

THE
— IMPRESSION —
— PROJECT —
Maire Koo.

AN APPENDIX TO A THESIS

The original website can be found at
theimpressionproject.com

THE
— IMPRESSION —
— PROJECT —
Maire Koo.



THE IMPRESSION PROJECT

Maire Koo.



Ever fallen in love at first sight?

Ever fallen in love with a celebrity?
Ever fallen in love with a stranger?

Ever fallen in love with someone standing in front of you in a cashier's line at a grocery store? Your brother's best friend, your best friend's sister or the guy who delivers post to your building?

I have. Or well, love is too big of a word, but I have been fascinated. I have been drawn to someone's back at a garden party, and I have imagined a passion-filled happy future with the friend of a friend, whose name I don't know but who sang all the funniest songs at a karaoke bar one night and had the most disarming smile I've ever seen.

The first impressions is a powerful thing. It makes us like or dislike things and people we have absolutely no knowledge of. Just a hunch. Just an impression.

I'm a great believer in first impressions and they have rarely turned out to be wrong.

Until I tried on-line dating.

How do you get a first impression of a person you haven't met? How do you know if they're interesting, obnoxious, wise, self-centered or something else? How do you know if you will like them or not?

"My first impressions have rarely turned out to be wrong. Until I tried on-line dating."

I figure a good profile would give the same feeling, the same first impression as meeting in person. After going on a couple of dates I realised they rarely do.

I was determined to find a way to make a profile like that. To create a formula that could translate the real feel of a person into text and picture files, into an archive. I never doubted it was possible. It had to be. Or else what was the point of looking for company on-line.

This project is a hands-on investigation of how to make the perfect on-line dating profile. Not the most succesfull one-but a truthful one.

THE IMPRESSION PROJECT

Maire Koo.

[THE PLAN](#)

[THE RULES](#)

[THE PROFILES](#)

[WHAT HAPPENED?](#)



EXHIBITION
APRIL 4th - MAY 25th

The Impression Project by the performance artist Maire Karuvuori is a part of the group exhibition "YLIVETO" at the Jyväskylä Art Museum in Finland. YLIVETO is the graduation exhibition of the 2014 graduating class of Kankaanpää Art Academy.

[Read more...](#)

Marika Rätty



More by MaireKoo

THE
IMPRESSION
PROJECT
Maire Koo.



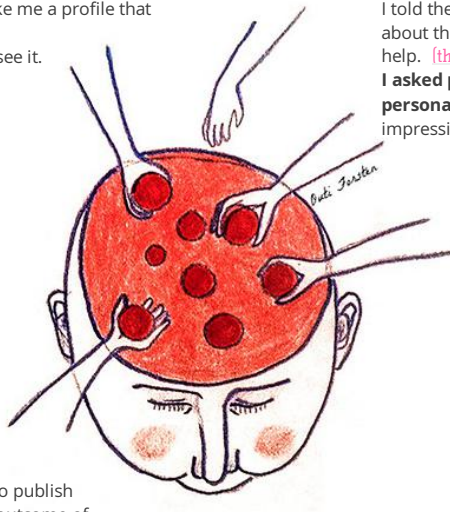
THE PROJECT

So... This is what I did:

1. I made the best profile I could, but I wasn't convinced it gave a truthful impression of me. I asked my friends and family for help. I asked them to make me a profile that responds with my personality as they see it. And they did!

2. I published the profiles and waited for contacts.

3. I told the people who contacted me about the project and I asked them for help. *(the letter)* I asked people to evaluate my personality based on the first impression they got from my profile.



4. I met them in person if they were interested. After talking and getting to know each other I would then ask them if their initial first impression had changed.

5. I made a website to publish the project and the outcome of my research.

THE
IMPRESSION
PROJECT
Maire Koo.



More by MaireKoo

THE IMPRESSION PROJECT - Maire Koo.



THE RULES

Contacting the people:

1. If someone contacts me through one of the profiles I will tell them about the project in my first reply.

2. I will not make the first move. This means I will not choose the people who I want to contact but let them choose to contact me.

3. I will answer all messages I receive.

4. I am only interested in getting help for the project from people who contact me. I will not think of them romantically.

5. I will meet everybody who wants to meet me, if it's possible schedule-wise.

6. I will make it very clear to the other person that the meeting is not a date. I will do this before meeting them and I will do it even if I normally would be romantically interested in them.

7. After meeting in person, I will ask the people who I met if the first impression they got about me from the profile had changed.

Documenting the process:

1. I will keep a diary of the process and how it makes me feel.

2. I will publish the diary, the profiles and the impression on my website.

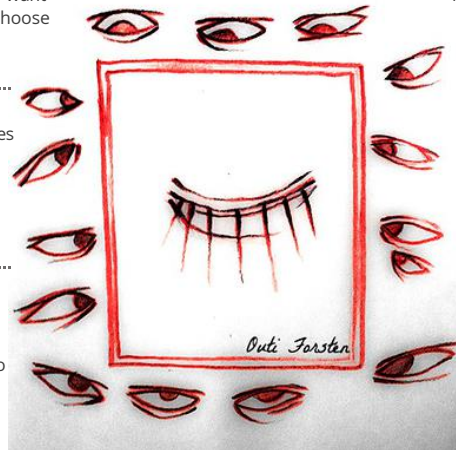
3. I will only publish those impressions and opinions that are knowingly given to me for the research.

4. The impression research ends on the 14th of April. I will delete all the accounts when the research ends.

5. I will make my last diary post on the last day of the project.

6. After the project is over I will make a summary about the experience and make my assumptions about making the perfect on-line dating profile. I will publish both on my website.

