

MMIS Departmental Recruitment Seminar 2023



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Mr. Right or Mr. Best: The Role of
Information under Preference
Mismatch in Online Dating

10:00 AM to 11:30 AM
10 Feb 2023

Abstract

Using data on user search and matching histories from an online dating site, we present empirical evidence of preference mismatch, and test the role of information by examining variations in information amount with partial information contained in the users' short profiles and complete information in their long profiles. We find that more information does not enhance the likelihood of matching. This "less information is more" effect is driven by the mismatched preferences of the two sides, which is evident by our empirical analysis. Our findings shed light on the optimal information provision strategy and information design of matching platforms.

About the Speaker

Dr. Hongchuan Shen is a postdoctoral fellow in Information Systems from CUHK Business School. He studies the information role in matching markets, the impact of AI on firms and digital platforms (e.g., AI value, algorithm bias), and the impact of local institutional environments on firm and individual behaviors. Dr. Shen leverages large and population-level datasets to investigate economic problems. His research utilizes multidisciplinary methods, including causal inference, big data analytics, and field experiments.