

Factors Affecting Online Dating Success

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Abstract. In the age of digital connectivity, online dating has become a common avenue for individuals seeking romantic relationships. This review explores the multifaceted factors that influence the success of the online dating experience, revealing how the phenomenon has evolved over time. The primary purpose of this review is to delve into the original intent behind the creation of online dating apps, which is to facilitate finding the right person and fostering meaningful, lasting relationships. This review discusses three key aspects of online dating that have a significant impact on dating success: deception, platform design, and user psychology. Additionally, this review emphasizes the importance of using online dating software for its original purpose - as a tool for finding genuine connections, not just as a platform for casual encounters. By understanding these intricacies, individuals can enhance their online dating experience and increase their chances of finding serious relationships that will last a long time. Future research should aim to examine these aspects in greater depth, exploring emerging trends and technologies that may affect online dating. It should also examine strategies that could focus on reducing deception and improving platform design to further enhance the user experience.

Keywords: Online dating, psychology, dating relationship

1. Introduction

In an era of ubiquitous digital communication, online dating has revolutionized the way people approach romantic relationships. Scholars suggest almost a third of Americans say they have used dating apps [1]. Online dating has become increasingly important, especially in the wake of the new Crown Pneumonia (COVID-19) pandemic, which has isolated people from traditional face-to-face social interactions [2]. As a result, online dating offers new opportunities for those stuck at home to connect, communicate, and build emotional bonds within the virtual realm. The many manifestations of online dating include text-based interactions, audio, and video calls, and more. These platforms enable individuals to express their ideas, interests, and personalities in a comfortable text-based environment, which gradually builds rapport. However, despite the growing prevalence and importance of online dating, there are still some noteworthy research gaps. It is important to note that certain online dating platforms are created to facilitate lasting, meaningful relationships. Unfortunately, many online dating apps have now become places where users look for sexual pleasure. Scholars have noted that motivations related to sexual pleasure may drive the use of dating apps such as Tinder, as previous research has revealed similar motivations for using other dating apps [3]. Therefore, this paper will look at the online dating app Tinder and how the design of this app can contribute to a decrease in long-term dating success.

This article will examine three factors that can reduce the success rate of using online dating software. The first factor is the deceptive nature of online dating. Households may resort to misleading or false information in their profiles to increase their attractiveness. This deceptive practice erodes trust and prevents genuine relationships from developing. The second factor is the user's purpose of use. Many users are only looking for casual relationships on online dating apps. This can reduce the dating success rate of those who want to use dating apps to get a long-term date. The third factor is the design of the page of the online dating software. The design of many online social software programs magnifies the user's photo and appearance. This can cause users to potentially focus on appearances at the expense of inner qualities. This shift in focus may unintentionally distort the original intent of online dating, as people seek brief encounters or physical

attraction rather than a true connection. This will be followed by a synthesis of these issues to provide some advice to the user.

2. Online Dating Meaning and Performance

Online dating is playing an increasingly important role in the digital age as an emerging way of social interaction today. Recent research estimates that about 30% of Americans between the ages of 18 and 29 are using dating sites or mobile dating applications [4]. Especially after the period of COVID-19, online dating offers opportunities for those who are sealed off from face-to-face social activities at home. This approach frees people from a geographical distance through Internet platforms, allowing them to meet, communicate, and make emotional connections with each other in a virtual space. Online dating manifests itself in a variety of ways, the most common of which is getting to know each other through texting. This approach allows people to express their thoughts, interests, and personalities in text in a comfortable environment, thus gradually building rapport. In addition, audio and video calls have also become an important part of online dating, where real-time sound and image exchanges allow for a more in-depth understanding of each other's emotional expressions and body language.

2.1. Introducing Online Dating Software and Types

Tinder is a popular online dating software that has a flame as its software design appearance. For this software and appearance experts analyze the name itself derived from the stylized bonfire icon next to the early tentative name Matchbox brand name suggesting that once a user finds a match, sparks will inevitably fly and ignite a fire of passion [5]. Tinder is also very simple to use, as the user simply opens the software to add their photo, set their age, and their hobbies. After that users can choose what they want to use Tinder for and the type of people they want to meet. For example, if users choose that they want to meet a long-term cisgender relationship on Tinder. The system then pushes profiles to those who also chose to be in a long-term relationship, and during the user's session, the system pushes a profile that allows the user to view all the photos uploaded by the user, as well as his or her hobbies and interests. If the user likes the profile, he/she swipes right to "Like", if not, he/she swipes left to "Nope". Once the other person swipes right on the profile, the two of them are successfully matched. Once the match is made, a chat box will appear where people can continue to get to know each other. Journalist [5] describes this usage as people can scroll through hundreds of faces on their morning commute, or in a tedious lunch hour. Tinder's design is certainly fast and convenient, as users can identify their favorite person within seconds and have many more options to choose from. This gives daters more opportunities and possibilities to find their true love. And because Tinder is used by a wide range of people with different backgrounds, interests, and appearances, it allows users to meet people they might not normally meet.

