Project created for the class: Visual Thinking and Composition, Winter 2021

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Tilburg University

Master Communication and Information Sciences

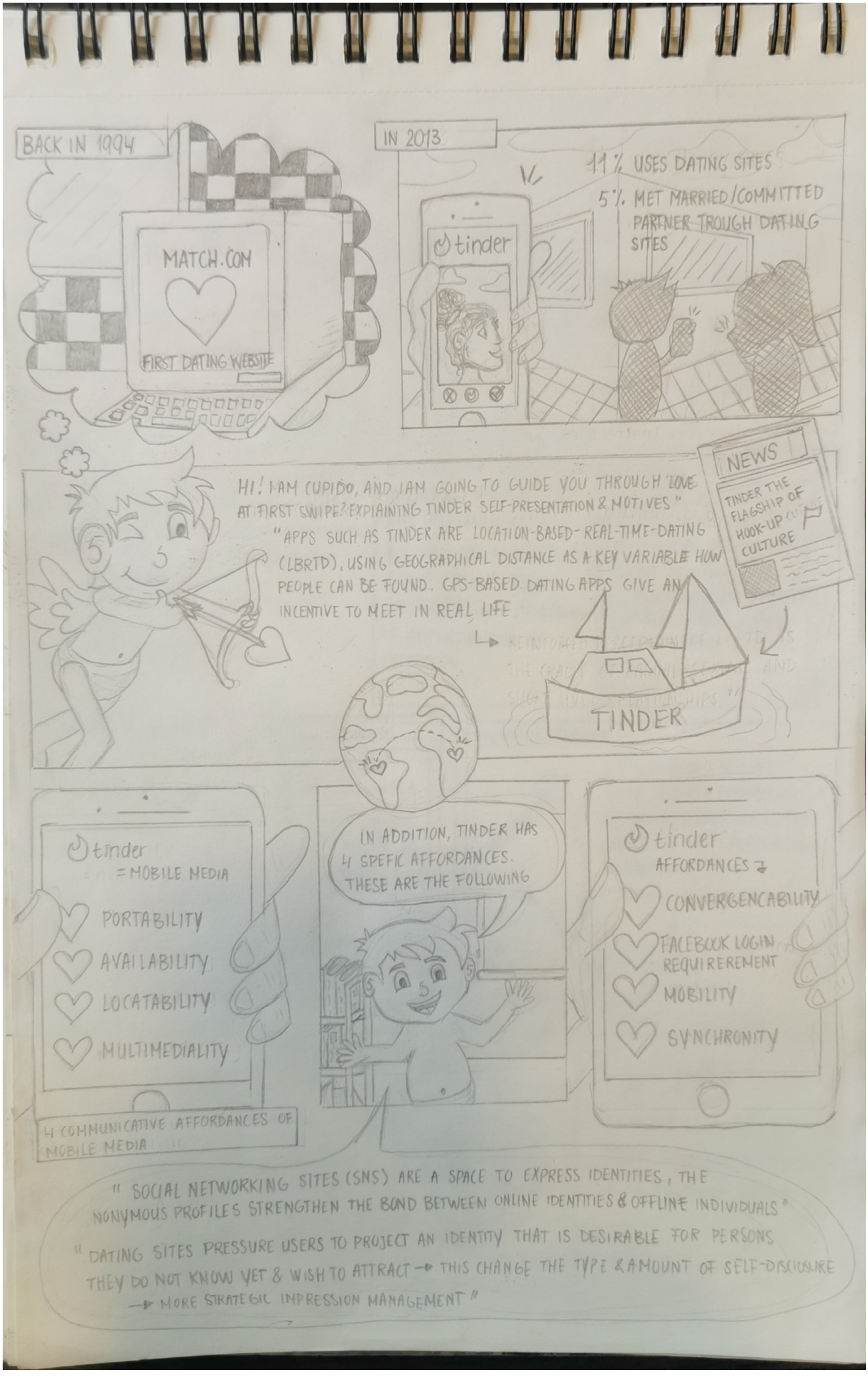
Final Project

Original paper:

Love at first swipe? Explaining Tinder self-presentation and motives.

