

No 13 Gap Fill

Put these words into the spaces in the paragraph below.

fewer

value

subscribe

decades

losing

platforms

profit

partner

For nearly two (1) _____, smartphones have played a huge role in romance, love and dating. Dozens of apps have been created to make it easier to meet a (2) _____. However, dating app companies seem to be in trouble. The world's two largest companies have lost more than \$40 billion in market (3) _____ since 2021. Workers for these companies are (4) _____ their jobs. The reason for this is that (5) _____ young people are paying to use the apps. The app companies rely on subscriptions to make a (6) _____. However, many teenagers and people in their twenties no longer want to (7) _____ to use dating apps. Instead, they are choosing to use free (8) _____ like Snapchat and TikTok to find romance.

Put these words into the spaces in the paragraph below.

preferred

no-no

third

less

game

couples

interviewed

changing

In 2017, NBC News predicted that by 2040, the percentage of (9) _____ meeting online would be 70 per cent. Today in the United States, 30 per cent of adults, and over half of adults under 30, use dating apps. About a (10) _____ of dating app users say they pay for them. However, times are (11) _____. Younger people around the world have (12) _____ money to spend on things like apps. The New York Times (13) _____ young people about dating apps. One 18-year-old student said she (14) _____ to meet people in person or through direct messages on social media. She said dating apps were for "casual use, like a (15) _____". She added that none of her friends paid for them. She thought that paying for an app was a (16) _____.