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Dating expert slams Love Island 'bed sharing' as 'inappropriate' during a heated debate on GMB - and claims Susanna Reid watches the show 'to avoid having deeper relationships'

- Love Island has three million people a night tuning in to the ITV2 show
- Good Morning Britain presenters Piers Morgan and Susanna Reid clashed
- Discussion centred around the reality show 'celebrating stupidity'
- Dating expert suggested that the show confused young people and their image

By NATALIE CORNER FOR MAILONLINE
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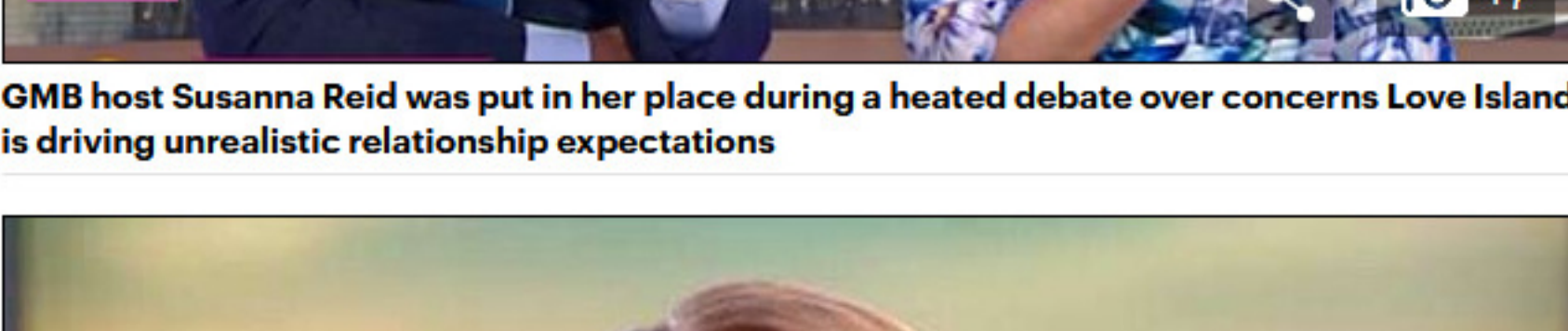
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Love Island has taken over TV screens with three million people tuning in to the ITV2 show every night - but it has caused a major divide between those who love and hate it.

During a heated debate on ITV's Good Morning Britain, presenter Piers Morgan slammed the show for 'celebrating stupidity', whereas his co-host Susanna Reid passionately defended the reality series as a form of escapism.

But dating expert and guest Kate Mansfield blasted the show for sending a confusing message to its younger viewers, saying that the contestants sharing a bed so early on in a relationship was 'inappropriate'.

