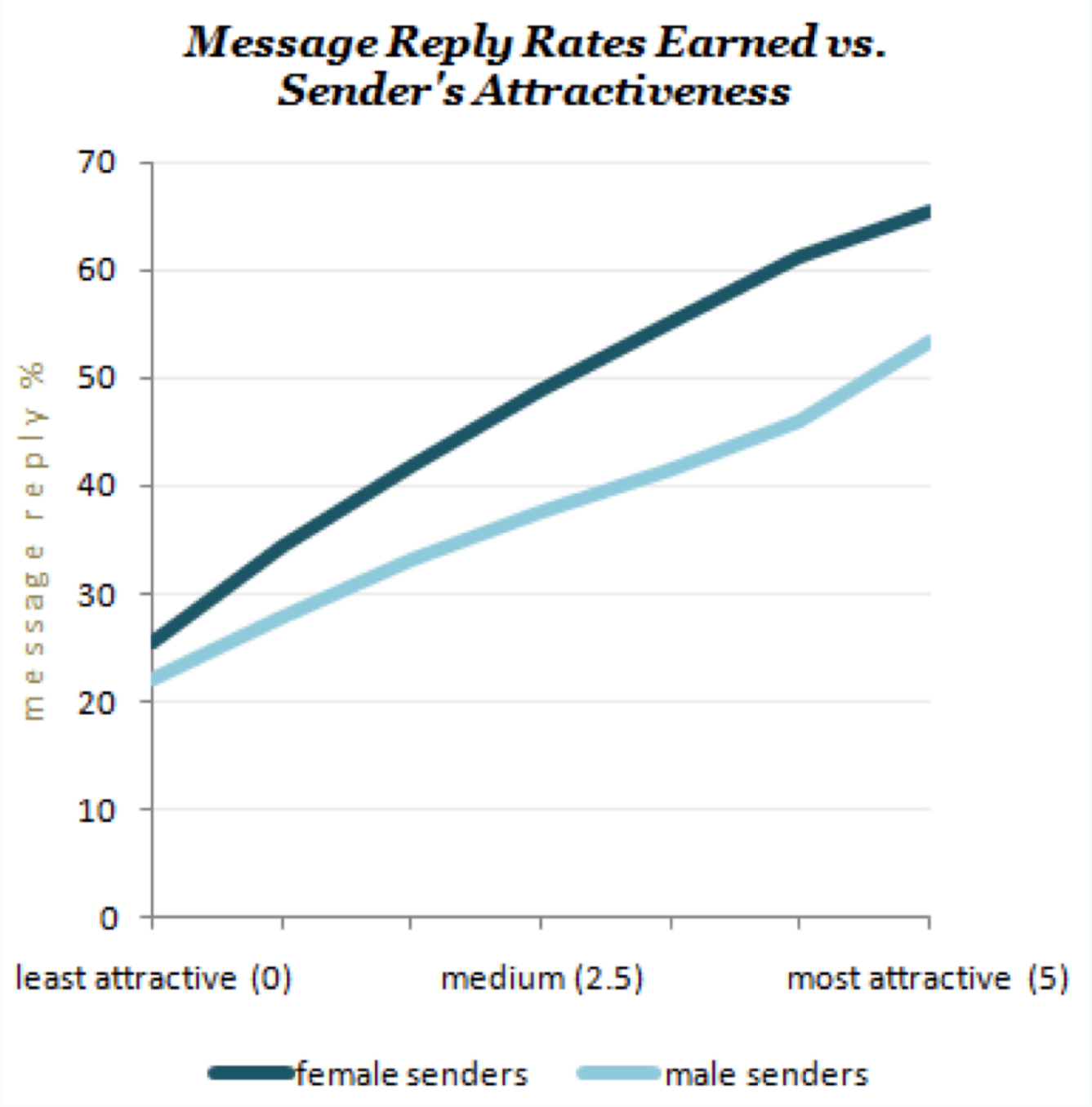
	Asian-female	Black-female	Hispanic/Latin-female	Indian-female	Middle Eastern-female	Native American-female	Other-female	Pacific Islander-female	White-female	
Asian-male	59	60	59	60	60	60	60	61	61	60.5
Black-male	58	59	58	57	56	59	58	56	59	58.7
Hispanic/Latin-male	58	60	59	60	60	60	60	59	60	59.9
Indian-male	57	59	58	57	58	59	57	58	59	58.8
Middle Eastern-male	58	60	58	56	58	58	58	57	60	59.1
Native American-male	58	59	60	59	61	60	59	59	61	60.3
Other-male	59	59	60	58	60	60	59	59	60	60.2
Pacific Islander-male	58	61	59	61	56	60	57	59	60	60.0
White-male	59	60	60	60	61	61	61	60	62	61.6
	59.1	60.0	60.0	59.8	60.7	60.7	60.3	59.8	61.5	**60.3**

Reply Rate By Race

male sender

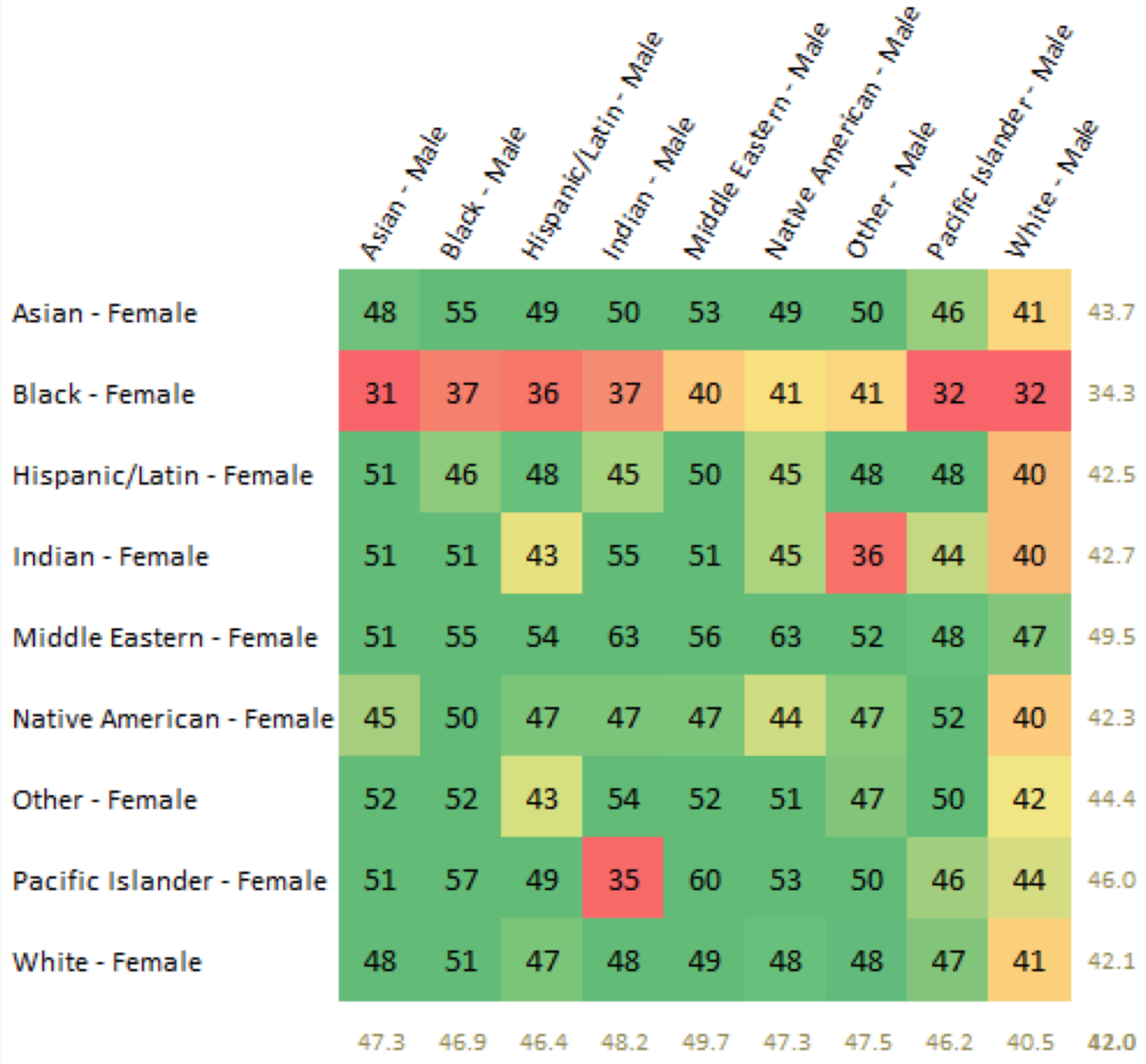


	Asian - Female	Black - Female	Hispanic/Latin - Female	Indian - Female	Middle Eastern - Female	Native American - Female	Other - Female	Pacific Islander - Female	White - Female	
Asian - Male	22	34	22	18	27	31	30	23	21	22.2
Black - Male	17	28	19	21	21	27	24	25	21	21.7
Hispanic/Latin - Male	20	31	24	25	25	29	27	24	22	23.1
Indian - Male	20	34	19	18	23	27	28	24	20	20.8
Middle Eastern - Male	26	37	23	24	23	36	29	28	25	25.7
Native American - Male	26	34	26	27	32	35	32	29	27	27.8
Other - Male	25	32	26	21	23	34	32	22	26	26.8
Pacific Islander - Male	21	39	21	33	32	32	35	30	23	24.6
White - Male	29	38	30	30	28	34	33	29	29	29.2
	25.7	34.1	27.1	25.1	27.0	33.0	31.4	27.0	27.3	**27.6**


Message Reply Rates Earned vs. Sender's Attractiveness
70
60
50
40
30
20
10
0
message reply %
least attractive (0)
medium (2.5)
most attractive (5)
female senders
male senders

Reply Rates By Race

female sender



	Asian - Male	Black - Male	Hispanic/Latin - Male	Indian - Male	Middle Eastern - Male	Native American - Male	Other - Male	Pacific Islander - Male	White - Male	
Asian - Female	48	55	49	50	53	49	50	46	41	43.7
Black - Female	31	37	36	37	40	41	41	32	32	34.3
Hispanic/Latin - Female	51	46	48	45	50	45	48	48	40	42.5
Indian - Female	51	51	43	55	51	45	36	44	40	42.7
Middle Eastern - Female	51	55	54	63	56	63	52	48	47	49.5
Native American - Female	45	50	47	47	47	44	47	52	40	42.3
Other - Female	52	52	43	54	52	51	47	50	42	44.4
Pacific Islander - Female	51	57	49	35	60	53	50	46	44	46.0
White - Female	48	51	47	48	49	48	48	47	41	42.1
	47.3	46.9	46.4	48.2	49.7	47.3	47.5	46.2	40.5	**42.0**

