

**Exploring K-Tinder:
A Quantitative Study on Motivations and Outcomes of Tinder Usage among South
Koreans**

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ABSTRACT

With over 100 million downloads, Tinder is the most popular dating app worldwide (Castro & Barrada, 2020, p. 1). According to Yoon (2024), Tinder surpassed all other dating apps in South Korea in 2023, signaling a dramatic shift in the nation's dating customs and highlighting the need for a thorough investigation of the interactions between Western influences and cultural norms in the context of online dating in South Korea. There is currently a research gap about the various reasons why people use dating apps in South Korean contexts because there is so little information about dating apps in the country (Kim et al., 2024, p. 2). Therefore, this study aimed to identify what are the Tinder motivations of South Koreans and how are these related to their offline outcomes. Additionally, it assesses the effectiveness of the Tinder Motive Scale (TMS) by Timmermans and De Caluwé (2017) within a South Korean sample. The study was conducted among South Korean adults older than 18 who completed the online questionnaire ($n = 161$).

In contrast to TMS's 13-factor structure, an exploratory factor analysis using the Uses and Gratifications Theory as a framework identified eight distinctive Tinder motives among South Koreans. The most prominent motives included enhancing social skills and networks, entertainment and time occupation, and finding love and building relationships.

While South Koreans and Western users of Tinder have similar motivations, there are also some differences in the order and combination of these motivations. Tinder is not primarily used in South Korea to form long-term partnerships, as the study found that the motive of relationship-seeking did not significantly predict committed relationships or offline meetups. Rather, there was a strong correlation found between the motivation for sexual experiences and the frequency of casual sexual relationships and offline meetups, which suggests that South Korean society is shifting toward more accepting views on sexual behavior. Despite expectations, the socializing motive did not increase offline friendships or meetups. This is probably because dating apps on mobile devices are still stigmatized in South Korea and there are safety concerns. The results of this study indicate that although the TMS is good at predicting behaviors associated with sex, it is not as good at predicting relationship-seeking and socializing behaviors in the South Korean setting.

KEYWORDS: Tinder, Uses and Gratifications Theory, Motives, Outcomes, South Korea

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Table of Contents

ABSTRACT	2
1. Introduction	5
2. Theoretical framework	8
2.1 Exploring Tinder and Its Unique Affordances in the Mobile Dating Landscape	8
2.2 Uses and Gratifications Theory	10
2.2.1 UGT in Mobile Dating Apps Research	11
2.3 South Korean Cultural Context	13
2.4 Tinder Outcomes	15
2.5 Conceptual Research Model	18
3. Methods	19
3.1 Description and Justification of the Quantitative Research Method	19
3.2 Participants and Procedure	19
3.3 Sample Description	21
3.4 Measurements	22
3.5 Data Analysis	23
4. Results	25
4.1 Exploratory Factor Analysis	25
4.2 Thematic Analysis for Open-Ended Question	29
4.3 Correlation Analysis	31
4.4 Multiple Regression Analysis	33
5. Discussion and Conclusion	38
5.1 General Discussion	38
5.2 Limitations and Future Research	42
5.3 Conclusion	44
References	45
Appendix A. Online Survey (ENG)	55
Appendix B. Coding Tree	64

1. Introduction

In recent years, online dating platforms have become increasingly popular and widely utilized globally, providing individuals with new possibilities for meeting potential romantic partners. These platforms have revolutionized the way people connect and interact in dating, allowing individuals to browse through profiles, communicate with others, and potentially find committed relationships (Hobbs et al., 2016, p. 272; Castro & Barrada, 2020, p. 1; Castro et al., 2020, p. 1; Wu & Trottier, 2022, pp. 91-92). In line with this, scholars investigating the relationship between new media technologies and society have focused on mobile dating apps (Wu & Trottier, 2022, p. 91). Since dating apps are growing in popularity, studies have been conducted on the motivations for and outcomes of using dating apps (Sumter et al., 2017, p. 68; Sumter & Vandenbosch, 2018, p. 656; Timmermans & Alexopoulos, 2020, pp. 447-448; Timmermans & Courtois, 2018, p. 61).

The majority of existing research focused on the usage and motives of dating apps is mainly focused on users in European countries, the U.S., and China (Wu & Trottier, 2022, p. 110). Several researchers argue Tinder usage and motives may differ by nation and cultural context (Ranzini & Lutz, 2016, p. 92; Sumter et al., 2017, p. 75; Timmermans & De Caluwé, 2017, p. 348). Meanwhile, to comprehend the online dating landscape in Asia, Low et al. (2022, pp. 178-179) conducted a literature review to provide an overview of the online dating landscape in Asia based on prior studies. The authors concluded that the most frequent motives of dating apps in some Asian countries are finding romantic and sexual partners, amusing oneself, curiosity about how dating apps are, and even overcoming social stigma (Chan, 2019a, p. 463; Chan, 2019b, pp. 1526-1527; Chakraborty, 2019, p. 93; Low et al., 2022, p. 190). However, their study predominantly covered regions including China, Hong Kong, India, the Philippines, Singapore, Taiwan, and Thailand, prompting a call for further investigation into other Asian regions to capture a more holistic understanding of mobile dating dynamics in the continent (Low et al., 2022, p. 191). Surprisingly, the investigators have overlooked South Korea, a nation that has recently experienced a significant increase in the popularity of Tinder (Kim et al., 2024, p. 2).

The most downloaded dating app globally is Tinder, which has been downloaded over 100 million times (Castro & Barrada, 2020, p. 1). Yoon (2024) reported that Tinder became the predominant dating application in South Korea in 2023, marking a significant turning point in the country's dating practices and emphasizing the necessity for a detailed examination of how cultural norms and Western influences interact in the context of online dating in South Korea. Considering the widespread influence of Western media and cultural exports, it is possible that the dating preferences and behaviors of South Korean users of Tinder may be influenced by Western trends and views of modern dating. Furthermore, it is noteworthy that recognizing the motivations and outcomes associated with their use can vary across different cultural contexts, as previous research highlights (e.g., Ranzini & Lutz, 2016, p. 92; Sumter et al., 2017, p. 75; Timmermans & De Caluwé, 2017, p. 341; Low et al., 2022, p. 191). Currently, the available body of research on dating applications within the South Korean context is highly limited, resulting in a significant research gap regarding the diverse motivations that drive individuals to utilize

such applications in South Korean contexts (Kim et al., 2024, p. 2). A few research papers on dating apps were found on the most prominently used South Korean research database, DBpia. Kim and Lee (2022, p. 4) examined the classification of users of dating apps based on information-seeking strategies, while Ho and Na (2023, p. 5) explored the preferences and usage patterns of gay men across dating apps, social networking sites, and online communities. In the third study, Lee et al. (2014, p. 336) analyzed the market, business model, and features of social dating apps before categorizing them by features and user behavior. This highlights the necessity for a more detailed investigation into the underlying reasons behind the use of Tinder in the South Korean context.

The present study on Tinder holds significant relevance for South Korean society, given the widespread adoption of this mobile dating application as a platform for individuals to seek romantic or casual relationships, including sexual intimacy as mentioned earlier (Yoon, 2024). An examination of how individuals choose their prospective partners on Tinder provides insights into the ways individuals connect with potential partners in contemporary society and the underlying motivations driving their actions and related outcomes. Furthermore, it ultimately demonstrates the behavioral patterns of Tinder users in their search for a potential partner, specifically in relation to their motivations for using the app. This study prompts additional conversation on the evolving cultural attitudes towards dating in South Korea, specifically among the younger generations who primarily utilize mobile dating applications such as Tinder. Moreover, the main focus of this study is to present South Korean Tinder users with practical knowledge regarding their motivations and the potential effects of their utilization of the dating application. By examining distinct motivations, such as the desire for casual relationships versus the pursuit of long-term commitments, users can more effectively navigate their interactions on the platform. Through a deep comprehension of their own motivations, such as the need for social validation or the quest for authentic connections, users can make informed decisions, resulting in more fulfilling and satisfying dating encounters.

This study seeks to investigate the motivations behind the usage of Tinder by South Koreans, with the objective of ascertaining the extent to which Western dating norms, such as casual relationships or broaden one's social network (Kalé & Spence, 2009, p. 322; Tang & Zuo, 2000, pp. 68-69). This study not only records the usage patterns of a widely used dating application but also offers a thorough comprehension of how cultural context impacts individuals' online dating behaviors and real-life outcomes. Furthermore, by analyzing the incentives and consequences of Tinder usage in South Korea in comparison to other areas, the present study deepens comprehension of the dynamics of mobile dating. The majority of Tinder users express a desire for offline relationships that extend beyond the conventional notion of casual interactions, including friendships and committed romantic partnerships (Kallis, 2020, p. 72). Sumter et al. (2017, pp. 73-74) found a notable link between the reasons people use Tinder and their real-world interactions with their matches from the app. Timmermans and De Caluwé's (2017, p. 348) research supports this, stating that offline Tinder outcomes depend on the motivations for using Tinder. This study seeks to investigate the motivations of South Koreans for using

Tinder, as well as the correlation between these motivations and the outcomes of using the app.

Therefore, the research question is formulated as follows:

Research Question 1) What are the Tinder motivations of South Koreans using Tinder and how are these related to their offline outcomes?

2. Theoretical framework

2.1 Exploring Tinder and Its Unique Affordances in the Mobile Dating Landscape

Tinder has achieved global popularity since its launch in 2012. Tinder differs from traditional online dating websites by requesting users to provide minimal information for potential matches, specifically a few photos and an optional brief text about users (Ward, 2016, p. 1645). Tinder is a geolocation-based mobile application for dating. When using Tinder, the initial impression that users form of a potential match is based on their primary profile photograph. If users are interested in seeing more info about one profile, one can simply tap the profile which will lead to additional photos, and personally written texts. Users can indicate their preference for a profile by swiping left if they don't like it and right if they like it. When both users swipe right, a match is formed (Chiu & Pan, 2020, p. 332). According to Kallis (2020, p. 67), Tinder distinguishes itself from conventional dating platforms by eliminating the requirement for users to fill out lengthy personality questionnaires. Users are subsequently required to select their preferred gender and specify the desired distance within which they wish to broaden their search. After that, users open the app and look through possible matches.

The affordance concept provides a relational framework for comprehending the interrelated dynamics between individuals and technology (Evans et al. 2017, p. 35; Leonardi, 2013, p. 64). Affordances relate to the design element of a component and this conceptualization argues that the nature of an object informs its functions and operations (Christensen, 2020, p. 436). According to Gibson (1986, p. 145), affordances facilitate the connection between an actor and an object by enabling specific behaviors while preventing others. On the other hand, Gaver (1991, p. 80) proposes the existence of “hidden affordances” that are not consciously perceived but still affect usefulness. In the same vein, Norman (1999, pp. 39-40) distinguished between “affordances” and “perceived affordances”, emphasizing that developers need to concentrate on the latter. Within the realm of the communication field, the theory of affordances has been broadened to encompass the application of the concept in describing how technologies, such as social media and various social platforms, modify the way communication takes place (Boyd, 2010, p. 44; Majchrzak et al., 2013, pp. 39-40; Treem & Leonardi, 2012, p. 145).

Schrock (2015, p. 1235) identifies four primary affordances of mobile media, which are portability, availability, locatability, and multimediality. Tinder makes use of all four communicative affordances (Schrock, 2015, p. 1235). Firstly, the portability features of Tinder encourage users to utilize them in various locations, thereby increasing the spontaneity and frequency of their usage (Ranzini & Lutz, 2016, p. 82). The mobility affordance which is discussed in Ranzini and Lutz's (2016, p. 82) work is consistent with the portability affordance of mobile media as described by Schrock (2015, p. 1236). Individuals can utilize the applications at any time when they have access to the Internet connection, using mobile devices such as smartphones and tablets. Thus, compared to traditional dating, this affordance appears to encourage more social uses. Secondly, the concept of availability affordance can be elucidated through the notification system employed by Tinder. This feature notifies users of

new messages and matches, even when they are not actively using the application. This increases the pace of interactions and the frequency of app usage. Thirdly, the locatability affordance facilitates the ability to locate, communicate with, and interact with users who are close (Blackwell et al., 2014, p. 1122). Furthermore, this feature affects the immediate organization of face-to-face meetings with their potential partners (Ranzini & Lutz, 2016, p. 82). The ability to locate and access information can enhance mobile intimacy by integrating geographical space with electronic positioning and social presence, resulting in emotional and social connections (Hjorth, 2013, p. 113). Hence, the use of mobile dating apps enhances the sense of closeness and presence among users, leading to a greater sense of urgency and capability to meet in person (Duguay, 2017, p. 353). Finally, the multimediality affordance is dependent on the utilization of at least two modes of communication, specifically texting and sharing photos. Users can connect their dating app profiles with their social media profiles, such as Facebook, Instagram, or Spotify. This allows for a more refined and polished self-representation. After finding a mutual connection on the application, users have the option to continue their conversation using alternative means of communication, such as phone calls, video calls, or messaging on different mobile applications (Broeker, 2021, p. 2559; Wu & Ward, 2019, p. 345).

