

FAST FOOD DATING: YOUR 2 CENTS is an interactive book created on the insights of daters like yourself who are looking for love in all the right and wrong places. Respondents share what works, where to look and what to try.

Fast Food Dating Your 2 Cents

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**FAST FOOD DATING
YOUR 2 CENTS**

**OVER ONE THOUSAND
SERVED!**

**By Peter Andrew Sacco Ph.D.
&
Jennifer Schott**

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ONE

**WE AND OUR
2 CENTS**

**... well, we might be a penny or two
short!**

**We think fast food is equivalent to pornography,
nutritionally speaking.**

Steve Elbert

YOUR 2 CENTS

What in the world would ever possess us to write a book like this?

Gee, as we are writing this at the moment, we are asking ourselves that very same question! There are a couple of valid reasons which come to mind. These reasons are in no specific order:

1) Being a therapist and listening to the complaints of others who are sick of being alone, always meeting the same “wrong” people and those who are just downright desperate. There is not a week that passes that a client, colleague, student, reader of my books, friend or someone sitting in a coffee shop doesn’t ask me where to meet someone. And when they are referring to that someone, they are referring to a “quality person”. Perhaps doing more research could help shed better light and insights to their questions.

2) Writing my first book *Why Women Want What They Can’t Have* and learning how many unhappy people are currently in dissatisfying relationships and how many more gravitate from one bad relationship

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to the next. The common theme I kept hearing back then and one I keep hearing today is... Do soul mates really exist? If they indeed do, then where the heck are they?

3) When my colleagues and I were filming the Fast Food Dating documentary, I received a wealth of feedback, insights and ideas from the folks we conducted interviews with. One common theme I kept hearing about was, “How come there’s not a book on this stuff?” Just like most movies are based on books, aren’t most documentaries based on written works? Did we in fact put the cart before the horse? Well, we heard enough harping about how people wanted to read a book on this “stuff” as they put it, so we decided to invest our time, finger aches and pains, and many cups of coffee!

4) We wrote this book out of morbid curiosity. There are so many reality TV shows which try to match people up and we were skeptical viewers. We wanted to and needed to see what really works. Since I (Peter) am a man of science, why not learn first hand and see what all

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the hoopla is about. Let's face it, humans make the best lab rats!

When anything has to do with sex and dating, people are quick to line up...Just a casual observation on our part.

5) Okay our last reason was boredom. Hey at least we're honest! I (Peter) was between writing assignments and I was itching to write something and I thought this would be fun according to Jennifer. Guess what? It was a hoot to research and write! I attended several singles events and coerced, I mean asked friends and colleagues to participate in others to get a variety of views. Some of them complained and as they put it to me now, "I owe them big time." Don't worry, they'll get over it! Well, I'm hoping. I laugh to myself as I realize some of them really put themselves out there and had what they consider sadistic encounters. I told them it was good as it gave them new learning experiences and built character. Those who developed "dating phobias" would totally disagree with me. One colleague affectionately refers to me as a modern day Marquis de Sade. I'm flattered!

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Well folks, there you have it. These are the reasons for writing this fun book. We are guessing anyone reading this book has had their own fair share of dating experiences. We would bet that you could offer us even more than what we learned. Our question for you is where the heck were you when we were seeking insights, stories and testimonials? Don't tell us, let us guess... Out dating?

One of the first things I was asked when we started writing this book is where in the world did you come up with the title "*Fast Food Dating*"? I am sure we will get asked this question often with the publication of this book. The title of the book is derived from the fast food mentality for eating fast, greasy, junk foods. This type of eating is based on the pleasure principle or instant gratification ideal for eating. I want and need a quick calorie fix. I want to eat now! I don't have time to wait. Waiting sucks!

There's no time like the present so why not indulge? In fact, if I can eat cheap then what the heck! Hey, I save both time and money! For any of you reading this book, do your eating habits and attitudes match your dating criteria?

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Do the same rules for eating fast food apply to dating? Given the vast number of interviews we have done, it's scary that many of the attitudes people have toward fast food eating apply to dating, or should I say fast food dating. It seems just as many people don't have time to prepare a good healthy meal. Many people behave the same way when it comes to selecting their ideal mate. I want my burger right now! And I don't care if it's real meat or not. Well, I want my soul mate right now! And I don't care if it's my real soul mate or not.