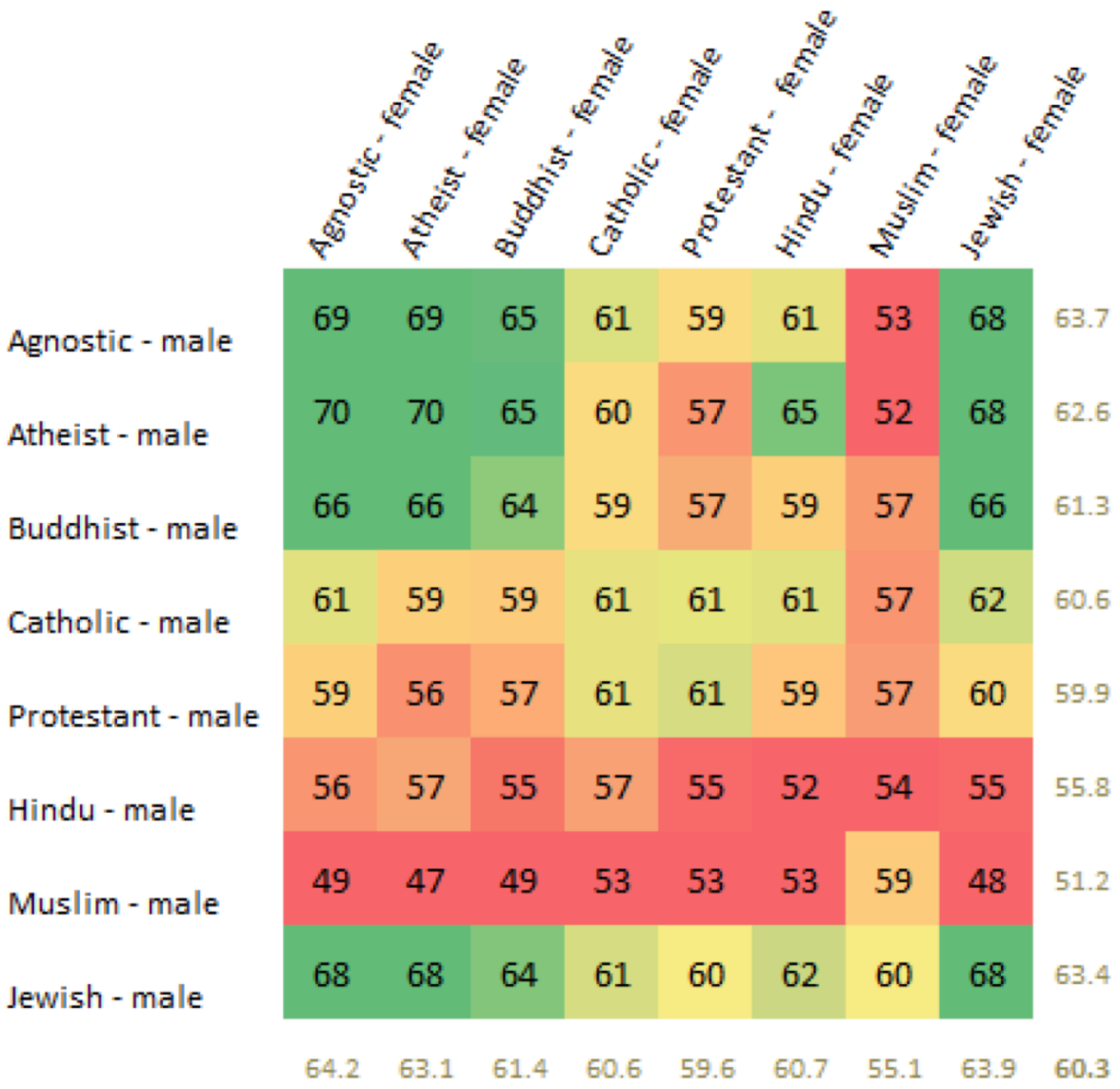
Do you think interracial marriage a bad idea?

	Yes	No	Yes %	No %
Females	8,432	128,367	6%	94%
Males	15,054	225,346	6%	94%
Whites	20,458	262,708	7%	93%
Non-Whites	3,028	91,005	3%	97%
Everyone	23,486	353,713	6%	94%

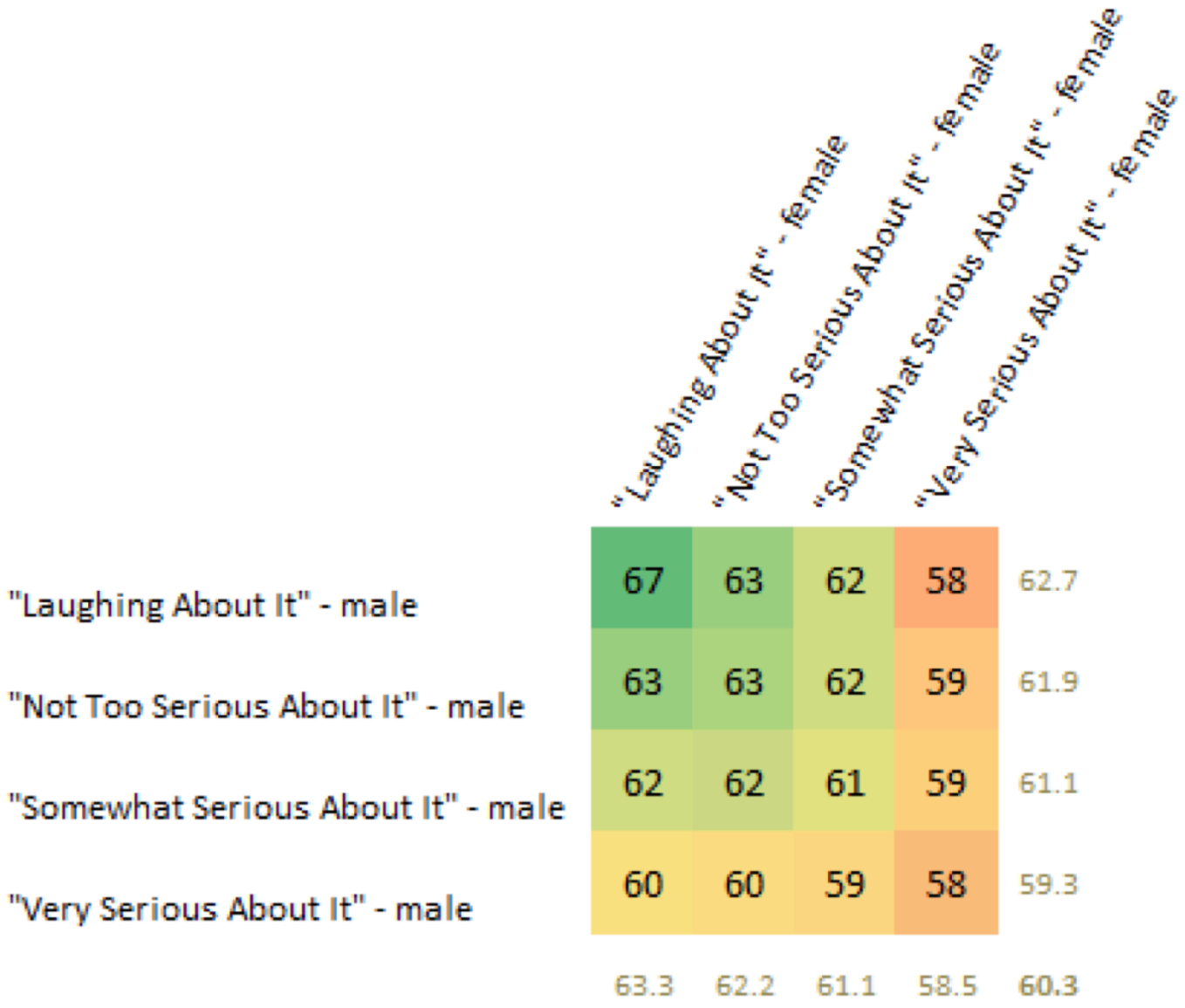
Would you strongly prefer to date someone of your own racial background?

	Yes	No	Yes %	No %
Females	177,544	210,597	46%	54%
Males	216,491	422,211	34%	66%
Whites	337,955	410,324	45%	55%
Non-Whites	56,080	222,484	20%	80%
Everyone	394,035	632,808	38%	62%

