

Screened Intimacy

Tinder

It's a casting session and you're in the director's chair . . . At the end of the day, it's just one big party, and you're just sitting there saying, 'Yes, no, yes, no'." Paradoxically, Rad adds, "The irony of Tinder is that in some ways the lack of information, or text, is actually less superficial than having the information

Intimacy and Affordance

- Traditionally, intimacy was characterized as closeness, familiarity, and privacy from the Latin *intimatus*, *intimare* “make known” or *intimus* “innermost” (“Intimae,” n.d.).
- **Notion of the intimate as a certain kind of closeness (and duration) has been discursively modulated and disturbed through the ubiquity, immediacy, and acceleration of connection provided by Tinder?**
- Has the nature of intimacy ironically embraced volatility, ethereality, airiness, speed, and featheriness; or levitas? Is it through this levitas that intimacy is paradoxically being conveyed?
- Affordance

S. intimacy & S. logic

- Screened intimacy and Swipe Logic
- Swipe logic describes the pace, or the increased viewing speed encouraged by the UI of this app, and that very pace that emerged as a prominent feature of the discourses examined both online and offline.
- The mediatization and depersonalization that is encouraged as a result of the speed of profile-viewing enabled by the swipe logic and thus as a top-down discursive hindrance to intimacy.
- People don't think of [Tinder] as online dating, they think of it as a game

Mediated intimacy

- Judging app - A way of shopping for partners
- Mediated intimacy
- More specifically, gestures such as pinching, dragging, scrolling, zapping, and clicking foster connections primarily using images.
- “*Tinder*ing can be done publicly and collectively when with friends for entertainment. But sometimes I also swipe in a public-private place, such as in idle moments, when I commute, for example, but usually I *Tinder* alone, privately and in solitary moments.”

Curatorial Selves

- Setting parameters and creating a profile
- Exclusively image-based interactions are crucial for the emergence of the swipe logic
- “If I was a master in photographic analysis, I would be quick to understand another person’s style, humor, aesthetics, and passions”
- Paid features – Passport and unlimited likes
- Triangulation and other ways??

Moralization

- Erving Goffman (1959), these numerous everyday life photographs, populating the enormous dating/hook-up app data-bases, are, here, considered part of a learning process of self-mediation, training users in the editing, curating, and construction of a pseudo self-authenticity (Winnicott, 1965).
- Molarization as Massumi (1992), following Deleuze and Guattari, elaborates is always about turning complexity into a pragmatic “black or white of Good or Bad” so that the “complications of desire” are reduced to the “simplicity of mind or body,”
- To some extent, *it works* by having users accept the binary logic and reveals a plane of transcendence being created by molarization
- Stripping of corporeality and arrival of spectral body

Speed

- Speed is intentionally encouraged by design, as one app developer put it, “our challenge is how can we make sure that people get into the product as quickly as possible”
- verb “swipe”
- Tinderers can flick the photo aside, as if the person has been summarily dismissed, banished with a wave of the hand
- a part of the field of perception” (Virilio, 2012)

Dromology

Virilio's lens of *Dromology* (Greek for *dromos*) offers insights into “the science of the ride, the journey, the drive, the way” (Armitage, 1999, p. 35). Virilio's linking of time compression with visualizing technology to understand a “new ocular reality” (Bartram, 2004, p. 286) is primarily concerned with acceleration—the acceleration that Tinder's swipe logic encourages, and for some enforces, a split in time between the “real time” of Wygant's activities and the “real time of media interactivity that privileges the ‘now’” (Bartram, 2004, p. 294), as framed by the UI constraints

Conclusion

- Playing with its limitations and affordances, many users navigate Tinder through their efforts to assert individual agency and the curatorial self
- With the swipe logic, Tinder's platform features do more than “guide, distort, and facilitate social activity— they also delete some of it . . . They don't just circulate our images and posts; they also algorithmically promote some over others”