

CHAPTER 2

REVIEW OF LITERATURE

Online dating is progressively normal with an expanding number of cell phone applications coming to showcase that intend to encourage dating. In India, the typical development way for any individual is to finish instruction, find beneficial business, discover an accomplice and afterward "settle down" into the daily practice of marriage and parenthood. With the accessibility of the web, and the availability of Worldwide innovation and media, Indians have more data about the propensities and practices of the Western world. One such change is the presentation of internet dating. The market for online dating has seen a noteworthy development in India (Joshi and Kumar, 2012). 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.

Review is a method that plays a significant role in research. This is because it teaches the scholar about the relevant field of study carried out in the past. This insight strengthens the researcher's awareness and offers advice to identify his/her research challenge. Since a review of the associated experiments offers details on the work

already completed in the analysis, one inevitably receives information on the work not done. It then provides overview of the problem and the way in which the problem can be treated. The literature review offers you knowledge of the available literature. The literature and research applicable to this thesis is discussed in this section.

The literature review acts as a basis for the researcher to understand the research issues from the description of past studies in a topic. It lets researchers explore the difference in expertise, the degree to which the topic has accepted, previous debates, past topics, methodologies and approaches to measure the theory, definitions, etc. The aim of this literature review is to communicate the information and ideas on this subject.

This chapter analyzes the related literature, including various literatures such as online dating, importance of online dating in present times, advantages and disadvantages of online dating, review of literature on online dating from the perspective of use in this digital age, interpersonal relationships A review of the literature on the impact of online dating technology on and finally a review of the literature on the psychological impact of dating apps on the brains of young adults. Through this chapter it will be easy for us to find out the research gaps.

2.1 Review of Literature on Online Dating

Online dating websites and apps offer an array of conveniences that have captivated those looking to form new relationships. However, as these platforms have grown in popularity, companies have had to grapple with their potential to act as catalysts for sexual violence and abuse both on and offline. In light of increasing anecdotal, popular media, and law enforcement reports, there is growing academic interest in online dating as a specific avenue of technology-facilitated sexual violence, with its own potential contextual drivers and safeguards. Using a scoping review methodology, the authors map this emerging literature's contours, characterize its theoretical, methodological, and empirical contents, and identify lacunae and opportunities for future research. Areas addressed in the current literature include the prevalence of digital sexual harassment and abuse, individual differences in

victimization and perpetration, mechanisms by which online dating technologies facilitate or impede sexual violence, and responses from industry, policymakers, and the general public. Among other gaps, there is need for additional longitudinal and experimental research, qualitative analyses of online dating technologies' digital architectures, and investigation into the psychological and social sequelae of online dating violence (**Filice, et al., 2022**).

Despite the constant growth in the use of online dating sites and mobile dating applications, research examining potential problematic use of online dating has remained scarce. Previous research has obviated problematic use of online dating in favour of users' personality correlates and scams through online dating services. A systematic review was carried out using databases to gather previous findings that address potential problematic use of online dating by (i) identifying use and motivations, (ii) assessing users' personality correlates, (iii) outlining negative correlates of use, (iv) examining sexual and impulsive behaviour, (v) exploring substance use and behavioural addictions in relation to online dating, and (vi) examining problematic use of online dating, resulting in 43 studies. Findings suggest that personality correlates such as neuroticism, sociability, sensation-seeking, and sexual permissiveness are related to greater use of online dating services. Sex-search and self-esteem enhancement are predictors of problematic use of online dating. Previous research coincides with online dating risks (e.g. fear of deception) and objectification tendency due to online dating services (sites and apps) design. Observations regarding methodological weaknesses and future research implications are included (**Bonilla et. al., 2021**).