7. I will not document my feelings about the people who contact me or who I meet. I will not document what I thought of them and if I liked them or not.



THE IMPRESSION PROJECT - Maire Koo.



Ps. I broke the rules 1,2,3 and 4

Ps. I followed all of these rules



More by MaireKoo

THE
 IMPRESSION
 PROJECT
 Maire Koo.



PROFILES

Seven profiles of me made by different people on different sites:



Profile I,
by me



Profile II,
by old friends
from university



Profile III,
by my mother



Profile IV,
by my father



Profile V,
by my best
friend



Profile VI,
by my teacher



Profile VII,
by my band
mates



More by MaireKoo

THE
IMPRESSION
PROJECT
Maire Koo.



PROFILES



PROFILE I: Made by me

The red print is (in my mind) untrue.



MaireKoo
F-29-Helsinki, Finland

ANALYSIS



My self-summary

I'm your average cat lady.

I'm also your average coffee drinker and your average karaoke host, your average lada driver, early riser, tango DJ, feminist performance artist, dinner host, berry picker, quality eater, IPA loving, level-headed, playful, street-wise red headed woman.

What I'm doing with my life

I'm really big on spending time with interesting people and many times that makes me travel around the country, sometimes the world. In other words, I'm fast on my moves and spend half of the time hundreds of kilometres away from home (and plan on doing so for the rest of my days).

I'm just about to finish my degree at Kankaanpään taidekoulu. I'm a performance artist but I also do a bit of video art and writing.

I'm not into making money, as you might have guessed. I'm much more into living a healthy, happy life and telling the stories that I feel need to be told.

The first things people usually notice about me

People tend to think that I'm really sweet, caring, subtle and well mannered. And I can be all those things, when I want to. Sometimes people pay attention to my hair and glasses. Or my tattoos.

Favourite books, movies, shows, music, and food

I'm not picky about genres. I like anything that makes me think. I even like some things that I don't like.

There's not enough days in the week to read, see, listen to, eat or experience all the valuable stuff that's out there, but I don't stress too much about that. Life's not a performance.

The six things I could never do without

My family, my home, my friends, my independence, my roots and touch.

I spend a lot of time thinking about

Orientation	Straight
Height	5' 4" (1.62m)
Body type	Average
Diet	Anything
Smokes	No
Drinks	Socially
Drugs	Never
Education	Working on university
Job	Art / Music / Writing
Income	Less than \$20,000
Offspring	Doesn't have kids, but wants them
Pets	Likes dogs and has cats
Speaks	English (Fluently), Finnish (Fluently), German (Okay), Portuguese (Okay), Swedish (Okay)

I'm really good at

- Getting along with different kinds of people.
- Speaking my mind.
- Making karjalanpaisti.
- Packing and unpacking.
- Giving anything a chance.
- Dancing.

THE
IMPRESSION
PROJECT
— MAIRE KOO.



THE PROJECT



DIARY



PROFILES



JOIN



CREDITS

PROFILES



ANALYSIS: Profile I

About the profile

The first profile was made by myself. I made it on an international site that my brother recommended. He knew people that had used the site.

There were some blanks to fill and dozens of profiling questions to follow. By answering the questions I received an evaluation of my personality and could see compatibility percentages with other users. I was very frank even with the most intimate questions. I tried to be as open as I could since I'm not a very private person in real life either.

The pictures that I chose were very random. I happened to fill the profile with my phone and on it I only had three pictures of myself. I used them all.

A few days later I showed the profile to a friend. She made me take one of the pictures out. She said it didn't look like me. That it looked like I was someone ugly. She also thought I was much too frank and that no-one would contact me, because the profile made me seem intimidating.

As a result I changed two words in the text. It was in the paragraph about things I couldn't live without. "Finland" transformed into "my roots" and "Sex" into "touch."

You need a man that will care and pamper you. This is because cats feel this way. They like to be around warm people and you expressed yourself as being an average cat lady. Reading further through the profile, I had another impression. Which is: you must be a sex seeker on the other side of you. In short, you are someone who wants to enjoy life as long as you live.

All in all I was and am pretty happy about how the profile turned out. I'm not afraid it's too intimidating, at least not compared to my personality.

Also I feel it's important to tell straight up about me being a performance artist. I'm so tired of that conversation. Of telling what performance art is and why I want to make a career out of it. And I'm especially tired of defending my right to do so. The right of art to exist.

I'd rather just not be contacted by the people who can't stomach my career choices. It's the most important part of my life right now.

Of course this causes some kind of a skew in my research results. It's really a shame that I only get answers from the people who are romantically interested in me. I don't know what to do about this flaw. The problem is such a fundamental part of my research method that I think I'll have to make a completely new investigation if I want to fix it.

BACK TO
THE
PROFILE

The picture where I look like "someone ugly":



What happened?

- I received messages from 62 people.
 - 23 answered back after they heard about the investigation.
 - 18 wanted to participate in the investigation.
 - I ignored 12 messages. (because they were so far out of line or so generic that it didn't seem like I would hurt their feelings.)
 - I met 5 people in person. I skyped with one.
 - I was physically attracted to one of the people I met. Mentally attracted to all of them.
- * I received one poem. (In which the word sweet was misspelled as sweat. I thought it was great! Later I heard my friend received the same poem from the same guy. I thought that was great too!

You never sound angry or ignore my messages. I would say with the time we've spent exchanging messages I noted that your yes is always yes and no is no. You talk maturely and with experience.

I feel you are quite open ended visionary thought but directive person.

You're a subtle hedonist. You explore a path mined with passions and pleasures with skill and cunningness. You study and you're able to write so probably you're also able to think. You're not completely adrift by your desires, you balance between work and play.