Match % By Religion



Match % By Religious Attitude



Straight People

Gay People

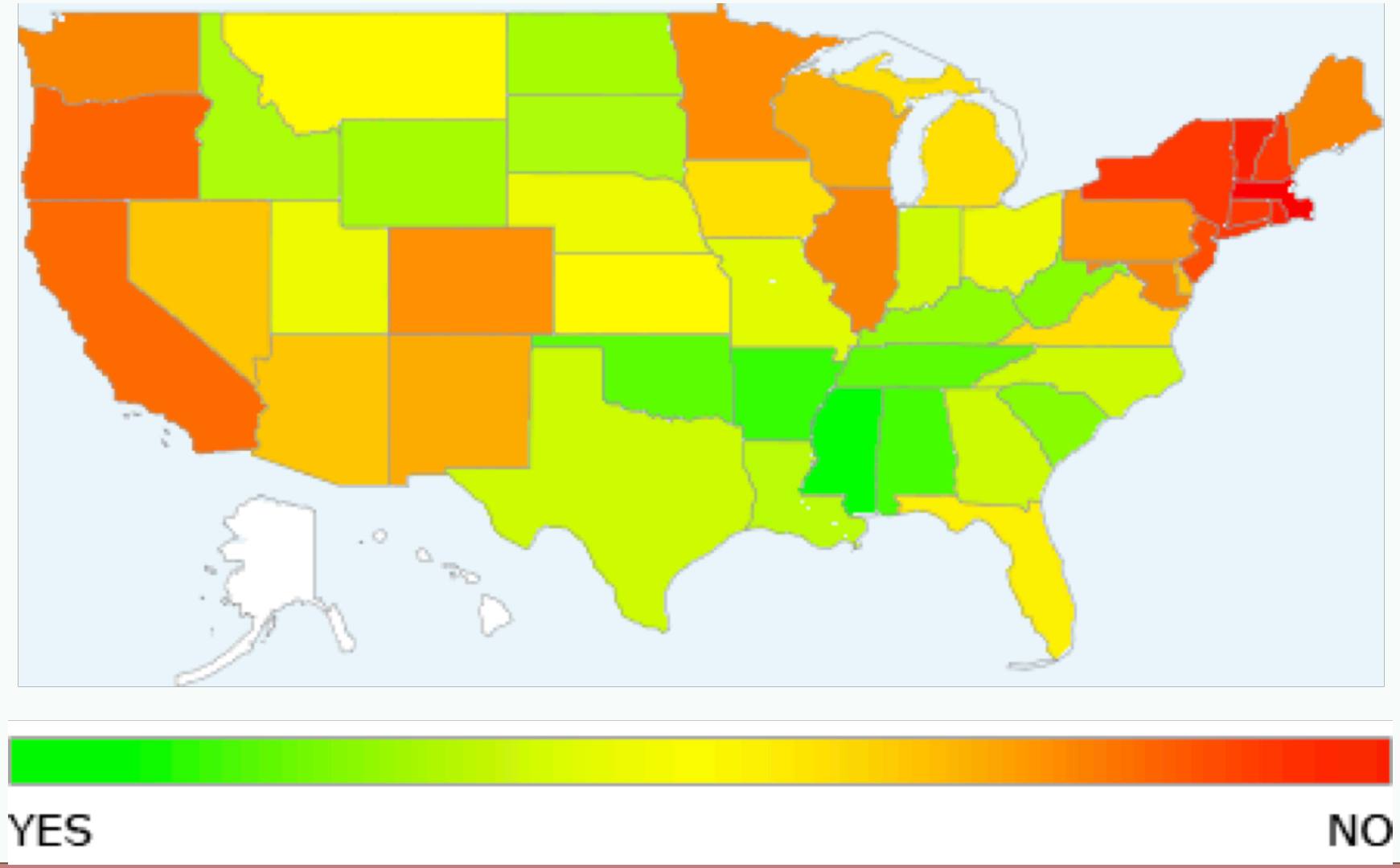

men
the devil wears prada
britney spears
mean girls
kelly clarkson
the color purple
project runway
drop dead gorgeous
running with scissors
m.i.a.
imogen heap
a boyfriend
lily allen
lady gaga
the theater
katy perry
buffy the vampire slayer
tori amos
joni mitchell
owl city
the right guy
david sedaris
american idol
harry potter
angels in america
modern family
the perks of being a wallflower
came out
maroon 5
mr. right
gossip girl
moulin rouge
x men
six feet under
the theatre
justin timberlake
nina simone
black eyed peas
michael buble
ella fitzgerald
sufjan stevens
all american rejects
the xx
final fantasy
the club
rocky horror picture show
cuddling
panic at the disco
jason mraz
fiona apple
kill bill
women
the L word
tegan and sara
ani difranco
piercings
the color purple
social justice
cat power
a girlfriend
running with scissors
the perks of being a wallflower
buffy the vampire slayer
my girl
harold and maude
law & order svu
tori amos
writing poetry
rilo kiley
janis joplin
bitch
if ur
imogen heap
my animals
the used
cuddling
damien rice
drop dead gorgeous
came out
my puppy
mean girls
lily allen
tea
obsession
the xx
mom
favorite color
rocky horror picture show
finding nemo
random
katy perry
listening
the giver
beauty
friends

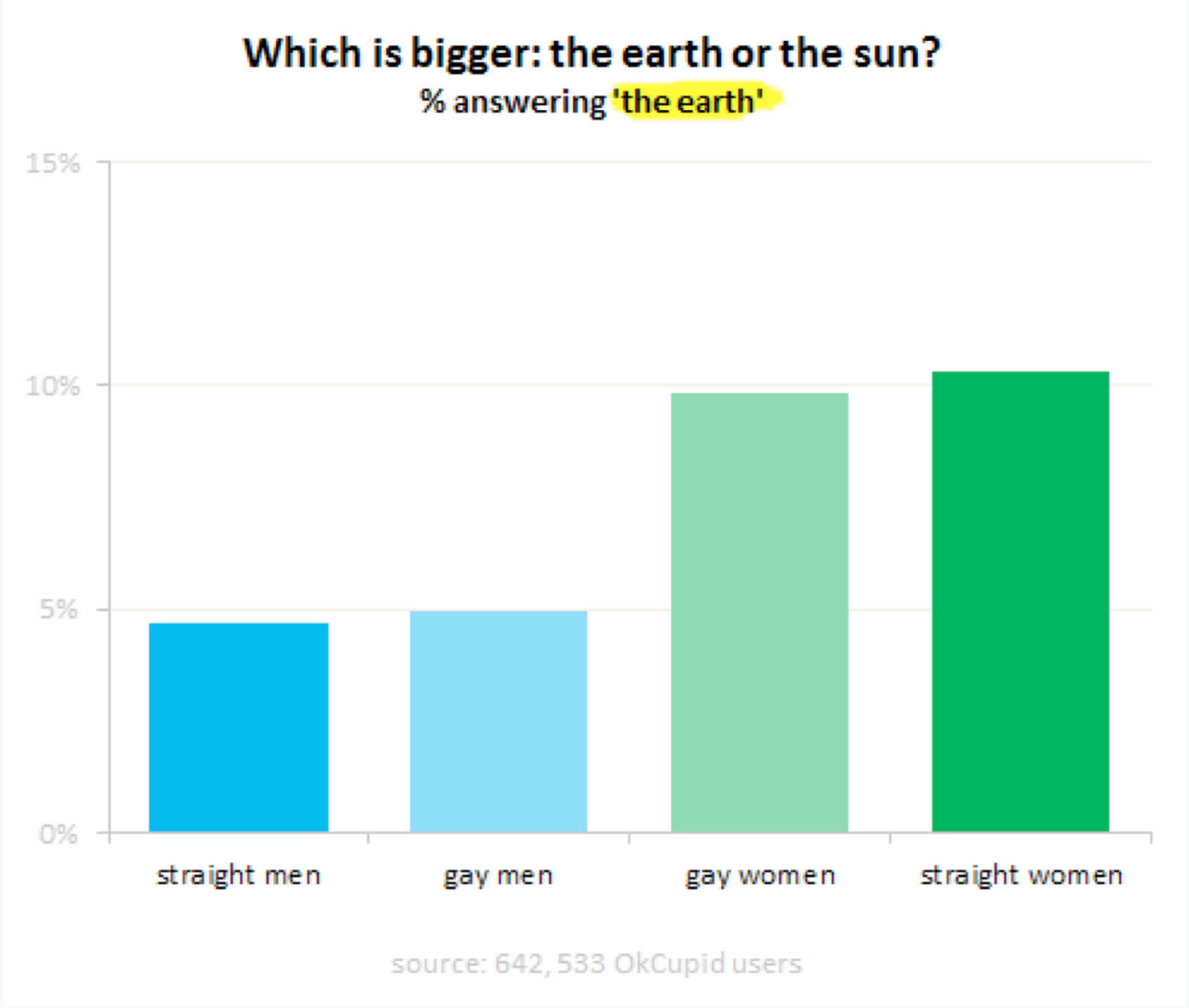
Misconceptions about Gay People

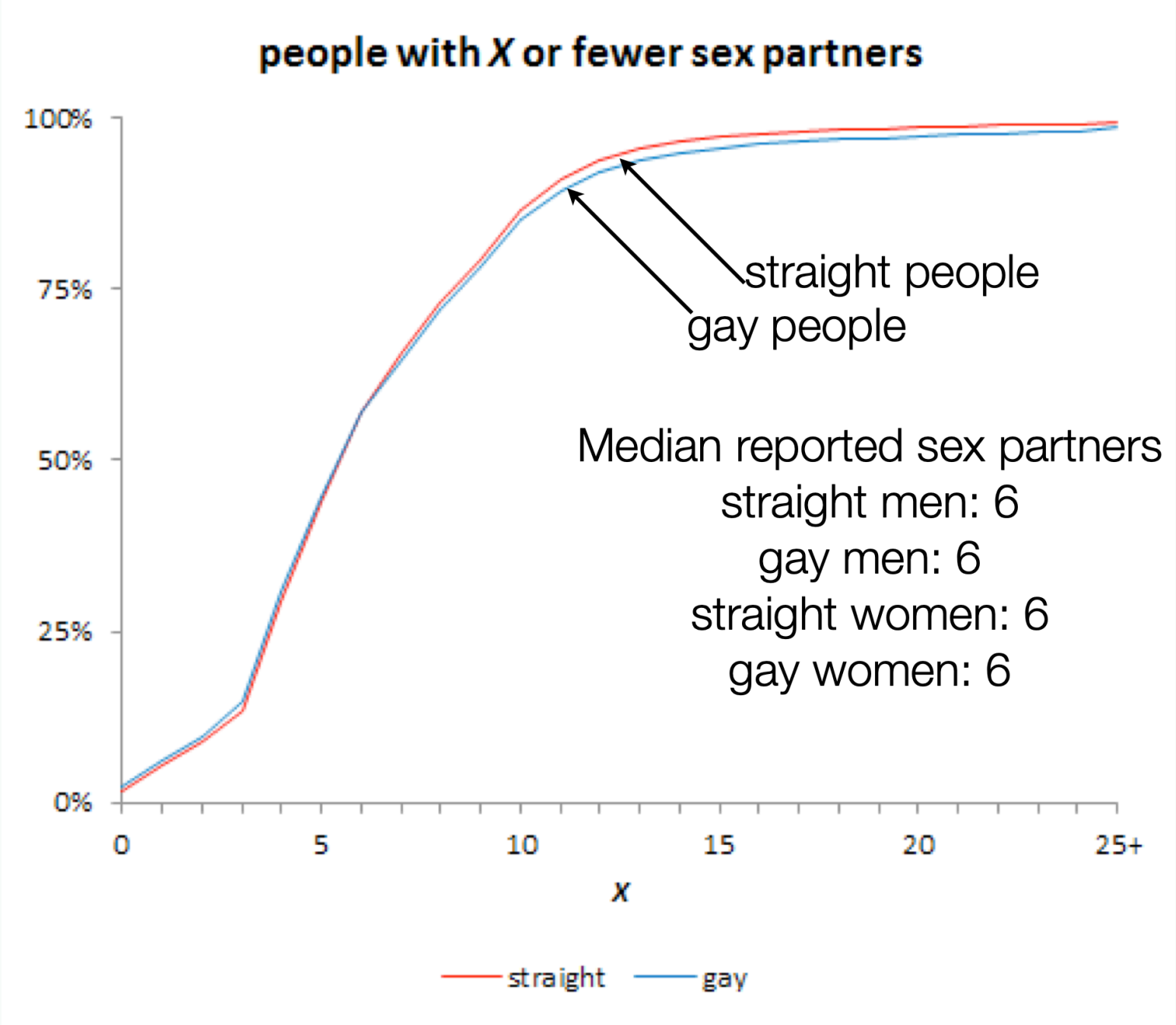
- Gay people more promiscuous that straight people
- Gay people want to convert straight people
- Gay people shouldn’t be allowed to teach in our schools


“If a person is a practicing homosexual, they should not be teaching in our schools.”
Jim Demint, R-SC

Is homosexuality a sin?