Online dating has become increasingly popular among older adults following broader social media adoption patterns. The current study examined the visual representations of people on 39 dating sites intended for the older population, with a particular focus on the visualization of the intersection between age and gender. All 39 dating sites for older adults were located through the Google search engine. Visual thematic analysis was performed with reference to general, non-age-related signs (e.g.,

facial expression, skin color), signs of aging (e.g., perceived age, wrinkles), relational features (e.g., proximity between individuals), and additional features such as number of people presented. The visual analysis in the present study revealed a clear intersection between ageism and sexism in the presentation of older adults. The majority of men and women were smiling and had a fair complexion, with light eye color and perceived age of younger than 60. Older women were presented as younger and wore more cosmetics as compared with older men. The present study stresses the social regulation of sexuality; as only heterosexual couples were presented. The narrow representation of older adults and the anti-aging messages portrayed in the pictures convey that love, intimacy, and sexual activity are for older adults who are “forever young” (Gewirtz et. al., 2018).

With millions of users worldwide, online dating platforms strive to assert themselves as powerful tools to find dates and form romantic relationships. However, significant differences exist in male and female use of this mate-matching technology with respect to motivation, preferences, self-presentation, interaction and outcomes. While existing research has routinely reported on gender differences in online dating, these insights remain scattered across multiple studies. To gain a systematic insight into existing findings, in this study we conduct a meta-review of existing research. We find that evolutionary theory generally holds true in online dating: Users still follow natural stereotypes when it comes to choosing a mate online. Physical attractiveness is the key criteria for men; while women, being much more demanding, prioritize socio-economic attributes when choosing a male partner. Together, our structured findings offer a deeper insight into the underlying dynamics of gender differences in online dating (Abramova, et. al., 2016).

Millions of people are using online dating sites to seek for partners in this era of digital technology. Dating sites are commonly used by people all around the world. There are various risks of meeting potential mates online. This paper investigates the negative impacts brought by online dating, and to what extent do they affect online

users. It is discovered that there are eight main harmful aspects impacting the people and society (**Kee, 2015**).

The rise of online dating and, even more recently, the rise of app dating services, have brought about many fundamental questions for social science researchers trying to understand the current landscape of intimate relationships. Among the questions are: Is online dating streamlining the mate selection process? Do the websites' matching algorithms actually procure more compatible partners? Is online dating fundamentally changing how we find and choose partners? Are there differences between those relationships formed online and those initiated offline? Using the most current literature, we address these and many more enquiries now occupying the forefront of online dating and intimacy research. As well, we include a historical review of dating services in the USA and discuss how online dating has been received in various global markets (**Schwartz and Velotta, 2018**).

Many older adults maintain interest in intimate partner relationships and actively seek dates. Online dating websites are gaining popularity as being a convenient way to link with potential dates, particularly for women and individuals who live in independent dwellings or rural areas. Several online dating websites market exclusively to individuals 50 and older. Although connecting with others via the Internet can decrease social isolation, there are potential risks involved in online dating. Health care providers do not always assess dating and sexual health in the older adult population. Nurses are in a position to assess the dating relationships of older patients and can ask targeted questions to determine if patients are in a potentially risky relationship. A non-judgmental attitude and compassionate approach is essential. Knowledge of safe practices, alerting red flags, and available resources are essential tools for gerontological nurses to possess (**Wion and Loeb, 2015**).

In Dutch society the concept of meeting a romantic partner online is well known. According to Statistics Netherlands, between 2008 and 2013, 13 percent of Dutch people met their partners online, and half of these met on dating sites (**Kooiman & Latten 2014**). In the context of mediated dating environments, users are highly

motivated to control the impression they create (e.g., **Toma, Hancock & Ellison 2008**). **Ellison, Heino and Gibbs (2006)** discuss how online daters are able to optimize their self-presentation and establish credibility in this environment by balancing “accuracy with self-promotions and desirability”. Self-disclosure can be defined as “the act of revealing personal information about oneself to another” (**Collins & Miller 1994**). Self-disclosure can consist of both descriptive information, like one’s hobbies, and evaluative information, like how someone feels about a particular life event.

