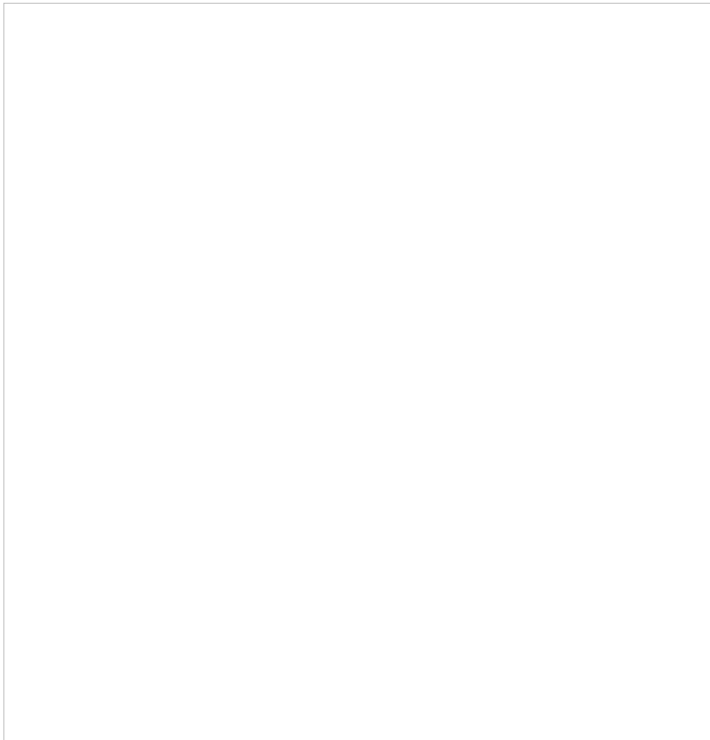


THE PERFECT WOMAN ON YOUR DATING WEBSITES IS A COMPUTER-GENERATED FAKE THAT YOU WILL NEVER MEET IN-PERSON

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THE PERFECT WOMAN ON YOUR DATING WEBSITES IS A COMPUTER-GENERATED FAKE THAT YOU WILL NEVER MEET IN-PERSON



The dating websites that sell you scam profiles are: [AnastasiaDate](#), [Ashley Madison](#), [Bumble](#), [Coffee Meets Bagel](#), [Cupid.com](#), [Hinge](#), [JDate](#), [Match.com](#), [OkCupid](#) (OkC), [POF](#) (Plentyoffish), [Tinder](#) and all of the IAC and Match Group Cartel.

Artificial intelligence has given its verdict on what the 'ideal' human body type is - and the results have sparked concerns.

Unrealistic and damaging [body image](#) stereotypes promoted on social media have been highlighted in the worrying recent study by [The Bulimia Project](#), that used AI image-generating software.

Researchers from The Bulimia Project, an organisation focusing on publicising research around eating disorders, body image and mental health, used AI platforms Dall-E 2, Stable Diffusion, and Midjourney, to create the "perfect body".

[By producing and analysing multiple images](#), they investigated the idealised body types being promoted aiming to shed light on the detrimental impact of stereotypes on mental health and self-esteem.

The AI-generated images showcasing the "perfect" female body revealed a prevalent preference for more petite women, with Midjourney producing the most unrealistic representations.



The images generated by AI software reflected the unrealistic stereotypes (stock image) (Image:

Getty Images/iStockphoto)

Similarly, the images of the "perfect" male body resembled heavily photoshopped versions of bodybuilders, giving an unrealistic representation of the male physique.

The study also uncovered trends in hair colour and facial hair. Approximately 37% of the AI-generated female images displayed women with blonde hair, while the male images predominantly featured brown-haired individuals (67%), with nearly half of them sporting facial hair (47%).

Expanding the scope beyond social media, researchers asked AI to provide its perspective on the ideal woman and man based on images from across the internet.

The resulting images, while still idealised, demonstrated a clear distinction from those influenced solely by social media.

AI's collection of social media-inspired images exhibited a more sexualised nature, described by the study as "unsettling" and disproportionate body parts compared to the broader web-based images.



The researchers emphasised the importance of recognizing and challenging the unrealistic beauty standards (Image:

Getty Images)

The disparity between the AI-generated images from social media and those based on a wider internet search points to the influence of algorithms that prioritize content with higher engagement.

These algorithms contribute to the sexualisation and promotion of unrealistic body types prevalent on social media platforms, according to The Bulimia Project.

The researchers emphasised the importance of recognizing and challenging the unrealistic beauty standards set by social media and suggested individuals should embrace body image expectations rooted in reality for their overall health and happiness.