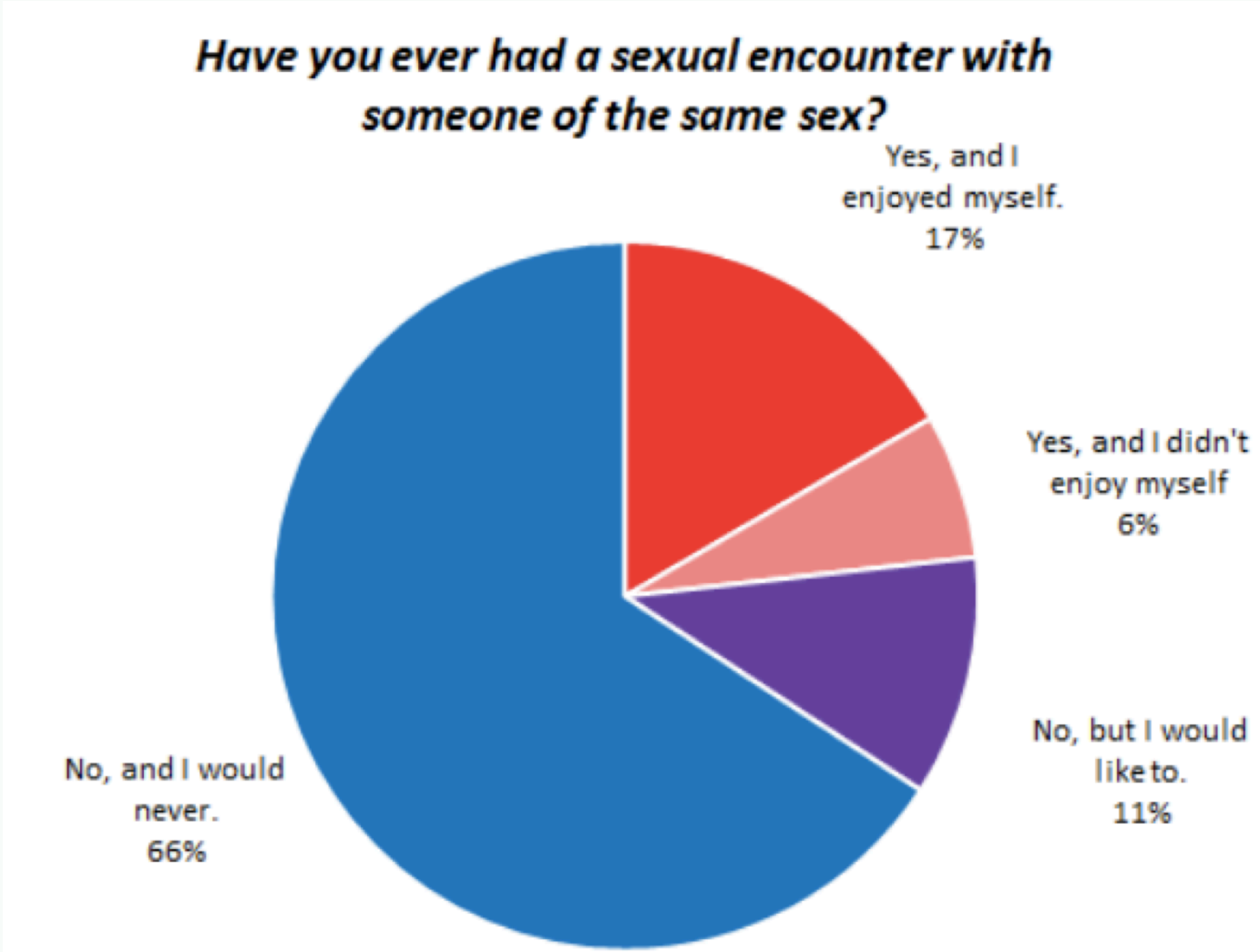

Which is bigger: the earth or the sun?
% answering 'the earth'
15%
10%
5%
0%
straight men
gay men
gay women
straight women
source: 642, 533 OkCupid users


people with X or fewer sex partners
100%
75%
50%
25%
0%
0
5
10
15
20
25+
X
straight people
gay people
Median reported sex partners
straight men: 6
gay men: 6
straight women: 6
gay women: 6
straight
gay

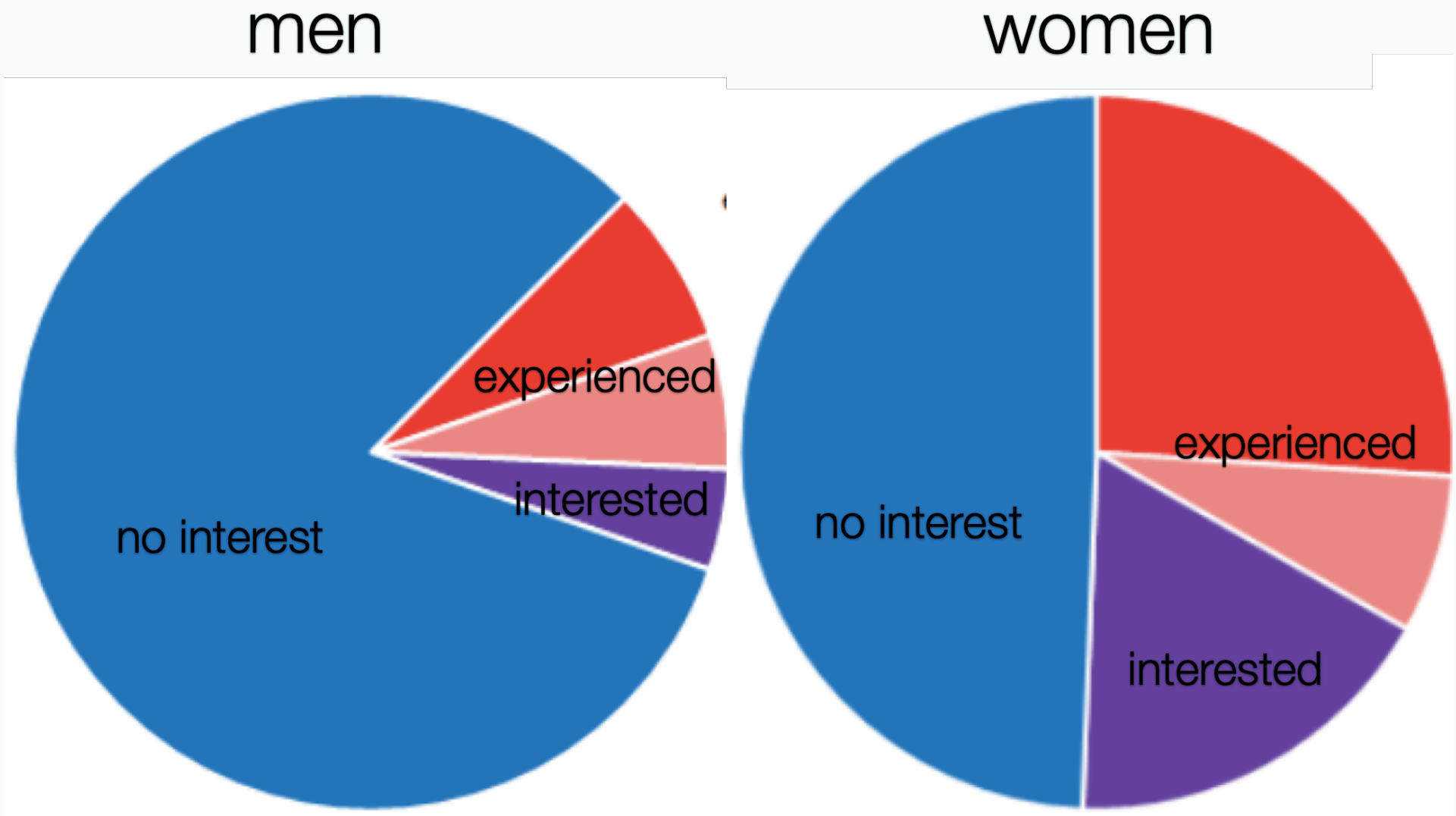
Gay people looking at straight profiles

- Only 0.6% of gay men have ever searched for straight matches.
- Only 0.1% of lesbians have ever searched for straight matches.
- Only 0.13% of straight people's profile visitors are gay.

