

PRESENTATION OF THE EXPERIMENT

Profiling 18-26 Tinder Users by their acceptance body, self-esteem and impulsiveness

Eugénie Mathieu

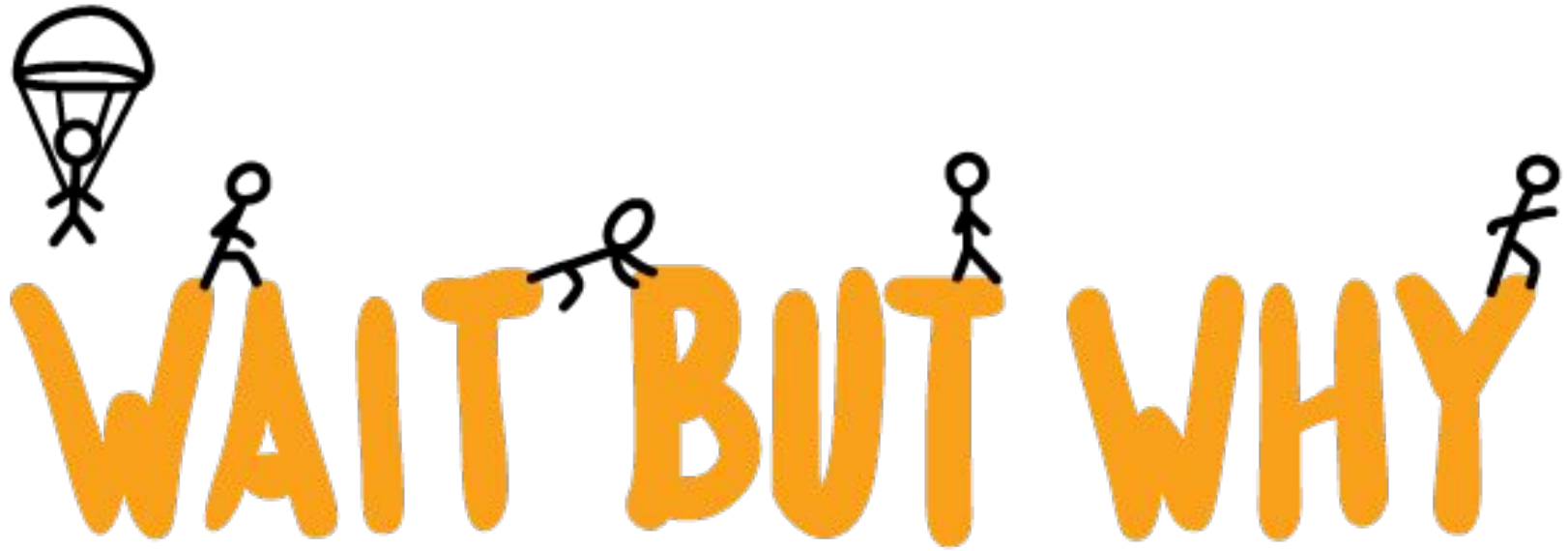
Presentation Dec 18th 2020

*Pr. Rustamdjan Hakimov, University of Lausanne
Experimental Methods*

Agenda

1. **Motivation**
2. **Research question & hypothesis**
3. **Experimental Design**
4. **Sampling method**
5. **Data processing and Analysis**

Motivation



Motivation

Litterature basis

- **Social Medias and Self-esteem**
The Relations Among Social Media Addiction, Self-Esteem, and Life Satisfaction in University Students (Hawi and Samaha, 2016)
- **Need-based use of Tinder**
The personality, motivational, and need-based background of problematic Tinder use (Orosz et al., 2018)
- **Self-consciousness on body**
Love me Tinder: Body image and psychosocial functioning among men and women (Strubel and Petrie, 2017)

Goals

- Better understand the individual typical user profile and how its is linked to his motives to use Tinder
- Evaluate the impact of manipulation on Tinder used assuming they have a lower self-esteem and body acceptance



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Research Question and hypothesis

