Online Dating by 2030

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OVER 50% OF COUPLES WILL MEET ONLINE BY 2031

According to eHarmony UK

@kristinakeke

Micro Trend #1

MACHINE-LEARNING LOVE

Micro Trend #2

GENE MATCH-MAKING

Micro Trend #3

MORE VIDEOS

Micro Trend #4

VR AR

Micro Trend #5

LOW TECH

Micro Trend #6

FLIRTY CHATBOTS

Micro Trend #1

MACHINE-LEARNING LOVE

@petertarka

"To better select matches, smarter AI could, for example, take into account how much time you spend in the app, as well as the profiles you're looking at and for how long, the content of your chats...

@dianewithonen

If you let this future online dating AI have free-range on your phone, it might even analyze whether you pay your bills on time, what websites you visit, which shows you binge-watch, how much you exercise and your camera roll".

Brittany Levine Beckman

"AI with improved photo detection could one day pinpoint interests that may not be outlined in your profile or use facial recognition to find your "type."

Data collected from everyone else's matches - both successful and unsuccessful - could help improve your matches, too".
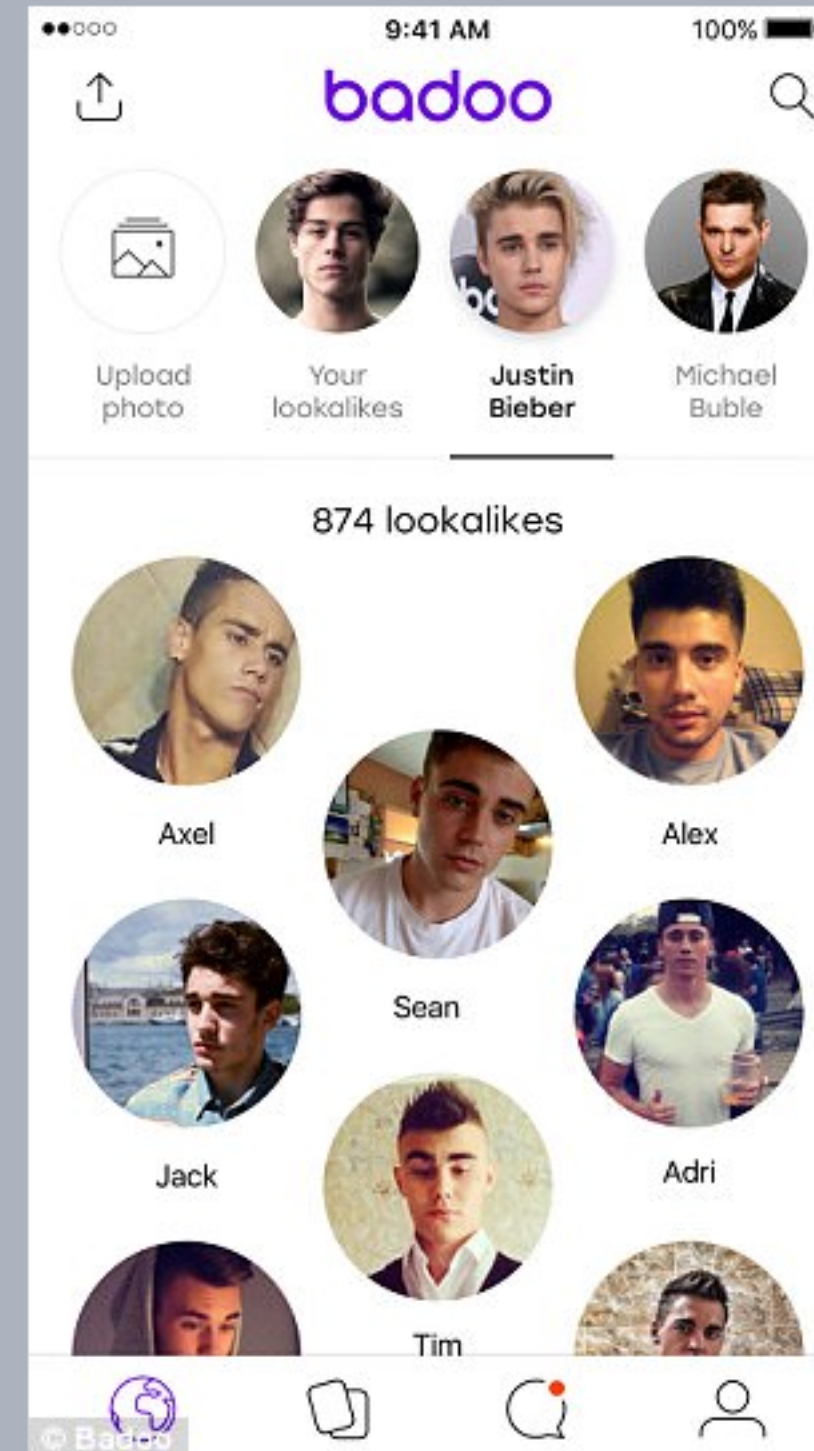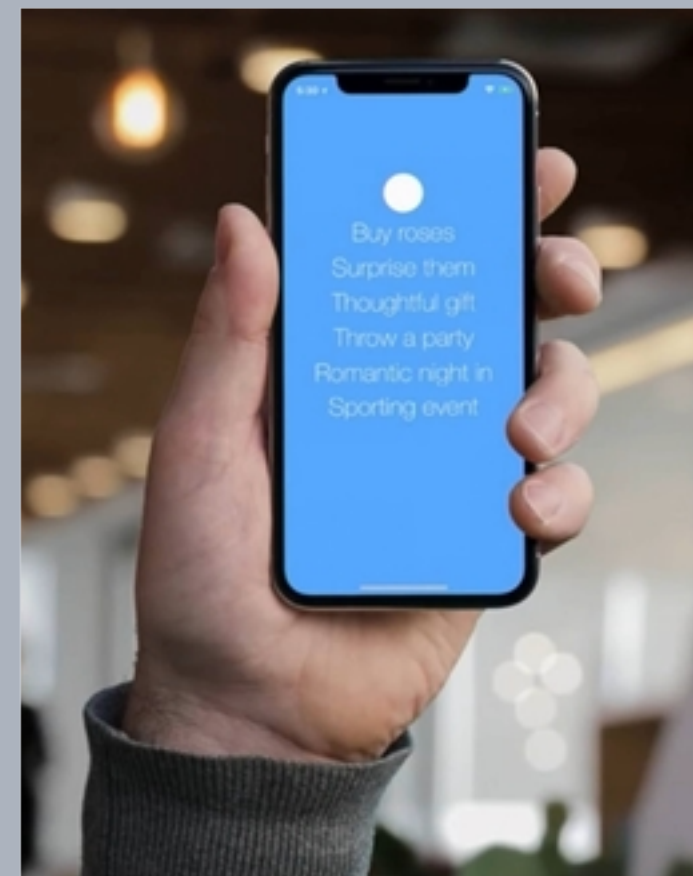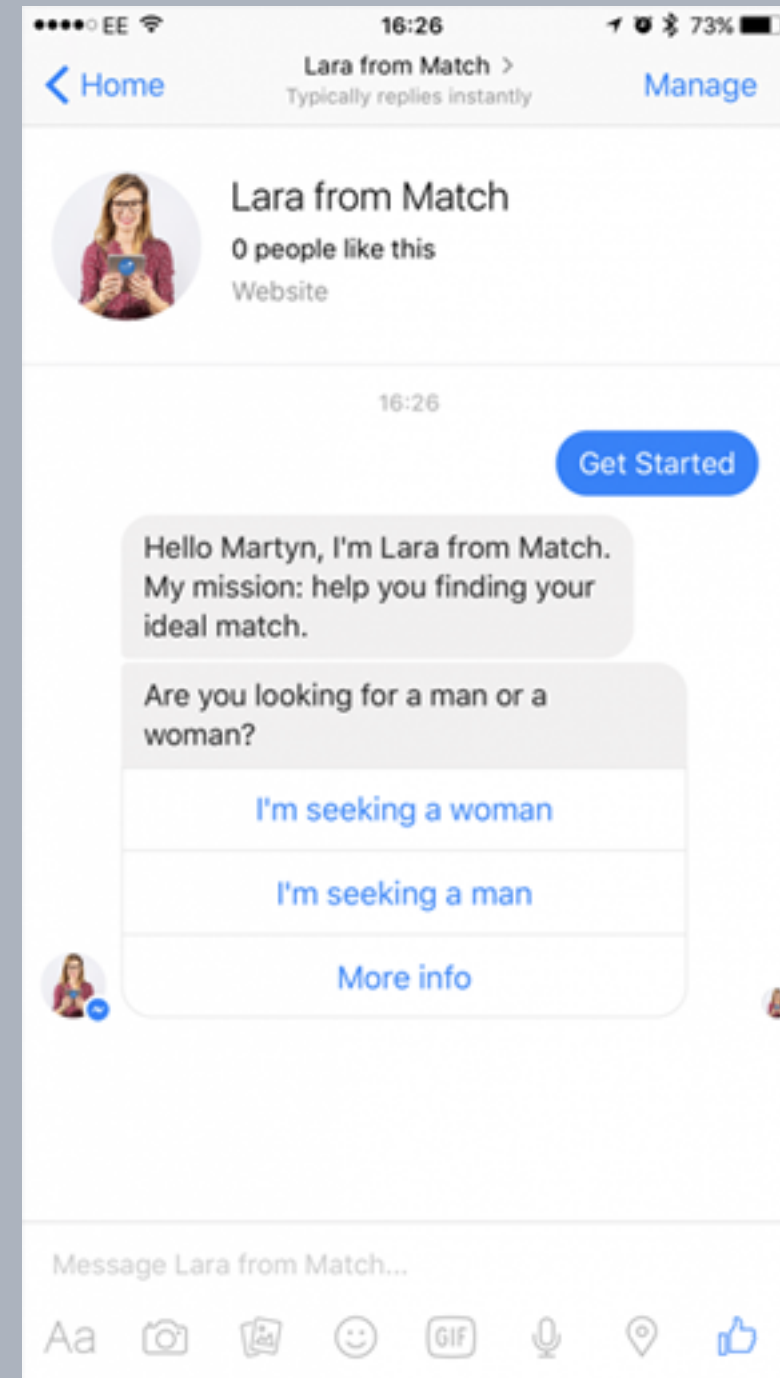
Brittany Levine Beckman

