MODALITY SWITCHING IN ONLINE DATING: IDENTIFYING THE COMMUNICATIVE
FACTORS THAT MAKE THE TRANSITION FROM AN ONLINE TO AN OFFLINE
RELATIONSHIP MORE OR LESS SUCCESSFUL

BY

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DISSERTATION

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Abstract

Perhaps one of the most significant turning points in online dating occurs when partners decide to meet face-to-face (FtF) for the first time. Existing theory proposes that the affordances of the Internet can lead people to develop overly positive impressions of those they meet online, which could prove advantageous for relationships initiated on online dating sites. However, empirical evidence suggests that while such hyperpersonal impressions can intensify the development of mediated relationships, they can also result in disillusionment if the first date fails to meet both partners' expectations. Accordingly, this dissertation set out to uncover the communicative factors responsible for more or less successful transitions offline. Drawing from the computer-mediated communication (CMC) and personal relationships literatures, the present study introduced a conceptual model of relationship success in online dating and tested it using a longitudinal survey design. Participants ($N = 186$) were surveyed before and after their first date with someone they met on an online dating site or mobile dating app. As part of the survey, they also supplied the emails they had sent to their partner so their communication could be observed. Findings indicated that participants' perceptions of their partner and communication processes— including perceived similarity, uncertainty, amount of communication, deception, self-disclosure, algorithmic matching, and algorithmic beliefs—predicted first date success. Furthermore, the association between participants' perceptual processes and first date success varied as a function of how much communication, disclosure, and deception took place in the relationship prior to the first FtF meeting. The results have theoretical implications for research on CMC and personal relationships, as well as practical implications for online dating sites and their users.

To Brian, with love.

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Chapter One: Introduction

One of the most obvious changes to courtship in the past few decades has been the rise of online dating. Recent data from the Pew Internet and American Life Project (Smith & Duggan, 2013) shows that of all single American adults who are in search of a partner, 38% have tried online dating. Perhaps not surprisingly then, Cacioppo, Cacioppo, Gonzaga, Ogburn, and VanderWeele (2013) found that 34.95% of marriages between 2005 and 2012 began online. Looking only at people who met their romantic partner on the Internet, just under half did so through online dating (45.01% of marriages, Cacioppo et al., 2013; 38.50% of romantic relationships, Hogan, Li, & Dutton, 2011). As these statistics suggest, now more than ever, people are turning to the Internet to satisfy their needs for human companionship. Consequently, understanding how relationships are initiated and developed on online dating sites is worthy of additional attention, as it has implications for millions of Americans (Smith & Duggan, 2013).

Romantic partners who meet on online dating sites are likely to encounter a number of twists and turns on the path towards a more intimate and committed relationship. Whereas some of these turning points can occur in any romantic relationship, such as the first kiss, the first introduction to the other person's family, or the first declaration of love (Baxter & Bullis, 1986), others are specific to the online context. For relationships that originate on online dating sites, perhaps the most significant transition is when two individuals decide to meet face-to-face (FtF) for the first time. Existing research suggests that the future of an online relationship often hinges on the timing of the first FtF encounter. Field studies have shown that romantic partners who are introduced to one another on the Internet are not always in a hurry to move the relationship offline (Baker, 1998, 2002). Yet others have demonstrated that partners who take longer to meet in person often experience worse relational outcomes than do those who move the relationship

offline relatively quickly. Ramirez, Bryant, Fleuriet, and Cole (2015), for example, found that online daters reported the most positive perceptions of their partner when they wasted little time before meeting him or her FtF. Given that most online daters presumably do not want their relationships to remain online forever, more work is clearly needed if we are to advise them on best practices for navigating this important transition.

