LOVE IS IN THE APP: GEN-Z USE AND PERCEPTION OF DATING APPS

Teddi A. Joyce, Jacksonville State University

Charles A. Lubbers, University of South Dakota

Kyle J. Miller, University of South Dakota

ABSTRACT

Mobile apps are a prevalent element of daily life, particularly within Generation Z. Online dating applications are being used by tens of millions of Americans and are a multi-billion-dollar industry. An online questionnaire collected information related to dating apps in general and Tinder, specifically, from 469 18-25-year-olds. Respondents indicated a lack of awareness of popular dating apps and sites other than Tinder. Of the eight dating apps and websites mentioned in this study, more than half of the respondents did not have an awareness level or sufficient knowledge to evaluate on six of the eight. Respondents identified several strengths of dating apps including being modern and easy to use, highlighting key reasons for the success of the mobile app. On the other hand, respondents were most concerned with safety as well content factors, such as the emphasis on appearance rather than personality. Respondents' agreement with statements related to Tinder were very similar to the level of agreement with responses related to dating apps in general. Therefore, this begs the question: are 18-25-year-olds simply basing their perceptions of all dating apps solely on Tinder, at the expense of other platforms?

Keywords: Dating Apps; Tinder; Uses and Gratifications; Generation Z

INTRODUCTION

When Apple introduced the App Store in 2008, 500 applications or apps were available. These applications transformed mobile technology. Mobile phones moved a primarily communication device to a mobile computer bringing gaming and utility into our daily lives. Recent data (Holst, 2020) estimates that there are more than 275 million smartphone users in the U.S. In 2019 it was estimated that 96 percent of adults 18-29 owned a smartphone (O'Dea, 2020).

When people are using their smartphone to fill time, they are most likely using an app. Wurmser (2020) stated that U.S. adults spend on an average day four hours with mobile internet, and 88 percent of that time is within applications. In a survey by Reviews.org, nearly 66 percent of the participants stated that they check their mobile phone 160 times a day (Abbott, 2020). According to Dogtiev (2021), the Apple App store offers 2.2 million applications for downloading, and the Google Play Store offers 3.3 million applications. Apple and Google are the two biggest distributors of mobile applications; however, there are more than 300 app stores worldwide (Dogtiev, 2021).

Consumer spending on mobile apps is expected to reach $133 billion in 2021 (Chan, 2021). And, according to reports from Techjury, people spend more than 90 percent of their mobile time using applications (Stancheva, 2021). With more than an estimated five million apps available (Stancheva, 2021), one popular category of apps is dating apps. Dating apps were valued at $7.05 billion in 2020 and the worldwide online dating application market is projected to grow at a compound annual rate of 5.6 percent from 2021 to 2028 (Grand View Research, 2021).

While at one time meeting someone online could be considered risky, the nature and number of mobile applications has transformed dating. Mobile applications can allow people to connect with partners outside their pre-existing networks (Barraket & Henry-Waring, 2008). According to the Pew Research Center, 30 percent of U.S. adults say that they have used a dating site or app, up from 11 percent in 2013 (Anderson, Vogels, & Turner, 2020). In addition, 48 percent of 18-29-year-olds stated that they had used a dating site or app (Anderson, Vogels, & Turner, 2020).

Industry reports indicated there were more than 1,500 dating applications or websites making online matchmaking a $3 billion a year business in 2018 (Lin, n.d.). As of November 2021, the dating application Tinder reported a U.S. mobile audience of 7.86 million users, while dating app competitor Bumble had 5.03 million U.S. users making them the top two mobile dating applications (Curry, 2021). These changes in technology have altered the landscape for dating. Tinder was launched in 2012. While not the first dating app, Tinder used technology to gamify dating with features including its effortless swipe right for yes and left for no, activity designed to appeal to its target audience, young adults (Abolfathi & Santamari, 2020). In their study, Abolfathi and Santamari (2020) found the swipe feature was part of the reason Tinder users frequently described their experience with Tinder as fun more than 2.5 times that of experiences on other mobile dating apps. The current research project applies the uses and gratifications theory to examine perceptions of the usefulness and enjoyment of dating applications among Americans aged 18- to 25-years-old.

