MOTIVATED SWIPES: INFLUENCE OF TINDER USERS' SELF-PRESENTATION AND DECEPTIVE PRESENTATION TO ONLINE DATING COMMUNICATION BEHAVIORS

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ABSTRACT

Self-presentation and deceptive presentation contribute to how one communicates in Tinder. In this study, the researchers explored how 200 Tinder users present themselves in the online platform. Using Pearson Correlation Coefficient and Regression Analysis, this study revealed significant relationships between self-presentation and deception motives to online dating communication behaviors. Moreover, findings have shown that there is a significant difference between male and female self-presentations, deception presentation, and behaviors. The study concludes that positive self-presentation and negative deception presentations are used by Tinder users in order for them to be positively swiped and liked in Tinder.

Keywords: *Computer Mediated Communication, deceptive presentation, Online Communication Behavior, Self-Presentation, Tinder, Web-based Interaction*

INTRODUCTION

Presentation of the self in online platforms has cultivated a lot of research interest. From impression management to cues of deceptive procedures, online presentation motives and behaviors have generated a variety of findings on how mobile, internet and their evolving forms have revolutionized the ways humans inform the public about identities and presented selves. It seems that Goffman's notions of presentation of the self has been amplified further in the digital world as the platforms for hyper communication has catapulted a variety of mechanisms and motivations in order for a user to be recognized and accepted in the online setting (Goffman, 1990).

The battle for self-presentation is crucial in the any setting. Goffman (1990) stated that because self-presentation is a projected image, this becomes a conscious choice. Literature also suggests that self-presentation may vary- from physical to professional ways (Leary, 1996; Donath, 1998; Zarghooni, 2007; Counts and Stecher, 2009). This indicates that individuals know how to present themselves in various platforms. Furthermore, in the online world, there is awareness to how the presented self affects the communication process. Self-presentation may predict the outcomes of interactions as individuals are required to provide physique-driven and information-based profiles.

Self-presentation is not a stand-alone component to the success of being noticed online. Motivations in the social networking sites to appear likeable and attractive have been taken to a different level by evoking deceptive means. Deception has various forms, too. At times, this can be through ambiguous information about the self while others may put out an exaggeration of achievements. Wang and Lu (2007) claimed that it is in the mystery in initiating the online conversation that one is able to create a sense of excitement for interested dating parties. Perhaps, too, the deception lies in the internet's accessibility that users can generate creative opportunities. However portrayed, online platforms have provided new behavioural motivations and communicative opportunities to present the self (Walther, 1993). Furthermore, online presentations may even be creating a sense of disentanglement from individuals' off line sense of morality and social qualms (Buller and Burgoon, 1996). Buller and Burgoon additionally claimed that since there is a sense of blurred identity in online worlds compared to face-to-face encounters, then "free play" with one's identity and imagination can take place (1996).

Deceptive behaviors in the online world have recently been getting attention. It seems that the off-line willingness to deceive using positive information (Took and Camire, 1991) has been given an online face. It appears that the human need to appear dominant, resourceful, and attractive have been used as capital to appear marketable in the online world. Moreover, deception is also being used to dismiss perceptions of disappointment, anger or sadness even before an initial face-to-face encounter (Fiore, 2008). Interestingly,

gender plays a role in this game of deceptive presentations. Literature suggests that women use deceptive mechanism to create a favourable physical appearance and men "faking" their economic resources.

Concepts of self-presentation and motives of deception are used as aides to online dating experience. In the literature, online dating is seen as an alternative to face-to-face encounters. Because there is a high degree of anonymity at the start of this type of online encounter, there appears to be the absence of gated features and offline self-disclosure rules (Whitty and Gavin, 2001; Geeen and Gleason, 2002). This may suggest that the progression of the communicative online dating encounters is driven not only by technology itself but also by how the self wants to be presented in the various online dating apps. Moreover, presented selves impact online behaviors so much that matching and online dating sites have become popular and effective.

Context of Current Study

Tinder is one of the mobile social networking sites (SNS) that capitalizes on self-presentations. Loresco (2015) claims that Tinder officials exploit the popularity of SNS to engage individuals to open up to potential date partners by involving them into their personal spaces through mobile phones. Dungo (2014) earlier noted that the app's ease of use adds to the excitement that one has when they use Tinder. Add to the ease is its connection to Facebook. Having a connected profile allows a user to present oneself as valid and vivid.