Ranzini, G., & Lutz, C. (2017). Love at first swipe? Explaining Tinder self-presentation and motives. *Mobile Media & Communication, 5*(1), 80-101.

https://journals.sagepub.com/doi/pdf/10.1177/2050157916664559?casa_token=pvgbM5KCsgoAAAAA:88Qvp1Gy9dHNZvmt-aP1yO904FGLupH4KwDCiEItTBLIEPH_1bbGDPDGX-SlGn5pogp-l0-8cthuEw


BACK IN 1994
MATCH.COM
FIRST DATING WEBSITE
IN 2013
11% USES DATING SITES
5% MET MARRIED/COMMITTED PARTNER TROUGH DATING SITES
tinder
HI! I AM CUPIDO, AND I AM GOING TO GUIDE YOU THROUGH 'LOVE AT FIRST SWIPE?' EXPLAINING TINDER SELF-PRESENTATION & MOTIVES"
"APPS SUCH AS TINDER ARE LOCATION-BASED-REAL-TIME-DATING (LBRTD), USING GEOGRAPHICAL DISTANCE AS A KEY VARIABLE HOW PEOPLE CAN BE FOUND. GPS-BASED DATING APPS GIVE AN INCENTIVE TO MEET IN REAL LIFE
NEWS
TINDER THE FLAGSHIP OF HOOK-UP CULTURE
TINDER
tinder
= MOBILE MEDIA
PORTABILITY
AVAILABILITY
LOCATABILITY
MULTIMEDIALITY
4 COMMUNICATIVE AFFORDANCES OF MOBILE MEDIA
IN ADDITION, TINDER HAS 4 SPEFIC AFFORDANCES. THESE ARE THE FOLLOWING
tinder
AFFORDANCES
CONVERGENCABILITY
FACEBOOK LOGIN REQUIREREMENT
MOBILITY
SYNCHRONITY
" SOCIAL NETWORKING SITES (SNS) ARE A SPACE TO EXPRESS IDENTITIES, THE NONYMOUS PROFILES STRENGTHEN THE BOND BETWEEN ONLINE IDENTITIES & OFFLINE INDIVIDUALS"
" DATING SITES PRESSURE USERS TO PROJECT AN IDENTITY THAT IS DESIRABLE FOR PERSONS THEY DO NOT KNOW YET & WISH TO ATTRACT → THIS CHANGE THE TYPE & AMOUNT OF SELF-DISCLOSURE → MORE STRATEGIC IMPRESSION MANAGEMENT"

THIS IMPRESSION MANAGEMENT NIGHT DERIVE FROM STRUCTURE OF TINDER → GIVE SUMMARY OF WHO YOU ARE → ON THESE CUES CHOICES OF POTENTIAL PARTNERS ARE MADE

tinder

NAME
AGE
GENDER

SHORT SUMMARY OF WHO YOU ARE:

BASED ON BARGH, ET AL. (2002)

TRUE SELVES=

ACTUAL SELVES=

OUGHT TO SELVE =

IDEAL SELVES=

4 TYPES OF SELF-PRESENTATION

ELLISON ET AL (2012): " POTENTIAL OF FUTURE ENCOUNTER → AUTHENTIC SELF-PRESENTATION

tinder → COSITUATIONAL POTENTIAL → AUTHENTIC SELF-PRESENTATION + RELIANCE ON LOGIN NETWORK & DATA FROM FACEBOOK → SUGGEST MINIMIZATION OF OPPORTUNITIES OF DECEPTION

ERVING GOFFMAN THEATRE STAGE

INDIVIDUAL DIGITAL INTERACTIONS ARE PERFORMANCES IN WHICH THE SELF IS CONSTRUCTED THROUG STRATEGIZED & SPONTANEOUS ELEMENTS