Let's face it. Our society is disposable and recyclable. Here today, gone tomorrow. What's in vogue today becomes obsolete a year from now. The sad part is, many people view relationships the same way. If my relationship or marriage doesn't work out, I can always try for what's behind door number two. And when that doesn't work out, then you get the picture. It's not uncommon today to see teens and young adults dating from the same buffet of friends. Why is that? Well for starters, it saves time!

There are so many different statistics floating around which look at marital dissolution. Some of the most recent statistics assert that

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one in every two marriages fail. I recall one survey announcing that the average marriage lasts 2-4 years with a “long” marriage lasting 7 years. Of course, then comes the 7 year itch and for some, this means scratching the itch from somewhere outside of their marriage.

I am not trying to sound cynical as I am a therapist and a professor trying to profess that which is positive, healthy and hopeful. With that said, I would like to point out some interesting anecdotal information I have received from my colleagues, students and clients.

Gravitation can not be held responsible for people falling in love.

Albert Einstein

WHAT’S NORMAL?

For starters divorce is normal. If you are not divorced at least once by the time you are 35 then that makes you abnormal. Furthermore, if you haven’t been a single parent at some point in your life before the age of 35 then that further adds to your abnormality. To

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keep the ball rolling, might we also add to the criteria of “normal” as being obese, unfit, a smoker, an alcohol consumer, settling for less education, feeling miserable and often believing things are hopeless? These are today’s norms folks for the “normal people”! How does that make you feel?

I remember reading a statistic a few years back and then having some students from a psychology class replicate the study using a smaller sample population. The question was posed to married or “spoken for” individuals, “Have you ever or are you currently cheating on your partner?” Fasten your seatbelts because this was what we found. Nearly 1/3 of women have or are cheating on their spouses! I am sure any men reading this book are pointing their fingers with accusatory undertones saying, “See, it’s all their fault!” Hold onto your horses men because women are now allowed to point both fingers back and do likewise. Nearly 70% of men have cheated or are cheating. Okay everyone, take a deep breath. Good!

We were going to write a paragraph or two on what is abnormal but just take the opposite for what we asserted as normal and you have

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all you need to figure things out. People who like to go slow, find themselves and analyze things before proceeding into serious relationships are the ones left holding the rope as the boat has already set sail. You snooze, you loose in the world of fast food dating!

This is not a book slamming fast food dating as we are sure there is just as much good as bad in this preferential style for dating as there is in longer-term, companionate types of dating. We tried to get the best sample overview for all venues for dating. Needless to say, there were a lot of interesting stories, perceptions and stories offered from the people we interviewed. Interestingly, we had a fairly equal distribution of both men and women. Contrary to popular belief, most people do kiss and tell!

We're guessing at the publication of this book, there will be some whole new dating services/venues springing up which we will have missed the boat on. We don't foresee any *Fast Food Dating* sequel as this is not Hollywood, however we hope another author will pick up the dating torch and run with it.

As Editor-in-Chief (Peter) of Vices Magazine, I have been very

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lucky to have met or spoken with some of the greatest psychologist, sociologists, learning theorists and authors in the world. Their research in the field of psychology and relationships is undaunted. To learn or apply the principles to your life for the betterment of relationships, I would strongly encourage you to read an “expert written” self-help book on relationships. Folks, this is intended to be a fun book and nothing more! I hope you enjoy it. For any feedback or insights, please feel free to e-mail us. An e-mail is at the back of this book.

TWO

AN OVERVIEW OF THE DATING SERVICES

Coffee, tea or me? Just getting you started!

I'm already two years ahead on my daily fat allowance. I'm looking for skinny people to see if I can borrow theirs.

Jo Brand

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When we first started to develop a plan for creating this book, we wanted to come up with a list of the best potential places for people to meet others for dating, love, relationships, sex and marriage. We interviewed many who used a plethora of dating services. We were surprised at the number of types of dating services. We were even more amazed at the number of people actually using them. In fact, what floored us the most was the number of people who claimed to have horrific experiences with such services, but had the balls to go back for more. Talk about true “dating warriors”!

Much of what we relied on to write this book was based on the experiences of others. We did investigate some of the services ourselves to get a firsthand look at what they were all about. We had the people who we interviewed rate the various types of services from most desirable to least desirable. After about 6 months of doing our research, we found 2 common themes starting to emerge. First, some venues were viewed as extremely deplorable, especially from the perspective of many women we spoke with. As we mentioned earlier, what really shocked us was the fact they would go back for more.