Primary research question

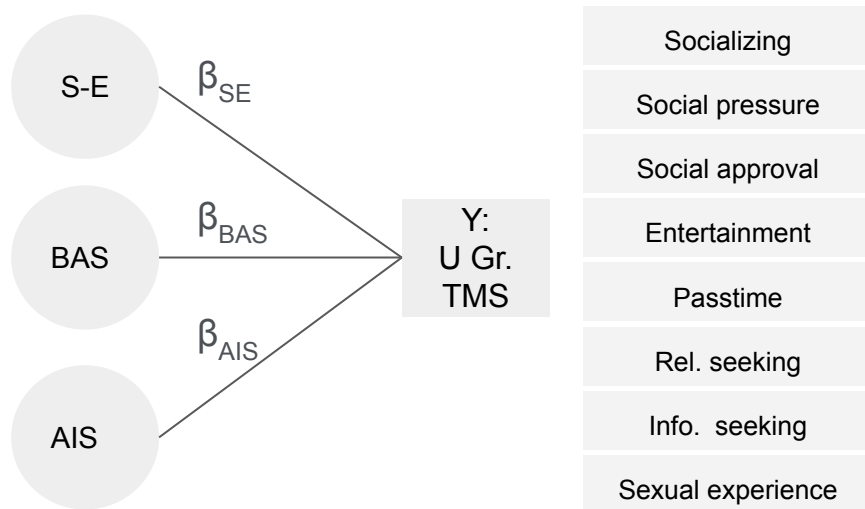
“How does self-esteem, body acceptance & impulsiveness scores per model the motive of Tinder use and what is its propensity to vary?”

- Personality has a minor role in behavioral addictions. However, self-determination theory-based need frustrations are more relevant background variables of problematic online behaviors such as problematic Tinder use (Orosz et al., 2018)
- Addictive use of social media had a negative association with self-esteem, and the latter had a positive association with satisfaction with life. (Hawi and Samaha, 2016)

Hypothesis

- Non-tinder subset have different scores in BAS, S-ES and AIS
- Significant correlation between Tinder Motive Scales and BAS, S-ES and AIS
- Self-esteem and body acceptance can be manipulated since already low

Motivation



How those betas would change

- after treatment?

Toolbox

Tinder Scale

- Development and validation of the Tinder Motives Scale (TMS)
(Timmermans and De Caluwé, 2017)

Rosenberg Self-Esteem scale

- Society and the Adolescent self-image
(Winch and Rosenberg, 1965)

Body Acceptance scale

- The Body Appreciation Scale: Development and psychometric evaluation
(Avalos, Tylka and Wood-Barcalow, 2005)

Impulsiveness scale

- An Abbreviated Impulsiveness Scale constructed through confirmatory factor analysis
(Coutlee, Politzer, Hoyle and Huettel, 2014)

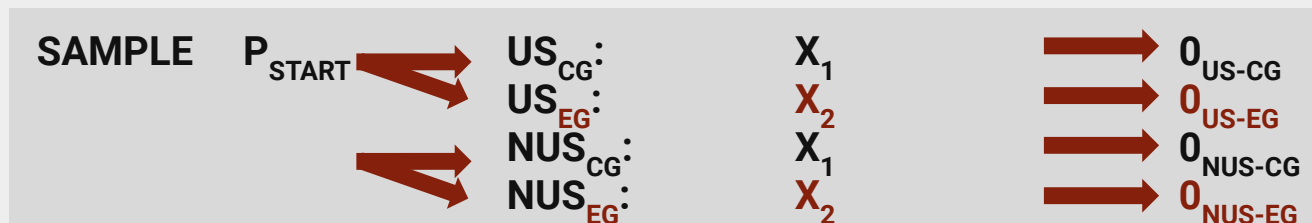
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Method on a page

Survey-based Control-Group Posttest only Design

- True experimental design
- Sample allocated to the survey
- Redirection of Tinder non-users in the Control Group



Questback survey platform

- One of the most precise survey editor which allows high parametrization
- Sample division in EG and CG, random allocation, variable encoding, etc.

Survey steps

Pages after the demographical questions → Tinder page depended on 2 questions

Do you have a Tinder account?
Avez-vous un compte Tinder?

☐ Yes ☐ No

Unil
UNIL | Université de Lausanne
HEC Lausanne

I use Tinder ...
J'utilise Tinder...