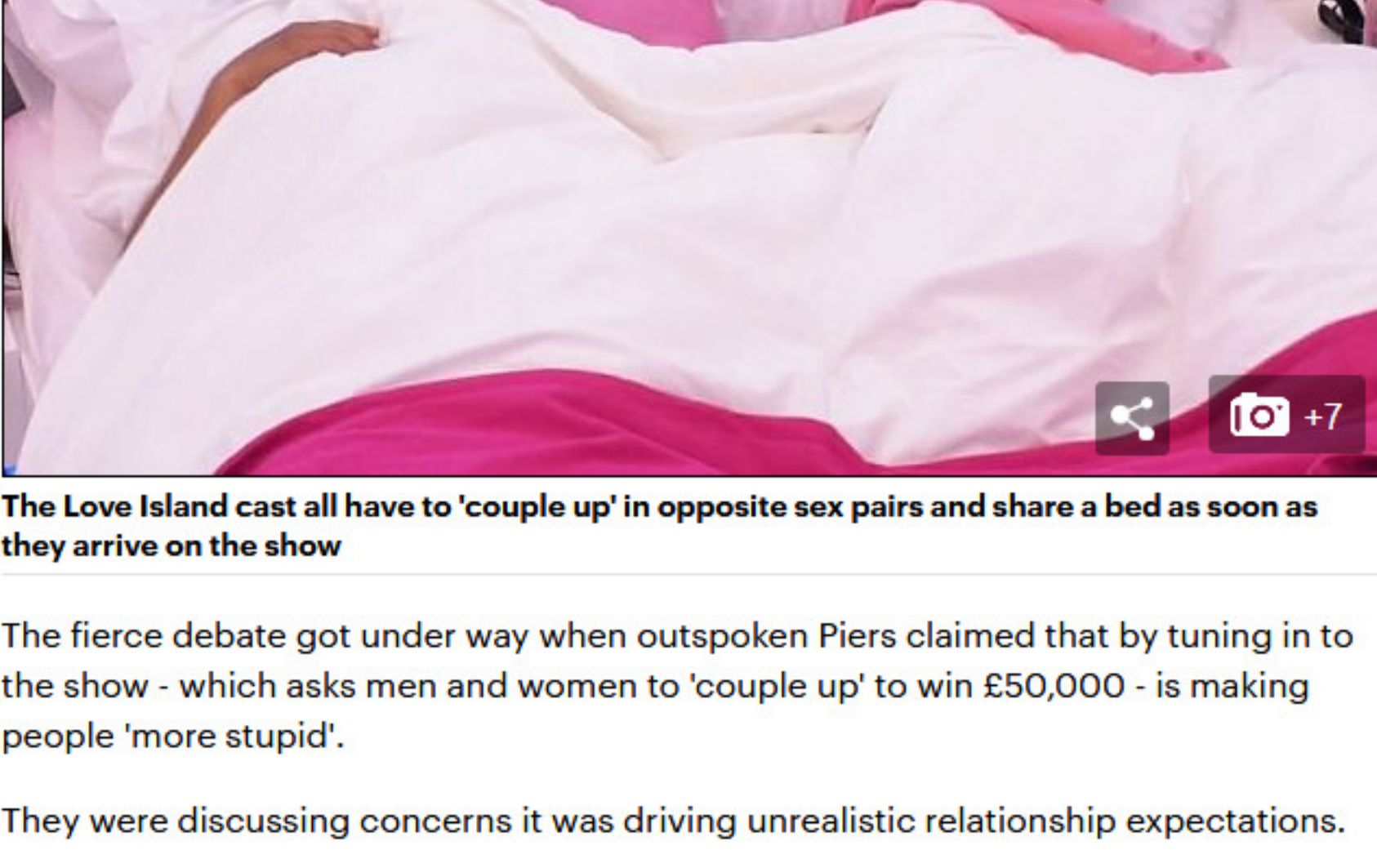
She also suggested that Susanna, who is single following the end of a 15-year relationship in 2014, loves the show so much because she 'wants to avoid deeper authentic relationships'.



GMB host Susanna Reid was put in her place during a heated debate over concerns Love Island is driving unrealistic relationship expectations



Dating expert Kate Mansfield suggested that the show was 'disempowering' for women and that the host was perhaps using it as a way to escape from her own love life



The Love Island cast all have to 'couple up' in opposite sex pairs and share a bed as soon as they arrive on the show

The fierce debate got under way when outspoken Piers claimed that by tuning in to the show - which asks men and women to 'couple up' to win £50,000 - is making people 'more stupid'.

They were discussing concerns it was driving unrealistic relationship expectations.

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Kate was on Piers' side adding that the way women were represented on Love Island implied that girls who were not a size 8 would be alone.

'It completely disempowers women. It makes women look like stupid morons, like bimbos,' she fumed.

'The message of it is you have to look like a size 8 model to get a man.'

Susanna countered that as all the women were a similar size on the show so they were effectively 'equally matched'.

