

Computational Romance: gender differences in modern mating

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In this project eHarmony will provide the OII researchers with historical data on its users' activities over the past 10 years. The first research question will be to examine patterns of interaction and communication between male and female users to identify differences between the two genders in online dating behaviour. After these differences are identified, the historical analysis will show if there has been a trend over the past 10 years in these differences or inequalities. In other words, have online dating practices become more equal between the two genders or the biases and inequalities have been constant (or increasing). Is (online) dating a more balanced market today compared to 10 years ago? Apart from the data-based research we will connect the results to the existing theories that concern the role of the technologies in societal changes.