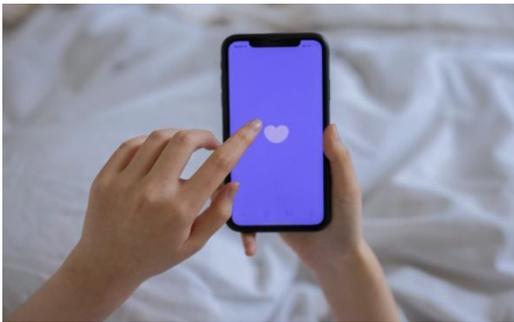


Happily Ever After?

Ex.1. What can you see in the photos? What do you think about questions written below the pics?



- Have you ever tried using any dating apps? Would you be interested?
- Do you have to be brave to use a dating app?
- Why do more and more people are attracted to various online dating apps?
- What kind of people try online dating? (males, females, age, education, social status)?
- Are they usually successful in finding a partner with the help of a dating app?
- What are the dangers connected with online dating?
- What are the good sides of using dating apps?
- Are dating apps the future of dating? If so, why is that?

Ex.2.a. You are going to read an article by Jon Birger from Learning English magazine „Dating Apps Are No Way to Find True Love.” Answer the questions below the article after reading.

„Dating Apps”

Dating apps are great for, well, dating. Finding a wife or husband? Not so great.

I didn't **set out** to write a book telling singles **to ditch** their dating apps.

The focus of *Make Your Move: The New Science of Dating and Why Women Are in Charge* isn't online dating. It's **flipping the script** on dating's traditional gender roles-rewriting all those archaic „rules” that tell a woman she can't ask a man out on a date or can't ask her boyfriend to marry her. But something else emerged from my interview with women who had found love by bucking the rules: They hated online dating.

So many women I spoke to had these amazing stories that could have gone unwritten had they not quit the apps and found soulmates at work, in church, through friends, or at the dog park. Inspired by their stories, I even added a chapter to the book called *'The Make Your Move Offline Dating Challenge,'* a step-by-step plan for finding love in the real world instead of the digital one.

„A Doubter's Game?”

Mia, a 49-year-old divorcee, was a one of those unhappy app customers.

Why? For one thing, she described online dating to me as „a doubter's game.” Mia just assumed most men online were lying to her- about their careers, about their marital status, or about whether they were looking for **a hookup** or an actual relationship. (According to a Pew Research survey, Mia's right: 71% of daters report it's „very common” for people to lie on dating-app profiles.)

Tired of **being deceived** and taken advantage of, Mia could spend first dates trying to find all the holes in the men's stories. That didn't lead to a lot of second dates.

Today Mia is engaged to a man whom she met through a close friend. Before her first date, Mia didn't even bother Googling him. She didn't have to, she said, because she knew her friend could never **set her up** with a man who was unkind or untrustworthy. „It's more of a believer's game,” Mia said of old-fashioned dating. „I was just more **inclined** to find the positive.”

Yes, people do find husbands and wives through dating apps. And, no, I'm not opposed to all forms of online dating, especially in COVID times. There are some niche dating apps I like a lot. (Read my book!)

And, yes, there are valid reasons to use dating apps that have nothing to do with finding a life partner. If you're using them to find a hookup or a friend with benefits- or even a friend without benefits-by all means, **swipe away**. But if your goal is to get married, there are better ways to find a life partner than spending 10 hours a week swiping on the apps (which is daters' average time spent these days).

Breakup Rates

According to Pew Research, 55% of women believe dating is harder today than it was 10 years ago. Two troubling reasons why: 57% of women report experiencing **harassment** on dating apps, and 19% say they've even been threatened with physical violence.

Even when safety is not a concern, research shows it's harder to fall in like or in love online. A study led by Susan Sprecher, a sociology professor at Illinois State University, found that young men and women who first met face-to-face were 25% more likely to report feelings of closeness than those who first met online.

Breakup rates are higher too. Aditi Paul, a Communications professor at Pace University in New York, analyzed the most comprehensive independent data set on online and offline dating- Stanford University's „How Couples Meet and Stay Together” survey. In one part of her study, Paul found that relationships involving people who first met in real life lasted four times longer than those of couples who first met online.

Why is it harder to find true love on the apps? Human beings evolved as social animals. We **bond** through shared experience. It's why jokes always seem funnier with friends than alone. Those shared experiences become part of us- the stories we love to tell and retell to those closest. They become the foundations for deeper emotional connections.

Dating Business Models

The reason finding a soul mate online is so challenging is the same reason nobody ever turns on a computer to find a best friend. It's not how the human brain is **wired**.

Another problem with online dating is that the romantic goals of dating-app members are not always **aligned with** business goals of dating-app operators.

It's no coincidence that Match, Zoosk, and other dating apps almost never **tout** the overall **efficacy** of online dating in their advertising. Bounty claims its paper towels are more absorbant, Chevrolet claims its cars are more reliable, and Verizon says its Network is fastest- yet the dating apps never claim to get you married faster versus meeting people the old-fashioned way.

