

The truth about lying in online dating profiles

Hancock, J. T., Toma, C., & Ellison, N. (2007). The truth about lying in online dating profiles. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems - CHI '07*.
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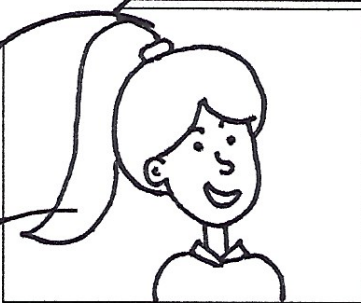
Project created for the class:

Visual Thinking and Composition, Winter 2020

Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com

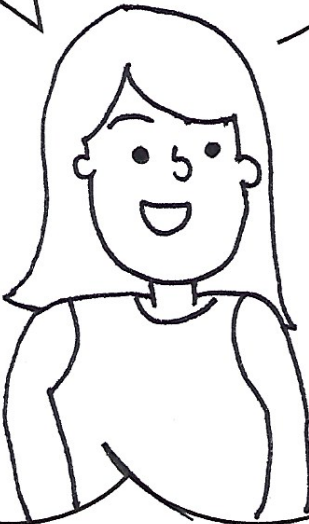
Why can't I find my perfect match? I tried everything!!



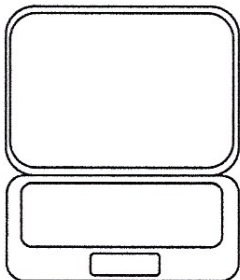
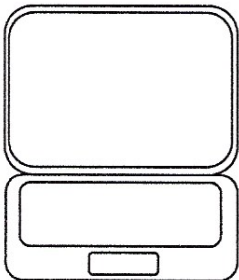
Name: Anne
Age: 31
City: Los Angeles
Hobbies: taking long walks on the beach

Welcome to Matchmakers! How can I help you to find your perfect match?

Are you the one that can make my life complete? Please call me on 555-786512 and maybe we can meet up!



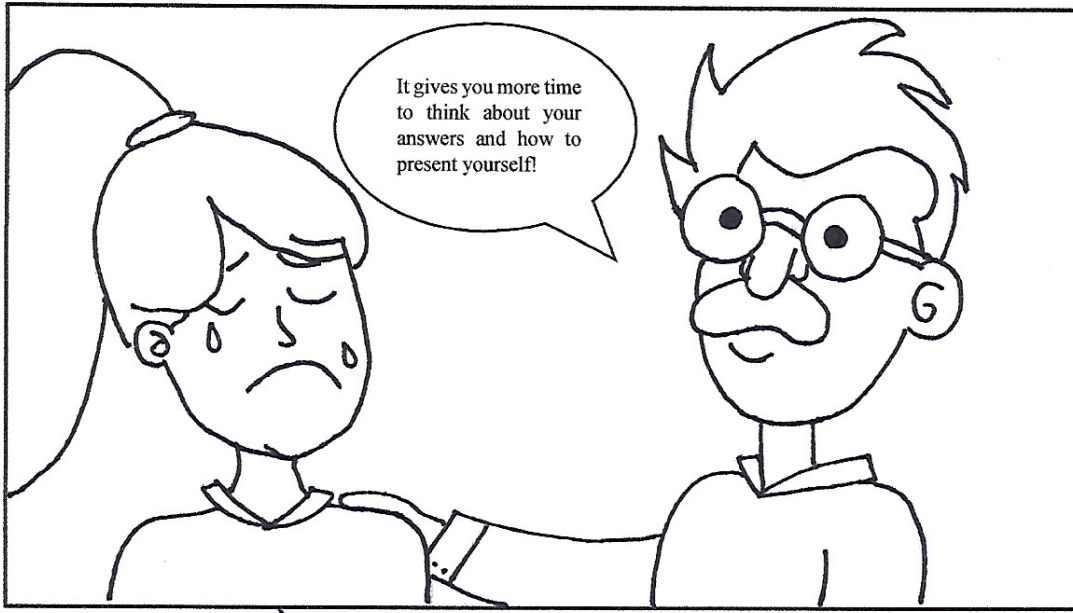
Do you want to post a personal advertisement in this local newspaper? Please send your advertisement to localnewspaper@gmail.com and we will make sure it will be printed.