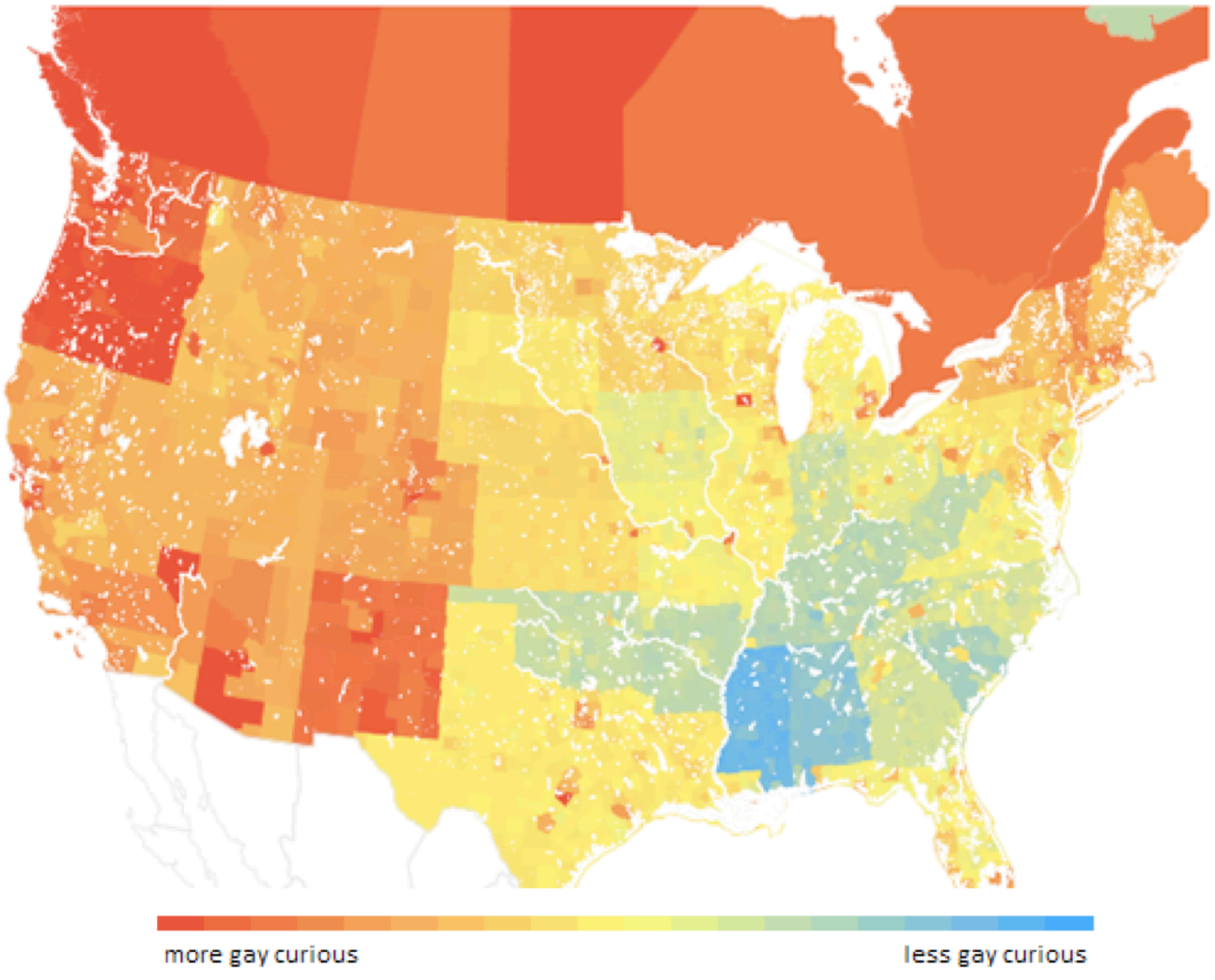
Straight people have gay sex



Straight women have gay sex



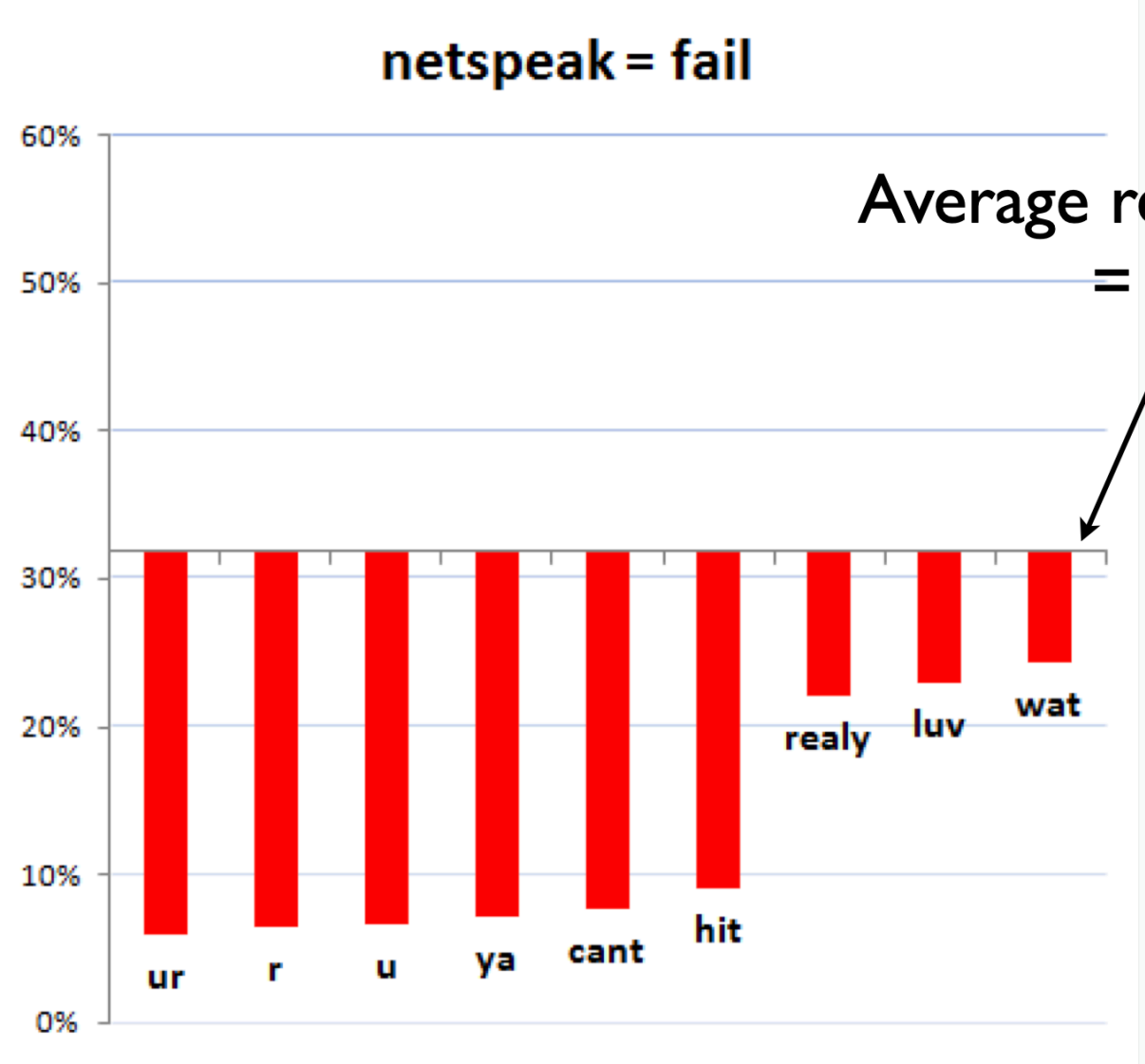
Gay curiositity by region



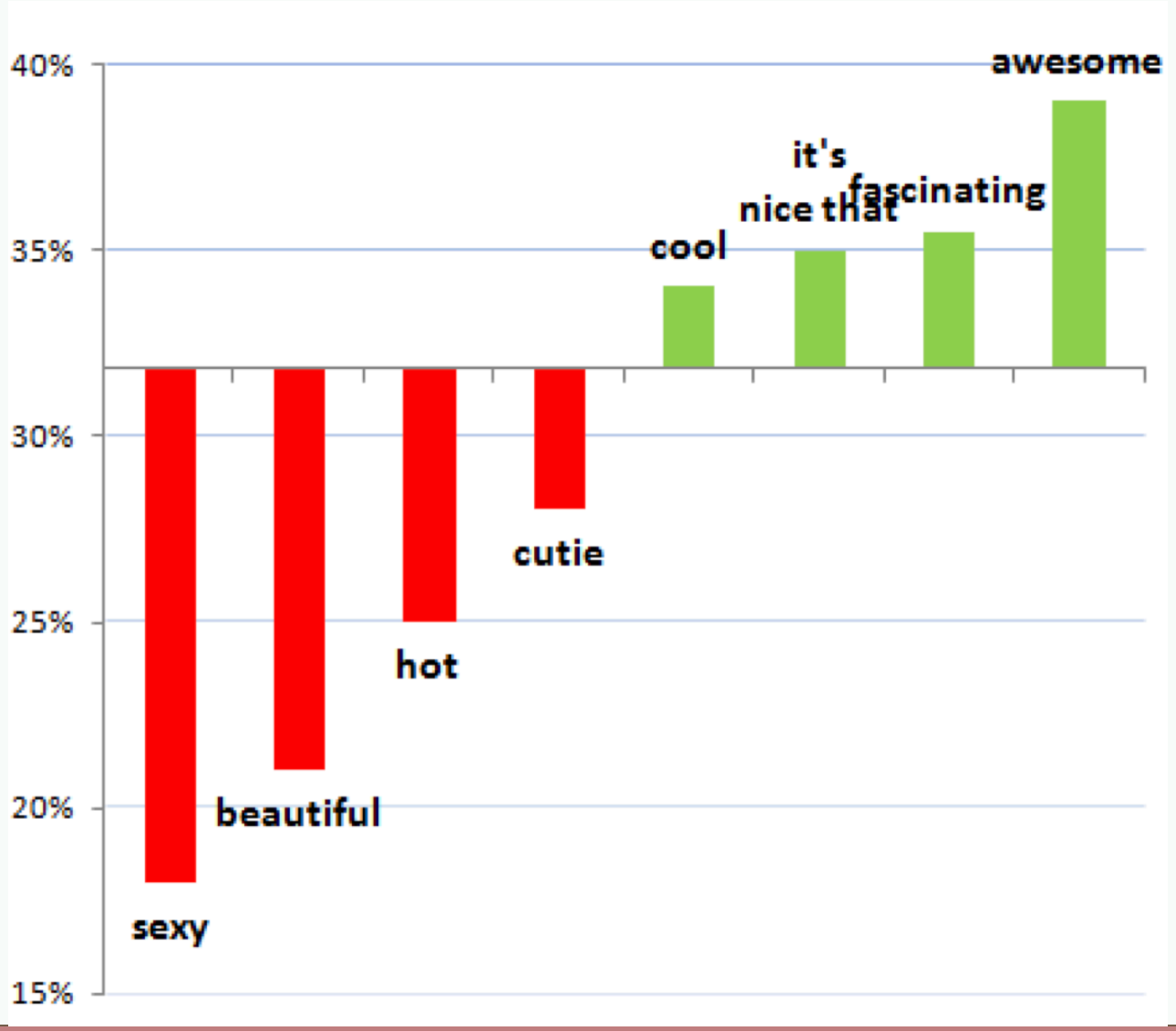
How to increase your chances

- Data analysis can help determine what strategies work best for eliciting a reply
- A/B testing for pickup-lines?