1. You really seem passionate about what you do
2. You seem to speak a lot of fluent English :D

PROFILES



PROFILE II: Made by old friends from the university



Maire 29
Oulu, Finland

Status	Single
Sexuality	I'm open to anything
Appearance	165 cm, less than 39 kg , red hair and blue eyes.
Living	With roommates
Children	Some day
Smoking	I don't smoke
Drinking	Yes please!
Education	High school/University
Languages	English (fluent), finnish (native), portuguese (fluent), swedish (fluent)
Job	Performance artist, I make a very good living.

The red print is (in my mind) untrue.

Description

They say I am straight forward, ready for the adventure and open minded. They say I am crazy (in the most beautiful way) and amazing. They call me Lady Lada, mummu and hotti-Maire.

My favourite things in life are midsummer, dancing, singing karaoke, traveling, cats, horonkärästys, gardening and life.

I believe in crazy summer of love, power of art and that everything is going to be alright (or actually fantastic).

One day I'll build a home, paint it pink and have a garden and garage for my Lada. But that's later, now let's live the crazy spring of love first.

xoxo Maire

I'm interested in

People. Possibilities. Maybe you!

My favourite things

Running, adventure literature, Dirty Dancing, **cakes**, living life to the fullest, **Whiskey&Cola**, skating, researching, bonfires, hanging out with friends, journalism.



THE
IMPRESSION
PROJECT
Maire Koo.



PROFILES



ANALYSIS: Profile II

About the team

The second profile was made by my friends.

I was traveling in Canada, visiting old friends in Québec City and asked my host and travel companion to make me a profile together. I waited in a café while Audrée and Marjukka worked their magic.

I've known them both for several years, but we don't spend a lot of time together.

Marjukka and I studied together at the University of Lapland from 2006 to 2010 but since then we've lived in different cities.

Audrée spent a year at our university as an exchange student and me and her lived together too.

I hadn't seen Audrée since the summer of 2010 but I've always felt really close to her on a mental level.

We have a strong mutual understanding about life and the world.

Audrée is a visual artist and Marjukka is a media and future studies student.

About the profile

I could see straight away that my friends had a very different approach to making the profile. They emphasised my wild party side (which is not very dominant in my life anymore) and they put a lot of full-body pictures. Some of them were pretty provocative. This had an immediate effect: apparently the messages started to pour in even before there were any text on the site and even after that it seemed no-one really read the text. All the messages were about my appearance.

"I have gone to view your profile again it is like an old club shows what you know you know what is the scope short walk like a designer at working out like a guy at work like I do wanna be like a bull in a bullet in the stream that really looks like you don't make it like I'm black and white you know like a black and white photo so I don't get online I don't really know how you doin about it but I would like to have one on one conversation like a let me see how I'm going to put it true I know how can she have used to get it knowledge about other side of beef unless we can put it together see what we can do and how you can get in on it with the nation of but what you're doing buddy project you ridin all alone you got like to meet him on of what you doing right now are you doing you know so I guess I can meet you one on one line let's see how we can do dinner in a crate so we gonna put in to get it"

i want know what kind of man u want.

celebrity and a car in 5 year you can dooing a lot of thing and with you friend you feel good in love

What happened?

- I received messages from 62 people.
 - 27 answered back after they heard about the investigation.
 - 11 wanted to participate in the investigation.
 - I ignored 9 messages. (because they were so far out of line or so generic that it didn't seem like I would hurt their feelings.
 - I met no-one in person. I scheduled one date but the guy stood me up.
 - * One guy really wanted to move in with me. I mean badly.
- Most of the guys who contacted me didn't speak English nor Finnish and didn't really understand I was making a research.



AUDRÉE DEMERS-ROBERGE

ahahahaha I'd say the first impression when you see a person you love to joke as seen in your photo and also tell you who a person sei.tu serious and depraved person you do not like what they do not like you like it like the others. and you will not intrassa what other people do end do you bother or Arapiare

THE
IMPRESSION
PROJECT
Maire Koo.



PROFILES



PROFILE III: Made by my mother and my god mother



Maireka

29 years - female looking for male - Liminka

Basiscs

Age	29
Sex	Female
Looking for	Male
Town	Liminka
In mind	Adventure
Living	In a shared apartment
Orientation	Straight
Status	Single
Children	In the future



The red print is (in my mind) untrue.

My appearance

Eyes	Green
Native language	Finnish
Color of hair	Red
Style of hair	Changes. At the moment it's long
Height	162cm
Built	Balanced
Star sign	Aries

My everyday life

Education	University
Studies	Visual arts
Job	Student
Hobbies	Traveling, linguistics, arts, exercise, movies and literature
Values	Health, freedom, respecting others

My style

My style	Freestyle
At a restaurant I	Eat
I drink	Moderately
I smoke	Sometimes
My taste in music	Diverse. I'm an occasional DJ. I'm always interested in new styles
My favourite musician	Depends on the genre
My favourite food	Casseroles and anything with wild forest mushrooms
My favourite drink	Dark quality beers and strong coffee
Favourite restaurant	Depends where I am, but preferably one with a good program
Favourite TV-show	While in Finland and when I have time, I watch Putous or Siskonpeti

An energetic and joyful life-adventurer

I'm a happy and adaptable, outgoing and challenge-seeking globetrotter who loves adventures.

I always look on the bright side of life and I have a bubbly sense of humour. I'm creative and I love a good conversation but don't expect an answer from me if I'm tired or hungry.

I like nature and cats, and I like to be touched.

Money is meant to go around, but usually I make by with what I manage to collect.