2.2. Advantages and Disadvantages

However, there are many drawbacks to this model. The most important of these is that the user may be screening his or her prospects based on appearance alone, thereby neglecting their important and inner qualities. As one student said in an interview with the Huffington Post, people don't think of Tinder as online dating, they think of it as a game or a "beauty pageant with messaging" [3], whereas others see it as a "judgmental app". After people became more concerned about appearance, the purpose of online dating became less pure. Instead of looking for their true love, people are looking for good-looking dates or hookups. And to accomplish this "impure" dating purpose, people will start lying about their profiles. Some users may provide false information in their profiles to be more attractive, which can also lead to misleading matches. Experts have suggested that both heterosexual men and women portray themselves as having qualities that are important to what they believe the opposite sex wants [6]. Men tend to exaggerate their height, while women are more likely to underestimate their weight [4]. Also, in a study by scholar Kenneth Hanson, it was mentioned that

six out of nine men had experiences with women they met who did not match their profile pictures [7]. When the vibe on online dating apps turns into a "beauty pageant" vibe, it makes it more difficult for those who want to use the apps to meet potential dates.

3. Three Facts Influencing the Success Rate of Online Dating

When talking about the success rate of online dating, there are inevitably many influencing factors involved, such as user deception, and the psychology of the user towards the dating software, where certain features and design of the platform can affect the success rate of the date. Sharabi and Caughlin conducted two surveys of participants [8]. In the first wave, participants completed an online Qualtrics survey of conversationalists they had not met on an online dating site. In the second, they had to meet their online dating partner within the next 8 weeks. Results were generated by measuring the amount of attraction and deception participants perceived in their partners. The results demonstrated participants' perceptions of their partner's dishonesty predicted an unsuccessful first date [8]. The results illustrate that users of online dating are deceptive in their profiles or in their chats, which can lead to a decrease in dating success. Some scholars analyzed the psychology of users who use online dating apps [9]. The researchers surveyed English-speaking Tinder users aged 18 or older [9]. A total of 1,697 participants ranging in age from 18 to 74 years old were measured for their Cybersex Motives and Sexual Desire Inventory. And the results showed that the largest number of participants using Tinder were very interested in finding loyal and casual sex partners, which suggests that many of them are psychologically motivated by the desire to hookup, or how to explain it [10]. This also reduces dating success. A third factor that may affect dating success is the design of the platform. Many online dating apps are designed with an interface that enlarges personal photos, which can make people focus more on the appearance of the person they are dating than on their interests and qualities.

3.1. Deception

One of the biggest influences on the success rate of online dating comes from user deception. Deception is defined as a message intentionally sent by a sender to induce the receiver to produce false information or conclusions [8]. Research has shown that exaggerated and misrepresented online dating profiles are common [10]. Although deception in online dating is not particularly dramatic, it can be easily recognized on the spot when an online date develops into an offline relationship. Research has shown that men tend to exaggerate their height, while women are more likely to underestimate their weight [10]. These deceptions may cause feelings of inadequacy when they are discovered by the date. And deceptive behaviors may undermine trust between the parties, making it more difficult to build a genuine relationship. The deceived party may become more wary of future dates and have difficulty believing what the other party says. In the case of more serious deception for example, if one partner intentionally disguises information about his or her identity, appearance, occupation, hobbies, etc. during the online dating process, this may lead to misunderstandings and mistrust of the relationship on the part of the other party, which can ultimately result in emotional damage. The deceived party may feel negative emotions such as frustration, disappointment, and anger because of discovering the truth. All this negative feedback sends dating success rates plummeting.

3.2. Psychology

The second factor that affects the success rate of dating is the psychology of the user. This is the purpose of using an online dating app. For example, Tinder asks users "What are you looking for?". For example, a long-term stable relationship or a short-term relationship, or to make friends. But many times, people use online dating apps for the sole purpose of killing time. Finding people to talk to online. Users take a few minutes to open an online dating app and start "swiping" before taking a walk or going to bed. The more profiles they "like," the more matches they get. As a result, users

have too many people to chat with and no idea how to choose. And this rambunctious attitude doesn't allow for more in-depth communication. Many users just send each other a few words and then decide to meet. This "fast-food" relationship does not improve the success of online dating. Urban Dictionary Online states that the dating app Tinder is the McDonald's of sex [5]. Some scholars conducted a survey of Tinder users of all ages on the purpose of using the app [6]. It was concluded that the most frequent user group were very interested in finding faithful and casual sex partners and were more likely to engage in online and offline contact [6]. They also had the highest number of matches on the software [6]. The study also suggests that this group is characterized by highly motivated, highly anxious attachment to using Tinder and that this high level of anxious attachment causes users to use Tinder uncontrollably and to quickly seek out other potential partners to compensate for their fear of rejection and abandonment on Tinder [6]. This leads to the conclusion that a large percentage of people who use Tinder are simply looking not for a serious relationship, but for a long-term or short-term sexual partner. And they will be looking for quantity of matches rather than quality. Both aspects have a significant negative impact on dating success.

