IDENTITY

IDENTIFYING ONE'S SELF IN THE DATING WORLD

TAYLOR ROSEN

SAUMON GHAEMI

ASPEN BRANIFF

LOGAN STEWART

PROJECT

THIS PROJECT SOUGHT TO STUDY HOW PEOPLE LABEL
AND IDENTIFY THEMSELVES IN SITUATIONS WHERE THE
INDIVIDUAL WANTS TO PRESENT THE BEST PERSON
THEY CAN BE.

HYPOTHESIS

- OUR HYPOTHESIS WAS THAT PEOPLE WILL GIVE
 THEMSELVES LABELS THAT OTHER'S IN THE AREA GIVE
 THEMSELVES A.K.A. WE THINK PEOPLE WILL CONFORM
- ALSO WE BELIEVED THAT EVEN THOUGH PEOPLE GIVE THEMSELVES THESE LABELS, THE LABELS WILL BE FALSE

METHOD

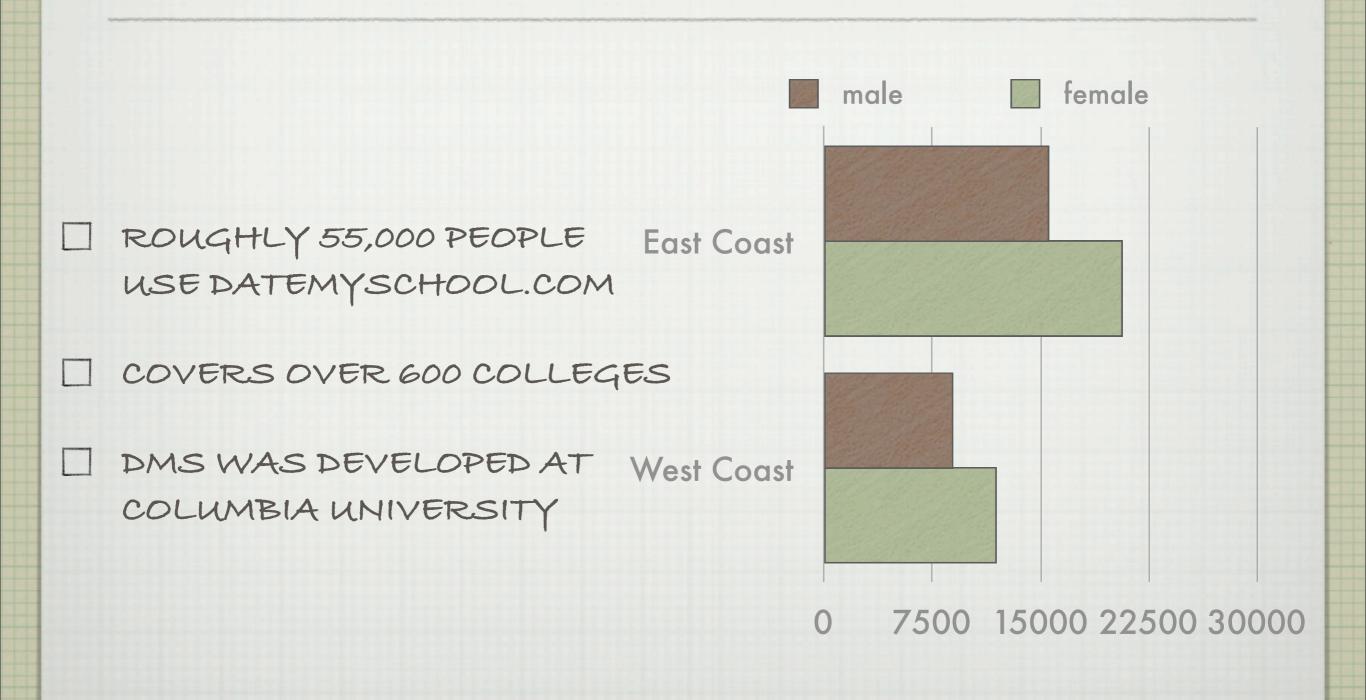
- TO DO THIS WE USED THE DATING WEBSITE "DATEMYSCHOOL.COM"
- WE TOOK DIFFERENT SCHOOLS FROM AROUND THE COUNTRY AND ALSO COMPARED FEMALES TO MALES



