



# Telling a computer how to behave

(via pseudocode -- a workaround  
for Computing's Tower of Babel.)

COS 116: 2/12/2008

Sanjeev Arora

# The New York Times

FINDINGS

## Hitting It Off, Thanks to Algorithms of Love



Viktor Koen

By JOHN TIERNEY

Jan 29, 2008



[Romance help](#)

Search Romance

## Pin All Your Romantic Hopes on Google

When you think about it, love is just another search problem. And we've thought about it. A lot. Google Romance™ is our solution.

Google Romance is a place where you can post all types of romantic information and, using our Soulmate Search™, get back search results that could, in theory, include the love of your life. Then we'll send you both on a Contextual Date™, which we'll pay for while delivering to you relevant ads that we and our advertising partners think will help produce the dating results you're looking for.

### With Google Romance, you can:

- **Upload your profile** – tell the world who you are, or, more to the point, who you'd like to think you are, or, even more to the point, who you want others to think you are.
- **Search for love** in all (or at least a statistically significant majority of) the right places with Soulmate Search, our eerily effective psychographic matchmaking software.
- **Endure**, via our Contextual Dating option, thematically appropriate multimedia advertising throughout the entirety of your free date.

Learn more: [Take the Tour](#), [Press Release](#), [FAQ](#)

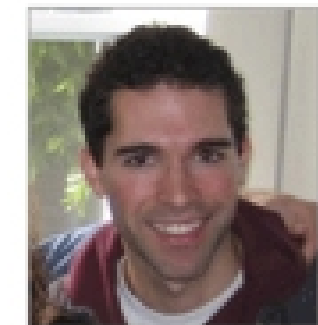
[Take the tour](#)

[Post your Google Romance profile](#)

[Post multiple profiles with a bulk upload file, you sleaze](#)



User A: "Finally I've found my Soul mate! Thanks, Google Romance!"



User B: "I never thought I'd be writing an online dating testimonial. Until I met User A..."

When you do a Soulmate Search, your deeply personal and potentially life-altering search results are produced solely by computer algorithm, without human intervention of any kind.

**Note:** depending on your personality, you may or may not find this reassuring.