This article builds on a case study of the worldwide online dating site Match.com to develop a theoretical understanding of the place of communication and affect in the information economy. Drawing on theoretical debates, secondary sources, a qualitative survey of dating profiles and an analysis of the features and affordances of the Match.com site, the article argues that internet dating seeks to guide the technologically enhanced communicative and affective capacities of internet users to work in ways so that this produces economically valuable content. This is primarily achieved through branding, which as a technique of governance that seeks to work ‘from below’ and ‘empower’ users to deploy their freedom in certain particular, pre-programmed ways. The argument is that online dating provides a good illustration of how the information economy actively subsumes communicative action as a form of immaterial labour (**Arvidsson, 2006**).

2.2 Review of Literature on Online Dating in The Digital Era

The spread of the Internet has transformed the dating landscape. Given the increasing popularity of online dating and rising immigration to Canada, this study takes an intersectional lens to examine nativity and gender differentials in heterosexual online dating. In 2018, a random-digit-dial telephone survey was conducted in Canada. Logistic regression models were used to analyze original data from this survey ($N = 1,373$). Results of the study shows that immigrants are more likely than native-born people to have used online dating in Canada, possibly because international relocation makes it more difficult for immigrants to meet romantic partners in other ways. In online-to-offline transitions, both native-born and immigrant online daters

follow gendered scripts where men ask women out for a first date. Finally, immigrant men, who likely have disadvantaged positions in offline dating markets, also experience the least success in finding a long-term partner online. Extending search theory of relationship formation to online dating, this study advances the understanding of change and continuity in gendered rituals and mate-selection processes in the digital and globalization era. Integrating search theory and intersectionality theory, this study highlights the efficiency of using the Internet to search for romantic partners and the socially constructed hierarchy of desirability as interrelated mechanisms that produce divergent online dating outcomes across social groups. Internet dating, instead of acting as an agent of social change, may reproduce normative dating practices and existing hierarchies of desirability (Qian, 2021).

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 fulfillment 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. However, in Indonesia, the usage practice of online dating apps brings up certain problem surrounding the socio-cultural condition, in which the common view of the society in regards to morality and religion has clashed with modern influence brought by cultural transnationalism and globalization. At this level, the concept of self-disclosure and intimacy is significant in determining the interpersonal communication takes place in online dating platform. Thus, this research aims to analyze the interpersonal relationship built by online dating apps' users. The study area of this research covers the interpersonal communication studies, particularly in the relation between media psychology and the forming of digital culture among youth users. Data and research method used is virtual ethnography as the main method, with new ethnography as supporting method, in order to gain depth personal experience of online dating apps user. Expected findings of this research include why certain self-disclosure practice and meaning of intimacy developed by youth amidst the socio-cultural condition in

Indonesia, in the usage practice of online dating apps. The significance of this research lies in the effort to approach media and communication issue in this digital era from the perspective of interpersonal human communication culturally and critically, notably the issue of online dating, self, and intimacy (**Fandia, 2020**).

The use of online dating websites and applications is becoming an increasingly accepted way to meet a potential partner. Dating is known to be an ambiguous and contradictory process, highly vulnerable to influences from cultural settings. In this paper I argue upon the capabilities online dating may have in reframing the dating process and in generating changes in the social structure of our society. These changes would result in the adherence of a globalized dating culture as online dating applications increase in popularity world-wide. This paper also reviews literature on behavior in online dating environment, underling the advantageous characteristic that computer-mediated communication is known to have. Moreover, a retrospective with regard to popular concepts that explain relationships in the digital era is made (**Stoicescu, 2019**).

