



# TINDER

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Why do young adults use it?

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**Reference for the original paper:** Original paper: Sumter, S. R., Vandenbosch, L., & Ligtenberg, L. (2017). Love me Tinder: Untangling emerging adults' motivations for using the dating application Tinder. *Telematics and Informatics*, 34(1), 67–78.  
<https://doi.org/10.1016/j.tele.2016.04.009>

**Link to original paper online:**

[https://www.researchgate.net/publication/301774015\\_Love\\_me\\_Tinder\\_Untangling\\_emerging\\_adults'\\_motivations\\_for\\_using\\_the\\_dating\\_application\\_Tinder](https://www.researchgate.net/publication/301774015_Love_me_Tinder_Untangling_emerging_adults'_motivations_for_using_the_dating_application_Tinder)

**Project created for the class:**

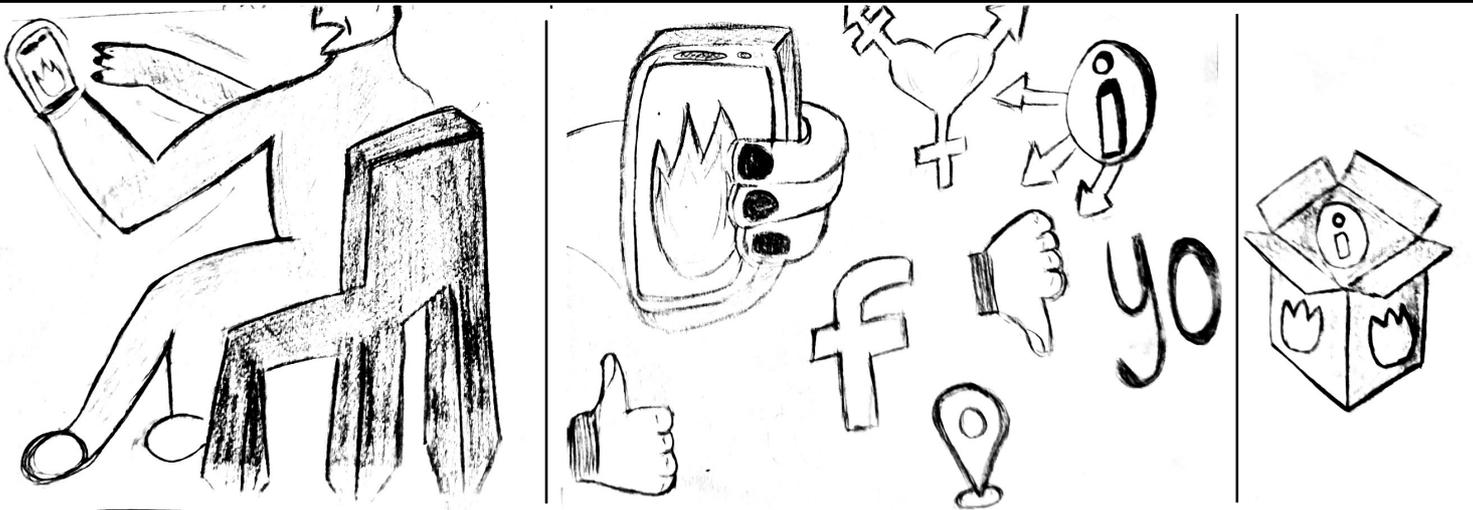
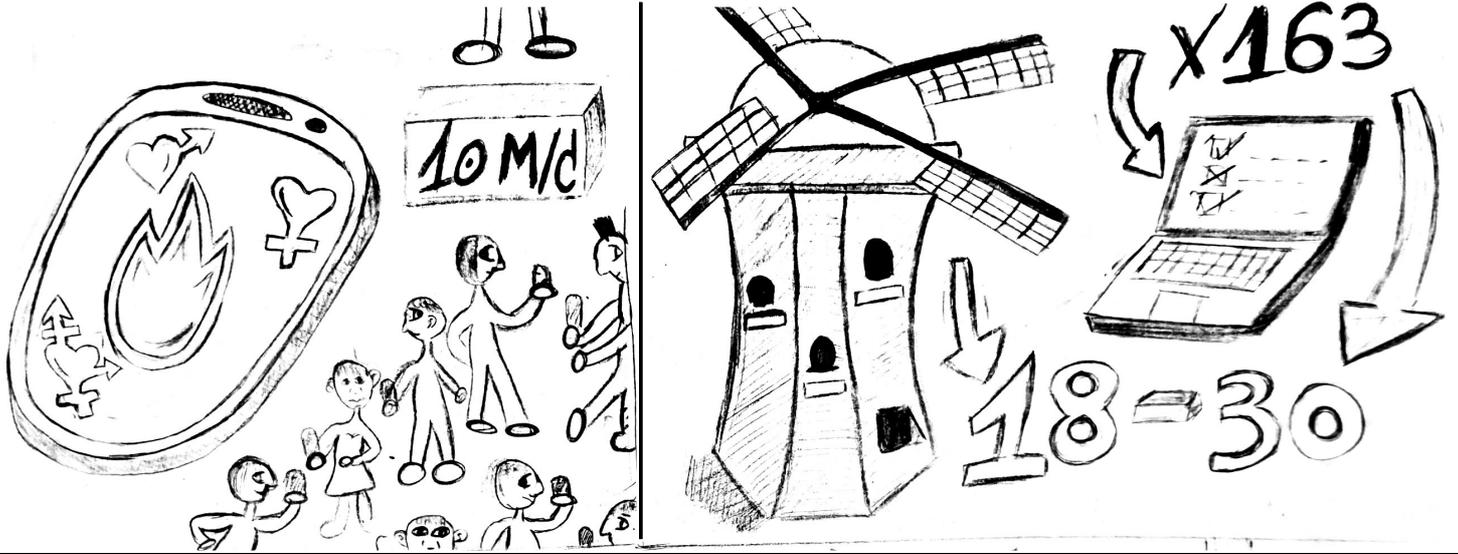
Visual Thinking and Composition, Winter 2020