In addition to the general communication capabilities of mobile media, Tinder possesses several distinct functionalities as well (Duguay, 2017, p. 353). Visual affordance reduces the user's cognitive load by minimizing the time and effort required to create a profile compared to conventional online dating platforms (Van Der Zanden et al., 2021, p. 865). Mobile dating apps predominantly rely on images for the selection of potential partners (Chan, 2017, p. 247; David & Cambre, 2016, p. 1; Timmermans & Courtois, 2018, p. 61). The significant use of visual self-presentation through photos is a significant means of communication in mobile dating apps (David & Cambre, 2016, pp. 4-5). Next, the synchronicity affordance is also explored in prior research (Ranzini & Lutz, 2016, p. 82). The concept of synchronicity refers to the level of ease at which real-time communication occurs on mobile dating applications (Ranzini & Lutz, 2016, p. 82). The characteristics of Tinder, specifically its synchronicity and restricted access to information, place specific constraints on users leading to issues such as an overwhelming amount of information, detachment from reality, and a feeling of competition due to the large user base (Ranzini & Lutz, 2016, p. 82).

2.2 Uses and Gratifications Theory

Having explored the unique affordances of Tinder that shape user interactions, it is essential to understand the motivations driving these interactions. The Uses and Gratifications Theory (UGT) offers a theoretical framework for analyzing the motivations behind individuals' usage of media platforms such as Tinder. The UGT is employed by scholars to examine individuals' media consumption patterns. The gratifications of media users can be defined as the fulfillment of needs that are satisfied when an individual consumes specific media that aligns with their expectations and requirements (Sunder & Limperos, 2013, p. 506). The UGT originated in the 1940s when researchers started investigating the reasons behind audience involvement in different media activities, such as radio listening or newspaper reading (Ruggiero, 2000, p. 4). Therefore, this theory can be seen as an approach that explains the motives behind users' media use (Ruggiero, 2000, p. 6). The UGT has been commonly examined in media research, facilitates comprehension of individuals' underlying motivations for engaging with specific media platforms, and is frequently employed to analyze reasons for media platform utilization and to understand motivations for consuming particular media formats (Sundar & Limperos, 2013, p. 506; Whiting & Williams, 2013, pp. 362-363; Rubin, 2002, p. 526). For more than a century, scholars have been investigating individuals' media consumption patterns through the lens of the UGT. This statement clarifies that individuals' gratifications can be conceptualized as a fulfillment of needs that are satisfied through the consumption of particular media, which aligns with their expectations and requirements (Sundar & Limperos, 2013, p. 506). In simple terms, individuals employ various forms of media to meet distinct needs and desires, as evidenced by the historical context of the UGT and previous scholarly inquiries.

Traditional UGT research adopts an audience-centric approach, prioritizing the users' pre-existing needs that are satisfied through the use of a specific medium, resulting in subsequent gratification (Katz et al., 1973, p. 510). According to the UGT, media users are characterized as engaged and active audiences, as compared to passive viewers (Katz et al., 1973, p. 510; Ruggiero, 2000, p. 8). Active audiences have developed their own needs and desires, which can be effectively met through the utilization of specific media platforms (Rubin, 2002, p. 534). This stands in contrast to passive audiences, a prevailing notion in the initial phases of communication theories. Using Harold Lasswell's magic bullet theory as an illustrative example, this theoretical framework illustrates the direct impact of mass communications on large-scale audiences, thereby leading to the perception of audiences as passive recipients (Nwabueze & Okonkwo, 2018, p. 2-3). Conversely, the UGT operates under the premise that audiences are engaged and independent, thus neglecting the potential impact of media on users (Sundar & Limperos, 2013, p. 504). In order to adjust to the requirements of the identified individuals, the audience must show self-awareness and actively choose media (Katz, Blumler, et al., 1973, p. 511; Ruggiero, 2000, p. 8; Timmermans & De Caluwé, 2017, p. 342). The UGT illustrates how media fulfills people's needs, which in turn leads to an increase in demands for media usage.

Since the 20th century, the UGT framework has been utilized in various media platforms, from mass media and television shows (Rubin, 1981, p. 142; Liu, 2015, p. 72) to social media, new media, and mobile dating apps due to the rise of the Internet and new technology, particularly new media outlets at the beginning of the 21st century (Huang et al., 2014, p. 775; Korhan & Ersoy, 2015, p. 1800; Muhammad, 2018, p. 204; Welch & Morgan, 2018, p. 110). Researchers claim that the UGT underwent another revolution as a result of newly emerging media outlets, particularly due to the emergence of new technologies, which exposed consumers to an increasing number of media outlets (Ruggiero, 2000, p. 19). Various media types have been studied to provide different kinds of unique gratifications. The advent of mobile devices, such as smartphones, has given rise to new forms of gratification that are specific to the characteristics of these devices (Sundar & Limperos, 2013, p. 511). The emergence of new sources of satisfaction such as portability, performing multiple tasks, interactivity, and personalized experiences has been particularly evident in the context of consuming media on mobile devices (Ruggiero, 2000, pp. 23-24; Sundar & Limperos, 2013, p. 509). Moreover, the utilization of the Internet fulfills various needs such as acquiring information, engaging in interpersonal communication, seeking entertainment, experiencing convenience, and spending time (McClung & Johnson, 2010, p. 86). Using X (formerly known as Twitter) as an example, it fulfills the desire to facilitate new connections on the Internet and allow individuals to express themselves (Chen, 2011, pp. 759-760). Yet, when examining the reasons why people watch YouTube videos, it was observed that the satisfaction they derive is comparable to the satisfaction of listening to the radio and watching TV (Sundar & Limperos, 2013, p. 507). Therefore, it can be said that most of them are built upon traditional media gratifications, but also offer distinct and specific gratifications that have emerged due to the unique nature of new media (Sundar & Limperos, 2013, p. 509).

To summarize, previous studies on the UGT have demonstrated that individuals seek to satisfy diverse needs and desires through different forms of media (Adetunji et al., 2020, p. 170). The UGT's development and its continued application to an increasing number of new media platforms demonstrate the enduring significance and flexibility of this theory. Therefore, this theory serves as the basis for investigating the reasons behind individuals' use of Tinder, user motivations, and the objectives they seek to achieve.

2.2.1 UGT in Mobile Dating Apps Research

As stated earlier, media scholars frequently use the UGT to examine how individuals with varying objectives utilize media to satisfy their needs (Katz et al., 1973, pp. 164-165; Sundar & Limperos, 2013, p. 506; Whiting & Williams, 2013, pp. 362-363). Previous studies have examined the UGT in relation to mobile dating applications. Scholars have utilized the UGT to enhance their scientific comprehension of the motivations that may drive individuals to utilize mobile dating applications and the gratifications sought by users through their online interactions (Chan, 2016, pp. 623-624; Gudelunas, 2012, pp. 476-477; Miller, 2015, pp. 352-353; Sumter et al., 2017, pp. 68-69; Timmermans

and De Caluwé, 2017, p. 342). Researchers provided valuable insights into the underlying motivations that drive people to use mobile dating apps.

For instance, Sumter et al. (2017, pp. 67-68) and Timmermans and De Caluwé (2017, p. 342) both delve deeper into the phenomenon of dating apps to uncover specific motivations why people use Tinder, extending beyond the commonly referred to as hook-up apps or sex apps by adopting UGT as a theoretical framework. A study conducted by Sumter et al. (2017, pp. 73-74) has identified six primary motivations for engaging in certain behaviors. These motivations include love, casual sex, ease of communication, validation of self-worth, excitement, and trendiness. A total of thirteen Tinder motives were identified by Timmermans and De Caluwé (2017, p. 348), including relationship-seeking, sexual experience, social factors like seeking social approval and peer pressure, as well as personal factors such as curiosity, a sense of belonging, and entertainment. Aligned with the pursuit of motivations, additional research emphasizes the significance of online platforms and mobile dating applications in facilitating connections within the LGBTQ community (Chan, 2016, p. 632; Gudelunas, 2012, p. 362; Miller, 2015, p. 481). They recognize these platforms as spaces where people can openly express their identities, engage with similar individuals, and meet their social and relational needs in a potentially safer and more accepting setting. Gudelunas (2012, pp. 352-353) and Miller (2015, p. 477) utilize the UGT to analyze how gay men use online social networks to fulfill their desires through online interactions. Meanwhile, Chan (2016, p. 623) applies the UGT to comprehend how the motivations behind dating apps impact the number of casual sexual encounters facilitated by them.

Previous research on UGT, mobile dating apps, the integration of theory, and media outlets indicate that dating apps combine traditional media gratifications with new emerging gratifications (Bryant & Sheldon, 2017, p. 3; Van De Wiele & Tong, 2014, pp. 620-621). The gratifications derived from using dating apps are related to the traditional media gratifications identified by Sundar and Limperos (2013, p. 508), such as arousal, escape, social interaction, passing time, and entertainment. The gratifications associated with using dating apps include the ability to form new connections, the convenience of using mobile apps, personalized experiences, passing time, and entertainment (Chan, 2016, p. 632; Gudelunas, 2012, p. 362; Miller, 2015, p. 481; Ranzini & Lutz, 2016, p. 82; Schrock, 2015, p. 1236; Timmermans and De Caluwé, 2017, p. 348). In addition, mobile dating apps incorporate features from different types of media. Mobile dating apps are a recently developed form of media that is primarily accessed through mobile devices (Castro et al., 2020, p. 1; Wu & Trotter, 2022, p. 91). Given their online nature and accessibility at any time and place, dating apps align well with the gratifications provided by the Internet and social media platforms. Dating apps rely on user preferences and offer opportunities for both online and offline interactions with other users, rather than solely receiving messages from the sender like conventional media outlets. Mobile dating apps combine the engagement of an active audience with the flexibility of being available on mobile devices, while also providing traditional media gratifications (Katz, Blumler, et al., 1973, p. 511; Rubin, 2009, p. 534; Ruggiero, 2000, p. 29; Sundar & Limperos, 2013, p. 509).

Moreover, when examining the capabilities of mobile dating applications in relation to the UGT, it becomes clear that the functionalities and features of these apps are designed to satisfy particular user needs and desires. The features of Tinder discussed earlier, namely portability, availability, locatability, and multimediality as identified by Schrock (2015, p. 1235), closely correspond to the satisfactions desired by users, as outlined in the UGT. The portability feature, as exemplified by this case, promotes spontaneous and regular utilization, fulfilling the desire for social engagement and amusement (Schrock, 2015, p. 1236). Similarly, the availability affordance, enabled by features such as notifications, satisfies the desire for immediate satisfaction and validation (Licoppe, 2004, p. 145; Schrock, 2015, pp. 1236-1237). The locatability affordance allows users to satisfy their desires for connection and intimacy by facilitating in-person meetings and informal coordination with others through voice or text messages (Schrock, 2015, p. 1237). Finally, the feature of multimediality enables users to carefully select and present their self-image, fulfilling their desires for self-expression and seeking approval in the online dating environment (Degen & Kleeberg-Niepage, 2021, pp. 150-151). Thus, by comprehending the relationship between affordances and UGT, this research can provide profound insights into the motivations and behaviors of users in the mobile dating app ecosystem.

Hence, the second research question can be stated as:

Research Question 2) To what extent is the Tinder Motive Scale by Timmermans and De Caluwé (2017, p. 342) effective with the South Korean sample?