IMPRESSION MANAGEMENT

AUTHENTIC

DECEPTIVE

tinder

IMPRESSION MANAGEMENT ALLOWS USERS TO HIGHLIGHT INFO THAT CAN BE DESIRABLE TO POTENTIAL PARTNERS. USERS PUT THEIR BEST FACE FORWARD

PREVIOUS STUDIES

" IN PREVIOUS STUDIES THEY FOUND A CONNECTION BETWEEN (LOW) SELF-ESTEEM STRATEGIC SELF-PRESENTATION ON FACEBOOK."

♀

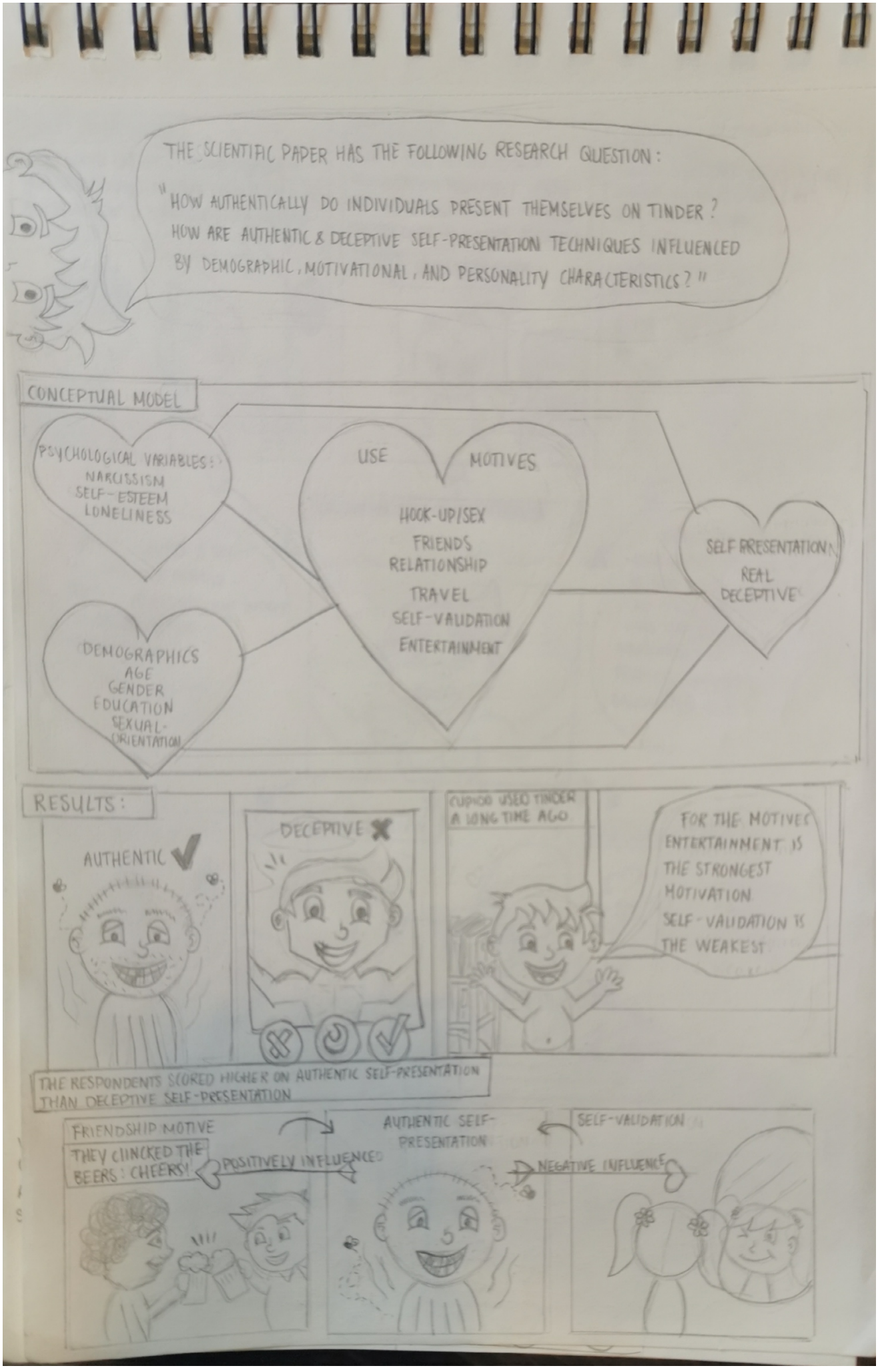
" WOMEN TEND TO BE MORE STRATEGIC ABOUT THEIR VISUAL APPEARANCE AND LIE ABOUT THEIR WEIGHT "