Tilburg University, Department of Communication and Cognition

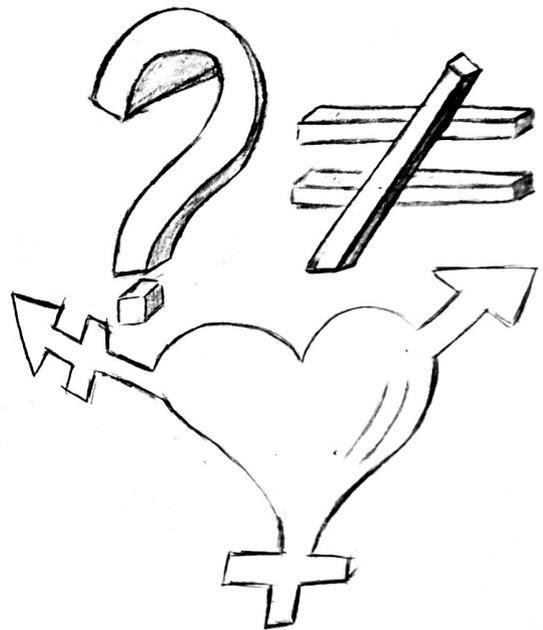
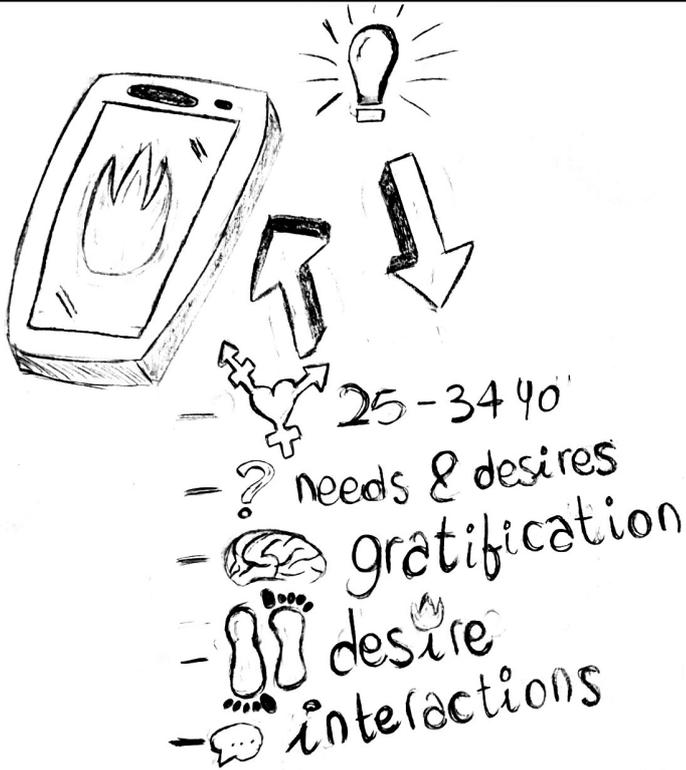
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WHY DO YOUNG ADULTS USE TINDER?



