

# In Defense of Tinder

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## *The New York Times:*

IS the smartphone revolution sullyng the online dating world?

The old paradigm for online dating was a website like eHarmony or Match.com. Courtesy of an elaborate algorithm, you studied detailed profiles of potential dates, initiated contact through an anonymized email system and, if you got a response, began a conversation that might lead to a date. Perhaps with your future spouse.

The new paradigm is a mobile app like Tinder. You quickly browse photos on your phone, swiping to the right if the photo appeals, to the left if it doesn't. If the attraction is mutual — that is, if both of you have swiped right — you might try to set up a date for, say, five minutes later. The pleasures of married life may not be foremost in your mind.

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The first faulty idea was that you could get a sense of your compatibility with a potential partner through profile browsing. As a team of researchers including the psychologist Dan Ariely demonstrated, browsing profiles is virtually useless for discerning the sort of information that actually matters in a successful relationship. Curated text and a handful of pictures will never be able to tell you whether the first-date conversation will crackle or whether you'll feel a desire to discover what makes this person tick.

Read the whole story: [The New York Times](#)