Maybe you should try online dating?

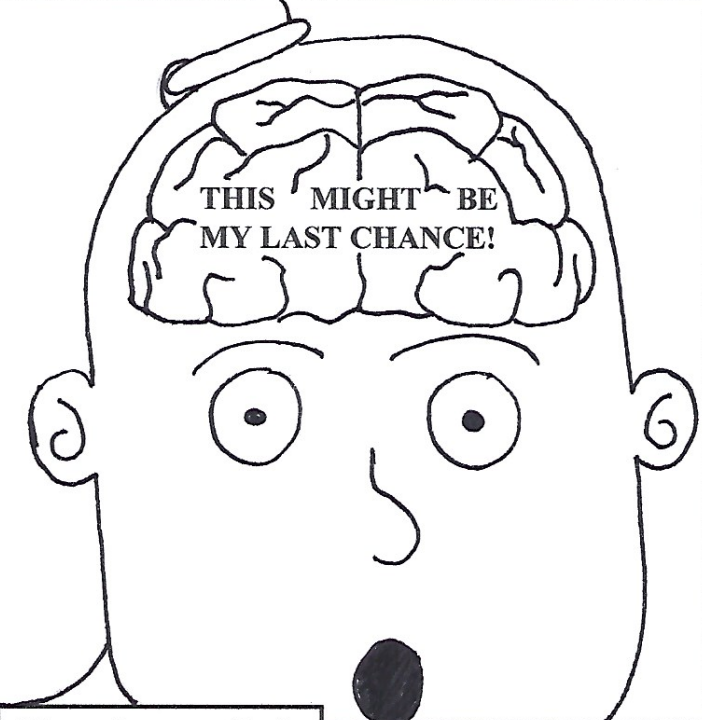
“Online dating, in which individuals can create profiles and initiate contact with others through an online service, is now one of the most frequently used services on the Internet.”

(Hancock, Toma & Ellison, 2007, p. 449).



It gives you more time to think about your answers and how to present yourself!

“According to Walther’s Hyperpersonal model, online dating gives the opportunity to engage in *selective self-presentation*. This is a more mindful and strategic version of face-to-face self-presentation. The *asynchronicity* gives you more time to carefully formulate your self-presentation. Thereby, *editability* allows you to adjust your self-presentation. Together, these features will allow online daters to plan, create and edit their self-presentation, including deceptive elements, much more deliberately than they would in face-to-face first encounters” (Hancock, Toma & Ellison, 2007, p. 450).



Good luck! I hope you will find what you are looking for! But watch out for the liars!

“There are, however, social and technical aspects of computer-mediated-communication that may discourage deception. *Recordability*, or the ability to save and archive a profile, may detract users from leaving evidence of their deception. *Anticipation of future interaction*, or users’ expectation of meeting other daters in person, where certain deceptions can be immediately spotted, is another deterrent against deception.” (Hancock, Toma & Ellison, 2007, p. 450).

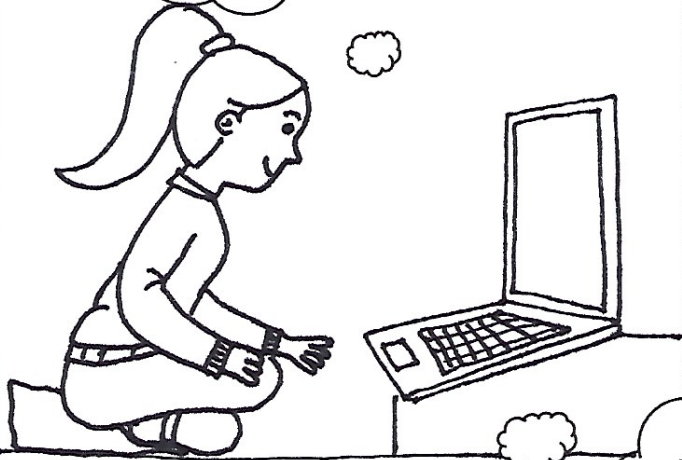


Do not worry dad, I will be fine !!