The study noted: "In the age of [Instagram](#) and Snapchat filters, no one can reasonably achieve the physical standards set by social media.

"So, why try to meet unrealistic ideals? It's both mentally and physically healthier to keep body image expectations squarely in the realm of reality."

MATCH.COM IS NOW THE NUMBER ONE PLACE FOR HOOKERS IN THE WORLD. 80% OF MATCH.COM USERS WHO ARE NOT FAKE PROFILES FOUND TO BE PROSTITUTES OR GOLD-DIGGERS.

[Hours After FOSTA Passes, Reddit Bans 'Escorts' and 'SugarDaddy' Communities](#)

MATCH.COM AND OKCUPID ARE ACTUALLY LEFT WING POLITICAL APPS

Swipe Left, Swipe Right: Political Campaigning Invades Dating Apps

Young people are on Tinder, Bumble, Grindr and other dating apps, so political strategists are too, promoting their favorite candidates. 'I'm only matching with voters.'

By
Kristina Peterson and

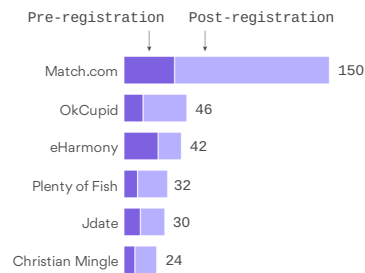
Natalie Andrews

When New Yorker Jen Winston connected last month with Spencer from Georgia on Tinder, finding true love wasn't her priority.

"Why are you so far away from me?" Spencer messaged Ms. Winston on the swipe-based dating app.... MORE: <https://www.wsj.com/articles/swipe-left-swipe-right-political-campaigning-invades-dating-apps-1541182048>

Match.com dating sites spy on you and rape your privacy

Number of ad trackers on dating platforms by page type



Data: [Ghostery](#); Note: Pre-registration includes homepage and registration pages. Post-registration includes onboarding and profile/search pages. Chart: Andrew Witherspoon / Axios

Handing over your personal data is now often the cost of romance, as online dating services and apps vacuum up information about their users' lifestyle and preferences.

Why it matters: Dating app users provide sensitive information like drug usage habits and sexual preferences in hopes of finding a romantic match. How online dating services use and share that data worries users, according to an [Axios-SurveyMonkey poll](#), but the services nonetheless have become a central part of the modern social scene.

What they know:

- **Everything you put on your profile, including drug use and health status.** Web trackers can examine your behavior on a page and how you answer key personal questions. JDate and Christian Mingle, for example, both use a tracker called Hotjar that [creates an aggregate heat map](#) of where on a web page users are clicking and scrolling.
- **Every time you swipe right or click on a profile.** "These can be very revealing things about someone, everything from what your kinks are to what your favorite foods are to what sort of associations you might be a part of or what communities you affiliate with," says Shahid Buttar, director of grassroots advocacy for the Electronic Frontier Foundation.
- **How you're talking to other people.** A reporter for the Guardian [recently requested](#) her data from Tinder and received hundreds of pages of data including information about her conversations with matches.
- **Where you are.** Location data is a core part of apps like Tinder. "Beyond telling an advertiser where someone might physically be at a given time, geolocation information can provide insights into a person's preferences, such as the stores and venues they frequent and whether or not they live in an affluent neighborhood," says former FTC chief technologist Ashkan Soltani.

The details: Popular dating websites broadly collect information on their users for advertising purposes from the minute they first log on to the site, according to an analysis by the online privacy company Ghostery of the websites for OkCupid, Match.com, Plenty of Fish, Christian Mingle, JDate and eHarmony. (Ghostery, which performed the analysis for Axios, lets people block ad trackers as they browse the web.)

- Popular services broadly track their users while they search for potential matches and view profiles. OkCupid runs 10 advertising trackers during the search and profile stages of using its site, Ghostery found, while Match.com runs 63 — far exceeding the number of trackers installed by other services. The number and types of trackers can vary between sessions.
- The trackers can collect profile information. Match.com runs 52 ad trackers as users set up their profiles, Plenty of Fish runs 21, OkCupid runs 24, eHarmony runs 16, JDate runs 10 and Christian Mingle runs nine.
- The trackers could pick up where users click or where they look, says Ghostery product analyst Molly Hanson, but it's difficult to know for sure. "If you're self-identifying as a 35 year-old male who makes X amount of money and lives in this area, I think there's a wealth of personal information that should be pretty easy to capture in a cookie and then send to your servers and package it and add it to a user profile," says Jeremy Tillman, the company's director of product management.

Many of these trackers come from third parties. OkCupid installed seven ad trackers to watch users as they set up their profiles. Another 11 came from third parties at the time Ghostery ran its analysis. Trackers include data companies that often sell data to other companies looking to target people, Hanson says.

