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# Modern Romance



## Synopsis

Now a New York Times BestsellerA hilarious, thoughtful, and in-depth exploration of the pleasures and perils of modern romance from one of this generation's sharpest comedic voicesAt some point, every one of us embarks on a journey to find love. We meet people, date, get into and out of relationships, all with the hope of finding someone with whom we share a deep connection. This seems standard now, but it's wildly different from what people did even just decades ago. Single people today have more romantic options than at any point in human history. With technology, our abilities to connect with and sort through these options are staggering. So why are so many people frustrated?Some of our problems are unique to our time. "Why did this guy just text me an emoji of a pizza?" "Should I go out with this girl even though she listed Combos as one of her favorite snack foods?" "Combos?!?" "My girlfriend just got a message from some dude named Nathan. Who's Nathan? Did he just send her a photo of his penis? Should I check just to be sure?" But the transformation of our romantic lives can't be explained by technology alone. In a short period of time, the whole culture of finding love has changed dramatically. A few decades ago, people would find a decent person who lived in their neighborhood. Their families would meet and, after deciding neither party seemed like a murderer, they would get married and soon have a kid, all by the time they were twenty-four. Today, people marry later than ever and spend years of their lives on a quest to find the perfect person, a soul mate. For years, Aziz Ansari has been aiming his comic insight at modern romance, but for *Modern Romance*, the book, he decided he needed to take things to another level. He teamed up with NYU sociologist Eric Klinenberg and designed a massive research project, including hundreds of interviews and focus groups conducted everywhere from Tokyo to Buenos Aires to Wichita. They analyzed behavioral data and surveys and created their own online research forum on Reddit, which drew thousands of messages. They enlisted the world's leading social scientists, including Andrew Cherlin, Eli Finkel, Helen Fisher, Sheena Iyengar, Barry Schwartz, Sherry Turkle, and Robb Willer. The result is unlike any social science or humor book we've seen before. In *Modern Romance*, Ansari combines his irreverent humor with cutting-edge social science to give us an unforgettable tour of our new romantic world. From the Hardcover edition.

## Book Information

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## Customer Reviews

When I read that Aziz had a book coming out, I decided I needed to treat myself. To start, I think anybody contemplating buying the Kindle version should really just spend the extra bucks for the hardcopy, as the book is filled with cool colored pictures and graphs that I think really add to the overall experience. It just wouldn't be as fun reading on a black and white Kindle. That being said, when I first started the book I was expecting another biography similar to that of Mindy Khaling's or Amy Poehler's. Just another comedian writing a book about their lives in a humorous way while occasionally doing some name dropping of other famous people. I'm glad that ended up not being the case at all. This book was actually written based on numerous research and study group experiments. Aziz teamed up with a renowned sociologist who is an expert in this field to learn as much as he can about modern dating. All of that made up for a very informing read backed by lots of data and interviews with real people. Of course, all this data is presented in an Aziz way - full of humor in the best way possible. Not once did I feel bored about all the numbers that were on the pages, and I found myself laughing out loud a lot every so often from the ridiculous stories Aziz came up with. Most of the book is focused around online dating and how the current generation is navigating themselves through this new world. Why is it so hard to feel satisfied when there are so many options at our fingertips? How did people even find anybody before with their limited options? What happens after we finally settle on one person? Will we be more satisfied with our choices 20 years in the future?

On my birthday - which is the same as the publication date of this book -- my sister called to tell me that she'd bought me Aziz Ansari's new book. "Great!", I thought. Aziz is one funny dude, so it should not be much of a chore to humor my sister's generosity by reading it. It

wasn't until the next day, when I read Aziz & Eric's New York Times article on online dating, that I realized that this book was going to hit the sweet spot of my brain like a Tomahawk missile, for reasons that are about to become abundantly obvious. I finished "Modern Romance" the same night I received it, thereby ignoring actual romance with an actual woman. What you have to realize is that "Modern Romance," although plenty funny at approximately one guffaw per 7 minutes, is not merely a book of humor. It's co-written with an actual university sociology professor (Eric Klinenberg of NYU, who for some reason doesn't get credited on the cover, hmm), and contains much legwork and original research. These guys have created focus groups, polled theater audiences, spoken to experts in the field, and most important, delved into thousands of real text message chats from real people. It contains data, my friends – the kind of data that you and I do not have access to, unless you happen to regularly snoop on your buddies' phones. And the data is often revelatory. For example, did you know that a third of marriages today originated online? That 52% of people over 30 call for a first date, vs. 23% for those under 30? That a woman finds a man who's "uncertainly" attracted to her more attractive than a guy who already digs her? Much crazy stuff like that in there. Why did I find this book so compelling?

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