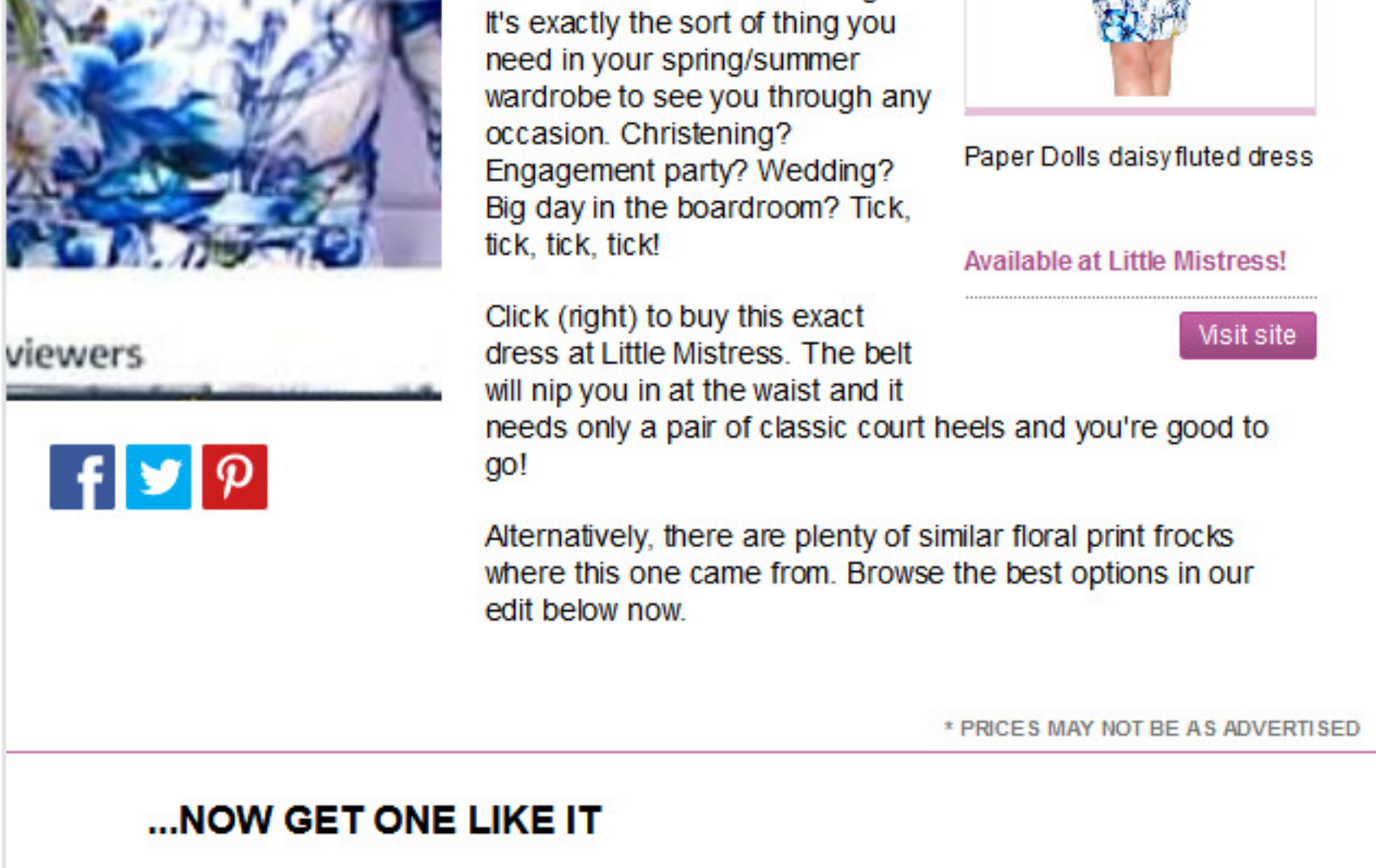
The dating expert explained how the show was creating unrealistic expectations for women and relationships, particularly those who had lost their confidence.

She pointed out that viewers were likely women who had gone through a divorce, had problems in their love lives and lost their confidence.

To which Susanna joked: 'We're talking about me. And I love it!'

Kate then bit back in an awkward moment: 'You love it, because maybe you want to avoid deeper authentic relationships.'

As Piers mocked that Kate had 'hit the nail on the head', Susanna laughed and agreed 'you may be right'.



