



KADIR HAS UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
PROGRAM OF BUSINESS ADMINISTRATION

**SWIPING RIGHT: AN INVESTIGATION OF ONLINE  
DATING APPLICATION MOTIVATIONS AND  
BEHAVIOR**

HASSAN SAHIB

MASTER'S THESIS

ISTANBUL, JANUARY, 2020

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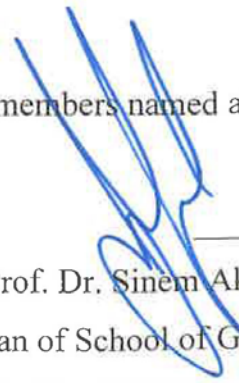
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SWIPING RIGHT: AN INVESTIGATION OF ONLINE DATING APPLICATION  
MOTIVATIONS AND BEHAVIOR

**ABSTRACT**

Online dating applications have revolutionized the way humans connect with each other. Online dating services market was valued at 6 million dollars in 2017 and is projected to reach 9 million dollars by 2025 (Thomas 2019). When this study was conducted for this phenomenon, results show some interesting findings, e.g. regarding the generations usage of dating applications. More specifically, this thesis investigates the type of subscription that generations prefer and whether it influences perceptions of online dating and usage of the applications. The methods used in this thesis involve conducting interviews to build a thematic framework and later on a survey analysis on 147 respondents, thus using a quantitative and qualitative approach to gather data. Some of the key findings of this research revealed that dating applications are no longer associated with finding love only, but carry the purpose to enlarge the circle of friends and be more socially appreciated by the today's society standards. Moreover, dating applications are used as a coping method to deal with loneliness and give the users of dating applications a place to forget their problems in real life. The aim of this thesis is to explore the different behaviors and attitudes on online dating applications from multi-generations perspectives.

**Keywords:** Online Dating Applications, Motivation, Generations, Generation Z, X and Millennials, Generational Marketing

# SAĞA KAYDIR: ÇEVİRİMİÇİ FLÖRT UYGULAMALARINA DAIR MOTİVASYONLARIN VE DAVRANIŞLARIN İNCELENMESİ

## ÖZET

Çevrimiçi flört uygulamaları, insanların birbirleriyle bağlantı kurma biçiminde devrim yaratmıştır. çevrimiçi buluşma hizmetleri pazarı 2017 yılında 6 milyon dolar iken 2025 yılına kadar 9 milyon dolara ulaşması beklenmektedir (Thomas 2019). Bu fenomenden yola çıkarak yapılan bu tez çalışmasında, bazı ilginç bulgular gösterilmektedir. Tez çalışmasında özellikle jenerasyonların buluşma uygulamalarını kullanma biçimlerine, jenerasyonların tercih ettiği abonelik türlerine ve bunun çevrimiçi flörite ve uygulamalarına olan motivasyona etkileri araştırılmaktadır. Bu tez içerisinde kullanılan metodlar tematik çerçeve oluşturmak için yapılan derinlemesine görüşmelerden ve bunların ardından 147 katılımcı ile yapılan anketten oluşmaktadır. böylece veri toplamak için hem nicel hem nitel yöntemler kullanılmıştır. Bu araştırmanın önemli bulgularından bazıları, buluşma uygulamalarının artık yalnızca aşkı bulmakla ilgili olmadığını, ayrıca arkadaş çevresini genişletme ve günümüz toplum standartları tarafından sosyal olarak daha fazla takdir edilme amacını taşıdığını ortaya koymasındır. Buna ek olarak, bulgular gösteriyor ki buluşma uygulamaları tüm demografik gruplara yalnızlık ile başa çıkmak için bir yöntem olarak kullanılmaktadır ve kullanıcılarına gerçek hayat problemlerini unutturacakları bir yer sunmaktadır. Bu tezin amacı, online randevu uygulamalarındaki farklı davranış ve tutumları çok kuşak perspektiflerinden araştırmaktır.

**Anahtar Sözcükler:** Çevrimiçi Flört, Tematik Analiz, Sosyal Medya, Derinlemesine Mülakat



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- Hassan Sahib

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## **1. INTRODUCTION**

Online dating is a new standard for introductions, eliminating the position of conventional ways of meeting people and, in many instances, combining social media features. It is exciting to promote the tenacity with which people search each other on every accessible online forum. Users are using online dating applications because they want to create intimacy connection with others (S. Lee 2016).

As early as the mid-1990s, service providers such as AOL, Craigslist and Prodigy provided chat rooms where users could connect, and it soon became clear that the Web could also be used to meet new people who also presented an opportunity to find a potential dating partner (Wiederhold 2015). When analyzing these variations of encouragement and use, this work would mainly rely on generational differences, as many companies adopt a new marketing philosophy and reach out to multiple generations through recognizing their desires and attitudes towards the consumer. (K. Williams and Page 2011).

## 2. ONLINE DATING MARKET ANALYSIS

The online dating industry was estimated at 6 million dollars in 2017 and is expected to grow to 9 million dollars by 2025, rising at a CAGR of 4.7% between 2018 and 2025 (Thomas 2019). It is a fast-growing industry, and there has been a substantial increase in sales over the last few decades (Thomas 2019). According to the Pew Research Center, online dating use has increased between the ages of 18 and 24 years between 2013 and 2015 (Smith and Anderson 2016). According to Market Insider, Wall Street expects that online dating could be the next big industry, and the latest estimate suggests that the market will grow to \$12 billion by 2020, largely because people are gradually willing to try it out. Analysts report that *“Approximately half of the Internet users are single, and we predict that 20 percent will be able to use online dating applications by 2020 (up from 15 percent in 2015), which is equal to about 310 million people worldwide (excluding China)”* (Rapier 2019).

### 2.1 COMPETITIVE ANALYSIS

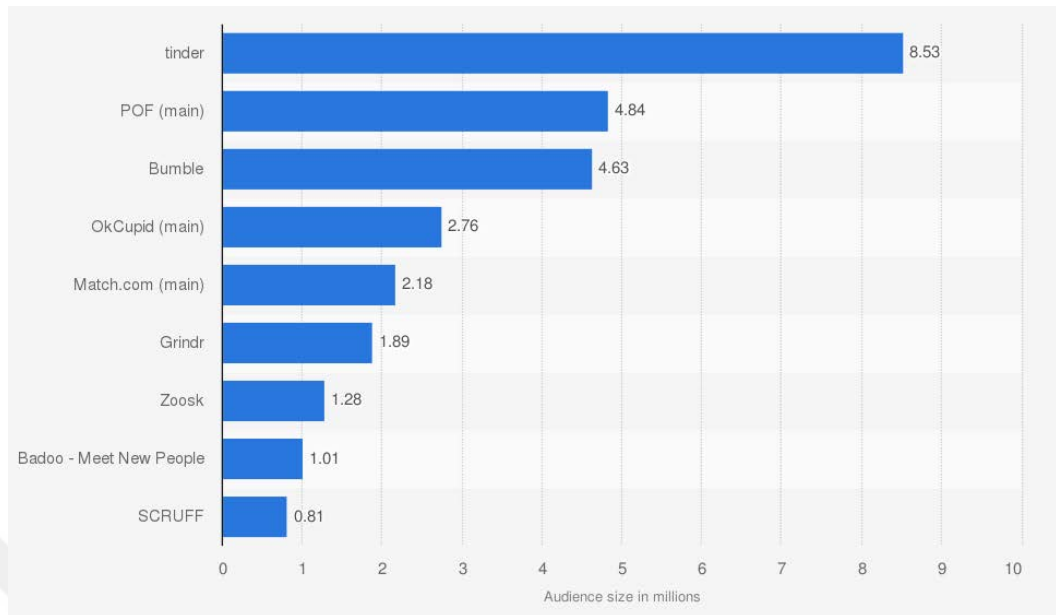
The first major player in the e-dating market was Match.com in 1995. It allowed users to decide what they wanted in a match, including gender, age, place, hobbies, and lifestyle habits and paved the way for others to adopt (S. Lee 2016). As of 2019, Match has 30 million subscribers, has more than 13.5 million visitors a month and is responsible for more events, partnerships, and weddings than any of its rivals (Carville 2019). Five years after Match was released, eHarmony, a dating site with a way to do things, arrived on the scene. Not only was it intended for people who want only long-term relationships, but it also balanced them through a one-of-a-kind in-depth study, evaluating 29 measurements of compatibility. These include emotional energy, adaptability, intelligence, physical energy, and conflict resolution abilities (Payne 2017).

The introduction of cellular phone, in particular, the iPhone, along with their mainstream adoption, has contributed to one of the first dating sites to deliver a mobile application named Zoosk (Quiroz 2013). Zoosk allows users to synchronize their Facebook or Google+ accounts, making it super easy to sign up and quickly filter all

participants in one sitting (Jung et al. 2019). Another breakthrough in the online dating business was the swipe-for-matches craze introduced by Tinder in 2012 (Sumter, Vandebosch, and Ligtenberg 2017). In the case of Tinder, the consumer can see their match (his or her profile, age, and gender) and then click right for yes or left for no based on whether they want meeting them throughout real life. Tinder often brought location-based matching to another level. Although dating platforms and applications have always allowed users to browse by the region, Tinder reveals matches in your region in real-time (David and Cambre 2016).

Online dating can be categorized into two groups, the first being websites such as Match.com or eHarmony, which require users to go through the registration process, complete personal assessments and personality questionnaires, which are then used for compatibility with users of the services (Schwartz and Velotta 2018). The second category, like Tinder, Hinge and Grindr, does not deliver the same time-consuming essays and questionnaires. Users can just sign up through e-mail, or they can just connect to their Facebook, Twitter, or even Instagram accounts and start utilizing dating services. The second category comes within the "less-serious" and "instant hook-up" categories as it offers freemium subscription (Ewens and Sprigings 2017). Figure (2.1) shows the most commonly used online dating platforms in the country, including applications and websites. Tinder leads the entire market, preceded by Plenty Of Fish and Bumble.

Figure 2. 1 Most popular online dating applications as of June 2019, by audience size.



Source Statista 2019

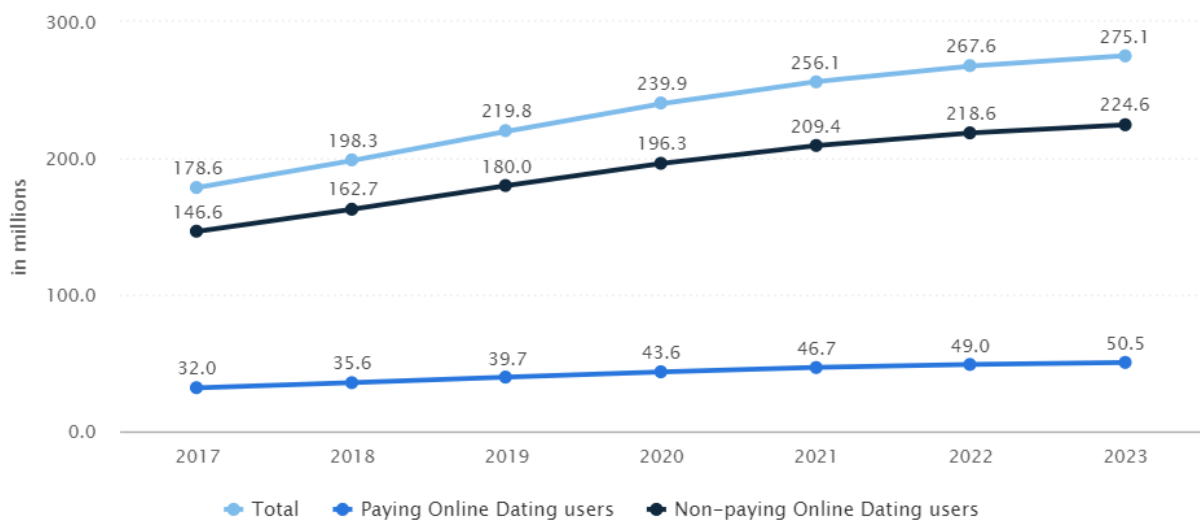
Niche is a recent trend for the online dating industry. Typically, the key players in the industry are approaching the heterosexual segment of the market. In 2012, it was recorded that 20-to-more than 30% of marriages were started thanks to online dating sites and applications (Cacioppo et al. 2013). Nevertheless, this effect has been even more pronounced in same-sex marriages. Nearly 60 percent of same-sex marriages have occurred as a result of partners connecting on online dating applications. The impact of same-sex marriage is immense due to two reasons, persons of same-sex attraction prefer to keep their identity secret. And the second factor is that people are unlikely to meet another group from face-to-face encounters in their daily lives (Schwartz and Velotta 2018). Likewise, certain groups, such as the elderly, gained attention as a market segment from online dating applications, like SeniorMatch.com, OurTime, SinglesOver60, and MatureSinglesClick. LGBTQ consumers can choose from applications such as Scruff, Adam4Adam, Her and Lesly. The increasing number of niche applications has allowed users to avoid the stigma and humiliation that they may face while attempting to use the services without first understanding the emotional desires of a potential partner (Fox 2012).



Consumers in the online dating industry can be categorized in four groups. The first is Membership Subscription. The subscription model is the oldest in the dating technology field, allowing users to pay a charge to use the service over a specific period. Payment is usually periodic. This is a greater barrier to entry for use. Zoosk, eHarmony, and Chemistry, and Our Time are categorized as member subscription dating sites. Usually, paid subscriptions will be cheaper by a month if the consumer sticks to a longer period. The second one is the Freemium Model. This model allows consumers to log and use the application's basic functionality free of charge (Kumar 2019), while the application generates revenue either through advertisement or through the availability of enhanced features for a price. Without a barrier to entry, freemium dating applications often wait to build following, engagement, and active users before introducing membership subscription. The third model is the Freemium – Advertising. In-application ads is a means for an organization to produce mutual income from downloads, images, or purchases with advertisers. Specific applications and the "swipe left or right" technique tend to be especially tailored to native advertising, commercials that complement the look and feel of the media format in which they appear. The fourth model is Freemium - Upgraded Features. While basic membership is available for free, consumers can pay for enhanced features like Tinder and Bumble. As of September 2017, Tinder was the highest-grossing most downloaded application in the United States. In the same month, Tinder recently rolled out its Tinder Gold subscription model, which allows users to see others who have "liked" them before they must like them back again for \$4.99 a month. Over ten percent of Bumble customers pay \$9.99/month for perks such as more time to decide whether a potential partner deserves a response from them (Lin 2018).

The number of online dating users is expected to reach 275.1 million by 2023 (see Fig. 2.2). According to Statista (2019), The number of freemium users will grow up to 224.6 million users while the premium users will grow up to 50.5 million.

Figure 2. 2 Number of online dating users.



Source Statista 2019

The online dating market will not disappear any time soon. The market will continue to expand in the coming years, which is good for the business and for any newcomers who are trying to compete in the market and start making money (Roscoe and Chillas 2014). Nonetheless, succeeding in this industry may be difficult since online dating applications commonly fail to meet customer expectations. Customers expect quick results from an online dating service, which is why new entrants usually end up losing money due to unhappy customers (Coleman 2011). The main challenge in this industry is sustainability. The biggest issue facing these businesses is when an application gets the job done and that is matching users, and when users find potential partner, they will avoid using the service again. As a consequence, dating applications and websites need to find another way to acquire new customers (Thomas 2019). This research explores the attributes and motives of certain online dating consumers, together with their behavioral consequences.

### **3. LITERATURE REVIEW**

#### **3.1 ONLINE DATING APPLICATION CONSUMER BEHAVIOR**

To further understand the concept of online dating, scholars defined three key online dating services: entry, contact, and matching. Entry refers to the phase in which users are connected to potential romantic partners and can evaluate each other. Communication refers where people communicate with their partners across online portals. Match refers to how dating applications or platforms use a statistical formula to choose eligible partners (Finkel et al. 2012a). Popular opinion has described online dating as a place to find a socially awkward and unattractive single humans (Schwartz and Velotta 2018). Furthermore, firms have claimed that their clients are young, high-quality people who can use internet services because their lives are too chaotic to seek for love on their own (Weigel 2016). The stigma of being an online dater has been so strong in the last decade, whether or not individuals have had satisfactory results from online dating, no one would disclose their experience with their friends and families in fear of being judged (Toma 2016). Whenever confronted with how two people met back in the early 1990s, couples might not be able to share whether they met online because they were scared to be criticized. And, while these remained significant barriers to mainstream acceptance, numerous blogs, news reports, movies and books started to normalize online dating in the late 1990s and early 2000s (Schwartz and Velotta 2018).