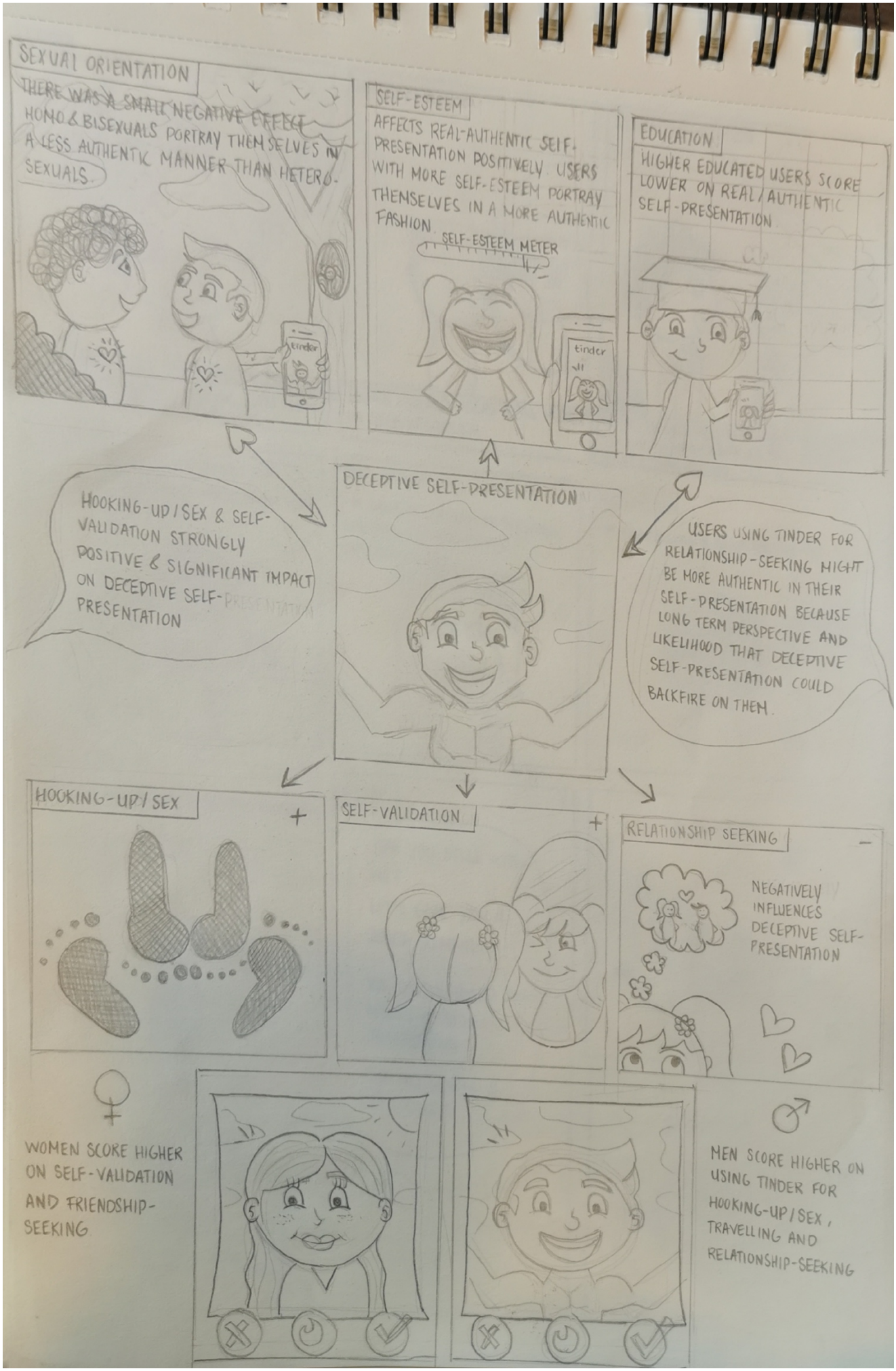
tinder

tinder

♂

" MEN ARE MORE DECEPTIVE ABOUT RELATIONSHIP STATUS & RELATIONSHIP GOALS "


THE SCIENTIFIC PAPER HAS THE FOLLOWING RESEARCH QUESTION:
"HOW AUTHENTICALLY DO INDIVIDUALS PRESENT THEMSELVES ON TINDER? HOW ARE AUTHENTIC & DECEPTIVE SELF-PRESENTATION TECHNIQUES INFLUENCED BY DEMOGRAPHIC, MOTIVATIONAL, AND PERSONALITY CHARACTERISTICS?"
CONCEPTUAL MODEL
PSYCHOLOGICAL VARIABLES:
NARCISSISM
SELF-ESTEEM
LONELINESS
USE MOTIVES
HOOK-UP/SEX
FRIENDS
RELATIONSHIP
TRAVEL
SELF-VALIDATION
ENTERTAINMENT
SELF PRESENTATION:
REAL
DECEPTIVE
DEMOGRAPHICS
AGE
GENDER
EDUCATION
SEXUAL-ORIENTATION
RESULTS:
AUTHENTIC
DECEPTIVE
CUPHOD USED TINDER A LONG TIME AGO
FOR THE MOTIVES ENTERTAINMENT IS THE STRONGEST MOTIVATION SELF-VALIDATION IS THE WEAKEST
THE RESPONDENTS SCORED HIGHER ON AUTHENTIC SELF-PRESENTATION THAN DECEPTIVE SELF-PRESENTATION
FRIENDSHIP MOTIVE
THEY CLINCKED THE BEERS: CHEERS!
POSITIVELY INFLUENCES
AUTHENTIC SELF-PRESENTATION
NEGATIVE INFLUENCE
