FINDINGS
• Definitions of success differ between online dating websites. eHarmony has a significantly higher percentage of Married couples than the other two websites. The number of eHarmony and Match.com success profiles increases from Dating through Married, while OkCupid’s frequency decreases from Dating through Married. This finding is reflected in Table 1.
• eHarmony and Match.com success stories had a higher frequency of phrases related to serious aspects of relationships. OkCupid success profiles were found to have a higher frequency of phrases dealing with the situational aspects of dating.

CONCLUSIONS
Individuals that utilize different online dating websites have different definitions of success. The reasons for these different definitions between online dating websites are unknown, but the results from this study help to inform future research designs to further understand the definition of success in online dating.

FUTURE RESEARCH
The researchers believe that these findings help to inform the following research questions for future studies.
1. Does age contribute to a difference in the construct of success?
2. What cultural dimensions of online dating sites contribute to differences in the definition of success? For example, one site we examined had an abundance of same-sex couples.

SOURCES

Table 1: What “Success” looks like for different Online Dating Websites

<table>
<thead>
<tr>
<th>Online Dating Website</th>
<th>Dating</th>
<th>Engaged</th>
<th>Married</th>
</tr>
</thead>
<tbody>
<tr>
<td>eHarmony</td>
<td>84</td>
<td>46.7</td>
<td>49.2</td>
</tr>
<tr>
<td>Match.com</td>
<td>20.9</td>
<td>32.5</td>
<td>27.9</td>
</tr>
<tr>
<td>OKCupid</td>
<td>0</td>
<td>46.7</td>
<td>49.2</td>
</tr>
</tbody>
</table>