Helen E. Fisher is a Senior Research Fellow at The Kinsey Institute, Indiana University, Member of the Center for Human Evolutionary Studies in the Department of Anthropology, Rutgers University, and Chief Science Advisor to Match.com. She received her PhD in Physical Anthropology at the University of Colorado with a dissertation on the evolution of human female sexuality and the origin of the nuclear family.

Helen is currently studying the biological basis of personality and is a pioneer in examining the neuroscience of leadership, innovation, and teaming building. Using data collected from her questionnaire, the Fisher Temperament Inventory, taken by 15+ million people in 40 countries, as well as her knowledge of genetics, brain architecture (using fMRI) and neurochemistry, she discusses four broad styles of thinking and behaving associated with four specific brain systems. She gives detailed data on how to recognize and influence each form of IQ, and how individuals of each temperament dimension are predisposed to think, work, innovate, lead and love.

In collaboration with Match, Fisher also conducts an annual study, Singles in America. This study does not poll Match members; it queries a national representative sample of American singles based on the US census. She has data on 50,000+ singles of every (adult) age, and major ethnicity, religion, region, sexual orientation and political perspective—including their behaviors and attitudes concerning sex, romance, love and marriage, what they seek in a partner, and how they court and communicate in our digital age. She discusses three current social trends: 1) how the Internet is changing—and not changing—human patterns of courtship, romance and pair-bonding; 2) the impact of women moving into the worldwide paid labor force and how the double-income family is changing male-female relations; and 3) what she calls Slow Love—courtship in the digital age, including the impact of the Covid pandemic on dating, and the current trend toward more stable long term partnerships.

Fisher is widely known for her brain scanning studies of romantic love and attachment and for her cross-cultural examination of human patterns of monogamy, adultery and divorce. She has written six internationally best-selling books and many articles on the brain science, evolution and future of human sex, courtship, romance, marriage and related aspect of human social behavior.

ANATOMY OF LOVE: The Natural History of Mating, Marriage and Why We Stray (fully revised and updated 2nd Edition; 2016, New York: WW Norton). First published in 1992, this book became a classic. In this second edition, Fisher has added her brain research (fMRI) on lust, romantic love and attachment. She also presents data on 40,000+ people to explain why you love who you love. And using data collected on 50,000+ people, she discusses sexting, hooking up, friend with benefits and other contemporary trends in courtship and marriage. She also traces human sex and love back to life in the trees 21 million years ago to explain why we marry and divorce, the “four-year itch,” why some are adulterous, the origins of love addictions, why men and women think differently, and the rise (and fall) of the sexual double standard. Last, the book discusses “Future Sex,” the impact of current technology on courtship and attachment, and a dramatic current social trend Fisher calls “slow love.”
WHY HIM? WHY HER? How to find and keep lasting love (Jan 2009, Henry Holt; paperback 2010) discusses Fisher’s biological theories for why people with specific chemical profiles are romantically attracted to one another. The book stems from her current work as Scientific Advisor to Match.com and Chemistry.com, a division of Match. Her data and ideas are based on her analysis of four biologically-based personality dimensions in 100,000 people and patterns of attraction among 28,000 individuals, as well as data from genetics, neurochemistry and personality studies. It has 21 foreign language editions.

WHY WE LOVE: The Nature and Chemistry of Romantic Love (Henry Holt, 2004; paperback 2005) discusses her research projects with colleagues at the Albert Einstein College of Medicine and SUNY Stony Brook in which she uses fMRI brain scanning to investigate the brain circuitry of romantic love, a primary human mating drive. It also discusses her research on animal attraction and attachment, romantic rejection, love at first sight, and controlling love. It was a selection of the Scientific American Book Club; the Discovery Channel Book Club; and a Main Selection of the Quality Paperback Book Club. It has 24 foreign language editions.

