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Modern Romance



Synopsis

Now a New York Times BestsellerA hilarious, thoughtful, and in-depth exploration of theÂ pleasures and perils of modern romance from one of this generationâ™s sharpest comedic voicesAt some point, every one of us embarks on aÂ journey to find love. We meet people, date, getÂ into and out of relationships, all with the hopeÂ of finding someone with whom we share a deepÂ connection. This seems standard now, but itâ™sÂ wildly different from what people did even justÂ decades ago. Single people today have moreÂ romantic options than at any point in humanÂ history. With technology, our abilities to connectÂ with and sort through these options are staggering.Â So why are so many people frustrated?Some of our problems are unique to our time.Â âœWhy did this guy just text me an emoji of a pizza?â•Â âœShould I go out with this girl even though sheÂ listed Combos as one of her favorite snack foods?Â Combos?!â•âœMy girlfriend just got a message fromÂ some dude named Nathan. Whoâ™s Nathan? Did heÂ just send her a photo of his penis? Should I checkÂ just to be sure?â•Â But the transformation of our romantic livesÂ canâ™t be explained by technology alone. In a shortÂ period of time, the whole culture of finding loveÂ has changed dramatically. A few decades ago,Â people would find a decent person who lived inÂ their neighborhood. Their families would meetÂ and, after deciding neither party seemed like aÂ murderer, they would get married and soon haveÂ a kid, all by the time they were twenty-four. Today,Â people marry later than ever and spend years ofÂ their lives on a quest to find the perfect person, aÂ soul mate. For years, Aziz Ansari has been aiming hisÂ comic insight at modern romance, but for ModernÂ Romance, the book, he decided he needed to takeÂ things to another level. He teamed up with NYUÂ sociologist Eric Klinenberg and designed a massiveÂ research project, including hundreds of interviewsÂ and focus groups conducted everywhere fromÂ Tokyo to Buenos Aires to Wichita. They analyzedÂ behavioral data and surveys and created their ownÂ online research forum on Reddit, which drewÂ thousands of messages. They enlisted the worldâ™sÂ leading social scientists, including Andrew Cherlin, Eli Finkel, HelenÂ Fisher, Sheena Iyengar, Barry Schwartz, SherryÂ Turkle, and Robb Willer. The result is unlike anyÂ social science or humor book weâ™ve seen before. In Modern Romance, Ansari combines hisÂ irreverent humor with cutting-edge social scienceÂ to give us an unforgettable tour of our newÂ romantic world. From the Hardcover edition.

Book Information

Paperback: 288 pages

Publisher: Penguin Books; Reprint edition (June 14, 2016)

Language: English

ISBN-10: 0143109251

ISBN-13: 978-0143109259

Product Dimensions: 5.4 x 0.8 x 8.4 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ See all reviewsÂ (1,194 customer reviews)

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> Humor > Love, Sex & Marriage #7 inÂ Books > Self-Help > Relationships > Love & Romance

#14 inÂ Books > Literature & Fiction > United States > Humor

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 Kalingâ™s or Amy Poehlerâ™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 â€“ which is the same as the publication date of this book -- my sister called to tell me that she'd bought me Aziz Ansariâ™s new book. âœGreat!,â • I thought. Aziz is one funny dude, so it should not be much of a chore to humor my sisterâ™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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