The hyperpersonal model of computer-mediated communication (CMC; Walther, 1996) provides a useful heuristic for examining the transition to FtF contact in online dating. Walther's (1996) hyperpersonal model explains how characteristics of the sender, receiver, and channel combine in ways that can lead people to develop impressions, intimacy, and affinity in their online relationships that exceed what would be expected offline. Although these hyperpersonal impressions can be enhancing for relationships that remain online, they may also set people up for disillusionment when they do eventually decide to meet in person. Consistent with this reasoning, scholars have already begun to speculate that the same affordances that make CMC hyperpersonal can also result in disappointing FtF interactions (Ramirez & Zhang, 2007). From this perspective, it would seem that the first FtF meeting would indeed be a turning point in online dating with the potential to change the developmental trajectory of the relationship. What remains to be seen, however, is whether there are factors beyond just how much two people communicate online that can account for why some relationships flourish following the transition while others fail. For instance, *how* partners communicate prior to meeting FtF for the first time is likely to matter as well, and it may help explain precisely why a greater amount of time spent communicating online can be detrimental to relationships.

The relationships literature is rife with research on the communicative processes that are responsible for successful relational development. However, the dating landscape has undergone

dramatic changes since many of the seminal theories in this area were first introduced (e.g., social penetration theory, Altman & Taylor, 1973; uncertainty reduction theory, URT, Berger & Calabrese, 1975). These days, online dating is but one example of how technology permeates nearly every aspect of courtship, from how people meet a romantic partner to the ways they develop and sustain the relationship once they have identified a mate. As a result, there have been recent calls from scholars to consider how partners are using technologies like the Internet to develop their romantic relationships (Pearson, Hest, Burnett, 2002; Sprecher, 2009; Vangelisti, 2002). Applying the relationships literature to online dating may allow for a more nuanced understanding of what makes the transition offline successful. What is more, an extension of this literature to modality switching has the potential to confirm whether the same forces that have long been known to perpetuate growth in romantic relationships can be used to explain the development of relationships that begin online.

The present study's contributions to the CMC and relationships literatures are fivefold. First, it illuminates fundamental communication processes underlying successful relationship development. This study demonstrates how perceptual, communicative, and contextual influences combine in ways that lead to better (or worse) first dates. Second, it reveals additional mechanisms responsible for hyperpersonal CMC. Following in the tradition of studies that have attempted to explain why CMC yields hyperpersonal impressions (e.g., Jiang, Bazarova, & Hancock, 2011), the current study examines communicative processes with the potential to weaken or intensify the formation of overly positive impressions online. Third, it responds to calls for research on how partners can more successfully integrate multiple modes of communication into their relationships (Caughlin & Sharabi, 2013). In particular, this study points to ways that media affordances and the nature of the communication between partners

jointly impact their ability to move seamlessly between CMC and FtF contact. Fourth, in investigating modality switching, it straddles the boundary between theories of CMC, which focus on mediated contact (Ramirez & Zhang, 2007), and theories of relationship development, which emphasize FtF contact. As such, the proposed study tests the extent to which these theories still hold for relationships that exist somewhere between the "real" and the virtual. And fifth, it furthers our understanding of the courtship process as it occurs on online dating sites. Online dating is distinct from traditional courtship because it is mediated and because it often relies on mathematical formulas to do its matching. Accordingly, this study considers the predictors of relationship success in this new environment and how they might differ from what would typically be expected offline.

In this dissertation, I draw from the hyperpersonal model and the relationships literature to examine modality switching in online dating. Specifically, I use both self-report and observational data to identify factors that make the transition from an online to an offline relationship more or less successful. In Chapter Two, I review the relevant literature and introduce the hypotheses that guided this research. Then, in Chapter Three, I report the results of a preliminary study that looked at the experience of meeting someone from an online dating site FtF for the first time. Next, in Chapter Four, I describe the longitudinal design that I used to collect data for this project. Chapter Five presents the results of the main study. Finally, in Chapter Six, I summarize these findings and discuss their theoretical and practical implications.

Chapter Two: Literature Review

Despite the robust research on relationship development in the fields of CMC and personal relationships, few studies have attempted to integrate these two literatures for the purpose of explaining modality switching in online dating. In this chapter, I begin by explicating what we know about online dating and what we still have left to learn about how relationships are formed on these sites. Next, I summarize three generations of theories that have been used to explain relationship development online, and I position the proposed research as the logical next step in this progression. From there, I introduce the hyperpersonal model and explain how it extends to research on modality switching. Lastly, I look to the field of personal relationships for factors that may make the transition to an offline relationship successful.

