

Everybody's Talking About Online Dating

February 29, 2012



According to the latest [*Psychological Science in the Public Interest*](#) study, the matchmaking algorithms used by online sites aren't necessarily based on good science. So leading up to Valentine's Day, the hottest topic wasn't chocolates this year — it was psychological science.

The *Washington Post's* Ellen McCarthy reported on February 5, 2012 that “[Online Dating Has Its Pros and Cons.](#)”

Then, in the “langue d’amour,” *Slate France's* Michel Albergante declared “[The Virtual Romance, It Works!](#)”

On February 11, 2012, *PSPI* authors Eli J. Finkel and Benjamin R. Karney explained why online dating is no better than meeting people in a bar in “[The Dubious Science of Online Dating](#)” in *The New York Times*.

Next, Finkel appeared February 12, 2012 on the *CBS News* segment “[The Science of Love,](#)” suggesting that singles should think twice about paying for an online dating service.

The same day, Julia Spira pointed out in the *Huffington Post* that “[Experts and Researchers Say Online Dating Has Lost Its Stigma.](#)”

Overall, people in 14 countries are talking about the science of online dating, demonstrating the universal appeal of psychological science and the quest for true love.