



the best
matching system
in the **online industry**



matchscale

MatchScale is a web-based compatibility testing system developed by PsychTests for dating websites. It analyzes 152 attributes, including personality traits, relationship philosophies, communication styles and general values. To find partners with just the right mix of similar and complementary characteristics, MatchScale's multi-layered artificial intelligence methods compare the trait patterns and personality types of the potential couples. Users are then matched with partners who have enough in common to make the relationship stable and safe, and who, at the same time, are different enough to provide variety, fun and to help them grow.

In today's technology-driven environment, date-seekers expect to find a more precise match on dating websites than the needle-in-a-haystack approach of most demographic searches. MatchScale offers users the opportunity to draw on a wealth of scientific research as a foundation for finding long-lasting relationships by narrowing down the playing field to their best-suited matches. Using the most up-to-date scientific data available, our team of psychologists, programmers and designers has created a dynamically administered, custom-tailored assessment. This system is modular and can be customized to fit the needs of your audience.

scientific background

Plumeus, re-named PsychTests in 2005, has been creating online tests since 1996. Led by Ilona Jerabek Ph. D., PsychTests' team of psychologists created MatchScale after an exhaustive analysis of the most recent personality and relationship research. The test and matching system was developed according to the rigorous testing standards issued by the American Psychological Association (APA).

Numerous studies have shown that the interaction of personality traits plays a large role - indeed, perhaps the most important role - in relationship satisfaction. The structure of MatchScale is based on decades of studies on the effects that people's personalities, attitudes, communication styles and values have on perceived relationship satisfaction. Costa and McCrae's Big Five Factor Model and a host of the most recent studies on these issues have all contributed to MatchScale's ability to accurately assess people's personality profiles and couples' compatibility.

Our knowledgeable team of artificial intelligence experts and programmers has built a system that analyses the responses to the questionnaire and produces psychological profiles. To accomplish this, we are using the latest technology in the field of fuzzy-neural computation and system expert building blocks. By using a series of sophisticated algorithms, the system compares the profiles of all other users and produces a list of potential matches based on characteristics, attitudes, and values. Our complex system matches people using a mixture of similarity and complementary trait theories, depending on the attributes being measured. This model is based on our extensive research of personality traits and relationship dynamics.

«MatchScale uses the most current and reliable psychological theories to provide test takers with valuable insight into their daily lives and romantic entanglements. Asking questions that speak to the issues all couples encounter, MatchScale gets to the heart of understanding individuals and their relationship needs.»



Ilona Jerabek, Ph. D.
President of PsychTests,
creator of MatchScale

questionnaire features

The questions are presented in two unique styles - Situational and Complementary Questions. Situational Questions apply a "create-your-own-adventure" approach that uses real-life situations to reflect the everyday joys and problems faced by every romantic relationship. Using a psychometric method known as question branching, the follow-up questions are customized according to test takers' previous responses and their personal lifestyle preferences. The test taking experience is unique for each person, since the questions will follow different paths, depending on how the users answer.

The self-assessment method of the Complementary Questions has the test takers rate themselves on all of the 152 attributes. The questions are presented as multiple choice, checklists or Likert scales. Follow-up questions may be asked depending on the consistency of the responses to ensure an accurate measure for each attribute.

The image displays two screenshots of the Queenendom questionnaire interface. The left screenshot shows a Likert scale question: "I have nothing against stretching the truth in order to avoid argument." with a progress bar and buttons for "Previous", "Continue", and "Save/Exit". The right screenshot shows a situational question: "You and your partner are considering buying your very first car together." followed by a multiple-choice question: "What kind of vehicle do you generally prefer?" with options: "I just want something practical that will stand the test of time.", "I like a flashy ride.", "I'll only drive in luxury.", and "I'm happy as long as it's inexpensive." Both screenshots include the Queenendom logo and Matchscale branding.

personal report

There are two types of reports available to the users. The Personal Report contains an exhaustive overview the 152 attributes being measured. No two personal reports are alike; the personal report provides a unique Personality and Love Type for each individual. Depending on the modules obtained, users can view their Values and Communication Types as well. They also receive a detailed analysis of each attribute along with a summary of their strengths and challenges. They can also consult the advice section for tips on how to overcome their personal limitations.

