

campus insights

Harvard Student Agencies

GEN Z RESEARCH

THE POWER OF RIZZ

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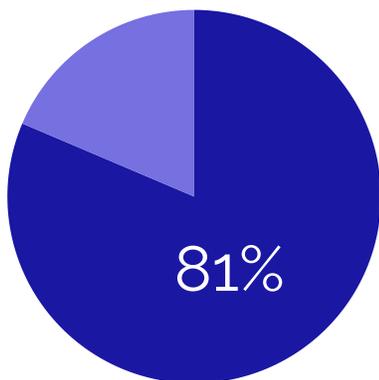
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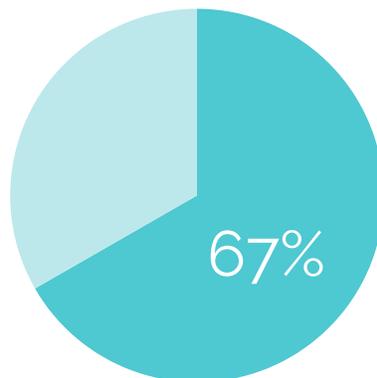
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Abstract

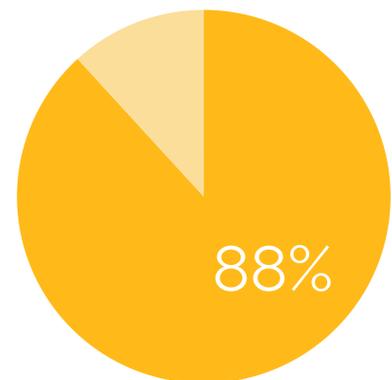
The culture of dating in the 21st century has evolved due to the widespread use of social media and dating apps. The usage of social media connects world populations in unprecedented ways. Trends shared across social media oftentimes become widely popular and ingrained in pop culture. The rise of technology in dating has also changed the modern dating landscape enabling people to explore diverse romantic opportunities through digital communication.



**of the respondents
have heard the
term "rizz"**



**of the respondents
have used dating
apps**



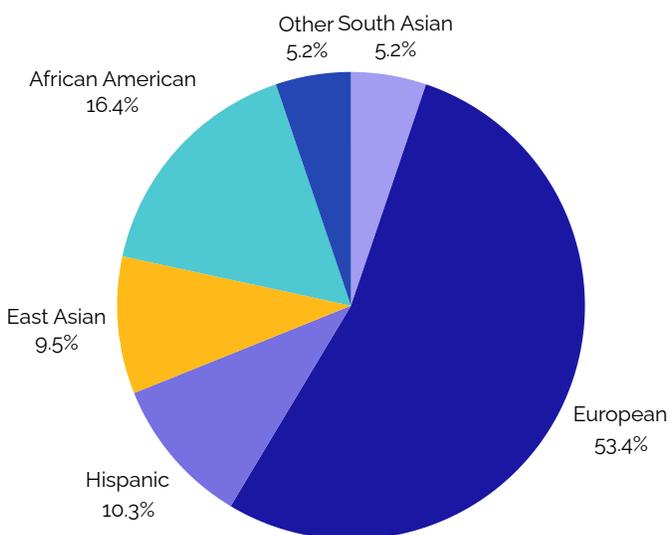
**of the respondents
have been in a
relationship**

Methodology

To understand the culture surrounding the term “rizz” and the dynamics of the modern dating world, **Campus Insights conducted a survey of online respondents** of varying backgrounds from across the country. The survey—entirely assembled, synthesized, and analyzed by the CI team—gathered **102 respondents**. This report utilizes survey results to provide a comprehensive understanding of the modern dating landscape, incorporating both data and quotes.

