Modern love

The internet has transformed the search for love and partnership

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What is the state of online dating

200m unique users every month

1 in 3 marriages in the USA

2nd most popular way of meeting people

    Just after "friend of a friend"

Its huge market

Effects only become visible now

Pros

More Variety

Fulfil higher requirements

Longer lasting marriages

More efficient than the offline kind

Easier for subgroups

   Same sex couples

Cons

A small number of companies have control

Social engineering through matching algorithms

Every good match loses two customers

       So no incentive to find the perfect match

Similar education levels are more likely to match

       Income Inequality

Cons

Scams and fake accounts

    Ten percent are fake profiles

Amplifies negative body images

Uneven Sex distribution

    Many will not find a partner

Personal experience

Disappointing

You are one of hundreds of matches

Mostly boring conversations

Most seen Bio(every 3rd Profile):

"Zu Vino sag ich nie no"

Conclusion

Algorithm should be more transparent

We should be careful who we give our most intimate information