The screenshot displays the Queenom personal report interface, which is organized into several sections:

- Navigation:** Includes buttons for "RETAKE THE TEST", "ME", "MY PARTNERS", "PREFERENCES", "HELP", and "LOGOUT".
- Overview:** Shows "your type: Loyal Companion" and "Romantic maturity" with a brief description: "You seem to be at the stage where you want to settle down, but may still have a few small doubts. You are not a very selective individual."
- Personality type: Leader:** Describes leaders as "Fools are born everyday, but a true leader comes along once in a lifetime. Leaders are steadfast, 'never say die' individuals; they are compassionate but not opposed to giving you a nice swift kick in the butt when needed. Always open to new experiences and ideas, this type rarely backs down or breaks down when confronted with challenges. Like modern day superheroes, they are extremely dependable and conscientious, but rather than wear mask or cape, they are genuine with nothing to hide. With their humble souls and strength of heart, leaders are easy to get along with and seen as much respect as they show others."
- Romantic type: Loyal Companion:** States "Some people may say that this type has got this relationship thing down pat. They're confident and secure in relationships, knowing they can rely on their partners to be there for them. This type is a solid, consistent force in their partners' lives as well, making it known that they are not going to stray, even if times are difficult. Romance isn't their forte - they try to avoid ruthlessness when they can. Nonetheless, many people will be able to get beyond the rough exterior and see the tender-hearted person underneath it all."
- Communication type: Chatterbox:** Explains that "When it comes to freedom of speech, Chatterboxes have taken the law into their own hands. People who fall into this category share their thoughts and feelings rather freely, and are comfortable talking about pretty much anything. They have no difficulty opening up, even if it involves revealing their less-than-stellar side. Chatterboxes are natural born debaters. They can talk about an issue endlessly, easily enticed by a spirited battle of wits. Even though Chatterboxes rarely, if ever, avoid confrontations, they are able to resolve such conflicts in a mature and healthy manner. With a positive attitude and respect for other people's opinions, Chatterboxes will end up resolving most of the conflicts they start."
- Values & Attitudes type: Artist:** Notes that "The Artists feel there should be no limit in how they should express themselves, creatively or otherwise. Open-minded, liberal and curious, they are interested in a variety of artistic pursuits. They feel that the arts should never be regulated or censored, that would stifle the creative process! Above all, the Artists appreciate form, beauty, and harmony in life, and passionately express this in any way they can. People of this type will try to find a way to express their creative side, adding special touches to everything they do."
- Attachment:** Features a graph with axes for "Anxious-ambivalent" vs "Fearful-avoidant" and "securely attached" vs "dishonorable-avoidant". A legend indicates "Avoidance of closeness" and "Need for security". The user's position is marked as "You" in the "securely attached" area.
- Securely Attached:** Provides text: "Your responses indicate that you have a secure attachment style. Relationships have generally come pretty easy for you. You have little concern about being rejected by the person you're dating. When you're in a relationship, you feel confident about how committed your partner is to you. You're also able to become emotionally intimate without losing yourself in the relationship - you just don't see clinginess as being healthy. Your attachment style has huge implications for you and your relationships. Securely attached individuals have better quality relationships in many ways. People like you are better able to deal with conflict, feel less anxious, and have fewer interpersonal problems. In relationships, they are more trusting of their romantic partners and interact in a more positive manner. Finally, individuals with an attachment style like yours are more likely to be married, and less likely to get divorced than those who have the other, less healthy, attachment styles."
- Sex-fiend:** States "Your sexual style is 'anywhere, anytime and anything'. You have an insatiable sexual appetite as well as the willingness to try new things. Sex is a vital part of you and your relationships, and you'd prefer a partner who possesses the same hunger and gusto. Your desire for sex is above-average, and you rarely, if ever, turn down a chance for satisfaction. You're completely open and honest with your sexuality, and show no signs of reining in your sexually adventurous spirit anytime soon."
- Sexual Attitudes:** A graph showing "strictly recreational" vs "conventionally lustful" and "Libido" vs "Sexual attitudes". The user's position is marked as "You" in the "conventionally lustful" area.

validation study

At PsychTests, our team of psychologists and statisticians works hard to ensure the professional quality and scientific accuracy of all our assessments, according to test and measurement standards set forth by the American Psychological Association (APA). We are continually compiling and analyzing data on MatchScale to guarantee its validity, reliability and the precision of its measurements. PsychTests' meticulous psychometric standards have been applied to MatchScale to ensure that our test results are dependable.

Using a series of surveys, we are able to gather subjective and objective information about the test takers and their perceptions of their relationships. The statistical information that we gather from the Personal Validation Survey affirms that the 152 attributes are accurately measured and that the test takers' scores correlate with their responses from the survey.