LITERATURE REVIEW

Uses and Gratification Theory

The uses and gratification theory (Katz, Blumler, & Gurevitch, 1974) posited that people actively seek out media to satisfy their specific needs. The goal of media use is such that it should gratify users' needs (Rubin, 1983). Uses and gratifications research recognizes that users actively and intentionally select media based on needs and motives to communicate, expectations about the media and alternatives to the media and the consequences of behaviors (Rubin, 2002).

One of the uses and gratifications strengths is its applicability to a wide range of media contexts (Bryant & Sheldon, 2017). Uses and gratification theory has been used to examine the use of the internet (e.g., Diddi & LaRose, 2006; Stafford, Stafford, & Schkade, 2004), mobile devices (e.g., Leung & Wei, 2000; Wei & Lo, 2006), social media (e.g., Krause, North, & Heritage, 2014; Sheldon & Bryant, 2016) and cyber dating (Bryant & Sheldon, 2017; Wang & Chang, 2010).

To better understand the motives behind mobile app use, Lin, Fang, and Hsu (2014) determined it was the immediate access and mobility, social benefits, self-status seeking, entertainment,

information seeking, pursuing happiness, and socializing that motivated mobile app users. Gerlich, et al. (2015) found motives for using applications include passing the time, knowledge and education. Given the wide-ranging applications of uses and gratification theory, it can help understand more about the needs and perceptions of dating applications.

Mobile Applications and Dating

Mobile applications are applications designed to run on a mobile device—a smartphone or a tablet computer. Different from desktop computers and website usage, mobile applications are downloaded and installed on a mobile device. The average mobile app user in the U.S. has more than 100 applications installed on their device (Sydow, n.d.). While many applications are free, it is not unusual for free applications to offer in-app purchases or premium services. Applications frequently ask for profile-type data to understand how mobile owners use applications and the gratifications obtained from such use (Gerlich, et al., 2015).

Dating apps are often popular because people want access to more potential partners, they are curious, they seek convenience, or because they are bored, lonely or hopeful (Cox, 2020). The most popular mobile dating applications in the U.S. in 2019 include Tinder, Bumble, Plenty of Fish, Match.com, OkCupid, Grindr, Hinge, Zoosk, MeetMe and Ashley Madison (Clement, 2020). Both online dating sites and apps require a user to create a profile including descriptions, photos and a variety of preferences. Users are then able to "like" or 'dislike" other profiles. A match constitutes both parties "liking" each other. Mobile dating applications differ from websites as, in many cases, the mobile application requires users to link to an existing profile, for example a Facebook profile to cross-check identity. It is features like this form of authenticity as well as elements of mobility, proximity, and immediacy (Chan, 2017) that help differentiate mobile dating applications from online dating websites.

Although online dating websites and dating applications both promote their ability to help people connect, there are differences in the platforms. Previous studies found that people typically used dating websites to find long-term partners (Albright & Simmens, 2013) while mobile dating applications have been viewed as a way to find more casual relationships (Licoppe, Riviere, & Morel, 2016). A previous study by Bryant & Sheldon (2017) looked at both online dating and mobile applications. This study looks at mobile dating applications, and their use within the 18-25 age demographic.

Cohort Description and Target Market

Born after 1997, Generation Z or Gen Z, is considered the most racially and ethnically diverse and largest generation (Parker & Igielnik, 2020). Comprising more than 27 percent of the U.S. population, it is often called the first "digital natives." Gen Z's identity is tied to the digital world, and they are frequently described as digital pioneers because of their ability to blend the physical and digital worlds and work across multiple devices.

From how they spend their time to the ways in which they communicate, Gen Z's experiences and dating experiences in part due to technology are different from previous generations. In its study, *the State of Gen Z 2020*, the Center for Generational Kinetics reported that more than 58 percent

of Gen Z reports that it cannot go more than four hours without internet access before they become uncomfortable (Center for Generational Kinetics, 2020). In addition to their digital fluency, a Google study found that 51 percent of 18-24-year-olds believe virtual dating is important while 65 percent claim dating apps and websites let them date people regardless of their physical location.