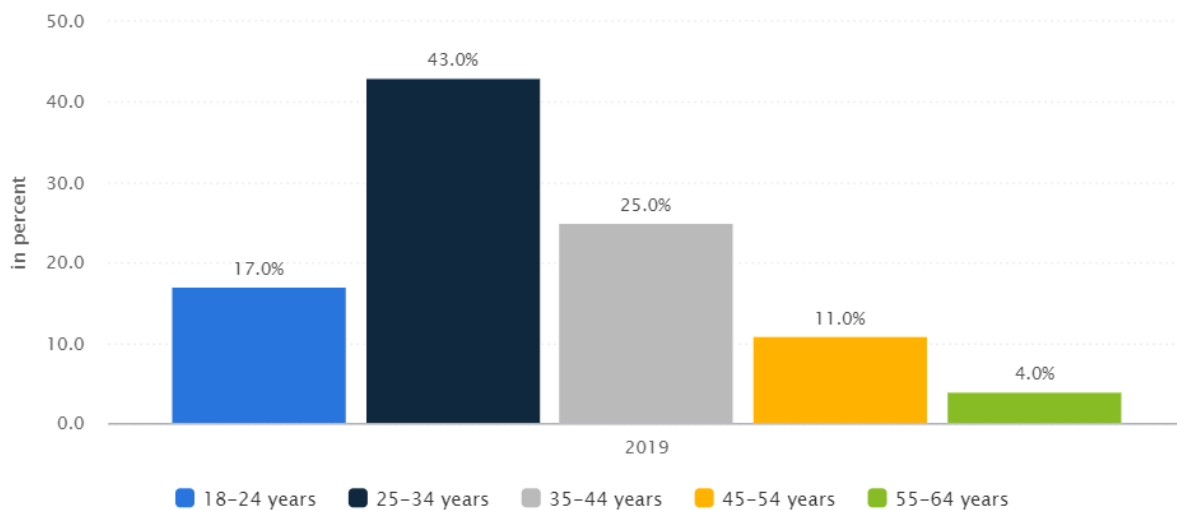
Recent studies also analyzed the attitudes of online dating users in more depth. According to experts, sensation seeking is what drives people to use online dating application rather than loneliness. It also proposed that marketers should report more details and alerts of potential risks at each point of information release (Zhang, Pentina, and Fox-Kirk 2017). It has been proposed that females prefer a male with a higher education level and a higher earning rate. But not vice versa, males don't misgive about the level of education nor the earning rate (Neyt, Vandenbulcke, and Baert 2018). The study of Examining Variations in The Process and Outcomes of Dating was carried out by Rauen (2019) using Social Penetration Theory, this study found out that people open up more as they become more intimate and vice versa. Using Social Exchange Theory,

the research found out that online dating users tend to give up when things go wrong if they met a potential partner on dating applications (Rauen 2019). This theory may not apply until more of a relationship emerges between users. Also, the study tried to use Social Evolutionary Theory and Matching and Reciprocity, but those theories are only applicable on older generations and people who are looking for a committed relationship. the main weakness of this study it was only targeting 19 years old demography (Rauen 2019). Another study carried by Rochat et al. (2019) used cluster analysis and divided Tinder users into four groups, relating them to relevant psychological factors (motives, impulsivity, self-esteem, sexual desire, and attachment style). The first group results showed a low level of general motives to use Tinder, secure attachment, a medium level of both dyadic and solitary sexual desire, a low level of both urgency and lack of conscientiousness, a medium level of sensation-seeking, and a high level of self-esteem. The second group showed a low level of general motives to use Tinder, medium insecure attachment, very low levels of both dyadic and solitary sexual desire, a medium level of both urgency and lack of conscientiousness, a low level of sensation-seeking, and low self-esteem. The third group showed a high level of general motives to use Tinder, a high level of anxious attachment, a medium level of avoidant attachment, a high level of both dyadic and solitary sexual desire, a high level of urgency, a medium level of lack of conscientiousness, a high level of sensation-seeking, and a medium level of self-esteem. The last group showed a medium level of anxious attachment, a high level of avoidant attachment, a low dyadic sexual desire, a high level of solitary sexual desire, a medium level of urgency, a high level of lack of conscientiousness, a low level of sensation-seeking, and low self-esteem (Rochat et al. 2019). It is thought that swiping quantity does not guarantee a higher number of Tinder matches. Females are more selective when it comes to finding a match unlike males. Females are unlikely to send a message to the male partner, but males usually start the conversation (Timmermans and Courtois 2018). Tinder users are more open to new experiences and prefer to use new media, unlike non-Tinder users (Timmermans and De Caluwé 2017). Also, Tinder users are more extravert than non-users. Majority of the application users tend to use them because they feel safer in such environment. The study also suggested that most non-users are in relationship which

relates to once someone finds love they are unlikely would use Tinder (Timmermans and De Caluwé 2017).

There is a huge demand for online dating, particularly between Millennials, Z and X. Nevertheless, according to a recent report by YouGov (Ballard 2019), In the United States, there is still a difference in how online dating is viewed, especially between users who have used it and others who have not yet used the service. Many individuals who have not used online dating in any circumstances find it "sad," "shallow" and "dangerous." Individuals who used online dating to find it "important," "convenient" and "friendly". In the same report, the results showed that Millennials and Generation X, who use online dating, are searching for a committed relationship, not just a fling. 49 percent of the participants said they were searching for an exclusive romantic partner. 39 percent said they were just having fun and doing something out of curiosity. Just 23 percent said they were searching for casual hookups.

Figure 3.1 Users by age groups.



Source Statista 2019

### **3.2 GENERATIONAL MARKETING**

Every generation has diverse perceptions, perspectives, backgrounds, attitudes, beliefs, and trends that affect their purchasing behavior (Chaney, Touzani, and Ben Slimane 2017). The concept of generational marketing has been used in many areas as a criterion, especially in management studies, human resource and more specifically in marketing (Bathmanathan, Rajadurai, and Sohail 2018). Generational marketing is a method of adjusting to the individual needs and behaviors of consumers within more than one single generational group, with a generation being a group of individuals born and raised around the same time (Chaney et al. 2017).

Marketers need to define their main group that they want to target since understanding the generations based on their characteristics, values, motivations will make it easier to build a strong bond and gain their trust (K. Williams and Page 2011). Segmentation through generational groups identified in this manner is richer and more successful than the chronological age (Parment 2013). Generational marketing approaches and strategies are based on the concept of the Generations Z, Y and X that mentioned before, the core characteristics of each generation and the variations between them (Chaney et al. 2017). Marketers can implement the strategies that they made to develop products that are compatible with each generation, taken into consideration all the aspects of the product from the price, quality, its core value and the promotional strategies that will capture the audience's attention and which channels that attracts each generational group (Chaney et al. 2017).

### **3.3 GENERATION Z**

Generation Z also is known as Post-Millennials, iGeneration, Gen Tech, Gen Wii, Net Gen, Digital Natives, Plurals and GenZers, was born in the 1990s (Tulgan 2013). Experts at Pew Research Center agree that the cut-off year between Generation Z and Millennials is 1997 and others claim that it is 1994. Although, there is still a disagreement as to which year the cut-off between the two generations is nearly the same (Dong, Lohman, and McElroy 2018), this means that perhaps the age range for this population is between 7 and 24 years old (Dimock 2019). Generation Z has already

developed its own identity and characteristics because they were born in a more transparent and multicultural society that enabled them to grow up so quickly, notably with the use of advanced technology and the internet that let them access a vast amount of information (Grace and Seemiller 2016b). Considering the current geopolitical situation, Generation Z is growing up in challenging times (Turner 2015). One would assume that today's youth are somehow disconnected and pessimistic in times of conflict, violence, racial inequality political issues, and financial insecurity. Nonetheless, they are still motivated to make themselves and the world a happier place (A. Williams 2015).

### **3.3.1 PERSONALITY OF GENERATION Z**

Generation Z has established a set of characteristics over a brief time, which is due to the inclusion of social events, advances in technology and connections with parents, relatives and peers throughout their development (Turner 2015), researchers have discovered Generation Z are the most multiethnic and mixed race generation (“American Generations” 2013) and it is the fastest growing demographic in the globe, outnumbering Millennials. (M. Lee and Wei 2018).

Generation Z is renowned for a set of characteristics like honesty, transparency, kindness and tenacity (Grace and Seemiller 2019). Diving further into knowing the traits of Generation Z, more than 150,000 Generation Z members passed a character strength survey Statistics have shown that the traits of this generation include honesty, humanity, fun, equity and self-assessment (Han 2019).

Generation Z's attitude to gender identity and sexual orientation is progressive in the context of disconnecting masculinity and femininity, whether through the social system or through cultural beliefs (Tsjeng 2016). Research have shown that this group has defied the rules when it comes to sexual preference, about 82 percent of Generation Z does not distress about sexual identity (Laughlin 2015). This was attributed to the use of social media that provided it generation a platform to express their thoughts and honesty without any doubt of the opinions of others (Rapp 2019). Generation Z grew up in a time where politicians and high-profile personalities were more varied than any

other group before them. President Obama and the Democratic nomination of Hillary Clinton in 2016 demonstrate that this generation is more open to different races, and that gender identity is irrelevant when it comes to participating in management jobs or leadership roles (Grace and Seemiller 2019).

### **3.3.2 MOTIVATION AND VALUES OF GENERATION Z**

Like any other age group, today's youth have their own set of values in what they find necessary to survive in a stable environment. Generation Z is considered to be more socially responsible than their prior generations and is more open with asking for injustice in modern societies (The Workplace Coach Blog 2019). Generation Z promotes individualism; that is, they have a strong inclination that underlies both the simple sense of equality and their refusal to comply with traditional cultural rules (Twenge 2017). Generation Z is looking for happiness, high levels of financial fulfillment and productive careers (Grace and Seemiller 2019). Statistics have shown that Generation Z is more confident with a stable income by operating as an entrepreneur than working for a cooperate, and many of this generation often feel that they will do better when it comes to deciding their career path than their parents did (Sackin 2018).

Generation Z gains inspiration by friendships, supporting others, expecting reviews on their accomplishments (Grace and Seemiller 2019). They are already socially engaged considering their youthful age which can enable their way of life and judgments more independent and knowledgeable (Dolot 2018). They are considered to be more cautious, conservative, and optimistic, which caused them to be unsure whether things in life will progress, so they take fewer chances and have a backup plan if things do not work out (Chicca and Shellenbarger 2018).

Generation Z is defined as an open-minded, compassionate, fair, and determined generation. Many teens prioritize financial security, motivated by partnerships, ambition, happiness, and accomplishment. They ought to powerful power to find ways to make the world a better place (Betz 2019).



### **3.3.3 COMMUNICATIONS AND RELATIONSHIPS OF GENERATION Z**

Generation Z is a tech-savvy and is the first generation to grow up in the world of the Internet unlike earlier generations, their experience of access to knowledge has become the core of their lives, and this group is more eager to learn and gain knowledge through technologies (Adamson et al. 2018).

Nowadays, it is common for people of different generations to own a mobile phone or any other type of device to remain connected to the world. But the beliefs, attitudes, and behavior of Generation Z, affected by the digital age, need to be acknowledged. In the same period, their experiences, interests, and actions in life are influenced by the technologies they use (Grace and Seemiller 2019). There are many channels where people will connect with each other in the 21st century. It is not uncommon for Generation Z to switch between different platforms (such as Instagram, Twitter, TikTok) and to use each channel for different reasons and different frequencies (Twenge 2017). Generation Z will interact easily and succinctly through constant networking and real-time access. It is not shocking that this age group has short-term focus cycles owing to their propensity to switch from one online platform to another (Vasja Roblek et al. 2019) (Seemiller and Grace 2016).

Given the strong effect parents have on their offspring, there is no uncertainty that each generation is shaped by the mindset and attitudes of the previous generation (Grace and Seemiller 2019). Having a family connection is necessary for Generation Z, findings have shown that this generation thinks that needing a family is correlated with a happy life (Scantlebury 2019). Communication is distinct from the previous generations to make and maintain connections within this generation. Generation Z's interaction with peers is influenced by their use of a social network that diminished geographical boundaries and allowed them to make friends from different regions with a simple text message (Grace and Seemiller 2019). What makes this group different is the lack of attention to the race or gender identity of the mates they make, studies have shown that Generation Z does not acknowledge the background of a friend; instead, it is not important to develop new friendships because of familiarity within a person's background, whether having a diverse social circle is deliberate or accidental, many in

Generation Z are surrounded by people who are different from them (Broadbent et al. 2017).

### **3.3.4 GENERATION Z, SOCIAL NETWORKING SITES, AND ONLINE DATING APPLICATIONS**

The social media is still evolving. New websites and mobile applications are always produced and established daily. Social media has grown over the last nine years, and each channel is now being used for a specific purpose (Vițelar 2019).

Generation Z never knew the environment without the internet (Betz 2019). It is not surprising that Generation Z, who grows up in the age of the Internet, is in sync and responsive to social media and online communication technology channels (Grace and Seemiller 2019). Most of this generation tends to use social media platforms to stay up-to-date on what's going on in the world, see what their favorite celebrities are doing, catch up with the latest fashion trends (Grace and Seemiller 2016a). The main reason behind the use of social media platforms, nevertheless, is the need to remain active and updated or with others (Sanchez 2016). This generation is more inclined than any other generation to engage and interact with people they know online, to feel more important and to share reviews and suggestions on products, programs, concerns, and to share their values and the viewpoints of others (PrakashYadav and Rai 2017). Research have also shown that social media platforms have become integral to the way Generation Z interacts with others and that they have spent most of the day updating their social media accounts than any other daily activity (Schmeichel, Hughes, and Kutner 2018).

Generation Z is an increasing force in the online dating market, while the market is dominated by Millennials and Generation X, young people are growing up looking for a committed relationship (Twenge 2017). Although Generation Z did adopt a few mores of Millennials when it comes to online dating, they moved it further into alternative dating and relationship structures (Sparks 2019). Dating and relationships are dynamic and represent the great diversity of culture, this is what makes this generation distinct from any previous generation – racial and ethnic boundaries are just outdated myths today, and Generation Z is considered to be more open and transparent when it comes

to social experiences (Baah 2019). Most of this generation chooses short-term relationships, other scholars point to short-term relationship synonyms (e.g., one-night stands, sexual affairs flings) (Eastwick et al. 2018). The justification behind this short-term relationship strategy is that Generation Z finds it easy to switch from one commitment to another. They move forward when a certain standard of a relationship is not achieved. And they can quickly replace a partner with all the choices they have for online dating applications or even social media applications (Sparks 2019).

Although Generation Z is a force to be reckoned with in the online dating industry. Nonetheless, they do have characteristic traits that will have a negative effect when it comes to online dating. According to the Wall Street Journal, *“Teachers argue that the current university student is extremely bad at dating”* (Bernstein 2019). Generation Z is also not really involved in adult activities such as being in committed relationships, they would also like to spend more time networking in the virtual world instead of reaching out to meet people in the real world (Twenge and Park 2019). There is a myth about this generation that they are irresponsible and prone to engage in sexual activity at an early age. Nevertheless, a 40-year research has shown that teenagers are unlikely to try dating or sexual interaction at an early age (Twenge and Park 2019). The results of the study concentrated on private interviews; the outcomes may not apply to the entire population.

Researchers still do not recognize everything regarding Generation Z as the researchers gather momentum. Moreover, they claim this: it is a generation of secure goals. One of these goals is to be open and transparent regarding their wishes, desires and demands. Another important indication is that this generation is adamant with identity and will argue any kind of injustice against any social group. Through their relationships they are going to be honest and not settle for less than they expect.

### **3.4 MILLENNIALS**

Millennials is also known as the Generation Y, Gen Y, Generation Waking Up, Boomerang Generation, MyPod Generation, Gen Why, Generation Me and Internet Generation. Born between 1981 and 1994, the age range is from 25 to 39 (Berger 2018)

as of 2019. Millennials as a group are divergent from any other generation, they are the most racially diverse group (Licsandru and Cui 2019). Many of them were raised in ethnically homogeneous societies with a legacy of migration. Millennials have earned a reputation for diversity, demonstrating a decent understanding of race and ethnicity, empathy, open-mindedness (Licsandru and Cui 2019). According to population estimates, Millennials is about to outpace Baby Boomers as the largest group generation in the globe. Millennials expected to surpass Boomers in the population by 2019, while their population increased to 73 million and Boomers decrease to 72 million (Fry 2018). Like any group, the Millennials have established a set of characteristics that make them different from any of the previous generations. Mainly, this group is known to be highly productive at work and willing to spend additional hours throughout their jobs (Porter et al. 2019). The group of the Millennials is perceived to be diverse, powerful, skilled, and ethnically diverse. Most significantly, they display a wide range of advantageous social behaviors, cooperation, accomplishment-driven, integrity, and ethical behaviors (Howe and Strauss 2000). This generation lived in a time that physicality does not matter, concentrating more on readily accessible (Burstein 2013). Many of the Millennials generation experienced a stagnant labor market and an incredibly challenging period as they grew up in the 2008 economic crisis, many of them lost their homes and employment whereas others decided to move back with their parents, experienced postponed weddings, delayed establishing their own enterprises and obtaining their own houses (Sharon DeVaney 2015). Millennials is also the first cohort to encounter a world with and without the internet, in fact, almost all of this generation did not own a desktop computer or a cellular phone until they approached the early teenage stage. Millennials and modern technology are like two good pals who rely heavily on each other, enabling them to be the first tech-savvy cohort to learn how the old world operated and to resolve the issues of the current modern world while using sophisticated technology (Burstein 2013).

### **3.4.1 PERSONALITY OF THE MILLENNIALS**

Globalization and sophisticated technology have influenced the traits of this generation since the preponderance of the Millennials rose in the mid-1990s to the late-2000s. Throughout these periods, the world has changed so much that it has had an impact on

the way this generation sees the world (Tulgan 2009). In this increasingly integrated and rapidly evolving modern world, the Millennials are satisfied with their environment. Instability is a natural habitat for them. Globalization does not make them feel tiny. This makes them feel more ordinary (Burstein 2013). Most scholars and book writers have classified the Millennials on the negative side numerous times. One of the most common characteristics is that this generation is quite afraid to try new things and think independently because they are scared to create absurd ideas and to fail in the working environment. Adding to that, this generation is always afraid of the unknown (Alsop 2008). Millennials are also known for their lack of commitment and dedication to their jobs as well as their fixation with a broad level of freedom and resilience in life as a whole (Rachmawati, Mustika, and Sjabadhyni 2018). The Millennials are greedy, self-indulgent, apathetic. A article in Time magazine in May 2013, titled “The Me Me Me Generation” showed that this generation, whether poor or wealthy, does seem to have a very high rate of immature behavior and a materialistic mentality to their lifestyle, as well as a reliance on technology. Most of this generation is addicted to using their portable devices and iPads throughout the day, interacting with people through Facebook, Twitter, and Instagram (Stein 2013).

On the contrary, other scholars have concentrated more on the positive traits of this generation Millennials are considered to be optimistic, and this is attributed to their confidence and trust that has been nurtured by the previous generation (Nichols and Smith 2015). This generation is also used to feedback, particularly if it is positive, and receives information swiftly and instantly than any other generation. Nevertheless, they need to be provided feedback and suggestions regardless of the circumstances, because they are quite stagnant and may not realize that they have done something wrong immediately (Ebeling, Dent, and Kempenich 2019). Team-oriented and empathy for issues that the earlier generations would not endorse is another trait that the millennials have gained. They want to make more effort when working in groups, this dates to being involved in athletic teams and collaborative bonding environment. Millennials are also more open to certain subjects and have a higher tolerance for embracing others than their predecessors (Nichols and Smith 2015).

Millennials are reliable, imaginative, and dedicated to accomplishment. They also have high caliber lifestyle, constantly continuing to be looking for new activities and opportunities, notably in the work they do, they are not afraid to confront obstacles (J. S. Stewart et al. 2017). Constantly changing their career path is a character known about the Millennials. Some might perceive it a drawback, while others would see it as a valuable opportunity to develop new skills (Serçemeli, Günbaş, and Baydaş 2019). This generation is always looking for something different and exceptional. Staying in one business for only two to three years before going to another is not uncommon (J. S. Stewart et al. 2017).

Therefore, The Millennials is a revolutionary demographic that will proceed to develop more traits and characteristics as they grow older. This generation has many traits that are distinctive in comparison to past generations. They are enthusiastic about their life, interact with others, tech-savvy, straightforward and, most notably, international citizens. Also, they are working hard and effectively. They may view their peers as equals more than any other generation but when someone draws a line, they show their peers respect and empathy (Morreale and Staley 2016).

### **3.4.2 MOTIVATION AND VALUES OF MILLENNIALS**

The Millennials have flourished through economic development and under the impact of the pop culture society, which includes triple aspects: social networking sites, reality television shows and internationalization (Parment 2013). The global hegemony of pop culture also has specific attributes defined by the historical event that shaped this generation (Bucuță 2015). That is why the thousands of millennials share common beliefs (Debevec et al. 2013).

