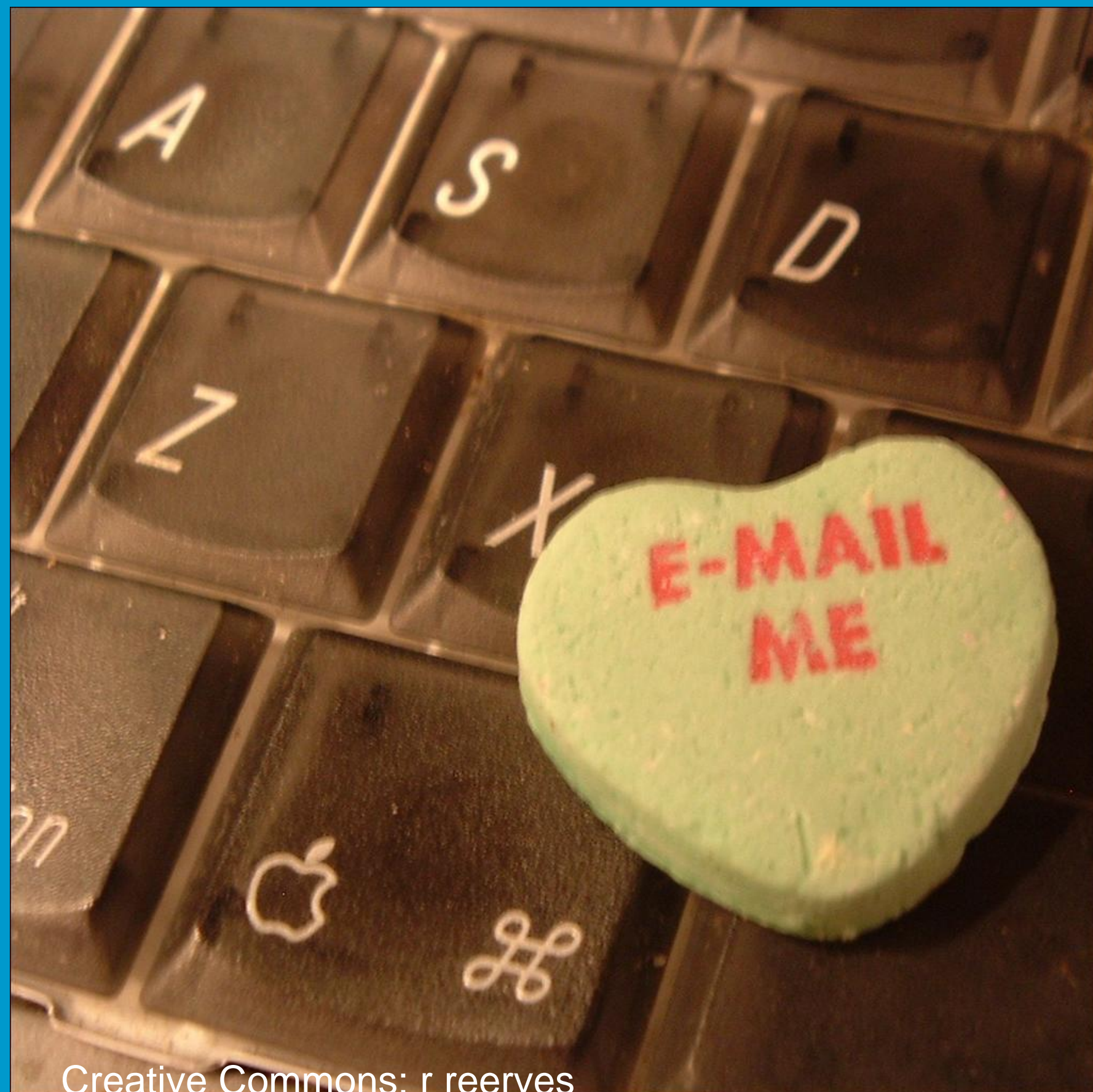




### Leizel Jackson Case, MLIS



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<https://www.flickr.com/photos/idogcow/391609724>

#### Description:

Every reader their book, every online dater their match.

