



Romance Reimagined: How AI is Playing Cupid (and Catfish)

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Norton uncovers AI's role in modern romance, with 60% of online daters believing their matches used AI to chat them up

TEMPE, Ariz. and PRAGUE, Feb. 4, 2025 /PRNewswire/ -- As dating platforms evolve and artificial intelligence becomes more integrated into our daily lives, people are finding both new opportunities and new threats in their pursuit of meaningful connections. A new study from Norton, a consumer Cyber Safety brand of Gen™ (NASDAQ: GEN), uncovers how AI is reshaping online dating— helping people create personalized profiles, draft messages to their matches and even enhance photos. Three fifths (60%) of current online daters believe they've had a conversation with someone on a dating app that was written by AI, likely fueled by the growing popularity of using AI as your own personal dating coach. Nearly two-thirds (64%) of people online dating expressed interest in using AI to write pick-up lines, 63% would use AI to develop their dating profiles, and 60% are open to using AI as a dating coach.

While AI can be a helpful dating tool, it can also be leveraged to create convincing fake profiles, generate realistic images and craft messages that seem authentic, making it difficult for people to distinguish real from fake. In fact, the likelihood of people spotting a fake image is the same as flipping a coin, as less than half (46%) could when tested. Adding to the challenge of spotting inauthentic photos, nearly one in three (27%) people on dating apps reported seeing their own photos being used by a profile that didn't belong to them.

"As AI becomes more ingrained in how people interact and present themselves online, it's critical to recognize both its benefits and the ways it can be manipulated by bad actors," said Leyla Bilge, Director of Scam Research for Norton. "With online dating offering more ways to connect than ever before, it's also giving scammers more opportunities to exploit people. This rise in suspicious profiles and scams underscores the need for caution. Common red flags include people who avoid video or phone calls, profiles with inconsistencies between their bio and their messages or attempts to rush emotional connection or push for personal details too quickly."

Scams aren't just getting more sophisticated; they're happening more often too. Over half (55%) of current online daters report encountering suspicious profiles on at least a weekly basis. The latest Norton Cyber Safety Insights Report revealed that two in five (40%) of people currently on a dating app have been targeted by scams, with 41% of those targeted falling victim. And the risks are increasing: Norton data shows 64% more dating scam attacks were blocked in the US in the last year than the year prior.

The most common scams online daters have been victimized by include:

- [Catfishing](#) (55%)
- [Romance Scams](#) (34%)

- [Sugar daddy/Sugar baby scams](#) (32%)
- [Sextortion Scams](#) (31%)

These types of scams prey on people's emotions, with 79% of respondents reporting they experience loneliness and 20% admitting they make riskier decisions online out of loneliness. Social media platforms and dating apps are key contributors, with 27% of respondents citing social media and 16% pointing to dating apps as sources of loneliness.

As the adoption of AI becomes more widespread and scammers target dating apps for their schemes, Norton is leading the charge in educating and protecting people so they can more safely navigate online dating. Norton Genie, a free AI-powered scam detection app, can review texts, emails or web links, including those that direct people to fake dating sites or links from dating app matches, and confirm if it's malicious.

Tips for Safer Online Dating:

- **Avoid Sharing Personal Information:** Be wary of anyone who pushes for personal details, such as your address or financial information, early in the conversation.
- **Reverse Image Search Photos:** If something feels off about your match's photos, perform a reverse image search. This can help determine if the photos are stolen.
- **Vet Your Potential Match:** Use video or phone calls to verify your match's identity before meeting. If they avoid these steps or make excuses, proceed with caution.
- **Recognize Emotional Manipulation:** Scammers often try to create a false sense of intimacy and trust quickly. Be wary if someone uses terms like "love" or "soulmate" too early in your conversations and tries to isolate you from friends and family.
- **Be aware of Red Flags:** Pay attention to behaviors that may signal something is off, such as:
 - **They Refuse to Meet in Person:** If someone consistently avoids meeting face-to-face or making video calls, it may indicate they are hiding who they really are.
 - **They're Asking for Money:** Financial requests, no matter how urgent or emotional the reason (e.g., medical emergencies, travel issues), are major red flags.
 - **They're Love Bombing You with Gifts:** Receiving an unusual number of gifts early in the relationship may seem flattering but can be used to create a sense of obligation or as part of a larger manipulation scheme.

For access to full results of the 2025 Norton Cyber Safety Insights Report: Online Dating, please visit <https://newsroom.gendigital.com/norton-cyber-safety-report-2025>.

About the 2025 Norton Cyber Safety Insights Report: Online Dating

The study was conducted online within the United States by Dynata on behalf of Gen from December 5th to December 16th, 2024, among 1,001 adults ages 18 and older. Data are weighted where necessary by age, gender and region, to be nationally representative.

About Norton

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