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**Tech Talks**

Presentation Date: Sept 12/19

# Introduce the Topic

Category

* data privacy
* regulating social media companies

Article Title

Facebook just launched its Dating service

Relevant Companies/People

Facebook, Match, eHarmony

Article Link (URL)

<https://thenextweb.com/apps/2019/09/05/facebook-just-launched-its-dating-service/>

I am going to read this part of the article

(Whole thing)

# Video (Optional. 3 min max)

What should the audience look for as they watch this video?

Shows what the dating profile looks like, and the info that users will see.

<https://www.facebook.com/facebook/videos/2172991852806859/>

# Summary

I think the most important part of this article is…

Facebook is looking for another market to enter. The Facebook feed is no longer seen as cool, particularly to young people. People spend much less time scrolling on their main feed than they did 5 years ago. They are hoping that this will be a market that will bring users back to their main platform.

# Choose at least 3 of these prompts, and write at least 3 sentences each:

Another company / group that is involved is…

Match.com

This could take profits away from competitors in the online dating sector. Having users that already have a Facebook account is a competitive advantage vs. other companies, because people hate making new accounts for every single service.

According to: <https://finance.yahoo.com/news/facebook-dating-vs-match-com-185552587.html>

“Average subscribers on all of Match Group’s many dating app sites grew 18% to 9.1 million in the second quarter of 2019, according to the company.”

“Match Group shares dropped almost 10% in May when Facebook said it would launch a dating platform, and while the stock recovered, it was down about 7% again Thursday after the U.S. launch and hadn’t yet come back Friday afternoon, closing at $81.47, down 0.33%”

You should watch out for…

Facebook’s ability to collect data is industry leading. They categorize the things that the users interact with so that they can make money from advertisers. When a social media company encourages you to tell them what you like, it is for their benefit, not yours!

This article shows how by editing your interests lists, it will change the ads that you see in your Facebook feed.

<https://thenextweb.com/basics/2019/09/07/facebook-list-interests-edit/>

I am concerned that…

Facebook is trying to get a monopoly on the social media market. They rip features off of their competitors constantly. For example, Instagram stories is a blatant rip-off from Snapchat.

If Facebook takes all of the relevant features from dating service companies (such as Match and eHarmony) will they become a monopoly in two markets?