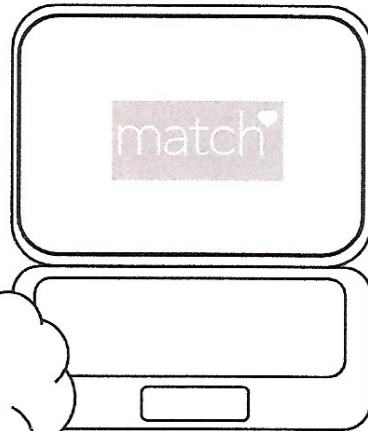


“In general, men look for youth and physical attractiveness in their partners, whereas women look for ability to provide and indicators of social status, such as education and career.” (Hancock, Toma & Ellison, 2007, p. 450).

Hmm, which site should I use?



“The final sample included 80 participants (40 men and 40 woman), of whom 45 (53.3%) were Match.com/MSN Match.com users, 29 (34.5%) were Yahoo Personals users, four were (4.8%) Webdate users, and two (2.4%) were American Singles users. Young men and woman (ages 21-30) were overrepresented, whereas older man and woman (ages 51-65) were underrepresented.” (Hancock, Toma & Ellison, 2007, p. 450).



I think I will choose Match.com

✕

Name: Anne van Tilburg

Age: 31

Height: 5'6

Hobbies: Taking long walks on the beach

+ Add photo

“We first collected participants’ self-reported assessment of their profile’s accuracy with the respect to height, weight and age. Participants were presented with a printed copy of their online dating profile and asked to rate the accuracy of their responses. Accuracy was defined as “the extend to which the answer reflects the truth about you now,” and was operationalized on a scale from 1 to 5, with 5 being most accurate, and 1 least accurate. If participants had selected “I’ll tell you later” or “No answer” for a specific question, they were asked to report what they would have answered had the question been mandatory (i.e., “the profile doesn’t make it mandatory for you to specify your weight, but if it did, what would you say?”), and then rate the accuracy of that answer.”

(Hancock, Toma & Ellison, 2007, p. 450).



5's
-4'g

My height is not correct on my profile. Is that a problem dad?