Dating apps do not get rich off your happily-ever-afters. Their business models revolve around growing membership revenues by attracting new customers and by **retaining** old ones. Some apps like Tinder make money off advertising too. Every time a Match or Tinder member gets married and stops using the apps, that's one fewer paying customer.

Think I'm too cynical? Take a look at the 2019 annual report of Match Group, the parent company of Match, Tinder, Hinge, OkCupid and Plenty of Fish. The following is a list of words that do not appear even once in Match Group's annual report: married, marriage, wedding, couple, boyfriend, girlfriend, spouse, husband and wife.

The word partner does appear three times-but only in reference to the company's business partners.

Tinder, Match and OkCupid do not want to get you off the market. They want to transform you into life long shoppers. Match Group admits as much in its annual report, boasting that „successful experiences...drive repeat usage.” Translation: Start dating someone **terrific** on Tinder, and you'll keep returning to the app to find someone even more terrific.

If Match Group really wanted to help you get married, they'd focus on connecting you with people you already know from real life. Surveys show, for example, that couples who meet at work marry at a very high rate-as high as 30%.

Social Situations

Given the complications surrounding workplace dating, and COVID of course, wouldn't it be great if there were an app that **revealed mutual attraction** between co-workers before anyone risked getting sent to HR?

Connecting singles within the same social sphere was, in fact, Hinge's business model back before it was acquired by Match Group. In Hinge's early days, users needed to be friends or friends-of-friends with one another on Facebook before the Hinge app could ever match them.

Hinge's Facebook requirement **paid off** romantically for its users: According to Bustle, Hinge was the most mentioned dating app in The New York Times wedding selection in 2017. But then in June 2018 – which was the same month Match Group **acquired a majority stake** in Hinge- Hinge announced it was eliminating the Facebook requirement and adopting a more open-ended model.

Something else happened in June 2018: It was the last time Hinge **put out a press release** touting itself as „the #1 mobile-first dating app mentioned in the NY Times Wedding section.”

Q: What does the author of the article think about dating apps?

Q: What are the traditional dating rules considering gender?

Q: Why aren't dating apps successful in getting people married?

Q: Where should people look for a partner if they want to get married?

Q: Why was Hinge effective in matching people up and how did it change?

Ex.2.b. Match the words with their meanings.

Source: Learning English Magazine

- | | |
|-------------------------------------|---|
| 1. (to) set out to do something | a) zarzucać coś, zrywać, „olać” coś lub kogoś |
| 2. (to) ditch | b) nękanie, molestowanie |
| 3. (to) flip the scripts | c) być skłonny do czegoś |
| 4. hookup | d) odwracać sytuację na swoją korzyść |
| 5. (to) be deceived | e) postanowić coś zrobić |
| 6. (to) set somebody up | f) umówić kogoś (np. na randkę) |
| 7. (to) be inclined to do something | g) odrzucić profil; tutaj: klikaj śmiało |
| 8. (to) swipe away | h) przelotna znajomość |
| 9. harassment | i) dać się oszukać, zostać oszukanym |
| 10. (to) bond | j) zatrzymać klientów |
| 11. wired | k) opublikować komunikat prasowy |
| 12. (to) align with something | l) nabyć udział większościowy |
| 13. (to) tout | m) pasować do czegoś, zgadzać się z czymś |
| 14. efficacy | n) wiązać się (z kimś), tworzyć więź |
| 15. (to) retain customers | o) zbudowany, przygotowany |
| 16. terrific | p) skuteczność, efektywność |
| 17. (to) reveal mutual attraction | q) nagłaśniać, reklamować |
| 18. (to) pay off | r) niesamowity, fantastyczny |
| 19. (to) acquire a majority stake | s) odkrywać wzajemne przyciąganie |
| 20. (to) put out a press release | t) opłacać się |

Ex.3. Match the words to form collocations and verb phrases.

Source: Learning English Magazine

Collocations:

- | | |
|------------------|--------------|
| 1. traditional | dating |
| 2. old-fashioned | gender roles |
| 3. valid | connections |
| 4. social | attraction |
| 5. emotional | reasons |
| 6. mutual | animals |

Verb patterns:

- | | |
|------------|---------------|
| 1. ditch | soulmates |
| 2. rewrite | dating apps |
| 3. find | singles |
| 4. attract | new customers |
| 5. drive | archaic rules |
| 6. connect | repeat usage |

Ex.4.a. You are going to watch a video about online dating „The Art of Online Dating” by Sarey Ruden. What types of personalities has the speaker distinguished based on her dating experience? Did it inspire her to do anything else?

https://www.ted.com/talks/sarey_ruden_the_art_of_online_dating



Q: What did Sarey experience while using dating apps?

Q: What did she decide to do? What was the purpose of it?

Q: What problems with society do we have according to the speaker?

Ex.4.b. What are the names of archetypes of the offenders Sarey encountered through her online dating journey?

THE NAME:

THE CHARACTERISTICS:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Q: What words or phrases come to your mind when you think about dating apps now? (try to use new vocabulary 😊)