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After discussing some of their experiences, you would definitely have to believe repeatedly putting your hand on a stove burner would have been more rewarding. That is of course if you are into sadomasochism! Second, even though so many people were using the various dating services, they were still very embarrassed to, as they put it, “resort to that level.” Not surprisingly, most wished to keep their anonymity. Hey, can you blame them?

From the hundreds of fast food daters we interviewed, there was a final ranking scheme we came up with. Keep in mind, majority always rules and it did once again for the purpose of our book.

MOST DESIRABLE DATING SERVICES

- 10 - Professionally run/Introduction services
- 9 - Singles Clubs
- 8 - Singles Dances
- 7 - Singles Cruises
- 6 - Speed Dating
- 5 - Internet Dating
- 4 - Classified Ads Newspapers
- 3 - Classified Ads Magazines
- 2 - Bars/Night Clubs
- 1 - Telephone Chat lines

The following were the criteria incorporated into the ranking scheme. Points were allocated in the following ways:

- 1) 1-5 points for quality, consistency and ingenuity in the people they were meeting
- 2) 1- 5 points if there was potential for subsequent dates
- 3) 1-5 points for the quality of time invested for the dating experience

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- 4) 1-5 points for meeting your expectation
- 5) 1-5 points for feeling good about the experience

5 = rated the best

4 = rated good

3 = try it again

2 = at least I tried it once

1 = did it, never again!

The common theme we found with the various dating services was that “cash was king”, to quote a good friend when it came to dating. The services which required members to invest money appeared to have a better reputable perception. We were curious to why people would think this way. Their answer was simple. If you are paying for something, you expect to get the best bang for your buck, no pun intended! People who were paying for the more expensive services for the most part were better educated, had higher paying jobs, were more sincere about finding a long-term relationship and were more

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likely to meet people with similar qualities. On the other hand, telephone dating services for the most part carried the worst perceptions. What we found is many telephone dating services allowed women to join for free. Men had to pay to chat! There was not the same sort of reciprocity seen for telephone dating services as many viewed them as a cheap, free form of entertainment to amuse themselves. We will discuss this further in the chapter on Telephone Dating.

We also noted gender differences existed in the types of services used. Even though telephone dating services in many situations were free for women but fee for service for men, men still greatly outnumbered women. On the other hand, we found that the numbers were more even for the dating services. In some cases, women actually outnumbered men. We guess women were trying to get the most for their buck, a “Grade A” quality cut!

We found something quite interesting when we delved into Internet and telephone chat lines/dating services. As Editor-in-Chief of Vices Magazine, we always conduct yearly surveys with readers and

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participants for “What’s Your Vice?” We have found over the last 2 years that the number of people reporting Internet addictions have grown. Incidentally, besides chat line and MSN addictions, Internet porn still appears to create addictions for many male users. Back to our original point... We found some people using the Internet and telephone chat lines were actually getting addicted to them. We will spend more time discussing the dynamics of them when we cover them later in this book, but we asked the following questions to gage their use of them:

1) Why did you start using them?

#1 answer: Curiosity

2) Rate the quality of your encounters/experiences on a scale of; 5 - great, 3 - average, 1 - so-so.

The most common response we received was a 2.6, which is obviously less than average. With that said, it led us to ask the next question;

3) Have you noticed your time on the Internet increasing, staying the same or decreasing as time has passed?

The average answers we got increased originally, as the novelty and the excitement of the service grew. However as time passed, their time spent on-line decreased and stayed at an even level. This was more true of telephone chat line users who claimed they did most of their chatting as time passed because they were passing time or they were just bored.

4) Given the fact that more than half of your experiences were not so good or just plain bad, then why keep doing something which produces negative experiences? You'd think that you would get sick and tired after a while, no?

#1 Answer: Habit

5) The final question we asked was what actually stimulates you more, the people on the chat line/Internet or the actual service?

#1 Answer: Either/Or

Don't let love interfere with your appetite. It never does with mine.

Anthony Trollope

Funny, but the answers we got were laden with hesitation, uncertainty and struggle. We found people actually telling us after much thought that the whole notion of participating was more arousing than the people themselves. In fact, several from the telephone chat lines were as bold to say they used it for “entertainment”.

As you read the following chapters which give more in depth anecdotal information about the various dating services you will find that what works well for some people is totally abhorred and avoided

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by others. Just as people are very unique and different, so are the types of dating services. You basically have to try and place the right key from the bag into the proper ignition to drive away the car.

Unfortunately, there are no precise guarantees and as some people keep reminding us, they meet lemons and clunkers. Hey, you know what they say to do with lemons?

ENTREES

The dreams stomachs are made of!