A Tinder profile is comprised of one's name, age and a photo of choice. It also posts one's interests based on the pages one has liked in Facebook. Tinder helps an individual to find possible matches within a distance that s/he can adjust up to 100 miles from where s/he is located. Additionally, and perhaps interestingly, this application allows its users to like or reject potential matches by swiping potential dates. This means that only two users who have "swiped to the right" are going to be a match. This is their entry to a potential online relationship- typically aided by start-up messaging to each other.

In the Philippines, Tinder has been accepted by the market. According to a research conducted by the Pacifiqa Staff (2012), Tinder, as a hybrid between speed dating and a hot-or-not app, as it takes out the fear of rejection in dating. It allows a user to send a message to those that have shown interest in him or her. Despite the low smart phone penetration rate in the country, the app has gained popularity among smart phone owners (Pambakian, 2016).

Significance of the Study

The research hopes to contribute to the growing literature in online self-presentation and deception studies. Also, since there is a growing interest in identifying the Filipino online persona, this study may help in explaining the nature, characteristics and effects of mobile apps to the online social practice of Filipinos. It is necessary to further the discussion on the online presenter as this has implications on the versions of realities presented by online platform users.

Research Problem and Objectives

Given these conditions, this current study answered the question: *How do self-presentation and motives of deception affect online dating communication behaviors of Tinder users?* The researchers wanted to identify the nature of self-presentation and motives of deceptions in Tinder. It also determined the relationship of the mentioned variables. Furthermore, the study assessed how gender played a role in the presentation of the self in the SNS.

Theoretical Frames

Presentation of the Self

This study used the notions of presentation of the self by Erving Goffman (1990). The theory argues that individuals perform roles in order for them to project a certain desirable image in a stage that they themselves have constructed. Since the individuals are performing as actors in a social world, they are conscious of their roles as players so they

follow certain conventions and rules in a given sphere. The performance is referred to as "self-presentation." Goffman further stated that, individuals can tailor fit their self-presentation so completely that they accidentally "give off" nothing, communicating only what they intend to "give." In this study, the researchers looked into how Goffman's notion of projected image can be seen in Tinder. The researchers assume that Tinder users are social actors that share controlled descriptions, information, pictures, and other meaningful self-presentation devices to construct themselves in the Tinder platform.

Interpersonal Deception Theory

During the 1990's, David Buller proclaimed that there is a need for a theory that would explain the interplay between active deceivers and detectors who communicate with multiple motives. It resulted to one of the theoretical underpinnings for this study - Buller and Burgoon's Interpersonal Deception Theory (1996). This theory focuses on what people do when they strategically plan to provide false information to others. Active deceivers and detectors behave strategically in such a way that their communication behaviors mutually influence them to produce a sequence of moves and countermoves. Furthermore, Wagner (2011) mentioned that five of Buller and Burgoon's propositions present various factors affecting the deceiver's strategic behavior. They claim that this plan-based activity increases when the situation is highly interactive (Prop.4), when the parties know each other well (Prop.8), when the deceiver particularly fears discovery (Prop.6), when the deceiver's motivation is selfish (Prop.7), and when the deceiver has good communication skills (Prop.9).

In the online world, there seems to be a big role associated with proper presentation. People appear to present themselves as desirable as possible for them to be able to have more chances of interacting with other people (Ellison, 2006). Literature suggests that online daters engage in strategies designed to evade the constraints of the online dating environment while exploiting its capacities, as they try to optimize their self-presentation through the greater control that the internet and online dating can offer. The creation and editing of personal profiles, along with self-promotions and desirability, and

creation and editing of personal profiles, along with self-promotions and desirability, and the establishment of online credibility are important components of self-presentation. Furthermore, the researchers assumed that this height of control let users positively self-present and deceive because these are believed to be compelling causes for their potential Tinder matches to swipe to their favor. Moreover, existing studies by Burgoon (2015) and Burgoon and Schuetzier (2016) propose that online dater's engagement in deception were motivated to do so by the longing to attract other daters and project a positive self-presentation. With the help of the Interpersonal Deception Theory, the researchers were able to identify the factors affecting the communication behavior of Tinder users, especially in online dates.

