

Marriage is a 'great *institution*' says Tinder's Elie Seidman

He may be the world's biggest matchmaker, but Elie Seidman makes for an unlikely *Cupid*.

institution 制度; 建立

cupid 丘比特

"I've never used Tinder myself, " the book-loving chief executive of Tinder says, thoughtfully.
"I mean, I've been on Tinder only as a theoretical exercise. "

For a man who spends his days *orchestrating* a *staggering* number of hook-ups between strangers, that might seem like a surprising admission.

orchestrate 精心安排

staggering 惊人的

More than any other company, Tinder — which pioneered the simple swipe right or left formula to accept or reject an online match — has been at the *vanguard* of a revolution in the way people form relationships fuelled by the surging popularity of dating apps and the rise of the smartphone.

vanguard 先锋

Despite accusations the rise of Tinder and other online dating apps have contributed to a *promiscuous* youth culture of hook-ups and concerns about safety following rapes and violent attacks on users, Seidman says: "We often get asked: what do you think about marriage? I'm married. I think marriage is a great institution, I'm very pro... But [being] single is not this unfortunate situation that you're in until you get married. It's its own distinct and special time."

promiscuous 混乱的; 偶然地

Seidman said online dating was vastly preferable to traditional ways of meeting new partners via friends, family networks or at work.

"I liken it to, you know, a Soviet supermarket versus Amazon. It may not be perfect to have Amazon, but it's vastly better, and you're not going back."