Susanna passionately defended the hit reality series saying that it was an interesting look into people's relationships

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Pick florals like Susanna in a daisy print dress by Paper Dolls

Susanna Reid never fails to brighten up our mornings with her pretty pencil dresses, and today's daisy print number had us reaching for those credit cards all over again. Thanks to stylist Debbie Harper for bringing this blue and white design to our attention!

It's from Paper Dolls and we love the bell sleeves and flattering fit. It's exactly the sort of thing you need in your spring/summer wardrobe to see you through any occasion. Christening? Engagement party? Wedding? Big day in the boardroom? Tick, tick, tick, tick!

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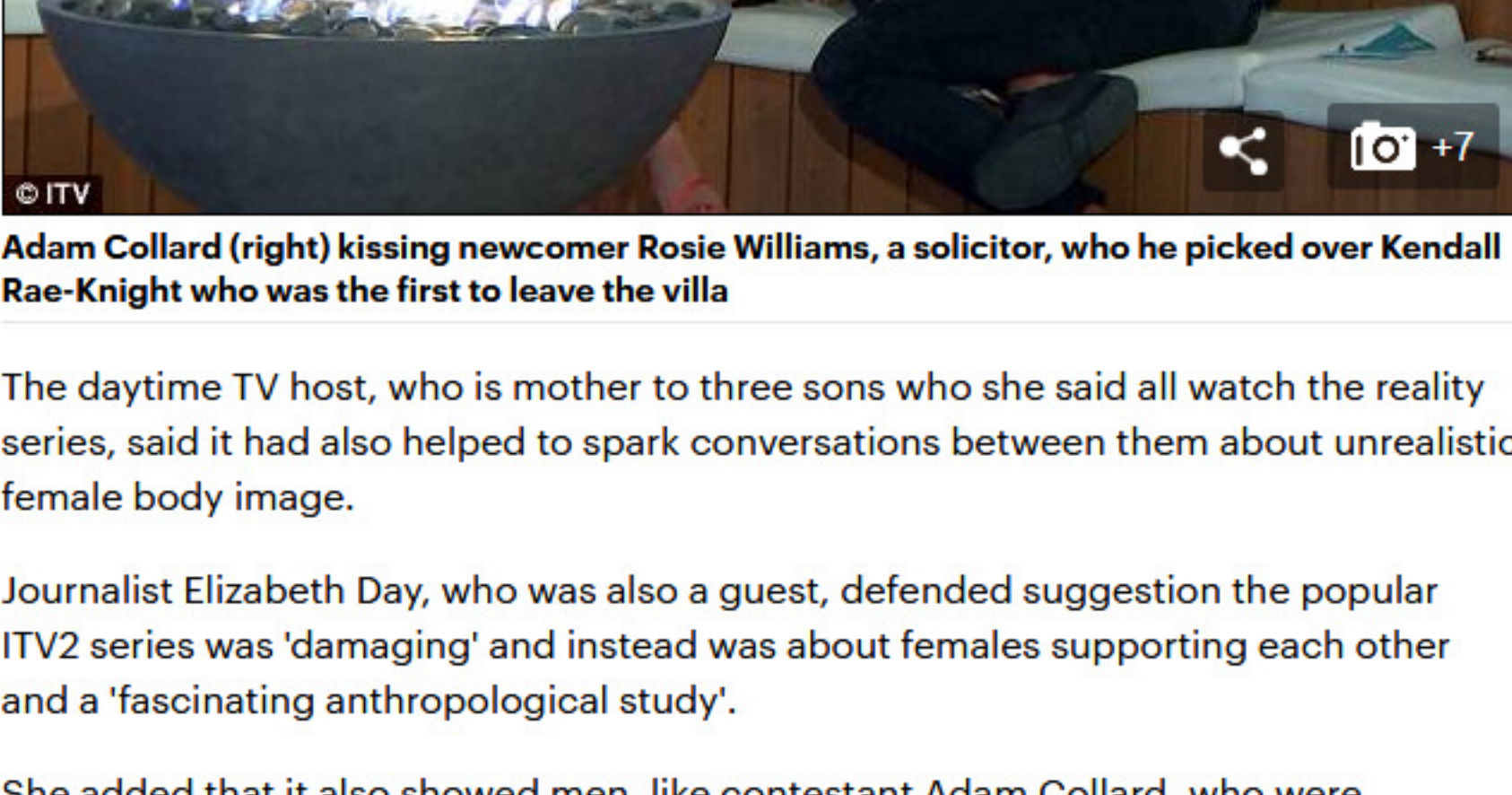
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Journalist Elizabeth Day agreed with Susanna saying that the show was about females supporting each other and a 'fascinating anthropological study'