SCHOOLS

THE FOLLOWING SCHOOLS WERE USED:
CORNELL UNIVERSITY (TAYLOR)
NEW YORK UNIVERSITY (TAYLOR)
UNIVERSITY OF OREGON (F) (ASPEN)
UNIVERSITY OF OREGON (M) (SAUMON)
UNIVERSITY OF SOUTHERN CALIFORNIA (LOGAN)
UNIVERSITY OF CALIFORNIA LOS ANGELES (LOGAN)

DATEMYSCHOOL?



DATEMYSCHOOL LABELS

- LIMITED TO 6 INTERESTS
- 6 COMMON ACTIVITIES
- DON'T LIKE
- 1000 CHARACTERS FOR WHY SOMEONE SHOULD CONTACT YOU
- WHAT YOU ARE "LOOKING FOR"

HISTORY

- BEFORE THE INTERNET WAS USED AS A MEANS FOR FINDING COMPANIONS (BEFORE 1990), NEWSPAPER ADS WERE PRIMARILY USED.
- ALTHOUGH NEWSPAPER ADS ARE STILL USED, DATING WEBSITES (SUCH AS EHARMONY, JDATE, AND MATCH.COM) ARE THE PRIMARY WAY FOR PEOPLE TO SEARCH FOR MATCHES.