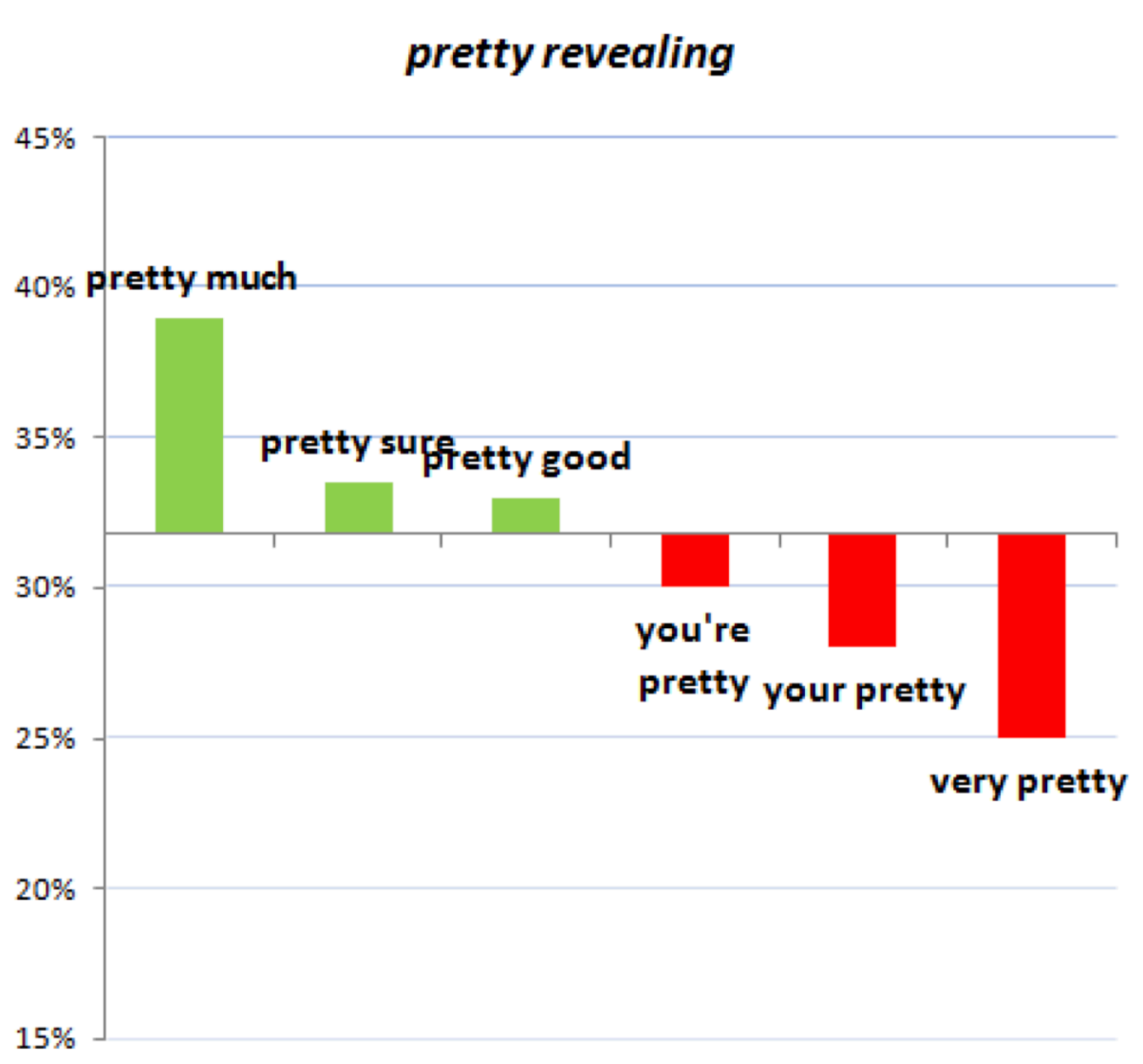
Be Literate


netspeak = fail
60%
50%
40%
30%
20%
10%
0%
ur
r
u
ya
cant
hit
realy
luv
wat
Average response rate
= 32%