THREE

**INTERNET
DATING**

Try not to spill anything sticky on the keys please!

One good thing about internet dating...
your guaranteed to click with whoever you meet.

Mongo



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We don't know of anyone who doesn't have Internet. We are guessing those who don't own a computer or Internet are probably the same minority who still own rotary telephones. Can someone say 8 track player? Some of you reading this are probably saying to yourself, "what is that?" Please refer to an early history encyclopedia of electronics technology!

I remember when the Internet first started because I'm old enough too! It started out as a novelty and those who had the more advanced computers could access it. Surfing the Net was the cool thing to do. It was the first time you could surf without using a board, not have long blonde hair, not have white zinc on your nose and not be wearing some funky Hawaiian shirt and be considered a cool surfer dude! Today, the Internet is getting more mileage and crashes than the ocean when it comes to surfing.

Perhaps two of the most common waves for Internet surfing have become chat rooms and dating forums. No dating venue has become more fast-food in its very nature than Internet dating. You can do it any day, any minute, literally anywhere if you are on a wireless.

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In fact, you can do it in the presence of others without them even knowing what you are doing. A local coffee house is my favorite place to write and I occasionally catch people from where I am sitting surfing the Net, fishing for their big catch!

Internet dating offers one unique feature no other dating service offers. You can meet people on the other side of the world instantly. Who knows, you might even fall in love with someone from Timbuktu, even though you've never been there and they have never set foot on your country's soil. Still, larger than life, they fill your monitor with their mug and typed expressions.

We're sure you've heard the old dining adage, "Feel like Italian, Chinese or Greek tonight?" Internet dating gives this Internet dating question a whole new meaning! Fast food dating gives you a limitless mate menu to select from; Caucasian, Asian, East Indian, Greek, Italian, Russian, Black American, Native American, Australian, etc. For some, the Internet becomes an international food festival for meeting mates. And you never have to leave the confines of your own home to travel the world over in minutes, seeking the love or lust of

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your life.

Internet dating for some people is so exciting, they plan their days around this activity. It is unlike any other venue as you have the ability to talk with people from other parts of the world. We have had some people report they stay up all hours of the night or get up really early so they might meet up with someone from a different time zone. We have had others tell us they use lunch hours, coffee breaks or days off to take advantage of their Internet excursion.

We wanted to find out why Internet dating was so attractive and why there was so much hoopla surrounding this venue. We checked it out ourselves for a short period of time and two things really stuck out. First, you had to have pretty darn good typing skills and be able to type like the speed of light to keep up. If you couldn't keep up or spell, then you were left in the dust. Second, knuckles, fingers, wrists and other arm joints could get really sore in a hurry. Can you say carpal tunnel syndrome?

Funny, but some people actually reported their typing skills dramatically improved by participating in Internet chat rooms and

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dating forums. We didn't know dating could prove to be educational in a "reading, writing, arithmetic" sense!

We asked people we interviewed about the various types of Internet dating forums and chat rooms available for playing in. Did we say playing? We meant chatting in! We also did our own research as well to be as thorough as possible to find out where people could go to meet others in the world of cyber. We found the following cyber services along with their price ranges:

Free, \$ cheap, \$\$ moderate, \$\$\$ pricey, \$\$\$\$ expensive

- MSN/Yahoo chat forums specifically catered to romance, dating and friendship

Free to \$

- MSN and ICQ search forums to meet individuals randomly who are also looking for romance or friendship.

Free

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- Various message boards where individuals could place classified ads in order to find potential mates.

Free to \$

- Free dating services where you could create profiles and try to match your interests, likes, qualities with similar mates from across the globe.

Free to \$

- Paid dating services very much like the former.

\$ to \$\$\$\$

- Match making/dating clearing houses which are higher end dating services where the company matches you up with quality individuals you define and stipulate in your meeting criteria.

\$\$\$ to \$\$\$\$

After finding out what services were available in the cyber

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world of dating, we then had people we interviewed rate them on the following scale:

5 - Excellent

3- Good

1 - Okay

0 - Terrible

Please keep in mind the following was based on the responses we had received. Not everyone we interviewed had participated in all of the cyber dating services. Some did not want to spend money because they claimed it was absurd to have to pay to try and meet someone. So many people we interviewed were thrifty, dollar store Internet daters.

