

Tinder extends School of Swipe, its very own guide on online dating, across Southeast Asia to help young adults in the region navigate modern day dating

When it comes to building meaningful connections with new people, a majority of young singles in Southeast Asia say they are hopeful and excited but can feel awkward and need advice

Singapore, 10 April 2023 - Tinder, the world's most popular app for meeting new people, has now rolled out School of Swipe (www.schoolofswipe.com), its first-ever crash course in online dating, across Southeast Asia. Launched for the first time in Singapore in 2022, School of Swipe is a first-of-its-kind initiative for the app globally and will now also be available in Thai, Bahasa Indonesian and Vietnamese apart from English. The online resource available at www.schoolofswipe.com offers guidance on the online-to-offline dating journey and is a long-term initiative created by Tinder to help singletons everywhere build confidence as they seek out new connections.

A survey* conducted by Tinder reveals that Southeast Asia young singles most commonly feel “excited” (66%) and “hopeful” (63%) about their dating future, and Tinder data reveals that a long term relationship is the most popular Relationship Goal amongst its members globally. Yet, despite the optimism and desire for a long term relationship, around half (46%) of those interviewed say that they “feel awkward” or hesitate in making the first move. Although over 75% of those surveyed say that they feel free to be themselves and choose the person they want to connect with on a dating app, more than half (52%) find it difficult to start conversations with matches.

As recently portrayed on Tinder's first-ever global brand campaign, “[It Starts With A Swipe™](#)”, this new generation of singles has no time to waste, and no tolerance for dating games. School of Swipe has therefore been built as an easily accessible mobile-first wingmate featuring a series of how-to guides. The resource aims to demystify online dating with tips presented in a vibrant and informative way, focusing on common challenges shared amongst young singles. School of Swipe accompanies daters through the entire journey of online dating: from setting up a profile to setting up the first date. Hopeful singles will find how-to tips to rock a good conversation, make a real-life connection and safely explore potential connections on Tinder for every mood and activity.

“Southeast Asia is home to many young adult singles, and many of them being digital natives, are excited to connect with new people online. Yet, we've learnt from them that when they are faced with questions about dating, they are not quite sure where to go or who to speak to. And that's where Tinder, as the world's largest dating app, comes in. With School of Swipe™, we want to help young adult singles feel more confident in their dating journeys. The resource complements Tinder's continuous in-app feature innovations and tutorials to make dating fun and safe for all young adult singles.” said Papri Dev, Vice President, Communications at Tinder.

Over the past years, Tinder has expanded its portfolio of features, giving members new and interactive ways to enjoy the dating journey in-app. Most recently, the app introduced [Relationship Goals](#), a profile feature that enables members to signal what they are looking for whilst simultaneously giving members more control over who they connect with by having more insight into a potential match's intentions. The app also announced that it has [further strengthened its real time safety features](#) to deliver experiences that encourage healthy interactions.

How to: School of Swipe

Step 1. Head to any of the following sites on your Internet browser. Works best on mobile!

id.schoolofswipe.com

th.schoolofswipe.com

vn.schoolofswipe.com

Step 2. Slide across the screen to navigate modules including App Academy, IRL Dating and Safety Syllabus

Step 3. Each module offers a series of classes presented in cheerful illustrated infographics to help singles feel more confident in online dating. The infographics can be downloaded.

Step 4. Share the link with a friend and be a wingmate!

About Tinder

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

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* Source: OnePoll survey commissioned by Tinder of 3,500 Southeast Asians in Indonesia, Thailand, Singapore, the Philippines and Vietnam between the ages of 18 and 25 conducted in April 2022

Additional assets available online: [Photos \(8\)](#)

<https://sg.tinderpressroom.com/2023-04-10-Tinder-extends-School-of-Swipe-its-very-own-guide-on-online-dating.-across-Southeast-Asia-to-help-young-adults-in-the-region-navigate-modern-day-dating>