Abstract
The aim of this research paper is to explore and describe the ways in which adolescents of popular sectors of Buenos Aires City search for Internet dating through the social network Facebook. For this, we investigate the information they provide in their profiles, the strategies that deploy to seduce and gain visibility in the walls of their community of peers, on the advantages and disadvantages about dating through social network and gender differences. At the methodological level, in this research mixed type, we conducted, on a quantitative level, a survey of adolescents of popular sectors of the City of Buenos Aires (n= 150); on a qualitative level, we have made observations and in-depth interviews to twenty-five adolescents from popular schools, cybers and community centers, as well as virtual observations through Facebook. The main findings were that the personal photos and statements of "feeling state" function as central to the presentation of self among adolescents, as well as for powering the sociability through feedback. As for the main advantages and disadvantages about meeting a couple in Facebook, we observe the importance of knowledge the tastes and preferences as a way to anticipate a first approach. In turn, we identify the fears of a face to face encounter and distrust of what is presented as “true” in the profiles. Finally, we call “virtual club” to the social network, in order to highlight the changes that have occurred in the interactions of adolescents around the matchmaking.

Keywords
Internet Dating, adolescents, popular sectors, Facebook.