This article unravels some of the complexities involved for heterosexual women aged 30 years and older using online dating to seek out intimate and sexual relationships with men. Drawing on interviews with online dating users in Canada and from media analysis of women's 'women-seeking-men' profiles posted on popular online dating sites, we analyses these data in terms of the discursive and material practices required to 'become' and perform heterosexuality within the public spaces of cyber dating. Our broad aim is to show some of the ways in which online dating as a technology and sociality affects, through everyday practices the production of heterosexual subjectivity as an ongoing process through the life course. More specifically, we argue that 'heterosexual profiling', a term that refers to the exigency of online dating to make obvious an otherwise unmarked identity emptied of sexual agency and desire, presents particular challenges for women in what is seen as a dating market for the young.

Therefore, online dating and the myriad routine everyday activities required to be successful in finding a suitable man entailed a simultaneous negotiation of sexuality

and negotiation of ageing for this group of women, who found both pleasure and restriction in their forays online (**Frohlick and Migliardi, 2011**).

In the computer mediated communication (CMC), the ‘hyperpersonal perspective’ occurred when the CMC became more intimate than face-to-face communication (**Walther, 2008**). In this form of communication, information shared by individuals held a significant factor in shaping impressions. Some previous findings showed that ‘hyperpersonal relationship’ apparently took place in online dating apps (**Antheunis, et.al., 2019**). However, in regards to CMC, we cannot neglect the concept that there are the motives of reciprocity and exchange as to why human builds interaction in cyberspace (**Clemens, et.al., 2015; Orgad, 2007**). Hence, the ‘hyperpersonal’ did not just occurred without motives of reciprocity and exchange. In the issue of ‘dating’, the CMC has created ‘instant gratification’ for people who are searching for romantic and intimate relationship (**Clemens, et.al., 2015**). This condition established three dimensions in dating: (1) easy access to evaluate potential partner, (2) varied communication modes to communicate with potential partner, and (3) matching services through mathematical algorithms (**Finkel, et.al., 2012**).

Fiore (2004) observes the reciprocal and influential relationship between culture and online dating environments with regard to the meaning of love and relationships. From all the characteristics regarding cultural ideals of love, designers of applications borrow only a few to make visible in their dating applications, aiding in the formation of a new description of how relationships and love should look like.

2.3 Review of Literature on Advantages and Disadvantages of Online Dating

This research paper focuses on online dating services. It explores the advantages and disadvantages of online dating apps, concluding with a discussion to help users rationalize whether the benefits of dating apps can justify the risks and dangers. Marketers sell consumers the hope that finding a match is guaranteed. As online dating seeps into the modern world, more and more users are experiencing the negative consequences of using dating apps. This paper will include techniques and strategies to help users mitigate these potential harms (**Zhou, 2023**).

Adverse childhood experiences (ACEs) are a common pathway to risky behavior, violence or re-victimization, disability, illness, and premature mortality and, as such, may be associated with victimization and perpetration of dating violence not only in adolescence but also in adulthood. Method: A scoping review was performed in accordance with PRISMA guidelines. Four databases (Web of Science, Scopus, PubMed, and PsycINFO) were used to search for studies published between 2000 and 2021 that analyzed the relationship between adverse childhood experiences within the family context and the perpetration or victimization of dating violence in adulthood. Results: The search yielded 599 articles, 32 of which met the inclusion criteria and were ultimately included in the review. Most of the study samples were from the United States. Most of the studies sampled university populations. The studies had a clear objective, were of an appropriate design, contained a detailed description of the sample, and used valid and reliable measurement instruments. Conclusion: This scoping review shows that the relationship between ACEs and perpetration and/or subsequent victimization is complex and that, while adverse childhood experiences are a factor associated with adult dating violence, they are likely to coexist with other personal, family, and environmental problems. Therefore, adverse childhood experiences may not be a necessary or sufficient condition for experiencing dating violence (**Navarro et. al., 2022**).