Literature Review

Self-presentation in the online platform

The process of packaging and editing the self in order to create a certain impression upon the audience is called self-presentation (Goffman, 1990). Past findings suggest that self-presentation is a creative endeavour that takes into account both the target audience and the context of the social interaction (Schlenker and Pontari 2000; Schlenker, 2002; Toma, Hancock, and Ellison, 2008). It seems to suggest that self-presentation involves making choices about what information to include, what to leave out, and whether to engage in other procedures of getting attention.

Numerous researches regarding the behaviour of individuals while using online dating sites claimed that online daters present themselves differently to look more desirable (De Paulo, 2003). Online daters exaggerated information about themselves and that men and women enhanced different characteristics – men emphasized their status; women emphasized their physical attractiveness (Schmitt, 2002; Hitsch, Hortacsu, and Ariely, 2010). The agenda appear to be simple- daters think that their online profiles are strategic tools for them to be the best (Heino, Ellison, & Gibbs, 2005).

In this study, the researchers believe that the type of self-presentations such as posting an attractive Tinder profile picture, selecting best photos before uploading these into Tinder, imparting desirable information about themselves, writing pleasing words in their status updates and emphasizing positive bio descriptions have relationship and effects to one's online dating communication behaviors such as chatting with other Tinder users, exchanging contact details, sending messages after Tinder encounters, trading pictures and personally meeting other Tinder users.

H1. High self-presentation in Tinder affects online dating communication behaviors.

Deception Motives in the Online Dating Sites

Deception refers to the motive of a person to modify oneself in order to appear better (Burgoon, 1996). In online platforms, this happens when one wants to find a romantic match. As early as the early 1990s, males and females have willingly engaged in deceptive motives to attract mates (Took and Camire, 1991). Literature also points that for one to be chosen as an online date, s/he needs to be deceptive (Feldman, Forrest, and Happ, 2002; Egan, 2003). Moreover, Madden and Lenhart (2006) stated that the deception happens because there is a difference between the presented and embodied selves in online encounters. Because of such difference, online users filter information about them (Schlenker, 2002), choose information that they feel must be disclosed (Ellison, Heino, & Gibbs, 2006), and consciously decide on how to engage in deception by appearing more desirable (Toma, Hancock, & Ellison, 2008).Toma, Hancok and Ellison (2008) further assumed that perhaps because there is absence of direct physical contact between daters, studies have shown that characteristics such as height and weight can be easily misrepresented by manipulating photographs and exaggerating one's income. It appears that if deception is coupled with self-presentation, online users would be able to appear more likable and interesting that they seem to be. Furthermore, because of the absence of a physical space, information fabrication happens.

In this study, motives of deception include exaggeration of personal achievements, hiding real weight, lying about height, exaggerating one's professional achievement, overstating income and editing one's photos. These indicators of deceptive motives are assumed to be used in order to convince others of online engagements in Tinder.

H2. High motives of deception in Tinder lead to better online dating communication behaviors.

Online Dating Communication Behaviors

Social networking sites have been used as tools for dating. People exaggerate personal details such as photos and achievements because these appear to be strategies in presenting attractive versions of their selves in the online platform (Fiore, Taylor, Mendelsohn and Hearst, 2008; Laghari, 2014). Toma and Hancock (2010) also found out that the enhancements to online selves were for strategic construction of the self in terms of finding the right mates. The engagement with technological manipulation is majorly because of projection of attractiveness in dating. Alialassiri, Muda, and Ghazali (2014) empirically supported the findings that claim the use of online profile information to augment self-promotion, exemplification and intimidation. This was supported by Tamerler (2014) who found out that manipulation is no longer a concern among online users since the more valued variable is one's act of symbolically disclosing information to a potential partner. Moreover, Herring and Kapidzic (2015) argue that profile construction among teens tend to be more acceptable despite the technological deceptions.

In this study, the researchers assumed that the values of self-presentation such as posting of positive information about oneself, the use of deceptive means such as editing one's personal information as scheme for self-presentation would have significant relationships to one's perceived online dating communication behavior.

H3. Self-presentation, deception motives and online dating communication behaviors in Tinder have significant relationships.

