

Workshop Program From Matrimonial Ads to Dating Apps: Unraveling the Partnering Market

Date: 4 & 5 June, 2026

Location: Center for Demographic Studies, Autonomous University of Barcelona

Organizers: Joana Maria Pujadas-Mora & Paul Puschmann

Day 1: Historical Foundations and Social Structures

10:00-10:45 Arrival & Coffee

10:45-11:00 Word of Welcome

11:00-12:00 Session 1: Keynote lecture

From Material to Non-Material Needs: Evidence on Partner Preferences using Matrimonial Ads in France, Canada, the United States, and India, 1950-1995

Quentin Lippmann

12:00-12:30 Break

12:30-14:00 Session 2: Marriage Markets in Historical Perspective

The demographic evolution of a minority community: the French-Canadian population of Ontario, 1871–1921

Luiza Antonie, Jeremy Foxcroft, Kris Inwood, Chris Minns & Fraser Summerfield

Marriage markets in rural contexts: evidence from parish registers of a Portuguese community (17th–19th centuries)

António Fernandes Gonçalves

“Money is the main thing”: bride selection in a post-emancipation rural Estonia in the nineteenth and early twentieth centuries

Kersti Lust

Patrarchy, female labor, and spousal age gaps: Partnering markets and their long run legacies in North Atlantic Europe and the United States

Mikołaj Szoltysek, Mateusz Grzyb & Siegfried Gruber

14:00-15:30 Lunch

15:30-17:00 Session 3: Family, Strategies, Social Networks and Inequality

Private Correspondence and Marital Strategies: Several Cases among Basque and Navarrese Elite Families (18th–19th Centuries)

Jon Peña Ramos

Partnering Markets, Disability, and Inequality: Assortative Mating Patterns in Historical and Contemporary Contexts

Obasanjo Bolarinwa & Cliford Odimegwu

Parental Loss in Early Years and Adult Family Formation: Evidence From U.S. Cohorts Born 1850–1910

Giulia Corti & Saverio Minardi

Bridges of Bride: Marriage Network Diversity and Partner Selection in 19th–20th Century Guangdong, China

Tianning Zhu

21:00

Dinner

Day 2: Modern Transformations and Partner Preferences

11:30 – 14:00 Session 4: Studying the Partnering market using Dating advertisements

Shifting gender differences in human mating strategies and partner preferences: evidence from Dutch dating advertisements, 1841–1995

Karin Wienholts, Saverio Minardo & Paul Puschmann

The Marriage Market in Transition: Mapping the Rise of Aesthetic Modernity through Spanish Press Archives (1880–2000)

Dídac Láinez-Moreno, Joana Maria Pujadas-Mora & Gabriel Brea-Martínez

Beyond Marriage: The Evolution of Partner Preferences and Dating Strategies in the wake of Changing Relationship Forms in the Netherlands, 1945–1995

Karin Wienholts, Lisa Hoek & Paul Puschmann

14:00-15:30

Lunch

15:30-16:00 Session 5: Media, Modernity, and Digital Dating

The Manifestations of Internet and Social Media Use in Turkish Dating Scene as Reflected in the Most Popular Agony Aunt Column of Turkey (1998–2026)

Nazan Çiçek

Stratified Intimacy: The Commercial Dating Market and the Reproduction of Social Inequalities in Japan

Anna Woźny

Seeking Marriage Across a Century: Continuity and Change in Family Formation Practices in Turkey, 1918–2025

Sena Savci & Başak Gezmen

16:00-17:00

Closing of the workshop and drinks