Tinder

First launched at the University of Southern California in 2012, Tinder was more of a social platform than dating application (LeFebvre, 2018). Part of what makes Tinder unique in the dating application world, is it was one of the first dating applications designed for mobile technology rather than an extension of a dating website. Unlike a dating website, Tinder removed the requirements of a lengthy profile, and gamified online dating (Cardona, 2019). Account setups are quick (users can sign in via Facebook profiles) and minimal effort is needed with Tinder's swipe-right-to-like approach allowing users to make fast, impulsive and automatic decisions. This swipe feature is part of why its users frequently describe their experiences as "fun" more than two-and-a-half times more than experiences on other mobile dating applications (Abolfathi & Santamaria, 2020).

Tinder markets itself on Apple's App Store as creating 30 billion matches to date and more than 26 million matches per day (Apple, 2020). On the Google Play Store, the Tinder application has 1.2 million 5-star reviews (Power, n.d.) During a 2018 interview, the CEO of Match Group (which owns Tinder) noted that the mobile dating application "particularly resonated with 18–25-year-olds because it provides a fun and easy way to meet people" (Perez, 2018). With the volume of users, Tinder offers one of the largest, if not the largest, pools of single people.

According to Tinder (2021), 50 percent of its members are between the ages of 18 and 25 (Gen Z). Gen Z seems to be big on digital dates. Nearly 68 percent of Gen Z Tinder users report that it is easier to make connections online and 67 percent say it is more liberating to meet new people online (Tinder, n.d.). Part of what contributes to Tinder's dominance is that it can deliver a date 10 times faster than other dating applications. Additionally, Tinder implemented a double-blind match system requiring both parties to "like" each other to receive a match—which eliminates rejection. Tinder's core application features are free and the experience offers game-like conditions eliminating boredom (Lerner, 2017).

Standard stereotypes often indicate that Tinder is used primarily for hookups, whereas, dating applications like Bumble are used by those more interested in developing a relationship. However, examination of the perceptions toward dating sites including Tinder among the targeted age group of 18–25-year-olds, the top users of the application, is more limited. Therefore, this study adds to existing scholarship by analyzing this group's attitudes toward, and use of, dating applications.

RESEARCH QUESTIONS

To analyze millennial and Gen Z perceptions of dating applications, this research seeks to answer the following research questions:

RQ1: How aware of dating applications are 18- to 25-year-olds?

RQ2: How much do 18- to 25-year-olds use dating applications?

RQ3: What is the opinion of dating applications among 18- to 25-year-olds?

METHOD

The data for this project were collected using a self-administered, online survey questionnaire that included sections on respondent demographics, awareness of dating apps, use of/experience with dating apps and evaluation of dating apps. The demographic questions asked for respondents' age, gender, relationship status and work hours per week. The respondent's level of awareness was determined by asking for their level of knowledge about eight popular dating apps. Rates of dating app use were determined with items related to whether or not they had ever used a dating app, and the average time per week on the apps. The respondent's evaluation of dating apps was determined with questions that asked them to rate eight of the most popular dating applications. Additionally, the respondent's opinion of dating apps in general was measured by their level of agreement with 15 value statements related to dating apps.

A draft questionnaire format was administered to 25 students within the age range desired in the research and their comments were used to develop the final questionnaire format. Based on the student responses to the draft instrument, changes were made to the introduction, the directions for several questions, and the number of popular dating apps included. The pre-test respondent comments also resulted in the removal of three questions.

Undergraduate students in a research methods class at a public university in the Midwest were tasked with recruiting respondents using nonprobability-based sampling. In addition to completing an online training regarding ethical research involving human subjects, the students were given guidelines for the required respondent age range and helped to create and edit the final questionnaire. Using primarily network sampling (Dainton & Lannutti, 2021), over 500 responses were collected. After removing respondents who were outside of the age range, did not provide an age, or did not complete a majority of the questionnaire items, 469 respondent answers were included in the final data set. Data analysis was conducted using SPSS.