Gender and Online Dating Communication Behaviors

Earlier findings revealed that gender plays a role in self-presentation (Took and Camire, 1991). Although the study is based on an offline setting, male and female college students indicated their willingness to engage in deceptive self-presentation to attract a mate. It appeared that men seem to be more willing to use deception to appear more

dominant, more resourceful, and more kind than they actually were. Conversely, women reported that they were willing to use deception to present their physical appearance as more favorable than it actually was.

Recent studies have indicated that gender played an important role in determining types of deception that occurred in online profiles. Consistent with expectations, males and females lie in online realities in order to enhance their specific characteristics to their potential mates. Toma, Hancock and Elison (2008) even claimed that users lie only about some characteristics that they believe would make them appear more attractive. Specifically, men are more willing to deceive by overestimating height while women consistently underestimating their weight. Both gender tend to lie more due to lack of physical distance between the online daters.

People tend to present and sometimes exaggerate or fabricate their characteristics in an attempt to create their desired impression. In another study conducted by Toma and Hancock (2009), "women's photographs would be less accurate than men's because women face greater pressure to enhance their physical attractiveness" (p.373). Furthermore, research also showed that youthfulness and physical attractiveness may be more important characteristics of women's than of men's considerations because these serve as indicators of underlying qualities of fertility and genetic fitness. Lastly, gender difference seems to appears in a study by Mehdizadeh (2010) that claimed a focus of women on self-promotion through their photos while men displayed more self-promotional information in the "about me" and "notes" section of their profile.

The research hypothesizes that men and women Tinder users will have differences on how they package themselves in the dating app. Moreover, the study also assumed that the manner of deceiving others vary between males and females since exaggeration and/or fabrication of information has been attributed to both gender. Furthermore, the study also assumed that the differences between male and female self-presentation and deception have varying effects to the online dating communication behaviors of the male and female respondents in this study.

H4. There are differences in the self-presentation, deception and online dating communication behaviors between the males and females in Tinder.

METHOD

Design

The study is a one-shot, explanatory and quantitative study, a method which aims to do three things- describe the self-presentation, deception and online dating communication behaviors of Tinder users and examine if the mentioned variables are related to one another. As such, the paper used the survey method to gather data. Snowball and referral sampling was used.

Samples

A survey was conducted from July to August 2015 in Intramuros, Manila, Philippines. Each participant was asked if they use or used Tinder Application before handing them the questionnaire. Students were mostly used in the survey since they are heavy SNS users.

There were 200 respondents in this study, 100 of which were males and 100 were females. The average age of the respondent was 19. A majority of the participants in the study were college students (n=184) while the rest were high school students. These students come from the four universities and colleges in Intramuros, Manila.

Measures

Because previous researches (Burgoon, 2015; Toma, Hancock, & Ellison, 2008) have indicated that SNS users are able to accurately recall their online motivations and behaviors, this study first asked if the participants are indeed Tinder users before they were given the questionnaires. Self-presentation was operationalized using five indices such as projections of physical attractiveness in the profile picture and other selected photos. It also asked about how one portrays desirability in terms of information about oneself, pleasing words in the status update and emphasizing positive autobiographic descriptions.

In this study, motives were operationalized as exaggeration of personal achievements in order to appear desirable. The participants were also questioned if it was acceptable to hide real height and weight. Moreover, they were asked if it was decent to edit photos before these were uploaded. Furthermore, motives were also measured in terms of overstatement of earned income or salary and exaggeration of professional achievements.

In this study, mechanisms of online dating were operationalized to include statements that assert if the participants see Tinder as an enabling tool in finding a match. Moreover, part of the index was to see if the respondents feel that success in using Tinder was realized if the two persons were able to get to know each other more via chatting, exchanging of contact details such as phone numbers, email address, and Facebook accounts. Trading of pictures too was seen as an example of a communication behavior. Finally, invitation to meet a match was measured as part of the indices.

Construct validity was obtained by pre-testing twenty samples and by the help of comments from experts. Futhermore, the reliability of the instrument was tested using the Cronbach Alpha Coefficient (Yurdugul, 2008). The indeces met the mimimum value for each set of measures (Presentation Index: .718; Motive Index: .878; and Communication Behavior Index: .904).