The present study examines the differences between users and non-users of mobile-based dating applications, along with individual user experiences. To better understand the typical online dating application consumer, this research utilized quantitative analyses to compare traditional college-age users versus non-users on behavioral and attitudinal measures. Qualitative coding took place to analyze open-ended survey responses from participants regarding personal experiences. Those who use mobile-based dating applications were significantly different from non-users on all variables examined, including rates of negative drinking behaviors, drug use, sexual compulsivity, sexual deception, and negative sexual behaviors. The review of qualitative responses revealed users experiencing a wide range of negative behaviors

including stalking, consensual and non-consensual explicit photo sharing, consensual and non-consensual message sharing, and deception. This article provides a framework for the identification of potential risks of using online dating applications and highlights prevention programming that will enhance the awareness of problematic online dating behaviors (**Fansher and Eckinger, 2021**).

Taiwanese test among youthful grown-ups, scientists found that a wealth of dating choices activated all the more looking and diminished the nature of the last accomplice decision (**Wu and Chiou, 2009**). Such discoveries might be troubling on the grounds that portable dating applications surely offer clients a bunch of alternatives and are getting progressively famous (**Smith, 2016**). clients in a serious relationship are continually helped to remember the sum and nature of singles inside their closeness. In addition, this closeness affordance is known to encourage meeting, all things considered (**Yeo and Fung, 2016**), the present examination inspects the illustrative component connecting the utilization of portable dating applications and goal to submit disloyalty. In the first place, in light of the venture model (**Rusbult, 1980**); we contend that the recurrence of versatile dating application use will be decidedly connected with unfaithfulness through saw measure of accessible accomplices. Second, in view of the value hypothesis, we theorize that apparent accomplishment on portable dating applications will be emphatically identified with betrayal through self-saw attractive quality. In spite of the fact that the utilization of dating applications may diminish a few clients' confidence (**Strubel and Petrie, 2017**), accepting positive criticism from different clients can likewise build clients' self-saw attractive quality.

A few outcomes from an online review recommend that, contrasted with ladies, men are bound to utilize the application for easygoing sex and connections and ladies rather for kinship and self-approval (**Ranzini and Lutz, 2017**). Ladies additionally seem, by all accounts, to be progressively particular in their right-swiping choices contrasted with men. These outcomes are in accordance with past outcomes demonstrating that men are bound to utilize interpersonal organizations to shape new connections and discover potential mates than ladies are (**Muscanell and Guadagno,**

2012; Mazman and Usluel, 2011; Raacke and Bonds-Raacke, 2008; see Section 3 for a transformative clarification of these discoveries). The way that one thinks minimal about whom one is dating, along with the inclination of disconnected post-coordinate experiences to occur in a close setting that may have dangerous outcomes, could trigger the working of a developed mental instrument that is touchy to "present moment" questionable social communications and potential social peril (Sevi et al., 2018).

To understand the positives and negatives of online dating according to the lived experience of older women, telephone interviews were conducted with 45 women ages 50+ who date online. Interviews were audio recorded, transcribed verbatim, and thematically team coded. The opportunity to expand one's social network for both friendships and romantic partners, the ability to control dating risks and pace of relationship formation, and knowing more about one's partner were significant reported benefits of online dating. Dating online also includes unique risks, such as pervasive lying, attempted financial exploitation in the form of scammers, and unwanted electronic sexual aggression (Vandeweerd, et. al., 2016).

People-to-people recommenders constitute an important class of recommender systems. Examples include online dating, where people have the common goal of *finding a partner*, and employment websites where one group of users' needs to *find a job (employer)* and another group needs to *find an employee*. People-to-people recommenders differ from the traditional items-to-people recommenders as they must satisfy both parties; we call this type of recommender *reciprocal*. This article is the first to present a comprehensive view of this important recommender class. We first identify the characteristics of reciprocal recommenders and compare them with traditional recommenders, which are widely used in e-commerce websites. We then present a series of studies and evaluations of a content-based reciprocal recommender in the domain of online dating. It uses a large dataset from a major online dating website. We use this case study to illustrate the distinctive requirements of reciprocal recommenders and highlight important challenges, such as the need to avoid bad recommendations since they may make users to feel rejected. Our experiments indicate that, by

considering reciprocity, the rate of successful connections can be significantly improved. They also show that, despite the existence of rich explicit profiles, the use of implicit profiles provides more effective recommendations. We conclude with a discussion, linking our work in online dating to the many other domains that require reciprocal recommenders. Our key contributions are the recognition of the reciprocal recommender as an important class of recommender, the identification of its distinctive characteristics and the exploration of how these impact the recommendation process in an extensive case study in the domain of online dating (**Pizzato, et. al., 2013**).