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| INTERNET SERVICE | RATING OUT OF 5 |
|-------------------------|------------------------|
| PAID INTRO SERVICE | 4.3 |
| PAID MIX AND MATCH | 4.1 |
| FREE MIX AND MATCH | 4.1 |
| CHATROOMS | 3.2 |
| MESSAGE BOARDS | 2.3 |
| ICQ/MSN RANDOM | 1.9 |

The stats we tabulated were based on the responses of the people we interviewed. We also inquired about the quality of relationships people had or were looking for from the various services. We found the types of “meeting criteria” could be sub-divided into 3 distinct categories:

1) Friendship or Friendly Chatting

This could include just “hanging” out on line and eventually meeting and becoming friends or more. It also included people going on-line to chat about shared

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or common interests.

2) Relationships

This included people who were looking for some kind of long-term or permanent relationship. If you were to do a “Google Search” for what these people had intended, you might find these key words popping up: Soul mate, Lover, Long-term Relationship, Marriage, Romance, Serious Relationship, Husband, Wife, Warden, Ball And Chain... just kidding of course with the last two!

3) Sex, Lust and Affairs

This category is self-explanatory. People looking for strictly sex, one night stands and no commitment. This category also included individuals who were married who were seeking discrete extramarital affairs. We were

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also informed it was for the bi-curious who were looking to explore and see how the “other half-lives”. They wanted to try “switch-hitting”!

He who eats alone chokes alone.

Proverb

Throughout our research, not once did we find any of the three categories gender specific or sexual orientation dominated, no pun intended! It seemed men and women equally sought to meet potential mates in all three categories. This also included alternative lifestyles and gays/lesbians.

What we found really intriguing was the number of married people on-line looking to cheat or as some would put it, “get busy”! Obviously, those who we interviewed in that boat were not at liberty to

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elaborate due to fear of getting caught. We actually found from our research there were Internet match services created solely for married people looking to have extra marital affairs with other married people. We have always heard that the secret for true success was finding a need and filling it. From our findings we would assume there are a lot of married people not getting their sexual needs met as well as dating services ready to help to fulfill these needs at a cost.

One thing which we found very interesting, even hypocritical was how married people were seeking discretion about having an affair, yet posted profiles with their pictures on the Internet. Mind you, some Internet dating services allowed members to post private pictures where you had to ask permission to get a glimpse of who you were talking too. I asked Jennifer and some of the others helping us gather research the following question, “What if you met another married person who was also looking to have an affair and then upon seeing each other’s pics, you realize it was your spouse?” The only conclusion I could garner from this was perhaps that famous 70’s song “*The Pina Colada Song*” was more prophetic than we could have ever imagined!

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The age ranges for dating on-line were quite astounding. We found people in their seventies surfing the web. God bless them! They truly have found the fountain of youth. On the other hand, we found young teens using the Net for dating. Wow! In North America, stats have shown that the number of obese children and teens keeps increasing due to lack of physical activity. It would appear many in this age range find old fashioned physical dating too tiring and physically demanding. That's okay though when you think about it. At least the next crop of young adults using the Internet will be the obese meeting the obese...Just kidding of course. Then again...Maybe not!

We asked our interviewees to tell us what they find most beneficial about Internet dating. They compiled the following list, which isn't in any specific order. Top 10 good reasons to do Internet dating:

- 1) You don't have to shower.

- 2) First impressions/meetings can actually be

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done naked or scantily dressed without others knowing.

3) You can slightly exaggerate your appearance, qualities, living arrangements, etc.

4) You can chat with your kids present and not scare anyone away. Heck, you can even lie or deny you have kids!

5) You can end the date/chat with the touch of a button.

6) You can date/chat at any hour.

7) You can have many chats/dates in the same day, even at the same moment and not require having multiple personalities.

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8) If you are concerned with people seeing you eat, you can go to town and stuff yourself like a human warehouse.

9) You can spend hours, days, weeks, months, even years getting to know someone and feel safe before ever meeting them.

10) You can belch, fart, pick your nose, business as usual, etc., on the first date and not have to wait for the other person to love you before you start revealing your quirks.

This book would not be complete unless we listed some of the worst or negative attributes people have experienced when using Internet dating. Once again, they are not in any order, they are all just plain bad! Top 10 bad things about Internet dating we found through our interrogations:

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- 1) People posting pictures from previous decades, even centuries as representations of themselves today.
- 2) Exaggerate their body type, size and shape which is hard as heck to extrapolate from a head shot alone.
- 3) Height. What happened to the other 5-6 vertical inches you claimed to have?
- 4) Damn, on the Internet you didn't have bad breath!
- 5) Posted ages off by anywhere between 5 to 10...20 years?
- 6) Married men pretending to be single.