RESULTS AND DISCUSSION

As shown in Table 1, results of this study showed that the respondents strongly agree that they make sure of their attractiveness in their Tinder profile picture (M=4.19, sd=.833). They also strongly agreed that they selected their best photos before they upload these (M=4.25, sd=.854). Moreover, they also agreed that they imparted desirable information about themselves in Tinder (M=3.15, sd=1.213). Furthermore, they also agreed that they wrote pleasing words in their status update (M=3.25, sd=1.141). Lastly, they agreed that they emphasized their positive bio descriptions (M=3.01, sd=1.184).

Table 1. Self-Presentation in Tinder

Indicator	Mean	Std. Deviation
Attractiveness	4.185	.8332
Best Photo	4.245	.8536
Desirable Information	3.145	1.2130
Pleasing words	3.245	1.1408
Positive Bio Descriptions	3.005	1.1841

Table 2 shows that when it comes to the deception motives in Tinder, the respondents mentioned that they were neutral in assessing the desirability of exaggerating personal achievements (M=2.99, sd=1.236), acceptability of hiding real height (M=2.94, sd=1.18), tolerated lies in declaring one's weight (M=2.81, sd=1.214) and exaggerating professional achievements (M=2.74, sd=1.253). They also disagreed with overstating their earned income or salary, which was a striking (M=2.4, sd=1.337) result. They also somewhat agreed that it was decent to edit photos in Tinder before one upload these (M=3.42, sd=1.229).

Table 2. Deception Motives in Tinder

Indicator	Mean	Std. Deviation
Exaggerate personal achievements	2.99	1.236
Hide real height	2.94	1.18
Lies about weight	2.81	1214
Exaggerate professional achievement	2.74	1.253
Overstate income	2.4	1.337
Edit photos	3.42	1.229

Results of this study revealed that Tinder users chated with those whom they have been matched with (M=3.66, sd=1.163). They also agreed that they exchanged contact details with their Tinder matches (M=3.31, sd=1.238). Moreover, they agreed that they sent messages to their match after their Tinder encounters (M=3.2, sd=1.248). They also agreed that they traded pictures in the SNS (M=2.82, sd=1.353). Furthermore, they also agreed that personal meet-ups were arranged after their Tinder encounters (M=2.84, sd=1.455).

Table 3. Online Communication Behaviors of Tinder Users

Indicator	Mean	Std. Deviation
Chat with Tinder users	3.66	1.163
Exchange contact details	3.31	1.238
Send messages after Tinder encounters	3.2	1.248
Trade pictures in the SNS	2.82	1.353
Personally meet	2.84	1.455

Table 4 showed the correlation between the variables of the study. A Pearson product-moment correlation was calculated to see the relationship between the variables of the study. Based on the results, self-presentation was moderately related to the users' communication behavior (r=.412, p=.000). Similarly, the users' deception motives and communication behaviors were significantly and moderately correlated (r=.456, p=.000). Self-presentation and motives also had a moderate, positive and significant relationship, (r=.502, p=.000). The coefficient of correlation and strength of relationship were based on Creswell's (2008) standards where ±0.70 to 1.00 is translated as indicative of a strong relationship. Moreover, ±0.30 to 0.69 was interpreted as possessing moderate relationship and ±0.00 to 0.29, indicated as possessing weak to no relationship.

Table 4. Correlation between Self-presentation, deception and online communication behaviour

Variable	Mean	Std. Deviation	Self-Presentation Indices	Deception Indices	Online Comm Behavior Indices
Self-presentation Indices	3.57	.73	-	.502**	.412**
Deception Indices	2.89	.98	.502**	-	.456**
Online Communication Behavior Indices	3.16	1.1	.412**	.456**	-

**p<0.01

Early studies of self-presentation in offline settings have shown that self-presentation strategies are used in order for individuals to initiate communication situations (Derlega, Winstead, Wong, & Greenspan, 1987 in Ellison, Heino and Gibbs, 2006).

Interestingly, this study proves that in online settings, self-presentation mechanisms are still being used to make one appear more interesting to others. As suggested by this study, individuals construct self-presentational behaviors in accordance to what they feel would be desirable to others. Moreover, the findings of this research run parallel with the findings that argue the use of presentation indices such as attractiveness and desirability as potent tools in initiating online relationship to daters 'communicative behaviors in various online platforms (Schlenker and Pontari, 2000, Ellison, Heino and Gibbs, 2006; Fiore, Taylor, Mendelsohn and Hearst, 2008).

