**ONLINE DATING:**

**Best articles:**

<http://www.forbes.com/sites/jeffbercovici/2014/02/14/love-on-the-run-the-next-revolution-in-online-dating/>

<http://www.theguardian.com/lifeandstyle/2014/feb/09/match-eharmony-algorithm-internet-dating> <http://www.npr.org/blogs/alltechconsidered/2013/10/21/239084643/online-dating-is-on-the-rise-but-there-are-still-haters>

<http://www.washingtonpost.com/business/technology/how-we-view-online-dating/2013/10/21/f3e9beec-3a0c-11e3-a94f-b58017bfee6c_story.html>

**big data articles:**

<http://www.bbc.com/news/business-26613909>

<http://www.datasciencecentral.com/profiles/blogs/big-big-love-how-big-data-s-influencing-the-future-of-the-online>

<http://www.smithsonianmag.com/innovation/how-big-data-has-changed-dating-7769395/?no-ist>

Online dating has changed both technologically and culturally since its inception. Culturally, it started out as a very niche platform for ‘computer nerds’ to find love, and has developed into $2.1 billion dollar market that sees around half of love-searchers using it as opposed to traditional means (Forbes). Technologically, it started as a people simply searching for other singles. Then came filters to sort out through these singles. This led to the age of algorithms designed to match two compatible people (Guardian). Now, the most interesting technological trend is optimizing these algorithms with ‘big data’ technology (BBC).

I am going to focus on the ‘big data’ future of online dating because it is one of the hottest trends in technology in general today and it happens to be an area I am extremely interested in. The basis of this new technology, is that now we are able to collect and analyse more unstructured data than ever before. The biggest problem with this data collection though is that people lie about themselves (Washington Post), so it skews the matching algorithms real-life results. The solution to this problem seems to be collecting ‘big data’ on people without them having to input it themselves. In this age of facebook and twitter it is quite easy to access real data about people and not having to rely on their answers to questionnaires. The future for dating services to take data from all the social media and other apps that you use in order to have a more complete profile of people, and then use that data to match them. The problem is that this implementation would be several years down the line because first the algorithm would have to determine which types of people end up marrying each other, which obviously takes several years in the real world.

It would be very interesting to make a model that shows what the most important compatibility qualities that lead to marriage are. Obviously, this is much easier said than done because as mentioned, this is a 2 billion dollar market, so people with more resources and expertise have surely already tried to tackle this specific problem.