

20 Years Ago, Match.Com Revolutionized How To Find A Date

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NPR:

Whether you get dumped in person or over the Internet, another potential soulmate is only a click away. It so happens that the first online dating site is celebrating a big anniversary.

Match.com turned 20 years old yesterday.

I think it's difficult to overstate the impact of match.com in the way that people date.

That's the voice of Eli Finkel, a professor of psychology and management at Northwestern University who studies, yes, online dating.

It's completely unrecognizable in 2015 from the way people used to date in 1995.

Read the whole story: [NPR](#)