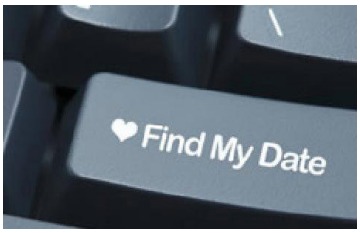
crimson hexagon
KNOW MORE. KNOW WHY. KNOW HOW.



Online Dating: Sites and Experiences

Crimson Hexagon used the *Forsight* platform to analyze thousands of social media posts relating to online dating in the UK. The aim was to find out how people talk about their experiences with the various sites, and especially one of the market leaders, Match.com. The data spanned 9 months (January - September 2013), and covered data from across the web, from blogs, forums, Facebook, Twitter, and news sites.

Online Dating, Online Conversations

- The share of voice online for the main dating sites can be seen in the first image (right), with 'Plenty of Fish' and 'Match.com' leading the way.
- The general online conversation can be broken down into three areas. These are 'advice' (about dating sites or dating issues in general) at 25%, discussing online dating profiles (29%), and 'storytelling': sharing tales of personal online dating experiences (46%).

Example: Match.com

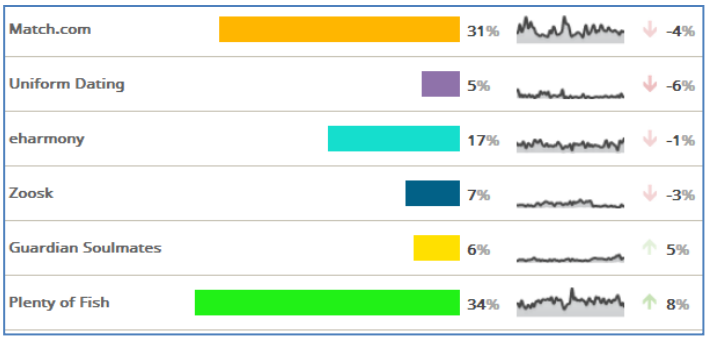
- Overall sentiment towards the Match.com service was not good: 55% of the conversation was negative, 45% positive.
- So, what drives this negativity? The main topics discussed relating to Match.com are shown in the chart (bottom right), with a major topic (34%) being scams and harassing through the site, such as fake profiles and controversy around the 'auto-renewal of accounts'.

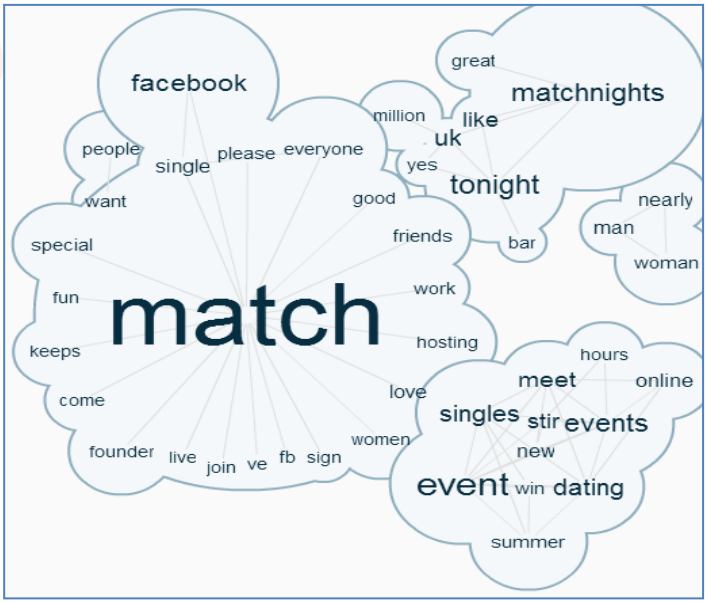
- 'Matchnights', Match.com's organized 'singles nights', are clearly gaining a lot of – largely positive - attention online, as explored in the word cluster, right, showing how words are being used together in relation to this subject.

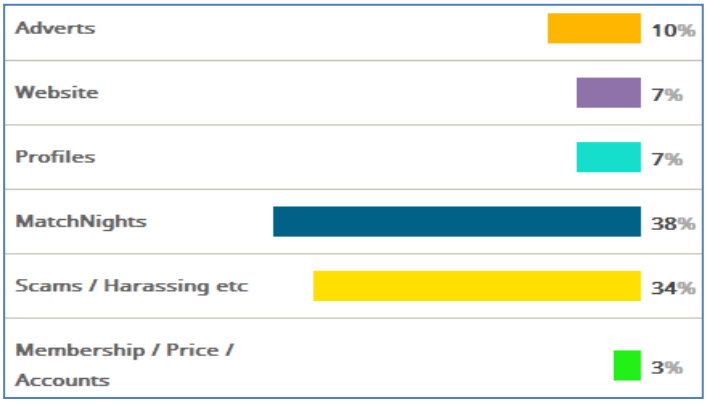
Actions

- This analysis has identified a perception issue with scams / safety / trust. Engaging with this negative driver could be informed by the themes being identified here.
- There was a clear difference in discussions between the website itself and the more 'human' elements of the service (e.g. 'Matchnights' or storytelling). Online dating brands should clearly either focus on this human side, or try to differentiate by doing something very different with their websites or apps.

Output Screenshots







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