# Hinge Introduces 'Your Turn Limits' Feature to Combat Ghosting in Online Dating



Hinge, the dating app, is experimenting with a new feature titled 'Your Turn Limits' aimed at curtailing the common dating issue of ghosting by urging users to either respond to or close out conversations before initiating new ones. This update is designed to prioritize quality communications over the number of matches. The testing phase involves sending a reminder to users who have eight or more matches pending a reply, prompting them to take action to continue the chat. This initiative comes after a study revealed that 44% of Hinge users identified a lack of responsiveness as a significant challenge in online dating. Also, Hinge recently introduced the 'Hidden Words' tool to help users filter out unwanted interactions, enhancing the app's usability and safety. The duration and regional scope of the 'Your Turn Limits' test are currently unspecified.