I tend to move about myself as well and I'm quickly fascinated in new things and ideas, but I have my calm moments too.

That's when I like to just stay home by myself and take it easy.

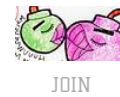
Interested?

My ideal partner

Age	27-36
Town	Kemi
In mind	Looking for a friend
	Straight

THE IMPRESSION PROJECT

Maire Koo.



PROFILES



ANALYSIS: Profile III

About the team

Things started to get exciting, when I asked my mother to help me with the project. I suggested she'd make the profile together with my god mother who is also her best childhood friend. I thought they would at least have fun together while doing it.

They're both in their sixties and work in the social/health branch. They live in small towns but they're no boring babes. They used to go on all kinds of crazy adventures together when they were younger. My mother still travels like crazy and my god mother is maybe the bluntest person I know. No subject is a taboo for her.

Neither of them had any experience in dating websites and I could see a difference in the approach compared to the two previous profiles. For one thing my mother lied about my hometown and birthday. I think she was just being careful and it's partly my fault. I asked her not to give my real address, phone number or social security number. (Which she was going to do!) So I guess she went from one extreme to another.

I live in Oulu, a smallish town in the north of Finland but I also spend a lot of time in the capital Helsinki. Instead of using either of these places she said I'm from a small village 20km south from my actual home. And she also said that I'm only interested in people who live in a really small town 100km north from my actual home. Gotta love mom!

About the profile

But all in all I must say my mother knows me very well. I never would have guessed how well. Apart from the obvious hometown and birthday, I here's nothing on the profile, that is false.

The profile was originally written in Finnish, so this is a translation. It was by far the trickiest one to translate, but I tried my best.

The profile itself was not a big success. It was first put up on a very quiet website with almost no users at all. I didn't get one message through that site, so I moved the profile to another location.

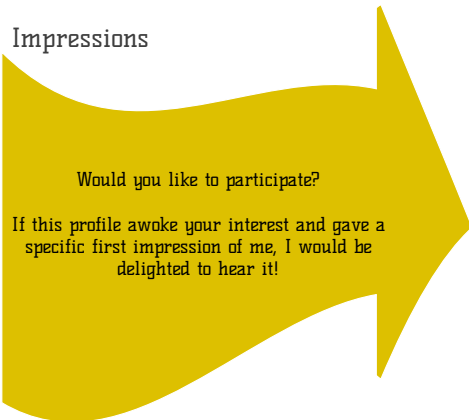
It didn't help much. The new location used to be the most popular Finnish dating site in the turn of the millennium, but this one had turned quiet as well. I didn't get almost any messages and no-one answered back after hearing about the research.



What happened?

- I received messages from 3 people.
- No-one answered back after they heard about the investigation.

Impressions



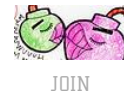
Would you like to participate?

If this profile awoke your interest and gave a specific first impression of me, I would be delighted to hear it!



Name	Impression:
Email	
Profile number:	
Send	

THE
IMPRESSION
PROJECT
Maire Koo.



PROFILES



PROFILE IV: Made by my father and his partner



The red print is (in my mind) untrue.

About me

My friends would define me as fun, cheerful, honest and reliable.

I'm positive by nature and "If I fall, I always fall on my feet".

In a partner I value reliability and independence and that he's a man of his words and that he doesn't have skeletons in his closet.

A romantic candle light dinner and small genuine gestures of affection really do it for me.

I don't like rough language, dirty jokes, narrow-mindedness or jealousy. A nice first date could be a picnic by the coast.

On my spare time I like to relax with friends and an ideal vacation would be a trip abroad.

My biggest wish is to be able to work as an artist without financial worries and if I won a million in the lottery, I would buy a house on the country side and spend the rest on a trip around the world.

The humane features of my cats always get me on a good mood. I get sad if I find that someone is being treated in an unfair manner.

If I could be anyone for just one day, I would still just want to be myself.

My favourite song is "Blue suede shoes", but all in all I like just about every kind of music. I listen to different kind of music depending on my mood. The same goes for movies but the most fascinating ones are well made and credible relationship dramas.

My favourite book is the Little Prince and my slogan is "Nose towards the wind".

Right now I miss my cats a lot because I've been traveling for a while and I haven't seen them in some time.

It would be nice to find a so called soul mate but I don't know if it's possible in here. I hope so, but you never have too many friends either.

I think it's important to be open and tolerant when you're in a relationship. An honest and open-minded attitude towards yourself and others makes a good ground for an enjoyable interaction that can turn into something unique.

Do you recognise yourself in these thoughts?
I'm looking forward to finding out.

I'm looking for

Sex: Male
Age: 29-37
Relationship: Company for hobbies, Friendship, Travel companion

Mairekoo

Sex: Female
Age: 29 years
Nationality: Finnish
Area: Pohjois-Pohjanmaa
Town: Oulu
Status: Single

General

Children: No
I want children: It's not important just now
Use of alcohol: Once in a while
Smoking: No
Horoscope: Virgo

Background

Ethnicity: European
Profession: Student
Education: College/University
Mother tongue: Finnish
Other language: English

Hobbies

In general: Dancing, Movies, Arts and crafts, Food and drink, Travel, Theater, Animals, Design, Games, Writing, Photography
Music: Alternative, Country, Dance music, Rock, R'n'B, Hip hop
Sport: Martial arts, Yoga, Gym, Running, Downhill skiing/Snowboarding, Gymnastics

Appearance

Hair color: Dyed/varies
Body type: Average
Height: 161-165cm
Eye color: Blue

THE
IMPRESSION
PROJECT
Maire Koo.



