

Swiping Left on Commitment? The influence of dating apps on exclusivity and duration of relationships

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This paper investigates the impact of dating apps on perceptions of exclusivity and relationship durability. Dating applications have transformed the way people meet potential partners, increasing the quantity of prospective relationships and making them more accessible. As a result, there is fear that dating platforms may have a negative impact on relationship commitment. The research on the influence of dating apps on relationships is still in its early stages, with some studies showing that dating apps may improve relationships by allowing partners to express their needs more openly. Other research, however, suggests that those who use dating applications on the internet have a greater probability to be in open partnerships than those who do not. This paper adds to the ongoing discussion by delving into the subtleties of the influence of dating apps on relationships. The study analyzes the subtleties of how dating apps affect the duration and exclusivity of relationships by drawing on previous research. This research seeks to provide a more nuanced picture of how dating apps are transforming our social and romantic lives through investigating the impact of dating applications on different relationship patterns.

CCS CONCEPTS : Sociology, Misuse and abuse of computing, Human factors, Participatory design

1 INTRODUCTION

The introduction of dating apps has radically changed how individuals view romantic relationships. Individuals no longer have to rely on chance meets or connections from friends to discover possible companions. Instead, dating apps offer a number of possibilities, making it easier to meet new people and experiment with different types of relationships. However, this trend has raised worries about the impact of dating apps on relationship commitment. There is concern that the ease of use and accessibility of these applications will foster a culture of casual dating, in which exclusivity and commitment are undervalued. The goal of this research is to look into how dating apps affect people's views of exclusivity and duration of relationships. Specifically, based on prior studies in this field, we aim to investigate how dating apps impact the length and exclusivity of relationships. By exploring the impact of dating apps on diverse relationship patterns, this study

aims to present a broader view of how dating apps are affecting our social and love lives. The motivation for this study is the increasing popularity of dating applications and the growing number of people who rely on them to find new companions. According to Pew data Centre data, 30% of people in the United States have used online dating apps, and this figure is anticipated to climb further [1]. Concerns regarding the impact of dating apps on relationship commitment have grown in popularity as they have proliferated. Previous studies on the effect of dating apps on commitment yielded conflicting results. Dating apps are said to improve relationships by allowing partners to express their needs more openly, resulting in stronger and more lasting partnerships. The paper "Liquid love? Dating apps, sex, relationships, and the digital transformation of intimacy" examines how dating apps have altered how people approach intimate relationships by making it easier to meet new people and engage in a variety of relationship forms such as casual sex, open partnerships, and polyamory [2]. This background information emphasizes the significance of researching the influence of dating apps on perceptions of exclusivity and relationship durability in order to better understand how these applications are changing our social and romantic life. 15 survey questions addressing the three main research questions of the study were distributed to participants via survey links. The survey questions were thoughtfully designed to collect pertinent and significant data that would aid in the examination of the research concerns. Participants were sent links to the survey through social media platforms like WhatsApp and Instagram, and were urged to answer each question honestly. The survey's format was made to be user-friendly, with simple instructions and selections for responses, so that respondents could readily give their opinions. The information gathered from the survey response was examined to derive conclusions and revelations that helped answer the study's research questions. To summarize, the impact of dating apps on notions of exclusivity and relationship durability is a difficult problem that warrants further exploration. This research aims to contribute to the ongoing debate by diving into the nuances of the influence of dating apps on relationships. This research can improve individuals' judgments about using dating apps and contribute to a deeper knowledge of the role of technology in creating relationship expectations by offering a more comprehensive picture of how dating apps are affecting our social and romantic lives.

2 RELATED WORK

The paper "Liquid Love" analyzes how dating apps and digital technologies have changed the way people participate in romantic relationships and seek intimacy [2]. The study investigates how dating apps have changed the traditional norms and expectations of romantic relationships by introducing a "liquid" or "flexible" form of love focused on brief encounters and casual hookups rather than long-term commitment. According to the paper, dating apps have encouraged a culture of "hookup culture" and "casual sex" that is frequently connected with a lack of emotional attachment and commitment. It also explores how dating apps have introduced additional difficulties for people looking for romantic connections, such as understanding the nuances of online communication and managing multiple relationships at the same time and finally concludes by delving into the potential implications of these changes for the future of intimate relationships, arguing that while dating apps may provide new opportunities for sexual exploration and experimentation, they may also pose significant risks and challenges for people looking for meaningful and long-term relationships. This study analyzes how dating apps have altered the

