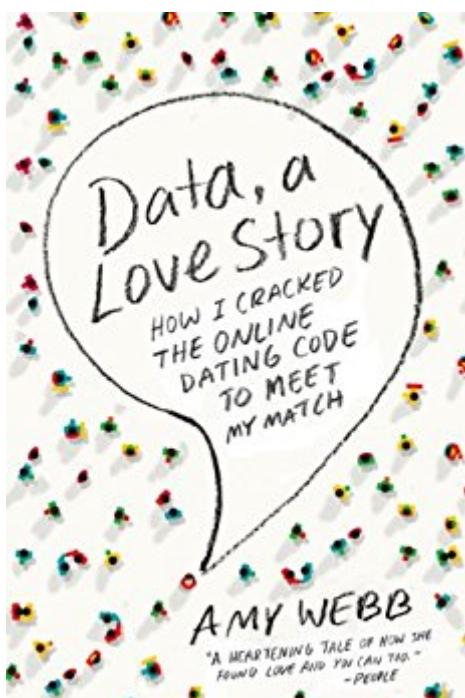


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# Data, A Love Story: How I Cracked The Online Dating Code To Meet My Match



## Synopsis

A lively, thought-provoking memoir about how one woman "gamed" online dating sites like JDate, OKCupid and eHarmony - and met her eventual husband. After yet another online dating disaster, Amy Webb was about to cancel her JDate membership when an epiphany struck: It wasn't that her standards were too high, as women are often told, but that she wasn't evaluating the right data in suitors' profiles. That night Webb, an award-winning journalist and digital-strategy expert, made a detailed, exhaustive list of what she did and didn't want in a mate. The result: seventy-two requirements ranging from the expected (smart, funny) to the super-specific (likes selected musicals: *Chess*, *Les Misérables*. Not *Cats*. Must not like *Cats*!). Next she turned to her own profile. In order to craft the most compelling online presentation, she needed to assess the competition--so she signed on to JDate again, this time as a man. Using the same gift for data strategy that made her company the top in its field, she found the key words that were digital man magnets, analyzed photos, and studied the timing of women's messages, then adjusted her (female) profile to make the most of that intel. Then began the deluge--dozens of men wanted to meet her, men who actually met her requirements. Among them: her future husband, now the father of her child. Forty million people date online each year. Most don't find true love. Thanks to Data, a Love Story, their odds just got a whole lot better.

## Book Information

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## Customer Reviews

Amy did all the work for the rest of us! I spent 3 months on Match with limited success and did not renew my subscription, but I remained interested in the potential of online dating. I am in my 60's and opportunities to meet people in my age group are limited. After reading Amy's book, I realized many of the errors I had made . She may be younger, but the game is the same,no matter the age ! Anyway, her book is easy reading. Her observations and experiences are delightful and true ! Her research and conclusions are very on point and it is well worth following her conclusions and recommendations . No, I have not yet tried online dating again. I just finished Amy's book and I need to make a weighted list of what I want in a companion, get my hair properly styled, get some great, happy , approachable pictures of myself and write my new , super profile !! I recommend this book.

I bought this as a gag gift for a friend. I had heard the author interviewed on, I think it was NPR.Before I have her the book, I skimmed a lot of it. I could not help but think the author was extremely self absorbed, yet, I also got a few laughs.When the recipient of this books reads it, of she tells me what she thinks, I will add to my review.

A good read to think about when you're dating online or dating at all. Especially if you haven't had success or feel frustrated at being matched with the wrong people.

Interesting read for someone who has tried or is considering online dating. Still sounds like a lot of work! But it's always nice to hear a happy outcome

It was an interesting and entertaining read. Although, it did get rather long winded at some points where the level of mundane details was too much. The ranking system is a great idea! When there's so many dating options having a concrete way to sift through is nice.

superb story - excellent application of data science to dating. great insights for daters

Listen to the author share her story. Wow! The math is a great help. I already do the flow chart type of planning and post-it boards I need for quick decisions. I couldn't put it down. Highly recommend!

So the data that was used in this book was really not data. It was using common sense on what people would find attractive in profiles. This can be done by anyone that looks at other people on dating site. There was no need to set up ten fake profiles of the opposite sex to garner this information. Last month's issued of Wired has a much better breakdown of data on dating sites. This book was almost unreadable unless you care about every time the author fires up another cigarette because she is stressed about dating or her love of George Michael's music.... Which I didn't.

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