2.3 South Korean Cultural Context

Numerous studies have investigated the unique motivations of individuals using mobile dating applications, with a particular emphasis on their cultural backgrounds. These studies have specifically compared Western and Eastern contexts, selecting the cultural frameworks of individualism and collectivism from Hofstede (2001, pp. 210-211) and Oyserman and Lee's (2008, p. 311) work. The evidence suggests that people in individualistic societies, especially in Western countries, primarily use dating apps for entertainment and leisure goals, and are often less resistant to casual relationships (Kalé & Spence, 2009, p. 322; Tang & Zuo, 2000, pp. 68-69). On the other hand, collectivist societies demonstrate a distinct tendency towards romantic and committed relationships (Paul et al., 2021, p. 182). In South Korea, the notion of dating was deeply connected to marriage and considered at an early stage, particularly in a society that prioritized family and collectivism (Lee et al., 2020, p. 134). In Korea and other collectivistic societies, romantic relationships have a practical purpose, according to Yum and Canary (2003, p. 280), who examine the cultural differences in intimacy and maintaining relationships between the US and South Korea. People in collectivistic cultures typically prioritize social status and financial security when it comes to marriage, while those in individualistic cultures place greater importance on love and compatibility (Kamo, 1993, pp. 564-566). Therefore, in Korea, dating and marriage often rely on the involvement and support of extended family members. According to Yum and Canary (2003, p. 280), Korean parents typically view dating and marrying someone who is

considered “improper” as a source of shame for the entire family. In this context, “improper” refers to individuals who have a lower socio-economic status, or level of education, or possess certain undesirable traits. Hence, parents seek to facilitate the process of dating and marriage by evaluating the prospective partner's socioeconomic status, family background, occupation, position, and religion. This is typically done through either an informal or a formal intermediary. Dating, in this context, is regarded solely as a means of preparing for marriage.

Nevertheless, this correlation has become more relaxed, and dating is no longer exclusively viewed as a means of getting married, but rather among younger individuals who incorporate diverse phases and categories of relationships lately (Lee, 2020, p. 689). Notably, the sexual behavior of individuals in Korea, especially in the younger generation, is undergoing significant changes as a result of the recent surge in sexual openness and the rapid advancement of information media (박미숙 & 정사무엘, 2015, p. 82). The impact of the sexual culture, commonly referred to as “casual sex”, among young Americans is currently affecting South Korea and is expected to rapidly progress in the future due to globalization and media (Kim & Park, 2016, p. 297). Casual sex, also known as a one-night stand, is a prevalent term in Western countries like the United States, and it is often associated with the common expression “hook-up” (Fisher et al., 2004, p. 535; Lyons et al., 2014, p. 81). These sexual behaviors are becoming more prevalent and are becoming the norm for young people in South Korean society as well (박미숙 & 정사무엘, 2015, p. 84).

Within this framework, dating applications have experienced a major rise in popularity in South Korea, notably among the younger population (Roshchupkina et al., 2023, p. 169). With the widespread use of smartphones, the MZ generations’ method to experience intimacy is influenced by the complex procedures and efficiency of meeting various opposite sexes without incurring costs (Kang, 2023, p. 60). MZ stands for “Millennials and Generation Z”, reflecting the unique characteristics and experiences shared by this cohort (Kim & Kim, 2022, p. 201). In South Korea, the MZ generation refers to individuals born between 1980 and 2005 (Kang & Kim, p. 82). Like Millennials, MZ individuals often grew up with technology as an integral part of their lives, but they also exhibit traits and behaviors distinct from Generation Z, such as a greater reliance on social media and digital communication platforms (Kim & Kim, 2022, p. 218). The fact that one user can immediately check the other users’ reactions and related information anytime anywhere is also receiving favorable responses from the MZ generation. South Korean MZ generation, who suffers from employment difficulties and is reluctant to date, marry, and give birth to their future children, dating is regarded as a high-cost luxury as marriage, and low-cost, high-efficiency digital dating methods are increasing due to this uncertainty (Kang, 2023, p. 58). The concept of “some” has recently emerged in South Korea, referring to a situation where two individuals meet without officially declaring a relationship. This arrangement does not typically lead to a long-term commitment and lacks the responsibility that comes with a traditional relationship (Park, 2016, p. 201). In the competitive landscape of modern society, mobile dating apps have become an

easier and more efficient way of dating that new generations in the 21st century have no choice but to choose (김태현, 2022).

Despite the increasing popularity of dating apps in South Korea, a considerable portion of the population still holds the view that these platforms lack trustworthy qualities in terms of contributing to the formation of genuine connections (Bandinelli & Gandini, 2022, p. 3). If existing negative perception regarding the use of mobile dating apps is the case, it is important to explore how South Koreans perceive using dating apps and the social stigmas around using them. Macromill Embrane, a South Korean research company, conducted an online survey about the social stigma and negative perceptions of dating app usage and users in 2021. The result revealed that respondents believe there are a significant number of people using dating apps for inappropriate purposes (77%), perceive dating apps as breeding grounds for sexual crimes (60.8%), and find it difficult to honestly disclose how they met their partners through dating apps when introducing them to others (58%) (Macromill Embrane, 2021, p. 22). Based on this unique South Korean culture, Tinder has been trying to address the negative perception associated with dating apps in South Korea by positioning itself as a “Social Discovery App” with the headline “Find Friends on Tinder” since the start (Tinder, n.d.).

2.4 Tinder Outcomes

Various researchers argue that distinct motives can lead to varied usage patterns and outcomes of online applications (Joinson, 2008, p. 1035; Lin and Lu, 2011, p. 1159; Muscanell and Guadagno, 2012, p. 111; Sumter et al., 2017, p. 69). Success on Tinder is determined by the capacity to establish significant connections and/or develop romantic relationships, including casual interactions in person (Timmermans & Alexopoulos, 2020, p. 448). A study has revealed that slightly more than fifty percent of dating app users are successful in arranging face-to-face meetings with others, and only a fraction of those individuals are able to form a romantic relationship through these apps (Alexopoulos & Timmermans, 2020, p. 60; Timmermans & Courtois, 2018, p. 66). Alexopoulos et al. (2020, p. 172) examine the elements that contribute to the perception of success, such as one's own perception of attractiveness and motivations. According to their research, individuals who have a positive self-perception of their desirability are more likely to achieve success in face-to-face interactions. Although Tinder users have the potential to achieve success, they also experience setbacks, such as ghosting and a perceived lack of success in arranging in-person meetings (Timmermans et al., 2020, p. 784).

This study utilizes the offline Tinder outcomes provided by Timmermans and Alexopoulos (2020, p. 448). Accordingly, the offline Tinder outcomes are defined as the number of committed relationships, casual sexual relationships, friends that users made, and offline meetups from one user's Tinder match (Timmermans & Alexopoulos, 2020, p. 448). Previous research has defined “casual sexual relationships” as a prevalent form of sexual encounters among young adults, representing contemporary types of sexual relationships (Claxton & van Dulmen, 2013, p. 138; Wentland &

Reissing, 2014, p. 167). Scholars have employed the term “hooking up” to refer to occasional or occasional sexual encounters that take place without the commitment of a romantic relationship (Lewis et al., 2013, pp. 757-758; Wetland & Reissing, 2014, p. 167). However, this term often overlooks important aspects of casual sexual relationships, such as the specific dynamics between the individuals involved. Wentland and Reissing (2014, p. 170) divide casual sexual relationships into four terminologies, which are one-night stand, booty call, fuck buddy, and friends with benefits. One-night-stand can be defined as “Sex between strangers or people who do not know each other that well, these two usually meet while out in a social setting (i.e., bar, party), sexual activity is not planned ahead of time, one or both are usually under the influence of alcohol and/or drugs, there are no expectations that the two will see each other again (even if they exchange contact information)” (Wentland & Reissing, 2011, p. 75; Wetland & Reissing, 2014, p. 171). For the term friends with benefits and fuck buddy, they refer to “Sex between people who know each other or have an existing friendship, these two may or may not engage in sexual activity when they hang out with each other, they are usually not under the influence of alcohol and/or drugs, these two engage in sex with each other regularly” (Wentland & Reissing, 2011, p. 76; Wetland & Reissing, 2014, p. 171). In the current research, one-night stand and friends with benefits or fuckbuddy are used to measure individuals’ motivations for using Tinder.

Given that this research explores Tinder’s motives and how they are associated with outcomes, the current study specifically focuses on offline outcomes and successful experiences on the app. The correlation between these motives and offline outcomes is significant, as they all revolve around the ultimate goal of meeting their Tinder matches in person. This study adopts TMS by Timmermans and De Caluwé (2017, p. 342) as a guideline to explore South Koreans’ motives for using Tinder. Ultimately, there is also an expectation of uncovering new motives among South Koreans who utilize Tinder, given the disparities in cultural backgrounds compared to the regions where the scale was originally developed. Understanding the motivations behind using Tinder is crucial for comprehending Tinder’s effects, as highlighted by Timmermans and Courtois (2018, p. 62). Their research underscores the importance of motives, for instance, sexual motives tend to correlate positively with one-night-stands and casual sexual relationships, while relationship motives show a negative association with casual sexual encounters (Timmermans & Courtois, 2018, p. 67). The conceptualized offline outcomes refer to the actual human interaction that occurs between users and their matches. Therefore, the motivations behind using Tinder can impact how individuals utilize the dating application. Likewise, variations can be observed in the connections between various motivations for using online media and real-life consequences, such as organizing in-person meetings with someone met online or participating in casual sexual encounters with online partners (Gudelunas, 2012, p. 360). Qualitative research by Gudelunas (2012, p. 361) indicates that individuals who use dating apps primarily for physical gratification are more likely to meet their app partners in person for casual sexual encounters, in comparison to those who do not have a strong motivation for physical gratification when using the app. Hence, the present research indicates that varying motivations for using Tinder can lead to diverse

outcomes in real-life interactions.

The significant role of in-person gatherings in facilitating the connection between the intentions and results of using Tinder should not be underestimated. Offline meetups are arranged face-to-face interactions between Tinder matches, where users transition from communicating online to meeting in person. These meetups act as an intermediary that transforms virtual intentions into physical real-world experiences. The frequency and quality of in-person gatherings with one's Tinder match have a direct impact on the probability of attaining the desired results. Offline meetups are crucial for users to evaluate compatibility, establish rapport, and decide the future of their interactions (Ramirez et al., 2014, pp. 100-102). Therefore, the extent to which Tinder users are able to achieve their objectives is greatly influenced by the nature and results of their in-person meetings. The UGT offers a comprehensive framework for comprehending the correlation between users' motivations for using Tinder and the outcomes they ultimately experience. This theory suggests that individuals purposefully choose to use media platforms such as Tinder in order to satisfy specific needs and desires (Sunder & Limperos, 2013, p. 506). Users who have a desire to find romantic relationships or sexual partners are motivated to arrange more in-person meetings to fulfill their needs. This is supported by research conducted by Her and Timmermans (2020, pp. 1306-1307) and Timmermans and De Caluwé (2017, p. 348). Furthermore, individuals motivated by a desire for social interaction utilize Tinder as a means to broaden their social connections, organizing multiple in-person gatherings to encounter unfamiliar individuals and establish friendships (Timmermans & De Caluwé, 2017, p. 344). In other words, offline meetups play a vital role in facilitating the transformation of users' initial intentions into concrete results, whether they are looking for long-term relationships, casual interactions, or new social bonds.

Based on the theoretical framework, hypotheses can be formulated as follows:

H1a: Relationship-seeking motive is positively correlated with the number of committed relationships.

H1b: Relationship-seeking motive is positively correlated with the number of offline meetups.

H2a: Sexual experience motive is positively correlated with the number of casual sexual relationships.

H2b: Sexual experience motive is positively correlated with the number of offline meetups.

As mentioned above, several researchers contend that different motivations can result in diverse outcomes of online applications. (Joinson, 2008, p. 1035; Lin and Lu, 2011, p. 1159; Muscanell and Guadagno, 2012, p. 111; Sumter et al., 2017, p. 69). For instance, it has been observed that individuals utilize social media platforms to sustain their social connections, resulting in increased frequency of social media usage overall (Lai and Yang, 2014, p. 1325). Furthermore, Tinder Korea highlights its platform as a social discovery app to promote finding friends on Tinder (Tinder, n.d.). Based on these perspectives, this study predicts the following hypotheses:

H3a: Socializing motive is positively correlated with the number of friends that users made.

