

Diapo 1:

Hi everyone, today Machin and I are going to talk about blablabla...

Diapo 2:

Our presentation will be divided as follows:

First we're going to define what is online dating, and give you some statistics about it.

Then we will talk about the risks and how to use these services safely.

And finally we will give you some examples of online dating applications, the most famous of them.

Diapo 3:

So, first of all, what is online dating?

Online dating or internet dating is a dating system which allows individuals to contact and communicate with each other over the internet, usually with the objective of developing personal, romantic, or sexual relationships.

Online dating services usually provide unmoderated matchmaking over the internet, through the use of personal computer or cell phones.

The market targets people who are usually 18 years or older, someone who is looking for a serious or casual relationship, someone who has a busy lifestyle, or someone who has failed relationship in the past.

As you can see in these chart, 64% of online dating applications users are male, and 36% are female. About 36% of the users are 18 to 24 years old, 43% are 25 to 34 years old, 18% are 35 to 54 years old, and 2% are more than 55 years old.

Diapo 4:

Now let's talk about risks and security.

There are many risks or drawbacks by using this kind of applications:

- It's easy to be fooled by inaccurate signals online
- You may waste a lot of time on online chasing which we don't want
- Online sites present an unhelpful excess of choice
- Irrelevant information presented out of context can pre-empt a good match
- People online behave more rudely than they do in person
- Strangers with low accountability can get away with anti-social behavior

These risks may be more dangerous than we first thought of. But here is some safety advice which can help you to avoid problems:

- Online dating services that offer subscription are safer
- Be aware of protecting your identity while online dating
- Pay attention to the consistency of the information our correspondence are giving you
- Watch out for warning signs while talking to people
- You should immediately stop communication with people who will insist on obtaining personal information about you
- And last but not least, after you agree to meet your date, meet in a public place that is well-lit with plenty of other people around.

Diapo 5:

And now here is some online dating applications.

The more famous of them is obviously Tinder.

It's a free application.

Searching for best matches with this free dating app, you can swipe to say "yes" or "no" to potential partners. Once two users swipe "yes" for each other, they are offered to text through the application.

Introduced in September 2012, this dating application reached the number of 500 000 users in its first 6 months with daily growth rate of 5%. The average age for the tinder user is 23 years old.

OkCupid, a popular free mobile dating app, has all you need for communication and finding your soul mate by viewing profiles, sending messages, and sticking out on blind dates with its great blind-dates feature. Searching for users who have similar interests with you, OkCupid will give you a choice of best matches according to your appeals. Having 30 million users in total, with over 1 million unique users logging in every day, this online dating app rests among the most used ones.

And what about Match.com, the online dating site known as the world's largest subscription-based? Over 15 million members in 24 country around the world run match for searching their "perfect matches". Its mobile dating application provides services for paid customers on Android, Blackberry and iOS devices.

And a last one: Plenty of Fish. Its personalized mobile interface makes it is easy and handy to look up profiles and text with each other while its personalized services match users having similar interest. With its mobile dating application, over 55 million users send over 200 million test messages per week, so no wonder Plenty of Fish merits its name.

Diapo 6:

As a conclusion, we can say that online dating services are very much used, especially by young people, all around the world. It can be a good thing for people who want to quickly find a relation, a serious one or not. But we need to keep in mind to always be careful, and to protect our personal information.

Thank you for your attention!

Adrien

Baptiste