RESEARCH HUB
Online Dating & Discovery Association

THE ODDA RESEARCH HUB

Hard questions. Real evidence.

The Hub turns the sector's hardest questions into evidence people can act on.

Platforms, academics, regulators, law enforcement and consumer advocates in the same room. Rigorous, independent research that actually gets used. Open to ODDA members and non-members.

FIVE PRIORITIES: Fraud | Policy & regulation | Trust & safety | VAWG | Innovation

Who it's for

Platforms

BRING US
The problem you can't crack, the idea you want to test, or the evidence your regulator, board or users keep asking for.

YOU GET
Independent findings you can stand behind. Propose, join or commission a project, published or fully confidential.

Academics

BRING US
A research question, a funding bid, or the need for industry partners.

YOU GET
Access to platforms, regulators, law enforcement and advocates. Grant and UKRI match-funding partners. Your independence and ethics process stay in charge.

Organisations

BRING US
A budget, a policy question, practitioner insight or access to networks.

YOU GET
A research partner, convenor or named co-applicant on funding bids, and a seat at the table on cross-sector projects.

How it works

Open access
Findings published for the benefit of the whole sector.

Confidential
Commissioned under contract. You control ownership, disclosure and use.

01 Independent by design
The method stays independent, whoever funds it and whether or not it's published.

02 Cross-sector by nature
No single discipline owns a question.

03 Clear from the start
Scope, data, ethics, IP and publication agreed before work begins.

Got a question worth answering?

Tell us what you want to find out, the scope, who else is involved and what you hope to get out of it. Rough answers are fine.

hub@theodda.org

We reply within two working days.