Science Shows Dating Websites Aren't Better At Finding You Love

February 14, 2013

TechCrunch:

I was really hoping this article would have ended differently. But after spending countless hours scanning tiny pixelated squares of people who were supposed to represent my mathematically determined soul mate, I found that online dating websites are modern-day versions of snake oil.

I ended up back at bachelorhood after a long and expensive trek through computer-aided love services; I decided to look for love on the Internet mainly to test the hypothesis behind a blistering 50-page critique of hyped up promise of dating websites. "The heavy emphasis on profile browsing at most dating sites has considerable downsides, and there is little reason to believe that current compatibility algorithms are especially effective," explained the team behind an article published in *Psychological Science in the Public Interest*.

Read the whole story: *TechCrunch*