## WHY DO YOUNG ADULTS USE TINDER?



The main difference in the use of Tinder is gender based. In particular, males tend to use more the App more for satisfying physical needs and sexual gratification.

Besides, usage differences are based on age as well. Usually, users seek more for romantic relationships rather than casual while growing older. Moreover, the older users get, the stronger emotional and sexual needs & desires they have.

Finally, usage differences are linked to users' use of social media as well. Thus, users that tend to maintain their social relationships through social media are more likely to go on a date with their Tinder match.

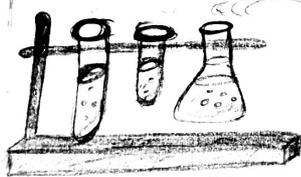
This last point is more common in those users looking for sexual satisfaction rather than for a relationship.

## WHY DO YOUNG ADULTS USE TINDER?



- RQ1:** What are emerging adults' primary motivations to use Tinder?
- RQ2:** Do the motivations to use Tinder differ according to emerging adults' age and gender?
- RQ3:** How do Tinder motivations relate to the frequency of using Tinder and Tinder offline outcomes?

### METHOD II



266 participants were recruited online through the social media network of after two graduated students that posted the survey.

Out of the sample,  $n = 163$  used Tinder at least once –  $n = 59$  currently used it &  $n = 104$  formerly did.

Genders were equally distributed –  $n = 83$  M &  $n = 80$  F

On average, participants were 23.74yo (SD = 2.56) & still attending university –  $n = 102$

Participants gave their consent before starting the 20' experiment.

Those currently using Tinder stated whether they went on a date with a match (1 = Y, 0 = N) & how many one-night stand they had. This last item was a dichotomous variable (1 = Y, 0 = N) and recoded because of its Skewness.

Motivation was measured on a 46-item scale ranging from 1 (strongly disagree) to 5 (strongly agree). The item pool captured physical, social and psycho-social motivations driving Tinder users.

To enhance validity and reliability, the pool was reviewed by a current and a former Tinder user.

Lastly, researchers conducted an exploratory factor analysis to outline Tinder motivations they did not take into account

### METHOD I



### Convenience Sample

$N = 266$

Age = 18 - 30

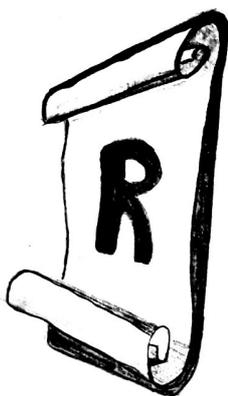
163 = ♀  $\geq 1$  ←

100 = ♀  $\Rightarrow 0$

3 = ♀  $\Rightarrow ?$

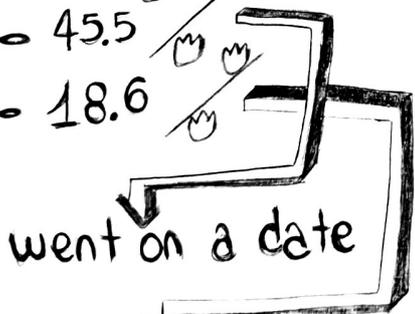
Ⓜ = 20'

WHY DO YOUNG ADULTS USE TINDER?