H3b: Socializing motive is positively correlated with the number of offline meetups.

2.5 Conceptual Research Model

The conceptual models shown in *Figure 1* and *Figure 2* were created using the introduced and elaborated concepts, as well as the hypotheses formulated from the theoretical framework.

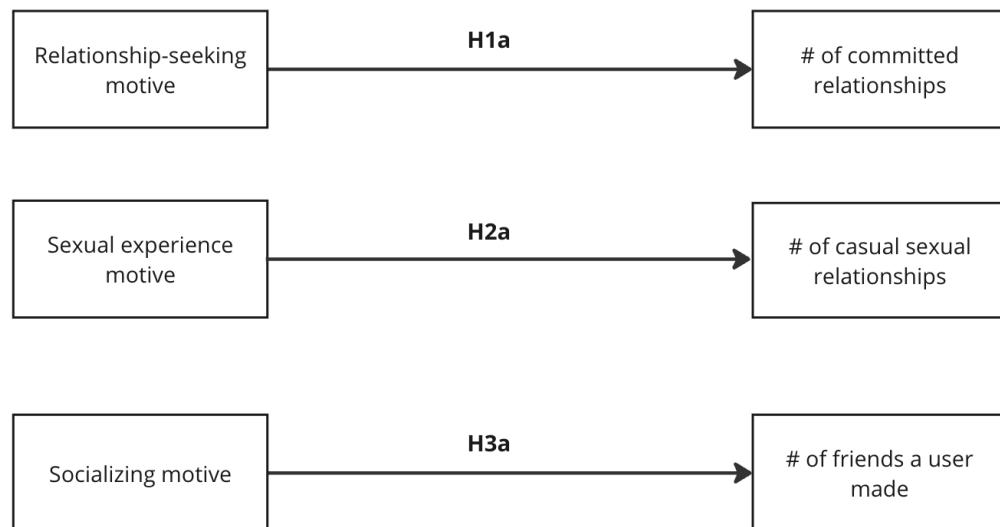


Figure 1: Conceptual model and illustration of formulated hypotheses (H1a, H2a, H3a)

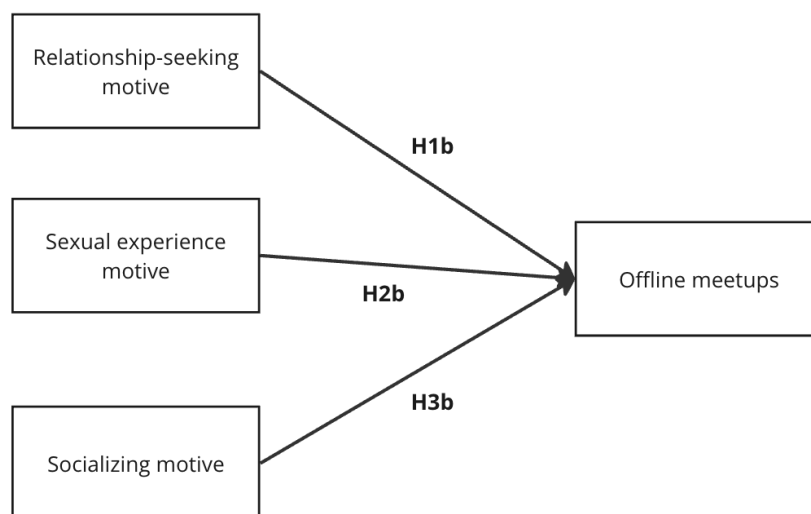


Figure 2: Conceptual model and illustration of formulated hypotheses (H1b, H2b, H3b)

3. Methods

3.1 Description and Justification of the Quantitative Research Method

A quantitative survey method was used for this research paper to explore the relationship between South Koreans' Tinder use motivation and Tinder outcomes. The quantitative approach uses statistical analysis to extract standardized data from a large sample and find patterns, trends, and relationships (Mayoux, 2006, p. 116). By utilizing a quantitative survey, this method ensures the process of gathering data from participants is well-structured and efficient (Matthews & Ross, 2010, pp. 203–204). This chosen method allows for the quantification of acquired information, facilitating statistical testing to either support or refute proposed hypotheses and ultimately answer the research question.

Given that the research's main objective is to investigate Tinder use motivations and outcomes, the quantitative method is believed to be a suitable approach for this study. To collect data, an online survey was made via Qualtrics. Previous research proved that there are some advantages to using online surveys. According to Evans and Mathur (2005, pp. 196-201), online surveys provide flexibility in terms of format and language. They allow respondents to answer at their convenience and can include various question types, such as dichotomous, multiple-choice, scales, and open-ended questions. Moreover, Wright (2005, para. 4-11) explained an online survey is a helpful tool for conducting efficient research as it allows access to targeted populations and reduces the time and cost required to collect valuable data. Furthermore, a variety of online survey software automates the data collection process, not only saving the researcher's time and effort (Wright, 2005, para 2 and 9) but also making it simple to import data obtained from Qualtrics into SPSS for analysis and discover significant outcomes.

3.2 Participants and Procedure

The research focused on South Koreans older than 18 who have been using Tinder for at least one year. The sampling criteria were limited to this specific group. The Qualtrics online questionnaire was generated and disseminated through various online platforms. The questionnaire was also distributed through the social network of the researcher. For instance, through mobile platforms like KakaoTalk, which is the predominant mobile instant messaging service in South Korea (Ha et al., 2015, p. 426), as well as the Facebook group which is the South Korean community in the Netherlands, and Instagram posts. A virtual snowballing sampling method was employed to gather data from the population since the data collection was done online. Snowball sampling is a method used to identify research participants by relying on referrals from initial subjects. A subject provides the researcher with the name of another subject, who subsequently offers the name of a third subject, and so forth. This approach can be seen as a way to address the challenges of sampling hidden and difficult-to-reach populations (Atkinson and Flint, 2001, p. 1). Given that the recruitment of participants was conducted online, this sampling method can be classified as virtual snowball sampling. Virtual snowball sampling enables researchers to easily reach populations that are typically difficult to access. Additionally, it allows for an increase in sample size and study scope, while also reducing the costs and time required

for data collection (Benfield & Szlemko, 2006, p. 4; Baltar & Brunet, 2012, p. 62).

Moreover, the researcher used a platform called Surveys, a South Korean survey response service (서비스 | 대학(원)생을 위한 설문조사 사이트, n.d.). On this platform, it was possible to recruit a total of 160 participants. The online survey was distributed for a duration of ten days, starting from May 8th, 2024. Survey participants were enlisted through email invitations, mobile messenger invitations, and social media posts. The survey was provided in both English and Korean versions to allow respondents to choose the language they felt most at ease and knowledgeable in when answering the questions. The survey was originally conducted in English, and once it was completed, the researcher translated all the content into Korean. English was chosen by only eleven participants, while the remaining individuals responded in Korean ($n = 150$). According to Walsh et al. (2013, p. 3), conducting a survey in a participant's native language increases the likelihood of their participation and results in more thoughtful and expressive responses.

In order to address ethical concerns in this study, participants were given a consent form to review before participating. The welcome message clearly stated that the researcher was a master student at Erasmus University Rotterdam, providing details about the focus of the research project. Prior to the survey's commencement, explicit instructions were provided to ensure accurate and unbiased data. The consent form contained details regarding privacy, confidentiality, and the preservation of personal data's anonymity. Given that the questionnaire focused on individuals' privacy, maintaining the anonymity of the survey was of utmost importance. Participants were explicitly notified that their responses would be kept confidential and that the researcher would not assess them in any manner (Wiles et al., 2008, p. 420). Additionally, this form contained the researcher's contact information and a concise self-introduction outlining the objective of the study. Participation was entirely voluntary, granting all participants the right to withdraw from the survey without any obligation to provide a justification to the researcher. In addition, there were no financial incentives provided for the completion of the survey. Upon reaching the end of the consent form, the participants were presented with the option to select either "I agree" or "I do not agree". This choice granted them the authority to either proceed with their participation in the survey or withdraw from it. By clicking "I agree," a participant could advance to the next page and commence answering the questionnaire. The online survey was segmented into three distinct sections: demographics, Tinder motives, and Tinder outcomes.

The first section of the survey included two filter questions: "Have you used Tinder in the past year?" and "Are you South Korean?". If the response was "No", the participant was excluded and directed to the end of the survey page. The second question presented four options for selection: "I was born and raised in South Korea", "I was born in South Korea but raised abroad", "I was born abroad but raised in South Korea", and "I am not South Korean". Answering the second and third questions will prompt the user to answer the related question, "In which country do you currently reside?". The second section comprised inquiries aimed at investigating participants' motivation for utilizing Tinder

with open-ended question for exploring new Tinder motivations for South Koreans using Tinder. Finally, the participants responded to inquiries concerning the overall consequences of using Tinder, including the number of Tinder matches they have encountered in person, engaged in committed relationships with, had casual sexual encounters with, and formed friendships with. Upon completion of the survey, participants were presented with an appreciation message expressing gratitude for their time and effort. The message also provided the contact information of the researcher, allowing participants to reach out with any questions regarding the survey or the research.

3.3 Sample Description

The total number of survey respondents was 296. Participants who objected to the consent form were excluded ($n = 7$). Moreover, after filtering out individuals who have not used the Tinder app in the past year ($n = 126$) and those who do not hold South Korean nationality ($n = 2$), the resulting valid sample size was 161. This sample included 78 females (48.4%), 81 males (50.3%), and 2 individuals who preferred not to disclose their gender (1.2%). The age range spanned from 19 to 72 ($M = 31.73$ ($SD = 10.93$)). The majority of participants (83.2%) identified as heterosexual. The remaining composition of sexual orientation is as follows: homosexuals (1.9%), bisexuals (3.7%), others (3.1%), and individuals who prefer not to say (8.1%). A total of 148 participants indicated that they were both born and raised in South Korea. In addition, there were a total of 12 participants who were either born or raised in a foreign country. Out of the respondents who have lived in foreign countries, 7 had resided in the Netherlands, while 1 person each had lived in Australia, Canada, China, Germany, and the USA. Finally, the majority of the participants have obtained a bachelor's degree (65.8%). The percentage of individuals who have obtained a high school degree is 25.5%, while those with a master's degree account for 7.5%. The remaining 1.2% represents individuals with other educational backgrounds. See *Table 1* for more information.

Table 1*Demographics Descriptions*

Demographics	Specifications	N	Proportion (%)
Gender	Male	81	50.3
	Female	78	48.4
	Prefer not to say	2	1.2
Sexual Orientation	Heterosexual	134	83.2
	Homosexual	3	1.9
	Bisexual	6	3.7
	Other	5	3.1
	Prefer not to say	13	8.1
Education level	High school	42	26.1
	Bachelor's degree	107	66.5
	Master's degree	12	7.5
Nationality	Born and raised in SK	148	91.9
	Born in SK but raised abroad	12	7.5

3.4 Measurements

Demographics. Participants' personal information was required in the survey's first section. They were asked to fill in their nationality, age, gender, education level, and sexual orientation.

Tinder Motives Scale. To assess participants' motivation for using dating apps, this study will use the Tinder Motives Scale (TMS) (Timmermans & De Caluwé, 2017, p. 349), which was widely used in a number of previous studies to measure individuals' prime motivation to use Tinder (Castro & Barrada, 2020, p. 16; Degen & Kleeberg-Niepage, 2020, p. 180; Her & Timmermans, 2020, p. 1310; Nair & Padmakumar, 2020, p. 34; Timmermans & De Caluwé, 2017, p. 76; Timmermans et al., 2018, pp. 131-132). TMS shows 13 reliable Tinder motives consisting of 58 items. All items from TMS were used to measure the intention of using Tinder. For the measurement, participants answered to what extent they agreed or disagreed with each statement ranging from (1) Strongly Disagree to (7) Strongly Agree on why they use Tinder. Additionally, to explore the new motivation of South Koreans outside of the existing scale, open-ended questions were added. This research chose three major motivations from TMS, which are relationship-seeking, sexual experience, and socializing motives. These three motivations are expected to be present as well as the most relevant in the cultural context of South Korea based on the UGT framework. This theory has shown that individuals use mobile dating apps to fulfill various wishes and needs by interacting with other users online (Adetunji et al., 2020, p. 170; Chan, 2016, pp. 623-624; Gudelunas, 2012, pp. 476-477; Miller, 2015, pp. 352-353; Sumter et al., 2017,

pp. 68-69; Timmermans and De Caluwé, 2017, p. 342).