Avoid physical complements

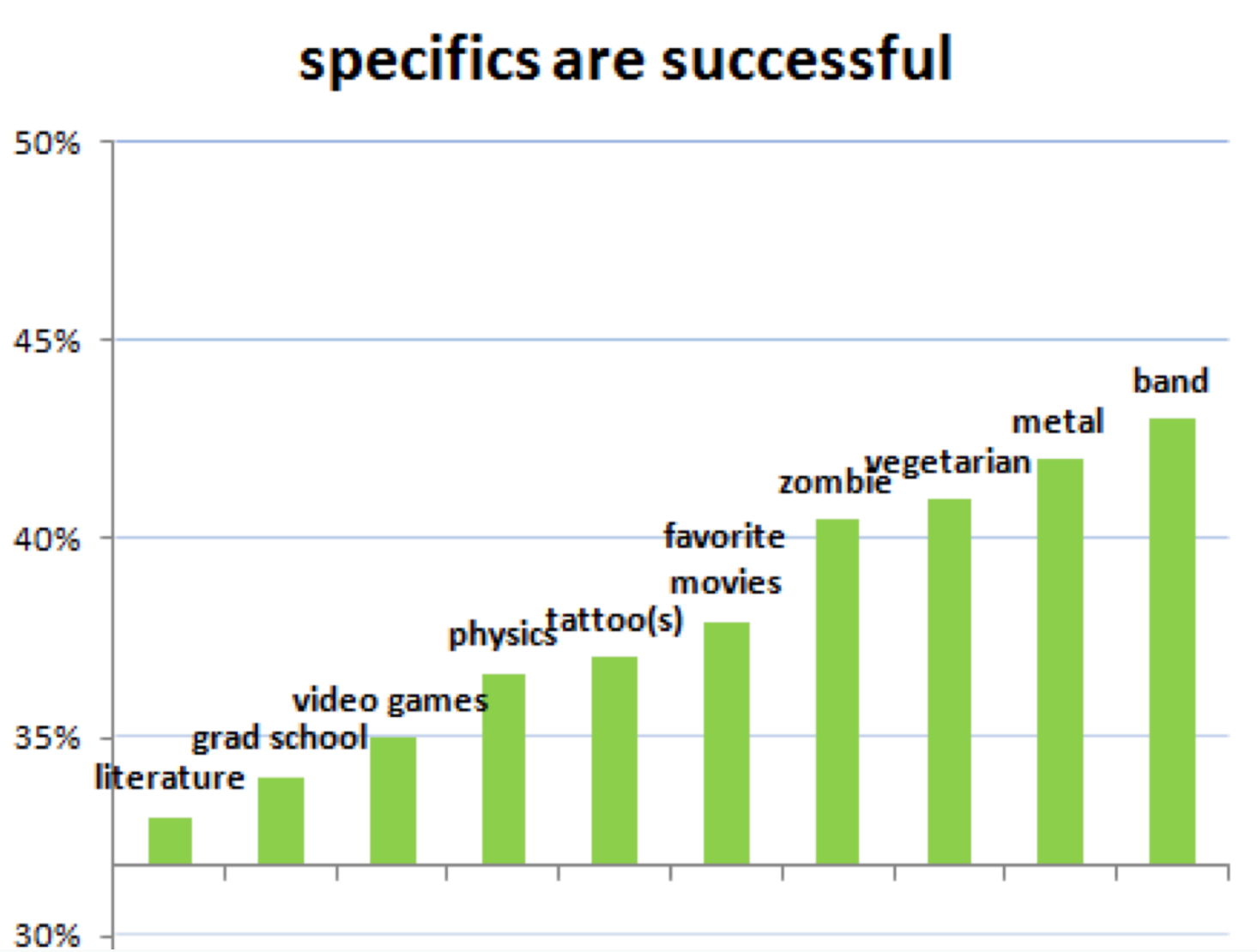


Avoid physical complements

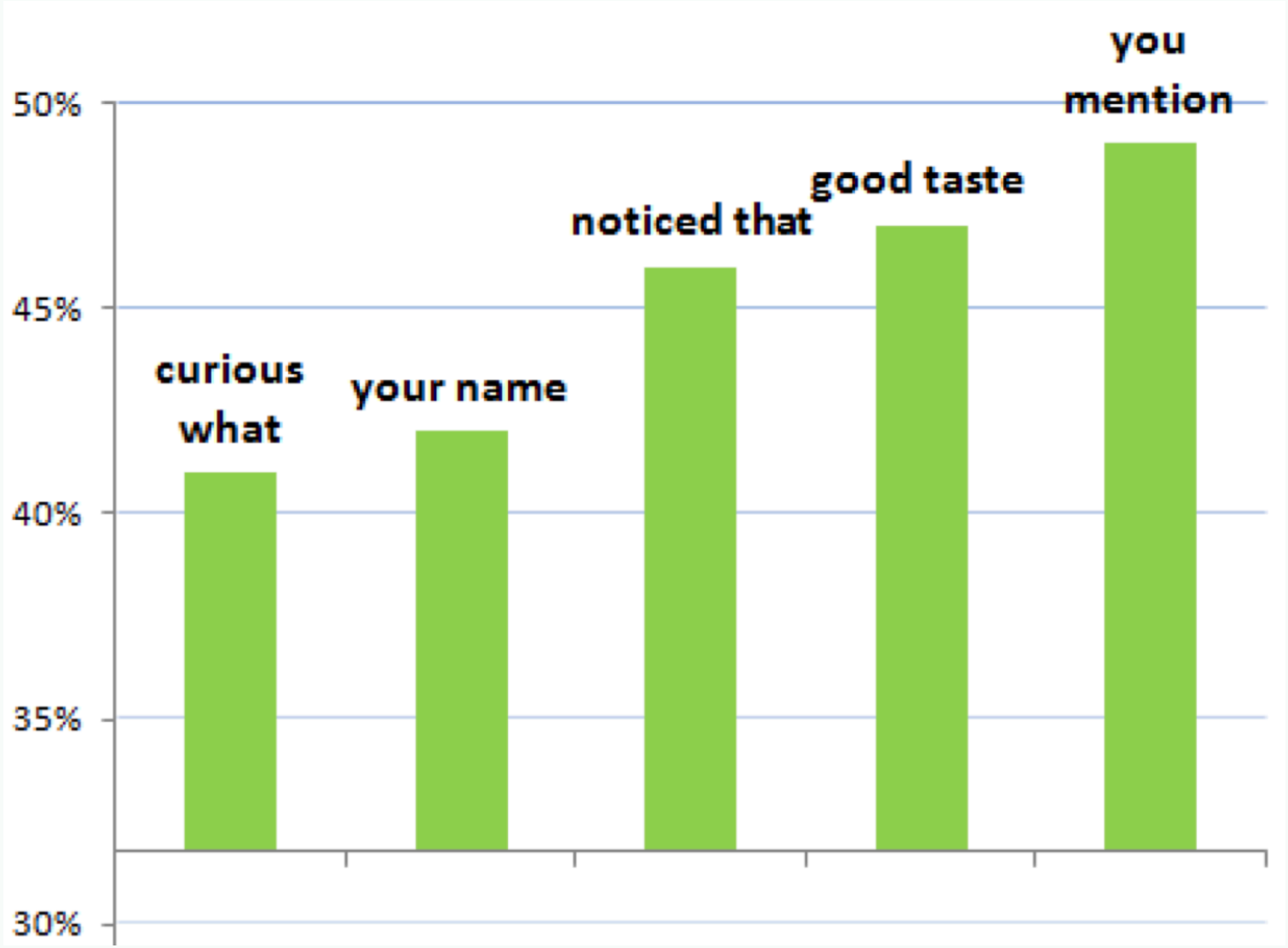


Use Unusual Greetings

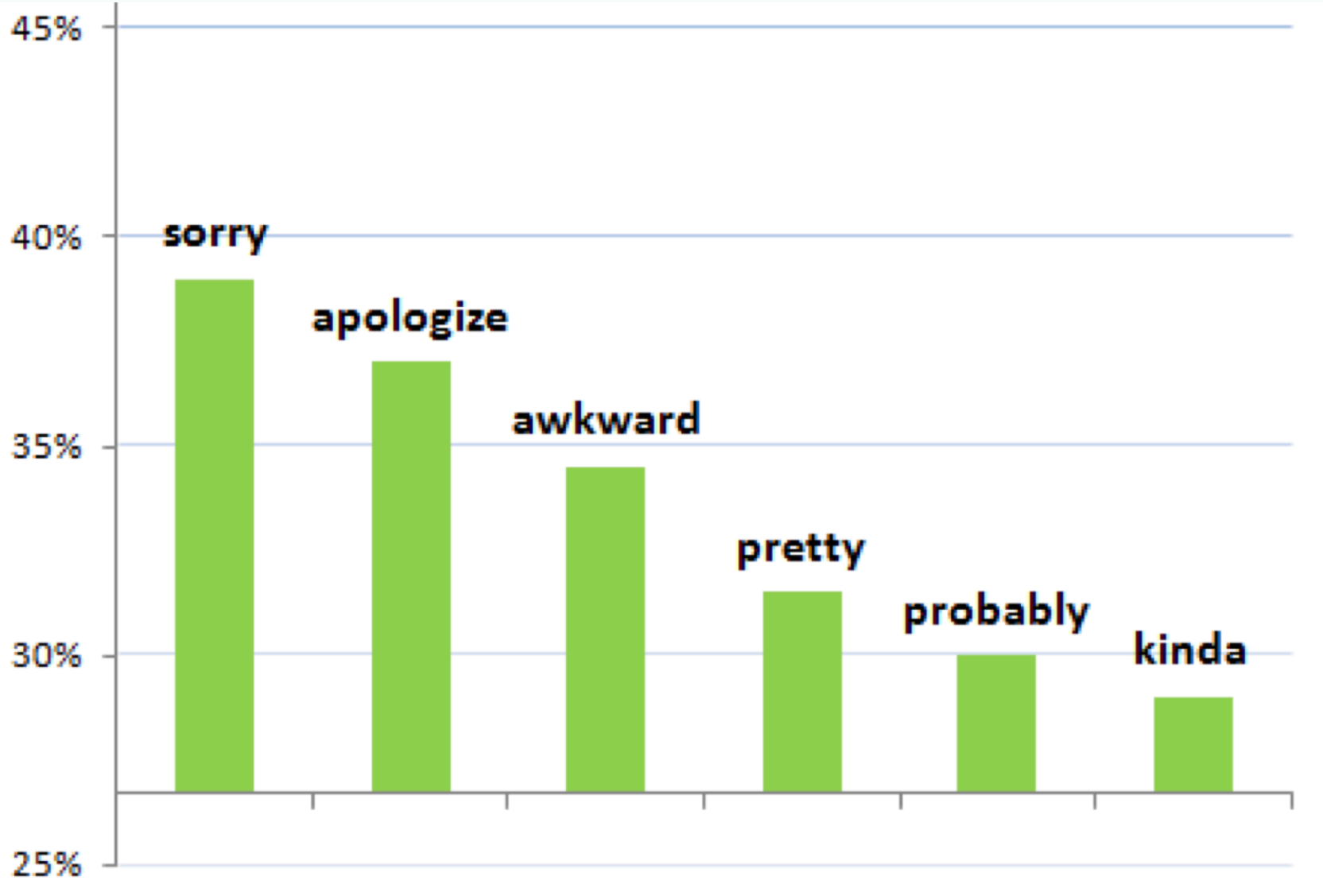
Specifics are successful



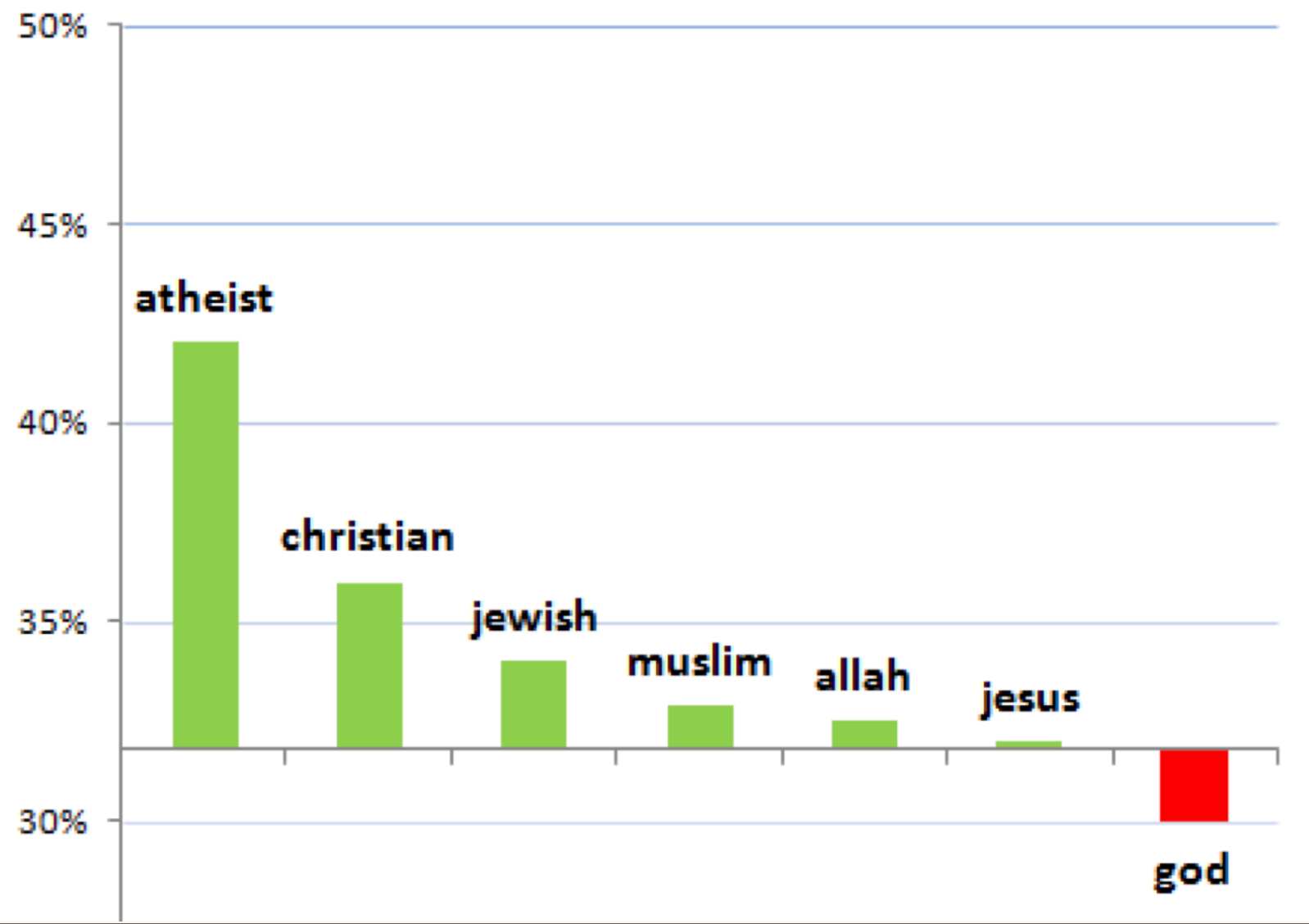
Specific about them



Male self-effacement

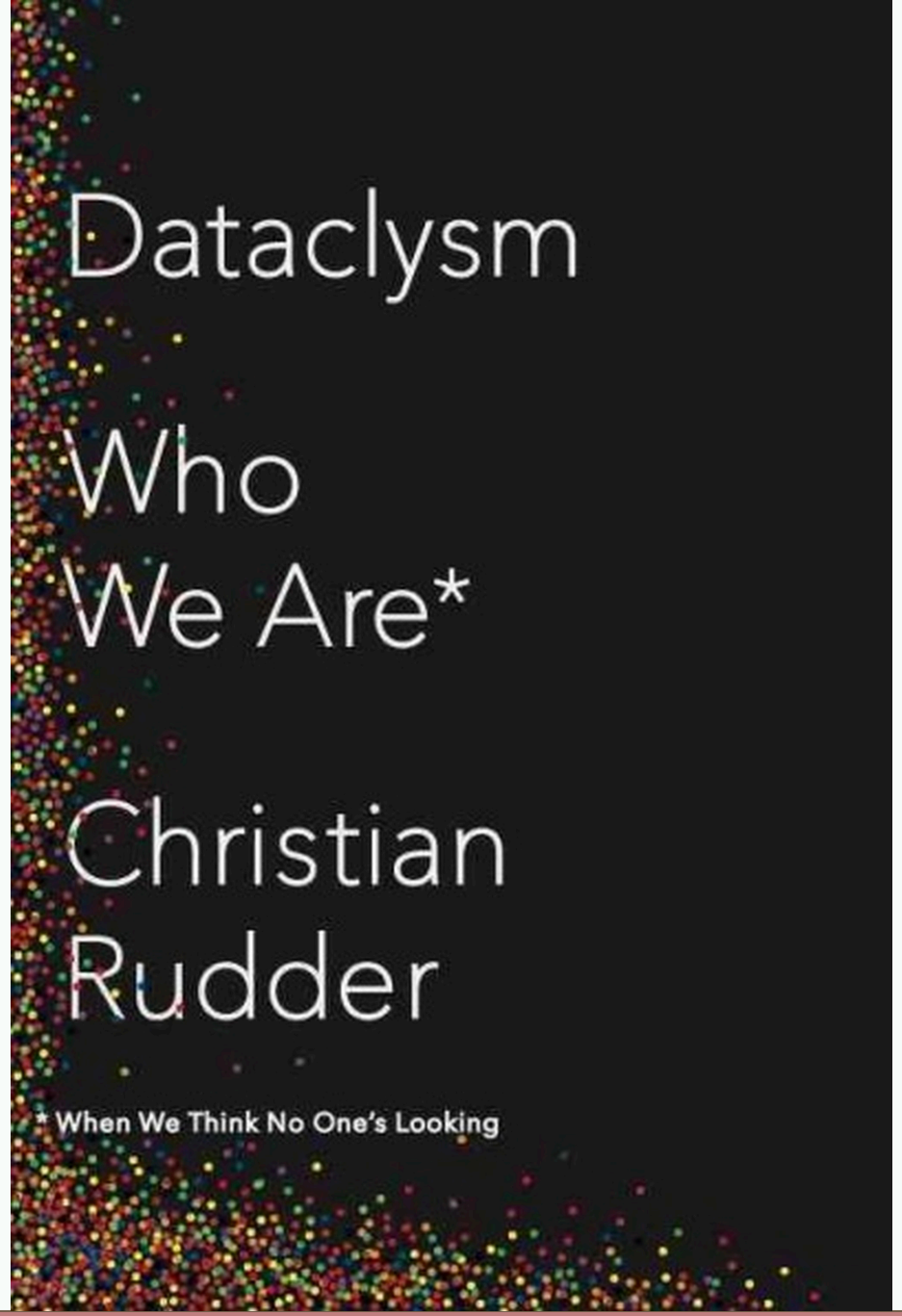


Consider becoming an atheist

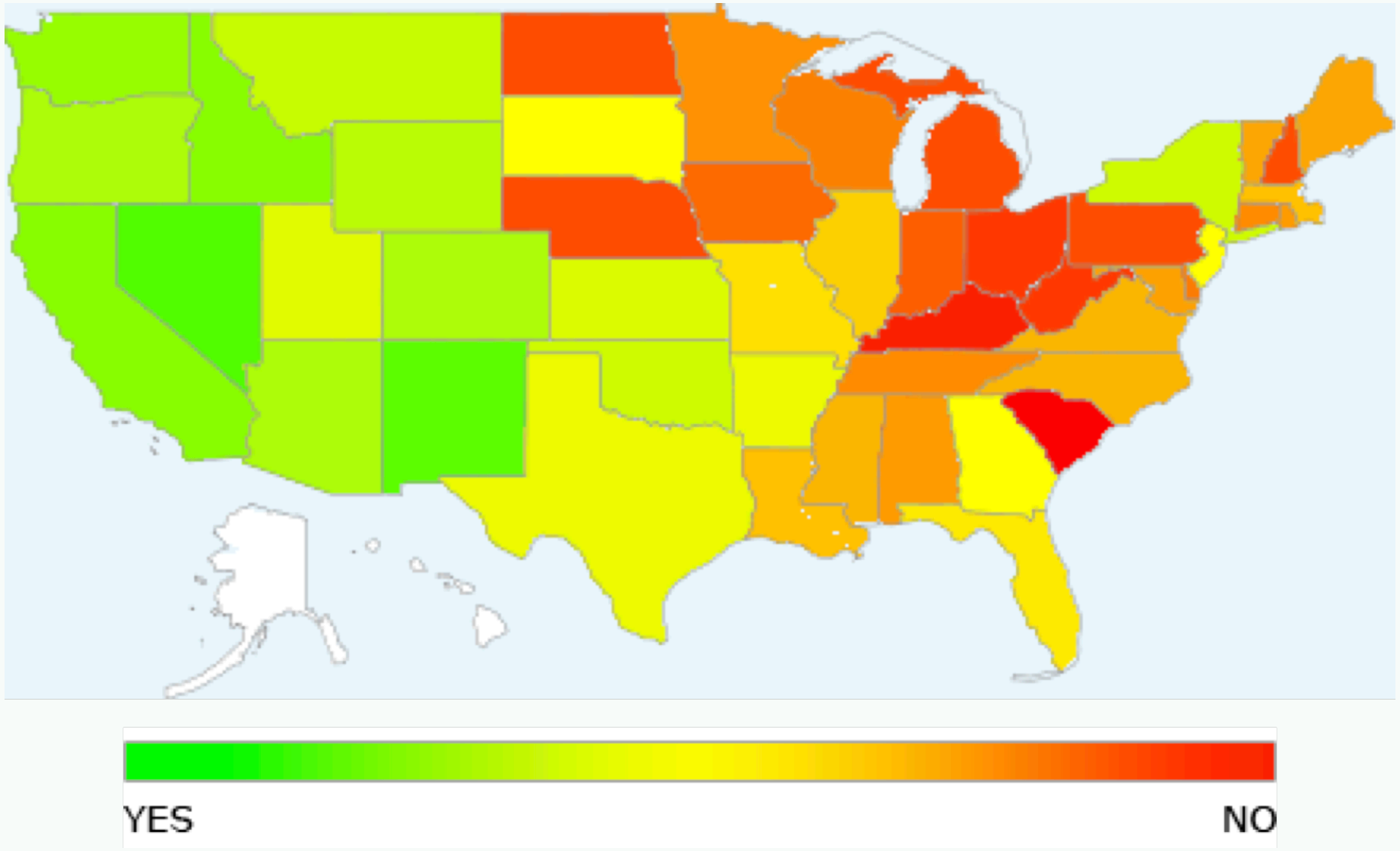


Implications