In this present study, Tinder users have shown high tendencies to select best photos and make sure that their profile pictures are attractive because they perceive these moves are necessary add-ons in being liked or being chosen by other Tinder users. Interestingly, Tinder users self-enhance to prospective dates so that they can be positively swiped or liked by a potential date. Furthermore, self-presentation in Tinder still uses the age-old Goffman (1959) notion that the self is given to others as openly as possible by conveying desirability. At times, this move to appear desirable leads to a strategy of marketing oneself (Heino, Ellison, & Gibbs, 2005). In Tinder, this openness of the self is hyper-presented by projecting desirable information, pleasing words, and positive autobiographical information to be picked not as a passing stranger but a choice- all in a blink of an eye.

Result also revealed that self-presentation and deception motives of Tinder users have a moderate, positive and significant relationship. This finding supports the works of Gangestad and Scheyd (2005 in Hancock and Toma, 2009) where attractiveness appears to be amplified in terms of physical attributes primarily because this enhances one's self-presentation. Furthermore, Hancok and Toma also asserted that given the choice, online users would also manipulate their presentation so as to enhance their perceived level of attractiveness. The same findings are proven in the case of Tinder users. It seems that editing of photos before uploading these, as well as lying about one's height and weight, are mechanisms used in order to determine significant levels of deceptive motivation to appear

likable amongst the many Tinder users. Furthermore, results of the study also showed that more than the physical components of the self, Tinder users also deceptively manipulate personal and professional achievements to aid self-presentation.

Furthermore, deceptive behaviors in Tinder are consciously done because these were considerations that the audience uses as potential choices in online dating. In this study, Tinder users' deception motives and communication behaviors are significantly and moderately correlated. This appears to suggest that deception is used as conscious and intentional ways to attract prospects (Toma, Hancock, and Ellison, 2007, 2008) in the online dating world. In this current study where self-reported estimations of deceptive mechanism were sought out, it appears that Tinder users who use deceptive motives are more likely to be doing so in order to attract more potential "swipes to the right" from other Tinder users. When taken as a whole, indices such as lying about height, weight, income and achievements (M=2.89, sd=.98) appear to be a set of prominent motivations in order to appear likeable in theTinder dating community. Perhaps these behaviors to construct the self deceptively results from the way Tinder makes it easy for the acts to be committed without having to feel guilty. Moreover, since online platforms seem to be enabling environments to conceal information, it appears that deceptive behaviors are exercised without restraint (Hancock and Toma, 2010). In this study, Tinder users conceal real identities and project non-real attractive selves because they find the SNS as a suitable platform for deceptive practices. Editing photographs, lying about physical attributes and exaggerating achievements are forms of selective-presentations (Walther, 2007 in Hancock and Toma, 2010) that seem to appear as strategies in becoming better choices for dates.

Aside from correlation, a multiple regression was conducted to see the predictive capacity of gender, education, age, self-presentation and motives on the communication behavior of Tinder users. It was found that the said predictors explain a significant amount of the variance in the communication behavior of users (F=20.713, p<.01, R=.590, R^2=.348, $R^2_{Adjusted}$=.331). As indexed by the R^2 statistic, 34.8% of the total variability in the dependent variable, communication behavior, is accounted for by the aforementioned predictor variables. This means that 34.8% of the variance or change in communication behavior is due to the predictor variables altogether.

Table 5. Regression Analysis for Variables Predicting Tinder Users' Communication Behavior

Variables	Model 1		
	B	β	*p*-value
Gender	-.743	-.338	.000**
Education	.178	.064	.333
Age	-.050	-.079	.239
Presentation Index	.318	.210	.002**
Motives Index	.249	.221	.002**
R	.590**[a]		
R²	.348		
F	20.713		

Predictors: (Constant), Age, Education, Gender, Presentation Index and Motives Index
**$p<.01$

The capacity of the predictor variables to result to communication behaviors are mainly attributable to Tinder's nature to be a hook up app. Sales (2015) stated that the app cuts the chase by providing the perceived necessary information to find potential dates. This seems to suggest that Tinder enables its users to use ready-made and available information such as self- presentation schemes (picture, achievements) and their own gender as forms of capital for them to be noticed and selected. The acts of sifting through the potential hook ups or possible romantic dates are motivated by how much available and likable information are presented on the smart phone screen. Moreover, deceptive motives add up to the change in communicative behaviors. This appears to suggest that when a Tinder user "swipes to the right" or chooses a potential match, an aspect of the 34.8% choice was because the deceptive information that was used by the Tinder user worked. This research argues that because of the hyper-real competition to appear likable and suitable in this mobile app, Tinder users would seem to package themselves better than the other Tinder members. Both male and female Tinder users would perhaps capitalize on their gender but would present themselves as better choices than the rest, especially if there are competitors who would be prowling on the same potential match.