RESULTS

Respondent Profile

The majority of the respondents identified as females (297, 63.3%), with an additional 159 (33.9%) identifying as males. Only five (1.1%) identified as some other gender, and eight (1.2%) did not answer. The researchers limited responses to individuals who were in the age range of 18 to 25 years, since that group was most likely to be actively using dating applications. Respondents who identified as older than 25 or did not provide an age were removed from the data set. Table 1 indicates the number and percentage of the respondent pool that fell into each year of age. Efforts were made to recruit individuals at the lower end of the range, since they would be the most likely

to be using a dating app and not already be in a long-term relationship. The recruitment efforts led to just less than one-half of the respondent pool (218, 46.5%) indicating a current age of 18 or 19.

The current relationship status of the respondents was also an important variable, as it may impact the likelihood of using a dating app. Given the age range of the respondents, it is not surprising that a majority (218, 56.9%) identified themselves as being single and that only nine (1.9%) were married (see Table 2).

The final demographic variable collected was the respondent's average number of hours worked per week, as indicated in Table 3. While respondents were open to write in any number of hours, for ease of reporting, the hours were placed into five-year groups. Just less than one-third

Table 3 *Hours Worked*

Hours Work	N	N%
0	138	29.4
1-5	18	3.8
6-10	73	15.6
11-15	46	9.8
16-20	57	12.2
21-25	28	6.0
26-30	29	6.2
31-35	9	1.9
36-40	47	10.0
41+	18	3.8
Missing	6	1.3
Total	469	100

Table 1 *Respondent Age*

AGE	N	N%
18	110	23.5
19	108	23.0
20	78	16.6
21	97	20.7
22	36	7.7
23	26	5.5
24	7	1.5
25	7	1.5
Total	469	100.0

Table 2 *Relationship Status*

	N	N%
Single	267	56.9
Married	9	1.9
Relationship < 6 months	39	8.3
Relationship < 6 months	143	30.5
Other	5	1.1
No answer	6	1.3
Total	469	100

(138, 29.4%) reported not working at all. The mean number of reported work hours was 15.3 and the median was 12.

Awareness

Much of the past research, especially from trade or professional publications, provide measures, such as the number of downloads and number of monthly users, but do not measure the respondent's self-reported familiarity with different apps. Thus, one goal of the current investigation was to determine the respondent's awareness and knowledge of the major dating apps, as noted in RQ 1 which asked how aware 18–25-year-olds were with dating applications.

Respondents were presented with a list of eight popular dating applications. They could indicate that they had never heard of the app (unaware), did not have enough information to evaluate

(uninformed), or they could provide a rating on a five-point scale. The ratings of those who felt sufficiently knowledgeable to provide the evaluation will be discussed in a later section. As indicated in Table 4, only two dating apps, Tinder and Bumble, had an awareness and information level high enough within the respondents so that a majority of the respondents provided a ranking. For the remaining six dating apps, more than 50 percent did not provide an evaluation either because they had never heard of the app or did not have sufficient information to evaluate it.

**Table 4** *Awareness of Popular Dating Applications*

	Never heard of the app	Not enough info. to evaluate	No Response	Total No Evaluation
Tinder	0	40 (8.5%)	3 (0.6%)	43 (9.2%)
Bumble	58 (12.4%)	89 (19.0%)	3 (0.6%)	150 (32%)
eHarmony	41 (8.7%)	201 (42.9%)	3 (0.6%)	245 (52.2%)
Match.com	47 (10.0%)	210 (44.8%)	4 (0.9%)	261 (55.7%)
Grindr	72 (15.4%)	199 (42.4%)	3 (0.6%)	274 (58.4%)
Hinge	120 (25.6%)	172 (36.7%)	5 (1.1%)	297 (63.3%)
OKCupid	134 (28.6%)	208 (44.3%)	4 (0.9%)	346 (73.8%)
Plenty of Fish	184 (39.2%)	186 (39.7%)	5 (1.1%)	375 (80%)

Use of Dating Apps

In addition to knowing the respondents' familiarity with dating applications, the research attempted to ascertain the respondents' use of dating apps, as noted with RQ 2. Only four of the 469 respondents did not answer the simple question of whether they had ever used a dating app. Nearly two-thirds of the respondents, 304 (65.4%) indicated that they had used a dating app with 161 (34.6%) indicating that they had not.