The Couple Validation Survey allows us to verify the test takers' self-reports by comparing them with their partners' perception of their personality. This second survey also compares the couples' scores on all of the attributes and their relationship satisfaction. Other benchmarks measured include whether the couple has sought counseling, if their relationship with their partner has changed them and if they are satisfied with their sex life. We are also able to study how the various combinations of attributes interact with relationship satisfaction and compare couples' perceived satisfaction with their relationships.

Large-scale validation studies allow companies to confirm that tests, such as MatchScale, can accurately predict outcomes. The study officially validates the scientific foundation that the MatchScale system is built on. The complete validation study report, including a thorough analysis of the data, is available by request.

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test scalability

MatchScale has been designed to be modular. The recommended core is composed of the Big Five Personality elements (Agreeableness, Conscientiousness, Openness, Extroversion and Emotional Stability), Attachment Style and Relationship/Dating Philosophy. Additional modules include Parenting Style, Bedroom Style, Values and Attitudes, Communication Style, Financial Philosophy and more. A mental health screening is also available that specifically identifies potential stalkers and people prone to domestic violence. Subscales of each of those elements are also available à la carte.

This way, the combinations chosen by each client are unique and can be used to target the specific audience's needs. PsychTests is also able to prepare customized subscales for you. Just as no two people or relationships are alike, the same is true for dating websites. Our experienced team of psychologists can work with you to measure areas not currently covered by the questionnaire.

Since the test is completely customizable, the cost of MatchScale will depend on the needs of the client's audience. Contact one of our sales representatives to discuss your MatchScale package options.

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website integration

MatchScale is a flexible system that is customizable for any dating site. Our skilled programmers have made the process of integrating MatchScale into your site uncomplicated. All of the functionality of your website remains intact. On your side, MatchScale can be implemented by simply adding links in strategic places and creating a few database tables so that your site can communicate with our servers.

*Completely database driven,
this product can be easily
integrated into any website.*

The user interface can be easily adapted to suit the specifications of any website including a customized layout with the look and feel of your brand. Consistent appearance with your site ensures that the test takers experience a seamless transition.

MatchScale is built entirely on an open source MySQL Server database, which is reliable and fast, and can be easily integrated with other popular SQL servers. Data collected on MatchScale is transferred into your website's database to dynamically create the test taker's psychological profile. The demographic search engine on your website provides MatchScale with the filtered profiles of the potential matches. The prepared information is then transferred to the MatchScale Smart Server, which calculates and then returns the compatibility forecast for the filtered profiles. After clicking on the profile of a compatible user, the matching reports are then promptly displayed. Once the users' interest is piqued they return to your site to contact their matches.

The following is a list of the modular options and the individual subscales that are available.

core module

factors and subscales

Agreeableness Kindness Egoism Hostility Criticalness Loyalty Authenticity Tactfulness Social Skills Supportiveness Dominance	Conscientiousness Orderliness Organization Self-discipline Recklessness Dependability	Openness Flexibility Novelty-seeking Spontaneity	Emotional Stability Desire for Stability Optimism Self-esteem Moodiness Emotional Intelligence Self-awareness Rumination
Extroversion Self-disclosure Reflectiveness Sociability Approachability Desire for Attention	Attachment style Need for Security Avoidance of Closeness	Dating philosophy Faithfulness Romance Libido	

subfactors

Nurturing Manipulativeness Daredevil	Tolerance for Ambiguity Source of Energy Attachment Style
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types

Personality Type	Love Type
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additional modules

factors and subscales

Dating philosophy	Healthy Attachment	Values & Attitudes	Mental Health
Chivalry Expressing Emotions Readiness to commit Sexual Attitudes PDA Fairy-tale Love Idolizing Partner Shopping-list Love	Need for Emotional Intimacy Jealousy Trust Need for Space	Political Attitudes Gender Roles Intellectualism Family Involvement Extended Family General Values Honesty Ambition	Substance Abuse Physical Violence Borderline Anxiety Dependent Personality Disorder Psychotic Break Schizotypal Personality Type Depression Bipolar Need for Control Rationalization Panic Disorder Social Anxiety Paranoia
Financial philosophy	Parenting Style	Agreeableness	Communication Skills
Frugality Consumerism	Affection Discipline Team Parenting Perfect Parent Syndrome	Sense of Humor (appreciation) Sense of Humor (production)	Tendency to Withdraw Tone Conflict-resolution Skills Forgiveness Argumentativeness

subfactors

Straight Shooter Cynicism Healthy Communication Nuclear Family Involvement	Patronizing Purposefulness Romantic Reassurance Romantic Naïveté Selectiveness
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types

Communication Type	Value Type
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