@angelawoodsagency

TODAY, WE CAN USE

AIMM

A voice-activated dating app.

Asks you questions for a week before sending you matches.

Badoo

Lets you pair up with your celebrity crush Lookalikes

Match

The digital personal assistant is activated by Google Home and suggests a daily match as well as dating tips and activities.

Micro Trend #2

GENE MATCH-MAKING

@dianewithonen

LAB-MADE ROMANCES

Pheramor, DNA Romance, and *Instant Chemistry* all **analyze users' DNA to make matches.**

@aleksandrakingo

The gene-matching evangelists propose that certain genes connected to your immune system, known as the major histocompatibility complex (MHC), govern who you're attracted to.

As with the cliché, the thinking goes that opposites attract; those with dissimilar MHC are expected to like each other.

Gene Matchmaking

Micro Trend #3

MORE
VIDEOS

@petertarka

Last year, *Tinder* introduced "Loops", two-second videos used in place of profile pictures that look like Boomerangs, and *Badoo* added a live-video chat feature you can use to talk to potential dates.

In the future - **Video will play a larger role** in dating apps

@@latourfanny

Micro Trend #4

VR
AR

@aleksandrakingo

THE JURY'S STILL OUT

"Virtual reality in dating apps will also take cultural change-once everyone feels comfortable strapping on a VR headset.

Izumi Hayashi

AR VR

Daters meet in virtual reality and then play games together using augmented reality, or travel to one of the pair's favorite destinations (all the while still sitting on their couches).

In 20 years time we may have AR glasses that show you who is single and a compatibility score above their heads".