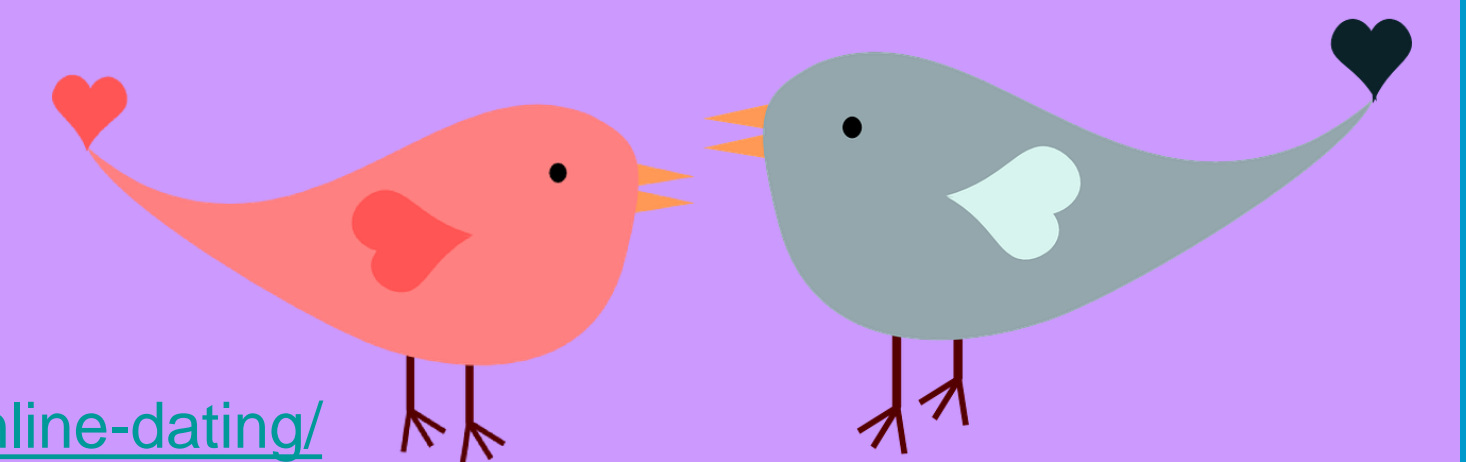
1 out of 5 people age 25-34 use online dating\*, but daters still have trouble finding the right person.

#### Research Questions:

- How can Ranganathan's Laws be adapted to online dating profiles?
- How do people use profiles?
- What attracts people to certain profiles?

\*Smith, A. (2014). *Five facts about online dating*. Pew Research Center.

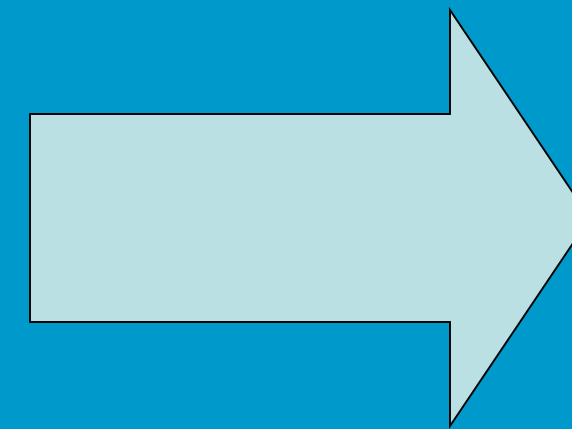
Accessed 2/21/15 <http://www.pewresearch.org/fact-tank/2014/02/13/5-facts-about-online-dating/>



#### The 5 Laws of Library Science

by S.R. Ranganathan

1. Books are for use
2. Every reader, his or her book
3. Every book its reader
4. Save the time of the reader
5. The library is a growing organism



#### 5 Laws of Online Dating Profiles

1. Profiles are for social engagement
2. Every online dater, their profile
3. Every profile its viewer
4. Save time for the dater
5. Online dating websites and apps are constantly evolving.

#### Methodology:

- Literature Review
- Interviews (Transcription and Coding)
- Analysis



#### Challenges:

- Narrowing the topic
- Small body of scholarly work
- Only eight interview subjects

#### Findings:

Other than finding a date, the most popular use for online dating sites was meeting people after moving to a new location

#### Tips for getting your profile noticed from Online Daters:

- 1) Smile in your profile pic!
- 2) Active or Unusual pictures are a plus.
- 3) Avoid scantily clad pics if you are looking for a serious relationship, go ahead and post them if you are looking for a fling.



#### Next Steps:

- Interviews with people in different age groups and those with diverse sexual orientations and socio-economic backgrounds

#### Acknowledgements:

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