Since the first item only asked if they had ever used a dating app, the researchers were also curious about the level of use. An additional item asked how many hours in an average week they use dating apps (see Figure 1). Given that just over one-third of the respondents indicated that they had never used a dating app, it is not surprising that 29 (6.2%) chose to not respond, and 249 (56.6%) indicated they used these apps zero hours per week. The remaining 191 responses were generally between .5 and 5 hours per week, with only six responses indicating more than 5 hours. The overall mean score for the 440 who responded was just under one hour (.96), a reflection of the fact that over one-half of the respondents reported no time using them.

Figure 1 *The number of respondents reporting this number of hours of dating app use per week*

Hours of Dating App Use per Week
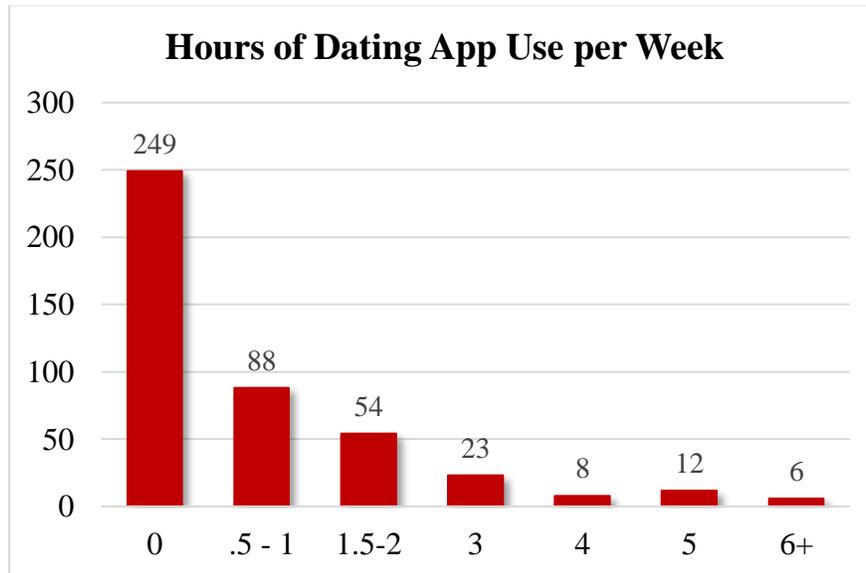
Evaluation and Perception of Dating Apps

To answer RQ 3, those respondents who felt they had sufficient knowledge of a dating app were asked to evaluate the app using a five-point rating system (1-5) with choice labels of Terrible (1), Poor (2), Okay (3), Good (4) and Excellent (5). Table 5 presents the mean score for those evaluations, as well as the number of respondents who did and did not complete a rating. Nonparametric tests show no statistically significant differences in the responses, which is not surprising given that there is just less than a one-point difference (.98) between the high and low mean scores and that three of the mean scores are within two, one-hundredths of each other. As the median score on the scale is a 3.0, having all the scores clustered around the median value is an indication that there are not major differences of opinion regarding these popular dating apps.

Since the ratings of the dating apps all tend to cluster around the center, the researchers then wanted to ask whether general attitudes toward all dating apps might be a factor, rather than simply the results in Table 5 exhibiting an expression of few preferences for certain apps. To determine the respondents' general attitude toward dating apps, they were asked to indicate their level of agreement with 15 general statements about dating apps. The results are presented in Table 6.

Table 5 *Mean Rating for Popular Dating Apps*

	Mean	N/%	Total No Evaluation
Tinder	3.62	426 (90.8%)	43 (9.2%)
Bumble	3.49	319 (68%)	150 (32%)
Hinge	3.22	172 (36.7%)	297 (63.3%)
Match.com	3.21	208 (44.3%)	261 (55.7%)
eHarmony	3.20	224 (47.8%)	245 (52.2%)

Grindr	2.92	195 (41.6%)	274 (58.4%)
OKCupid	2.76	123 (26.2%)	346 (73.8%)
Plenty of Fish	2.64	94 (20%)	375 (80%)