conventional norms and expectations of romantic relationships by bringing about a more "liquid" kind of love that emphasizes transient encounters and casual hookups above long-term commitment. People's perceptions of commitment in relationships have been altered by this change in attitude towards love and intimacy. This made us wonder if users of dating apps prioritize appearance over personality. Surveying or interviewing people to get their opinions on the value of commitment in relationships, including those who use dating apps and those who don't. We may be able to come to more thorough conclusions regarding how dating apps affect people's attitudes about commitment and the ramifications of this shift for the future by analyzing and contrasting the responses. The article discusses how dating apps such as Tinder have been accused of leading to a "hook-up culture" and "dating apocalypse" in which casual sex is more widespread and conventional dating conventions and expectations have been shattered [3]. The usage of dating apps has altered how individuals communicate and build relationships, with many people preferring digital contact over face-to-face interactions. Tinder is mostly used by young people for casual sex and hookups, and they frequently have numerous sexual partners at the same time. According to the report, dating apps may be contributing to the demise of conventional dating rituals and courting, and the lack of intimacy and emotional connection in hookups may be detrimental to young people's mental health and well-being. Some experts suggest that dating apps may have a role in promoting healthy sexual behavior and providing a safe space for people to explore their sexuality, but that more research is needed to fully understand the impact of these apps on society. Concerns regarding the lack of intimacy and emotional connection among young people who use Tinder have arisen due to the emphasis on hookups and casual sex among this demographic, which may have a severe impact on their mental health and wellbeing. The emphasis on quickly swiping through profiles, the ease of finding new matches, and the abundance of matches and ease of finding new partners on dating apps may be contributing factors to a lack of commitment and shorter relationship durations. This has prompted researchers to wonder if specific features or algorithms of online dating apps have a greater impact on people's attitudes towards commitment. They have also explored how the quantity and frequency of matches on dating apps affect the length and quality of relationships.

3 DATA COLLECTION - METHODOLOGY

3.1 SAMPLE SELECTION AND CHARACTERISTICS

For this research paper, a survey was conducted to gather opinions on modern dating among 22-30-year-olds. The survey was circulated via social media channels to individuals in the target age demographic. The study received 75 responses, representing a wide spectrum of viewpoints on modern dating.

3.2 DATA COLLECTION AND ANALYSIS

We wanted to see if the perception of commitment differed between people who used online dating apps and those who didn't. We used a questionnaire to gather information and insights from the participants. The survey included a mix of open and closed-ended questions meant to elicit

feedback on modern dating. The information was gathered via an online survey platform and analyzed with qualitative data analysis tools. Initially, the survey inquired if the participants used dating apps. They were then asked about their relationship choices, such as faithful commitments, non-committal dating, or full aversion to commitment. The survey also asked how the participants dealt with obtaining several matches and if they preferred to date all of them or only one. In addition, we asked participants how many one-on-one relationships they had as a result of using dating apps and how many they had with people they met offline. A series of questions were posed to study the impact of the quantity and frequency of matches on online dating apps on the duration of relationships developed through these applications. Participants were asked to share the average number of matches they obtain every day on dating apps. The questionnaire also sought to ascertain if people preferred one-night stands or long-term relationships. In addition, participants were asked to specify the length of their longest relationship with someone they met using a dating app versus someone they met offline. The study also asked participants if they thought dating apps should limit the amount of matches users can obtain in a particular period in order to maximize the duration of relationships made through these applications. Finally, participants were asked whether dating apps provide enough information to evaluate if someone is a prospective partner for a long-term relationship. The comments were processed and categorized based on recurring themes and patterns. The study's findings were presented in the form of descriptive statistics and qualitative data summaries. Iterative data analysis was employed to develop and adjust the study questions and survey design, with the findings used to refine and adjust the data analysis procedure.

3.3 MEASURES

The questions covered things including using online dating applications, meeting new people preferences, and opinions towards modern dating practices. The responses were analyzed qualitatively using techniques such as content analysis and thematic analysis.

3.4 LIMITATIONS AND POTENTIAL BIASES

This study has various limitations and potential biases to consider. For starters, the sample was not randomized, therefore the findings may not be typical of the greater population. Second, because the survey was distributed via social media, it may have drawn people who are more active or involved with online platforms, thereby skewing the results.