THE PROJECT



DIARY



PROFILES



JOIN



CREDITS

PROFILES



ANALYSIS: Profile IV



What happened?

- I received messages from 14 people.
- I received a flirt from 27 people.
- I couldn't respond to any of those without paying.
- On the expatriate site I received one "twinkle".
- I haven't gotten any impressions on the profile yet.

Impressions

Would you like to participate?

If this profile awoke your interest and gave a specific first impression of me, I would be delighted to hear it!

About the team

My father has maybe the most experience from internet dating out of all the people who helped me.

He made the profile with his lady friend, Leena who he (sort of) found online when they first met back in the turn of the millennium, when online-dating was still quite rare here in Finland.

He took the challenge seriously. He paid a lot of attention not only to the profile, but also to picking the right website. The one he chose advertises aggressively and I guess it's pretty popular.

About the profile

It turned out that the profile is virtually useless unless you are prepared to pay a monthly fee for using the website. I had already ruined my budget, so I decided not to pay for the membership. Instead I moved the profile to an expatriate networking site, that a friend recommended. I had to change the original profile a little in order to make it work on a non-dating-website.

The original profile was made in finnish, the second one was translated into english by myself.

Out of all the profiles, this one is the one where I least recognise myself.

*Some of the things are true for my relationship with my father but with no-one else and some are just misconceptions. I think some of the things my Father and Leena wrote are just generalisations about how all women are supposed to be.
(I dislike candles)*

*Even though Blue Suede Shoes is not my all time favourite, I love how confident my father is in his claims. He does know me very well and the most important things are correct, but it's fun that he wanted to go into details, like favourite books and the sort of jokes I like.
He's a darling!*

[BACK TO
THE
PROFILE](#)

Name	Impression:
Email	
Profile number:	
Send	

THE
IMPRESSION
PROJECT
Maire Koo.



PROFILES



PROFILE V: Made by my best friends from my teen-age years

ANALYSIS

Presentation

I'm creative, fun and open to new things. I like to travel. I was born in Helsinki in the south of Finland but mentally I feel closer to the north. My life style is my job and it takes me into new adventures constantly.

My values are non-conventional, almost radical. I'm an artist by profession. I don't lead a "nine to five"-life and I also let my partner choose the kind of life he wants.

I like to spend my free time with my friends on exciting new adventures. Surprise me and I'll surprise you!

I would spend my dream day either by the sea or at sea. Or maybe in a museum or theater. Or in a karaoke bar singing and having a pint. Outdoors with my friends or date, driving or riding a bike to a pique nique.

The three most important things in my life are freedom, health and my friends and family.

Equality is the most important value in my life.

I don't like narrow-mindedness or dishonesty but otherwise everything goes.

I feel comfortable with all kinds of people and I laugh really easily, at almost anything.

The red print is (in my mind) untrue.

My friends say I' good at:

- Constantly learning new things and broadening my perspectives
- Staying calm in hectic situations
- Being creative in a relationship
- Making new friends easily
- Enjoying the small things
- Listening
- Helping people who need help
- Being romantic
- Being sharp
- Entertaining other people
- Facing new challenges
- Maintaining a good physical condition
- Being persistant and gutsy

They say I am:

- Optimistic
- Charming
- Extroverted
- Talkative
- Energetic
- Initiative
- Independent
- Honest
- Humane
- Kind
- Impulsive
- Spontaneous
- Hedonistic
- Curious
- Flexible
- Reliable
- Practical
- Inventive
- Humorous
- Unbiased
- Visionary

Opinions and values

Politics	Not chosen
Religion	Other
Style	Bohemian



I'm interested in

Movies/TV, Art, Literature, Linguistics, Water sports, Cycling, Dancing, Photography, **Gymnastics**, Nature/camping, Travelling, Music, Games, Blues/Jazz, Country, Hip Hop/Reggae, Indie, Latinos, Pop, Rock, Soul/R'n'B

MaireKoo
Female-Oulu area-Oulu

What I like in a partner

My partner should be sharp and see the fun sides of life. He shouldn't be afraid of risks, but see life as an adventure.

I hope my partner would be eager to learn new things and broaden hie perspectives. He should be financially responsible, passionate about music, literature, theater and arts and enjoy the fine things in life.

My partner and I should share similar views politically. We should also have similar interests and passions

He should be able to listen but also to express himself. My partner should give me room to be myself.

He should want to share an active sex life.

What I don't like in a partner

My partner shouldn't see himself as a victim. He shouldn't be constantly on a bad mood and unhappy about his life and

More about me

Status	Single
Children	I don't have any, but I'd like to
Smoking	No
Alcohol	Once in a while
Pets	Cats
Horoscope	Virgo

What I'm looking for

Relationship	Friendship
Sex	Male or female

THE
IMPRESSION
PROJECT
Maire Koo.



THE PROJECT



DIARY



PROFILES



JOIN



CREDITS

PROFILES

I

II

III

IV

V

VI

VII

ANALYSIS: Profile V

About the team

My best friend and an old friend from my teenage years made a profile together. They know both me and each other very well.

They were the first to make dibs for a specific site. It was a very high-profile expensive site that has a little bit of an elitistic reputation.

I was amused about this because I'm a broke ass art student without an academic degree and usually I try to stay as far away from elitism and snobs as possible.

Viena and Karkki are a good team for profiling me. Karkki is observant about anything that has to do with appearance and life styles. She knows every genre and every trend and she can probably choose a box to put me in even better than I do.

Viena on the other hand is my second cousin and my ex-roommate. She has shared everyday life with me, but also numerous conversations about ideology, emotions, future plans, views of the world and philosophy. These two people know pretty well who I am.