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7) Failure to realize that chatting on Internet dating services doesn't actually constitute a true career.

8) Playing people by chatting on the Internet and pretending to actually want to meet for real.

9) Here today/this moment and gone forever.

10) Difficult to read into people's messages due to lack of expression and not being able to look into one's eyes or read facial expressions.

Damn...No polygraphs!

We were interested in knowing what were the three biggest peeves surrounding Internet dating. If you could pick any three, what were they? Incidentally, the respondents reported pretty much the same ones as their top 3.

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- 1) People lying about who and what they say they are.
- 2) Never a real intention to meet for real.
- 3) Why do all the good ones live in another country?

Avoid fruit and nuts. You are what you eat.

Jim Davis

DECEPTION POINT

Some of the “bad things” about Internet dating would definitely fall into this category. Perhaps the best/worst feature of Internet dating is the anonymity factor. People often told us it’s safe and a great way to screen people before actually meeting them in real life.

Unfortunately, even when you do meet, many may not be who they

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claim to be. Some Internet daters told us perhaps one of the greatest let-downs is investing so much time in trying to get to know someone and then being disappointed. You start fantasizing about what things will be like when you finally meet. We have had some people tell us they bonded with the people they were chatting with on the Internet and vice versa, and that the topic of marriage had even come up, this occurring without even physically meeting one another. Many Internet chatters who start exclusivity on-line graduate to telephone communication. People told us this helps to put a voice with the face and also discern tones, intentions and personality through hearing one's voice. This diminishes the cyber factor and makes the relationships more intimate.

Shauna reported the following:

Internet dating was a great way for me to meet guys because of my busy schedule and because I am not into the bar scene. I was doing it for a couple of years and have had both my good encounters with it and bad encounters. In the beginning, I think I was like most people who see a movie like "You've Got Mail" and you think your soul mate

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is out there somewhere. You start thinking about love and romance very much like a career. If you apply a strong work ethic to your career, you'll be successful. Maybe I believed the same about Internet dating in that if I worked hard and was persistent, then the same rules would apply for love. If I tilled the land, I would harvest a fine crop. Unfortunately, I would have to say I have been more disappointed and let down than pleasantly surprised. I am not knocking everyone I have met because I am sure they were great guys, but my expectations were a little higher. I am sure these guys could be saying the same about me. What really bothered me the most is spending all this time on the Internet and phone, and sometimes it was months, anticipating the actual meeting. You finally meet the person, who you might even think you are in love with. The worst has to be seeing the person and having zero physical attraction and chemistry. You can feel the pit of your stomach drop out. Or when you engage in a conversation and then see them going south quickly, remotely resembling anything like the Internet or phone chats you previously had with them. I am sure nerves have a lot to do with it when you finally meet, but there is a whole

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different kind of chemistry involved. You either have it or you bomb out and it sucks!

Anonymity on the Internet allows people to literally create a persona for themselves which is totally different from who they really are. We had some people tell us they created a character for chatting on the Internet. We reckon this might be considered an alter ego of sorts. Some individuals create an Internet persona which is totally opposite their true personalities. A few told us they acted out on the Net what they were against or afraid of being in their everyday lives as this would totally undermine who they were. Perhaps the greatest representation of this group were the individuals using the Internet to satisfy sexual urges and fantasies. They could never talk to others in their daily lives the way they were talking on the Internet. This sense of naughtiness produced the greatest sense of arousal for them.

The Internet is perhaps the fastest growing form of media for sex and pornography. We asked people we interviewed with regards to what came first, the chicken or the egg, or in this case, were they already a “porn addict” or sex addict using the Internet as a way to

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meet people for sex? Conversely, we also posed the question; “Did your Internet chatting habits/addiction actually lead you into naughty behaviors such as sex talk or pornography you would not have otherwise engaged in?” The responses they offered did not come to us in a lovely standardized parcel. So, we decided to ask them to answer what statement they would best fit under. The statements were mainstreamed into 4 distinct routes based on the initial responses we received:

1) The Naughties

I sought out sex and pornography forums and chats to purposely meet people because that was what I was there to do.

2) The Easily Swayed

My prolonged participation on the Internet desensitized me because of who I was chatting with or curiosity led me to forums I did not initially seek out. This eventually led me to chat more with “naughty people” seeking sex.

3) The Curious

After a while I got tired of not meeting who I was looking for so I decided to check out how the naughty half lives. Who knows, Mr. (Ms.) Right might not be there so what's wrong with finding Mr. (Ms.) Right Now?