2.4 Review of Literature on Online Dating in the Digital Era: A Critical Analysis from the Perspective of Usage

Antheunis, M. L., Schouten, A. P., & Walther, J. B. (2019). The objective of this study examined the effect of modality switching, from online to offline interaction. This article contains research about how the virtual dating world differs from the actual dating world and how it effects people psychological behavior accordingly. In 2017 in the U.S., 30 percent of the internet users between 18 and 29 years old, were using online dating (Statisticbrain.com, 2017). According to one review of online dating processes, one of the most critical aspects of online dating sites is the communication they support that allows prospective dates to interact in the interval before they meet face-to-face (**Finkel, Eastwick, Karney, Reis, & Sprecher, 2012**).

Tinder is a location-based smart phone application used by young adults. Advertised as a popular and unique way to forge connections, Tinder's introduction into intimate life is indicative of increased information and communication technology (ICT) usage within this sphere. While the impact of ICT use within intimate life has been debated, little sociological research has investigated Tinder within this context. This article draws on data from a small scale exploratory study, including surveys (n = 203) and interviews (n = 10), examining the use of Tinder by young Australians (aged 18 to 30) and how use contributes to intimate outcomes. While survey results provide insight regarding engagement with Tinder and its use in intimate life, two key themes – (1) Tinder's use as an additional tool in intimate life and (2) its perceived impact on

‘connection quality’ – demonstrate Tinder’s role in intimate outcomes. Findings support Jurgenson’s depiction of today’s societies as ones characterized by augmented reality rather than digital dualism (**Newett, 2018**).

Do people form relationships based upon political similarity? Past work has shown that social relationships are more politically similar than expected by chance, but the reason for this concordance is unclear. Is it because people prefer politically similar others, or is it attributable to confounding factors such as convergence, social structures, and sorting on nonpolitical characteristics? Addressing this question is challenging because we typically do not observe partners prior to relationship formation. Consequently, we leverage the domain of online dating. We first conducted a nationwide experiment in which we randomized political characteristics in dating profiles. Second, we analyzed behavioral data from a national online dating community. We find that people evaluate potential dating partners more favorably and are more likely to reach out to them when they have similar political characteristics. The magnitude of the effect is comparable to that of educational homophily and half as large as racial homophily (**Huber and Malhotra, 2017**).

When individuals use text-only communication channels such as texting, email, and instant messaging, they take advantage of the lack of nonverbal cues and engage in greater selective self-presentation than people can usually manage when they communicate with a fuller range of channels such as facial expressions, vocalics, and physical appearance (**Burgoon, Buller, & Woodall, 1989**). The reciprocal interaction among CMC users enhances the dynamic between selective self-presentation to and idealization even more favorable levels. Online text-based conversations prompt also a greater proportion of question- asking and self-disclosure to get information about a partner, in a way that is less obvious and undesirable than it is in face-to-face interactions (**Antheunis et al., 2012, 2007; Tidwell & Walther, 2002**), and which enhances interpersonal attraction online (**Antheunis et al., 2012, 2007; Dai, Shin, Kashian, Jang, & Walther, 2016**).

