To GIF or not to GIF

Building Rapport during Online Dating through GIFs

Eric Tu, Anya Sharma, Miranda Too, and Raymond A. Mar
York University

Sending a GIF after the 2nd message predicts more rapport

Online dating platforms are very popular, but the lack of nonverbal cues can be challenging

GIFs, short animated videos, can help convey emotions and reactions online

Does using GIFs early in online dating conversations linked to greater rapport with potential partners?

1137 Tinder Users

April 2016 to October 2018

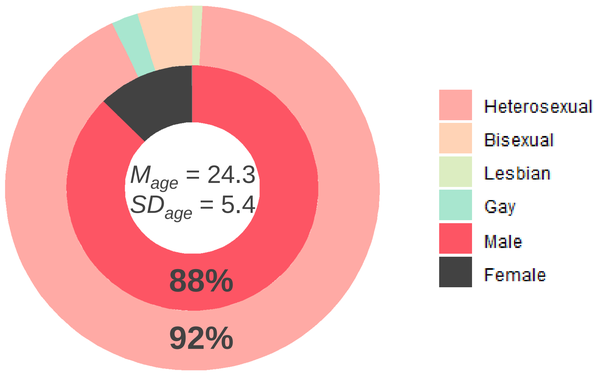
12464 matches

246 731 messages

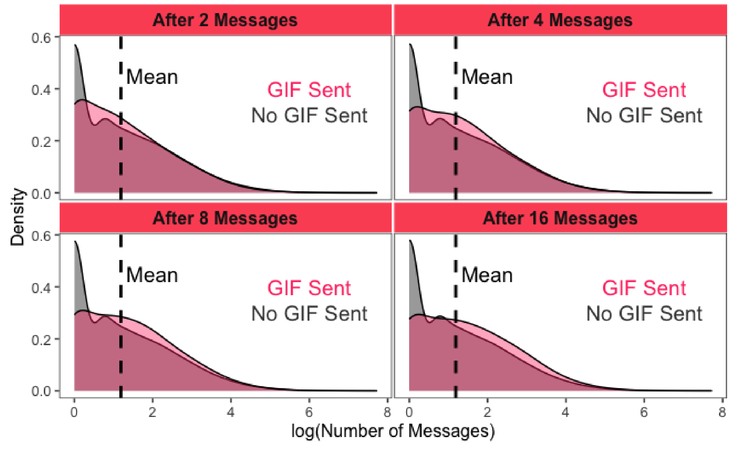
Assessed whether a GIF was used within the first 2, 4, 8 and 16 messages

Rapport assessed as:

- Number of messages sent
- Numbers of messages received across all matches



GIF Message #	Sent IRR	95% CI
2	.94	[.87, 1.01]
4	1.12	[1.05, 1.20]
8	1.34	[1.26, 1.43]
16	1.63	[1.53, 1.74]



GIF Message #	Received IRR	95% CI
2	1.86	[0.88, 4.30]
4	1.55	[0.77, 3.38]
8	1.48	[0.75, 3.13]
16	1.43	[0.75, 2.95]

Sending a GIF at the second message or earlier was linked to 6% shorter conversations

Sending a GIF at the 4th, 8th, or 16th message was linked to longer conversations

Having a tendency to send GIF at the 2nd, 4th, 8th, or 16th message was linked to more received messages across all matches

Investigate the content of GIFs and how the use of different GIFs can impact rapport

Explore the use of GIFs in other dating apps (i.e., Hinge) and other contexts (i.e., friendships)

SCAN ME! to see the most popular GIF

erictu@yorku.ca

Social Sciences and Humanities Research Council of Canada
Conseil de recherches en sciences humaines du Canada
Canada