The respondents indicated their level of agreement using a five-point scale ranging from strongly disagree (1) to strongly agree (5). The results in Table 6 show greater differences than the ratings presented in Table 5. The results demonstrate that respondents have some clear positive and negative views of dating apps. The respondents view these apps as being modern, easy to use, convenient and efficient. However, in a more negative view, the dating apps are viewed as being sex/hook-up-focused and appearance-focused. The dating apps received the lowest mean scores for being reliable, safe, personality focused, romance-focused, and honest. Thus, respondents saw dating apps as a modern and efficient alternative to traditional methods of meeting others, but also indicated using these apps were considered a shallow alternative.

Table 6 *Agreement with Statements Related to Dating Apps*

Dating or matching apps…	Mean	SD
… are modern.	4.13	.767
… are sex/hook-up-focused.	4.05	.822
… are easy to use.	3.99	.855
… are convenient.	3.98	.893
… are appearance focused.	3.81	1.215
… cater to a diverse range of sexual orientations.	3.59	.969
… provide many options to choose from.	3.57	.991
… are efficient.	3.12	.955
… are something I am knowledgeable about.	2.99	1.142
… provide successful matches/dates.	2.97	.899
… are reliable.	2.60	.846
… are safe.	2.50	.861
… are personality focused.	2.46	.885
… are romance-focused.	2.30	.926
… are honest.	2.23	.827

Table 7 presents the mean scores and standard deviations for the responses to twelve statements related to Tinder. The statements are presented with the statement receiving the highest level of agreement first and then descending based on the mean score. The agreement level was measured using a five-point scale with 1 representing strong disagreement and 5 representing strong agreement. The statements with the highest level of agreement note that Tinder is easy to use, easy to understand, is used by their friends and is used for entertainment. Thus, the strong agreement items deal with the ease of using the app and the social or entertainment value. The statements

receiving the most negative mean scores say that the respondent uses Tinder for dating and for hook up. One interesting note related to Table 7 is that while the number of people responding to the statements was very consistent, only ranging from 292 to 300, only 205 provided a response to the statement that "I use Tinder to hook up."

Table 7 *Respondent Agreement with Statements Related to Tinder*

	Mean	SD	N
Tinder is easy to use.	4.27	.693	292
Tinder is easy to understand.	4.19	.729	292
My friends use Tinder.	4.16	.771	296
I use Tinder for entertainment.	3.89	1.043	294
I am well informed about Tinder.	3.85	.972	300
Swiping is the most efficient way to find a "match".	3.54	1.079	294
I have had positive experiences with Tinder.	3.43	.998	294
I use Tinder to meet new people.	3.42	1.117	294
I would recommend Tinder to others.	3.40	.944	296
Tinder gives me better results than other apps.	3.29	.951	296
I use Tinder for dating.	2.99	1.233	295
I use Tinder to hookup.	2.72	1.374	205

DISCUSSION

Without question, dating apps' awareness and usage has reached unprecedented levels, particularly among its target demographic of 18-25-year-olds. Tinder by far was the dominant dating app platform used by these respondents. Of the eight dating apps and websites mentioned in this study, more than half of the respondents did not have an awareness level or sufficient knowledge to comment on six of the eight. In fact, the two applications with the highest familiarity, Tinder and Bumble, were also the two largest mobile apps according to Clement (2020). Therefore, this begs the question: are 18-25-year-olds simply basing their perceptions of dating apps solely on Tinder, at the expense of other platforms?

Also significant was the amount of time respondents reported being on dating apps. While not surprising that more than half of the respondents indicated they spend little to no time on a dating app, or that very few spend more than five hours, the results do indicate some intriguing avenues for future research further examining usage. Of note, the researchers found most intriguing

respondents' differing views of dating apps based on technology versus content. For example, respondents' identifying strengths such as the apps being modern and easy to use indicates the main characteristics of a successful mobile app, directly alluding to while content-wise.