APP usage

- 23%  daily
- 20%  monthly
- 45.5%  
- 18.6%  



had a one-night stand



date

yes (n=30)  
no (n=38)

one-night stand



yes (n=5)  
no (n=61)

date

yes (n=32)

no (n=40)

one-night stand

yes (n=21)

no (n=52)



## WHY DO YOUNG ADULTS USE TINDER?



RQ1  
RQ2  
RQ3

The main motivation fulfilling psychological needs was the Ease of Communication

Psycho-social needs were satisfied with the willingness to find long-term relationship; receiving positive feedback about one's looking and feelings to accomplish Self-Worth Validation; the Thrill of Excitement enhanced by the rush and kick of the app and, Tinder's use because of its Trendiness and peer pressure.

Casual Sex was related to both psychological and sexual needs & desires.

A paired sample t-tests with a Bonferroni correction was conducted.

RQ1



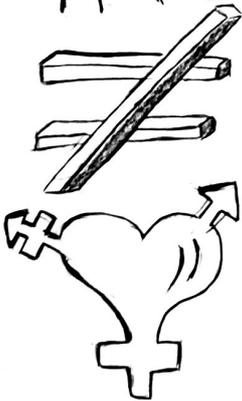
RQ2

Males scored higher in Casual Sex, Ease of Communication and Thrill of Excitement motivations than females did.

Age and gender differences were found for physical, social and psycho-social motivations.

A significant positive relationships of age with the motivations Love, Casual Sex and Ease of Communication was found. Additionally, these motivations increase with ageing.

A Zero-order correlations was performed, along with a MANOVA-analysis.



The frequency of using the app was positively related to the motivations of Love, Casual Sex, Self-Worth Validation and the Thrill of Excitement.

According to the results, Tinder is used more to find a romantic partner, for sexual satisfaction, to feel better about one's self and because of the kick.

Casual Sex was positively related to meeting matches offline. This motivation was more strongly related to having a one-night stand rather than to going on a date.

Love was positively related with going on a date and using Tinder for the Thrill of Excitement.

Going on a date with a match was significantly predicted by Love – positively and by Ease of Communication – negatively.

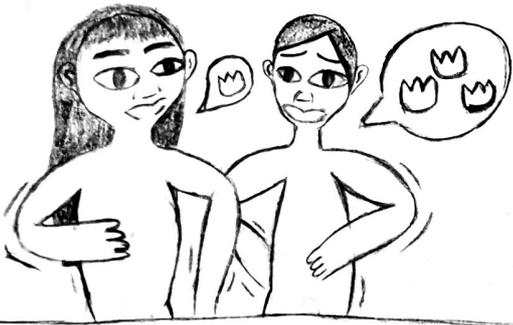
Casual Sex and Thrill of Excitement were more related to having a one-night stand rather than Self-Worth Validation.

A hierarchical regression analysis with 5000 bootstrap samples, including both age and gender as control variables was conducted

RQ3



## WHY DO YOUNG ADULTS USE TINDER?



1 

People who are already quite social and outgoing engage more in online dating. Tinder users who use the app because they feel more comfortable communicating online than offline, were less likely to go on a date with their matches. Men mentioned ease of communication more than women.

2 

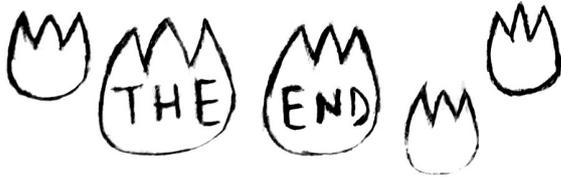
Love and Casual Sex are related to Tinder users trying to build a relationship. However, the Love motivation was stronger than the Casual Sex one. Plus, both motivations increase with age. Males are more likely to use Tinder for Casual Sex than females do.

3 

Social media – Tinder included, are often used to feel better about one's self. Users are appreciated for their looking and personality, no gender difference was found. Moreover, online communication can help to feel less lonely and more attractive.

4 

Thrill of Excitement and Trendiness generally drive social media use. In Tinder, Excitement is more common in men than in women and no gender differences were found in Trendiness



MOTIVATION

1  Love  & Casual sex 

2  Ease of comm 

3  Self-worth validation 

4  Fun  : excitement & trendiness