Offline Tinder Outcomes. To measure the offline Tinder outcomes, the offline Tinder outcomes are defined as the number of committed relationships, casual sexual relationships, friends that users made, and offline meetups from one user's Tinder match (Timmermans & Courtois, 2018, p. 63; Timmermans & Alexopoulos, 2020, p. 448). Therefore, respondents were asked to provide the number of offline meetups ($M = 4.72$, $SD = 5.52$, min. = 0, max. = 24), committed relationships ($M = 2.53$, $SD = 4.71$, min. = 0, max. = 23), casual sexual relationships ($M = 3.00$, $SD = 5.65$, min. = 0, max. = 26), and friends that they made ($M = 3.32$, $SD = 4.65$, min. = 0, max. = 26).

3.5 Data Analysis

Before starting the data analyses, the items were checked to ensure the normality of all items. Descriptive statistics were conducted to examine the sample data. To validate the applicability of the TMS to the specific research sample, exploratory factor analysis (EFA) was conducted. According to Howard (2016, pp. 52-53), EFA provides multiple advantages. Initially, EFA aids in the reduction of a substantial number of variables into a more concise collection of fundamental factors, thereby enhancing the manageability and interpretability of the data (Howard, 2016, p. 53). Furthermore, EFA has the capability to uncover intricate patterns and connections between variables that may not be immediately evident, thereby offering valuable insights into the fundamental structure of the data (Howard, 2016, p. 53). Finally, EFA plays a vital role in the development and validation of scales. It assists researchers in creating measurement instruments that are both reliable and valid for their studies (Howard, 2016, p. 51). This step was necessary to ensure that the factor structure identified in the original study holds true in the current study's context, as differences in demographic and cultural backgrounds can influence how participants respond to the scale items (Levine et al., 2006, p. 313). By performing EFA, this study aimed to confirm the underlying factor structure, assess the reliability of the scale, and identify any potential deviations or new factors specific to the collected sample. This analysis was crucial for establishing the validity and reliability of the scale for measuring Tinder motives among South Koreans.

Aside from the 7-point Likert-scale items, the study also incorporated open-ended questions to delve deeper into the underlying motive for South Koreans' utilization of Tinder. The inclusion of these questions enabled participants to openly present their intentions on Tinder, so generating diverse and specific data that complements the quantitative results. Participants were asked to answer the following open-ended question: "Please specify below if you have other motives for using Tinder mentioned above". Data for an open-ended question was gathered through an online survey and then subjected to thematic analysis. The open-ended questions were examined using Braun and Clarke's (2006, p. 87) six-phase framework for theme analysis. This process entails becoming acquainted with the data, creating preliminary codes, conducting a search for patterns, examining the identified patterns, establishing and labeling the themes, and documenting the findings (Braun & Clarke, 2006, p. 87).

Responses were analyzed using an inductive coding approach, which involved identifying themes straight from the data. The open-ended responses resulted in themes that offered a more profound comprehension of the motives for Tinder usage among South Koreans. The qualitative findings complemented and enhanced the quantitative results obtained from the exploratory factor analysis. In addition, a correlation study was undertaken to test the assumptions of linearity. A multiple regression analysis was conducted to investigate the relationship between the independent factors (i.e. the motives of South Koreans using Tinder) and the dependent variables (i.e. the offline outcomes of Tinder), taking into consideration the potential impact of gender. Demographic variables were included in the analysis as control variables to ensure that any observed associations were within the sample.

4. Results

4.1 Exploratory Factor Analysis

The 58 items which were Likert-scale based were entered into an exploratory factor analysis (EFA) using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (>1.00), $KMP = .90$, $\chi^2 (n = 161, 1653) = 6724.44$, $p < .001$. The resultant model explained 69% of the variance in Tinder motivation of South Korean users. According to Costello and Osborne (2005, p. 5), a factor with less than three items is often considered weak and unstable. Therefore, it is ideal to have five or more items that firmly load on a factor, as this indicates a solid factor. Consequently, factors that have fewer than three items were excluded. As a result of conducting EFA, a total of 8 factors were identified. Each factor was named based on the common theme of the items with high loadings on that factor. The new items and the overview are presented in **Table 2**. The factors found were:

Seeking validation and attention. The first factor ($M = 3.77$, $SD = 1.12$, $\alpha = .895$) included nine items including “I use Tinder...” to be cool, because I want to be trendy, to get compliments, to get an “ego-boost”, to get self-validation from others, to learn to flirt, to get attention, to relax, and because it is more enjoyable to make the first move.

Sexual experience and orientation-based connections. The second factor ($M = 3.61$, $SD = 1.39$, $\alpha = .905$) included eight items including “I use Tinder...” to find a one-night-stand, to find a friend-with-benefits/fuckbuddy, to meet singles with a similar sexual orientation, to see how easy it is to find a sex partner, to live out a sexual fantasy, to increase my sexual experience, to get to know people with the same sexual orientation and to connect with other people with the same sexual orientation.

Enhancing social skills and networks. The third factor ($M = 4.39$, $SD = 1.19$, $\alpha = .840$) included six items including “I use Tinder...” to try it out, because it is entertaining, to make new friends, to meet new people, to gain more self-confidence in my social skills, and to broaden my social network.

Moving on from a past relationship. The fourth factor ($M = 3.86$, $SD = 1.47$, $\alpha = .892$) included five items including “I use Tinder...” to get over my ex, so that I do not focus my attention on my ex anymore, to think less about my ex, to see how desirable I am, and to be able to better estimate my own attractiveness.

Entertainment and time occupation. The fifth factor ($M = 4.22$, $SD = 1.17$, $\alpha = .841$) included six items including “I use Tinder...” to pass time, because it passes time when I’m bored, to occupy my time, as a break at work or during a study period, to combat boredom when working or studying, and for fun.

Connecting with locals and travelers on Tinder. The sixth factor ($M = 3.66$, $SD = 1.30$, $\alpha = .845$) included five items including “I use Tinder...” to learn about hotspots in foreign countries through locals, to broaden my social network when on an abroad/exchange experience, to get tips from locals (in restaurants, shopping, parties, etc.) when traveling, to meet other travelers/locals when in a foreign

country, and to easily find people that are willing to party when in a foreign country.

Finding love and building relationships on Tinder. The seventh factor ($M = 3.99$, $SD = 1.28$, $\alpha = .865$) included six items including “I use Tinder...” to meet a future husband or wife, to build an emotional connection with someone, to find someone for a serious relationship, to fall in love, to increase my flirting experience, and to seek out someone to date.

Peer pressure and personal intentions on Tinder. The eighth factor ($M = 3.34$, $SD = 1.24$, $\alpha = .860$) included five items including “I use Tinder...” as suggested by friends, because my friends thought I should use Tinder, because someone else made me a Tinder profile, to find a lover/mistress, because it is a fad, to improve my social skills, and when I have nothing better to do.

Table 2*Result of Factor Analysis for TMS*

	N items	M	SD	Factor Loadings	Cronbach's α
Enhancing social skills and networks	6	4.39	1.19		.840
I use Tinder to try it out.		4.59	1.52	.541	
I use Tinder because it is entertaining.		4.52	1.41	.508	
I use Tinder to make new friends.		4.59	1.60	.500	
I use Tinder to meet new people.		4.70	1.58	.431	
I use Tinder to gain more self-confidence in my social skills.		3.96	1.64	.416	
I use Tinder to broaden my social network.		3.98	1.77	.412	
Entertainment and time occupation	6	4.22	1.17		.841
I use Tinder to pass time.		4.24	1.55	.777	
I use Tinder because it passes time when I'm bored.		4.09	1.59	.670	
I use Tinder to occupy my time.		4.34	1.48	.618	
I use Tinder as a break at work or during a study period.		3.88	1.63	.524	
I use Tinder to combat boredom when working or studying.		4.01	1.68	.515	
I use Tinder for fun.		4.75	1.49	.404	
Finding love and building relationships on Tinder	6	3.99	1.28		.865
I use Tinder to meet a future husband or wife.		3.24	1.67	.312	
I use Tinder to build an emotional connection with someone.		4.39	1.57	.619	
I use Tinder to find someone for a serious relationship.		4.04	1.60	.615	
I use Tinder to fall in love.		3.81	1.68	.571	
I use Tinder to increase my flirting experience.		3.99	1.66	.552	
I use Tinder to seek out someone to date.		4.47	1.79	.521	
Moving on from a past relationship	5	3.86	1.47		.892
I use Tinder to get over my ex.		3.61	1.81	-.936	
I use Tinder so that I do not focus my attention on my ex anymore.		3.66	1.85	-.866	
I use Tinder to think less about my ex.		3.80	1.85	-.840	
I use Tinder to see how desirable I am.		4.09	1.62	-.375	
I use Tinder to be able to better estimate my own attractiveness.		4.12	1.62	-.337	
Seeking validation and attention	9	3.77	1.12		.895
I use Tinder to be cool.		3.56	1.58	.653	
I use Tinder because I want to be trendy.		3.81	1.70	.549	
I use Tinder to get compliments.		3.62	1.63	.514	
I use Tinder to get an "ego-boost".		3.96	1.64	.499	

I use Tinder to get self-validation from others.		3.42	1.71	.485	
I use Tinder to learn to flirt.		3.73	1.61	.448	
I use Tinder to get attention.		3.93	1.64	.376	
I use Tinder to relax.		4.01	1.62	.367	
I use Tinder because it is a more enjoyable to make the first move.		3.84	1.62	.334	
Connecting with locals and travelers on Tinder	5	3.66	1.30		.845
I use Tinder to learn about hotspots in foreign countries through locals.		3.73	1.60	.743	
I use Tinder to broaden my social network when on an abroad/exchange experience.		3.75	1.59	.705	
I use Tinder to get tips from locals (in restaurants, shopping, party, etc.) when travelling.		3.60	1.66	.693	
I use Tinder to meet other travelers/locals when in a foreign country.		3.71	1.66	.608	
I use Tinder to easily find people that are willing to party when in a foreign country.		3.49	1.77	.602	
Sexual experience and orientation-based connections	8	3.61	1.39		.905
I use Tinder to find a one-night-stand.		3.57	1.89	.813	
I use Tinder to find a friend-with-benefits/fuckbuddy.		3.48	1.73	.742	
I use Tinder to meet singles with a similar sexual orientation.		3.97	1.76	.711	
I use Tinder to see how easy it is to find a sex partner.		3.14	1.72	.711	
I use Tinder to live out a sexual fantasy.		3.38	1.82	.698	
I use Tinder to increase my sexual experience.		3.78	1.84	.669	
I use Tinder to get to know people with the same sexual orientation.		3.76	1.84	.627	
I use Tinder to connect with other people with the same sexual orientation.		3.83	1.80	.552	
Peer pressure and personal intentions on Tinder	7	3.34	1.24		.860
I use Tinder as suggested by friends.		3.57	1.65	.758	
I use Tinder because my friends thought I should use Tinder.		3.02	1.60	.695	
I use Tinder because someone else made me a Tinder profile.		3.04	1.70	.553	
I use Tinder to find a lover/mistress.		2.72	1.90	.469	
I use Tinder because it is a fad.		3.66	1.55	.406	
I use Tinder to improve my social skills.		3.84	1.72	.323	
I use Tinder when I have nothing better to do.		3.54	1.62	.300	

4.2 Thematic Analysis for Open-Ended Question

Through an analysis of the open-ended responses, a total of six common patterns were identified that shed light on the motivations for the use of Tinder among South Korean users. 32 people responded to the open-ended questions. Following the process of data cleaning, a total of 7 responses were subjected to analysis. The coding tree is presented in Appendix B. Identified themes were included as follows.