Relationship Initiation and Development on Online Dating Sites

Already, scholars have done plenty to advance our understanding of who uses online dating sites and how they use them to meet potential partners. Given that profiles are central to most online dating services, research has tended to focus on what people communicate about themselves in their photographs and self-descriptions. As a result, much of what we know about online dating from a communication standpoint comes from research on deception and self-presentation. Of course, knowing how online daters present themselves in their profiles could have implications for what happens to their relationships once they move offline, but it also leaves much to be explained. As will soon become clear, the ways that online daters communicate with one another to develop their relationships is one area, in particular, that is deserving of consideration, yet remains understudied.

Types of online dating sites. The online dating experience can vary widely depending on the type of site being used. Sprecher (2011a) and Finkel, Eastwick, Karney, Reis, and Sprecher

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(2012) identified three types of online dating sites. Launched in 1995, Match was the first of the *self-selection sites*. These sites require users to identify potential partners themselves by browsing through the profiles of hundreds or even thousands of singles. Then, in 2000, eHarmony was introduced as the first *matching site*. This type of site uses a mathematical algorithm to identify potential partners for its users based on self-report and behavioral data. In the past few years, a third type of online dating site has also taken shape. Known as *smartphone apps*, these tools allow people to locate singles nearby using their phone's GPS (Finkel et al., 2012). Grindr and Tinder are examples of two popular location-based dating apps.

According to Finkel and colleagues (2012), these three types of online dating sites are similar in that they all offer some combination of the following services: access, communication, and compatibility matching. *Access* refers to an online dating site's ability to help its users broaden their pool of potential romantic partners. Although access may initially appear to be a benefit of online dating, it can also be a drawback. In one experiment, Wu and Chiou (2009) asked Taiwanese participants to search for potential partners on an online dating site. They found that those whose searches returned the most results also tended to make poor choices that did not fit with what they initially said they were looking for in a partner. Furthermore, access may make people quick to terminate a relationship with the hope that something better will come along (Sprecher, 2009). *Communication* alludes to the fact that online dating sites encourage their users to get to know one another through CMC prior to meeting FtF. Finally, *compatibility matching* has to do with the mathematical algorithms that some online dating services use to introduce people to likeminded others. Taken together, these services make the act of initiating a relationship on an online dating site different from what one might expect offline.

Users of and attitudes towards online dating. Users of online dating are different in certain respects from the general population. Singles who use the Internet for dating purposes are part of a privileged group, and those who use it to find a marital partner are likely to be greater in age than the average college student (Baym, 2010). Indeed, the demographic that is most likely to use (and meet a spouse through) online dating is adults in their late twenties to early forties (Dutton et al., 2009; Smith & Duggan, 2013). This is demonstrated by Stephure, Boon, MacKinnon, and Deveau (2009), who confirmed that people tend to use the Internet to find romantic partners more after college, and that they have less access to potential partners than they did when they were in school. Thus, for members of this population, part of the appeal of online dating may be that it introduces them to eligible singles beyond their existing offline social networks (Sprecher, 2009).

Along with demographics, researchers have also looked at whether there are specific personality traits that predispose people to form romantic relationships on the Internet. For instance, one common misconception is that people who date online have deficient social skills. Contrary to this belief, however, Parks and Floyd (1996) observed that the most reliable predictor of whether someone formed a relationship on an Internet newsgroup was not his or her personality, but rather whether he or she was an active and enduring contributor to the site. Moreover, Peter and Valkenburg (2007) tested whether singles looked for dates on the Internet for recreational purposes or to compensate for their offline skill deficits. The authors found support for the former hypothesis in that sexually-permissive people and high sensation-seekers were more likely than their counterparts to date online. However, socially anxious individuals may still find online relationships appealing because they are more comfortable expressing themselves online than they are offline (McKenna, Green, & Gleason, 2002). Yet these days,

with the popularity of social network sites like Facebook and Twitter, it is becoming increasingly normative for people from all walks of life to develop relationships in Cyberspace. As people continue to put more and more of their lives online, the distinction between those who date on the Internet and those who do not may soon cease to be meaningful.