AUDRÉE DEMERS-ROBERGE

[BACK TO THE PROFILE](#)

Impressions

You give a bubbly and possibly a pretty relaxed impression of yourself to new people. This is probably valid for a while but in certain situations there will emerge a very pedant and goal-orientated person from behind that surface. In those situations you demand things to go as discussed and the way you want them to go. =)

Mostly these are small everyday things.

You probably have your bad days as well and your partner knows when you're having one of those. I don't think that happens very often though.

Your partner gets unconditional attention, warmth and intimacy from you and sharing a life with you would most likely be uncomplex.

Sexually I believe you are a little bit reserved but with mutual trust one might be able to turn you into a tigress. =)

You like traditional sex, nothing kinky is a part of your life.

I believe you're best suited with an academic, a little submissive (obediant =) man. A man who doesn't set his goal ahead of your interests.

About the profile

The profile was observant but we soon ran into problems. I wasn't prepared to pay the high fees of the website and with a free account I couldn't even see the messages I received. I contacted the website admin and told them about the project.

I was hoping to get a free trial of the site but I was also prepared to delete the profile after telling the admins about the project. That is exactly what happened.

I moved the contents of the profile to a new location. Naturally I wasn't able to adapt everything smoothly from one site to another, but Viena and Karkki helped me with the transformation. The profile on theimpressionproject.com is some kind of an in-between version of the expensive old profile and the free new one.

In the initial profile my friends said I was looking for a relationship with a man. Because of the principals of how that site functions, there was a substantial amount of demands and conditions about my possible partner. I thought they were pretty unreasonable so I left them out of the second profile but I included them in the profile v at theimpressionproject.com. For the second profile I also changed what I'm looking for. I didn't want to mislead anyone by saying that I'm looking for love when in fact I only wanted help with my project. So instead I told that I want to find new friends of both men and women.

What happened?

- I received messages from 22 people.
- I was able to answer 6 of them. (Because the first version of the profile was on a very expensive site and I decided not to pay for messaging.)
- 2 answered me back after hearing about the project.
- One wanted to participate in the investigation.
- * I received one outburst. (One of the people I answered was a scientist who thought my research was unethical. I shared their concern. Throughout the whole process I have been worried about the ethics of the project. We shared a few messages and I sort of got a blessing for my project. Sort of. This still left me pretty unsettled and sad. I do take other people privacy and especially their hearts very seriously. I (yet again) thought about quitting the project.)



PROFILES



PROFILE VI: Made by my teacher and my ex-roommate



mairekoo

Age	29
Location	Oulu, Oulun lääni
Height	168 cm
Body type	Average
Family	I don't have kids

My interests

Favourite Music	I have a very broad taste!
Favourite Movies	Tarantinos
Favourite Books	Hard to say, but I like to read.
Sports	Running
Hobbies	Conversations, arts, dancing



The red print is (in my mind) untrue.

In My Own Words

I am a happy, positive and energetic person. Personal activity leads me into different kinds of adventures. I like to travel a lot, study languages and I also cook a good len soup. I drive old - some may consider crappy - cars. My absolute favorite is Lada! I've lived all over Finland and also a little bit abroad, I just returned from Portugal.

Things that I like to do in Oulu

Hang out in restaurants, gigs or bars with my friends. I like running and also all kinds of culture and art, so I do visit (and organize) various events.

Places that I like to take a date in Oulu

To go to see a Kärpät match! Or maybe just go out eating. We could see the city on foot or something.

I would be interested in meeting someone like

All kinds of people! I appreciate reliability in people. I like conversations, but even more than that I love laughing.

Answer this question for me

A ridiculous question. Come up with your own.

I would like to "Do Lunch" with

This is also a bit funny question. Maybe I could have lunch with Obama and Gandhi and talk about life. Or just have a lunch with my best friends.

About me

Hair	Red
Eye color	Green
Ethnicity	White
Horoscope	Virgo
Occupation	Artistic / Musical / Writer
Education	Bachelor's degree
Faith	Agnostic
Smoking	Socially
Drinking	Socially
Pets	Cats
Languages	English, Finnish, Portuguese, Spanish, Swedish

What I'm looking for

Age	18-99
-----	-------

THE IMPRESSION PROJECT Maire Koo.



PROFILES



ANALYSIS: Profile VI

About the team

Probably the strangest profile-team was formed by my ex-roommate and my teacher. They know each other pretty well and they get along, so I thought it could be a good match. They also know me from a professional point of view as well as a personal one. I'm pretty career-driven so I figured it would be a good idea to have a profile made by people who know that side of me.

Siiri is a cool girl with dread locks and attitude in her early 20's. She studies fine arts with me and we used to live together in a pale pink wooden house.

Aapo is a performance artist/ teacher/ farmer in his mid 30's. He's actually the only one of my helpers who has a traditional family with children still living at home and all.

What happened?

- I received messages from 56 people for the profile that was put on the dating site. I couldn't respond to any of them with out paying a large fee.
- No-one messaged me through the couchsurfing site.

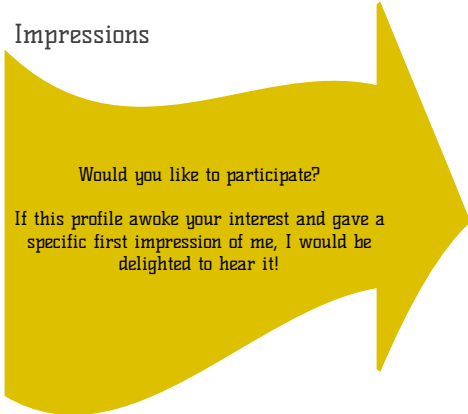
About the profile

Siiri and Aapo were the last ones to pick a site for the profile so a lot of the more popular ones were already taken. They ended up choosing an international dating site, but we soon ran into the same old problem with money.