Millennials establish themselves as entrepreneurs, customers, and shareholders. They are recognized as being the most knowledgeable and tech-savvy demographic in mankind's history (Weber 2017). According to (J. S. Stewart et al. 2017), the Millennials are guided by meaningful employment. They need to do a profession that has a positive influence on society. Nevertheless, born in the age of extremism and the

violation of privacy, the Millennials are extremely skeptical towards authorities and any other higher entities. It caused them to grow a high sense of skepticism (Tulgan 2009).

The generation is more compassionate and extroverted, does have a clear sense about what they value (Valentine and Powers 2013). The Millennials grew in a very materialistic system that treats spending and buying commodities as validation of creditworthiness and shopping as a method of self-interpretation (Kim and (Shawn) Jang 2014). Millennials need access to the highest funds and resources (often from parents) so that this cohort is described as materialistic, wealth acquisition and the significant influence of peer levels (Pinto, Parente, and Palmer 2000). Millennial concerns of egotism also impact their decision of life partner, which is why they want to seek the most eligible partner based on their place in society (Bucuța 2015).

### **3.4.3 COMMUNICATIONS AND RELATIONSHIPS OF MILLENNIALS**

Millennials are always aggregating tasks and dependent on their families for encouragement whereas they attempt to make judgement independently (Tyler 2007). There has always been an imbalance in their character development. According to (Hartman and McCambridge 2011) Millennials are always grateful for validation from others in their communities and workplaces. In contrast, they are irritated with critique and may become uncivil if questioned (Tyler 2008).

Millennials has been branded arrogant and has been consistently identified by scholars as narcissistic (Bourke and Mechler 2010; Credo et al. 2016). While theoretically related, arrogance and egotism increase the rate of one's sense of worth (Rose and Anastasio 2014). This does not mean that it is difficult for the Millennials to reach and interact with. The researchers (Credo et al. 2016) suggested that it requires time to realize how Millennials engage and what encourages their behavior and attitude. A study revealed that there is a connection between egotism and social relationships among the millennials, they are inadequate to develop relationships that require physical connection, like face-to-face meetings, but still want collective recognition that a vast number of relationships would provide (Bergman et al. 2011).

Millennials matured differently from past generations (Fielding 2019). A connection with a family is what make the Millennials an unique group (Fingerman 2017). The millennials and their relatives are engaged in constant contact, supporting each other, more fondly and more likely to be living with one another. These closer relations contribute to cultural shifts in the form of economic challenges to maturity, new communication-friendly technologies, and public policies that make families more dependent (Fingerman 2017).

Marriage is less important for the millennial generation (Ray 2013). According to (Rabin 2018) The Millennials are in no pressure to get settled and start a family in a committed relationship. With the advent of online dating applications, Millennials favor over-commitment and short-term affairs. In other circumstances, they like to get to know a person for a long period of time until they decide to get married (Stray 2019). Much of current literature on family interaction behaviors for the Millennials as caregivers has not been reported. However, (Ray 2013) predicted that young parents would choose to connect through social networking sites, texting and e-mail whether they were in a workplace, in communication with their peers, and to check in with teachers and catch up-to-date with their offspring's progression in schools.

#### **3.4.4 MILLENNIALS, SOCIAL NETWORKING SITES, AND ONLINE DATING APPLICATIONS**

Millennials have spent most of their time on smartphones, laptops, video game consoles, and most notably the access to social networking sites. Each generation has more technological knowledge than any past generation (Hartman and McCambridge 2011). Millennials (Gen Y) are often searching for new approaches and methods that are used to portray themselves to others through social media platforms, thereby reflecting a distinct culture of consumption (Doster 2013). Millennials indulgence towards social media comes from two places (Flecha-ortíz et al. 2019). According to (Sundar and Limperos 2013) the first is modality, it is very effective and determines the actions of the user in the data provided. (Flecha-ortíz et al. 2019). Due to the way millennials want to be perceived throughout their social context, the use of social networking sites as personality-expression is positively impacted by modality-based



gratification (Flecha-ortíz et al. 2019). The second is ephemeral content. Ephemeral content is dense content predominantly images, and animations, which can only be seen for a brief period (Megehee, Ko, and Belk 2016). Moreover the ephemeral content of social media affects Millennials' tastes and strengthens their engagement with a good or service by facilitating their exposure through the excitement that social networking sites data provides (Flecha-ortíz et al. 2019).

Millennials uses social media to fulfill triple main desires. This argument is backed by (Krishen et al. 2016), concludes that the millennials are motivated by affinity, belonging and relatedness. Affinity described as when people create a bond via social media applications can result in greater trust and loyalty to the application used (Krishen, Trembath, and Muthaly 2015). Belonging comes from the emergence of social networking sites, the connectivity generated by social networking sites offers millennials a sense of connection (Krishen, Hardin, and LaTour 2013). Relatedness comes from the principle of self-determination, it is viable as long as social media platforms live up to the expectations of their participants (Krishen et al. 2016).

### **3.5 GENERATION X**

Generation X is also known as Generation Xers, GenX or the MTV Generation. They were born between 1961 – 1984, while other researchers argue that the ending year of this generation is 1977 (Lissitsa and Kol 2016). The age range for this generation is between 40 to 54 years (“American Generations” 2013). This generation grew up during a period of changing societal values, they were sometimes referred to as the "latchkey generation" due to reduced childhood oversight, elevated divorce levels and increasing maternal involvement in the workplace as compared to previous generations, before the widespread availability outside the home of childcare services. Sometimes they were characterized as slackers, pessimistic and disaffected (“Generation X” 2019).

Previous studies have only focused on Generation X and their behaviors in the workplace, due to the lack of evidence regarding their values, characteristics, social media usage this section will be shorter. The main characteristics of this generation are self-reliance, individualistic, adaptable to new technology, work-life balanced and

focused on self-career (Lissitsa and Kol 2016). Balance is the most important aspect in the life of Generation X. However, they do have a tendency to focus more on their work rather than their personal lives because they work to live. Unlike other generations, they are not as multitasking like (Millennials and Z), they have a very short span of focus so they like to deal with problems that they face one by one (Sicha et al. 2019).

Generation X is very attached to the old methods of connecting with people, including social forums, calling by phone and blogging around the web and they use them to share their interests and experiences, be updated about the latest news and to socialize with others (Leung 2013). They are not quite exposed to the new social media outlets like Instagram, Tinder and Snapchat. Majority of them prefer to use Facebook due to the lack of their accustoming to new technologies but this does not stop them to learn and adapt for the new technologies. Usually they would like to take their time to get to know something new (Dabija, Bejan, and Tipi 2018).

When it comes to this generation's love life, Generation X is very traditional when it comes to the approach of dating. They would rather meet up with new people in social events or through close friends and ask them on a date to do activities like having dinner, watching a movie and going for coffee (Gelfeld 2019). According to a study that was conducted by American Association of Retired Persons (2019), the majority of Generation X have trouble finding a date due to the dominating nature of online dating. Also, most of the singles, divorced or widowed segment of this generation would like to get married again.

### **3.6 RESEARCH QUESTIONS**

The main objective of this thesis is to explore the attitudes and behaviors from multi-generations perspectives on online dating applications and what are the exact outcomes of online dating experiences and expectations. Due to the investigative nature of this research, our main guiding research questions can be listed as (but not limited to):

- Do generations use online dating as a place to find love?
- Is there a difference in the behavior of generations on online dating applications?

- What are the key differences of using a freemium or a premium plan on online dating applications?
- How online dating influences the choice of a partner?
- What are the expectations and outcomes of online dating?
- Is self-esteem and happiness related with the usage of online dating?

## **4. METHODOLOGY**

This chapter presents the methods used to conduct mixed research. This chapter also provides information about the characteristics of the participants, validation of the research and the reasons behind the selected approach.

### **4.1 RESEARCH DESIGN**

This study is concerned with finding the relationship between demographics such as generations, approach to online dating application services and how uses of the service. The mixed method is the general term for when both quantitative and qualitative data collection techniques and analysis procedures are used in research design. The initial usage of the mixed method and interpretation qualitative and quantitative is used to define the nature and scope of the quantitative or qualitative data, also, to provide contextual background and a better understanding of the research issue (Saunders, Lewis, and Thornhill 2016). The purpose of this study is to determine whether users of online dating applications use the service for a specific purpose. It is crucial to understand quantitative and qualitative research methods more generally to justify the selected mixed method concerning the topic at hand.

According to Bryman and Bell (2011) quantitative research is defined as involving the compilation of numerical data and as displaying a deductive perspective of the connection between the hypothesis and the study. Other characteristics of quantitative research have been described as a predilection for a natural science strategy (and, in specific, positivism), and an objectivist understanding of social reality. Longitudinal data collection is often used by quantitative designed research over time to examine

ideas and trends development. Quantitative designs also included elaborate structural equation models incorporating causal pathways and identifying multiple variables collective strength (Creswell and Creswell 2018). Edmonds and Kennedy (2017) stated that the strategy of using quantitative approach is the first phase in generating the conceptual framework and information.

Qualitative research defined as a research strategy that usually focuses more on words and more on data collection and analysis than on quantification. As a research strategy, it is inductivist, constructionist, and interpretive (Bryman and Bell 2011). The design of the qualitative method is concerned with indicating the actual structure (a) if the process is linked to one situation, one group, or: various groups and (b) when the data will be analyzed (Edmonds, W and D. Kennedy 2017). Qualitative information describes qualities or features collected by questionnaires, interviews or observations and they are often narrated (Creswell and Creswell 2018). The information may be in the form of descriptive words, sometimes using coding to look at patterns. Coding enables researchers to classify qualitative information to identify topics that meet the study concerns and conduct quantitative analyses. Mixed techniques will enable a wider range of opinions to be informed and expressed in the research. Therefore, this study will implement both qualitative and quantitative help to establish the generalizability of a study or its relative importance. Adding to that, the mixed methods will help to create the legitimacy of the research or generates more comprehensive information.

Since this thesis aims to understand human behavior towards online dating applications qualitatively and quantitatively by collecting a sample of answers from online user's objective research philosophy found to be suited. Using the interviews are particularly useful for getting more insights behind a participant's experiences. We can pursue in-depth information around the topic of online dating to further investigate their responses regarding the matter. The structured interviews determined the topic of the thesis according to online dating application user's analysis of interest to focus the research on a much-needed area of research. Structured interviews will assist in shaping the subject at hand by gathering inputs from people about online dating to draw a narrower picture about the subject

#### **4.1.1 STRUCTURED INTERVIEWS**

The research interview is a purposeful dialog between two or more individuals that requires an interviewer to establish a rapport and ask concise and unambiguous questions that the interviewee is ready to answer and listen closely. It is essentially about asking targeted questions and listening closely to the responses to explore further (Saunders, Lewis, and Thornhill 2016). The structured interviews are used in this research. According to Saunders et al. (2016) structured interviews utilize questionnaires based on predetermined, standard or identical questions, and are referred to as questionnaires completed by the interviewer. the questions should be asked exactly as written and in the same tone of voice so that you do not indicate any bias.

#### **4.1.2 SURVEY**

A survey method is also used in this research to generate empirical data and analyze it based on the empirical study results to determine why online dating applications users that possess (gender, country of origin, generational belonging) uses the online dating services and if their perception has changed after using the services. We will be exploring differences in usage of each generation as well as exploring their experiences while using online dating applications.

The primary data collection method for this thesis is an online-survey questionnaire to understand the different behaviors of online dating application users. The gathered information from reading the literature and the interviews are used as a guide for the theoretical framework and survey questionnaire.

Surveys are used for quantitative or descriptive research (Rosen 2019). Descriptive analysis, such as that carried out using questionnaires of opinion and institutional processes questionnaires, would help to define and explain the variety of different phenomena (Saunders, Lewis, and Thornhill 2016). Online surveys are carried out by encouraging potential participants to visit a website where they can locate and complete the questionnaire electronically (Bryman and Bell 2011). The Internet survey has a significant advantage over the email questionnaire as it can allow the use of a

significantly wider variety of presentation embellishments (Bryman and Bell 2011). The fewer questions the survey has, the more people willing to answer, which increases the response rate (Rosen 2019). But this also means that fewer data will be collected. Furthermore, more questions will contribute to a better set of data, but participants may not be as eager or half-way willing to fill in the whole survey (Rosen 2019).

The variables that can be collected from questionnaires are demographic, attitudes, opinions, and behaviors (Saunders, Lewis, and Thornhill 2016). Demographic variables contain data that the respondent can easily access and are likely to be accurate if the respondent is willing to disclose. Such variables include age, race, marital status, health, occupation, and income characteristics (Saunders, Lewis, and Thornhill 2016). The demographic variables are used to examine how attitudes and opinions, behaviors and events differ, and to verify that the data collected are representative of the total population (Bryman and Bell 2011). Variables of attitudes and opinions contain data that may require respondents to think about before responding (Rosen 2019). The context in which the question was asked will influence them; recording whether respondents believe or feel about something is true or false. (Saunders, Lewis, and Thornhill 2016). Behavior variables are also likely to be influenced by context. They contain information about what people have done (behaviors) or what has happened (events) in the past, is happening now or is going to happen in the future (Saunders, Lewis, and Thornhill 2016).

This thesis survey is arranged in a way to gather several types of information based on the literature review and previous studies about online dating. The data collection includes participants demographics (age, gender, marital status, income level, sexual orientation), general online dating application behavior questions such as frequency of usage, premium user or freemium user, type of profile picture names of the applications etc., and a motives scale in which would be further explained in the next sections.

In order to properly address the question in this thesis and the outcomes of the interviews that were conducted, a set of scales was selected for the survey to determine the differences between generations' usage of online dating applications. The rating

scale of Likert is used in this thesis, which is considered as a type of question intended to examine how strongly an individual agrees or disagrees with a statement on several point scales such as a rating scale of four, five, six or seven points (Saunders, Lewis, and Thornhill 2016).

### **Online Dating Application Usage/Behavior:**

To explore the usage behavior of the online dating application users, we asked them questions based on the findings of the interviews and the marketing analysis that was conducted. The questions explored

- the time period that the users spend on online dating applications,
- how long have they been using them,
- which online dating applications they use,
- are they using the services for free or do they pay?,
- how many times they check their dating profile,
- the type of profile picture they are mostly attracted to,
- whether they are active or past users of online dating applications.

Adding to the list, we asked them questions based on a Likert scale that includes,

- if they ever have lied before while using online dating applications,
- have they been catfished before, and
- whether they would use the online dating applications in the future, and
- buy a subscription or not.

### **Online Dating Application Motivations:**

The internet is widely used for several activities including sexual ones; online dating is always associated with sexual activities. Therefore, the Cybersex Motives scale (CMQ) is selected for the online questionnaire (Franc et al. 2018). The scale includes three factors. The first factor is Enhancement, includes seven items and offers a supportive and inward reinforcement to raise positive emotions. To increase social affiliation, the second factor Social refers to external and positive strengthening among peers and includes four items. The last factor is Coping, includes three items and reflects all the individual's psychological methods for mitigating negative effects (Franc et al. 2018). The main structure of this scale was based on Gambling Motives Questionnaire (S. H.

Stewart and Zack 2008) which later was modified by the authors of Cybersex Motives to fit the needs of their study, since The GMQ may be defined in the context of the motives to be measured. It also shows that the questionnaire is plastic and that it can be fruitful to evaluate cybersex motives by modifying its structure (Franc et al. 2018). One item in the Enhancement factor was edited from (To watching) into (Looking at photos) to serve the purpose of this study. New item was also added to the scale (For stalking) since stalking is associated with the usage of social media and online dating applications.

### **Self-Esteem:**

Self-esteem is one of the most important keys to understand users' behaviors in online dating applications. Many studies showed that online dating can affect human self-esteem since not everyone can handle the rejection. Using the one item scale that was developed by Robins, Hendin, and Trzesniewski (2001), As its name suggests, this is a one-item indicator of global self-esteem. Participants react to the single item on a 7-point Likert scale from 1 (not very true to me) to 7 (extremely true to me).

### **Depression and Happiness:**

While conducting the interviews lots of the participants have tackled that online dating applications have risks and one of them is depression. A six items scale developed by Joseph et al (2004) (SDHS) containing three positive items and three negative items to maintain the statistical bipolarity of the short scale has been used.

### **Demographic Questions:**

The survey in this study includes questions regarding the age of the participants along with income level, level of education, gender, sexual orientation, and the marital status. Age is then translated into generations by the researchers.



## **5. ANALYSIS AND FINDINGS**

### **5.1 INTERVIEW RESULTS**

This section summarizes the findings of structured interviews with users of online dating applications. Fifteen interviews with users selected randomly from different ages were held in Istanbul. Respondents were asked to respond to 12 questions concerning their use of online dating applications.

Participant recruited randomly by contacting them on their personal social media accounts (Facebook, Instagram, and Snapchat). As shown in Table (5.1), using stratified random sampling. By dividing the sample into three groups (Generation Z, Millennials and Gen X). People from different backgrounds are necessary to get insights regarding the usage of online dating applications, to get more in-depth details regarding their behaviors while using the online dating services and to avoid being biased and remain as objective as possible. The main purpose of the interviews is so that we can develop a survey based on the themes that the interviews will provide, developing an early thematic framework for the study is essential and it will help to make the survey more concentrated on developing themes. All the participants' identity is anonymous and to protect their identities we will not share their real names.

Table 5. 1 Demographic Information for the participants in the interviews.

Gender	Age	Sexual Orientation	Occupation	Years of Using Online Dating Applications	Date of The Interview	Duration of The Interview
Female	25	Homosexual	School Teacher	3	08/08/2019	00:09:40
Male	20	Homosexual	Unemployed	2	08/08/2019	00:08:21
Male	29	Heterosexual	Accountant	5	08/08/2019	00:09:46
Male	37	Heterosexual	Lawyer	4	08/08/2019	00:10:28
Non-Binary	31	Disclosed	Interior Designer	3	07/08/2019	00:11:14
Male	25	Homosexual	Master's Student	3	07/08/2019	00:10:40
Male	23	Disclosed	Unemployed	1	07/08/2019	00:09:27
Female	27	Bisexual	Medical Assistant	*2 Months	06/08/2019	00:13:48
Female	24	Heterosexual	Entrepreneur	1	05/08/2019	00:14:36
Male	39	Homosexual	Disclosed	6	04/08/2019	00:04:26
Male	35	Disclosed	Master's Student	4	04/08/2019	00:04:59
Female	28	Disclosed	Disclosed	3	03/08/2019	00:10:10
Female	48	Heterosexual	Unemployed	1	03/08/2019	00:10:43
Male	27	Heterosexual	Psychologist	2	06/09/2019	00:09:37
Female	19	Bisexual	Undergraduate	1	06/09/2019	00:12:30

Note. \*This user is using online dating applications for two months and not years.