3.3. Design of Platform

Tinder's platform design may reduce relationship success to some extent. First, Tinder's design focuses on visual and surface appeal. Users make judgments by browsing through photos and short profiles, which may lead to a greater focus on appearance and physical appearance at the expense of inner qualities and common interests. This initial impression based on photos tends to result in superficial interactions rather than a true in-depth understanding of each other's inner world. Secondly, Tinder's fast swiping mechanism may lead to too fast decision-making. Users need to browse through many potential matches in a short period, which may make people rush to make choices and not be patient enough to cultivate a deep emotional connection. This fast-paced dating model may lead to superficial relationships and make it difficult to build a truly intimate relationship.

4. Suggestions

Today, online dating has become an innovative way to find love and build emotional bonds. Because of busy lifestyles and geographic limitations, more and more people want to meet someone new in the quickest way possible. However, online dating involves some unique considerations and challenges compared to traditional face-to-face interactions. The next part of this review will explore some advice for users of online dating software to help users find that special someone in the virtual world.

4.1. Suggestions for Online Users

Online users can be honest and truthful in their profiles. Use real photos, write real personal information, and avoid false or exaggerated descriptions. This builds initial trust. Maintain friendly relationships with others and don't let failures bring the burden of using dating apps. Don't go overboard with the number of matches, instead focus on deeper interactions with the right people. Quality is more important than quantity.

4.2. Suggestions for Society

While the tone of society is depressing these days, very few people will spend a great deal of time and effort on dating apps to get to know and understand someone. More and more people are using dating apps just to "hook up", and this has contributed to the poor reputation of online dating apps. Some scholars have suggested that lifelong monogamous partnerships are being eroded by extensive 'networking' [9]. Many people think that people who use online dating apps are just looking for someone to hook up with. People also believe less and less in the word love. While this is true of online dating apps, don't let society's trends define anyone. Just keep a positive attitude and enjoy

dating new people. Don't be overly anxious or worried about the outcome and let the exchange develop naturally. It will always lead to the right person.

5. Summary

To sum up, this paper explores the multifaceted factors affecting the success of online dating and concludes that the success rate of online dating is influenced by factors such as deception, user psychology, and platform design by analyzing various manifestations of online dating, user psychology, and platform design. At the same time, the design of online dating apps may cause users to focus too much on physical appearance to the detriment of internal qualities, and the quick "swipe" mechanism may make decision-making too hasty to foster a deep emotional connection. Additionally, the purpose of the user is also a factor in success rates, with many people focusing more on short-term relationships or sexual partners than true long-term relationships.

Despite the importance of online dating in the digital age, many studies have tended to ignore the outcomes of long-term relationships, focusing more on initial attraction and the early stages of relationships. There are several research gaps in many of the studies on online dating nowadays, for example, many of the studies ignore long-term relationship outcomes. Many of the existing online dating studies have focused on initial attraction and the early stages of the relationship. As well as the purpose of the user and the hidden risks that exist with online dating software. Many studies seem to forget that some online dating software was founded to help people find long-term romantic relationships. This aspect of online dating becoming offline dating is also lacking in much of the current research. Many studies are missing to explore how online interactions transform into offline meetings and the factors that lead to a successful or unsuccessful transformation. Many researchers will skip this step and start analyzing offline dating directly. Despite the importance of online dating in the digital age, many studies have tended to ignore the outcomes of long-term relationships, focusing more on initial attraction and the early stages of relationships. Future research should discuss how to bring the use of online dating apps back on track and minimize the hookup trend from becoming mainstream. This will not just give a better user experience to people who want to use online dating software to get a long-term love. It can also prevent the spread of STDs, as more people can be harmed if a person keeps asking different people out through online dating apps and has different sexual partners over time.

However, the recommendations presented in this paper can help individual users and society to better address the challenges of online dating. Individual users can avoid false information by filling out their profiles honestly and truthfully, maintaining friendly relationships with others, and focusing on establishing deeper interactions with the right as well as trusted people. For the community, although current trends may influence people's views on love and online dating, users should remain positive and allow communication to develop naturally without too much anxiety and worry about the outcome, as they will eventually meet the right person. Despite some of the challenges and obstacles of online dating, through honest, positive, and in-depth communication, individual users can find someone who is truly the right fit, and society can revisit the value of online dating to create a more positive atmosphere for the field.

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