SELF-VALIDATION


SEXUAL ORIENTATION
THERE WAS A SMALL NEGATIVE EFFECT. HOMO & BISEXUALS PORTRAY THEMSELVES IN A LESS AUTHENTIC MANNER THAN HETERO-SEXUALS.
tinder
SELF-ESTEEM
AFFECTS REAL-AUTHENTIC SELF-PRESENTATION POSITIVELY. USERS WITH MORE SELF-ESTEEM PORTRAY THEMSELVES IN A MORE AUTHENTIC FASHION.
SELF-ESTEEM METER
tinder
EDUCATION
HIGHER EDUCATED USERS SCORE LOWER ON REAL / AUTHENTIC SELF-PRESENTATION.
DECEPTIVE SELF-PRESENTATION
HOOKING-UP / SEX & SELF-VALIDATION STRONGLY POSITIVE & SIGNIFICANT IMPACT ON DECEPTIVE SELF-PRESENTATION
USERS USING TINDER FOR RELATIONSHIP-SEEKING MIGHT BE MORE AUTHENTIC IN THEIR SELF-PRESENTATION BECAUSE LONG TERM PERSPECTIVE AND LIKELIHOOD THAT DECEPTIVE SELF-PRESENTATION COULD BACKFIRE ON THEM.
HOOKING-UP / SEX
+
SELF-VALIDATION
+
RELATIONSHIP SEEKING
−
NEGATIVELY INFLUENCES DECEPTIVE SELF-PRESENTATION
♀
WOMEN SCORE HIGHER ON SELF-VALIDATION AND FRIENDSHIP-SEEKING
♂
MEN SCORE HIGHER ON USING TINDER FOR HOOKING-UP / SEX, TRAVELLING AND RELATIONSHIP-SEEKING