Boredom and Entertainment. Respondents ($n = 3$) expressed that they utilize Tinder as a means to reduce boredom or as a source of amusement. Moreover, a common reason for using Tinder was to browse other Tinder users' profiles, sometimes as a social activity with friends. For example, one respondent mentioned, "To chat with people online when I feel bored". Another answered, "Using Tinder is a kind of my personal hobby". One participant noted, "To browse others' Tinder profiles, and sometimes I do that with my friends". The result corresponded to the Entertainment/Pass time motive from TMS (Timmermans & De Caluwé, 2017, p. 349) and the "Entertainment and time occupation" factor from the result of exploratory factor analysis. The participants indicated that they utilize Tinder as a means of filling their free time, as a hobby, and for the sole purpose of browsing other users' profiles for entertainment, either individually or in the company of friends.

Making New Connections. A user expressed gratitude for the chance to engage with and encounter individuals who were not part of their current social circles. The participant ($n = 1$) stated, "I can interact and form new connections with people who I do not know within my network as well as in my daily life". This matched to the Socializing motive identified in the TMS framework (Timmermans & De Caluwé, 2017, p. 349), as Tinder users utilize the platform to broaden their social connections by engaging with unfamiliar individuals, particularly those they have no personal acquaintance with.

Community Feature Based on Locations. One individual answered I use Tinder as a means to connect with individuals in their immediate vicinity, taking advantage of the app's community functionalities. This respondent highlighted, "I use Tinder when I want to meet people in my neighborhood because it includes a community option based on similar locations".

Convenience. The convenience of utilizing Tinder was a notable incentive for certain individuals. The participant ($n = 1$) simply stated, "Because using Tinder is very convenient". This implies that using the app's features makes meeting possible dates or partners much simpler and more convenient.

Challenges of Aging. A participant highlighted the challenges of locating suitable companions as one grows older and the efficacy of Tinder in tackling this concern. As one user explained, "As I get older, it is harder to find possible partners, and I have no idea where to look for them". The Relationship-seeking motive from TMS was partially associated with this motive, as users are particularly interested in locating potential romantic partners (Timmermans & De Caluwé, 2017, p. 349). Nevertheless, it was crucial to note that the user specifically mentioned: "as I get older". It was

worth highlighting that the respondent's age was 43 years, which provides useful insight. This newly discovered result from a relatively older age group is significant, especially considering that the majority (over 70%) of the sample belongs between the age range of 19 to 34 years (For more information, go to *Table 1*).

In conclusion, an analysis of open-ended responses revealed a total of six motivation for using Tinder. Respondents utilized Tinder as a means of alleviating boredom or for amusement, frequently perusing profiles either individually or in the company of pals. This aligns with the Entertainment/Pass time purpose as defined in the TMS framework. One user highlighted the app's role in making new social connections outside their existing network, aligning with the Socializing motive. Another participant appreciated the community features for meeting people in their vicinity. Convenience was another motivation, as noted by one user. Finally, the challenges of finding suitable partners with age were emphasized by an older user, linking to the Relationship-seeking motive but highlighting the specific difficulties faced by older individuals. This insight is particularly noteworthy given the predominance of younger users in the study sample. However, the result reflects unique cultural influences specific to the South Korean context, specifically, challenges of aging motivation were newly discovered. This will be further elucidated in the subsequent discussion section.

4.3 Correlation Analysis

To conduct an overview of the relationships between the variables, a Pearson correlation coefficient was computed. The results of the correlation analysis are presented in **Table 3**. The matrix revealed several significant correlations among the variables. The relationship-seeking motive showed significant positive correlations with the socializing motive, the sexual experiences motive, the number of Tinder matches met in real life, and the number of friends the user made. Specifically, the relationship-seeking motive was strongly correlated with the socializing motive ($r = .576, p < .01$) and sexual experience motive ($r = .530, p < .01$). Additionally, the relationship-seeking motive had a modest positive correlation with the number of Tinder matches met in real life ($r = .185, p < .05$) and those who became friends ($r = .186, p < .05$).

The sexual experience motive was significantly positively correlated with the socializing motive ($r = .371, p < .01$), the number of offline meetups ($r = .347, p < .01$), committed relationships ($r = .244, p < .01$), casual sexual relationships ($r = .287, p < .01$), and the number of Tinder matches who became friends ($r = .264, p < .01$). The socializing motive showed a modest positive correlation with the number of offline meetups ($r = .161, p < .05$), but did not show significant correlations with the number of committed relationships, casual sexual relationships, or friends the user made. The number of offline meetups was strongly correlated with the number of committed relationships ($r = .715, p < .01$), casual sexual relationships ($r = .743, p < .01$), and friends user made ($r = .676, p < .01$). The number of committed relationships showed significant positive correlations with the number of casual sexual relationships ($r = .746, p < .01$), and the number of friends user made ($r = .778, p < .01$). Finally, the number of casual sexual relationships was also significantly correlated with the number of friends user made ($r = .775, p < .01$).

Gender showed significant negative correlations with several variables, including the sexual experience motive ($r = -.348, p < .01$), the number of offline meetups ($r = -.290, p < .01$), the number of committed relationships ($r = -.208, p < .01$), the number of casual sexual relationships ($r = -.224, p < .01$), and the number of friends made through Tinder ($r = -.214, p < .01$). Next, sexual orientation showed a modest significant positive correlation with the number of casual sexual relationships ($r = .159, p < .05$). No significant correlations were found with other variables, indicating that sexual orientation is relatively independent of other motives and outcomes measured in this analysis. Finally, age demonstrated a statistically significant positive correlation with the number of committed relationships ($r = .171, p < .05$). Moreover, age showed a modest positive correlation with the number of Tinder matches who became friends ($r = .200, p < .05$). Conversely, age exhibited a significant negative correlation with gender ($r = -.249, p < .01$).

Age and gender showed consistent significant correlations with both the predictor variables and the outcome variables. However, the investigation found only one significant relationship with the sexual orientation variable. In conclusion, age and gender are employed as control variables for multiple regression analysis based on the correlation analysis and considering hypotheses.

Table 3*Correlation matrix*

	1.	2.	3.	4.	5.	6.	7.	8.	9.
1. Relationship-seeking motive									
2. Sexual experience motive	.530**								
3. Socializing motive	.576**	.371**							
4. # of offline meetups	.185*	.347**	.161*						
5. # of committed relationships	.126	.244**	.053	.715**					
6. # of casual sexual relationships	.101	.287**	.083	.743**	.746**				
7. # of friends user made	.186*	.264**	.142	.676**	.778**	.775**			
8. Gender	-.142	-.348**	-.123	-.290**	-.208**	-.224**	-.214**		
9. Sexual Orientation	-.080	.048	-.120	.031	.069	.159*	.098	.114	
10. Age	.062	.113	.032	.112	.171*	.114	.200*	-.249**	-.063

Note. ** $p < .01$ * $p < .05$, $n = 161$

4.4 Multiple Regression Analysis

A multiple linear regression was conducted with the number of committed relationships as a dependent variable. Gender was categorized as 0 = male, and 1 = female, and age was categorized as 0 = gen MZ, and 1 = older generation. The predictor was the relationship-seeking motive, gender, and age as control variables. The model was found to be significant, $F(3, 157) = 3.8, p = .012, R^2 = .068$. The relationship-seeking motive was not found to be a significant positive predictor of the number of committed relationships ($\beta = .10, p = .224$). Therefore, based on the testing results, H1a was rejected. Gender was a significant predictor ($\beta = -.16, p = .043$). However, age was not a significant predictor ($\beta = .13, p = .119$).

Table 4

Multiple Regression Analysis with The Number of Committed Relationships as a Dependent Variable

Variable	B	SE	95% CI	β	p
Constant	2.93	1.68	[-.389, 6.25]	-	.083
Relationship-seeking motive	.343	.281	[-.212, .899]	.095	.224
Gender	-1.35	.663	[-2.66, -.044]	-.164	.043
Age	1.45	.928	[-.380, 3.28]	.125	.119

Note. $R^2 = .068, F(3, 157) = 3.8, p < .05$

A multiple linear regression was conducted with the number of casual sexual relationships as a dependent variable. The predictor was the sexual experience motive, gender, and age as control variables (0 = male, and 1 = female for gender, 0 = gen MZ, and 1 = older generation for age). The model was found to be significant, $F(3, 157) = 5.99, p < .001, R^2 = .10$. The sexual experience motive was found to be a significant positive predictor of the number of casual sexual relationships ($\beta = .24, p = .004$). Therefore, based on the testing results, H2a was accepted. Additionally, gender ($\beta = -.13, p = .125$) and age were both not significant predictors ($\beta = .06, p = .477$).

Table 5

Multiple Regression Analysis with The Number of Casual Sexual Relationships as Dependent Variable

Variable	B	SE	95% CI	β	p
Constant	1.59	1.99	[-2.34, 5.53]	-	.425
Sexual experience motive	.949	.324	[.309, 1.59]	.236	.004
Gender	-1.26	.819	[-2.88, .356]	-.128	.125
Age	.777	1.09	[-1.38, 2.93]	.056	.477

Note. $R^2 = .10, F(3, 157) = 5.99, p < .001$

A multiple linear regression was conducted with the number of friends the user made as a dependent variable. The predictor was the socializing experience motive, gender and age as control variables (0 = male, and 1 = female for gender and 0 = gen MZ, and 1 = older generation for age). The model was found to be significant, $F(3, 157) = 4.71, p = .004, R^2 = .08$. The socializing motive was not found to be a significant positive predictor of the number of friends the user made ($\beta = .117, p = .129$). Therefore, based on the testing results, H3a was rejected. Gender ($\beta = -.16, p = .045$) and age were significant predictors ($\beta = .16, p = .05$).

Table 6

Multiple Regression Analysis with The Number of Friends User Made as Dependent Variable

Variable	B	SE	95% CI	β	p
Constant	3.09	1.73	[-.326, 6.51]	-	.076
Socializing motive	.425	.278	[-.125, .974]	.117	.129
Gender	-1.31	.648	[-2.59, -.032]	-.161	.045
Age	1.80	.907	[.004, 3.59]	.156	.050

Note. $R^2 = .08, F(3, 157) = 4.71, p < .05$

A multiple linear regression was conducted with the number of offline meetups as a dependent variable. Predictors were the relationship-seeking motive, sexual experience motive, socializing motive, gender and age as control variables (0 = male, and 1 = female for gender and 0 = gen MZ, and 1 = older generation for age). The model was found to be significant, $F(5, 155) = 5.70, p < .001, R^2 = .16$. The relationship-seeking motive was not found to be a significant predictor of the number of offline meetups ($\beta = -.011, p = .912$). This resulted in rejecting H1b. The sexual experience motive was found to be a significant positive predictor of the number of offline meetups ($\beta = .269, p = .004$). The test result showed that H2b can be accepted. Lastly, the socializing motive was not found to be a significant predictor of the number of offline meetups ($\beta = .044, p = .629$). Therefore, H3b was rejected as well. Additionally, gender was a significant predictor ($\beta = -.18, p = .025$), but age was not a significant predictor ($\beta = -.04, p = .646$)

Table 7

Multiple Regression Analysis with The Number of Offline Meetups as Dependent Variable

Variable	B	SE	95% CI	β	p
Constant	3.16	2.213	[-1.22, 7.53]	-	.156
Relationship-seeking motive	-.046	.420	[-.876, .783]	-.011	.912
Sexual experience motive	1.06	.362	[.339, 1.771]	.269	.004
Socializing motive	.188	.389	[-.580, .956]	.044	.629
Gender	-1.77	.783	[-3.32, -.225]	-.183	.025
Age	.479	1.04	[-1.58, 2.53]	.035	.646

Note. $R^2 = .16, F(5, 155) = 5.70, p < .001$

The results of testing all hypotheses have been condensed and displayed in **Table 8** below.

Table 8

Summary of Statistical Test Results

	Hypotheses	Supported
H1a	Relationship-seeking motive is positively correlated with the number of offline meetups.	No
H1b	Relationship-seeking motive is positively correlated with the number of offline meetups.	No
H2a	Sexual experience motive is positively correlated with the number of casual sexual relationships.	Yes
H2b	Sexual experience motive is positively correlated with the number of offline meetups.	Yes
H3a	Socializing motive is positively correlated with the number of friends that users made.	No
H3b	Socializing motive is positively correlated with the number of offline meetups.	No

5. Discussion and Conclusion

5.1 General Discussion

The primary objective of the study was to examine the motivations that underlie the use of Tinder by South Koreans and to compare these motivations to those observed in Western countries from earlier literature. Furthermore, this study seeks to investigate the correlation between these motivations and the actual results that South Korean Tinder users encounter. In doing so, the study aims to contribute to the broader understanding of global mobile dating dynamics by offering insights into the ways in which cultural context influences online dating behaviors and outcomes. To answer the research questions and conduct the current study, multiple statistical analyses were performed.