The results of the current investigation are consistent with past research on mobile apps. For example, the four statements about Tinder with the highest level of agreement indicated that Tinder was easy to use, easy to understand, was used by friends (social) and was used for entertainment. The items with high levels of agreement are consistent with Lin, et al.'s (2014) findings that mobile apps are used for socializing and entertainment. On the other hand, respondents were most concerned with safety as well as content factors, such as the emphasis on appearance rather than personality. The responses indicate that dating apps are viewed as a way to develop casual relationships, thus being sex/hook-up focused. These results are consistent with the findings of Licoppe, Riviere, and Morel (2016).

The results presented on Table 7 noted respondents' agreement with statements related to Tinder were very similar to the level of agreement with responses related to dating apps in general, as located on Table 6. Like dating apps in general, there was a high level of agreement that Tinder was easy to use and to understand. The lowest levels of agreement in the Tinder results on Table 7 were statements about the respondent's personal use of Tinder for dating and hooking up. Those low scores seemed to coincide with the responses on Table 6 noting the perception that dating apps are not honest, romance-focused, personality-focused, safe or reliable. With those negative perceptions of dating apps related to dating, it is not surprising that for Tinder the lowest levels of agreement were about using Tinder for dating and hooking up. These results can also be tied into the question for future research about whether the perception of Tinder was driving the responses for dating apps in general, since some other dating apps are much more focused on creating long-term relationships (e.g. Match.com) and are considered safer than Tinder (e.g. Bumble).

Limitations

This study provides a wealth of information on insights into Generation Z's usage of mobile dating apps and how these platforms are prevalent in the 18-25-year-old demographic's technological and societal use. Some limitations did present themselves over the course of the study. One was the researchers gathered self-reported data from respondents. Another limitation was the respondents were recruited using non-probability, convenience/network sampling. Thus, the responses cannot be generalized to a larger population. Finally, given the fluid nature of social media, cross-sectional research such as the present investigation can only provide results for one point of time. Longitudinal research could look for changes that might occur over time.

Marketing applications and Suggestions for Future Research

There are several avenues of future scholarly examination from this research. One possibility is studying changes in dating app use in light of the COVID-19 pandemic. How has the pandemic influenced or impacted how people utilize these apps for connections? Additionally, future studies may focus on how dating apps' technological updates have changed awareness, usage and perceptions. A second avenue for future investigation is to move away from self-reports of usage and to use data to examine the actual time users spend on dating apps, and the similarities and differences in this data versus self-reported statistics. Future investigations would also benefit from

probability-based sampling techniques drawing a representative sample that would allow for the generalization of the results.

It would be valuable to further examine both the user interface and the marketing of these dating apps impacts perception. Given the competition among these apps and the lack of recognition of many apps, does the nature of Tinder's gamification experience help the apps popularity?

Beyond understanding the reasons for and types of usage, it would be helpful to examine how the different dating apps segment user groups and approach development beyond ease of use. For example, marketers traditionally segment their user groups and define marketing opportunities. Are dating apps held to a different standard related to the result rather than a more fine-tuned segmentation of relationship needs and values?

On an even more practical level, marketers may find that advertising on Tinder and other dating apps that take ads will help them to reach a crucial audience who by abandoning traditional media, have forced marketers to find them in new places. Consider advertising for restaurants or vacation resorts, the types of advertising that may benefit from being on a dating app. "Tinder is also a great placement option if you want to advertise a business, especially it is a great way to reach young demographics. Users can't use ad blockers on Tinder, so you can be sure that you will be able to reach the users" (Tinder ads explained, 2022). Additionally, Tinder is not flooded with advertising, "…as advertising revenue accounts for only 3% of their total revenue." (Tinder ads explained, 2022).

"Tinder ads can show up as a display ad on the main page of Tinder with an option to click into the advertisement, or as an interactive advertisement that requires a swipe left or right option to learn more about the advertisement or to dismiss it" (Tinder Ads Help, 2021). Since Tinder advertising can incorporate the gaming aspect of the app itself, marketers may have an easier time getting users to swipe right for more information. Future research may wish to further study advertising on Tinder and other dating apps. Some examples of initial research could include conducting a content analysis to determine the current advertisers, studying the analytics for different advertisers or industry categories or conducting an experiment to determine if the "swipe right" feature of Tinder advertising does lead to increases in ad engagement.

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