THE FIRST SEX: The Natural Talents of Women and How They are Changing the World (Random House 1999; Ballantine Paperbacks 2000) discusses gender differences in the brain and behavior and the impact of women on 21st century business, sex and family life. It has 14 foreign language editions and was selected as a “Notable Book of 1999” by the New York Times Book Review.


Street Y, The C.G. Jung Institute of Chicago, Planned Parenthood of NYC, U.S. Department of Agriculture, American Psychiatric Association, CompassPoint Addiction Foundation, William Alanson White Institute, National Association of Social Workers, The Brookings Institution, American Press Institute, American Society of Newspaper Editors, Newspaper Association of America, Bank of America/Merrill Lynch, Solomon-Smith Barney, Merrill Lynch, Fortune Magazine, Columbia Business School, New York State Association of Independent Schools, Johnson and Johnson, GlaxoSmithKline, Deloitte, Procter & Gamble, VISA, American Express, Women in Leadership Summit, Biogen, The Guggenheim Museum, KPMG, Blue Cross, CSX Corp, Foote, Cone and Belding, and other business, academic, museum, and town hall conferences in the United States, Canada, Europe and Asia (see vita for full list). During 1994-95 she lectured on college campuses as a Visiting Scholar of the Phi Beta Kappa Society. In 2014, she was designated a TED All-Star; her three TED speeches have been viewed by over 12 million people worldwide.


Since 1983 Dr. Fisher has served as an anthropological commentator and/or consultant for businesses and the media. Her contracts include those with Match.com, NBC's Today Show, WNET TV (New York), The Canadian Broadcasting Corporation, The Reader's Digest, Time-Life books, Roper Starch Worldwide, Procter and Gamble, Deloitte, Visa, Harpo Productions, National Starch and Chemical Co., Leo Burnett. Manning, Selvage and Lee, Avon, Ferminisch, American Museum of Natural History, Revlon, General Foods, American Express, Merrill Lynch, Bank of America, and VISA. She was a juror at the Sundance Film Festival in 2011 and a juror at the Tribecca Film Festival in 2013. She is currently Chief Science Advisor to Match.com.

She was featured in a documentary film, Sleepless in New York in 2016; ABC 20/20 featured her 2009 book in an hour special, WHY HIM? WHY HER? in January 2009. She was the host of a four-part radio series, WHAT IS LOVE? for the BBC World Service in 2004; host of a four-part TV series, ANATOMY OF LOVE, for Turner Broadcasting Systems in 1995; and commentator on a 10-part series for The Today Show (NBC) in 1984-85. She has appeared on hundreds of other TV programs in the US and abroad, including Nightline (ABC), The Colbert Report, The View, Dateline NBC, ABC Prime Time Live, ABC 20/20, Sonya Live (CNN), CNN News, CNN International News, The Today Show (NBC), NBC Nightly News, ABC World News Tonight, Good Morning America (ABC), John Stossel (ABC), USA Today, WGBH (PBS Boston), Charlie Rose (PBS New York), The Cronkite Report, WETA (PBS
Washington), The News Hour with Jim Lehrer, MS-NBC Today in America, The Early Show (CBS), the Oprah Winfrey Show, the History Channel, The Discovery Channel, the National Geographic Channel, BBC London, Channel 4 London, and CBC Canada. She has also appeared on many local, regional, national, international and foreign radio talk shows including: Larry King Live, Talk of the Nation (NPR), Science Friday (NPR), The Diane Rehm Show (Washington DC), The Leonard Lopate Show (New York NPR), All Things Considered (NPR), the Michael Jackson Show (Los Angeles), The Milt Rosenberg Show (Chicago), Quirks and Quarks (CBC national Canadian), Ideas (CBC national Canadian), AAAS Science, BBC National Radio and BBC international radio. For her work in communicating anthropology to the lay public, Helen has received the American Anthropological Association's Anthropology in Media Award, and Distinguished Service Award.

For her full CV see her website: www.helenfisher.com. Her teaching website is: <www.TheAnatomyOfLove>