4 FINDINGS

RQ1 : Do people who use online dating apps have a different perspective on the importance of commitment compared to those who do not use these apps?

Over 72 percent of study respondents who have never used dating apps indicated they prefer faithful relationships, but just 14 percent of respondents who have used dating apps stated the same. The remainder have stated that they either prefer experimenting with multiple partners or are opposed to the concept of exclusivity. These findings indicate that there are significant

differences in the perspectives on exclusivity between those who use online dating apps and those who do not. It suggests that those who do not use dating apps prioritize exclusive and faithful relationships while those who use dating apps are more inclined to experimentation with multiple partners at the same time. Unsurprisingly, over 93 percent of respondents who used dating apps stated they would go on dates with many matches they received on the same day. Surprisingly, over 40 percent of those who did not use dating apps stated that if they had numerous matches on the same day, they would go on dates with all of them at the same time. This shows that even individuals who do not use dating apps and prefer exclusive relationships offline are more likely to participate in non-exclusive relationships and become receptive to dating numerous matches at once while dating online. We can infer from this that people have a more relaxed attitude towards exclusivity while using dating apps and do not take it as seriously as they would when dating a person they met offline. Just 6 percent of the survey respondents reported having one to one relationships as a result of meeting someone using dating apps. Overall, the data indicates that there is a significant difference in perspectives on commitment between individuals who use online dating applications and those who do not. However, the study's sample may not be representative of the broader population, and more research is needed to corroborate these findings.

RQ2. Do certain online dating app features or algorithms have a greater impact on individuals' attitudes towards commitment?

The results of the 75-participant survey shed light on how features and algorithms in online dating apps affect people's attitudes towards commitment. 37 percent said they always read a person's complete profile before swiping on them, while 36% said they occasionally read a person's entire profile but just swipe based on just their photographs. 15% of people swipe right mostly based on their photos, however I will occasionally read a profile if something strikes my attention. The other 12% simply swipe right based on the photographs and are not bothered with the entire profile. This shows that it is not a common practice to read a person's entire profile before swiping and that a lot of people consider physical appearance to be of utmost importance when making dating decisions. Furthermore, over 60% of the participants said that dating apps prioritize physical attractiveness or sexual attraction above other aspects and this could result in more casual relationships. This shows that dating apps these days are designed to encourage users to just swipe and match with people rather than invest time and energy into forming deeper connections. According to 47 percent of the respondents, the higher number of matches they get on these dating apps, the more challenging it is for them to develop and sustain meaningful relationships with their possible partners. This supports the theory that people may feel less pressured to commit to one person if they have access to a bigger pool of possible partners. Interestingly enough, the majority of participants (almost 61 percent) have stated that, despite utilizing these apps, their views on exclusivity in relationships were not altered. This hints at the possibility that while people might fail to form deep connections using dating apps, it doesn't seem to change their fundamental beliefs on relationships and romance in real life. These results demonstrate the intricate interplay between features of online dating apps, users' commitment attitudes, and the search for meaningful connections in the world of online dating.

RQ3 : How does the quantity and frequency of matches on online dating apps impact the duration of relationships formed through these apps?

Only slightly more than 4% of the group with fewer frequency of matches claimed they are searching for instant gratification or one-night stands. Over 44 percent indicated they are searching for long-term partnerships in particular, and over 15 percent stated they are open to both. The replies were slightly different among the group that had a substantially greater frequency of daily matches, with over 40% admitting they are open to one-night stands. We see that there are substantial disparities in relationship outcomes based on the number of matches on dating apps. According to these findings, folks who obtain fewer matches on dating apps are more inclined to want long-term relationships rather than instant gratification or one-night hookups. Those who obtain a higher frequency of daily matches, on the other hand, are more amenable to one-night stands. This implies that the number of matches may influence the sort of connections developed via dating apps. The study also discovered that relationships developed through dating apps are often shorter in length than those formed offline. Just 9 percent of respondents had been in a relationship with someone they met on dating apps for more than a year, whereas 24 percent have been in a relationship with someone they met offline for more than a year. Similarly, over 20 percent have dated someone they met offline for less than a year, while only five percent have dated someone they met on dating apps for less than a year. These findings show that relationships formed through dating apps may be less likely to result in long-term relationships. To the question if dating apps should limit the number of matches users can receive in a given period to increase the duration of relationships formed through these apps, over 65 percent have answered in the affirmative. Finally, the survey indicated that the majority of respondents believe dating apps should limit the amount of matches users may obtain in a particular time period in order to maximize the durability of relationships made through these applications. When asked if dating apps provide enough information to determine if someone is a potential partner for a long term relationship over 58 percent have said emphatically no. This implies that dating apps should increase the quality and amount of information available to users in order to assist them in making better selections about possible partners.