OLDER

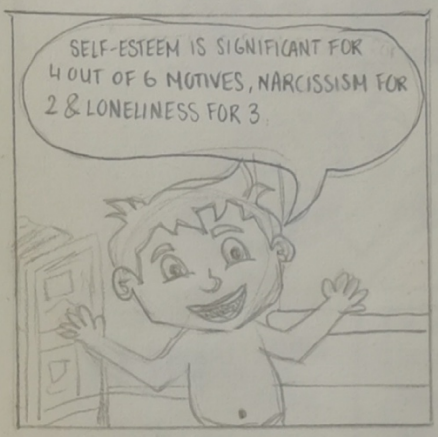
OLDER INDIVIDUALS USE TINDER SIGNIFICANTLY MORE FOR FRIENDSHIP-SEEKING & LESS FOR SELF-VALIDATION THAN YOUNGER USERS.

HIGHER EDUCATION

HIGHER EDUCATED USERS SCORE HIGHER ON SELF-VALIDATION

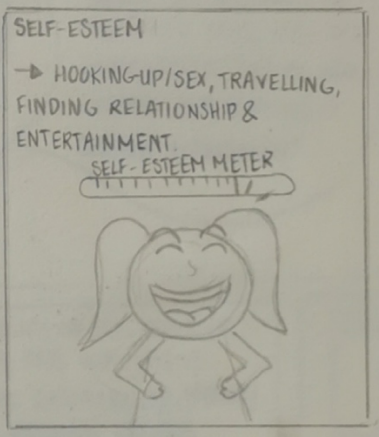
SEXUAL ORIENTATION

SEXUAL ORIENTATION INFLUENCES HOOKING-UP/SEX MOTIVE. WITH HOMO'S & BI'S SCORING HIGHER THAN HETERO.



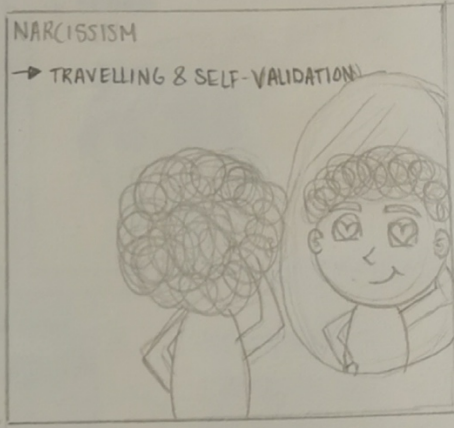
SELF-ESTEEM

→ HOOKING-UP/SEX, TRAVELLING, FINDING RELATIONSHIP & ENTERTAINMENT.