The debate descended into chaos as Piers began shouting over his guests claiming the programme 'celebrated stupidity'



Adem Collard (right) kissing newcomer Rosie Williams, a solicitor, who he picked over Kendall Rae-Knight who was the first to leave the villa

The daytime TV host, who is mother to three sons who she said all watch the reality series, said it had also helped to spark conversations between them about unrealistic female body image.

Journalist Elizabeth Day, who was also a guest, defended suggestion the popular ITV2 series was 'damaging' and instead was about females supporting each other and a 'fascinating anthropological study'.

She added that it also showed men, like contestant Adem Collard, who were 'symptomatic of toxic masculinity'.

But Kate was utterly unimpressed: 'Even the girls they share a bed that early suggests a really confused message to girls about boundaries and about when you should share a bed and when you should become sexual.'

'It's inappropriate and it's giving girls who are already confused about sexual boundaries.'

Good Morning Britain airs weekdays on ITV from 6am

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- Strictly champion Kevin Clifton breaks his silence as he thanks Annelise Rice for dancing with 'her heart' amid claims he felt 'humiliated' by exit
- Angela Jolie, 44, vows in purple top as she giggles with Michelle Pfeiffer, 61, at Maleficent: Mistress of Evil photocall in Rome

EXCLUSIVE Gemma Collins struggles to carry her belongings before packing them into her 20-year-old £295 Nissan Micra

'I feel like the luckiest girl on the planet': Alesha Dixon confirms she has welcomed her second daughter Anya and reveals she gave birth seven weeks ago

The Crown's Emma Corrin dons a pink polka dot dress and statement headpiece as she emulates Princess Diana during her 1983 tour of Australia while filming season four

I Love You, Now Die: Discover the truth behind the text scandal that shocked a nation AD FEATURE

EXCLUSIVE A saltwater swimming pool, outdoor bar and panoramic views of LA... a first look at the lavish \$6million The X Factor Celebrity house used by this year's stars

Strictly's Annelise Rice keeps a low profile as she's seen for the first time since vote off... amid claims partner Kevin Clifton felt 'humiliated' by their early exit

Holly Willoughby skips down a 'yellow brick road' in Dorothy Gale's ruby slippers as she arrives LATE to This Morning ahead of Wizard of Oz special

SPOILER: Love Island's Zara McDermott suffers an awkward debut as boyfriend Sam Thompson comes face to face with ex Sophie Habboo

Strictly's Katy Jones admits fans asked her if she was 'on something' after her epic dancefloor fall... as her partner Mike Bushell reveals 'clumsy' dancer crashed her car before tumble

Love Island: Hunky Scottish footballer turned model Jay Munro 'signed up' by ITV bosses for new winter series'

'Mark Wright and sad': 'I was lonely's pain at being away from wife Michelle while 'basing money' in LA (as he shares meme about how to get away with lying to your partner)

EXCLUSIVE Human Ken Doll Rodrigo Alves reveals devastation after discovering his nose is COLLAPSING again following 11th rhinoplasty

From throws to pyjamas: Here's how to get cosy at home this autumn AD FEATURE

Jennifer Lopez gushes 'there was so much electricity in the room' when she stormed the Milan runway in iconic Versace jungle dress

Josie Gibson screams for help as she almost falls into freezing water after her foot slips off a raft during This Morning segment

'It felt like Tinkerbell had released her': Vinnie Jones tears up as he bravely recalls moment his beloved wife slipped away after six-year cancer battle

Malin Andersson relaxes on holiday as she shares touching tribute to her beloved late daughter Cronos during baby loss awareness week