This study investigates relationships between privacy concerns, uncertainty reduction behaviors, and self-disclosure among online dating participants, drawing on uncertainty reduction theory and the warranting principle. The authors propose a conceptual model integrating privacy concerns, self-efficacy, and Internet experience with uncertainty reduction strategies and amount of self-disclosure and then test this model on a nationwide sample of online dating participants (N = 562). The study findings confirm that the frequency of use of uncertainty reduction strategies is predicted by three sets of online dating concerns—personal security, misrepresentation, and recognition—as well as self-efficacy in online dating. Furthermore, the frequency of uncertainty reduction strategies mediates the relationship between these variables and amount of self-disclosure with potential online dating partners. The authors explore the theoretical implications of these findings for our understanding of uncertainty reduction, warranting, and self-disclosure processes in online contexts (**Gibbs et. al.,2011**).

Adolescents and young adults are avid Internet users. Online social media, such as social networking sites (e.g., Facebook, MySpace), blogs, status updating sites (e.g., Twitter) and chat rooms, have become integral parts of adolescents' and young adults' lives. Adolescents are even beginning to enter the world of online dating with several websites dedicated to “teenage online dating.” This paper reviews recent peer-reviewed literature and national data on 1) adolescents use of online social media, 2) gender differences in online social media and 3) potential positive and negative health outcomes from adolescents' online social media use. We also examine parental monitoring of adolescents' online activities. Given that parental supervision is a key protective factor against adolescent risk-taking behavior, it is reasonable to hypothesize that unmonitored Internet use may place adolescents at significant risk, such as cyberbullying, unwanted exposure to pornography, and potentially revealing personal information to sexual predators (**Pujazon-Zazik et. al., 2010**).

2.5 Review of Literature on Online Dating Technology Effects on Interpersonal Relationships

A culture's social fabric is deeply dependent on how its members establish romantic bonds. What happens when the way those bonds are formed is radically changed over the course of a single generation? This is the case with the rise of online dating, which is now the second most common way for people to meet a romantic partner. Despite existing research exploring issues such as mate selection, self-presentation, and impressions, we still do not know how online dating systems affect people's perceptions—about technology, relationships, romantic partners, and themselves—and how these perceptions affect behavior. In this paper, we introduce and explicate the Source Multiplicity, Attribution, Recognition, and Transformation (SMART) Model of Online Dating. The SMART model is a comprehensive theoretical framework that has interdisciplinary roots in human-computer interaction (HCI), computer-mediated communication (CMC), psychology, and decision science (**Tong, et. al., 2016**).

This study examines the role of online daters' physical attractiveness in their profile self-presentation and, in particular, their use of deception. Sixty-nine online daters identified the deceptions in their online dating profiles and had their photograph taken in the lab. Independent judges rated the online daters' physical attractiveness. Results show that the lower online daters' attractiveness, the more likely they were to enhance their profile photographs and lie about their physical descriptors (height, weight, age). The association between attractiveness and deception did not extend to profile elements unrelated to their physical appearance (e.g., income, occupation), suggesting that their deceptions were limited and strategic. Results are discussed in terms of (a) evolutionary theories about the importance of physical attractiveness in the dating realm and (b) the technological affordances that allow online daters to engage in selective self-presentation (**Toma and Hancock, 2010**).

This article examines the growing phenomenon of online dating and intimacy in the 21st century. The exponential rise of communications technologies, which is both

reflective and constitutive of an increasingly networked and globalized society, has the potential to significantly influence the nature of intimacy in everyday life. Yet, to date, there has been a minimal response by sociologists to seek, describe and understand this influence. In this article, we present some of the key findings of our research on online dating in Australia, in order to foster a debate about the sociological impacts on intimacy in the postmodern world. Based on a web audit of more than 60 online dating sites and in-depth interviews with 23 users of online dating services, we argue that recent global trends are influencing the uptake of online technologies for the purposes of forming intimate relations. Further, some of the mediating effects of these technologies — in particular, the hyper communication — may have specific implications for the nature of intimacy in the global era.

