CERTIFICATE

It gives me immense pleasure in certifying that the thesis entitled "**Online Dating in The Digital Era: A Critical Analysis from the Perspective of Usage**" submitted by **Poonam Munib Gupta** is based on research work conducted under my guidance. She has completed the following requirements as per PhD regulations of the University:

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3. Regularly submitted half yearly progress report.
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DECLARATION

I, Ms. **Poonam Munib Gupta, D/o of Munib Gupta, Resident of Rajesh Park Building, Bhayandar East, Thane, Maharashtra,** hereby declare that, the research work incorporated in the present thesis titled as **Online Dating in the Digital Era: A Critical Analysis from the Perspective of Usage** is my own original. work and is completely authentic. This work has not been submitted in any other university for the award of any diploma or degree. I have accurately acknowledged the material collected from the primary as well as secondary sources as per required. I solely bear the responsibility for the originality of the entire content.

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PREFACE

For as long as humans have recognized the urge to form romantic relationships, they have also recognized that finding an appropriate partner can be challenging, and that sometimes it is useful to get some help. The advancement of internet and digital media has brought new dynamics in the micro level of communication: interpersonal communication. Digital apps and social media platforms became integral parts in human's interaction pattern and fulfilment of needs, including the activity of looking for new friends and dating partners. Nowadays, online dating apps is one of youth's choices to build relationship.

In the digital era, online dating has emerged as a transformative force in the realm of romantic relationships. With the advent of the internet and the proliferation of digital technologies, the way people meet, connect, and form relationships has undergone a significant shift. Online dating platforms have revolutionized the dating landscape, providing individuals with unprecedented opportunities to explore potential partners and navigate the complexities of modern romance. This introductory chapter aims to provide an overview of online dating in the digital era, highlighting its impact, challenges, and potential benefits

Before the advent of online era people has to meet at various meeting points. Hence now communication provided by online dating application and websites the new era has been launched for the benefits of youngsters of Relationships forming through new options like text messing, chats, interaction and video calling there are endless potential Available in the online world which strengthens intent gratification's and promotes more interpersonal romantic successes. Tinder has over 100 million users. And has his own benefits and drawback People swipe left and rights until the exhaust their options of selections. Online dating application provides viable meaning of communication.

Mobile dating in the digital age has also brought about changes in social norms and attitudes towards dating. It has normalized the use of technology in the pursuit of romantic relationships and has made online dating more socially accepted. People of

all ages and backgrounds now engage in mobile dating, breaking down barriers and expanding the possibilities of finding love. However, it also presents challenges related to superficial judgments, digital communication limitations, and privacy concerns. Understanding these dynamics is crucial for individuals navigating the mobile dating landscape and making informed choices about their interactions and relationships.

In spite of the fact that the nation fortifies the job of customary approaches to frame connections, urban focuses are available to more current methods for being a piece of a relationship. Online dating apps satisfy one such need. India has never opened up to dating as an idea, take off alone tolerating a dating application. It would in this manner be fascinating to comprehend whether the clients of Tinder in India are as receptive in their methodology as is seen or do they have hang-ups which mirror their social legacy. Users' swipe through various profile matches given by these apps. On the off chance that two user's right swipes one another, it is alluded to as "a match." For a nation that has expound techniques to assemble a wedding, it is fascinating to realize how individuals react to these apps which offer just the chance of short term objectives. Dating apps in today's world play a major role not only socially but psychologically. It plays both positively and negatively and it does have advantages and disadvantages of the same which differs from person to person and gender to gender.

Embarking on this research journey has been a compelling exploration into the dynamics of human connection within the digital landscape of online dating applications. This study seeks to unravel the intricacies of user interactions, their perspectives, and the multifaceted dimensions that govern relationships in the digital age.

SUMMARY OF THE WORK DONE

This research has the primary objective of undertaking a detailed view of Artificial Intelligence as a Catalyst for Digital Transformation in Banking Sector.

In the introductory chapter, the evolutionary journey of online dating is scrutinized, tracing its historical development and contextualizing its current significance. The narrative unfolds to uncover prevailing perceptions of discrimination, deception, and danger associated with these digital platforms. The chapter concludes by examining the factors that propel individuals, particularly young adults, towards the realm of online dating.

The subsequent chapters navigate through the advantages and disadvantages of online dating apps, comparing and contrasting them with conventional offline dating. Changing attitudes towards online dating are explored, shedding light on the psychological implications of these digital platforms. As we delve into the technology's effects on interpersonal relationships, the chapter closes by investigating mobile dating in the digital age and emerging issues related to data cultures.

The second chapter, dedicated to the extensive review of literature, further illuminates the subject. It scrutinizes existing studies on online dating, emphasizing its digital era nuances. The analysis delves into the critical aspects of advantages, disadvantages, and usage perspectives. With a focused lens, the literature review critically analyzes the psychological impacts on the minds of young adults, offering a comprehensive understanding of the subject.

The Third chapter explained the **Research Methodology** adopted for the study, which focuses on “the procedure of selecting research design, sampling design, and questionnaire construction will be etc. After the literature part research gap, need and importance of study, objectives of study, research hypothesis, research design, sources of data collection, procedure for data collection, development of questionnaire, analysis and presentation and limitations of the study has been taken into consideration. For the present research the researcher had adopted a combination of both qualitative and quantitative data collection methods. The chapter explained that there were a number of key research gaps that the researcher attempted to fill with this study.

The fourth Chapter is of Analysis and interpretation of result. The results were described in this chapter. Reliability for data collected, analysis of various sections of questionnaire, frequency distribution of demographic profile of respondents etc. was done with the help of the statistical tests: descriptive statistics, Frequency distribution, One-Sample test etc."

The **fifth chapter is of conclusion and suggestions.** This stitches together the diverse threads of findings derived from a meticulous analysis of user perspectives, experiences, and relationships within the realm of online dating applications. The application of one-sample tests emerges as a critical tool, dissecting whether the sample mean of variables significantly deviates from hypothesized benchmarks.

The concluding chapter extends beyond conclusions, venturing into the realm of foresight and guidance. Here, pragmatic suggestions are meticulously laid out, offering a compass for navigating the future of digital romance. From considerations of safety and transparency to the harnessing of promotional activities, these suggestions provide a roadmap for enhancing user experiences and enriching the evolving landscape of online dating applications.

This preface serves as an introduction to a comprehensive exploration that aspires to contribute valuable insights to the understanding of online dating applications in the Indian context. It is my sincere hope that this research not only enriches academic discourse but also offers practical implications for users, scholars, and industry stakeholders navigating the evolving landscape of digital relationships.

I extend my gratitude to all the respondents who generously shared their experiences, contributing to the depth and richness of this study. Additionally, I acknowledge the guidance and support received from the academic community and the research participants, without whom this endeavour would not have been possible.

May this research journey ignite further discussions and inquiries into the ever-evolving dynamics of online dating applications.

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