Online Dating in a Social Media Framework

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Year : 2014

Degree : MSc in Computer Science (Mobile and Ubiquitous Computing)

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The aim of this research is to create a dating algorithm in the context of social networks such as Facebook. User preferences and behaviour are planned to be learnt from a social network instead of asking a user to fill a detailed manually-designed questionnaire. Various levels of user information would be captured automatically based on permissions set by the user. Additionally, information is also captured from exemplars i.e. desirable people on Facebook and celebrities, that the user feels they relate to. There would be a web based application to implement the dating algorithm. The UI design would incorporate Human-Computer-Interaction aspects to engage the user effectively and to capture the maximum amount of data possible. Psychological studies like Myers-Briggs evaluation, would be used to find a quantitative representation for people and for creating a baseline to compare different users. To validate findings, feedback from past dates of different users would be sourced and the necessary changes would be made to the dating algorithm.