NARCISSISM

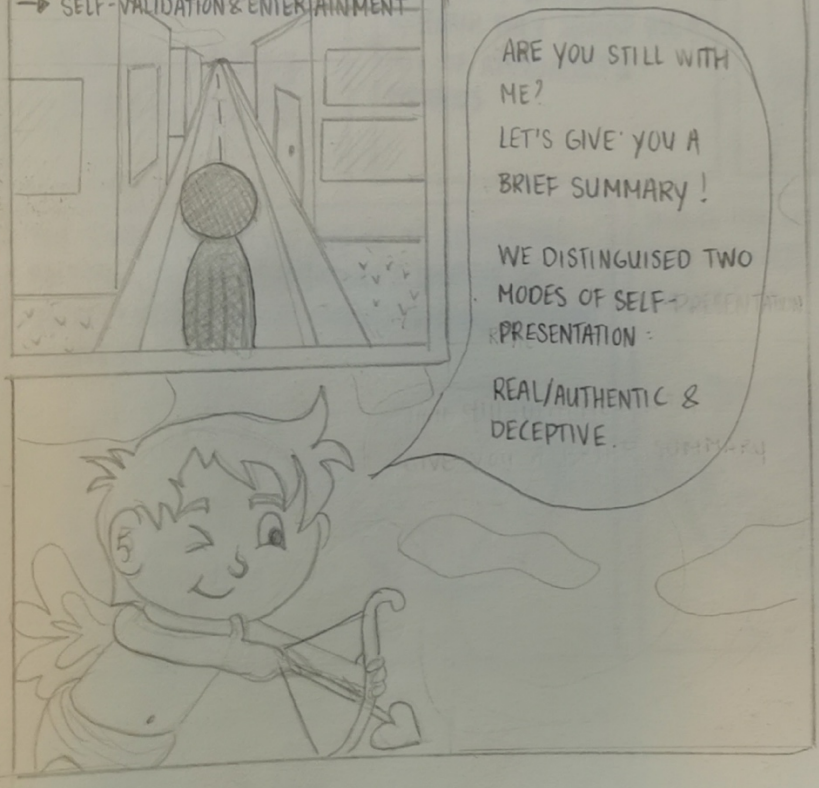
→ TRAVELLING & SELF-VALIDATION



LONELINESS

→ SELF-VALIDATION & ENTERTAINMENT

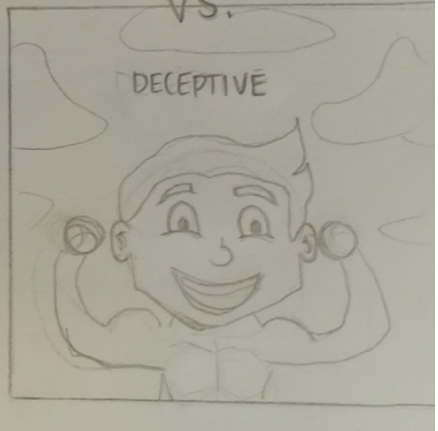
RECAP

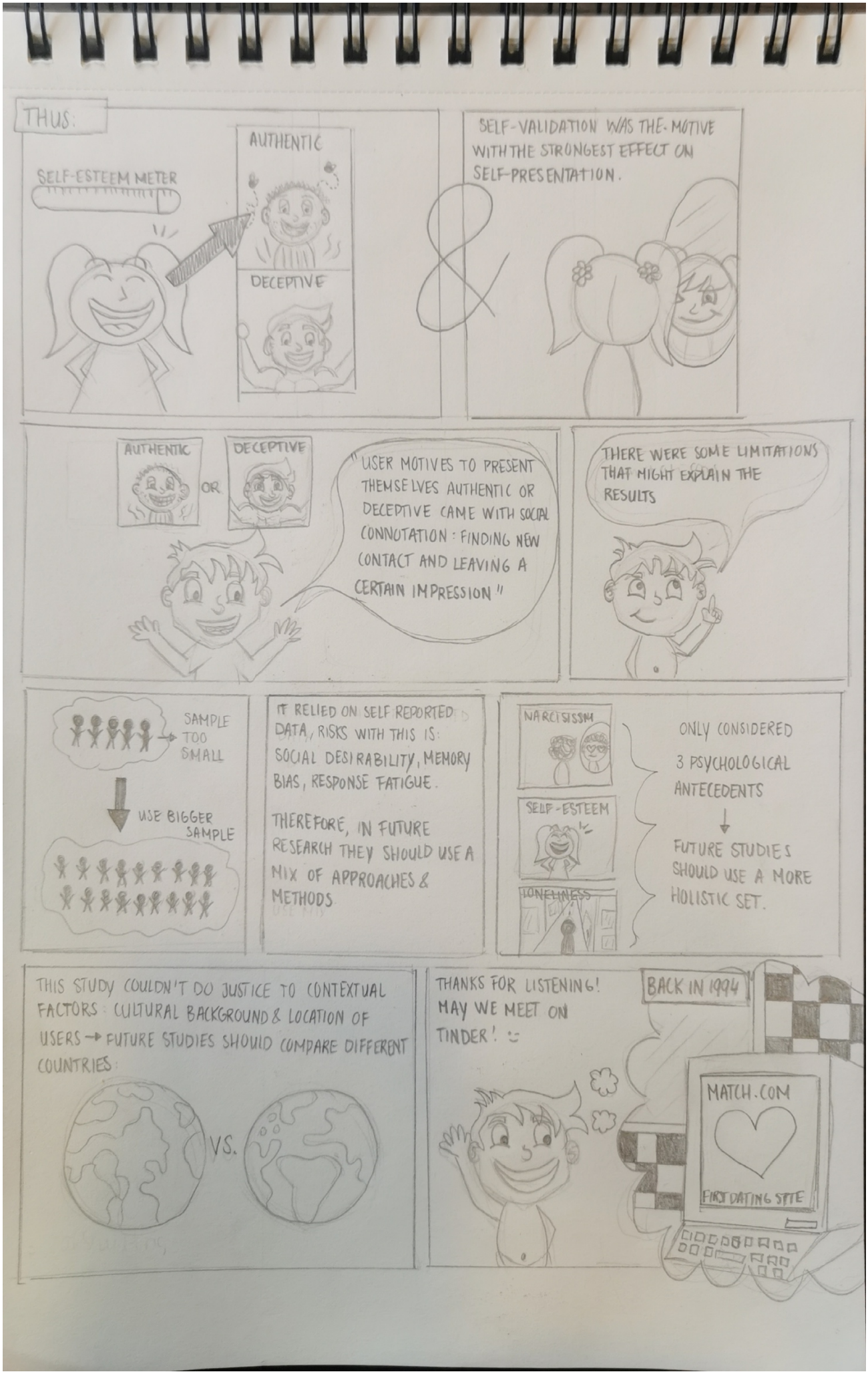


AUTHENTIC

VS.

DECEPTIVE




THUS:
SELF-ESTEEM METER
AUTHENTIC
DECEPTIVE
SELF-VALIDATION WAS THE MOTIVE WITH THE STRONGEST EFFECT ON SELF-PRESENTATION.
AUTHENTIC
OR
DECEPTIVE
"USER MOTIVES TO PRESENT THEMSELVES AUTHENTIC OR DECEPTIVE CAME WITH SOCIAL CONNOTATION: FINDING NEW CONTACT AND LEAVING A CERTAIN IMPRESSION"
THERE WERE SOME LIMITATIONS THAT MIGHT EXPLAIN THE RESULTS
SAMPLE TOO SMALL
USE BIGGER SAMPLE
IT RELIED ON SELF REPORTED DATA, RISKS WITH THIS IS: SOCIAL DESIRABILITY, MEMORY BIAS, RESPONSE FATIGUE.
THEREFORE, IN FUTURE RESEARCH THEY SHOULD USE A MIX OF APPROACHES & METHODS.
NARCISSISM
SELF-ESTEEM
LONELINESS
ONLY CONSIDERED 3 PSYCHOLOGICAL ANTECEDENTS
FUTURE STUDIES SHOULD USE A MORE HOLISTIC SET.
THIS STUDY COULDN'T DO JUSTICE TO CONTEXTUAL FACTORS: CULTURAL BACKGROUND & LOCATION OF USERS → FUTURE STUDIES SHOULD COMPARE DIFFERENT COUNTRIES:
VS.
THANKS FOR LISTENING! MAY WE MEET ON TINDER! :)
BACK IN 1994
MATCH.COM
FIRST DATING SITE