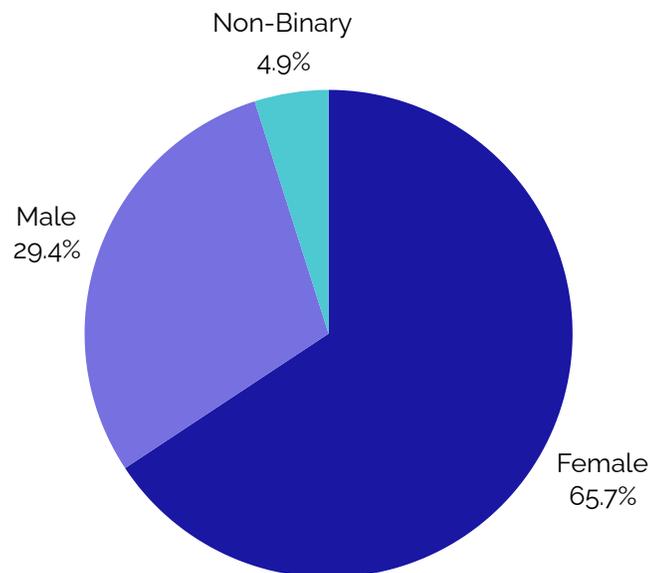
1

Ethnic background of the respondents



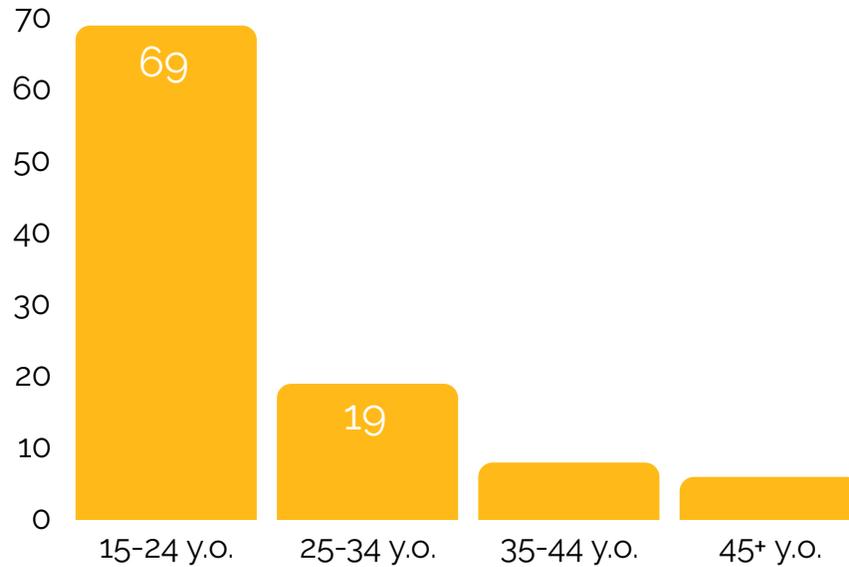
2

Gender identification of the respondents



3

Age distribution of the respondents



4

Years of education of the respondents



-  College Students
-  College graduates
-  High school graduates
-  Other (less than high school, PhD, etc.)

Introduction to Rizz

Recently, the word “**rizz**” and its usage, has skyrocketed in pop culture verbiage. This term is completely coined by social media users and demonstrates Gen Z's influence in modern society. Rizz as defined by Merriam-Webster Dictionary is “romantic appeal or charm.” Of the 81.4% of respondents who have heard of the term “rizz,” they generally understood rizz to be “a short form of **charisma**” and “the confidence to talk to people.”