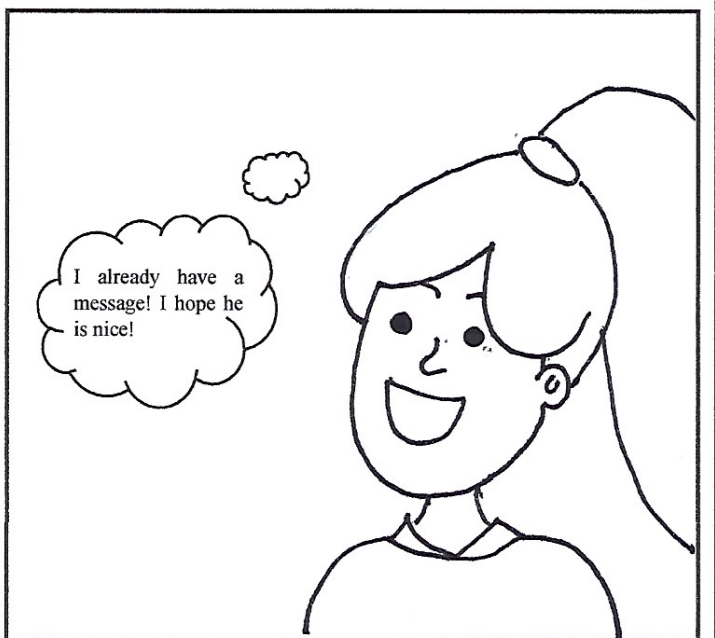
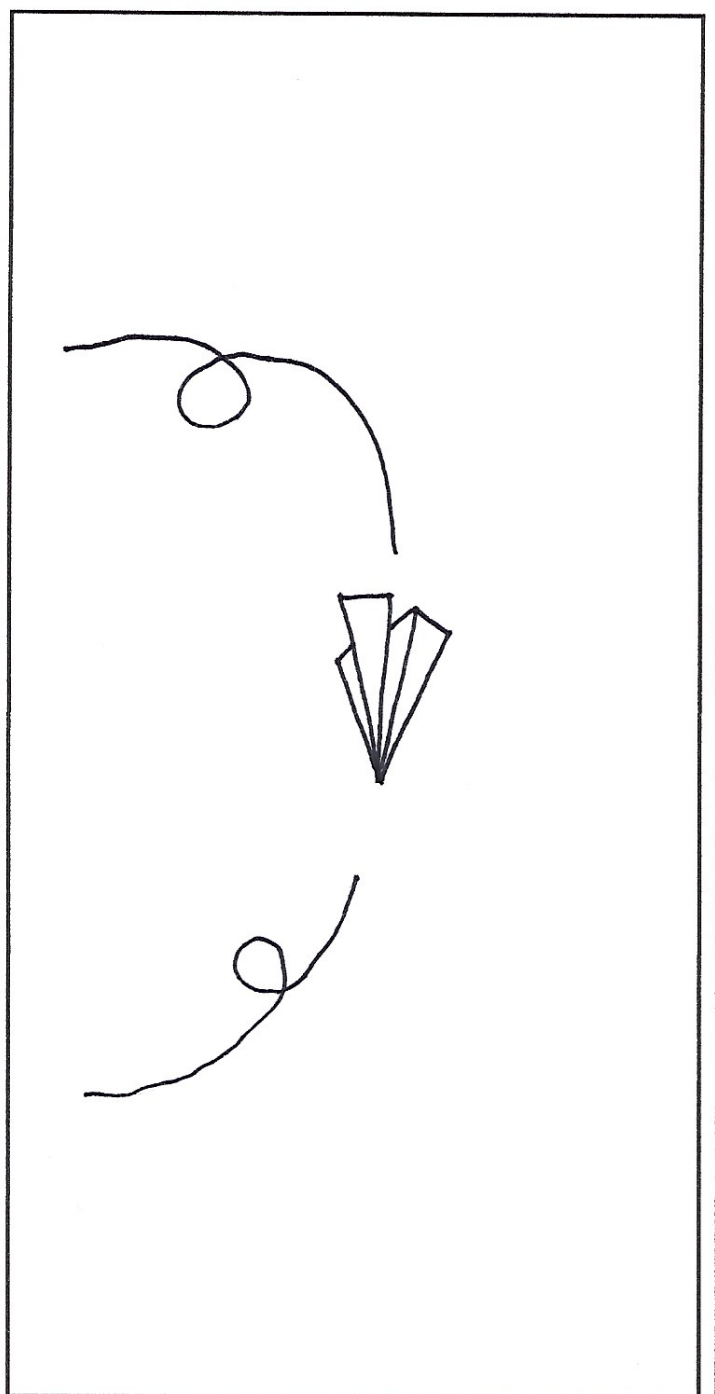
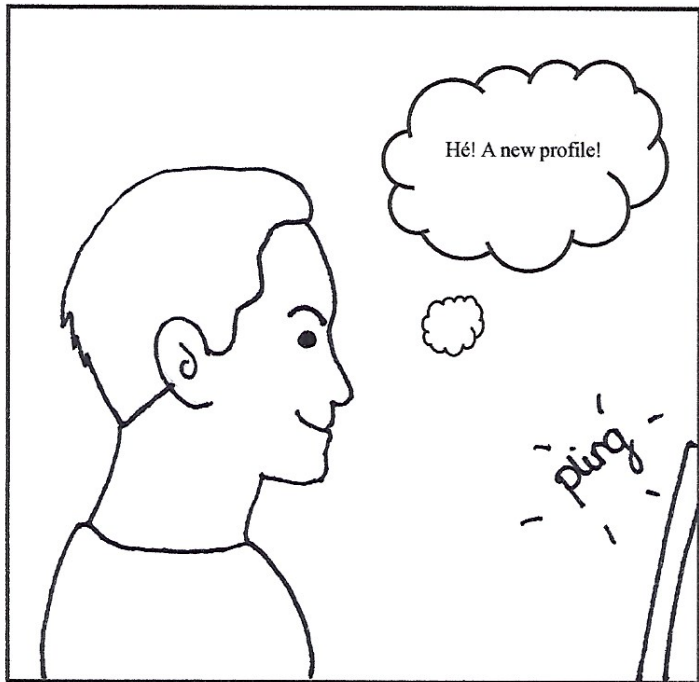
I do not think that is a problem darling, many people lie on their profiles I guess.