I moved the content onto a couch surfing site and it worked pretty well without me having to make a lot of changes.



Impressions



Would you like to participate?

If this profile awoke your interest and gave a specific first impression of me, I would be delighted to hear it!

Name	Impression:
Email	
Profile number:	

Send



More by MaireKoo



PROFILES



PROFILE VII: Made by my band mate and performance art partner



The red print is (in my mind) untrue.

mairekoo
heterosexual

Female - 29 years - Single - Oulu -
Pohjois-Pohjanmaa

Looking for: Friendship, Something else

" You've got to express what is
taboo in you and share your
freak with the rest of us." -
Macy Gray



Could you be something for me?



Favourite things

Tv

The Bridge, Siskonpeti, 6 feet under, True Blood.

Radio

When I drive, I listen to country. I sing along the songs that I know and the songs that I don't.

Music

I have a punk band, I turn tables and every time I'm in a karaoke bar, I sing "These Boots Are Made For Walking."

Movies

There are a few.

Best things I know

Sour cream on top of pizza, the smell of gasoline, earth between my fingers and even my teeth, traveling, Mitja- and Ruurikki-cats, old green and real leather.

What lights my fire

Making art, inspiring people, Kikka and flowers.

Things I'm not crazy about

Bad manners and box life.

Appearance

Height	164 cm
Built	Normal
Eye color	Blue
Hair color	Red

Background

I live	In a shared apartment
I speak	Spanish, Body Language, Portuguese, Swedish, German
Education	College
I work	As a student
My field	Communication/media/culture



PROFILES



ANALYSIS: Profile VII



AUDRÉE DEMERS-ROBERGE

What happened?

- I received messages from 77 people.
- 23 answered back after they heard about the investigation.
- 12 wanted to participate in the investigation.
- I ignored 5 messages. (because they were so far out of line or so generic that it didn't seem like I would hurt their feelings.
- I met 4 people in person.
- I was physically attracted to one of the people I met. Mentally attracted to three of them.

* I received a cd from one of the people I met. It was the latest record by his own band and it was really good! I'd never heard of the band before even though I used to listen to the genre quite a lot.

Artistic people are usually broad minded and deep. That works for me. I assume you don't have any and that's not important for you. Your height is lovely. A woman that would fit in a man's arms just fine. Your opening line was just a question which makes it easy to make the first move. That's definitely a plus.
It seems like you don't know what you want from a man. The age spectrum was fairly wide which speaks of openmindedness and that "age is just a number" and less important but it could also mean you have life experience.
The row boat in your picture gives the impression that you like the calmness of the countryside. That's a plus!

About the team

The last profile was made by my crazy performance partner Tiia and my band mate Reetta.

They've both studied art together with me for three years in a small town in the west of Finland. Reetta is a sculptor and Tiia is a performance artist like me.

The things I do (artistically) with Tiia are something I didn't even know I was capable of. Or let's put it this way: I finally found in Tiia someone equally crazy but also equally gentle as me. She sees and raises my bet every time but still manages to be the warm house wife -kind of a woman, who knits and bakes. She's like a strong hit of healthy heroin for me.

Reetta is a bit different, she's my cool single girl friend. And she has the most loveable old dog I've ever met. I've spent lazy summer days, wild summer nights and long skype conversations with her talking about love, life, sex, love, life and sex. Mostly.

Not to forget our band "Ernnet nainen ja hiljaiset sulheet". It translates roughly into "the separated woman and the silent brackets". It's a five woman band and we play old finnish dance music with a punk attitude. Just for fun and as a form of emancipation.

Tiia and Reetta are new friends but ones who I've spent the most recent years with. Plus they have a great sense of humour and a lot of gits. I had high expectations for this one.

About the profile

When I saw the profile for the first time, I laughed out loud. I thought it was hilarious and it actually captured a lot of my personality.

Later I realised there wasn't a lot of text and the pictures were a bit strange as well but Reetta told me they did it on purpose. They spent a long time thinking about what to put on the profile. They wanted to keep it really clean and simple. Apparently they went really far in trying to analyse how I would construct a dating profile. They were sure I would say just a few selected things about myself. (obviously they were wrong about that, as seen in profile I)

The strange thing about this profile was that a lot of people thought I was a heavy drinker and "nuts". Which I guess is perfectly understandable. The profile doesn't portray an ordinary finnish person. At least not a moderate drinker. I suppose ordinary isn't what I am, but I certainly don't want to attract alcoholics. That's actually of very high importance for me. I hate spending time with drunks.

Impressions

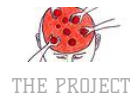
You secretly listen to Motörhead.

You're energetic, you have a positive and happy attitude. You like to travel and you don't look forward to boring

First of all your pictures were a lot of fun, but at the

THE IMPRESSION PROJECT

Maire Koo.



WHAT HAPPENED?

PROFILE I

- I received messages from 62 people.
- 23 answered back after they heard about the investigation.
- 18 wanted to participate in the investigation.
- I ignored 12 messages. (because they were so far out of line or so generic that it didn't seem like I would hurt their feelings.
- I met 5 people in person. I skyped with one.
- I was physically attracted to one of the people I met. Mentally attracted to all of them.
- * I received one poem. (In which the word sweet was misspelled as sweat. I thought it was great! Later I heard my friend received the same poem from the same guy. I thought that was great too!