52.2%

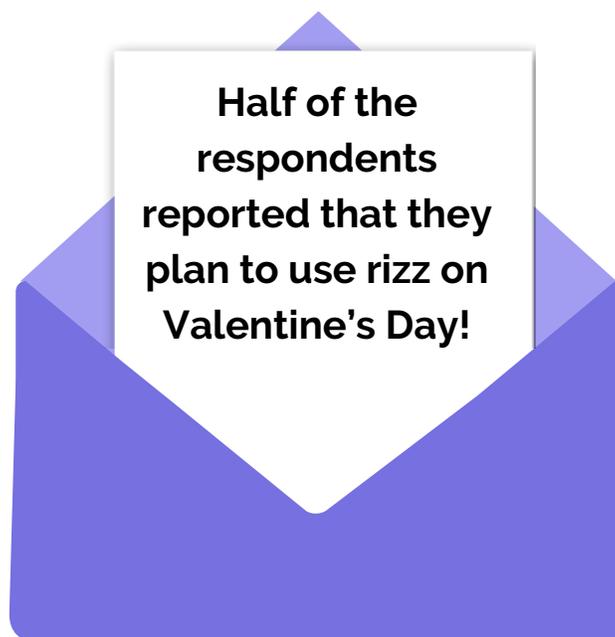
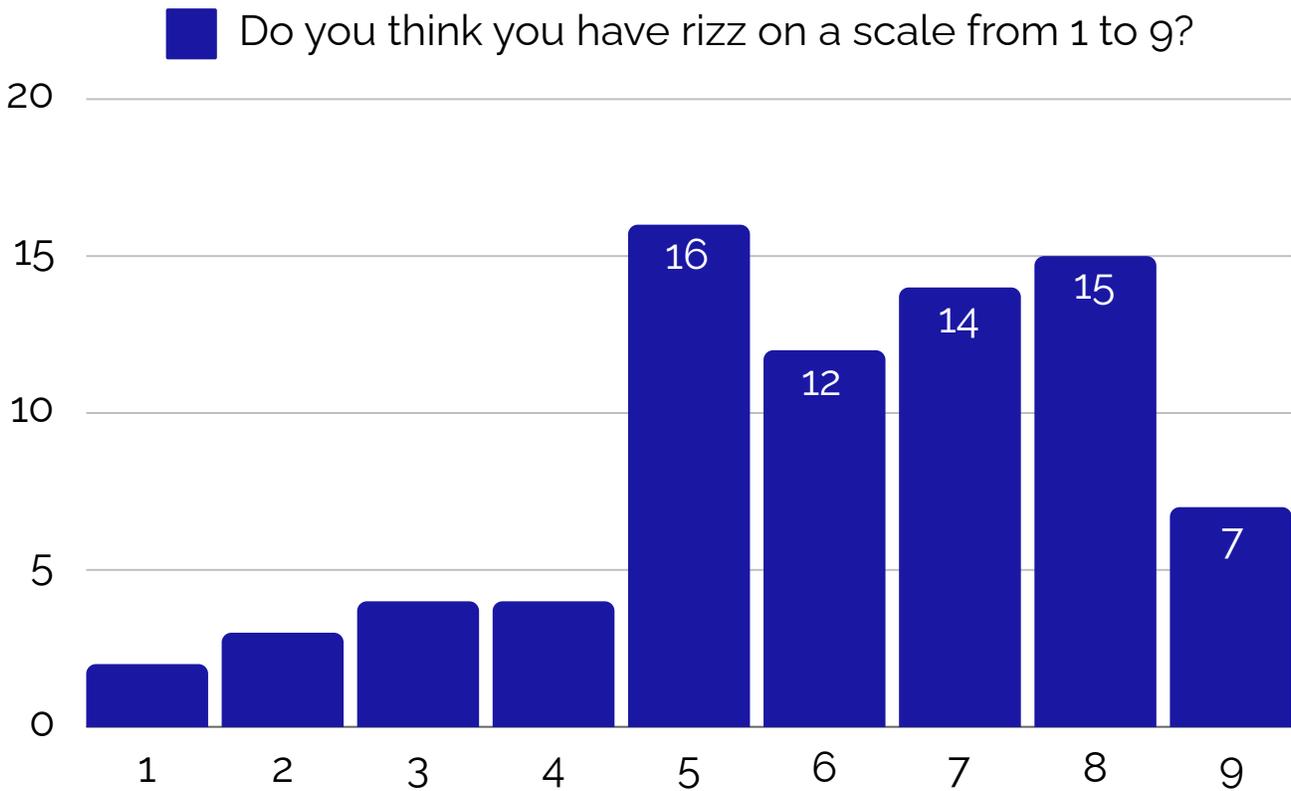
of respondents agreed that their **peers use** the word “**rizz**” **often** in their vocabulary.

of respondents agreed that the word “**rizz**” is **overused**.