4) The Steadfast

As long as I have been using the Internet for dating, I have never sought out a sexual relationship nor do I consider it, or even look in the domains where I can find these people.

We were not really shocked or surprised how the responses came out. Interestingly, it seemed everyone had at some point chatted with someone looking for sex on the Internet. This is not to say they themselves were there looking. The Naughties were definitely there looking for sex. Many of those we interviewed were already in a committed relationship but sought sex outside their relationship. Most informed us it was extremely easy to meet people for sex on the

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Internet and be successful in what they were looking for.

The Easily Swayed and the Curious were more likely to have chatted with or even sought out people on-line looking for sex. Many sighted boredom, frustration and just plain curiosity/fantasy as their reasoning for seeking sex partners and/or cyber sex. Funny, some actually believed they could find a “diamond in the rough” and convert “him” back to a respectable man. Many women asserted that if you met a man in the first place on-line who was looking for sex, even if you were to develop a serious relationship with them, they would always be looking for more on-line. Men felt the same way about women surfing the Net for sex. More than half of the people we interviewed in these two categories were still chatting with people looking for sex or they themselves had converted over on occasion or permanently into the sex/one night stand category, or already had an encounter of this type from their participation in Internet dating.

The Steadfast group reflected what their name meant for the most part. Some did visit websites or forums to read profiles of those looking for sex, but almost all who did claimed it was out of a morbid

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sense of curiosity. They believed most if not all people on the Internet looking for sexual relationships were all players and liars. They were content to remain single rather than compromising their ideals and being hurt, disappointed or heart-broken.

Laura reported the following:

The worst part of participating in Internet dating is having to put up with all the false pretences, games and overall immaturity of some, if not many of the people I have come across from my endeavors. There are so many pretentious people using Internet Dating because I truly think they get off playing others or pretending to be something they are not! My friends and I call them chameleons. One week their profile will describe them as a cop. Next week they are a firefighter. Months later, they reappear as a model. Do these people (men) actually meet anyone for real in the real world? They are like land minds. You don't want to find them because in the end you will find out they are bombs! Better still, they are bombs that don't detonate, so that makes them duds! I have been doing the Internet dating thing for a few years now and I can say it hasn't proven very successful. I find

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most of my friends as well as myself started out with extremely high ideals. After about a year, once high ideals tend to bottom out toward extreme compromise and mediocrity.

The most telling question we kept asking about Internet dating: “Is Internet dating too synthetic and contrived? Do you consider it real dating?” The answers for the most part fell into one of three categories and here are some of their answers:

FAKE IS REAL

Many of the responses we received reflected quiet philosophical, existential rumblings. Funny, but we were often asked, “What is truly real now at days?”

- 1) Are breast implants good representations of feminine naturalism?
- 2) Are men who use weaves or hair pieces dealing in reality?
- 3) So many people advertise ink on their skin that they look like walking billboards!

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- 4) So many women and men possess enough body piercing you might think they were human pin cushions!
- 5) What about fast food diets? Is that considered real food?
- 6) How many people in the real world of dating (bars, ightclubs, single adventures) are totally honest about who they are? Are they being real?
- 7) And what about people who, well lie to themselves? Is this not the biggest distortion and denial of reality?

Folks, based upon the responses we got from 2004 to 2006, it's affirmative! Internet dating is considered real, legitimate and a place to meet the potential love of your life or your lust for the night. From the responses we received, Internet dating is no longer considered just an alternative for dating. Internet dating is a staple venue here to stay for a long while. Stock up your cupboards and fruit cellars!

CASE CLOSED ON INTERNET DATING: MENU SUMMARY

POINTS

1) Everyone has a computer just like they possess a microwave.

Internet dating is like throwing a TV dinner in the microwave and you get fed in seconds. Some microwave meals are higher quality than others and take longer to heat up. Internet dating is the same way!

Some take longer to heat up and the quality varies.

2) Just like fast food drive thrus, you are not quite sure what you're going to get until you take that first bite. The same is true for Internet dating, both literally and figuratively! When was the last time the burger, pizza or sandwich you bought at the drive through looked as appetizing as it did in the television commercial? Are you ever disappointed? Often disappointed? When was the last time the person you met off the Internet looked like what was advertised in their profile?

