

Timed essay

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Academic Writing

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Thesis statement:

The demand for online dating services has drastically increased during covid-19 and companies in the field have reacted by implementing marketing strategies taking advantage of the pandemic. These strategies have prompted massive profits for the companies but at the same time it has prompted people breaking the covid-19 guidelines, causing a surge of infections globally.

The covid-19 pandemic has caused peoples’ lives to change greatly. Unfortunately, numerous businesses have gone bankrupt, prompting many to lose their livelihoods. However, not all industries have suffered from the pandemic: online dating services seem to be thriving after few stale years. Yet, it can be questioned how acceptable it is to maximize profit during a global pandemic.

Firstly, the pandemic has caused an enormous amount of uncertainty. People are trying to produce ways to cope with their ever-changing daily lives. Therefore, they are acting out of anger, anxiety or fear instead of thinking everything through. Thus, it could be said that online dating services are exploiting the increased need for people to obtain enjoyable experiences. Moreover, it cannot be guaranteed that all guidelines are obeyed when people in such a vulnerable state are seeking these pleasant experiences.

Furthermore, online dating services are known for advocating brief affairs. Almost a third of the users are looking for casual sexual partners instead of lasting relationships. The pandemic has seemingly had little effect on this behaviour: not all users intend to stop seeing each other. These encounters could result in infection, therefore contributing to the spread of the virus. The companies should be held responsible for encouraging such risky behaviour.

Lastly, online dating services are not doing enough to educate their customers in being responsible. They have developed new features enabling video calls and live session, but these actions are not sufficient.

In conclusion, online dating services should acknowledge their liability in stopping the virus from spreading. They are profiting off unfortunate circumstances and potentially facilitating encounters breaking the covid-19 guidelines, despite not gaining any profit from customers actually meeting.