

TIMED ESSAY (INDIVIDUAL)

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Academic writing

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Technology has become a part of everyone’s lives in the 21st century, and it is changing the ways we converse with others, and dating is no exception. During the on-going pandemic, online dating services have seen a surge in new monthly users. This is no surprise, as people are forced to isolate themselves from the outside world, but human connection is still vital to people’s mental health. Companies providing these services have seen their opportunity to profit from the current situation and spear no time to implement new strategies to rise to the top. As the demand for online dating services has increased during covid-19, companies in the field have reacted by implementing marketing strategies taking advantage of the pandemic. These strategies have prompted significant profits for the companies but have led to people breaking the covid-19 guidelines, causing a surge of infections globally.

In today’s day and age, through online media, people are becoming more and more aware of ethical issues worldwide, including the business world. This has changed how companies operate and think. Every move of every large corporation is being carefully monitored and judged by millions of people. It is no longer about having the best product a company can sell to as many people as possible. The ethicality of the product or service is a vital part of the success of the company. This is why taking a closer look at online dating services is especially important, as they have gotten the opportunity to use a globally tragic event as a means to maximize their own profits. Millions of people worldwide have died, and the whole global economy has taken a hit from covid-19. Using this situation to maximize profits brings up some ethical questions. Have the companies done enough to prevent the spread of the virus? Have they or could they have helped out the situation, or have they in fact, made it worse? All valuable ethical questions to be researched and stated in the report.

Browsing through social media in 2020, it is difficult to avoid seeing at least one article written about online dating services during the pandemic. Most articles however, praise the service-providing companies for doing their part in helping the world stay connected and dating through various offers like free memberships and/or upgrades, as staying online is the safe option. Will people be keeping it online? Do the companies know this for sure, or do they in-fact, know that people will be meeting up but do not care about it as it will not affect the companies directly? These offers are a part of the marketing strategies, getting more people to use the services. Whoever has the best offers gets the most users. After doing research on the subject and reading through the statistics, it is clear that the main goal of using these services is to find a person one could meet up with in the future. As the number of users of these services rises, the number of people meeting up because these services will rise. Said, online dating services are causing people to meet up, even during the on-going global pandemic physically. It may be challenging to make this connection after only reading through articles promoting various online dating applications. These articles often can be sponsored, and the reader should always be aware of this and critical of what they are reading.

Some ways these companies are promoting themselves are different guidelines and ways of preventing the spread of the virus, where they state “your wellbeing is our #1 priority.” This gives a responsible look to the company, showing how they care about people’s safety during the pandemic. However, the guidelines only advise people to wash their hands, carry hand sanitizer, avoid touching your face, and to maintain social distance in public gatherings. Nothing directly connected to the application is mentioned—nothing about meeting people or how it should be avoided. This may be the fact that they know that is the main goal of their costumers and do not want to scare them away. More ethical strategies, for example not allowing people from the same countries to match, should be implemented during these difficult times.

There are ways in which these companies could promote themselves as well as public safety. They might not be quite as profit-maximizing as their current strategies, but more ethical. Taking an ethical stance is more important than ever in today’s business world.