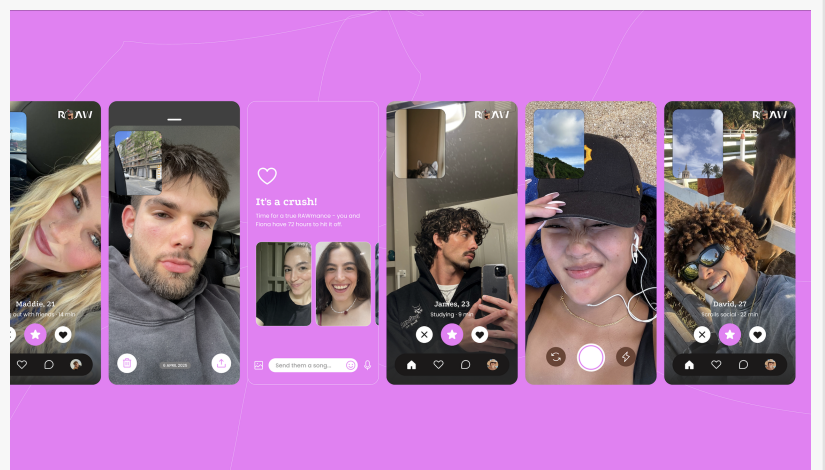


RAW Dating App Identifies New Trend: 79% of Gen Z Users Prioritize Real Photos Over Filters

Dating apps see surge in 'reverse catfishing' as users post real, unfiltered photos

NEW YORK , NY, UNITED STATES, June 23, 2025 /EINPresswire.com/ -- [RAW dating app](#) has been fighting catfish and fake profiles since day one with their double-photo verification — no filters, no fakes, just real faces. Now, their users are leaning in even further by posting their least polished, most candid moments.



People are catfishing backwards for love

Instead of carefully curated selfies, profiles now feature just-woke-up faces, post-gym sweat, and full-on ugly-laugh. Reverse catfishing flips the script — showing the most unfiltered version of oneself in order to attract the right kind of match.

“

Gen Z daters value being real over being perfect. They want matches who share their actual interests. If showing their messy side means fewer connections, so be it.”

Marina Anderson, co-founder of RAW

The trend comes at a pivotal time. Romance scams have surged 20% in the past year, and 79% of Gen Z report burnout from traditional dating apps. Yet nearly half of young daters already say they prefer using honest photos — a shift that may signal lasting change.

"Gen Z daters value being real over being perfect. They want matches who share their actual interests — whether that's deadlifting, ramen hunting, or binge-watching trash TV. If showing their messy side means fewer connections, so be it. Quality over quantity. They'd rather scare off 100 wrong matches than fake it for one", - says Marina

Anderson, co-founder of RAW.

RAW's community is also rejecting outdated dating norms. Ghosting is giving way to showing up.Breadcrumbing is being replaced by transparency and real effort. Reverse catfishing isn't just a

trend — it's a signal that users are ready for something more genuine.

[About RAW](#)

RAW is a next-gen dating app designed to make authenticity the norm. With real-time, front-and-back camera photo verification and features that discourage ghosting and fakery, RAW is building a safer, more honest dating space for Gen Z and beyond.

Marina Anderson

Raw Dating App

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