



Building Relationships: Online Dating and the New Logics of Internet Culture

Dawn Shepherd

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Building Relationships: Online Dating and the New Logics of Internet Culture uses an apparatus approach to media analysis to examine logics of compatibility, online dating site procedures, and user narratives of popular matchmaking sites. Shepherd's investigation serves as a case study to help understand the larger relationship between contemporary identity and what she calls *matching technologies*, as well as the complex of big data, computational processing, and the cultural assumptions that power today's most popular web applications.

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