IDENTITY

IDENTIFYING ONE’S SELF IN THE DATING WORLD

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This project sought to study how people label and identify themselves in situations where the individual wants to present their 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?

- Roughly 55,000 people use DateMySchool.com.
- Covers over 600 colleges.
- DMS was developed at Columbia University.
DATEMYSCHOOL LABELS

☐ LIMITED TO 6 INTERESTS

☐ 6 COMMON ACTIVITIES

☐ 500 CHARACTERS TO WRITE WHAT YOU LIKE AND 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.
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.

DATEDMYSCHOOL.COM CLAIMS THAT YOU ARE NOT UTILIZING THE POTENTIAL OF THE WEBSITE WITHOUT GIVING YOURSELVES SEEMINGLY SIMPLE LABELS.

THESE INCLUDE A GENERAL DESCRIPTION, INTERESTS, ACTIVITIES, FAVORITE BOOKS, FAVORITE MOVIES, AND CAREER OR MAJOR.
EXAMPLE OF ONLINE DATING
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