Since the purpose of our qualitative data interpretation aims to provide a meaningful output that will represent the human behavior interactions while using online dating applications, thematic analysis (Saunders, Lewis, and Thornhill 2016) method has been employed. After going through all the answers that were provided by the participants and understanding if the questions and the concepts of the online dating behaviors were internalized, the participants have repeated many answers. This created several themes, *“patterns found in the information provided that describe and organize possible observations or interpreting as much as possible aspects of the phenomenon”* (Bryman and Bell 2011). Although the theme development process in this study is predominantly data-driven due to its exploratory nature, using the researcher as the first judge emphasized theory and using the second judge as fairly naive to the specific area-

allowed a mixed approach of data-driven and theory-driven design of themes. As seen in Table (5.2), eight themes were discovered based on the repeated patterns that kept occurring while the participants were answering the questions. The main themes explored the nature of online dating applications behaviors and what drives users to use them.

Table 5. 2 Thematic Framework for online dating users' perceptions and gravitation towards online dating services.

Themes	Recurrence	Verbatim Statement
Dating applications are for sexual intercourse.	14	"Using online applications for me is regarding trying to find somebody to communicate with, it's like a pool of possibilities to discover sexual proclivities."
Expanding social circle.	15	"looking for friends to hang out, instead of a monogamous relationship. I choose to enjoy my life without any kind of obligation."
Meeting people from same age group or older.	13	"For a female in her forties, I find it difficult to communicate with young people on Tinder, and I'd rather pursue guys around my age."
Online dating can be risky.	15	"You do not even realize if the individual that you are going to be meeting is going to sane" "Dating applications led to self-esteem problems alongside anxiety regarding my self-representation."
Owning more than one dating application is normal.	13	"Using different applications gave me the same results, but out of boredom, I only install every new application just to try out the functionality and see if I could make new friends."
Freemium beats Premium	13	"I would not even spend my money in dating applications just to reach anybody, it's useless, and the freemium plan is sufficient."
Stigma of online dating.	9	"As a lecturer, I am always terrified that my coworkers may discover me on Tinder because they might start criticizing me and tag me as a lonely insecure individual or even a nymphomaniac"
Tinder is a popular dating application.	15	"Tinder is definitely the only application that you can interact with intelligent people."

## 5.2 SURVEY RESULTS

### 5.2.1 DEMOGRAPHIC PROFILES

One hundred and forty-seven respondents (106 males and 39 females) participated in this study. 2 people preferred not to disclose (Table 5.3).

Table 5. 3 Gender of the participants.

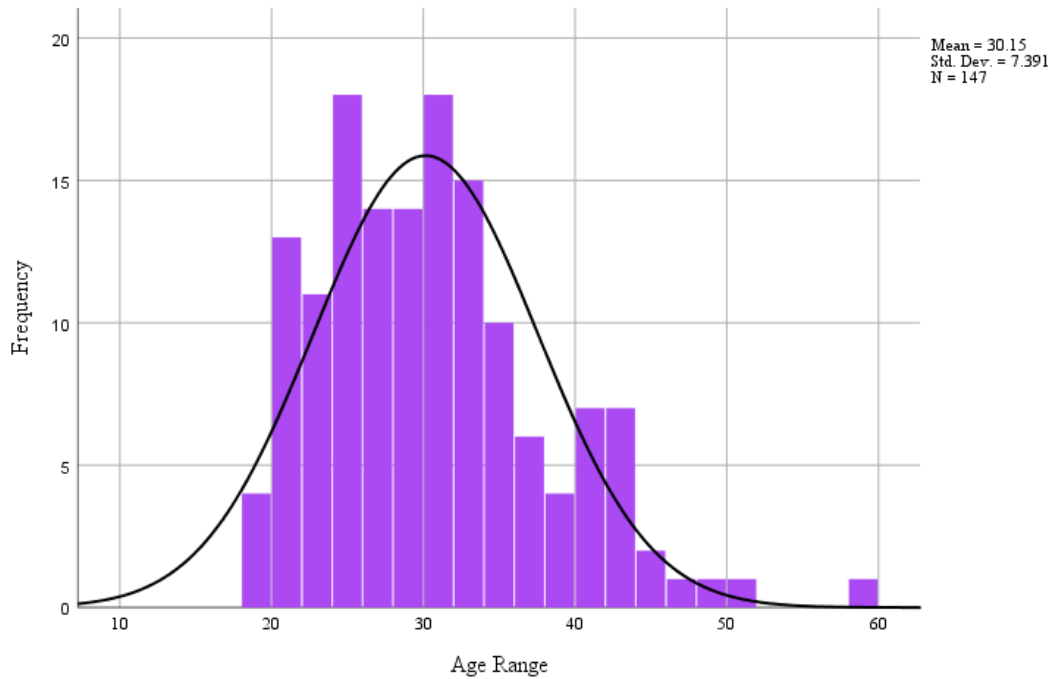
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	106	72.1	72.6	72.6
	Female	39	26.5	26.7	99.3
	I do not want to disclose	1	.7	.7	100.0
	Total	146	99.3	100.0	
Missing	System	1	.7		
	Total	147	100.0		

The participants were divided into three groups based on the age range of each generation (Table 5.4), 23.1% were from Generation Z (24 years old and below), 63.3% were Millennials (Gen Y) (between 24 and 39 years old) and 13.6% were from Generation X (40 years of age and older) (Figure 5.1).

Table 5. 4 The Generation groups of the participants.

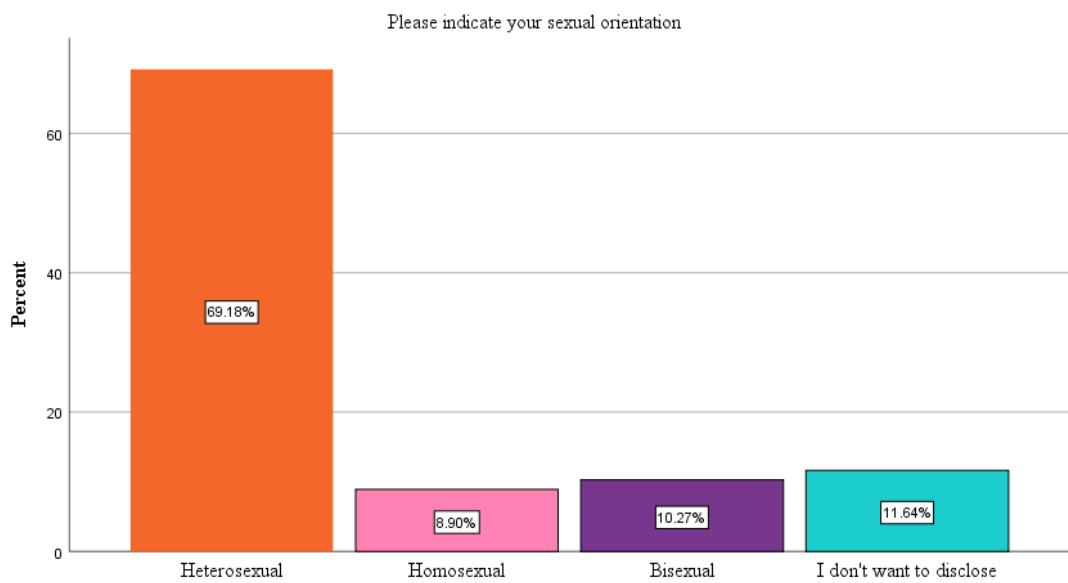
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Generation Z	34	23.1	23.1	23.1
	Millennials	93	63.3	63.3	86.4
	Generation X	20	13.6	13.6	100.0
	Total	147	100.0	100.0	

Figure 5.1 Participants age range.



Furthermore, most of the participants were Heterosexual 69.18%. 10.27% identify as Bisexual, 11.64% preferred not to disclose and finally 8.90% identify as a Homosexual (Figure 5.2).

Figure 5.2 Sexual orientation of the participants.



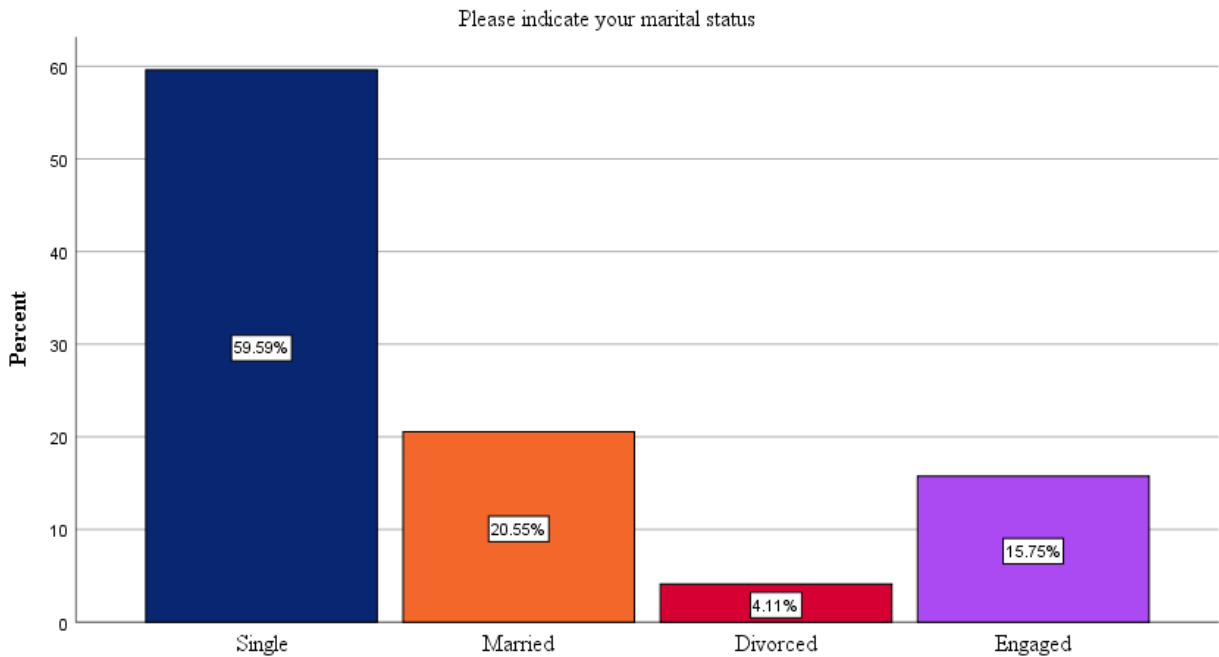
As seen in Table 5.5, 56.5% of the participants had at least a bachelor's degree. 24.5% had a master's degree, 17.7% had a high school education and lower degrees, and only 1.4% had a PhD.

Table 5. 5 Educational background of the participants.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or lower	26	17.7	17.7	17.7
	Bachelor's degree	83	56.5	56.5	74.1
	Master's degree	36	24.5	24.5	98.6
	PhD degree	2	1.4	1.4	100.0
	Total	147	100.0	100.0	

The analysis also showed that 59.59% of the participants were single, 20.55% of the participants were married, 15.75% were engaged and 4.11% were divorced (Figure 5.3).

Figure 5.3 Marital status of the participants.



Most of the participants indicated middle income level (49.7% middle class, low to middle 22.4%, middle to high 15%, low 8.8% and 4.1% were high) (Table 5.6).

Table 5. 6 Income level of the participants.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	13	8.8	8.8	8.8
	Low to middle	33	22.4	22.4	31.3
	Middle	73	49.7	49.7	81.0
	Middle to high	22	15.0	15.0	95.9
	High	6	4.1	4.1	100.0
	Total	147	100.0	100.0	

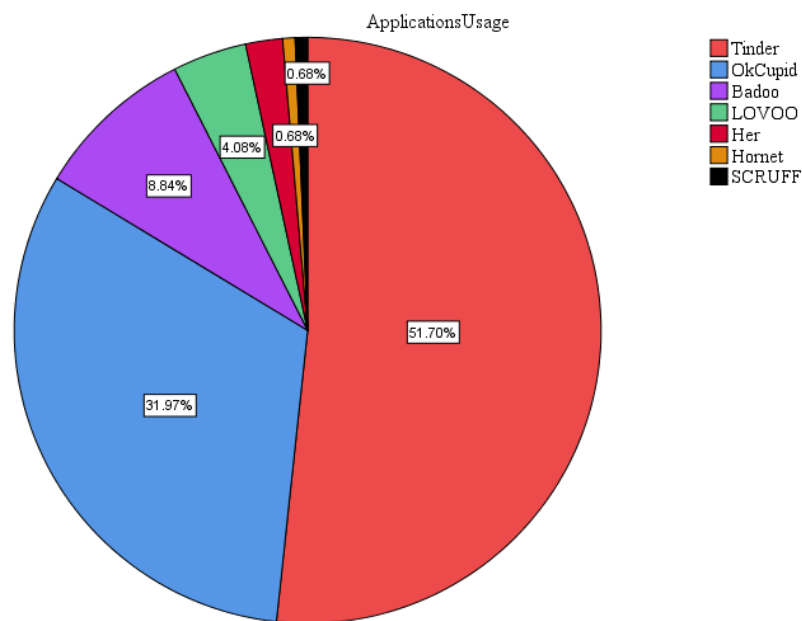
## 5.2.2 USAGE OF ONLINE DATING APPLICATIONS

**-Apps Used:** As seen in Figure 5.4 that Tinder is the most common used application among all the generations with a 51.7%, followed by OkCupid 32%. Badoo reported quite low comparing to Tinder and OkCupid with an 8.8%. LOVOO is not very widely known with a 4.1% followed by Her 2% which is a Lesbian dating application. Hornet and SCRUFF are known for Gay males and reported the same percentage 0.7%. 50% of Generation Z uses Tinder and 29.4% uses OkCupid. 54.8% of Millennials uses Tinder and 31.2% uses OkCupid. 40% of Generation X uses Tinder and 40% OkCupid and 15% uses Badoo (Table 5.7). Findings in the present study are consistent with the market analysis in the Online Dating Market Analysis in Chapter 2 (Figure 2.1). Tinder, OkCupid, Badoo and SCRUFF are commonly used around the world and extremely popular among the whole Generations. Especially Tinder's successful business model, its ease of use and achieving user's objectives with effectiveness make it superior among other dating applications. LOVOO was released in 2011, and the application is popular in Europe mainly and in Germany but reported quite low (Mähler 2015). Furthermore, Hornet and Her users are from homosexual demographics and the results show that they are not so popular yet due to its niche nature.

Table 5. 7 Most popular dating applications per frequency.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tinder	76	51.7	51.7	51.7
	OkCupid	47	32.0	32.0	83.7
	Badoo	13	8.8	8.8	92.5
	LOVOO	6	4.1	4.1	96.6
	Her	3	2.0	2.0	98.6
	Hornet	1	.7	.7	99.3
	SCRUFF	1	.7	.7	100.0
	Total	147	100.0	100.0	

Figure 5.4 Most popular dating applications percentage.



According to Table (5.8), 25% of participants who marked “Other” stated that they have used Dazzled Date, 16.7% stated that they have used Match.com (one of the oldest website for online dating and it belongs to Match Group the same company that created



Tinder application), 8.3% mentioned other dating applications (i.e. Bigger City, FirstMet, JUAMO, Mamba, Tagged and TourBar).

Table 5. 8 Percentage of other online dating application users.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bigger City	1	8.3	8.3	8.3
	Dazzled Date	3	25.0	25.0	33.3
	FirstMet	1	8.3	8.3	41.7
	JAUMO	1	8.3	8.3	50.0
	Mamba	1	8.3	8.3	58.3
	Match.Com	2	16.7	16.7	75.0
	Plenty Of Fish	1	8.3	8.3	83.3
	Tagged	1	8.3	8.3	91.7
	TourBar	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

**-Profile Picture:** Participants answered a question regarding the profile picture style that they use and the majority of the answers said they prefer to upload photos with their families (80.3% a photo with family members, 13.6% would add a selfie, 2.7% would add a full body image, 2% prefer to add photos with friends, and only 0.7% would add photos with their personal pet/s (Table 5.9). 82.4% of Generation Z, 77.4% of Millennials, 90% of Generation X prefer to upload profile picture with their family.

Table 5. 9 Profile Picture Style.

		With Family	Selfie	Full Body	With Friends	With Pet/s	Total
Generations	GenZ	28	3	1	1	1	34
	Millennials	72	17	3	1	0	93
	GenX	18	0	0	1	0	19
Total		118	20	4	3	1	146

**-Plan Type:** It is apparent from Table 5.10 that the number of users that are using online dating applications either using the Freemium Model or the Premium Model. Generation Z reported that only 6 are using the premium model while 28 are using the freemium model. 88 users from Millennials stated that they are using the freemium

model while only 5 are using the premium model. Generation X findings shows that only 2 are using the premium model while 18 uses that premium model.

Table 5. 10 Number of Premium and Freemium users.

		Premium Model	Freemium Model	Total
Generations	GenZ	6	28	34
	Millennials	5	88	93
	GenX	2	18	20
Total		13	134	147

**-Current Usage:** The results, as seen in Table (5.11), indicate the number of Active users and Past users of online dating applications. 94 of the participants are current users of the services and 53 participants are past users. 25 of Generation Z and 60 of Millennials are active users. However, 11 users of Generation X are past users.

Table 5. 11 Current usage status of online dating applications.

		Active user	Past user	Total
Generations	GenZ	25	9	34
	Millennials	60	33	93
	GenX	9	11	20
Total		94	53	147

**-Users' Experience:** As seen in Table 5.12, the whole sample, especially among Millennials and X, reported that they have been using online dating applications since 2016. This indicates that they started to become popular due to the increase in mobile devices' popularity in 2016 (Lin 2018). About 14 users from Generation Z have been using online dating applications from 2 – 6 months. While 27 users from Millennials have been users from 1 – 3 years. Generation X reported that 5 of them were users from 1 – 3 years and the same number of users goes for 4 – 6 years and 4 of the users have been using online dating services for 7 – 10 years, meaning that they are not only users of dating applications but also dating websites.