Despite evidence that online dating is not just for people who cannot form relationships in the "real world," there can still be a stigma surrounding the use of these sites. Individuals who are unfamiliar with online dating and who have limited experience with the Internet are often the most critical. As an example, Anderson (2005) observed that people who had never experienced an online romantic relationship tended to have negative attitudes about Cyber-romances. Their perceptions became more positive, however, as their Internet use and the importance they placed on being online both increased. Meanwhile, others researchers have found that people who know someone who has tried online dating tend to hold more positive attitudes towards it than do those who do not know anyone who has dated online (Hogan et al., 2011). Fortunately, the majority of people today do not think negatively of online daters, nor do they perceive them as desperate, which indicates that the public's perception of these sites and their users is slowly shifting. For instance, whereas 29% of Americans in 2005 thought that online daters were desperate, that number has dropped to 21% in just under a decade (Smith & Duggan, 2013).

Online daters themselves, in contrast, have different perceptions of the services these sites have to offer. Individuals with a positive outlook on online dating often think their chances of meeting someone are better on the Internet. Over half (70%) of online daters, for instance, said they benefitted from being introduced to more potential partners than they had access to offline (Smith & Duggan, 2013). Whitty (2008b), however, found that some online daters complained about not being able to find the right person despite having access to a larger pool of

potential partners. She went on to note that some people (mostly men) viewed it as a numbers game and reached out to as many users as possible because they thought it would better their chances of having someone respond. Additionally, online daters may adopt a "marketplace mentality" that can leave them feeling more like they are shopping for a relationship and less like they are trying to assess their chemistry with another human being (Heino, Ellison, & Gibbs, 2010). This mentality is reflected in the pressure that online daters sometimes feel to market themselves in their profile so as not to be overlooked by other singles (Whitty, 2008b). Such findings mean that not all users agree that online dating is a better way to meet people than doing so in person, but overall they do not see it as a worse way either (Sprecher, Schwartz, Harvey, & Hatfield, 2008).

Communicative practices in online dating. Singles use the Internet to communicate the best version of themselves to potential partners. In doing so, it is common for online daters to misrepresent themselves in their profiles (Toma & Hancock, 2011). Toma and Hancock (2012) identified linguistic markers of this deception, and their findings indicated that liars used fewer words, fewer first-person singular pronouns, more negations, and fewer negative emotion words in their profiles than did truth tellers. That being said, Toma and Hancock (2011) pointed out that most instances of deception are minor. For instance, they noticed that people lied about things that would not be obvious on a first date; specifically, women said they were a few pounds lighter and men a few inches taller than they actually were. For the most part, online daters are accepting of these minor misrepresentations, so long as they are things that can actually be changed in the immediate future (e.g., people are more forgiving of someone who lies about his or her weight than they are of someone who lies about how many children he or she has; Ellison, Hancock, & Toma, 2011).

Deception on online dating sites often stems from people wanting to self-present in ways that will garner the most attention. Online daters are faced with a predicament: They want to present the most attractive version of themselves, but they also know that they should be honest (Hancock & Toma, 2009). Those who are concerned with the latter often think of the profile as a contract that stipulates that the person on the screen will not be dramatically different from his or her offline persona (Ellison et al., 2011). According to Ellison, Heino, and Gibbs (2006), online daters may attempt to resolve this dilemma in ways that come across as deceptive, but are mostly innocent. These authors noted, for example, that online daters sometimes presented their ideal rather than their actual selves or stretched the truth so they would show up in more search results. They also discovered a phenomenon they termed the *foggy mirror effect*, which occurs when people do not see themselves the same way others see them. Consequently, an individual may think that his or her self-presentation is honest when in fact it appears deceptive to everyone else. People are willing to confront those who are dishonest online, meaning there are also social consequences to deter online daters from intentionally misrepresenting themselves in their profiles (DeAndrea & Walther, 2011). There are also consequences for people in the sense that, should the relationship escalate to an offline meeting, their partner might be displeased if the person they have been talking to all this time is not as anticipated.

