Improving Tinder

According to the *Huffington Post*, there is a report of 75 million Tinder users since its launch on October 2012 (Zeilinger). Tinder has been an app in which you can make matches with others based on if you like the particular Facebook profile based on their physical attraction on their photos or shared interests based on their likes on their Facebook. Since this online dating app is merely based on physical attractiveness, there are ways to improve Tinder based on psychological research.

Today, there are different types of relationships that people look. One could be more of one-night stand types of relationships or others could be looking for long-term relationships. Studies have shown that the type of relationship you are looking for has a factor into attraction. Women with attractive faces were more attracted by men who were looking for more of a one-night stand type of relationship (Cooper-White). Physical proximity has also a factor into attraction according to a study done by the Massachusetts Institute of Technology. The experiment consisted of 250 random college students assigned to a 17 building dorm. Within the experiment the students had to list down three people who they consider to be close to and which room they lived in. In this experiment, it showed that 41% of the students listed their choices of friends who were at least one door away compared to a 10% of students that listed their choices of friends who were 4 doors away. This study show that people find people more attractive by
the effect of familiarity. “People tend to develop a preference for things merely because they are familiar with them” (Angemeer).

Based on these studies, I found some ways that could improve Tinder and be successful in how much it satisfies on user’s need. First, I want to Tinder to have an option on profiles to show what type of relationship the person is particularly looking for. Whether they want a short-term fling or a long-term relationship, people can know for sure that the person they have interest for also have a match for their own relationship type option. In terms of proximity, Tinder do filter options for people based on distance, but distance according to your location services on your phone. Tinder should have an option of showing the type of school you go to or where you work instead of random people within a certain distance.

In conclusion, the relationship types people look for and proximity have huge factors into attraction. Despite Tinder’s easy and successful way of matching people up, there are still ways for Tinder to improve their quality of service with these few options being available. The option of showing your relationship option brings clear communication of what you want and find people that share the same relationship goals. This avoids matches in which one person were looking for a fling and the other looking for a long-term relationship. It saves people from wasting their time with people with different relationship goals. Despite location services being in the option of finding potential matches, the option of showing the school attend or the city you work in brings more familiarity which sparks attraction between two people. Even though potential matches are at most 100 miles away, knowing that your other potential matches go to the same school or work in the same district is far better than having someone being 100 miles away.
Works Cited

Angemeer, Michaela. "Why We Like Who We Like: The Psychology of Attraction."