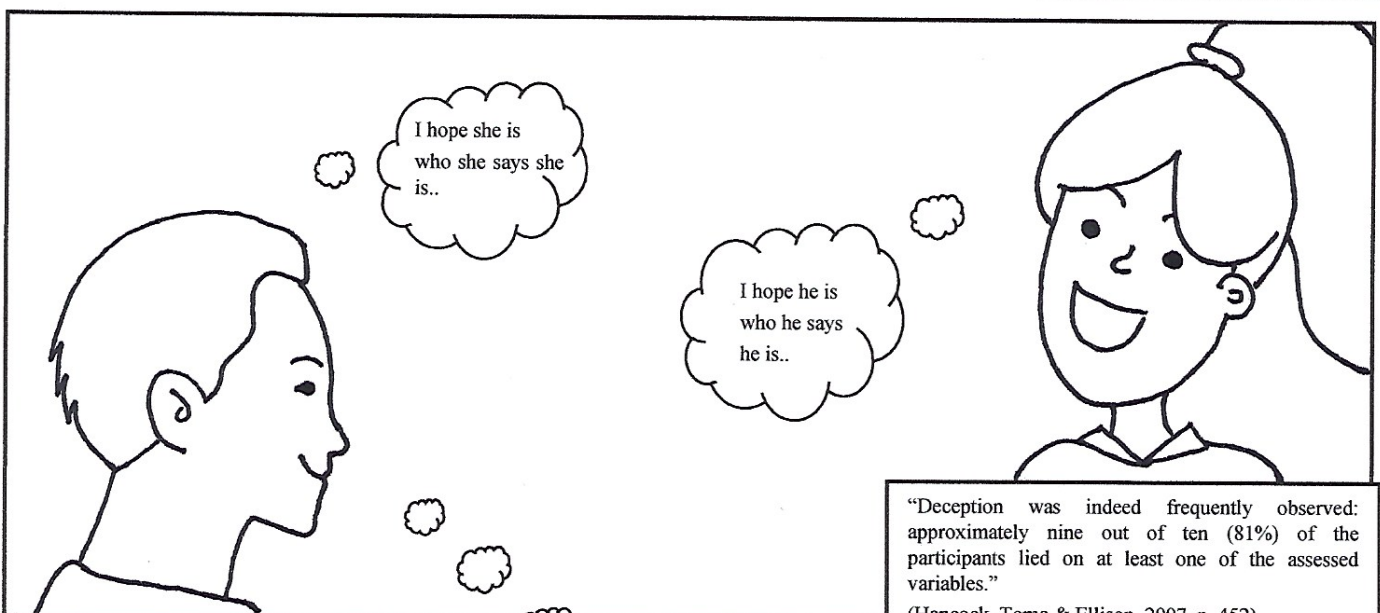


Table 1

Percent of Participant Providing Deceptive Information for Height, Weight and Age

	Overall	Males	Females
Height	48.1%	55.3%	41.5%
Weight	59.7%	60.5%	59.0%
Age	18.7%	24.3%	13.2%





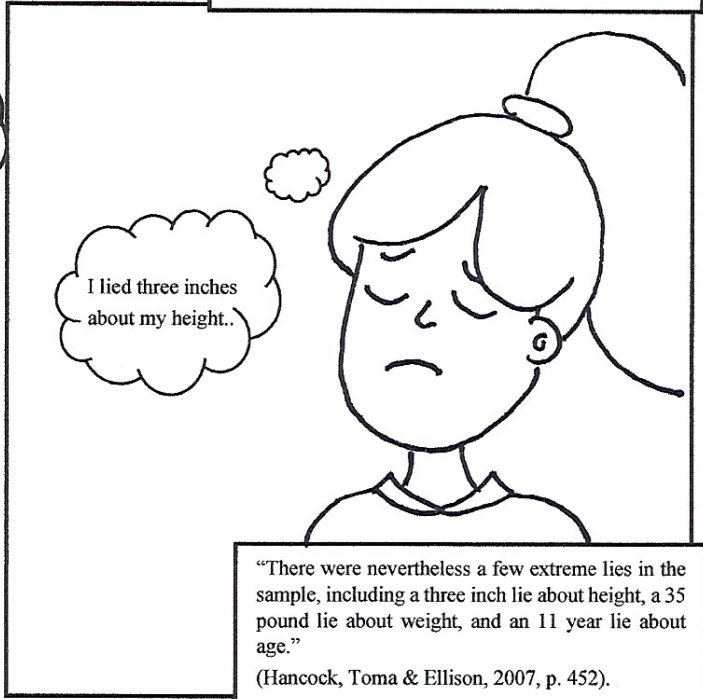
I hope she is who she says she is..