Furthermore, deceptive self-promotions that are gender-based are projected not only to be competitive (Mehdizadeh, 2010; Ali Alassiri, Muda and Ghazali, 2014) but also to increase the likelihood of extending the hook up to an offline activity. This is because, in

this study, Tinder users agreed that personal meet-ups are arranged as one of the many goals of the Tinder encounters. Interestingly, although Tinder provides a platform for both genders to self-present and deceive, there is an expectation from the users that eventually the deceit would lead to a potential meet up. As a limitation, however, the study has not problematized the reasons why personal meet-ups are sought by the respondents.

Age has also been a factor in predicting online dating behavior among Tinder users. Since the mobile app is perceived to have targeted the young who own smart phones (Harwell, 2015), this study seems to indicate that the app is an attraction in itself because of the possibilities it offers. Perhaps the appeal to the young holds true since it is visual and faster in terms of hook-ups and casual dating. Furthermore, the results also run parallel with earlier studies that state how online and mobile sites are used to engage not only in finding friendly relationships but also to engage in casual sex (Hitch, Hortacsu, and Ariely, 2005; Smith and Duggan, 2013).

Results further indicate that educational attainment also helps predict the communication behavior of Tinder users. Since the educated have better perception of mobile dating in general (Smith and Dugan, 2013), there is a higher probability that their acceptance of the mobile dating experience using the mobile app is higher. This study suggests that college students know how to use Tinder not only to present their selves positively in the app but also to find dating partners from the site. Furthermore, the result appears to suggest that college students have explored the app perhaps more than to present themselves properly but to find dates and relationships.

Table 6 shows an independent-samples *t*-test which was conducted to compare male and female Tinder users' self-presentation, motives and communication behavior. There was a significant difference in the scores for presentation of males (**M=3.78**, SD=.711; $t(197.553)=4.244, p=.000$) and females (**M=3.36**, SD=.68; $t(197.553)=4.244$, p=.000). There also was a significant difference as to the deception motives of male (**M=3.29**, SD=.94; $t(196.259)=6.109, p=.000$) and female (**M=2.51**, SD=.86; $t(196.259)=, p=.000$) tinder users. Lastly, the male (**M=3.69**, SD=.88; $t(192.137)=7.616, p=.000$) and female

(**M=2.64**, SD=1.05; t(192.137)=7.616,p=.000) users also significantly differed as to their communication behavior. These results suggest that gender has an effect on the users' self-presentation, motives and communication behavior in using Tinder.

Table 6. Summary of Difference between Male and Female Tinder Users' Presentation, Motives and Communication Behavior

Variables		F	t	df	Sig. (2-tailed)	Mean Difference
Presentation Index	Equal variances assumed	.768	4.244	198	.000	.41800
	Equal variances not assumed		4.244	197.553	.000	.41800
Motives Index	Equal variances assumed	1.718	6.109	198	.000	.77833
	Equal variances not assumed		6.109	196.259	.000	.77833
Communication Behavior Index	Equal variances assumed	1.855	7.616	198	.000	1.04600
	Equal variances not assumed		7.616	192.137	.000	1.04600

Self-presentation is practiced by both males and females. For males, the use of an attractive profile picture is given importance while females select first their best photos before uploading them. When it comes to the least used self-presentation practices, both males and females agree that biographic descriptions are the least of their concerns. Such biographic descriptions may include hobbies, talents, as well as professional and personal achievements.

