

Tired of swiping? Let AI find your soulmate!

With technology playing an increasingly important role in our lives now, it is not shocking that it is also changing how we approach dating. We no longer rely on random encounters at coffee shops or friends playing matchmaker for us. Now, we are part of a society in which AI matchmaking and virtual connections are changing how we seek romantic relationships.

AI uses machine learning algorithms to constantly gather information about a user's preferences by analysing their interactions with the app. This may be as basic as the profiles they choose to match with or as detailed as studying their conversations and reactions to various ways of communicating.



If a person, for example, consistently interacts with profiles of individuals who like outdoor activities and value deep



conversations, the AI will take note of these behaviours and begin recommending profiles that match these qualities. As the AI accumulates more data, it improves its ability to find matches that align with a user's preferences and personality over time.

In addition to the solid data, AI is also being trained to recognise emotional patterns in dialogues. Certain AI systems are developed to examine text conversations to grasp the emotional aspects, communication patterns, and interaction levels among users. This enables the platform to anticipate the compatibility

of two individuals by evaluating the alignment of their communication styles. This emotional intelligence is a breakthrough in matchmaking as it prioritises real-time interactions over static profile information when finding matches.

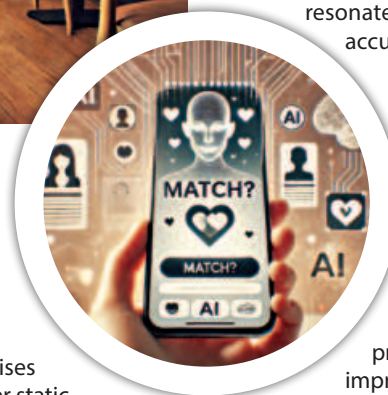
Certain dating apps use Natural Language Processing (NLP) to assess the feelings conveyed by the words. The AI will make a mental note if the

interaction is natural and both participants are enthusiastic and positive. However, if the communication seems awkward or one-sided, the system acknowledges the absence of a connection and refrains from recommending similar matches later on.

AI-based matchmaking offers a major advantage by decreasing the sensation of "dating fatigue." Numerous users of conventional dating apps often feel stressed by the constant swiping and empty conversations. AI reduces uncertainty and improves the chances of users connecting with someone they truly resonate with by providing more accurate matches.

Thanks to these improvements, dating apps could eventually provide users with an experience similar to the instinctive nature of human matchmaking, transforming online dating into a more personal and efficient process. With the improvement of artificial intelligence in predicting successful relationships, users can expect to come across more enduring and substantial connections developed online.

By Maisha Tarannum Iqbal
Photo: Collected



#PERSPECTIVE

Lights, camera, entrepreneurship! Top 5 films to fuel your business dreams

Films have the power to teleport you from one dimension to another. While we enjoy movies of all sorts from thriller to comedy, some actually give us invaluable life lessons. If you are an entrepreneur or someone who wants to take on that path, these movies are definitely for you to watch.

The Pursuit of Happyness

One of the key entrepreneurial characteristics is perseverance – the ability to bounce back stronger after failure. The Pursuit of Happyness, starring Will Smith and directed by Gabriele Muccino is based on the real-life story of Chris Gardner, which perfectly depicts the story of perseverance and the power of staying motivated.

Chris Gardner goes through severe ups and downs for a year having to take care of his son single-handedly while trying to provide a better life to his family. This movie not only highlights the turbulences faced in work life but also the equal number of obstacles that come from personal life while



trying to build a career. This movie is truly an inspiration to fight any obstacle that comes along the way.

Joy

True entrepreneurs can build anything from scratch no matter what adversities they face in life — and this is one lesson this 2015

movie teaches us.

The lead character, Joy Mangano, faces several hurdles and backlash as she tries to set up her business empire using innovative ideas for household items. In the process, she is met with treachery, betrayal, and unforeseen obstacles.

Joy ends up becoming a matriarch



in her own right and a very successful businessperson. Her grit and strong suit in innovation and inspiration are what drives her forward combined with turning a deaf ear to what society has to say.

With Jennifer Lawrence as the lead actress, this is one movie every entrepreneur should watch.