☐ Once the month or less / une fois par mois ou moins

☐ 2-3 times per month / Deux à trois fois par mois

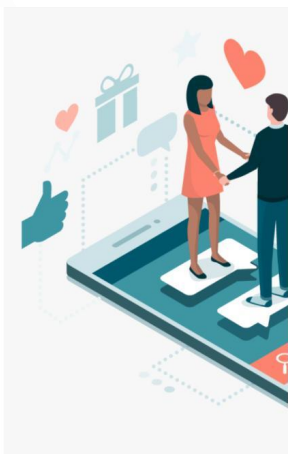
☐ 1 - 4 times per week / Une à quatre fois par semaine

☐ Daily or almost / Usage quotidien ou presque

I have already attended at least one Tinder date.
J'ai déjà eu au moins un rendez-vous Tinder.

☐ Yes / Oui

☐ No / Non

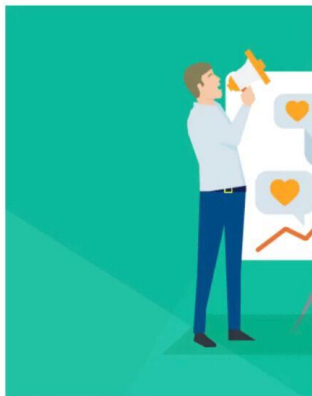


Welcome to you, Tinder user!

You are about to participate to the stage available for only a subgroup of the participants: Tinder users.

The questions are objective and there is no good nor bad answers.

Please, answer according to your personal Tinder use only and please be honest.
Don't be shy and have fun!



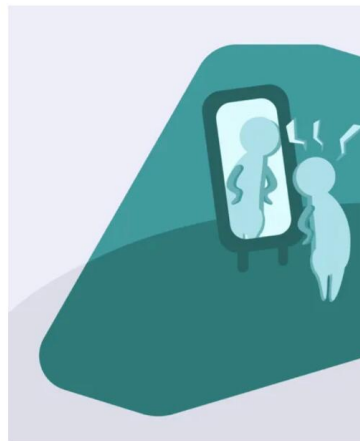
Testing self-esteem with Rosenberg!

Great, you are going to participate on a survey to measure your self-esteem.

Self-esteem is commonly tested via Rosenberg's scale, a researcher who created this **10-items survey**, which was initially applied on teenager samples.

We will compute a self-esteem score with your answer, and this information would help to profile and compare Tinder users and non-Tinder users.

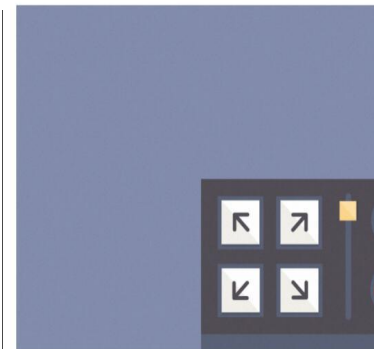
Enjoy!



What is your relation with your body?

The second measure we take is the body acceptance of the participants.

You will answer the 13 questions of the Body Acceptance Scale (BAS), which is one of the more robust scale to score your relation with your physique.



And let's score impulsiveness...

You attain the last scoring treatment of the survey! The Abbreviated Impulsiveness Scale (ABIS) is the shortest version of a larger survey.

It is only 10 questions more. Great news, isn't?

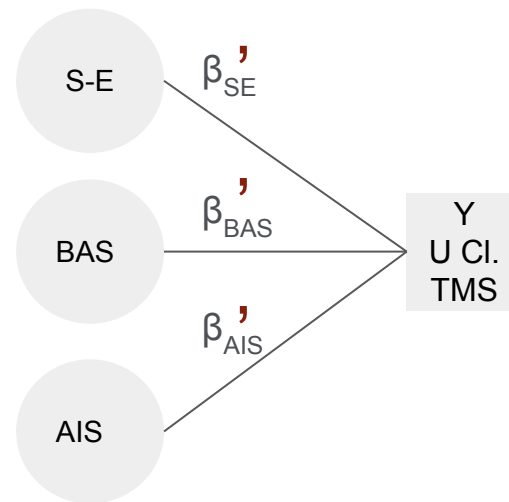
Experimental treatments

Treatment to manipulate participants' self-esteem

- Sending negative feedback to the participants as a form of social pressure
- Manipulation by feedback is used in researches but the efficacy is not undisputed (Deci & Ryan, M. 2002)

