**Investigating Assortative Mating for Personality in Online Dating Situations Using Dating Profile Personal Descriptions**

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**Abstract**

A successful romantic relationship can provide an individual with many benefits, including psychological well-being (i.e. happiness). Using recent technological advances, individuals have begun meeting potential partners online through dating websites and applications. Individuals tend to choose a partner based on similarities on certain factors, this is known as assortative mating. However, it has been suggested that online dating is removing the barriers that cause assortative mating. The current study aims to investigate which, if any, of the Big Five personality traits are assortatively selected for in an online environment. Ostensible dating profiles randomly paired a computer generated face with a pre-rated personal description. These profiles were presented to participants who then indicated whether they would like to “match” with the profile or not. Participants were reported to assortatively select potential partners on their level of agreeableness, extraversion and openness to experience, but not their conscientiousness or emotional stability. These findings support the notion that some, but not all, of the Big Five personality traits are assortatively selected for in an online dating situation. Current results tend to support previous findings; however, some contradictory evidence has been presented. Results demonstrate that assortative mating for personality is present for some of the Big Five personality traits in an online environment but that future research in the area of online dating preferences is required.