

When Romance Is a Click Away

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The Wall Street Journal:

For many men and women looking for new love at midlife and beyond, the place to go is obvious: the Internet. But how best to navigate cyberspace in pursuit of romance?

Eli J. Finkel, a professor of social psychology at Northwestern University, recently co-wrote a study about the benefits and limitations of online dating. We spoke to Dr. Finkel from his office in Evanston, Ill. Here are edited excerpts of that conversation:

WSJ: People at midlife and beyond are the fastest-growing segment using Internet dating sites. Why is that?

DR. FINKEL: The stigma associated with Internet dating has subsided substantially, people are more Internet-savvy, and the sites are more user-friendly.

Read the whole story: [The Wall Street Journal](#)