Table 5. 12 Users' experience with online dating applications.

		less than one month	2-6 months	6-12 months	1-3 years	4-6 years	7-10 years	10+ years	Total
Generations	GenZ	6	14	6	6	0	0	2	34
	Millennials	13	15	23	27	9	2	4	93
	GenX	1	0	3	5	5	4	2	20
Total		20	29	32	38	14	6	8	147

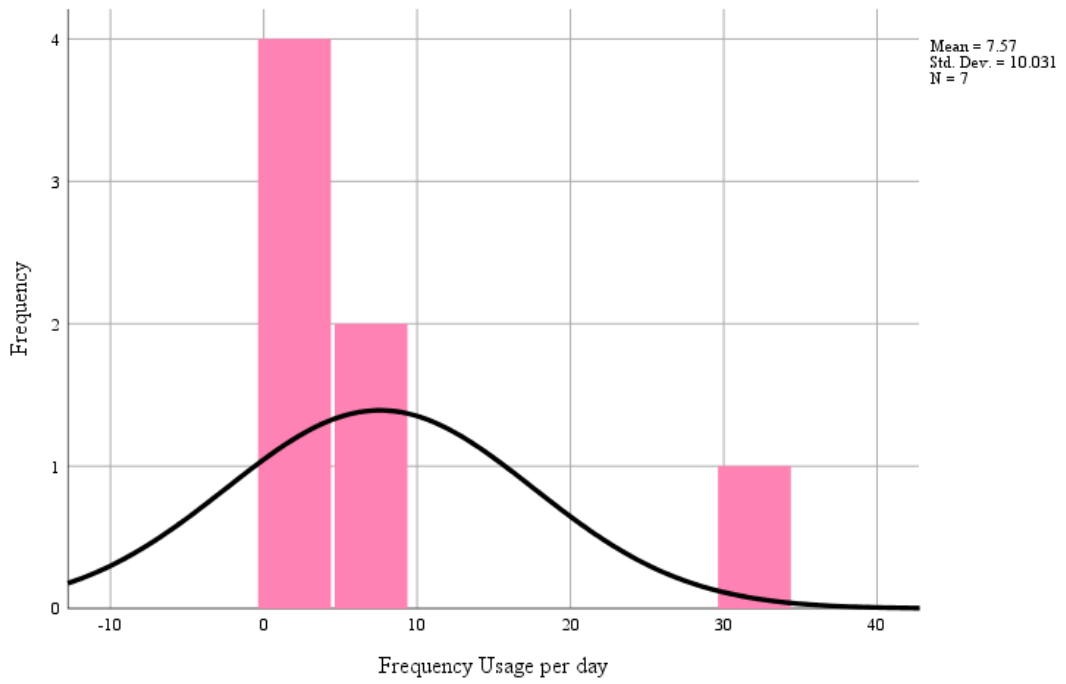
Frequency of usage as seen in Table 5.13 for Generation Z was 32.4% once a week, 29.4% multiple times a day, 14.7% every day. Millennials reported 26.9% multiple times a day, 22.6% once a week and 20.4% multiple times per month. Generation X was 35% multiple times a day, 25% once a week, 20% multiple times per month.

Table 5. 13 Users' frequency usage.

		Multiple times a day	Every day	Multiple times per week	Once a week	Multiple times per month	Once a month	Almost never	Total
Generations	GenZ	10	5	1	11	5	2	0	34
	Millennials	25	8	6	21	19	8	6	93
	GenX	7	0	2	5	4	1	1	20
Total		42	13	9	37	28	11	7	147

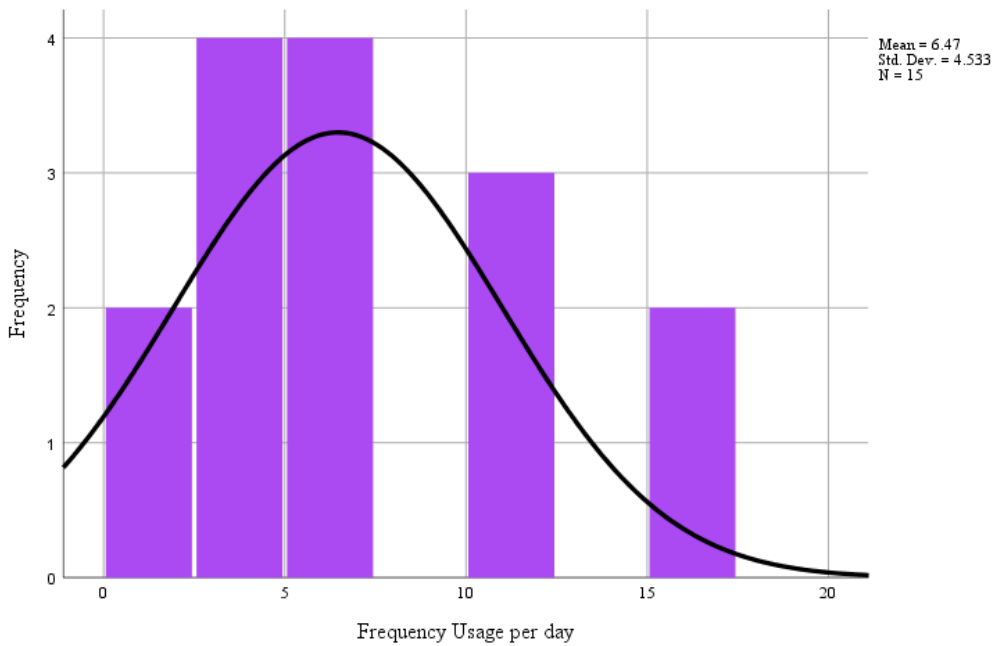
The participants also reported how many times per day they check their online dating profile. Generation Z reported that from 2 – 7 times a day that they check their online dating application (Figure 5.5).

Figure 5.5 Frequency of mutiple times a day (GenZ).



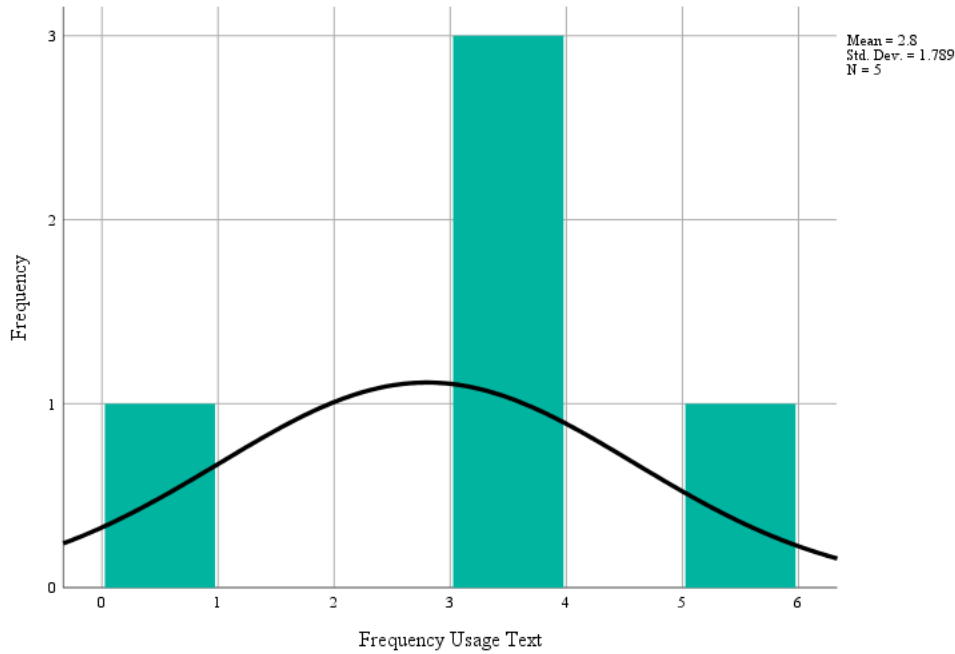
Millennials reported that they check their online dating profile per day from 2 – 15 times (Figure 5.6).

Figure 5.6 Frequency of mutiple times a day (Millennials).



Generation X reported that they check their profile from 3-5 times a day (Figure 5.7).

Figure 5.7 Frequency of mutiple times a day (GenX).



**-Users’ Interaction:** The data in Table (5.14) indicates that 37.41% of the participants have become friends with other users through online dating applications while 34.69% stated that they have met face to face (Table 5.15). This was discussed in the interview result that had been conducted in this thesis, the majority of the interviewee stated that they associate online dating applications to meet up with people and expand the circle of friends (Table 5.2).

Table 5. 14 Become Friends users’ interaction on online dating applications.

	Generations			Total
	GenZ	Millennials	GenX	
Become friends	29	71	14	114
Total	29	71	14	114

Table 5. 15 Face to face users’ interaction on online dating applications.

	Generations			Total
	GenZ	Millennials	GenX	
Met face-to-face	21	67	14	102
Total	21	67	14	102

Furthermore, 14.97% of the participants stated that they have had sexual hookups (Table 5.16) and 12.93% said that they had a romantic relationship through online dating applications (Table 5.17). 32.4% of Generation Z prefer Face to Face and Making Friends. 23.5% of them had Sexual Hookups. 11.8% found a Romantic Relationship. 37.6% of Millennials made Friends through online dating applications, 33.3% met Face to Face, 16.1% had Romantic Relationships and 12.9% had Sexual Hookups. 45% of Generation X had Face to Face contact and Made Friends while the other 10% had Sexual Hookups.

Table 5. 16 Sexual hookups users' interaction on online dating applications.

	Generations			Total
	GenZ	Millennials	GenX	
Had a sexual relationship	16	47	12	75
Total	16	47	12	75

Table 5. 17 Romantic relationship users' interaction on online dating applications.

	Generations			Total
	GenZ	Millennials	GenX	
Had a romantic relationship	21	52	11	84
Total	21	52	11	84

The results, as seen in Table 5.14, indicate that 72.11% of the participants stated that they have not met their current partner through online dating applications while 27.89% stated that they have. 75% of Generation X, 70.97% of Millennials, 73.5% of Generation Z have not met their partner through online dating.

Table 5. 18 Have you met your current partner through online dating applications?

		Yes	No	Total
Generations	GenZ	9	25	34
	Millennials	27	66	93
	GenX	5	15	20
Total		41	106	147

### 5.2.3 ONLINE DATING USAGE MOTIVATION, SELF-ESTEEM AND HAPPINESS

The alpha of Cronbach is a method for evaluating the internal reliability of a study (Saunders, Lewis, and Thornhill 2016). The scores should be over 0.6 to be considered credible (Bryman and Bell 2011). This research applied the alpha of the Cronbach to evaluate the internal reliability of the motivation scale used in this study and the result found to be 0.840, thus highly reliable (Table 5.19).

Table 5. 19 Reliability Statistics.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.840	.838	17

#### Generations:

A one-way between subjects' ANOVA was conducted between generations and enhancement, social, coping subdimensions and (added item) stalking motives. There was not a significant difference of generations at the  $p < .05$  level on motivation [ $F(2, 144) = 0.166, p = 0.847$ ] or stalking [ $F(2, 144) = 0.325, p = 0.723$ ]

Table 5. 20 ANOVA analysis Cybersex Motives (Generations).

		Sum of Squares	df	Mean Square	F	Sig.
For stalking	Between Groups	1.235	2	.618	.325	.723
	Within Groups	273.431	144	1.899		
	Total	274.667	146			
Total CysexMQ	Between Groups	.183	2	.092	.166	.847
	Within Groups	79.392	144	.551		
	Total	79.575	146			

A one-way between subjects' ANOVA was conducted between generations and self-esteem, depression happiness (SDHS) scales. There was a not a significant difference of the SDHS items according to generations [ $F(2, 144) = 1.455, p = 0.237$ ]. However, in the self-esteem there was a marginally significant difference between generations [ $F(2, 144) = 2.403, p = 0.094$ ] (Table 5.21).

Table 5. 21 ANOVA analysis Self-Esteem & SDHS Scales (Generations).

		Sum of Squares	df	Mean Square	F	Sig.
I have high self-esteem.	Between Groups	13.456	2	6.728	2.403	.094
	Within Groups	403.211	144	2.800		
	Total	416.667	146			
SDHS	Between Groups	.923	2	.461	1.455	.237
	Within Groups	45.646	144	.317		
	Total	46.568	146			

Post hoc comparisons using the LSD test indicated that the mean score for self-esteem of Millennials (M = 4.95, SD = 1.769) was more than self-esteem of GenX (M = 4.05, SD = 1.504). However, self-esteem of GenZ (M = 4.88, SD = 1.387) did not significantly differ from Millennials and GenX (Table 5.22).

Table 5. 22 ANOVA descriptive analysis Self-Esteem (Generations).

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I have high self-esteem.	GenZ	34	4.88	1.387	.238	4.40	5.37	3	7
	Millennials	93	4.95	1.796	.186	4.58	5.32	1	7
	GenX	20	4.05	1.504	.336	3.35	4.75	1	7
	Total	147	4.81	1.689	.139	4.53	5.08	1	7



**Gender:**

The results seen in Table (5.23) are for the independent-samples t-test that was conducted to compare motives in males and females. There was a significant difference in the scores for Males (M=2.55, SD=1.388) and Females (M=1.82, SD=1.189);  $t(143)=2.9$ ,  $p = 0.047$  in the stalking item. These results suggest that males have more tendency to stalk others on dating applications than females. There was not a significant difference in the scores for Males (M=3.37 SD=0.729) and Females (M=3.27, SD=0.785) conditions;  $t (143) = 0.739$ ,  $p = 0.461$  in the whole scale. (Table 5.24).

Table 5. 23 T-Test group statistics Cybersex Motives (Gender).

	Please indicate your gender	N	Mean	Std. Deviation	Std. Error Mean
For stalking	Male	106	2.55	1.388	.135
	Female	39	1.82	1.189	.190
Total CysexMQ	Male	106	3.37	.729	.071
	Female	39	3.27	.785	.126

Table 5. 24 T-Test independent samples test Cybersex Motives (Gender).

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
For stalking	Equal variances assumed	4.008	.047	2.900	143	.004	.727	.251	.231	1.222
	Equal variances not assumed			3.114	78.494	.003	.727	.233	.262	1.191
Total CysexMQ	Equal variances assumed	1.559	.214	.739	143	.461	.103	.139	-.173	.378
	Equal variances not assumed			.714	63.648	.478	.103	.144	-.185	.391

Another independent-samples t-test that was conducted to compare the Enhancement scale items in males and females (Table 5.25). There was a significant difference in the scores for Males (M=3.52, SD=1.132) and Females (M=3.08, SD=1.201) conditions;  $t(143)=2.051$ ,  $p = 0.042$  in the Enhancement item (Because I like the feeling). These results suggest that males enjoy dating applications more than female. Adding to that, in the Enhancement item (To get a high feeling) also reported significant difference in the scores Males (M=3.19, SD=1.332) and Females (M=2.49, SD=1.335) conditions;  $t(143)=2.881$ ,  $p = 0.006$ . The results suggest that male get high feeling while using dating applications more than females. The item (Simply because it is fun) in the Enhancement factor also reported significant on the scores for Males (M=3.54, SD=1.156) and Females (M=3.97, SD=1.203) conditions;  $t(143)= -1.995$ ,  $p = 0.048$ . These results suggest that females enjoy the experience on dating applications as an enhancement for them more than males (Table 5.26).

Table 5. 25 T-Test group statistics Enhancement items (Gender).

	Please indicate your gender	N	Mean	Std. Deviation	Std. Error Mean
Because I like the feeling	Male	106	3.52	1.132	.110
	Female	39	3.08	1.201	.192
To get a “high” feeling	Male	106	3.19	1.332	.129
	Female	39	2.49	1.335	.214
Simply because it is fun	Male	106	3.54	1.156	.112
	Female	39	3.97	1.203	.193

Table 5. 26 T-Test independent samples test Enhancement items (Gender).

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Because I like the feeling	Equal variances assumed	.024	.876	2.051	143	.042	.442	.215	.016	.868
	Equal variances not assumed			1.996	64.414	.050	.442	.221	.000	.884
To get a “high” feeling	Equal variances assumed	.087	.769	2.811	143	.006	.701	.250	.208	1.195
	Equal variances not assumed			2.807	67.631	.007	.701	.250	.203	1.200
Simply because it is fun	Equal variances assumed	.130	.719	-1.995	143	.048	-.437	.219	-.869	-.004
	Equal variances not assumed			-1.958	65.488	.054	-.437	.223	-.882	.009

An independent-samples t-test was conducted to compare self-esteem, depression and happiness scales in males and females. There was not a significant difference in the scores for Males (M=4.71, SD=1.690) and Female (M=5.08, SD=1.660) conditions;  $t(143) = -1.172$ ,  $p = 0.243$  in the self-esteem. While in the depression and happiness there was not a significant difference in the scores for Males (M=2.87, SD=0.566) and Female (M=2.98, SD=0.546) conditions;  $t(143) = -1.080$ ,  $p = 0.282$  (Table 5.27).

Table 5. 27 T-Test group statistics Self-Esteem & SDHS Scales (Gender).

	Please indicate your gender	N	Mean	Std. Deviation	Std. Error Mean
I have high self-esteem.	Male	106	4.71	1.690	.164
	Female	39	5.08	1.660	.266
SDHS	Male	106	2.87	.566	.055
	Female	39	2.98	.546	.087

### Sexual Orientation:

A one-way between subjects' ANOVA was conducted between sexual orientation and enhancement, social, coping and stalking motives. There was not a significant difference of the scale on the sexual orientations [ $F(2, 126) = 1.172, p = 0.313$ ] for the whole scale. The added item for stalking also did not show significant difference of the sexual orientations [ $F(2, 126) = 1.194, p = 0.306$ ] (Table 5.28).

Table 5. 28 ANOVA analysis Cybersex Motives (Sexual Orientation).

		Sum of Squares	df	Mean Square	F	Sig.
For stalking	Between Groups	4.576	2	2.288	1.194	.306
	Within Groups	241.393	126	1.916		
	Total	245.969	128			
Total CysexMQ	Between Groups	1.350	2	.675	1.172	.313
	Within Groups	72.595	126	.576		
	Total	73.945	128			

A one-way between subjects' ANOVA was conducted between sexual orientation and self-esteem, depression happiness (SDHS) scales. There was a significant difference of the self-esteem scale on the sexual orientations [ $F(2, 126) = 3.131, p = 0.047$ ] (Table 5.29).

Table 5. 29 ANOVA analysis Self-Esteem & SDHS Scales (Sexual Orientation).

		Sum of Squares	df	Mean Square	F	Sig.
I have high self-esteem.	Between Groups	16.832	2	8.416	3.131	.047
	Within Groups	338.656	126	2.688		
	Total	355.488	128			

Post hoc comparisons using the LSD test indicated that the mean score for the Heterosexual ( $M = 5, SD = 1.631$ ) was significantly higher than the Bisexual ( $M = 3.87, SD = 1.922$ ). However, Homosexual ( $M = 3.60, SD = 0.89$ ) did not significantly differ

from Heterosexual and Bisexual. The results suggest that Heterosexuals have higher self-esteem on dating application than Bisexuals and Homosexuals (Table 5.30).

Table 5. 30 ANOVA descriptive analysis Self-Esteem (Sexual Orientation).

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I have high self-esteem.	Heterosexual	101	5.00	1.631	.162	4.68	5.32	1	7
	Homosexual	13	4.92	1.320	.366	4.13	5.72	3	7
	Bisexual	15	3.87	1.922	.496	2.80	4.93	1	7
	Total	129	4.86	1.667	.147	4.57	5.15	1	7

### Marital Status:

A one-way between subjects' ANOVA was conducted between marital status and enhancement, social, coping and stalking motives. There was not a significant difference of the scale on marital status [ $F(3, 142) = 0.407, p = 0.748$ ]. And the new added item did not have a significant difference [ $F(3, 142) = 0.370, p = 0.775$ ] (Table 5.31).