Males also use deception motives more than females. In Tinder, males are more concerned with decency in looking good so editing photos is acceptable. They also comfortable in exaggerate personal achievements to appear desirable. Congruent to earlier studies by Took and Camire (1991) on deceptive self-presentation, this study suggests that there is a tendency for men to use deception to appear more favourable than they really are. Findings also run parallel with the claims of Toma, Hancock and Ellison (2007, 2008) that males are more likely to hide their real height. Interestingly, male Tinder users also are comfortable in falsifying information about weight- a result that countered Toma, et al.'s work. Findings reveal, therefore, that the perhaps the bottom line for deception is the need to appear more attractive as profile pictures, achievements, and even physical attributes such as height and weight are systematically over or under stated by Tinder users.

Results of this study, however, countered the hypothesis that women are more likely to lie about their physical attractiveness (Toma, Hancock, Ellison, 2007; Hancock and Toma, 2009; Mehdizadeh, 2010). Perhaps the reason why more male Tinder users have lied about their physical attributes than females is because this dating app is not only about presenting and deceiving but also about using attractiveness to win the game of getting more swipes from potential partners. Sales (2015) asserted in her analysis of Tinder behaviors that Tinder offers a venue for men to exercise their competitiveness- to ensure that they get more women which eventually lead to a more bloated ego. Furthermore, results of this study revealed that males are more likely to use Tinder for online dating. Once a match has been achieved in Tinder, males would chat with the other person. They would also exchange contact details like phone number and email address. These behaviors seem to suggest that they are more aggressive in the app than females.

The research found that self-presentation and motives of deception of Tinder users affected online dating communication behaviors. From both the 100 male and 100 female respondents, results revealed that self-presentation was moderately related to the users' communication behaviors. Likewise, the users' deception motives and communication behaviors were significantly and moderately correlated. Self-presentation and motives also had a moderate, positive and significant relationship. Furthermore, multiple regression has shown that 34.8% of the variance or change in communication behavior was due to the gender, self-presentation and deception motives. Additionally, gender had an effect on the users' self-presentation, motives and communication behavior in using Tinder. Surprisingly, male Tinder users self-presented and deceived in order for them to attract more potential dating partners in this mobile SNS app.

Goffman's presentation of the self has been proven to have supported this study by validating the principle that when individuals perform certain roles, they project a desirable image that they have constructed. In this study, the Tinder users, performing as potential matches, create desirable image by ensuring self-presentation styles. The styles are consciously projected through a series of tailor fitted behaviors such as posting of attractive profile photo, uploading of the best set of photos, imparting desirable information, writing pleasing status update and emphasizing positive bio descriptions.

Buller and Burgoon's Interpersonal Deception Theory strongly supported this study. In line with proposition 7 of IDT that states strategic and non- strategic behaviors were moderated by the motivations of the users. The result of the study showed that the most usual motivations of Tinder users were to attract potential match and to self-presentation. This study found out that in order to achieve these goals, users misrepresented a wide variety of personal characteristics such as physical appearance, height, and weight. In relation to the third proposition of interpersonal deception theory that stipulated that the deceptive users managed their information, image and behavior through engaging in strategic activities.

CONCLUSION AND RECOMMENDATIONS

Results indicate that Filipino Tinder users self-present in a positive way in Tinder by making sure that they are attractive, likable, desirable and pleasant. Although there is a perceived practice of positively presenting oneself in the platform, this research found that they have less tendencies to be deceptive in their self-presentations by posting honest achievements, personal information and achievements. Tinder users' presented selves are then used to get a match in the dating app as the users communicate not only in the platform but also in other offline and online settings. Surprisingly, Filipino male Tinder users practice self presentation and deception motives than female users of the dating app.

The study, therefore, recommends that Tinder users be cautious of the way they absorb information in this dating app. Since profiles of Tinder users have been edited already, there is a greater chance that they could be deceived by their potential match. Since the app does not have a capacity to check if the presented self is real or not, then there will always be a tendency among Tinder users to exaggerate their selves just so they can get a dating match.

In terms of developing the app further, Tinder developers may consider and perhaps capitalize on the values of self-presentation and deception as concepts that can be exploited to create a more exciting content and interface for mobile dating apps.

In addition to the use of a self-administered survey, the researchers recommend that social experiments be conducted to test whether self-presentation and deceptive motivations are true predictor variables of online dating communication behaviors. Future researchers might also consider further exploration on LGBT realities in the use of this application. Additionally, a qualitative inquiry must be undertaken to look at the role of culture and context in Tinder practices in sub-groups.

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