On the Internet, people do not always communicate in ways that are consistent with traditional models of relationship development. These models typically posit that relationships begin as a result of physical attractiveness and spatial proximity and continue due to self-disclosure and similarity (Bargh & McKenna, 2004; Merkle & Richardson, 2000). Yet, romantic partners who meet online often find their partner's proximity and physical appearance to be eclipsed in importance by his or her similarities and self-disclosures (Bargh & McKenna, 2004).

One benefit of this inverted sequence is that, at least initially, partners may place more weight on substance than appearance. A drawback, however, is that people might invest considerable time and energy into a relationship, only to find out after meeting their partner in person that there is no chemistry or that the other person's appearance does not meet their standards or expectations (Sprecher, 2011a).

However, that is not to say that physical attractiveness is inconsequential in online dating; in fact, the opposite is true. Research indicates that physical attractiveness plays a significant role in the communication that occurs on these sites (e.g., Taylor, Fiore, Mendelsohn, & Cheshire, 2011). Contrary to the supposition that people place less of a premium on superficial features such as physical attractiveness on the Internet (Levine, 2000), online daters actually place more importance on how people communicate and what they look like than do traditional daters (Rosen, Cheever, Cummings, & Felt, 2008). Taylor and colleagues (2011), for instance, observed that although online daters sent messages to the most physically attractive users they could find, they were most likely to get responses from those who were equal to them in terms of attractiveness. Indeed, people who use online dating services tend to value the physical appearances of other users above and beyond everything else (Whitty, 2008a). This emphasis may be what leads less attractive online daters to compensate by editing or otherwise enhancing their profile pictures (Toma & Hancock, 2010), even though doing so could spell disaster for the first FtF encounter. Thus, although online daters may follow an inverted relationship development sequence, physical appearances still attract them to other users.

Furthermore, some research suggests that online daters benefit from the affordances of CMC because it can take much of the risk and discomfort out of communicating with potential romantic partners (Hardey, 2004). For instance, Tong and Walther (2010) observed that online

dating sites streamline the rejection process, which may be perceived as advantageous by some individuals. As these authors noted, online dating services give people different options for refusing date requests that include remaining unresponsive, sending an automated rejection message, and crafting a tailored rejection message. What is more, the asynchronicity of CMC can give online daters more time to compose messages that are clever, witty, thoughtful, or all of the above (Walther, 1996). This ability to communicate at their own pace may make some people feel more at ease with the dating process when it is carried out on the Internet.

Studies have also looked at the communication that attracts people to each other in different spaces on the Internet, including online dating sites. They have found that people are for the most part attracted to similar qualities online and offline, although the importance they place on certain features can vary based on the setting (Sprecher, 2009; Sprecher et al., 2008). To a certain extent, dating partners are simply turning to the Internet to accomplish functions that have always occurred FtF, such as revealing intimate details about themselves (Nguyen, Bin, & Campbell, 2012), gauging their attraction to someone (Baker, 1998), and seeking information and reducing their uncertainty about that person (Sharabi, Roaché, & Pusateri, in press). At the same time, however, the Internet can cause people to enact these processes differently than they would offline. How an individual judges his or her attraction to another person, for example, may change when all he or she has to go on is the text on a computer screen. Without nonverbal cues, people have been known to use language and chronemics to assess their attraction to others. This was demonstrated by Walther and Tidwell (1995), who found that the content of an email, the time it was sent, and how long it took the other person to respond worked together to influence people's perceptions of intimacy and affection for a hypothetical coworker. Moreover, Baker (1998) identified a few of the characteristics that attracted someone to a potential romantic

partner online, like his or her sense of humor, interests, writing style, and propensity for sharing personal information. This suggests that online daters may attend to different qualities when judging their attraction to someone before and after meeting him or her FtF.

As a whole, these studies tell us about who dates online, the strategies they use for presenting themselves in their profiles, and the ways they engage with other users. What is absent from this literature, however, is an understanding of how the dynamic communication between people may work to facilitate or impede the development of relationships that begin online. For instance, it stands to reason that whether two people will go on to have a successful first date depends largely on how they portrayed themselves online, how honest they were, and what attracted them to each other in the first place. Yet, to fully understand how people get to know one another online and the implications this might have for the first date, it is necessary to also consider some of the most prominent theories of CMC and relationship development.