I hope he is who he says he is..

“Deception was indeed frequently observed: approximately nine out of ten (81%) of the participants lied on at least one of the assessed variables.”
(Hancock, Toma & Ellison, 2007, p. 452).

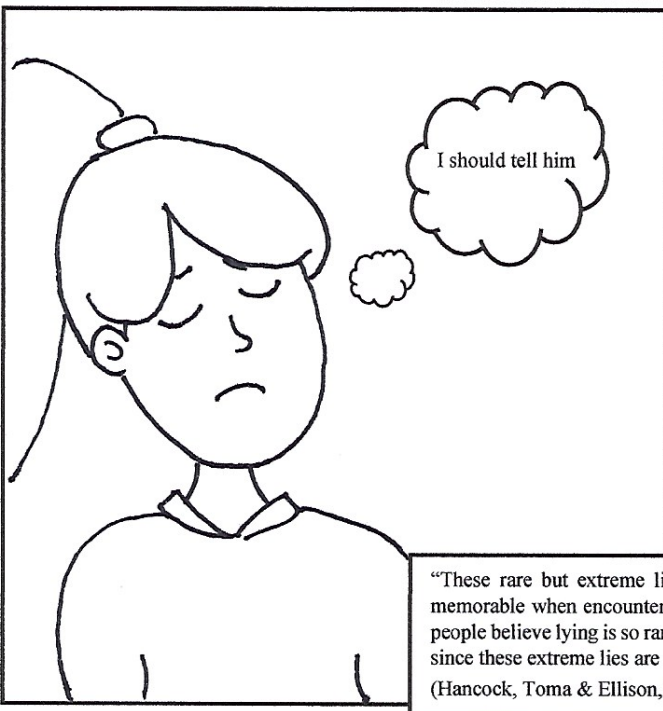
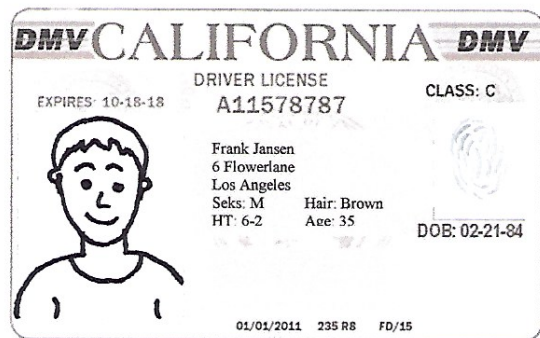
“The magnitude of the deceptions, however, was usually small, with average deviations between profile and observed characteristics on only 1.1% of a user’s observed height, 5.6% of weight, and 1.5% of age. Many of these deceptions would be difficult to detect face-to-face.”
(Hancock, Toma & Ellison, 2007, p. 452).

I only lied about my age.. But that is just 2 years..



I lied three inches about my height..

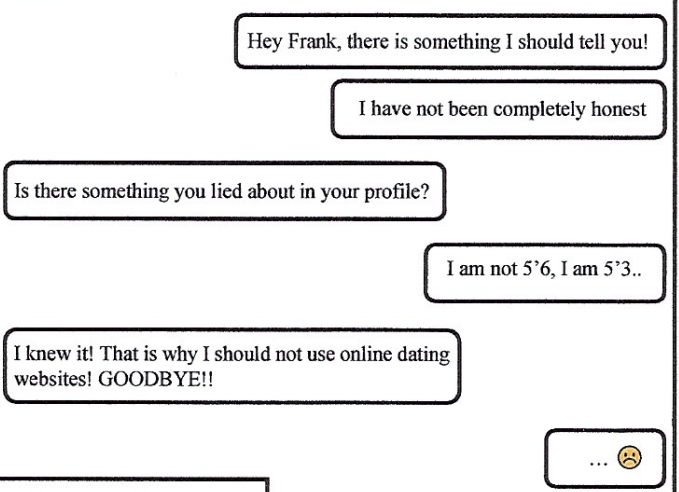
“There were nevertheless a few extreme lies in the sample, including a three inch lie about height, a 35 pound lie about weight, and an 11 year lie about age.”
(Hancock, Toma & Ellison, 2007, p. 452).