The findings indicate that South Koreans using Tinder have similar motives as those found in previous research, in response to Research Question 1. This study examined the Tinder motives of South Koreans by utilizing the users and gratifications theory as a theoretical framework and the Tinder Motives Scale. From the result of exploratory factor analysis, a total of 8 factors were identified, whereas the original scale had 13. The difference in results can be explained by other reasons, such as variations in the characteristics of the individuals surveyed, and cultural differences. In the South Korean context, specific factors may be given higher priority or combined in a different way compared to the various samples from the original study done in the USA and Belgium ($n = 3262$) (Timmermans & De Caluwé, 2017, p. 341). This reflects the distinct social and cultural impacts of dating app activity in South Korea. In addition, the size of the sample and the level of variability may contribute to the observed inconsistencies, perhaps resulting in a more compact factor structure in the present study. It was discovered that Enhancing social skills and networks ($M = 4.39$), Entertainment and time occupation ($M = 4.22$), and Finding love and building relationships on Tinder ($M = 3.99$) were the strongest Tinder motives with the South Korean sample (refer **Table 2**). This partly aligns with the findings of the original study, which identified Pass Time/Entertainment, Curiosity, Socializing, and Relationship-seeking as the most prominent motives for using Tinder, based on the results of the original scale (Timmermans & De Caluwé, 2017, p. 348). Moreover, the result of EFA also confirmed that South Koreans' Tinder motives, which are moving on from a past relationship ($M = 3.86$), seeking validation and attention ($M = 3.77$), connecting with locals and travelers on Tinder ($M = 3.66$), sexual experience and orientation-based connections ($M = 3.61$), and peer pressure and personal intentions on Tinder ($M = 3.34$). According to the survey done by Macromill Embrane (2021, p.22), South Koreans generally hold the belief that mobile dating apps are associated with negative intentions, such as solely pursuing casual sexual relationships, and that it is challenging to find committed and serious relationships through these platforms. According to Sales and Bishop's (2015) Vanity Fair article, the same scenario has been shared throughout the Western world as well. The result showed that South Koreans consider Tinder as a new way to find their potential romantic long-term partners. Therefore, the discovery from the research data reinforces the idea that Tinder is not solely a platform for casual encounters or sexual activities, as frequently depicted by the mainstream media, as same as the

perception shared by South Korean society. This also corresponds with the evidence by the research conducted by Sumter et al. (2017, p. 74) and Timmermans & De Caluwé (2017, p. 348). The utilization of thematic analysis in the online survey facilitated the Tinder motivations among the South Korean participants through the inclusion of open-ended questions. Among the six patterns analyzed, it was discovered that five variables corresponded to the original scale's Pass time/Entertainment and Socializing motive. Additionally, one factor partially corresponds to the Relationship-seeking motive, which has been identified as a new motive named “Challenges of Aging” based on the available data.

Next, hypotheses were tested using multiple regression analysis, with gender and age as control variables. H1a assumed that the relationship-seeking motive is positively correlated with the number of committed relationships or offline meetups. For the H1a, the model was significant, suggesting that the predictors explain a small but significant portion of the variance in the number of committed relationships. However, the result suggests that the relationship-seeking motive is not a significant predictor of the number of committed relationships. Moreover, gender emerged as a significant predictor. The negative coefficient ($\beta = -.16$) from gender suggests that being female was connected with having less committed relationships than being male. On the other hand, age was not a significant predictor, indicating that age differences among the individuals did not significantly influence the number of committed relationships.

H1b assumed that the relationship-seeking motive is positively correlated with the number of offline meetups. H1b was rejected as well according to the result of the regression analysis, the relationship-seeking motive is not a significant predictor of the number of offline meetups. Gender was a significant predictor ($\beta = -.18$), showing that females tend to have fewer offline meetups than males. This could be due to safety concerns. The Macromill Embrane survey (2021, p. 21) provides evidence in favor of safety concerns, particularly for women. About 70% of South Korean women who responded to the questionnaire said that they couldn't trust possible partners and that there was a significant chance they would be exposed to sexual crimes, which is why they thought using dating apps had risks. Additionally, one survey by Ipsos (2023) revealed that women were 9% more likely than males to recognize a crime against women, ranking third out of 29 countries. However, age appeared not a significant predictor in this case ($\beta = .04$), suggesting that generational differences did not significantly influence the number of offline meetups. This applied for H2b and H3b as well, assuming all other conditions remain constant. The findings contradict the research conducted by Paul et al. (2021, p. 182), which suggests that people from collectivist societies have a clear inclination toward romantic and committed relationships. The outcome rather aligns well with the patterns of dating app usage in Western societies and the characteristics that are more open to casual relationships (Kalé & Spence, 2009, p. 322; Tang & Zuo, 2000, pp. 68-69). Nevertheless, given that the association between the ultimate objective of dating and marriage has become less strict among contemporary South Korean society and especially among the MZ generation (Lee, 2020, p. 689), this outcome appears to be acceptable. In addition, according to Kang (2023, p. 58), younger generations are inclined

to pursue cost-effective and efficient dating approaches because of the uncertainty caused by employment challenges, and they are also hesitant to engage in dating, marriage, and starting a family, which may impact their future offspring. Thus, this aligns with Park's (2016, p.201) study, which indicates that the younger generation generally avoids pursuing long-term commitments and lacks the sense of duty associated with conventional relationships.

According to the UGT, the outcome implies that people in South Korea's modern society may still find the traditional satisfaction of pursuing long-term partnerships to be rather strong. Rather, in today's South Korean society, the satisfactions that come with individual freedom and adaptability in the establishment of relationships are becoming increasingly important. In line with Sundar and Limperos (2013, p. 506), the UGT asserts that people's use of media is motivated by their need for satisfaction. Therefore, the younger generation's media consumption will mirror this present change if they place a higher value on their own independence and casual contacts.

In contrast, the second hypotheses (H2a and H2b) were both confirmed, supporting the idea that the motivation for sexual experiences is indeed linked to a higher number of casual sexual relationships or offline meetups. Sexual experience motive significantly predicted the number of casual sexual relationships, and a higher motive for sexual experience was associated with more casual sexual relationships. Additionally, gender and age were both not significant predictors, indicating no significant difference between gender with age and the number of casual sexual relationships. The results contradict the previous literature which stated that dating is closely linked to emotional attachment and committed relationships in collectivist cultures (Kamo, 1993, pp. 564-566; Lee et al., 2020, p. 134). This phenomenon can be attributed to the prevailing viewpoint in South Korea that dating is no longer primarily aimed at finding a long-term life partner (Lee, 2020, p. 689). The outcome may be influenced by the fact that the majority of the data consisted of young individuals, as indicated by the test results for H1a and H1b. These findings support previous research indicating that the sexual behavior of young people in South Korea is experiencing notable transformations due to increased sexual openness and the rapid development of information media. This corroborates the findings that casual sexual behaviors are becoming more common and accepted in society (박미숙 & 정사무엘, 2015, p. 82). Moreover, Kim and Park (2016, p.297) elucidated the influence of the sexual culture, known as "casual sex" on young Americans, which is presently affecting South Korea and is anticipated to advance swiftly in the future as a result of globalization and media. Finally, the outcome aligns with prior discoveries, specifically qualitative research conducted by Gudelunas (2012, p. 361). The author suggests that individuals who use dating apps primarily for the purpose of seeking physical pleasure are more inclined to meet their app partners in person for casual sexual encounters, as opposed to those who do not have a strong desire for physical gratification when using the app.

This outcome can be interpreted through the UGT framework as well, a shift in the gratifications sought by users. The need for sexual fulfillment is consistent with the ways that people consume media nowadays, where people are more and more drawn to instantaneous and tangible

results, such as casual sex (Carr & Hayes, 2015, pp. 50-52). This shift in gratification needs indicates a broader cultural change towards more liberal attitudes regarding sexual behavior in South Korean society, influenced by globalized media trends.

The last hypotheses (H3 and H3b) were both rejected, contradicting the prior assumption that the socializing motive is positively correlated with the number of friends that users made or the number of offline meetups. Gender was a significant predictor according to the negative coefficient ($\beta = -.16$), indicating that females tend to make fewer friends compared to males. This result may reflect differences in social networking behaviors or preferences between genders. As mentioned earlier, this also could be due to safety concerns. In response to the poll, over 50% of women stated that they were unable to trust potential partners, which is why they believed communicating online was unreliable. Additionally, age was also a significant predictor ($\beta = 0.16$), indicating that older individuals tend to make more friends compared to the younger generation (gen MZ). This might reflect different social needs or approaches to making friends across age groups. A prior investigation emphasized the widespread adverse perceptions and societal stigmas linked to the utilization of mobile dating applications in South Korea. Macromill Embrane (2021, p. 22) found that a significant proportion of South Koreans hold a negative opinion of mobile dating apps, viewing them as being associated with inappropriate beliefs and emphasizing potential risks. The survey's findings also revealed that South Koreans are hesitant to disclose their dating app usage to their friends or family and have a tendency to hide their use of mobile dating apps (Macromill Embrane, 2021, p. 24).

The context is essential for comprehending why the motive of socializing may not have resulted in a rise in face-to-face interactions or friendships among Tinder users in South Korea. The rejection of hypotheses H3a and H3b resonates with the theoretical viewpoint that the societal stigma and perceived risks associated with using dating apps can hinder users from actively seeking offline connections. Although Tinder tries to position itself as a “Social Discovery App” (Tinder, n.d.), these long-standing negative perceptions may still discourage users from using Tinder for genuine socializing. The concern of being evaluated or experiencing inappropriate conduct drives users to restrict their interactions to the digital domain, thus reducing the likelihood of in-person meetings or the building of friendships with their Tinder matches. In addition, the results differ from findings in other cultural contexts where it has been demonstrated that social media and dating apps help to facilitate face-to-face social interactions. For example, Lai and Yang (2014, p. 1325) found that social media platforms are utilized to preserve and strengthen social connections, resulting in regular face-to-face interactions. Furthermore, additional research has confirmed the impact of online applications in promoting genuine friendships and in-person gatherings (Joinson, 2008, p. 1035; Lin and Lu, 2011, p. 1159; Muscanell and Guadagno, 2012, p. 111; Sumter et al., 2017, p. 69). Nevertheless, the cultural context in South Korea creates a distinctive situation where the prevailing negative attitudes towards mobile dating apps could impede similar results. The societal stigma surrounding the use of dating apps and the concerns regarding safety and acceptability appear to strongly discourage users from

pursuing offline interactions with their matches on Tinder (Macromill Embrane, 2021, p. 22). Lastly, from a UGT standpoint, the gratifications associated with social interaction and friendship formation via dating apps are hindered by cultural stigmas and safety concerns. These findings suggest that while users might seek social interactions online, the gratification of forming new friendships is impeded by perceived risks and societal judgment, leading to limited offline engagements. Therefore, to answer the Research Question 2, TMS's effectiveness varies across different motives in the South Korean context. While it effectively predicts behaviors related to sexual experiences, it is less predictive of relationship-seeking and socializing behaviors, influenced by cultural and safety concerns.

Moreover, in terms of managerial implications, the findings indicate that Tinder should reconsider its strategy of positioning itself as a platform for discover social connection and friendship. The enduring social stigma and adverse perceptions seem to be significant obstacles that hinder users from utilizing the app for socializing intentions. Thus, Tinder may need to enhance its endeavors to alter these perceptions, potentially by implementing more focused campaigns that highlight the importance of safety, reliability, and success stories such as authentic friendships formed through the application. In addition, Tinder should contemplate incorporating functionalities that directly tackle users' apprehensions regarding safety and appropriateness, such as improved verification procedures, safety protocols, and educational material on respectful and suitable online conduct. Tinder could potentially relieve some of the negative perceptions and promote greater participation in offline interactions by directly addressing these concerns.