Treatment to manipulate body acceptance

- Anchoring participants with an article on the variation in body acceptance and conveying negative judgements



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Sampling method

Sampling Technique

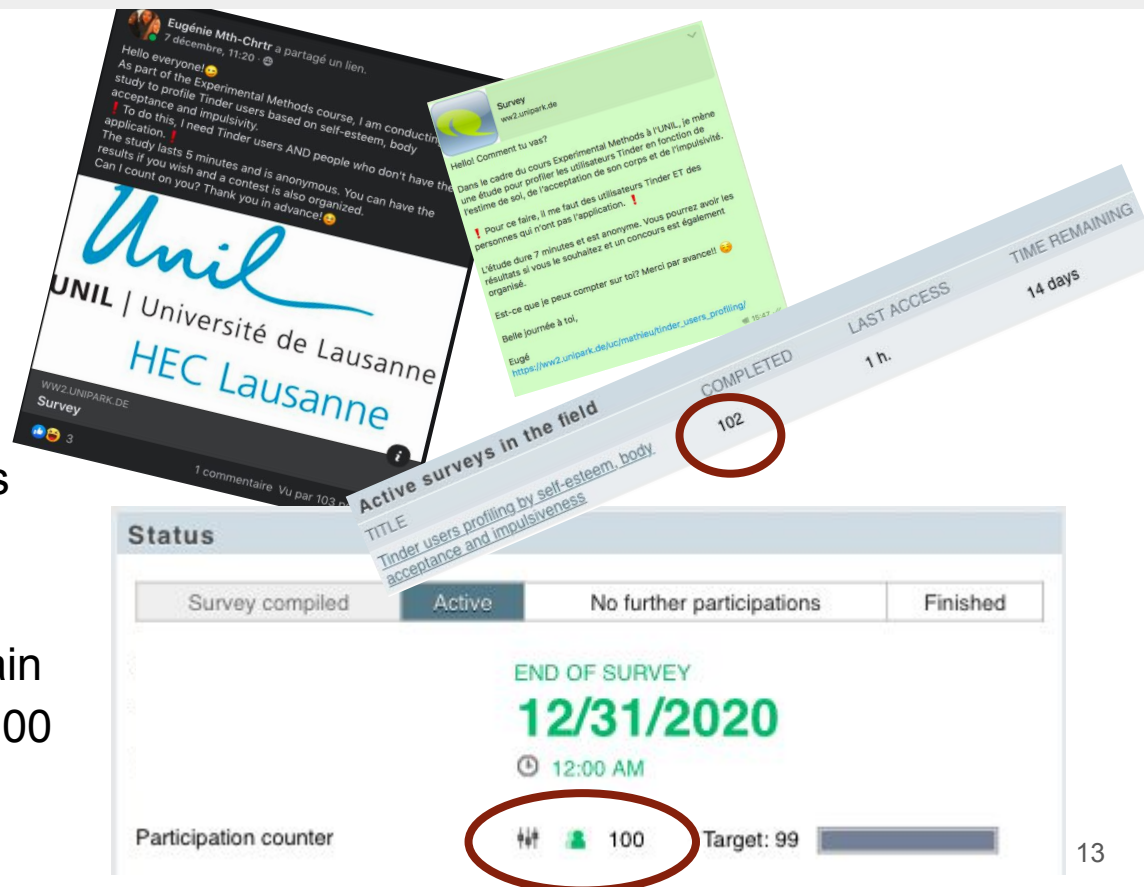
- Non probabilistic sampling
- Convenience sampling

Survey promotion

- Facebook posts, Whatsapp messages, relayed by friends

Size

- Minimum sample size to obtain potential significant results: 100
- Attained on Wednesday



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Data Analysis

Preliminary handling

- Data exportation
- Variables encoding
- Cleaning



Computation

- Compute the Self-Esteem, Body Acceptance and Impulsivity scores for each participants, for each group
- Apply a regression to evaluate the coefficients significance

Limitations expected

Potential improvements for further research

Research Design

- Taking into account impulsivity which hard to manipulate with a computer-based survey

Sampling

- Relative small size leading to small generalization power
- Potential sampling bias (difficult to estimate, but an University is already a cluster)

Survey Design

- Randomization for questions, but pages are not randomized!
- Potentially boredom due to the page length

Thank you for your attention!

