

Scenario: The Dating Website

Now more than ever before, people are turning to online dating as a means of meeting someone special. The PewResearch Internet Project (2013) has recently published the [results of their study](#) investigating the popularity of internet dating.

After you have read the Pew report and your scholarly readings for the week, consider the following: You conclude that it might be a good business opportunity to start your own internet matchmaking website. The PewResearch report shows you that you are on the right track. Based on your scholarly readings, what are some of the important things you need to know about intimate relationships and interpersonal attraction for your matchmaking business? A big concern in online dating and social media, in general, is misrepresentation in the online profile. What does the research show in terms of the factors that influence strategic misrepresentation in someone's online profile? What strategies could you initiate to minimize or prevent misrepresentation? In addition to what you have learned this week, what have you learned in previous weeks that may assist you in launching a successful dating website? Please be specific and cite sources.