Dawoon Kang

@aleksandrakingo

Micro Trend #5

LOW TECH

More and more dating apps
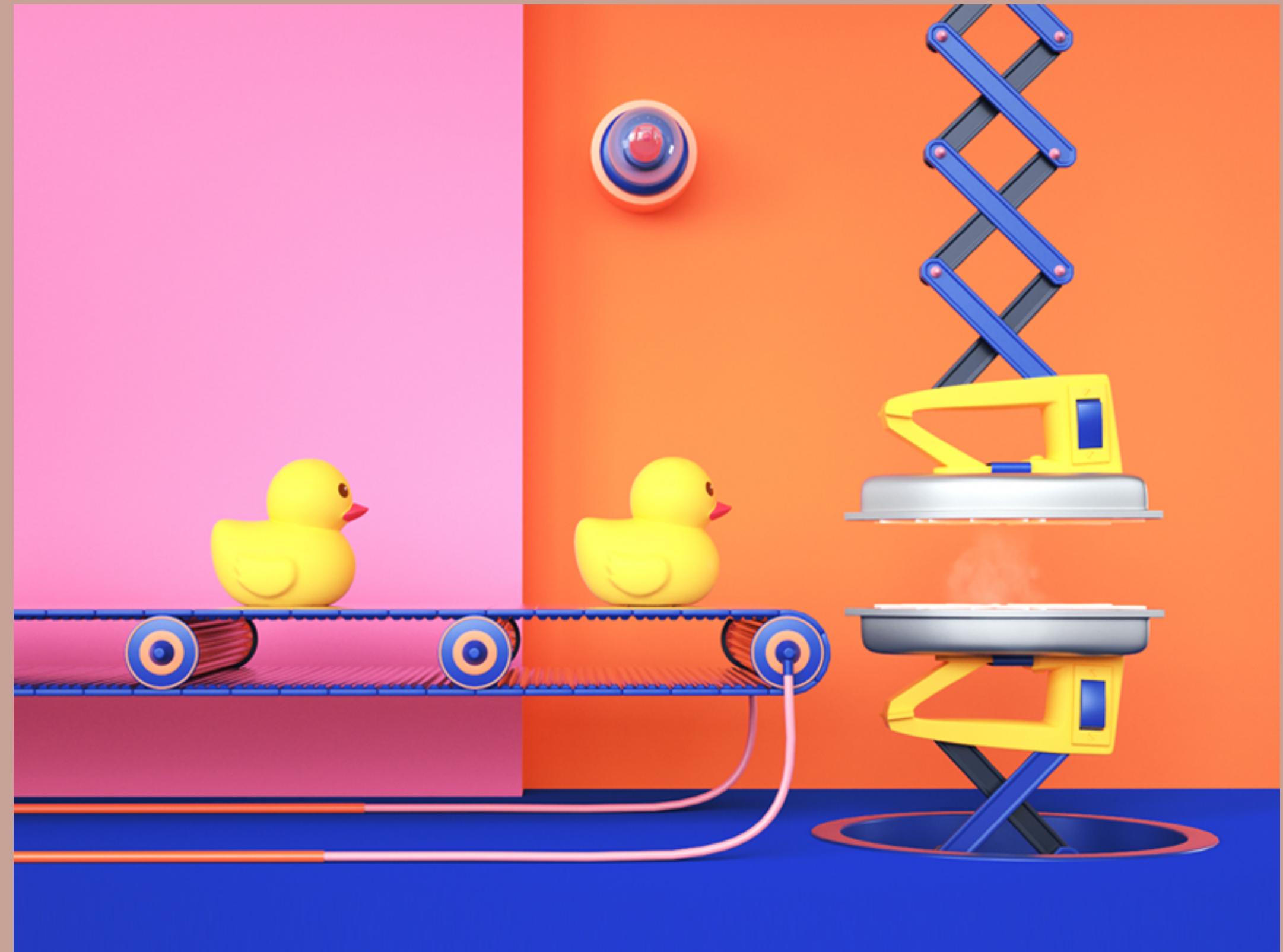hosting meetups for users.

Concerts, Summer-camps,
5K Singles Run marathons -
the online apps go for the
physical experience.

@alexprager

Micro Trend #6

FLIRTY
CHATBOTS

@aleksandrakingo

Bernie.ai, a chatbot with deep-learning AI and facial recognition that could sift through *Tinder* matches and strike up introductory text chats, launched in 2016.

The bot could learn your preferences **and talk like you,** but it was short-lived.

Tinder banned it in 2017, after it had performed about 9 million actions, such as swiping, and made around 100,000 matches.

The prediction is that more bots like this will operate in the future.

@dianewithonen

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