42.2%

Given its origin on social media platforms, it is plausible that the usage of “rizz” is predominantly prevalent among younger demographics. This demographic **skew towards a younger age group** could potentially account for the proportion of respondents who perceive the term as overused not exceeding 42.2%.

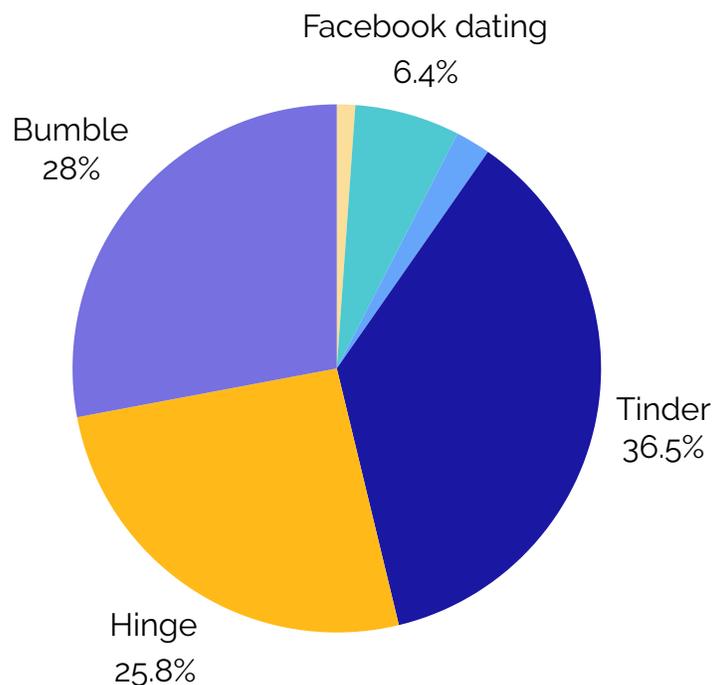
Campus Insights asked respondents to estimate their own rizz on a scale from 1 to 9 where 9 implies the highest level. Most respondents were optimistic about their ability to charm with an average rizz rating of 6.65.