Table 5. 31 ANOVA analysis Cybersex Motives (Marital status).

		Sum of Squares	df	Mean Square	F	Sig.
For stalking	Between Groups	2.116	3	.705	.370	.775
	Within Groups	270.761	142	1.907		
	Total	272.877	145			
Total CysexMQ	Between Groups	.679	3	.226	.407	.748
	Within Groups	78.855	142	.555		
	Total	79.533	145			

ANOVA analysis was done between marital status and self-esteem, depression happiness (SDHS) scales. There was a marginally significant difference on the depression happiness scale of the marital status [ $F(2, 142) = 2.279, p = 0.082$ ] (Table 5.32).

Table 5. 32 ANOVA analysis SDHS Scales (Marital status).

		Sum of Squares	df	Mean Square	F	Sig.
SDHS	Between Groups	2.084	3	.695	2.279	.082
	Within Groups	43.286	142	.305		
	Total	45.371	145			

Post hoc comparisons using the LSD test indicated that the mean score for the Engaged ( $M = 3.06, SD = 0.568$ ) was significantly higher than the Married ( $M = 2.74, SD = 0.565$ ). However, Single ( $M = 2.94, SD = 0.552$ ) and Divorced ( $M = 2.58, SD = 0.376$ ) did not significantly differ. (Table 5.33).

Table 5. 33 ANOVA descriptive analysis SDHS Scales (Marital status).

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
SDHS	Single	87	2.94	.552	.059	2.82	3.06	2	4
	Married	30	2.74	.565	.103	2.53	2.95	2	4
	Divorced	6	2.58	.376	.154	2.19	2.98	2	3
	Engaged	23	3.06	.568	.118	2.81	3.30	2	4
	Total	146	2.90	.559	.046	2.81	2.99	2	4



**Income Level:**

A one-way between subjects' ANOVA was conducted between level of income and enhancement, social, coping and (added item) stalking motives. There was not a significant difference on the scale according to income level [ $F(4, 142) = 0.602, p = 0.662$ ] (Table 5.34). However, in one of the Enhancement factors (item Because it is exciting) there was a significant difference [ $F(4, 142) = 2.646, p = 0.036$ ] (Table 5.35).

Table 5. 34 ANOVA analysis Cybersex Motives Total (Income Level).

		Sum of Squares	df	Mean Square	F	Sig.
Total CysexMQ	Between Groups	1.326	4	.332	.602	.662
	Within Groups	78.249	142	.551		
	Total	79.575	146			

Table 5. 35 ANOVA analysis Enhancement item (Income Level).

Because it is exciting						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		13.037	4	3.259	2.646	.036
Within Groups		174.935	142	1.232		
Total		187.973	146			

Post hoc comparisons using the LSD test indicated that the mean score for the High Income ( $M = 4.17, SD = 0.983$ ) was significantly different than the Low Income ( $M = 3.08, SD = 1.188$ ), and Low to Middle income ( $M = 3.33, SD = 1.216$ ) on exciting perceptions. However, Middle Income ( $M = 3.84, SD = 1.067$ ) and Middle to High Income ( $M = 3.91, SD = 1.065$ ) did not significantly differ. (Table 5.36).

Table 5. 36 ANOVA descriptive analysis Enhancement item (Income Level).

Because it is exciting								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Low	13	3.08	1.188	.329	2.36	3.79	1	5
Low to middle	33	3.33	1.216	.212	2.90	3.76	1	5
Middle	73	3.84	1.067	.125	3.59	4.08	1	5
Middle to high	22	3.91	1.065	.227	3.44	4.38	2	5
High	6	4.17	.983	.401	3.13	5.20	3	5
Total	147	3.68	1.135	.094	3.50	3.87	1	5

A one-way between subjects' ANOVA was conducted for income level on self-esteem and depression happiness (SDHS) scales. There was not a significant difference on the self-esteem scale by income level [ $F(4, 142) = 0.870, p = 0.483$ ] neither on [ $F(4, 142) = 1.292, p = 0.276$ ] (Table 5.37).

Table 5. 37 ANOVA analysis Self-Esteem and SDHS Scales (Income Level).

		Sum of Squares	df	Mean Square	F	Sig.
I have high self-esteem.	Between Groups	9.971	4	2.493	.870	.483
	Within Groups	406.695	142	2.864		
	Total	416.667	146			
SDHS	Between Groups	1.635	4	.409	1.292	.276
	Within Groups	44.934	142	.316		
	Total	46.568	146			

**Education:**

A one-way between subjects' ANOVA was conducted between education level and enhancement, social, coping and (added item) stalking motives. There was not a significant difference on the total scale by education level [ $F(3, 143) = 1.041, p = 0.376$ ]. However, in the stalking motive there was a significant difference of the education [ $F(3, 143) = 2.716, p = 0.047$ ]. (Table 5.38).

Table 5. 38 ANOVA analysis Cybersex Motives (Education).

		Sum of Squares	df	Mean Square	F	Sig.
For stalking	Between Groups	14.805	3	4.935	2.716	.047
	Within Groups	259.861	143	1.817		
	Total	274.667	146			
Total CysexMQ	Between Groups	1.701	3	.567	1.041	.376
	Within Groups	77.874	143	.545		
	Total	79.575	146			

Post hoc comparisons for stalking motives using the LSD test indicated that the mean score for the PhD holder users ( $M = 4.50, SD = 0.707$ ) was significantly higher than the Bachelor holder users ( $M = 2.14, SD = 1.336$ ), High school and lower users ( $M = 2.24, SD = 1.447$ ), and Masters holder users ( $M = 2.58, SD = 1.317$ ) significantly differed. The results suggest that people with higher education do not use dating applications to stalk others, while the lower the education the tendency to stalk others is higher (Table 5.39).

Table 5. 39 ANOVA descriptive analysis Stalking item (Education).

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
For stalking	High school or lower	26	2.42	1.447	.284	1.84	3.01	1	5
	Bachelor's degree	83	2.14	1.336	.147	1.85	2.44	1	5
	Master's degree	36	2.58	1.317	.220	2.14	3.03	1	5
	PhD degree	2	4.50	.707	.500	-1.85	10.85	4	5
	Total	147	2.33	1.372	.113	2.11	2.56	1	5

A one-way between subjects' ANOVA was conducted for education level on self-esteem, depression happiness (SDHS) scales. There was not a significant difference on the self-esteem scale by education level [ $F(3, 143) = 1.255, p = 0.292$ ]. In the depression happiness (SDHS) scales, there was not a significant difference of education level [ $F(3, 143) = 2.299, p = 0.08$ ]. (Table 5.40)

Table 5. 40 ANOVA analysis Self-Esteem and SDHS Scales (Education).

		Sum of Squares	df	Mean Square	F	Sig.
I have high self-esteem.	Between Groups	10.688	3	3.563	1.255	.292
	Within Groups	405.978	143	2.839		
	Total	416.667	146			
SDHS	Between Groups	2.143	3	.714	2.299	.080
	Within Groups	44.425	143	.311		
	Total	46.568	146			

**Premium and Freemium:**

The results seen in Table (5.41) are for the independent-samples t-test that was conducted to compare Cybersex Motives in premium and freemium users. There was a significant difference in the scores for Premium (M=3.08, SD=1.115) and Freemium (M=2.26, SD=1.376) conditions;  $t(145)=2.070$ ,  $p = 0.04$  on the stalking motive. These results suggest that freemium users would not use dating applications to stalk while the premium users have tendency to use the applications to stalk (Table 5.42).

Table 5. 41 T-Test group statistics Stalking motive (Premium and Freemium).

	Paid or Free	N	Mean	Std. Deviation	Std. Error Mean
For stalking	Premium	13	3.08	1.115	.309
	Freemium	134	2.26	1.376	.119

Table 5. 42 T-Test independent samples Stalking motive (Premium and Freemium).

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
For stalking	Equal variances assumed	3.107	.080	2.070	145	.040	.816	.394	.037	1.595
	Equal variances not assumed			2.462	15.776	.026	.816	.331	.112	1.519

An independent-samples t-test was conducted to compare self-esteem, depression and happiness scales in premium and freemium users. There was not a significant difference in the scores for Premium (M=4.77, SD=1.363) and Freemium (M=4.81, SD=1.722) conditions;  $t(145) = -0.090$ ,  $p = 0.929$  in the self-esteem. While in the depression and happiness there was not a significant difference in the scores for Premium (M=2.69,

SD=0.480) and Freemium (M=2.93, SD=0.569) conditions;  $t(145) = -1.456, p = 0.147$  (Table 5.43).

Table 5. 43 T-Test group statistics Stalking motive (Premium and Freemium).

	Paid or Free	N	Mean	Std. Deviation	Std. Error Mean
I have high self-esteem.	Premium	13	4.77	1.363	.378
	Freemium	134	4.81	1.722	.149
SDHS.	Premium	13	2.69	.480	.133
	Freemium	134	2.93	.569	.049

**Active and Past users:**

The results seen in Table (5.44) are for the independent-samples t-test that was conducted to compare Cybersex Motives in active and past users. There was a significant difference in the scores for Active users (M=4.15, SD=1.037) and Past users (M=3.75, SD=1.036) conditions;  $t(145) = 2.215, p = 0.028$  in the social factor item (To meet somebody). Results suggest that active users are interested in meeting others on online dating applications unlike previous users. There was another significant difference in the scores for Active users (M=3.59, SD=1.236) and Past users (M=3.13, SD=1.387) conditions;  $t(144) = 2.065, p = 0.041$  in the social factor item (For being sociable and appreciated by others). These results suggest that active users are interested in interacting and being appreciated by others while using online dating applications unlike previous users (Table 5.45).

Table 5. 44 T-Test group statistics Social factors (Active and Past users).

	Active or Past User	N	Mean	Std. Deviation	Std. Error Mean
To meet somebody	Active user	94	4.15	1.037	.107
	Past user	53	3.75	1.036	.142
For being sociable and appreciated by others	Active user	93	3.59	1.236	.128
	Past user	53	3.13	1.387	.191

The results seen in Table (5.46) are for the independent-samples t-test that was conducted to compare self-esteem, depression and happiness scales in active and past users. There was not a significant difference in the scores of self-esteem scale for Active users (M=4.79, SD=1.596) and Past users (M=4.53, SD=1.825) conditions;  $t(145) = 1.522, p = 0.130$ . The SDHS also did not show anything significant for Active users (M=2.91, SD= 0.546) and Past users (M=2.90, SD=0.601) conditions;  $t(145) = 0.109, p = 0.913$ .

Table 5. 45 T-Test independent samples Stalking motive (Premium and Freemium).

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
To meet somebody	Equal variances assumed	.043	.836	2.215	145	.028	.394	.178	.042	.746
	Equal variances not assumed			2.215	108.021	.029	.394	.178	.041	.747
For being sociable and appreciated by others	Equal variances assumed	.964	.328	2.065	144	.041	.459	.222	.020	.899
	Equal variances not assumed			2.000	98.295	.048	.459	.230	.004	.915

Table 5. 46 T-Test group statistics Social factors (Active and Past users).

	Active or Past User	N	Mean	Std. Deviation	Std. Error Mean
I have high self-esteem.	Active user	94	4.97	1.596	.165
	Past user	53	4.53	1.825	.251
SDHS	Active user	94	2.91	.546	.056
	Past user	53	2.90	.601	.083

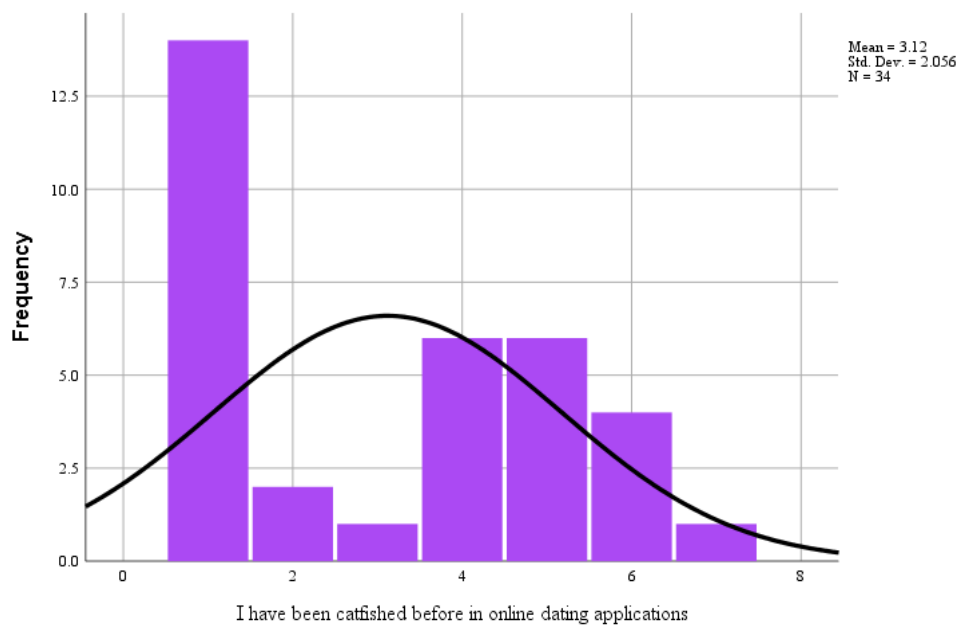


### 5.2.3 ONLINE DATING USAGE BEHAVIOR

#### Generation Z:

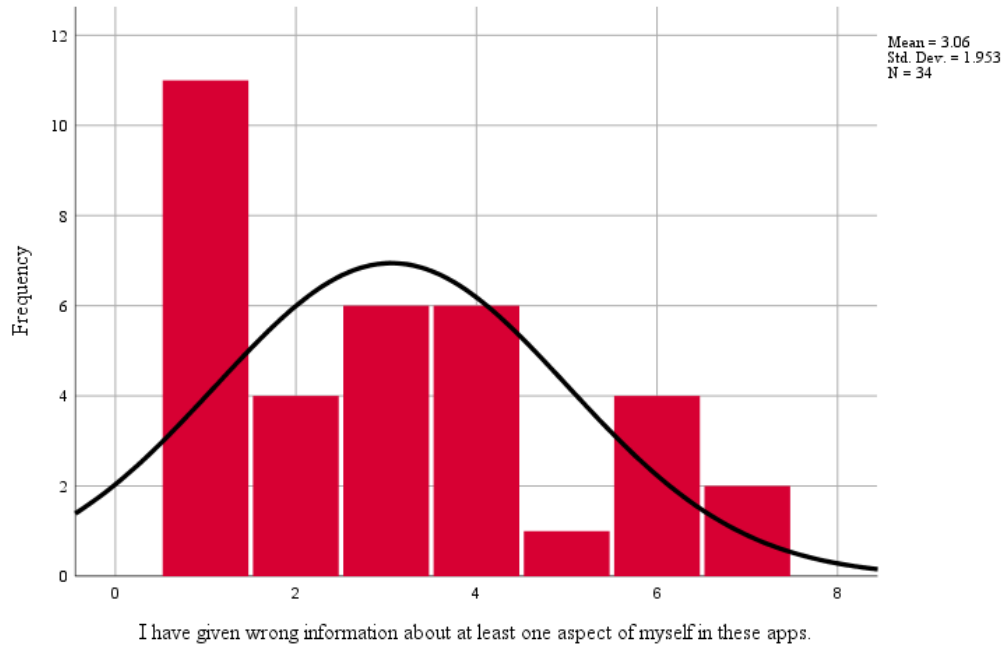
Regarding the relationship between Generation Z and catfishing behavior on online dating application, the findings in Figure (5.8) suggests that this generation has not been exposed to this kind of behavior. 41.2% of GenZ reported that they have never been catfished before.

Figure 5.8 Catfish behavior frequency histogram (GenZ).



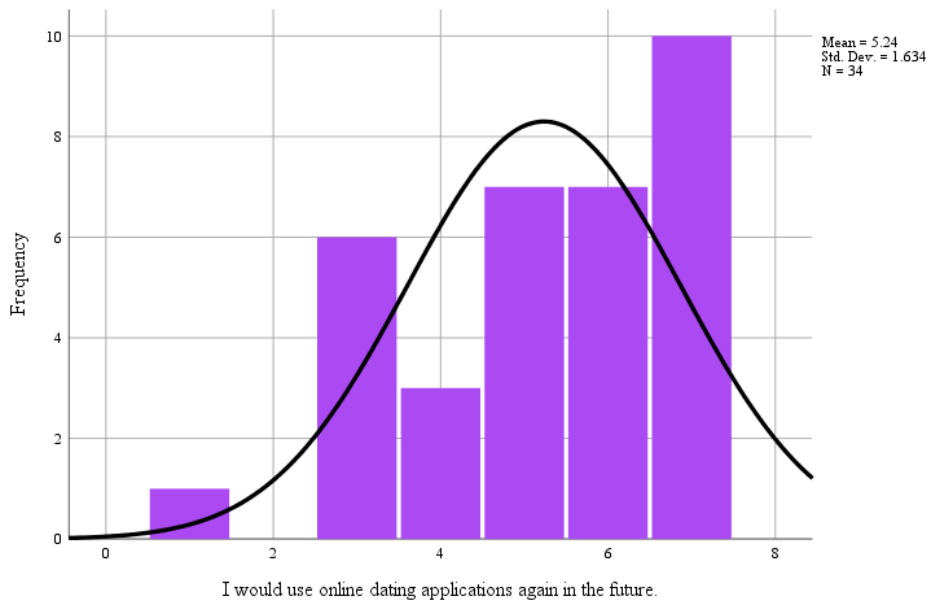
On the contrary, Generation Z does not have any lying behaviors on online dating applications (Figure 5.9). 32.4% of GenZ said that they would not lie on online dating applications.

Figure 5.9 Lying behavior frequency histogram (GenZ).