[Read more...](#)

PROFILE II

- I received messages from 62 people.
 - 27 answered back after they heard about the investigation.
 - 11 wanted to participate in the investigation.
 - I ignored 9 messages. (because they were so far out of line or so generic that it didn't seem like I would hurt their feelings.
 - I met no-one in person. I scheduled one date but the guy stood me up.
 - * One guy really wanted to move in with me. I mean badly.
- Most of the guys who contacted me didn't speak English nor Finnish and didn't really understand I was making a research.

[Read more...](#)



PROFILE III

- I received messages from 3 people.
- No-one answered back after they heard about the investigation.

[Read more...](#)

PROFILE IV

- I received messages from 14 people.
- I received a flirt from 27 people.
- I couldn't respond to any of those without paying.
- On the expatriate site I received one "twinkle".
- I haven't gotten any impressions on the profile yet.

[Read more...](#)

PROFILE VI

- I received messages from 56 people for the profile that was put on the dating site. I couldn't respond to any of them with out paying a large fee.
- No-one messaged me through the couchsurfing site.

[Read more...](#)

PROFILE V

- I received messages from 22 people.
- I was able to answer 6 of them. (Because the first version of the profile was on a very expensive site and I decided not to pay for messaging.
- 2 answered me back after hearing about the project.
- One wanted to participate in the investigation.
- * I received one outburst. (One of the people I answered was a scientist who thought my research was unethical. I shared their concern. Throughout the whole process I have been worried about the ethics of the project. We shared a few messages and I sort of got a blessing for my project. Sort of. This still left me pretty unsettled and sad. I do take other people privacy and especially their hearts very seriously. I (yet again) thought about quitting the project.)

PROFILE VII

- I received messages from 77 people.
- 23 answered back after they heard about the investigation.
- 12 wanted to participate in the investigation.
- I ignored 5 messages. (because they were so far out of line or so generic that it didn't seem like I would hurt their feelings.
- I met 4 people in person.
- I was physically attracted to one of the people I met. Mentally attracted to three of them.
- * I received a cd from one of the people I met. It was the latest record by his own band and it was really good! I'd never heard of the band before even though I used to listen to the genre quite a lot.

THE IMPRESSION PROJECT

Maire Koo.

[THE IDEA](#)

[THE PLAN](#)

[THE RULES](#)

[THE PROFILES](#)

DIARY




THE
IMPRESSION
PROJECT
Maire Koo.


THE PROJECT


DIARY


PROFILES


JOIN


CREDITS

Day 1, Valentine's day
14.02.2014
The first day of the research.

Day three.



Day 2
15.02.2014
What to tell about myself?

Day four



Day 3
16.02.2014
Talking about Tinder.

Day five



Day 4
17.02.2014
Last day in Finland.

Day six



Day 5
18.02.2014
Travelling.

Day 6
19.02.2014
Québec City.

THE
IMPRESSION
PROJECT
Maire Koo.



CREDITS

(I didn't do this all by myself!)

The Impression Project features:

Illustrations by:

Audrée Demers-Roberge, Tiia-Mari Kolibri,
Outi Forstén, Toivo Tonta & Marika Rätty.

Profiles written by:

Audrée Demers-Roberge, Marjukka Parkkinen,
Tiia-Mari Kolibri, Reetta Partanen, Ilkka Rätty, Leena
Kokko, Raija-Leena Löövi, Milla Meronen,
Viena Rainio, Karoliina Kärkkäinen, Siiri Nevalainen
& Aapo Korkeaaja.

Spell Check by:

Elexa Poropudas

Background research interviews from:

Jani Karimäki, Mila Galle, Siiri Nevalainen,
Tiia-Mari Kolibri, Anne Holappa, Henry Laasanen,
Tiina Laiho/Audrey dating, Caroline Blais
& Jussi Korhonen/Eliittikumppanit.

Moral Support from:

Marjukka Parkkinen, Audrée Demers-Roberge,
Aapo Korkeaaja, Tero Nauha, Saara Kärki,
Samuli Kontio,
Sami Teitto, Caroline Blais, Jussi Matilainen
& Tiia-Mari Kolibri.

Technical support from:

Jyväskylä Art Museum, Kampus Data, Acer Finland
& Aapo Korkeaaja

Special thanks to:

Jyri Tiihonen and Saara Ignatius

I also want to express great gratitude to everyone who offered to help me in the project anonymously, gave me their first impressions of me based on any of the seven profiles, shared their thoughts about on-line dating with me, met me in person and gave me their time. I never could have done this without you. (Obviously).



Kampus Data

THE
 IMPRESSION
 PROJECT
 Maire Koo.



JOIN

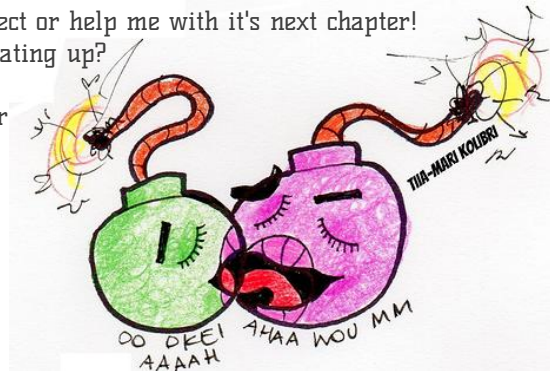


What did you think?

Go ahead and give me feed-back about the project or help me with it's next chapter!
 What have you always wanted to know about mating up?
 Ask me and I'll find out!
 Naturally I would also be happy to receive your wisdom about the subject.
 Thank you!

Maire Karuvuori

Mairekoo.wix.com/mairekoo
mairekoo@gmail.com



Name

e-mail

Subject

Message



More by MaireKoo