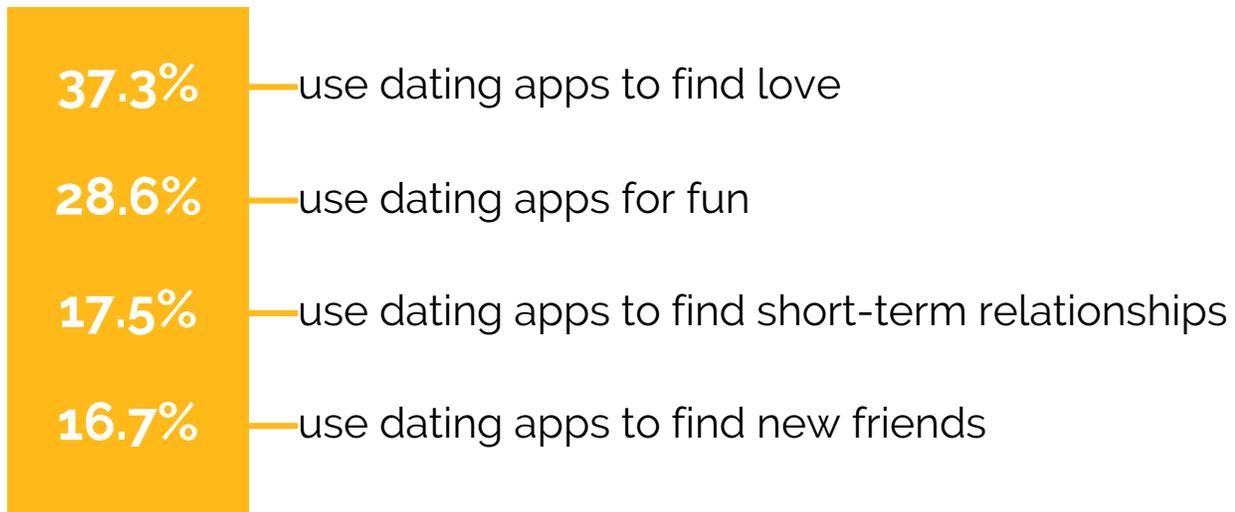
Dating Habits

Dating Apps

The uptake in the use of dating apps has marked a new era in the dating world. Offering a digital platform where users can connect and interact with one another to find potential partners based on preferences and interests, online dating has increased the convenience of searching for a partner. The survey results show that **67% of respondents have used online dating apps** like Tinder, Hinge, or Bumble. The following chart shows a breakdown of favorite dating apps among respondents.



These apps also provide the option for different types of relationships beyond finding a life partner. While 37.3% of people were on dating apps for love, other respondents had a variety of different reasons.



These results demonstrate that the usage of dating apps goes beyond simply dating.

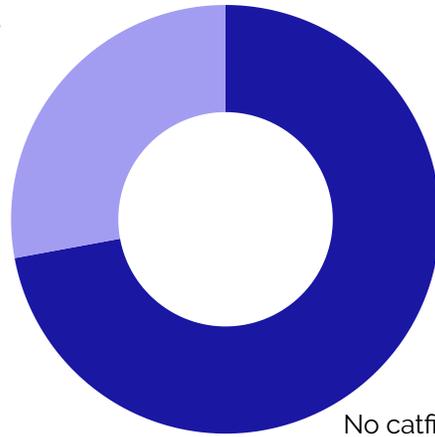
Dating Life

Online dating, and its potential for “**catfishing**”, among other dangerous online behaviors, have raised questions about the safety of dating apps. “Catfishing” refers to the practice of creating a fake online persona to deceive someone. Oftentimes for romantic purposes, “catfishing” can involve using fake photos, information, or identities to lure individuals into relationships or interactions. As a result, there may be fear of meeting people from dating apps due to the possibility of encountering someone who has misrepresented themselves online.

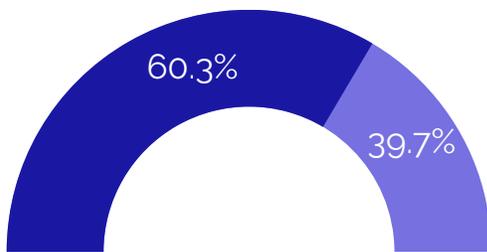
Roughly 30% of surveyed respondents claim they have been catfished. This hefty number is concerning for individual safety on dating apps. As a result, 60.3% responded that they were hesitant to go on dates from dating apps. On the other hand, 7.4% of respondents admitted they had catfished someone before.

