

THE TRUTH ABOUT ONLINE DATING

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DATING HAS CHANGED

Popular Dating Sites

Dating Has Changed

1932: Philadelphia Marriage Licenses, 1/3 within five blocks.

2003-2012: 1/3 of couples that marry met online

Faster, more visual, greater access, profile focused, matching.



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MONEY SPENT AND TRENDS

\$2.2 Billion Dollar Industry, expected to grow 100 million a year through 2019.

2/3 of those engaged in online dating are 34.

45-54 year olds just as likely to use it as 18-24 years olds.

Tinder: 50 millions users, 2 billion matches in first 2 years.

Match.com: 2 millions users in North America, 1/3 over 50.

Match Group (Interactive Group) 600 million versus eHarmony with 200 million of revenue in 2014



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HOW ONLINE DATING WORKS

Paid versus Free

Mathematical algorithms to similarity/complimentary

Filtering, review of profiles, and picture focused.

Emotional Roller Coaster for Most



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DOES ONLINE DATING WORK

Yes! (Dating pool is greatly expanded)

No! (No algorithm can find true love)

Tinder likely works the best as it mimics traditional dating (although on speed)

Effective as an introduction service!

Sometimes people are matched too closely.



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PROBLEMS WITH ONLINE DATING

Too much vetting, to many options, creates a sense of scarcity and forces you to prioritize and overwhelms you with too many choices.

Creates unrealistic expectations about finding the perfect mate.

Evaluates individual characteristics but not quality of interactions, future circumstances, and relationship aptitude (true predictors).

Joint Evaluation Mode: Online Dating versus Separate Evaluation Mode: Actual Dating

Birds of a Feather versus Opposites Attract

What we say we want is not what we actually want (income, power, physical appearance, height)



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OTHER ONLINE DATING FUN FACTS

OkCupid's Research

Women not choosing less attractive men

Pictures that work for men and women

Women emphasize social attractiveness (kindness and intelligence)

Women want entire package, men want attraction

We can predict extroversion, emotional stability, and self-esteem from picture.

In relationships, personality eclipses attraction, attraction governor, and too similar is unattractive (22%)



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OTHER ONLINE DATING FUN FACTS

Women more inundated than men (after 4 months, 528 versus 38 messages)

1/3 of pics are misleading

Blurry pictures get rated as unattractive

Women should expect indecent propositions.

Directness occurs due to social vaccum.



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PREDICTORS OF A SUCCESSFUL RELATIONSHIP

Science point to great complexity in choice.

1. Low in neuroticism
2. High relationship aptitude (sensitive and responsive parent...adult child)
3. Gender role agreement
4. Compatible sense of humor
5. Sexual compatibility
6. Similar values and backgrounds.



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PREDICTORS OF A SUCCESSFUL RELATIONSHIP

- 7. Similar speech style
- 8. Low stress (circumstances)
- 9. Minimal financial stress
- 10. Having married parents that were happy in their own marriage
- 11. Not experiencing psychological problems or abuse as a child
- 12. Ability to manage conflict



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SAFE, FUN, AND EFFECTIVE ONLINE DATING

It is an introduction service!

Date, do not relationship!

Trust your instincts and tell your friend your plans.

Profiles give you valuable information to talk about on your date.

Virtual intensity only lasts a few weeks, so pull the trigger before you frustrate the other person away

Physical attractiveness may be necessary but will not be sufficient

Use clear, cute, and accurate pictures



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SAFE, FUN, AND EFFECTIVE ONLINE DATING

Do something exciting on your first date

A swipe is like being at the bar, we go on faces, and decide whom to approach as we seek compatibility.

Online dating cycles are shorter based on access.

It is common to date more than one person at a time

Enjoy the excitement and intensity

You may need to thicken our skin, expect rotating activity and deactivating profiles

Online dating gives us more certainty and control.

Matching, filtering, or choosing another's picture is only the beginning



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GOOD LUCK!



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