Theories of Relationship Development Online

The theories of CMC and relationship development are best understood as occurring in three generations. The first generation of theories would have us believe that online daters sometimes struggle to get to know one another online but then find that their relationships significantly improve upon meeting FtF due to the additional nonverbal cues (Walther, 2011). Conversely, the second generation of theories would argue that online daters can experience deeply intimate connections online, but that the development of these relationships may come to a halt if they decide to meet in person and find that their initial impressions of one another were inaccurate (Walther, 1992, 1996). Meanwhile, the third generation of theories would suggest that even online daters do not form relationships that exist solely on the Internet (Caughlin & Sharabi,

2013), making it crucial to examine what happens when they attempt to transition from CMC to FtF communication.

  Cues-filtered-out perspective. Known as the cues-filtered-out perspective (Culnan & Markus, 1987), the first generation of CMC theories arose from an organizational context and research with virtual computers and teleconferencing systems (Walther, 2010). Undergirding this perspective is the belief that the paucity of nonverbal cues, such as eye contact, body motions, and tone of voice, makes CMC inherently impersonal and inhibits the development of interpersonal relationships (Walther, 2011). Specifically, CMC that is deemed impersonal is seen as being inferior to FtF contact for establishing intimacy and communicating emotions (Walther, 1996). Indeed, there currently exists an entire line of research in this tradition that documents how CMC can be more hostile and task-oriented than FtF communication (for more detailed discussions, see Walther, Anderson, & Park, 1994; Walther & Parks, 2002). Elements of the cues-filtered-out theories are reflected in modern day concerns that online relationships are not genuine, that one can never really know who is on the other side of the screen, that vocal and visual cues are essential for having a pleasant interaction with someone, and that spending time online detracts people from their "real" offline relationships (Baym, 2010).

  Many of the cues-filtered-out theories were developed before the existence of the Internet as we know it today, and subsequently extended to communication in this new environment. Social presence theory (Short, Williams, & Christie, 1976), for example, emerged in the mid-1970s and was one of the first theories of CMC to be applied to online interactions (Walther, 2011). Originally a theory about videoconferencing, social presence theory was later extended to research on reduced cues environments (e.g., email, virtual bulletin boards). According to this theoretical framework, when people communicate through high bandwidth media that are

capable of conveying multiple cues, they have a greater sense that they are speaking with another human being who is real and present in the conversation (Short et al., 1976). Media richness theory (MRT; Daft & Lengel, 1986; Daft, Lengel, & Trevino, 1987) was another of the earliest CMC theories to be adopted by Internet researchers. This theory posits that media can be arranged in a hierarchy from lean to rich and matched to the complexity of a given task, with richer channels being the most efficient for highly equivocal situations and emotional subject matter. What social presence theory and MRT have in common is their agreement that technologies that filter out vocal and visual cues are not conducive for certain kinds of social interactions or relationship-building activities (Walther & Parks, 2002).

The social identity model of deindividuation effects (SIDE; Lea & Spears, 1992, 1995) was another of the first theories intended to explain online communication, and it debuted around the time the Internet became widely available to the public. Central to the SIDE model is the assumption that the anonymity and lack of nonverbal cues online encourages people to orient towards one another in terms of their group memberships rather than their own individual identities (Lea & Spears, 1992, 1995). When their theory was first introduced, Lea and Spears (1992) said that it was meant to refute certain aspects of the cues-filtered-out perspective by demonstrating how people can come to experience positive outcomes as a result of their mediated interactions. However, Walther (2011) emphasized that, similar to MRT and social presence theory, the SIDE model proposes that these positive evaluations occur at the group (and not the personal) level, where people perceive one another on the basis of whatever social identity has been made salient by the context. For this reason, it is often classified as a cues-filtered-out theory in that it anticipates more varied outcomes when people get to know one another as individuals (Walther, 2011).