Online dating is a popular new tool for initiating romantic relationships, although recent research and media reports suggest that it may also be fertile ground for deception. Unlike previous studies that rely solely on self-report data, the present study establishes ground truth for 80 online daters' height, weight and age, and compares ground truth data to the information provided in online dating profiles. The results suggest that deception is indeed frequently observed, but that the magnitude of the deceptions is usually small. As expected, deceptions differ by gender. Results are discussed in light of the Hyper-personal model and the self-presentational tensions experienced by online dating participants (**Hancock, et.al., 2007**).

2.6 Review of Literature on Psychological Impact of Dating Apps in the Minds of Young Adults

The current study is an attempt to understand the usage of the dating apps. It also takes into account the role of optimism in the usage of dating apps. This study has examined various research papers and different forms of text, and analyzed how the dating app culture is affecting the mind of teenagers and young adults across. It also gives insights about the different categories of dating apps and similarly it would talk about different types of mental health issues like anxiety, depression. Social validation and the kind of behavior that is undertaken taken by peer in the online and virtual

world. Almost 30% of the youth uses dating apps in order to enhance their interaction with people and cope up with the peer pressure. Unknowingly, it is a threat to their mental well-being which is often neglected because mental is not talked about. Psychosocial impact of dating apps and beliefs regarding dating apps were studied. How negative and positive side of dating apps affect youngster. In the current study, we investigated how dating app use and motivations related to demographic identity variables and personality-based variables among young adults (**Bhatia, 2020**).

Launched in 2012, the mobile dating application (app) Tinder has quickly gained popularity and currently counts over 50 million users worldwide (**Smith, 2018**). The aim of the study was to examine via a range of psychological factors –impulsivity, motives for use, attachment style, sexual desire, and self-esteem –whether subgroups of Tinder users can be identified through cluster analysis. In contrast to “traditional” online dating sites, this smart phone app has the advantage of enhanced portability and access, as well as geo localization capacity (**Schrock, 2015**). This study aims to explore the joint influence of psychological factors that have either already been implicated in adaptive or “problematic” Tinder use (e.g., motives and self-esteem), or that, despite not having been formally studied, are likely to be relevant due to their association with other behavioral addictions (e.g., attachment style, impulsivity, and sexual desire; Varfi et al., 2019). Problem that has caused some authors to approach problematic Tinder use as a behavioral addiction. The Uses and Gratifications Theory has been invoked to account for the popularity of Tinder by emphasizing that the app helps meet physical (e.g., sexual pleasure), social e.g., finding a romantic partner or Friend), and psychosocial needs (e.g., validating one’s physical attractiveness; **Sumter, Vandenbosch, & Ligtenberg, 2017; Timmermans & De Caluwé, 2017**). High self-esteem has been linked to authentic self-representation on Tinder (**Ranzini & Lutz, 2017**), whereas low self-esteem has been linked to sexting (sharing sexually explicit photos of oneself; **Ybarra & Mitchell, 2014**).

Impulsivity refers to actions that are “poorly conceived, prematurely expressed, or unduly risky” (**Daruna & Barnes, 1993**). It has been considered a defining

characteristic of online psychology and manifesting itself across a number of potentially urge-driven behaviors, including buying, gambling, sexual behaviors, e-mailing, texting, and sexting (Aboujaoude, 2011, 2017).

SUMMARY

Online dating has become an intricate part of today's society, especially for the younger generation. This chapter introduces briefly online dating, perspective of users, their positive and negative impact on the society, relationship status through online dating and promotional activities through online applications etc. The relevant terms explained in depth include online dating, perspective of users, their positive and negative impact on the society, relationship status through online dating and promotional activities through online applications. This chapter clearly presents the literature related with the above concerns and offers a better theoretical context for the upcoming research. The current studies are based on Online Dating Applications to find out how the users connect with each other through the use of Online Dating Application and how they reach to their purpose this is the unique way of communication. This is the scope of current study. Also the present study would be examined how the people used dating applications.
