

ZDI DIGITAL INNOVATION TALK

WHAT ARE YOU SWIPING FOR?
Exploring user assessments of algorithms-based
recommendations on online dating platforms

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Online dating platforms have become central to how people connect. Yet, more and more users are abandoning them, frustrated that “the technology just doesn’t work.” In this narrative, algorithms often take the blame as the one and only culprit. But what if humans may be playing a role in producing mismatches?

In her talk, Fumi Kurihara will share insights from 80 interviews with Tinder and Bumble users to reveal how people themselves may be contributing to outcomes on dating platforms, specifically, through the ways they swipe and the signals they provide to the system. As she shows, swiping decisions are anything but straightforward. The takeaway? For providers, understanding user behavior is crucial to designing better systems. For users, being mindful of how we swipe may be just as important.

SPEAKER



Assistant Professor Dr Fumi Kurihara
Department of Information Systems, University of Münster

Fumi Kurihara is an Assistant Professor at the Department of Information Systems at the University of Münster, and the lead of AI & Purpose at the Flow Factory, a joint research lab of the Sparkassen-Finanzgruppe and the European Research Center for Information Systems (ERCIS). She investigates how users interact with agentic systems to better understand the social implications of algorithmic decision-making. Drawing on qualitative methods, she explores both how users engage with and respond to algorithmic systems, and how these systems process user-generated data. Her central interest is in how information systems can meaningfully serve society, particularly in contexts where user behavior and system design interact and shape one another.