Meet the inspiring entrepreneur behind a company that is revolutionising dental with cancer, dementia and the menopause AD FEATURE

TOWIE's James Lock heads on boys' night out where he was spotted kissing 'girlfriend' Ellie Mackenzie on date... following split from Yazmin Oukheliou

'We are happy, healthy and recovering at our own rate': Love Island's Jess Shears hits back at trolls who slammed her for working out soon after giving birth

Lizzie Cundy, 50, channels Baywatch in a plunging red swimsuit as she enjoys a day at the beach in Marbella The former WAG showcased her lean legs

James Cracknell's ex-wife Beverley Turner admits there are days when she really wants to hire an assassin and take each other out' as she speaks out on their post-divorce relationship

Sophia Hadjipanteli looks stylish in bra top as she shoots ad campaign in Rome... after Instagram model was propelled to fame for her unibrow

Jameela Jamil reveals she has battled cancer TWICE and claims she's grateful to age after troll said she was 'too old' to dress a certain way Hit back

'It's weird, I went out with my UNCLE!': The Crown star Helena Bonham Carter reveals her WWII love relative once dated Princess Margaret who she plays in Netflix series

Naomie Harris reveals James Bond has 'reconnected with his heart' in No Time To Die... as she warns fans to expect 'a vastly different 007' who is 'open to finding love'

Cheryl's parties with Rita Ora's sister Elena despite sending pop star a series of texts over her 'inappropriate onstage near-kiss with Liam Payne'

Pregnant Lydia Bright looks radiant in a black bikini as her mother Debbie cradles her blossoming baby bump in sweet throwback snap from Turkey trip

MIC's Olivia Bentley reveals an ex once told her 'I'm not going to have kids with you because you're bald' as she details her past dating struggles while coping with alopecia

Elizabeth Hurley reveals her late grandmother kept her breast cancer diagnosis a secret from her family as she raises awareness for the disease

Jersey Shore's Ronnie Ortiz-Magro denies using a knife against girlfriend Jen Harley after being tasered and arrested for 'striking her' while holding their baby daughter

Time to update: Echo Dot with LED clock display and it's already the most wished for device on the site! PROMOTED

Joshua Jackson and girlfriend Jodie Turner-Smith are braced for the cold as they enjoy a romantic day out in Berlin... weeks after 'obtaining a marriage license'

Beyonce poses with husband Jay-Z in new photos shared to her Instagram while attending the opening of Tyler Perry Studios in Atlanta

EXCLUSIVE 'He flew in from France to take her out' from TOWIE star Chloe Sims enjoys first date with Pamela Anderson's ex Adil Rami at Chiltern Firehouse

Prince Harry and Meghan Markle brought 'lots of toys' and 'home comforts' for Archie to help him settle on South Africa tour, royal experts claim

Zayn Malik's sister Safaa, 17, breaks her silence as she shares inside snaps from the big day and her bridal shower... but 1D singer is still missing

Chris Hughes 'joins Love Island star steps in for a poony Jaal in the loft during a soundcheck alongside girlfriend Jesy Nelson

Très Chic! Crown Princess Mary of Denmark looks stylish in a navy midi dress as she joins husband Prince Frederik for a three-day trip to Paris

Camila Cabello says she's 'so happy' with Shawn Mendes and she 'feels like home' as she admits she 'didn't have time to fall in love' before the age of 20

Priyanka Chopra stuns in a midnight blue printed mini dress and white boots as she promotes new movie The Sky Is Pink in Mumbai

Ferne McCann flashes her abs in a crop top as she explores a bamboo forest with daughter Sunday during filming for the fourth series of First Time Mum in Japan

Jim Davidson, 65, denies he was being racist when he told South African train conductor 'welcome to our country' when he was pressed to show his old person's rail pass at Euston Station

Stacey Dooley throws support behind Kevin Clifton after he and Annelise Rice crash out of Strictly... amid claims he felt early exit was 'humiliating'

Margot Robbie turns heads in a lively yellow trouser suit as she steps out of her Manhattan hotel Once Upon A Time In Hollywood star