

## **Online Dating: The Impact of the Internet on Mate Selection**

Dating has changed significantly over the last generation, both globally and in the Czech Republic. Perhaps the most significant change has been the influence of the internet and technology on the way people meet. This dissertation explores the evolving landscape of mate selection in the digital age, focusing on the impact of online dating platforms. Drawing on Czech and international research, the study investigates assortative mating patterns, age preferences, cognitive influences, and societal attitudes towards online dating. Employing a mixed-methods approach including data analysis from dating sites, surveys, and qualitative interviews, the research reveals a consistent trend towards assortative mating across various demographics from the first stages of mate selection. Findings suggest that while online dating expands opportunities for meeting potential partners, it also reinforces preferences for similarity and introduces new dynamics in mate selection. The study sheds light on the complexities of modern dating behavior, highlighting the interplay between individual preferences, societal norms, and technological affordances in shaping relationship dynamics.