5 DISCUSSION

While dating apps offer numerous opportunities to meet new people and explore different relationships, there is some evidence that they may discourage some users from committing to a single person. Dating apps encourage users to swipe through as many prospective matches as possible in a short period of time. This creates a fear of missing out on better matches and results in a hesitation to commit to any one particular person. Furthermore, dating apps make it very easy for users to disappear or string along multiple people at the same time without any consequence. This can lead to a lack of trust and insecurity in relationships, which might discourage commitment. While the survey results suggest a link between the number of matches and relationship outcomes, it's unclear whether this link is causal or not. Other factors, such as personal preferences and habits, may impact the likelihood of long-term relationships developed using dating apps. Nonetheless, the findings shed light on how dating apps can improve the user experience and help people form more meaningful connections. Because swiping through profiles based on photos is often the primary way that users interact with the app, dating app features tend to prioritize

physical appearance. This emphasis on physical attractiveness can be detrimental since it reinforces unattainable beauty standards and perpetuates an objectification culture. It can also put users under pressure to project a specific image and prioritize physical appearance above other characteristics that may be more significant in a relationship such as shared beliefs or emotional compatibility. Some apps have attempted to address this issue by incorporating features that are more focused on personality or interests, such as prompts for users to share more about themselves. Too many matches on dating apps can have both positive and bad consequences for users. A huge number of matches may increase the likelihood of meeting someone compatible and provide a sense of validation, but it can also cause overload, making it hard for users to focus on any single individual. Because there are so many other options, users may not invest as much time or effort in developing meaningful connections with any one person because they have so many other options. The user will ultimately determine the consequences of having too many matches on dating apps. Some people thrive in a high-volume dating environment, whilst others find it overwhelming or depressing. By providing more detailed information about potential partners, limiting the number of matches per day, and advocating quality over quantity, dating apps can encourage users to approach online dating with a more intentional and dedicated mindset.

This study on dating app users and their attitudes towards exclusivity and commitment has some drawbacks. First, with just 75 participants, the sample size was modest, raising questions about the findings' generalizability to a wider population. Next, no information was provided about the participants' characteristics, such as age, gender, or sexual orientation, which may influence their attitudes towards relationships. Another issue is the reliance on self-reported data, as people may not always be truthful or accurately recall their actions. The lack of a control group of non-dating app users also makes comparing the two groups' attitudes towards exclusivity and commitment difficult. There is further scope for extending this research to studying other potential influences such as culture, religion, or personal experiences. A range of strategies may be employed to improve the quality and validity of this research like increasing the sample size, as larger sample sizes may improve the generalizability of the findings. Longer follow-up periods may be able to demonstrate the long-term effects of treatments or therapy. Using randomized controlled trials with control groups and objective metrics to measure outcomes can help to reduce bias and improve accuracy and validity. Replicating the study with other groups or scenarios can also help to establish the validity of the findings.

6 CONCLUSION

The goal of the research paper was to examine how internet dating apps affect people's attitudes towards commitment. The results of a survey with 75 participants revealed that those who use dating apps view the value of exclusivity in relationships differently from those who do not. Users of dating apps were less devoted to exclusive partnerships and more willing to try new things. The study also showed that online dating apps prioritize physical attractiveness or sexual appeal over other considerations, leading to more casual relationships. The results also showed that the type and length of relationships formed using dating apps can be influenced by the quantity and regularity of matches. As a result, people's attitudes regarding commitment and the caliber of relationships formed through these platforms have been dramatically changed by online dating

applications. Dating apps make it easy to meet new people, but its features and algorithms ought to focus more on quality relationships than quantity. Dating apps can foster a healthy dating culture and boost the likelihood of long-term relationships by doing this. In the end, the study highlights the importance of ongoing research into online dating and its effects on societal dating views and behaviors.

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