5.2 Limitations and Future Research

It is important to recognize that this study had several limitations as well. Starting out, the sample size ($n = 161$) was comparatively small, which could restrict the applicability of the results to the entire population of Tinder users in South Korea. Future research should try to recruit a more extensive and inclusive group of South Korean Tinder users to strengthen the reliability and relevance of the findings. Secondly, there were discrepancies noted in the responses with regard to offline Tinder outcomes. For instance, in response to the question, "How many Tinder matches have you met in real life?", the maximum number reported was 24. However, for the questions "How many Tinder matches have you had casual sexual relationships with?" and "How many Tinder matches have you become friends with?", the maximum count reported was 26 for both. The difference in results could potentially be accounted for by participants interpreting casual sexual relationships to encompass online sexual interactions, such as cybersex or sexual online content. Future research will need to offer explicit and more detailed definitions of key terms, accompanied by illustrative instances to facilitate participants' comprehension. Next, this study's inability to directly compare South Korean culture with another distinctive cultural environment using the research data collected is a further limitation. Without this comparative element, it is challenging to make definitive statements about cultural differences based solely on the data collected from a single cultural setting. This restriction makes it more difficult to

fully ascribe observed behaviors and outcomes to cultural effects because sample size and demographic characteristics may also have a substantial impact. In order to address this, it would be worthwhile for future research to think about conducting cross-cultural comparative studies that involve numerous cultural contexts. This will provide a more thorough understanding of the cultural variations in online dating practices. Researchers can more effectively isolate cultural variables and reach more precise findings on the impact of culture on online dating practices by contrasting South Korean culture with other cultures. Finally, this study solely utilized an online survey approach, employing pre-existing scales for assessing the motivations of South Koreans in using Tinder. While this approach allowed for the collection of quantitative data, it may have limited the depth and richness of the findings. Future research endeavors could enhance their findings by utilizing qualitative methodologies or adopting mixed-method approaches to obtain a deeper and more comprehensive understanding of the underlying motivations behind Tinder usage.

In order to expand upon the discoveries of this study, future research could investigate various intriguing paths. This study only adopted three motivations from TMS, but future study can test all 13 motives for different regions or cultural samples. Further investigation can delve into the enduring effects of dating applications on the establishment of relationships and social dynamics in South Korea. Additionally, the mobile dating app scene is experiencing growing diversity and customization, with new apps being released almost every month to cater to specific niche motives and desired outcomes (Sumter et al., 2017, p. 75). For example, certain apps in the South Korean mobile dating app industry target middle-aged singles (중년천국 - 중년만을 위한 채팅, 비밀만남, 돌싱 - Apps on Google Play, n.d.; 채팅 만남 소개팅앱 중년 돌싱 채팅앱 - 불팅 - Apps on Google Play, n.d.). This can be investigated using the new incentive established by this study, “Challenging of Aging”. It would be interesting to explore the elders' use of mobile dating applications, especially as new niche-targeted dating apps emerge. Therefore, it would be advisable to target middle-aged mobile dating app users.

To summarize, this study has offered valuable insights into the motivations and outcomes of Tinder usage among South Koreans. However, there are certain limitations that future research should focus on. To enhance the current understanding of Tinder use in South Korea, future studies can improve by utilizing larger and more diverse samples, providing clear definitions for key concepts, and employing a range of research methods.

5.3 Conclusion

Currently, there is a scarcity of research on the motivations behind South Koreans' use of Tinder and how these motivations differ from existing literature. This research employed the users and gratifications theory and the Tinder Motives Scale to examine the factors influencing the utilization of Tinder among individuals from South Korea. A cohort of 161 participants from South Korea was collected in order to investigate these motivations and their association with tangible outcomes of Tinder usage.

The results revealed that South Koreans are primarily motivated to use Tinder supports the original study's identification of socializing, entertainment/pass time, and relationship-seeking as the most prominent motives with the addition of a new motive (Timmermans & De Caluwé, 2017, p. 349). Therefore, the results indicate that South Koreans predominantly utilize Tinder for purposes other than casual sexual relationships, thereby challenging the prevailing misconception that mobile dating apps are exclusively intended for casual sexual encounters and are unreliable (Macromill Embrane, 2021, p. 22). In addition, the study examined the relationship between these motivations and the actual results of using Tinder. Contrary to previous literature indicating a strong preference for romantic relationships in collectivist cultures, the study discovered that the desire to find a relationship did not significantly predict committed relationships or offline meetups among South Korean users (Paul et al., 2021, p. 182). Conversely, the desire for sexual encounters was associated with a greater frequency of casual relationships and in-person meetings, indicating a growing acceptance of sexual openness in South Korean culture (Kim & Park, 2016, p. 297). The socializing motive exhibited no significant correlation with the number of friends formed or offline meetups, despite Tinder's attempts to establish itself as a "Social Discovery App" (Tinder, n.d.). Furthermore, it has emphasized the substantial influence of societal stigma on the social outcomes of using Tinder. The result presented enhance the comprehension of global mobile dating dynamics and the relationship between Tinder motives and outcomes (Ranzini & Lutz, 2016, p. 92; Sumter et al., 2017, p. 75; Timmermans & De Caluwé, 2017, p. 341; Low et al., 2022, p. 191). In order to gain a more comprehensive understanding of Tinder usage in South Korea, future research should focus on investigating these subtleties in greater detail. This can be accomplished by comparing various cultures, using mixed-method approaches, and working with larger and more diverse samples.

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Appendix A. Online Survey (ENG)

Welcome! Thank you for your valuable time and interest in this research.

I am Seunghee Jung from South Korea, and I am studying for my master Media & Business at Erasmus University Rotterdam in the Netherlands. The aim of this research is to figure out what are the Tinder motivations of South Koreans using Tinder, and how the Tinder motivations related to users' offline outcomes.

For an ideal experience and your convenience, I recommend you to complete the survey using your laptop or tablet PC. The questionnaire is consisted of a total 11 questions, and will take approximately 3-5 minutes to complete. Please carefully read each question and answer honestly. I am sincerely interested in your personal opinions. Since there are no correct or wrong answers, feel free to fill in the survey questions. You can choose English or Korean to answer the questionnaire before starting, whichever you feel comfortable with.

All research data remain completely confidential and are collected in anonymous form. The researcher will not be able to identify you. There are no expected risks or discomforts associated with participating in this research. If you choose not to participate in this research, it will have no impact on you. If you choose to terminate your cooperation while completing the questionnaire, it will not have any impact on you as well. You have the autonomy to terminate your participation at any time, without the obligation to provide justifications.

If you have any questions regarding this research, you can contact the researcher: Seunghee Jung (email: 631800sj@eur.nl).

I hereby provide my consent for participating in the research project, having been fully aware of the following: my involvement is entirely voluntary, and I have the right to withdraw from the study at any point without any consequences.

- I agree
- I do not agree

Have you ever used Tinder in the past 1 year?

- Yes, I have.
- No, I haven't.

Are you South Korean?

- I was born and raised in South Korea.
- I was born in South Korea but raised abroad.
- I was born abroad but raised in South Korea.
- I am not South Korean.

In which country do you currently reside?

▼ Afghanistan ... Zimbabwe

What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

What is your sexual orientation?

- Heterosexual
- Homosexual
- Bisexual
- Other
- Prefer not to say

How old are you? Please indicate your age below.

What is the highest level of education that you have completed?

- Less than high school degree
- High school degree
- Bachelor's degree
- Master's degree
- Ph.D degree
- Other

I use Tinder...	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
To find someone for a serious relationship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To fall in love.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet a future husband or wife.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To build an emotional connection with someone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To seek out someone to date.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find a friend-with-benefits/fuckbuddy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find a one-night-stand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To see how easy it is to find a sex partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To increase my sexual experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To live out a sexual fantasy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find a lover/mistress.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To get an "ego-boost".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get self-validation from others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To see how desirable I am.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get compliments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to better estimate my own attractiveness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn to flirt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To improve my social skills.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To increase my flirting experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To gain more self-confidence in my social skills.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it is hard to talk to people in real life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it is a more enjoyable to make the first move.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To get tips from
locals (in
restaurants,
shopping, party,
etc.) when
travelling.

To meet other
travelers/locals
when in a foreign
country.

To learn about
hotspots in foreign
countries through
locals.

To easily find
people that are
willing to party
when in a foreign
country.

To broaden my
social network
when on an
abroad/exchange
experience.

To get over my ex.

To think less about
my ex.

So that I do not
focus my attention
on my ex anymore.

Because I want to
be trendy.

Because it is a fad.

To be cool.

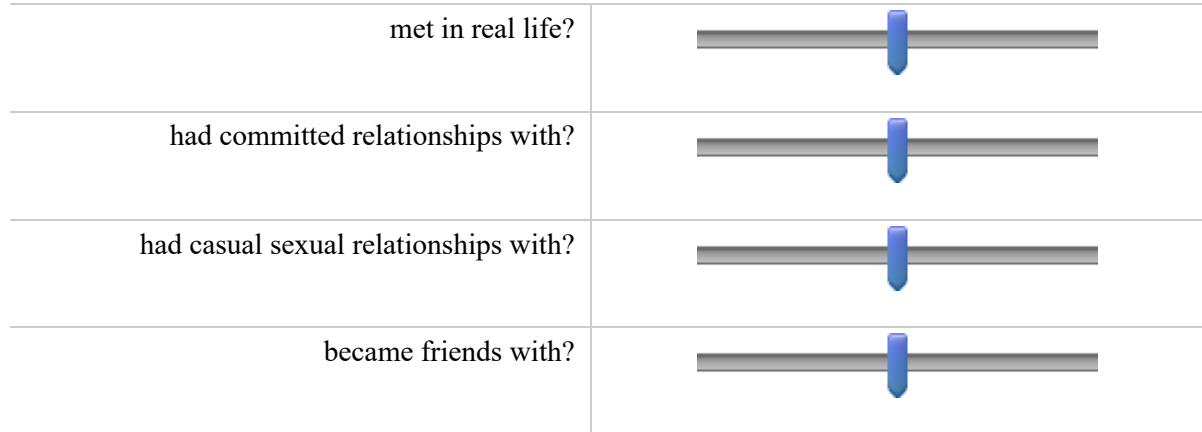
Because everyone uses Tinder.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because my friends thought I should use Tinder.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As suggested by friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because someone else made me a Tinder profile.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To connect with other people with the same sexual orientation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get to know people with the same sexual orientation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet singles with a similar sexual orientation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To pass time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it passes time when I'm bored.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because it is entertaining.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To occupy my time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To relax.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When I have nothing better to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a break at work or during a study period.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To procrastinate things I should be doing (i.e. working, studying, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To combat boredom when working or studying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To see what the application is about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out of curiosity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To try it out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To make new friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To broaden my social network.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet new people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To talk to people I don't know personally.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please specify below if you have other motives for using Tinder mentioned above.

How many Tinder matches have you...

0 3 6 9 12 15 18 21 24 27 30



Other than the outcomes for using Tinder mentioned above, please specify what experience did you have after having an offline meetups with your Tinder match:

Appendix B. Coding Tree

Theme	Codes	Example
Boredom and Entertainment	<p>Chatting when I am bored.</p> <p>Personal hobby.</p> <p>Browsing others' profiles</p> <p>With Friends.</p>	<p>“To chat with people online when I feel bored.”</p> <p>“Using Tinder is a kind of my personal hobby.”</p> <p>“To browse others' Tinder profile.”</p> <p>“To browse others' Tinder profile with my friends.”</p>
Making New Connections	<p>Interaction with unknown people.</p> <p>Forming new connections outside of my daily life.</p>	<p>“I can interact and form new connection with people who I do not know within my network as well as in my daily life.”</p>
Community Feature Based on Locations	<p>Community features based on my location.</p>	<p>“I use Tinder when I want to meet people in my neighborhood because it includes a community option based on similar locations.”</p>
Convenience	<p>Ease of use.</p>	<p>“Because using Tinder is very convenient.”</p>
Challenges of Aging	<p>Difficulty finding potential partners with aging.</p> <p>Lack of other options and do not know where to do that to connect with potential partners.</p>	<p>“As I get older, it is harder to find possible partners, and I have no idea where to look for them.”</p>