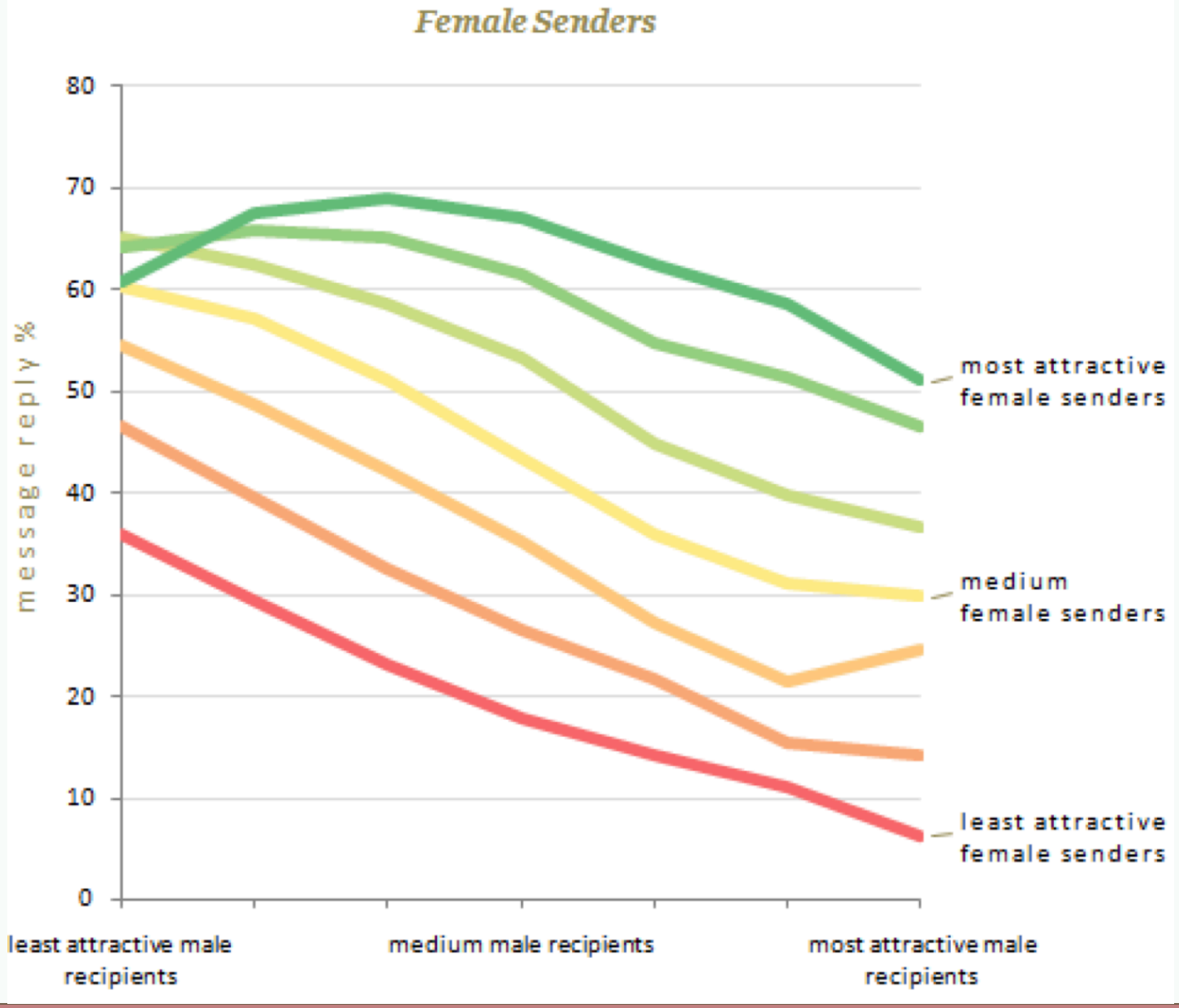
- Large numbers of people are willing to disclose information about their attitudes, and beliefs about religion, sex, politics
- Incentive: improving the algorithm for matching them up with compatible partners
- Side effect: coolest sociological data around


Dataclysm
Who
We Are*
Christian
Rudder
* When We Think No One's Looking

Would you date someone just for sex?



Message Success By Attractiveness



Message Success By Attractiveness