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New App Could Improve Dating Site Photo Verification

by Jocelyn Baird 🕓 May 14, 2014

Half the battle when it comes to online dating is deciding which pictures to put up for prospective dates to judge you by. But just because you are being honest when uploading photos doesn't mean everyone else is. A rising trend in the world of online dating is something often referred to as catfishing. This bait-and-switch process usually involves stolen or faked photos used to help the catfisher mislead other online daters, sometimes just to be mean and other times for nefarious purposes – such as scamming money. While it is possible to use Google image search to help verify whether an image is stolen from another source, that method still leaves a lot to be desired. However, a new app called **izitru** could potentially change the game for online dating photo verification.

What does izitru do?

The izitru software works to identify whether an image is the original picture taken by a camera or a copy of an image that has been edited, manipulated or otherwise reproduced. The app and website function to allow photographers to upload photos they take into izitru's database and receive an authenticity rating. This enables the person who took the photo to prove as much. The software only analyzes JPEG photos taken from high-end cameras and even smartphones, and runs a combination of 6 forensic tests to determine whether the photo has been edited or resaved after the initial capture. Photos uploaded are then stored along with information about the rating each received, allowing photographers to easily link back to bolster any claims being made on the image. Of course, in order for this to work the person who took the photo has to be willing to upload it into the database.

Where does online dating photo verification fit in?

Online dating websites can use izitru's software on their sites to help with photo verification as users upload new pictures of themselves. The hope is that these sites will work with izitru to develop an integration of photo verification software into their current photo uploaders. While websites like eHarmony, which requires a paid subscription in order to view or upload photos, might not see as much trouble from faked or stolen photos as the likes of Match.com or Zoosk, the peace of mind for daters and dating sites alike in knowing photos being uploaded are not manipulated or stolen would be invaluable. Anything that makes online dating safer is good news, so hopefully some sites will incorporate this technology into their profile creation process.

Want to learn more about online dating? Check out our online dating review page and keep reading the blog for more news and advice.

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Jocelyn is a NextAdvisor.com writer with a love for coffee, reading and all things personal security. She currently covers identity theft, credit monitoring and credit cards. She has been a guest on several radio shows nationwide and her cybersecurity and personal finance expertise have been featured by Forbes, USA Today, Kiplinger's Personal Finance, The Huffington Post and more. She is a graduate of Syracuse University with a dual degree in Writing and Rhetorical Studies and Anthropology. Follow her on Twitter @JocelynAdvisor.

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