Almost 30%
of respondents have been
catfished before

Have been catfished
27.9%



No catfishing experience
72.1%



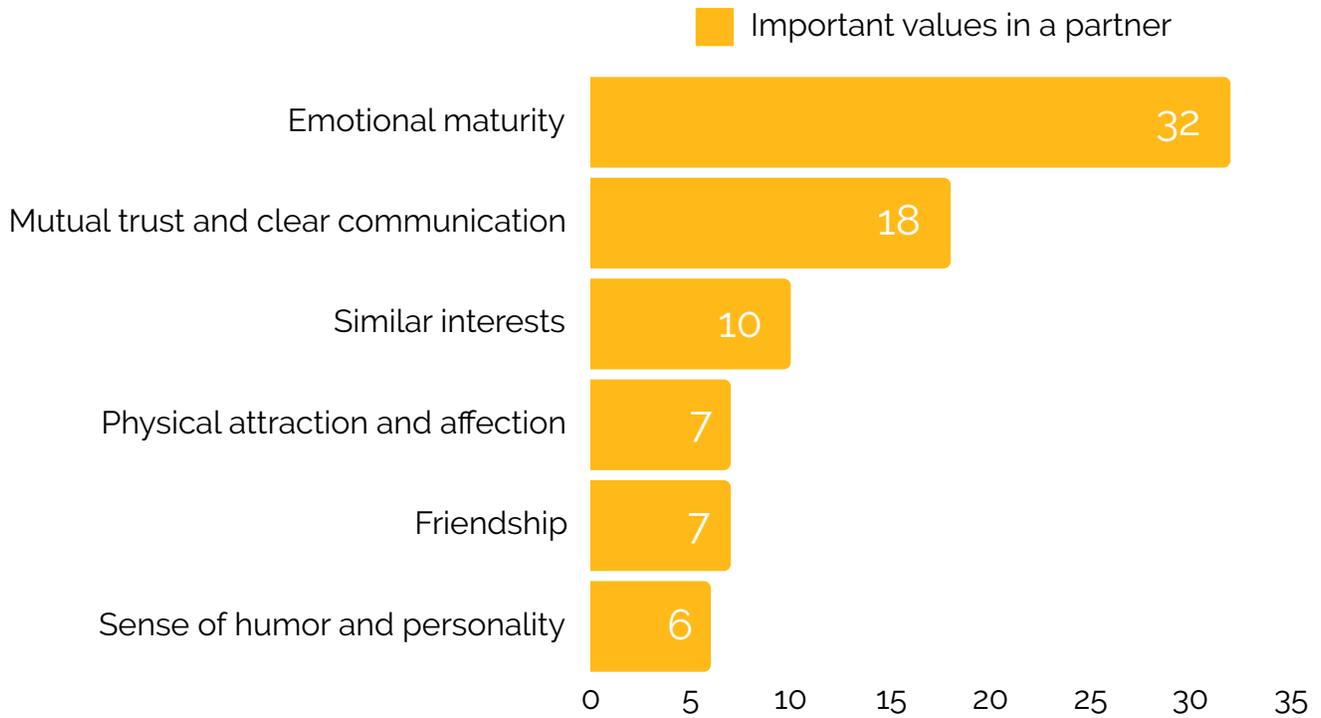
60%

of respondents are hesitant to
go on dates from dating apps

The following **quotes** show how respondents describe this shift in the dating landscape into the online dating world:

- *"Makes it easier to find someone, harder to make it last or consistent"*
- *"Has made things more accessible"*
- *"It has made it where no one really knows who they are really dating"*
- *"I think it makes things less personal and more superficial"*
- *"Its made finding love easier"*
- *"It helped people to meet others whom they would have never come across in the absence of online dating"*

Beyond the dating apps, relationships must be built upon similar foundational values. As such, respondents highly valued **emotional maturity** as well as mutual trust and clear communication as the most important qualities to find in a partner and relationship.



Conclusion

The modern dating landscape has undergone significant transformations in the 21st century, largely influenced by the widespread use of social media and dating apps. The term "rizz" has emerged as a popular term in pop culture and dating apps have modified the way people connect and interact, offering convenience and accessibility in finding potential partners digitally. However, safety concerns, due to issues like online "catfishing," have emerged, prompting individuals to exercise caution when using these platforms. Despite these challenges, the values of emotional maturity, mutual trust, and clear communication remain fundamental in building meaningful relationships. As technology continues to shape the dating landscape, it is essential to navigate these platforms with awareness, prioritizing the authenticity of connections in the pursuit of romance.

Campus Insights is a Harvard-based market research firm focused on Gen Z. We are a branch of Harvard Student Agencies, the largest student-run company in the world. Through recruitment, surveying, and comprehensive market research analysis, we help businesses connect with Gen Z.



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