I should tell him

“These rare but extreme lies would be highly salient and memorable when encountered. This may be one reason that people believe lying is so rampant in online dating, especially since these extreme lies are more likely to be circulated.”
(Hancock, Toma & Ellison, 2007, p. 452).

PRIVATE CHAT



Hey Frank, there is something I should tell you!

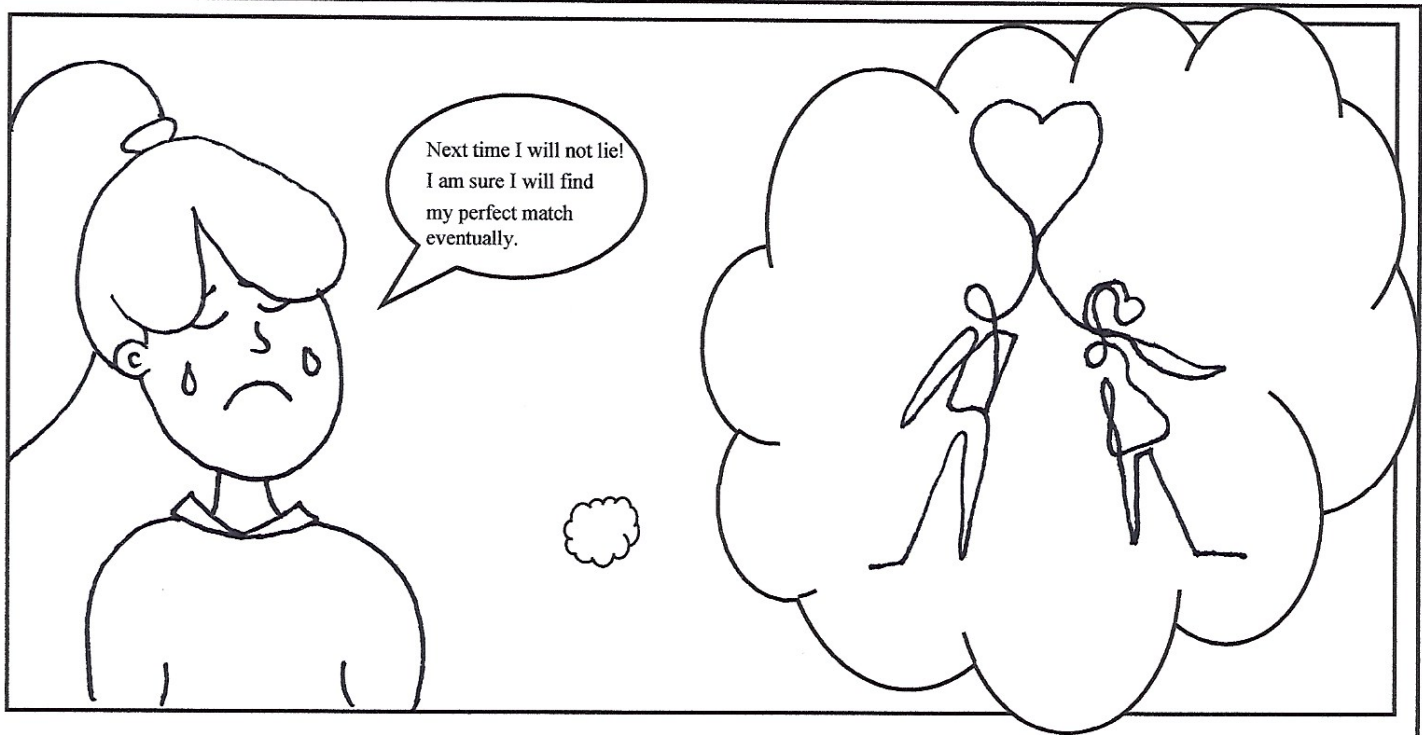
I have not been completely honest

Is there something you lied about in your profile?

I am not 5'6, I am 5'3..

I knew it! That is why I should not use online dating websites! GOODBYE!!

... 😞



THE END