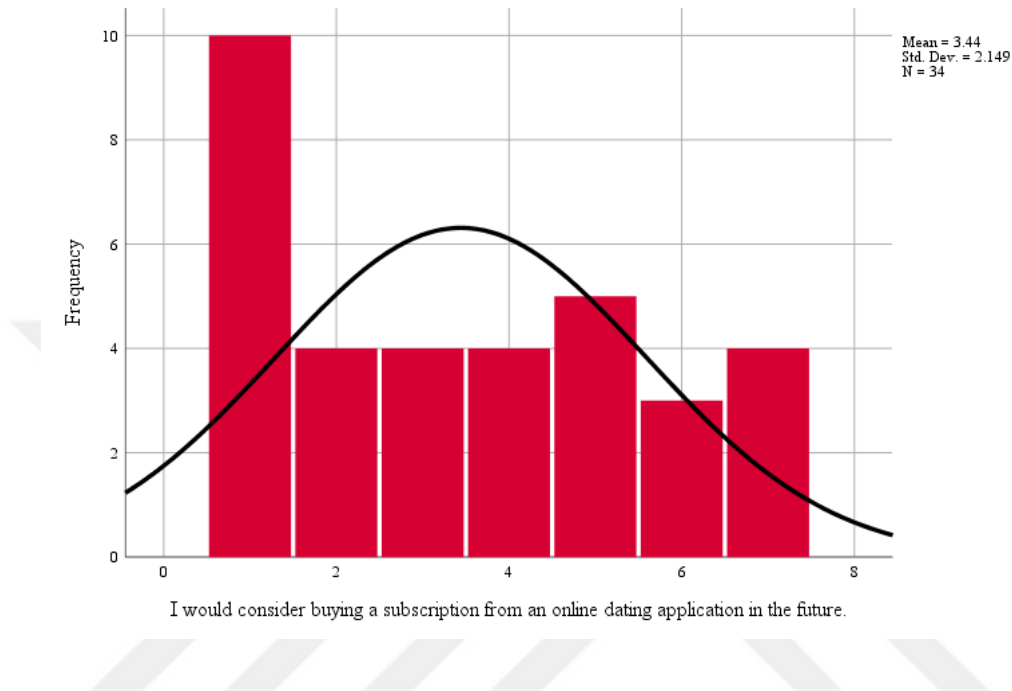
As for the relationship between Generation Z and whether they would use online dating applications in the future, the findings suggest that this generation would use online dating applications again in the future. 29.4% of GenZ would use dating applications in the future (Figure 5.10).

Figure 5.10 Frequency of future usage histogram (GenZ).



Generation Z does not want to buy a subscription on online dating applications (Figure 5.11). 29.4% of GenZ said that they would not buy a subscription from online dating applications.

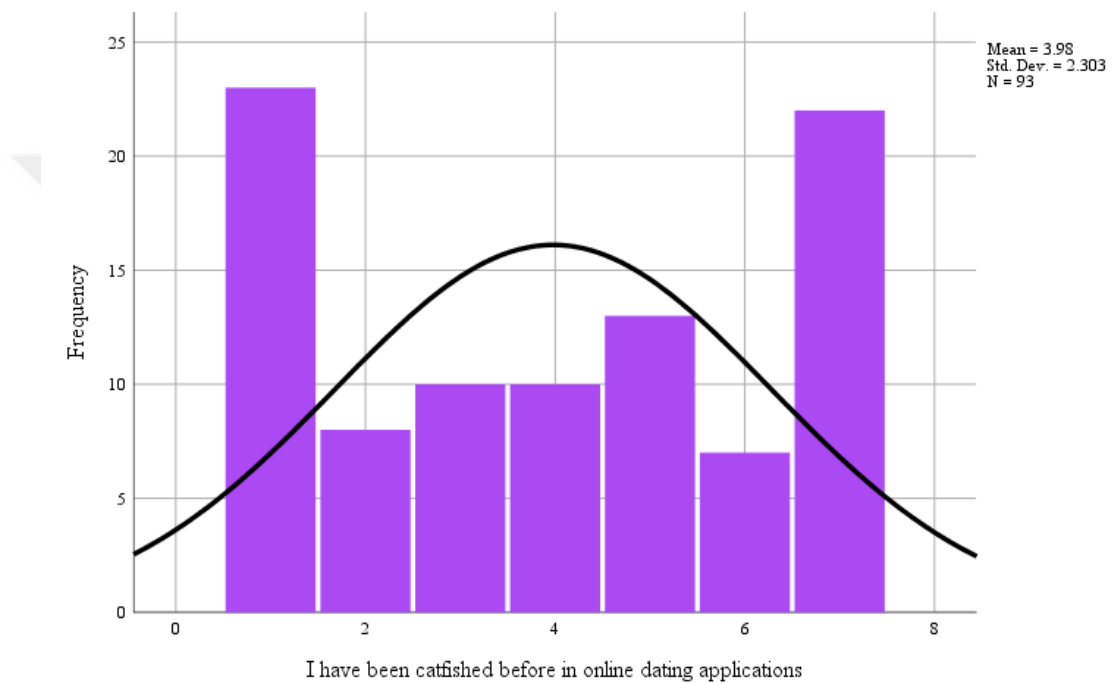
Figure 5.11 Frequency of buying subscription histogram (GenZ).



**Millennials:**

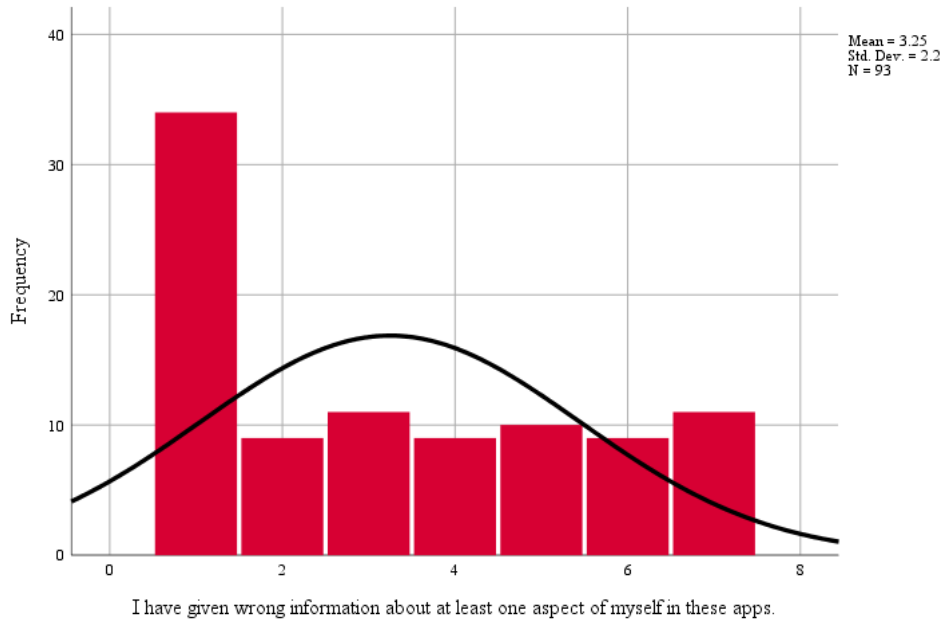
On the relationship between Millennials and catfishing behavior on online dating application, the findings suggest that this generation has been exposed to this kind of behavior. 23.7% of Millennials reported that they have been catfished before. However, 24.7% stated that they have not been catfished before (Figure 5.12).

Figure 5.12 Catfish behavior frequency histogram (Millennials).



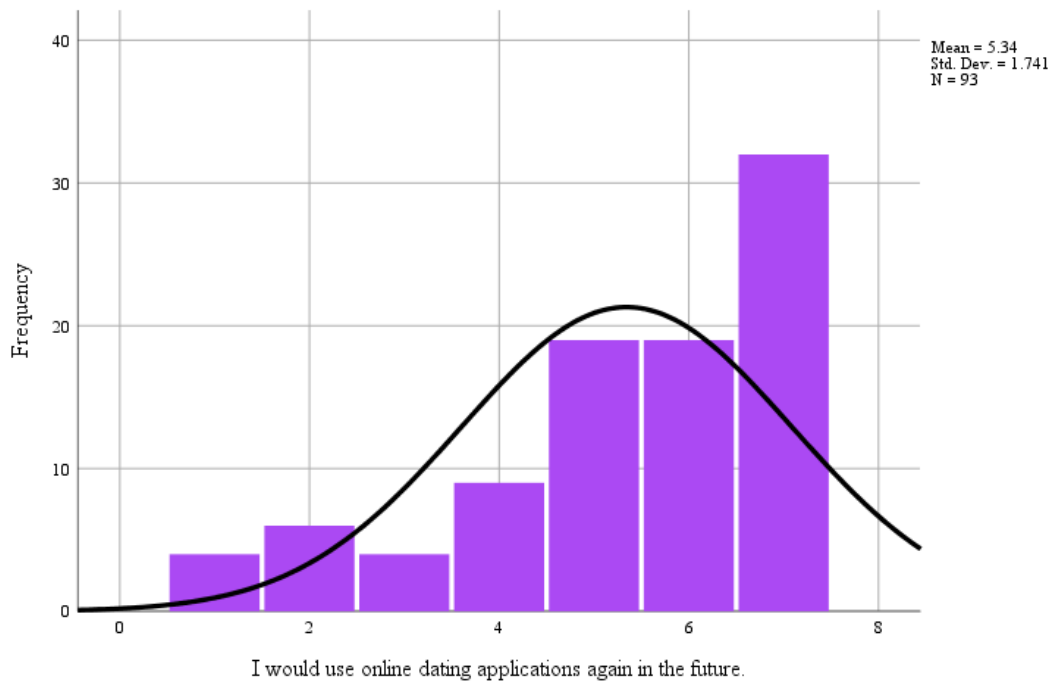
Millennials does not mostly demonstrate lying behaviors on online dating applications (Figure 5.13). 36.6% of Millennials said that they would not lie on online dating applications.

Figure 5.13 Lying behavior frequency histogram (Millennials).



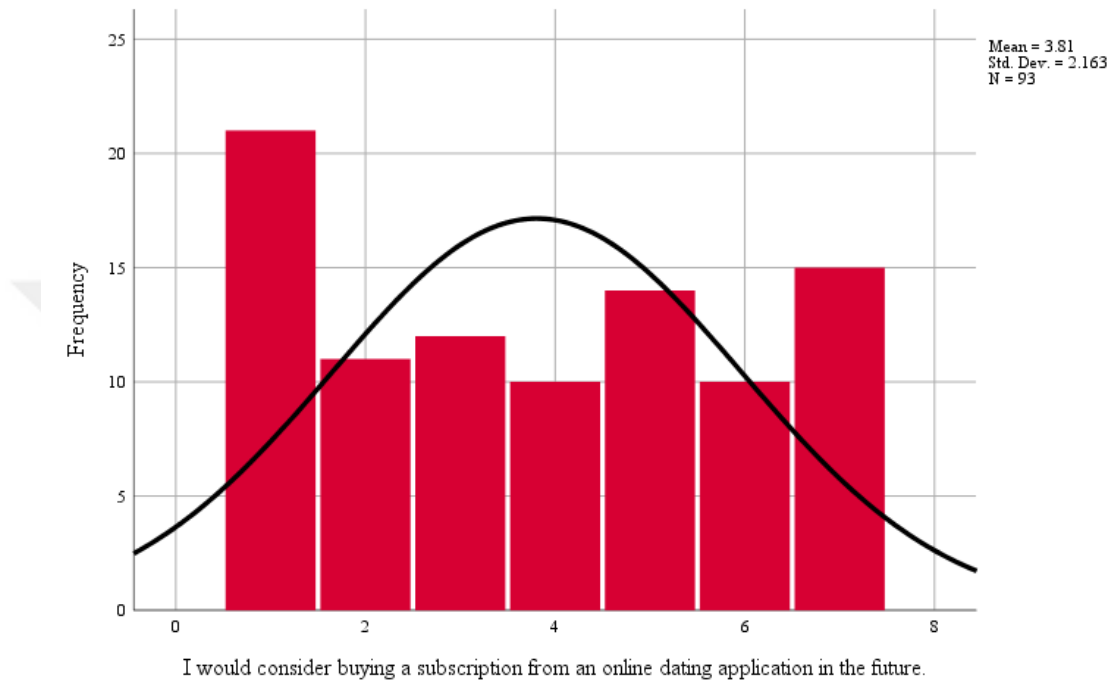
Millennials would use online dating applications again in the future. 34.4% of Millennials would use dating applications in the future (Figure 5.14).

Figure 5.14 Frequency of future usage histogram (Millennials).



Millennials does not want to buy a subscription on online dating applications (Figure 5.15). 22.6% of Millennials said that they would not buy a subscription from online dating applications.

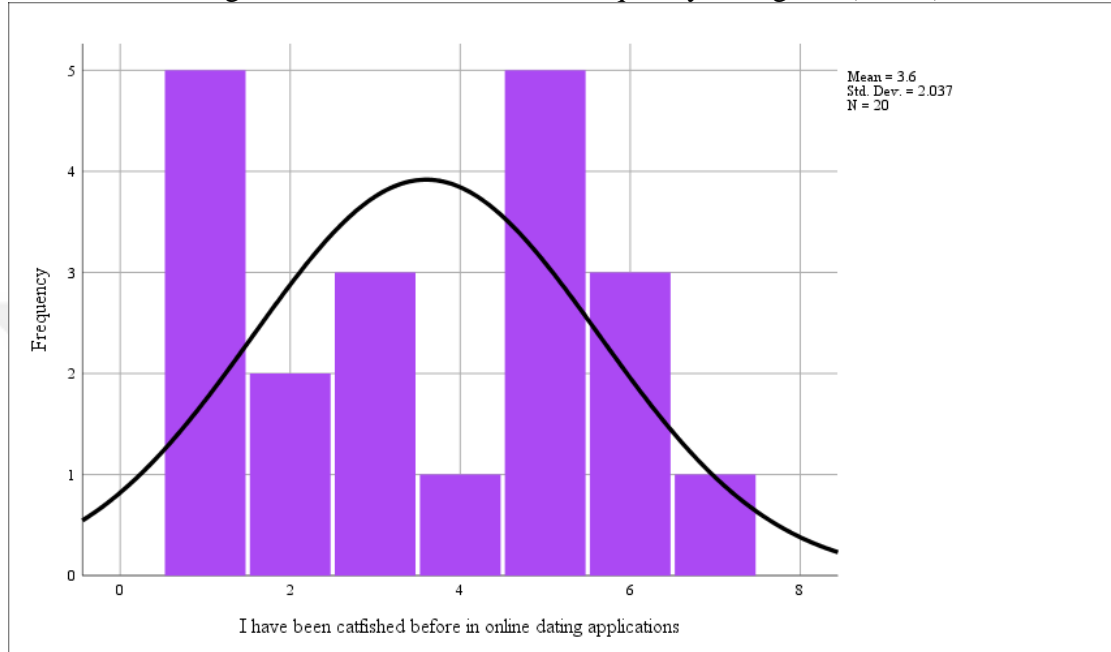
Figure 5.15 Frequency of buying subscription histogram (Millennials).



**Generation X:**

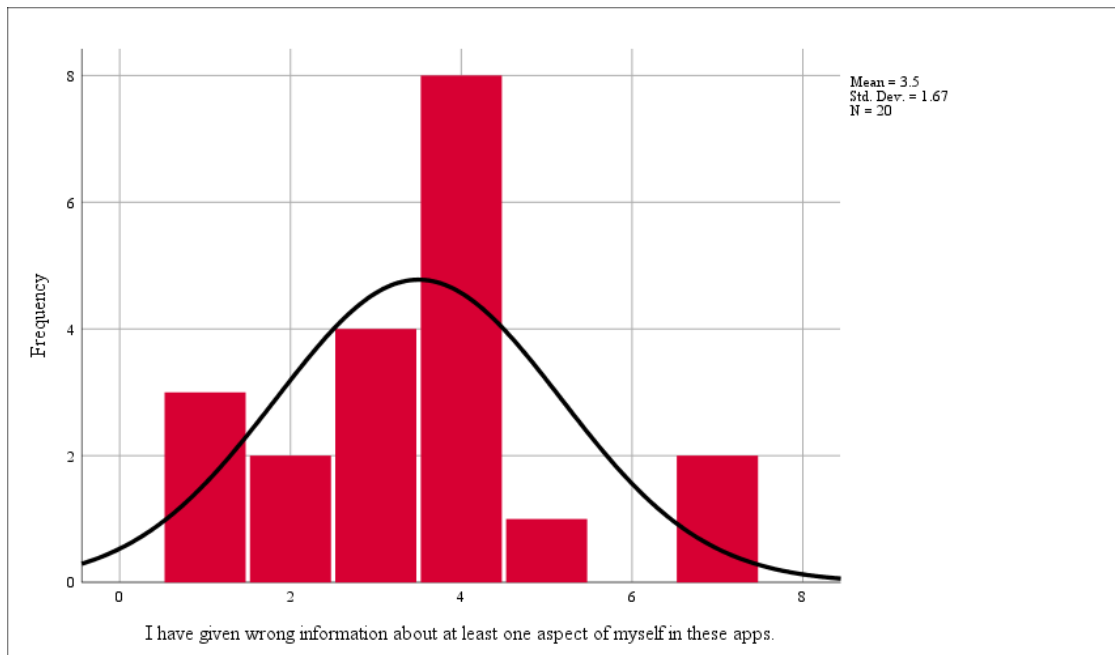
Regarding the relationship between Generation X and catfishing behavior on online dating application, 25% of GenX reported that they have been catfished before (Figure 5.16).

Figure 5.16 Catfish behavior frequency histogram (GenX).



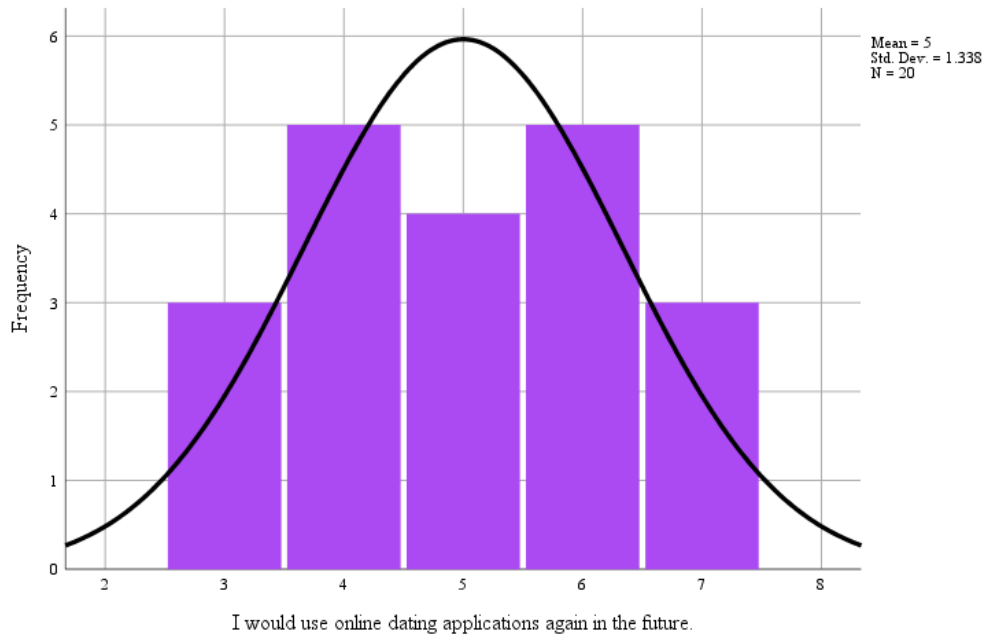
In Figure (5.17) 40% of GenX said that they have lied on online dating applications.