Match Group owns a number of dating services, including Tinder and OkCupid. The privacy policies say user data can be shared with other Match Group-owned services.

What they're saying: A spokesperson for Match Group says in a statement said that data collected by its companies "enables us to make product improvements, deliver relevant advertisements and continually innovate and optimize the user experience."

"Data collected by ad trackers and third parties is 100% anonymized," the spokesperson says. "Our portfolio of companies never share personally identifiable information with third parties for any purpose."

- The primary business model of the industry is still based around subscriptions rather than targeting ads based on personal data, notes Eric Silverberg, the CEO of gay dating app Scruff.
- "I would argue that the incentive to share information is actually lower for dating businesses than it is for media businesses and news sites. ... We have subscription services and our members pay us for the services we provide and the communities we create," he says.

Why you'll hear about this again: Researchers routinely uncover security risks related to dating apps.

- A security firm recently [claimed](#) to have found security flaws in Tinder.
- The 2015 Ashley Madison hack [resulted](#) in the personal data of users of the site, which purported to facilitate infidelity, being exposed.
- The FTC last week [warned](#) of dating app scams.

Match.com sued for tricking and lying to all of it's users

Share

Match.com allegedly [tricked hundreds of thousands of users](#) into buying subscriptions by sending them fake love interest ads, according to a lawsuit filed by the FTC. The company gained nearly 500,000 subscriptions by alerting users of connections known to be fake. The FTC claims the dating site also lured customers with deceitful promotions, and later made it difficult for them to dispute charges and cancel subscriptions. Match.com CEO Hesam Hosseini denied the FTC's claims in an email to executives.

Dave Sebastian

• 3rd+

Reporter at The Wall Street Journal

1d • Edited

The Federal Trade Commission has sued online-dating service Match Group Inc. for allegedly using fake love-interest advertisements to trick hundreds of thousands of users into buying subscriptions on Match.com. Match says it will challenge the claims in court. My latest:

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FTC Sues Match for Allegedly Tricking Users With Fake Ads

Nicholas Schneider

• 3rd+

Litigation Attorney at Bernkopf Goodman LLP


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Quit playing games with our hearts, says the [Federal Trade Commission](#)

. With its new explosive lawsuit against [Match](#) (which owns [Match](#), [Tinder](#), [Hinge](#), and [OkCupid](#)), the [Federal Trade Commission](#) signals the start of a consumer-fraud crackdown in the online-dating market. Most interesting among its several salacious allegations is that [Match](#) enticed basic (free) users to purchase premium subscriptions by notifying them that they had received "matches" in their premium inboxes knowing that the "matches" were from scammers, not real love interests. Only time (and lengthy discovery) will tell whether [Match](#) forwarding these supposed "matches" was a product of malicious intent or a benign algorithm. But online-dating apps and services should be on notice that the [Federal Trade Commission](#) does not take consumer fraud of the heart lightly. [#consumerprotection](#) [#match](#) [#socialmedia](#) [#onlinedating](#) [#advertising](#)

[#marketing](#)

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FTC Sues Match for Allegedly Tricking Users With Fake Ads

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Albert Fong

• 2nd

Product Marketing & Communications Leader

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A league out of their own: Truth be told, cancelling a subscription to anything can be a chore, but it's even worse when it's one tied to emotions <https://lnkd.in/e8jaqRK>

[#advertising](#) [#dating](#) [#psychology](#) [#match](#) [#relationships](#)

[#subscription](#)

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FTC Sues Match for Allegedly Tricking Users With Fake Ads

William Hadley

• 2nd

Programmer | 2020 MBA Cybersecurity Candidate | Comprehensive Information Technology Experience Including System Administration and Web & Application Development | Cybersecurity & Leadership Career Focus

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Why does social engineering work so well? Because it involves humans and emotions. [Match.com](#) used social engineering to convert unsuspecting users into paying members. The social costs and damage to Match's reputation will likely be long-lasting. In fact, in a 2018 survey, 81% of respondents stated they would lose trust in a brand if the product or service didn't live up to the company's promise and 78% due to a poor customer service experience^[1]. Consumer trust is sacred. Maintaining this trust includes always practicing high-quality

[#customerservice](#) and thoughtfully ensuring consumer [#privacy](#) and

[#dataprotection](#). <https://lnkd.in/e8WvFTT> 1. Survey of 1,034 respondents 18 years and older conducted by SurveyMonkey Oct. 5-7, 2018. <https://lnkd.in/eAvgEky>

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FTC Sues Match for Allegedly Tricking Users With Fake Ads

[wsj.com](https://www.wsj.com)

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