3) Taste matters. Sometimes fast foods are too salty, bland, spicy, outdated, high in calories, sparse and undercooked, well done and just plain nasty! Ever met someone on-line who seemed like they were just

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perfect only to find out after a real life sampling they were; overweight, malnourished, arrogant/over-bearing, hot tempered, exaggerated who and what they were, or didn't even have the guts to show up for the date? Gee, these sound like many of the qualities of a cheap pizza you order which gets delivered to your house. Heck, sometimes it never even gets there!

4) Different strokes for different folks! Internet dating can best be described as a buffet with a plethora of options and possibilities. There is something there for every taste bud. From my experiences with the people we interviewed, if just chatting is your main goal, then no one walks away hungry!

5) Internet dating is just like a cheap \$1.99 Las Vegas breakfast buffet! You can eat, eat and eat becoming a human warehouse and always get your money's worth. In fact, we do believe some eat to overcompensate for the \$19.99 buffets they are use to paying back home. Internet dating provides a means for over-indulgence and sampling. The longer you stay and realize how free it is, the more you are likely to try things you otherwise would not. Did your parents or friends ever tell you

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“Try it, you might like it” when you were a kid in regards to a novel food? Well, so many habitual and addicted Internet daters are trying things they like and don’t like over and over again. Why? It’s free!

6) Just as fast foods can come in light and normal calorie measures, Internet high speeds can come in light, normal and super fast. The faster the service at the fast food joint, the faster you can eat. The faster the Internet high speed, the faster you can meet more potential mates.

7) Internet dating in some cases can be compared to the eating disorder Bulimia. Bulimia is an eating disorder whereby the individual engages in binges of calorie rich, junk foods and eventually purges them through vomiting or laxative abuse. Many Internet daters are like bulimics. They go in cycles where they go on Internet dating binges often times followed by Internet fasts due to the fact they are disgusted by what they did or who they just met. Due to their frustration, they purge their hard-drives and MSN contact lists!

8) Fast foods can be messy, especially when you try to eat and drive at the same time. In some countries, multi-tasking such as eating while

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driving is considered negligence. Hopefully, the some kind of law can be put into place so those individuals who engage in “cyber sex dating” can keep their hands on the control panels at all times. Other people have to use the keyboard and mouse as well!

If you were to look at the nutritional value of Internet dating, it might look something like this:

Calories: Moderate to high depending on how and where you indulge.

Fat: There are many types of buffets to choose from. For those selective, then low.

Protein: High if you choose the right buffet. Low if you nickel and dime it!

Carbs: There are enough people to captivate and stimulate you.

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QUESTIONS OF SANITY

- 1) What if the person you meet on the Internet is an ex? Their profile sounds so, so great. Do you go for it?*
- 2) What happens if the person you fall in love with is in another planetary zone on the other side of the world? Do you relocate?*
- 3) Do you correspond with someone in prison? What if they are in there for murder or for life? You get to be the delivery person!*

FEATURED DATING SERVICE PROFILE

ASHLEY MADISON

Website: www.ashleymadison.com

Fast Food Dating spoke with Darren from Ashley Madison. Here is what Darren had to say about Ashley Madison:

What are the positives with using your dating services?

#1 positive reason is safety. You can sign on to us anonymously and you remain that way even when purchasing a membership. We provide a secure site that people cannot hack into to get anyone's personal information

#2 Positive reason is it tips the playing field for women who want to explore different things. It gives them an advantage that they wouldn't have with online dating. It provides a safe forum for women so that they are not harshly judged for having an affair.

#3 Positive reason is it gives an overall opportunity to explore all feelings and reasons that brought you to Ashley Madison in the first place. One of the best things is if you suddenly have a change of heart you can bail at the last minute without any repercussions.

How long has your service been around?

We have been around for 4 ½ years.

What are your fees?

Fees range from \$55 for credits to \$640 for an unlimited mail messaging a year, with a 1,000 free credits.

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Why do you consider your service a good service for people dating?

Because we truly fill a need in the market place of dating.

Are there any negatives with your service?

People find it difficult to trust that someone isn't going to come across a trail of them using our services. They may leave behind email messages that weren't sent to them that others can find. Many people use us as a way to get out of failing relationships and want to get caught, and they use it as an easy way out, but on the other hand some people that use us don't want out of a relationship and that is when they fear their partner coming across the website use on their computer.

Our motto is "When monogamy becomes monotony"

FAST FOOD DATING: YOUR 2 CENTS is an interactive book created on the insights of daters like yourself who are looking for love in all the right and wrong places. Respondents share what works, where to look and what to try.

Fast Food Dating Your 2 Cents

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