Figure 5.17 Lying behavior frequency histogram (GenX).



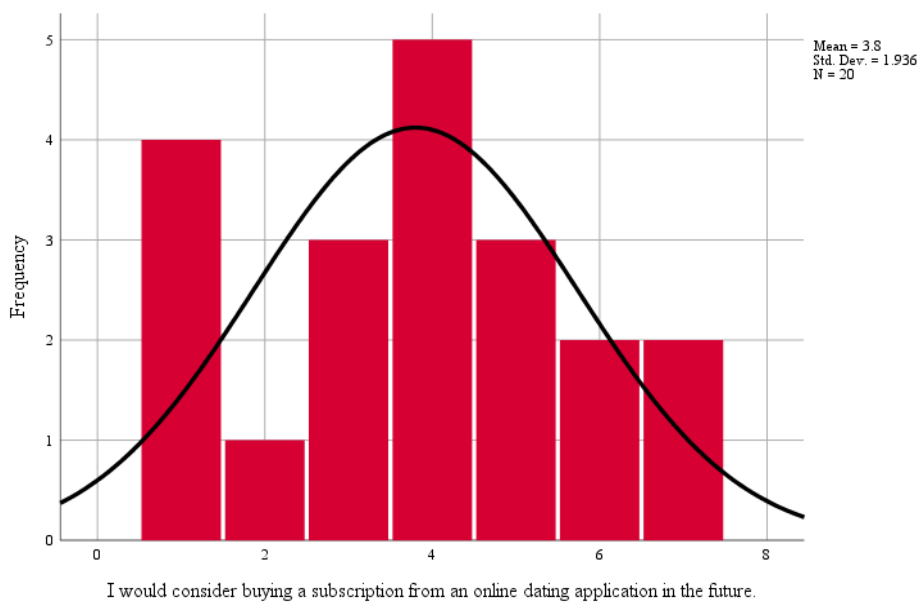
25% of GenX would use dating applications in the future and another 25% stated that they almost disagree (Figure 5.18).

Figure 5.18 Frequency of future usage histogram (GenX).



20% of GenX said that they would not buy a subscription from online dating applications and 25% were neutral about it (Figure 5.19).

Figure 5.19 Frequency of buying subscription histogram (GenX)





#### 5.2.4 RELATIONSHIP BETWEEN BEHAVIORS AND MOTIVATIONS

In this section, there is a summary of significant correlations among important variables in this research.

A Pearson product-moment correlation coefficient was computed to assess the relationship between catfish and lying behaviors on online dating applications. There was a positive correlation between the two variables,  $r = 0.370$ ,  $n = 147$ ,  $p = 0.000$  (Table A.1). Overall, there was a strong, positive correlation between lying and catfishing. Increases in lying behaviors were correlated with increases in catfishing behavior.

A Pearson product-moment correlation coefficient was computed to assess the relationship between buying subscription and future usage behaviors on online dating applications. There was a positive correlation between the two variables,  $r = 0.435$ ,  $n = 147$ ,  $p = 0.000$  (Table A.1). There was a strong, positive correlation between future usage and buying a subscription. Increases in future usage were correlated with increases in buying a subscription.

A Pearson product-moment correlation coefficient was computed to assess the relationship between lying behavior and enhancement factor and stalking factor on online dating applications. There was a positive correlation between lying and because I like the feeling item,  $r = 0.238$ ,  $n = 147$ ,  $p = 0.004$ . There was a positive correlation between lying and to get a high feeling item,  $r = 0.301$ ,  $n = 147$ ,  $p = 0.000$ . There was a positive correlation between lying and for sexual activity item,  $r = 0.245$ ,  $n = 147$ ,  $p = 0.003$ . There was a positive correlation between lying and for stalking,  $r = 0.239$ ,  $n = 147$ ,  $p = 0.003$  (Table A.1). Overall, there was a strong, positive correlation between lying and enhancement and stalking factors. Increases in lying were correlated with increases in enhancement and stalking.

A Pearson product-moment correlation coefficient was computed to assess the relationship between buying subscription and cybersex motives (CMQ) on online dating applications. There was a positive correlation between buying a subscription and the enhancement factor,  $r = 0.306$ ,  $n = 147$ ,  $p = 0.000$ . There was a positive correlation

between buying a subscription and social factor,  $r = 0.380$ ,  $n = 147$ ,  $p = 0.000$ . There was a positive correlation between buying a subscription and coping factor,  $r = 0.313$ ,  $n = 147$ ,  $p = 0.000$  (Table A.1). Overall, there was a strong, positive correlation between buying subscription and CMQ. Increases in buying subscription were correlated with CMQ.

A Pearson product-moment correlation coefficient was computed to assess the relationship between future usage and social factor on online dating applications. There was a positive correlation between future usage and to meet somebody item,  $r = 0.270$ ,  $n = 147$ ,  $p = 0.001$ . There was a positive correlation between future usage and because it makes a social gathering more enjoyable item,  $r = 0.242$ ,  $n = 147$ ,  $p = 0.003$  (Table A.1). Overall, there was a strong, positive correlation between future usage and social factors. Increases in future usage were correlated with social factor.

A Pearson product-moment correlation coefficient was computed to assess the relationship between future usage and self-esteem on online dating applications. There was a positive correlation between future usage and self-esteem,  $r = 0.226$ ,  $n = 147$ ,  $p = 0.006$  (Table A.1). Overall, there was a strong, positive correlation between future usage and self-esteem. Increases in future usage were correlated with self-esteem.

A Pearson product-moment correlation coefficient was computed to assess the relationship between stalking and coping factor on online dating applications. There was a positive correlation between stalking and in order to forget my problems,  $r = 0.327$ ,  $n = 147$ ,  $p = 0.000$ . There was a positive correlation between stalking and because it helps me when I'm depressed or nervous,  $r = 0.308$ ,  $n = 147$ ,  $p = 0.000$ . There was a positive correlation between stalking, and it comforts me when I'm in a bad mood,  $r = 0.250$ ,  $n = 147$ ,  $p = 0.002$  (Table A.1). Overall, there was a strong, positive correlation between stalking and coping factor. Increases in stalking were correlated with coping factors.

A Pearson product-moment correlation coefficient was computed to assess the relationship between self-esteem and short depression happiness scale (SDHS) on online dating applications. There was a positive correlation between self-esteem and

SDHS,  $r = 0.293$ ,  $n = 147$ ,  $p = 0.000$  (Table A.1). Overall, there was a strong, positive correlation between self-esteem and SDHS.

A Pearson product-moment correlation coefficient was computed to assess the relationship freemium or premium users and income level on online dating applications. There was a negative correlation freemium or premium and income level,  $r = -0.238$ ,  $n = 147$ ,  $p = 0.005$  (Table A.1). Overall, there was a strong negative correlation between freemium or premium and income level.



## 6. GENERAL DISCUSSION

The findings of this research add to the overall understanding of online dating applications usage behaviors, especially from a multi-generation point of view. The findings from the interviews and the survey suggest that generations are using the current famous dating applications (e.g. Tinder, OkCupid and Badoo). The usage of the niche dating applications comes from homosexual and bisexual users (e.g. Her, SCRUFF). The majority of the users from multi-generations prefer to upload a profile picture on online dating applications with their families or a selfie. These findings were consistent with the findings of Gray, Difronzo, and Panek (2018), who suggested that users with profile pictures of themselves are more likely to get more user interactions than people with no personal profile picture. Findings regarding the premium or the freemium model suggest that the majority of the users from multi-generations prefer the freemium model while using online dating applications. The majority of the generations stated that they have been using online dating applications since 2016 and the finding was expected since the popularity of online dating applications started around that time (Lin 2018). Regarding the frequency of usage, Generation Z and Y and X have shown similar behaviors. Users' interactions on online dating applications among multi-generations were also similar. The majority of the generations expressed that they have become friends with people online dating, met face to face or have had a sexual relationship. However, the majority of the sample stated that they have not met their partner through online dating. This finding was expected and consistent with the findings of Finkel et al. (2012) who suggested the higher amount of potential partner in online dating applications the less likely users would find a potential partner. Because having too many options harden the decision, it is worth noting that the majority of the sample is still active users on dating applications.

An important finding in this thesis is on the relationships between generations and self-esteem. Millennials and Z have much more self-esteem than Generation X. Adding to that, heterosexuals have higher self-esteem than homosexuals and bisexuals. Also, in the findings of short depression happiness scale (SDHS), it showed that single users are not as happy as the other users.

Adding to the body of knowledge around gender usage of online dating applications, results showed that males have tendency to use dating application for stalking more than the females. Findings also show that stalking was related with the educational levels: the higher the educational level the less likely they will stalk others on dating applications. Also, freemium users have less tendency to stalk while using online dating applications and a minority of the premium have tendency to stalk on dating applications.

Furthermore, the results suggest the role of gender in Cybersex Motives Questionnaire (CMQ) enhancement factor. Males use online dating because they like the feeling and to get high feeling while using dating applications while females use dating applications because it is fun. The role of income levels on CMQ-enhancement findings showed that middle income and middle to high income enjoy dating applications thinking it is exciting more than the lower income users. The role of active and past users on CMQ-social results showed that active users still on online dating applications to meet somebody and to be more socially appreciated unlike past users.

The findings add to our understanding of catfish behavior and lying behavior. The more users lie on dating applications the more likely they are catfishing other users. Lying behavior also correlated with stalking item and CMQ-enhancement and coping. The research also investigated whether future usage is correlated with buying a subscription in the future, the findings showed that the more people use online dating applications in the future the more likely they are premium users. Future usage is also correlated with CMQ-social, meaning that users will continue using dating applications to stay connected with humans, and other findings regarding future usage showed that it is related with high self-esteem.

Income level was also correlated with freemium or premium subscription, only middle to high income users are using premium plans while the lower income users are on freemium.

## **LIMITATIONS AND FUTURE RESEARCH**

It is beyond the scope of the study to get the full explanation of the differences of generations' online dating usage behaviors due to the limited size of the sample and the lack of time and resources. For further research, it can be recommended to investigate more about the reasons to use freemium over premium plan on online dating applications. Further research could investigate the reasons why users lie and catfish on online dating applications and whether it relates to age or risks of exposing personal information. Further research could use a larger sample to further investigate the niche dating applications behaviors and relate them to sexuality, and whether there is a different behavior from the homosexual and bisexual demographics.

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## CURRICULUM VITAE

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Name Surname : Hassan Sahib  
Place and Date of Birth : Iraq, Baghdad – 12/07/1990

### Education

Undergraduate Education : Business Administration  
Graduate Education : MBA  
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### Work Experience:

2009-2010

Digital Marketing Manager  
4D Design Studios | Amman, Jordan

2013-2014

Graphic Designer  
Al Mada Group | Baghdad, Iraq

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Graphic Designer, Digital Marketing Manager  
Al Baraka Travel Agency | Baghdad, Iraq

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# APPENDICES

Table A.1 Correlation between the variables.

	Buying subscription			Future usage			Catfish			Lying		
Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation
.123	147	.153	.118	147	.000	.370**	147	.000	.370**	147	.000	1
.079	147	.878	.013	147	.878	1	147	.878	.013	147	.000	.370**
.435**	147	.000	1	147	.878	.013	147	.878	.013	147	.153	.118
1	147	.000	.435**	147	.339	.079	147	.139	.123	147	.139	.123
-.154	147	.668	-.036	147	.478	.059	147	.166	-.115	147	.166	-.115
.201*	147	.678	.035	147	.837	.017	147	.833	.018	147	.833	.018
.209*	147	.006	.226**	147	.171	.113	147	.535	-.052	147	.535	-.052
.013	147	.956	.005	147	.664	-.036	147	.073	-.148	147	.073	-.148
.159	147	.252	.095	147	.068	.151	147	.003	.239**	147	.003	.239**
.306**	147	.033	.176*	147	.397	.070	147	.001	.268**	147	.001	.268**
.380**	147	.005	.229**	147	.061	.155	147	.018	.195*	147	.018	.195*
.313**	147	.019	.194*	147	.188	.109	147	.011	.210*	147	.011	.210*
.388**	147	.005	.231**	147	.138	.123	147	.001	.275**	147	.001	.275**





Coping CMQ			Social CMQ			Enhancement CMQ			For stalking			
N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation	N	Sig. (2-tailed)	Pearson Correlation	N
147	.011	.210*	147	.018	.195*	147	.001	.268**	147	.003	.239**	147
147	.188	.109	147	.061	.155	147	.397	.070	147	.068	.151	147
147	.019	.194*	147	.005	.229**	147	.033	.176*	147	.252	.095	147
147	.000	.313**	147	.000	.380**	147	.000	.306**	147	.054	.159	147
147	.290	-.088	147	.717	.030	147	.262	-.093	147	.040	-.169*	147
147	.364	.075	147	.449	.063	147	.084	.143	147	.292	.088	147
147	.254	.095	147	.080	.145	147	.096	.138	147	.561	.048	147
147	.026	-.183*	147	.693	.033	147	.827	.018	147	.028	-.182*	147
147	.000	.342**	147	.030	.179*	147	.000	.412**	147	1	1	147
147	.000	.527**	147	.000	.573**	147	.000	1	147	.000	.412**	147
147	.000	.564**	147	1	1	147	.000	.573**	147	.030	.179*	147
147	.000	1	147	.000	.564**	147	.000	.527**	147	.000	.342**	147
147	.000	.792**	147	.000	.811**	147	.000	.894**	147	.000	.392**	147

CMQ Total	N	Sig. (2-tailed)	Pearson Correlation
	147	.001	.275**
	147	.138	.123
	147	.005	.231**
	147	.000	.388**
	147	.402	-.070
	147	.142	.122
	147	.067	.151
	147	.630	-.040
	147	.000	.392**
	147	.000	.894**
	147	.000	.811**
	147	.000	.792**
	147		1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).



## APPENDIX A

### Interview Questionnaire

#### Introduction:

Hello, my name is Hassan Sahib. I am a master student (MBA) at Kadir Has University, thank you for willing to participate in this study and finding time to fit me in your schedule. As you know I contacted you via (social media platforms) about this interview that will be a part of my thesis, I am doing a research about online dating applications and I will be asking you few questions and of course you will be free to answer whichever you like and feel comfortable with. The interview will last for 30-40 minutes and of course your information will be anonymous and everything you will provide will be used for academic research only.

#### Open-ended Questions:

1. The topic that I want to discuss is about online dating applications, what comes to your mind when I first mention the word “online dating” to you?
2. Explain in-depth your associations with online dating applications?
3. Have you ever used a dating application before?
4. When did you start using online dating applications?
5. What are your reasons for this?
6. What do or did you expect to find on online dating applications?
7. Whether you have used online dating or not, do you have any concerns regarding online dating?
8. If you have used a dating application, which one(s)?
9. Have you ever paid to use a dating application?
10. Do you consider dating a partner from your same age group or would you go for a different age group? And why?
11. Have you ever gone on a date (with the possibility of a committed relationship in mind) with someone you met on an online dating application?
12. How did you feel about this experience afterwards?
13. Have you ever been in a relationship with someone you met online?

14. What is your reason for being on a dating application? Elaborate more in-depth please?
15. Since I respect your privacy, I will not use your real name. What name would you like me to use for this interview?
16. What is your age?
17. What is your gender?
18. What is your sexual orientation?

**Conclusion:**

Thank you for your time, I really appreciate all your willingness to share all the insights regarding this topic, is there anything you would like to share regarding your thoughts about online dating? If not, then I believe this is the end of this interview and if you are interested in the results of this research, I will keep you updated.

## APPENDIX B

### Survey Questionnaire

Participating in this survey means that you are using at least one online dating application. There is no right or wrong answer to the questions and your results will be kept for academic purposes and anonymous. It is important that you are able to complete this session in a single sitting without distraction. If this is a good time, please click on the button below to begin the session.

For how long you have been a user of the online dating applications?

- Less than 1 month
- 2-6 months
- 6-12 months
- 1-3 years
- 4-6 years
- 7-10 years
- 10 years or more

Which online dating applications are you using / have used before? (Please select all that apply)

- Tinder
  - OkCupid
  - Badoo
  - LOVOO
  - Her
  - Hornet
  - SCRUFF
  - MoMo
  - Minder
  - Other (please specify):
-

Please indicate your current usage status of online dating apps.

- Active user
- Past user

Please indicate your current usage status of online dating apps.

- Paid subscription user (please indicate amount in \$)

\_\_\_\_\_

- Free account user

How many times do you log in online dating apps?

- Multiple times a day (please indicate how many times on average):

\_\_\_\_\_

- Once a week
- Multiple times per month
- Once a month
- Almost never
- Multiple times per week
- Every day

Through online dating applications, with how many people have you...

- Met face-to-face \_\_\_\_\_
- Had a romantic relationship \_\_\_\_\_
- Had a sexual relationship \_\_\_\_\_
- Become friends \_\_\_\_\_

Have you met your current partner through online dating applications?

- Yes
- No

Which of the following describes your main profile picture in online dating applications? (please select all that apply)

- Selfie / portrait
- Full body
- With friends
- With family
- With pet/s
- With a view
- Just a pet
- Other (please specify):

---

Please indicate how much you agree with the following statements regarding your online dating apps usage.

	Do not agree at all (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Definitely agree (7)
I have given wrong information about at least one aspect of myself in these apps.	<input type="radio"/>						<input type="radio"/>
I have been catfished before in online dating applications (catfish: Someone who pretends to be someone else online, often through fake profiles).	<input type="radio"/>						<input type="radio"/>
I would use online dating applications again in the future.	<input type="radio"/>						<input type="radio"/>
I would consider buying a subscription from an online dating application in the future.	<input type="radio"/>						<input type="radio"/>



Please indicate how much you agree with the following statements.

I use an online dating application:

	Never (1)	2 (2)	3 (3)	4 (4)	Always (5)
To get entertained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I like the feeling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it's exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For stalking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get a "high" feeling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For sexual activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simply because it's fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In order to forget my problems or worries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it helps me when I'm depressed or nervous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It comforts me when I'm in a bad mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet somebody	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I need to exchange with other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For being sociable and appreciated by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it makes a social gathering more enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For looking at photos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate to what degree the following items describe yourself:

I have high self-esteem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Please read each one and tick the box which best describes how frequently you feel that way.

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)
I feel dissatisfied with my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel cheerless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel pleased with the way I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that life is enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that life is meaningless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your age?

---

Income Please indicate your income level

- Low
- Low to middle
- Middle
- Middle to high
- High

Please indicate your highest level of education

- High school or lower
- Bachelor's degree
- Master's degree
- PhD degree

Sex Please indicate your gender

- Male
- Female
- I don't want to disclose

Please indicate your sexual orientation

- Heterosexual
- Homosexual
- Bisexual
- I don't want to disclose

Please indicate your marital status

- Single
- Married
- Divorced
- Engaged