

Online dating's age wars: Inside Tinder and eHarmony's fight for our love lives

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The Washington Post:

Tinder, America's fast-growing online-dating juggernaut, last week unveiled its first big branding partnership aimed at its core audience of millennial fling-seekers: a neon-drenched video-ad campaign hyping Bud Light's mega-keg party, "Whatever, USA."

Meanwhile, over at Tinder's less-youthful rival eHarmony, a recent ad saw its 80-year-old founder counseling a single woman besieged by bridesmaid's invitations to take some time (and, of course, the site's 200-question compatibility quiz) to find that special someone: "Beth, do you want fast or forever?"

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Some have argued that Tinder's model — of love (or lust) at first swipe — is actually closer to the future of online dating not just for young singles, but for daters of all ages. Eli J. Finkel, a Northwestern University psychology professor who has studied online dating, has called superficiality "Tinder's greatest asset," arguing that the service is actually closer than profile matchmaking to that old style of dating: catching someone's eye and, knowing nothing about their background, feeling a sense of attraction from across the room.

Read the whole story: [*The Washington Post*](#)