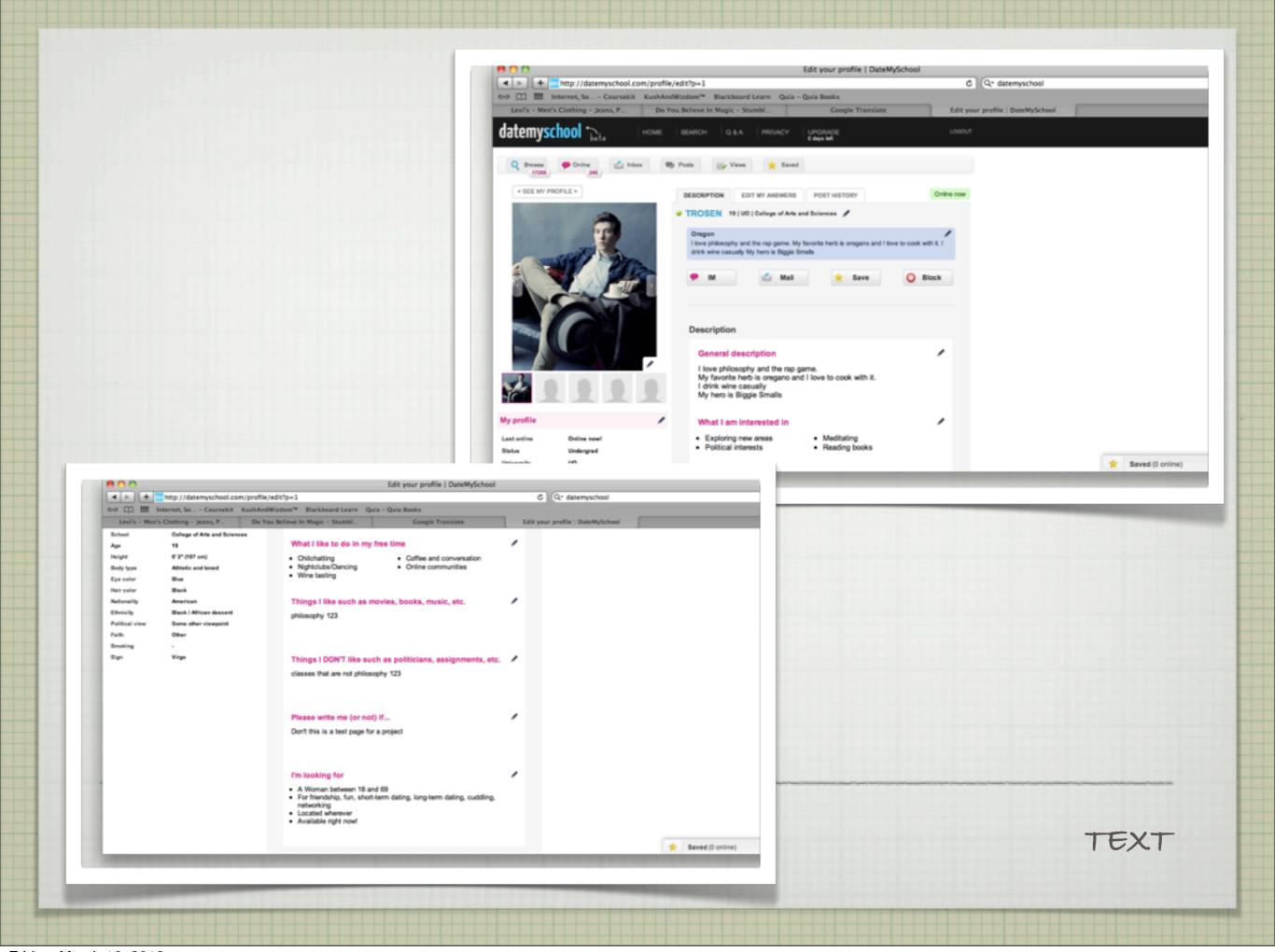
DATEMYSCHOOL AND IDENTITY

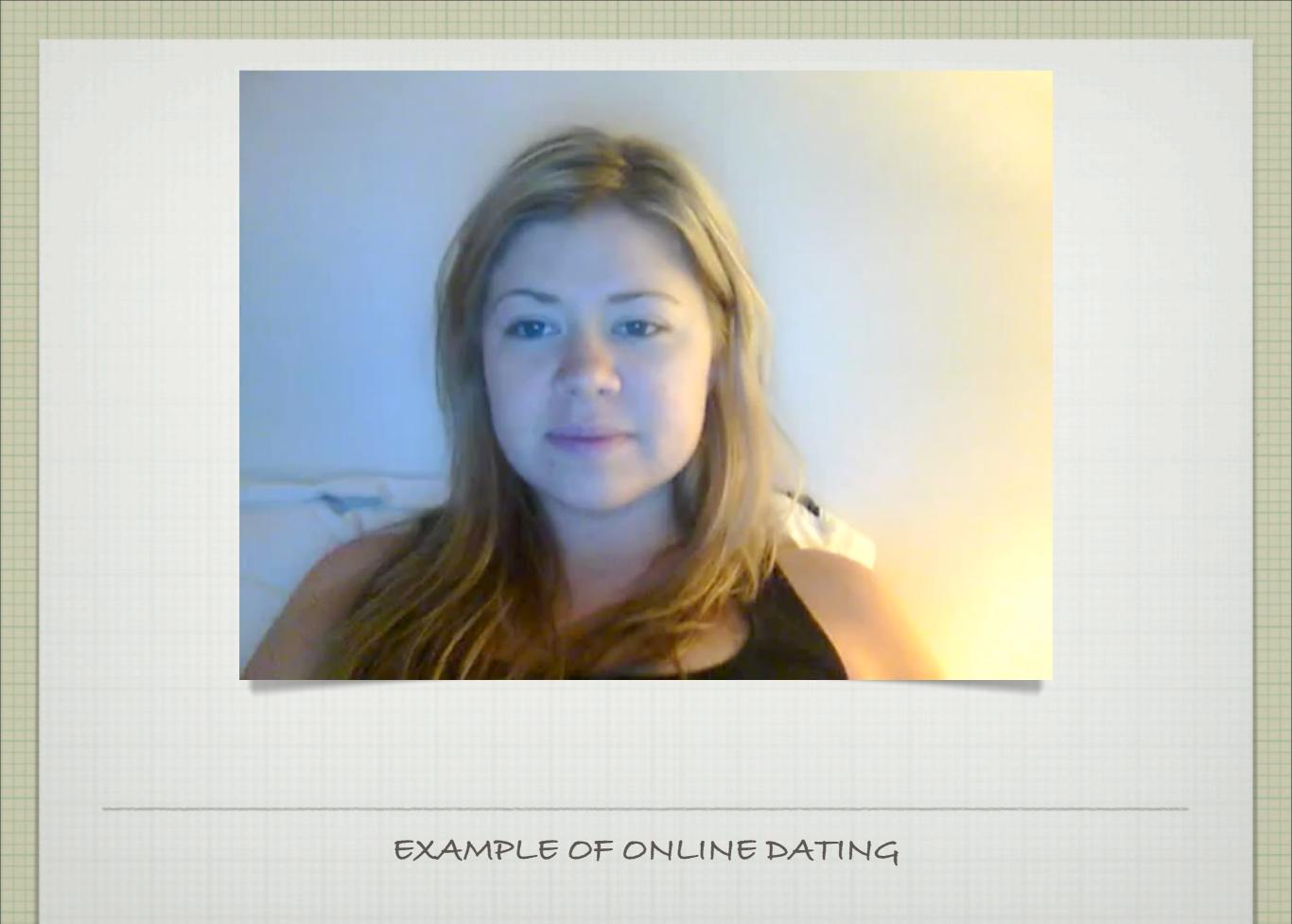
□ IDENTITY CAN GENERALLY MEAN WHO WE ARE IN ACCORDANCE TO THE COLLECTED LABELS WE GIVE AND RECEIVE
 □ ALTHOUGH MANY PEOPLE OBJECT TO THE ASPECT OF LABELING MANY DATING WEBSITES DEDICATE THEIR WHOLE SYSTEM ON THE LABELING OF INDIVIDUALS.
 □ DATEMYSCHOOL.COM CLAIMS THAT YOU ARE NOT UTILIZING

THESE INCLUDE A GENERAL DESCRIPTION, INTERESTS,
ACTIVITIES, FAVORITE BOOKS, FAVORITE MOVIES, AND
CAREER OR MAJOR

THE POTENTIAL OF THE WEBSITE WITHOUT GIVING

YOURSELVES SEEMINGLY SIMPLE LABELS.





DISCOVERIES

- ☐ WHAT WE DISCOVERED WAS THAT MOST PEOPLE ON THE DATE MY SCHOOL HAD ALL MOST THE EXACT SAME INTERESTS
- THESE INTERESTS DID HAVE TO DO WITH REGION
- WHEN ASKED 83% OF PEOPLE WERE NOT ACTUALLY INTERESTED IN WHAT THEY SAID THEY WERE
- MALES AND FEMALES HAVE VERY DIFFERENT EXPERIENCES

MEN V. WOMEN

- FEMALE EXPERIENCE: VULGAR, RUDE, AND PERSISTENT
- MALE EXPERIENCE: RISKY, NAIVE, AND VULNERABLE

CONCLUSION

- OUR THESIS WAS CORRECT
- THE PRESSURE TO FIND SOMEONE ONLINE ALONG WITH
 THE LABELING THAT DATING WEBSITES FORCE ON ITS
 USERS PLACES MANY PEOPLE IN A SITUATION WHERE
 THEY WILL LIE
- THIS IS TO SEEM MORE INTERESTING
- OR TO TRY AND MATCH UP ONE'S LABELS WITH AS MANY PEOPLE AS POSSIBLE