

# The Devotion Leap

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## *The New York Times:*

The online dating site OkCupid asks its clients to rate each other's attractiveness on a scale of 1 to 5. When men rated the women, the median score was about 3 and the ratings followed a bell curve — a few really attractive women and an equal number of women rated as unattractive.

But when women rated men, the results were quite different. The median score was between 1 and 2. Only 1 in 6 of the guys was rated as having above average looks. Either the guys who go to places like OkCupid, Tinder and other sites are disproportionately homely, or women have unforgiving eyes.

Looks, unsurprisingly, dominate online dating. But I learned some details from "Dataclysm," the book by Christian Rudder, who is the co-founder and president of OkCupid.

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The dating sites have taken the information available online and tried to use it to match up specific individuals. They've failed. An exhaustive review of the literature by Eli J. Finkel of Northwestern and others concluded, "No compelling evidence supports matching sites' claims that mathematical algorithms work." That's because what creates a relationship can't be expressed in data or photographs. Being in love can't be done by a person in a self-oriented mind-set, asking: Does this choice serve me? Online dating is fascinating because it is more or less the opposite of its object: love.

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