As a set, the cues-filtered-out theories assume that it is difficult to develop romantic relationships without the requisite nonverbal cues, making their utility for the study of online dating limited. What is more, these frameworks have been largely disconfirmed by more recent empirical research. Although this perspective was consistent with early evidence that CMC was less personal than FtF communication, it was unable to account for later field studies that demonstrated that people were in fact initiating romantic relationships on the Internet (Walther, 1992, 1996). For instance, in one of the first studies of relationship development online, Parks and Floyd (1996) discovered that it was common for people to form relationships on Internet newsgroups that eventually migrated offline. Moreover, in a follow-up study, Parks and Roberts (1998) learned that 93.6% of their participants had initiated a relationship with someone they met in a Multi-user dungeon, Object-Oriented (MOO). These relationships did not usually stay on the Internet either, with 57.9% of romantic partners going on to meet each other in person. Thus, not only were some people meeting romantic partners online, but they were also developing relationships that persisted long enough to result in an offline meeting.

The theories that are subsumed under the cues-filtered-out perspective have also proven at times to be flawed. Walther (2010), for instance, pointed out that MRT received support when researchers presented participants with hypothetical scenarios and asked them to select the media they would use for different types of tasks, but it was disconfirmed when scholars observed their participants' behaviors and what they did in real world situations. This suggests that at least some of the findings that once appeared to support the cues-filtered-out theories can be attributed to the method and not necessarily to the medium. As an example, Markus (1994) presented managers at a risk management firm with a list of tasks and asked them to choose the medium they would use for accomplishing each one; in the same organization, she also collected all of

the emails that one manager sent and received over the course of a normal work day. She found that the managers' selections were consistent with MRT, but the actual emails that one of them exchanged contained communication about equivocal tasks, meaning information richness was not the only factor that influenced the selection of a medium.

Despite its weaknesses, the cues-filtered-out perspective did still inform later waves of research and theorizing that are more applicable to our understanding of communication on online dating sites. For instance, some elements of the cues-filtered-out theories are captured in newer models of relationship development (Walther, Gay, & Hancock, 2005). Walther's (1996) hyperpersonal model is but one example that draws from the SIDE model in its assumption that people sometimes form exaggerated impressions of others through CMC. Consequently, social presence theory, MRT, and the SIDE model continue to appear in research on dating and relationships, albeit not nearly as often as the next generation of theories.

Cues-filtered-in perspective. Whereas the cues-filtered-out theories conjecture that CMC is by its very nature impersonal, the cues-filtered-in perspective argues that CMC has the potential to be interpersonal (Walther, 1992) or even hyperpersonal (Walther, 1996). In doing so, it recognizes three major deficiencies in prior tests of the cues-filtered-out theories. First, it notes that time was a confound in the experimental research on CMC, with participants being given the same amount of time to interact online and FtF, even though they exchanged messages at different rates in the two conditions (Walther, 1992). Second, it emphasizes that outside observers did not code for participants' nonverbal behaviors when they interacted FtF, so any negative emotions they displayed went unregistered (Walther & Burgoon, 1992). And third, it contends that most participants did not anticipate future interaction with their partner (Walther, 1994). The two cues-filtered-in theories that have guided much of the research on relationship

development online are social information processing (SIP) theory (Walther, 1992) and the hyperpersonal model (Walther, 1996).

Time is central to the cues-filtered-in perspective. These theories recognize that relationships can develop online, but one caveat is that they progress slowly because they are mediated, and as a result, lacking the nonverbal cues that people typically rely on to form impressions (Walther, 1992). As an example, SIP generally agrees with social presence theory's assertions over the short-term, but it counters that relationships unfold differently when partners are given more time to interact. Specifically, SIP theory asserts that it takes people longer to exchange social information online than offline because of the time required to send and receive messages and because text-based channels carry fewer cues than FtF contact (Walther, 1992). The theory also contends that people are just as motivated to affiliate with others online as they are offline (Walther, 2011). According to Walther (2011), given enough time and motivation, people who meet in Cyberspace will form relationships and impressions that are just as developed as they would be had they met FtF. In a meta-analysis of CMC research, for instance, Walther et al. (1994) found that when online partners were provided with unlimited time to interact, their communication tended towards a more social orientation.

Another key component of this perspective has to do with language. One major assumption that underlies the cues-filtered-in theories is that people can put nonverbal cues back into the medium by adapting everything from the timing of their messages to their use of language (Walther & Parks, 2002). For example, partners may use emoticons, punctuation, acronyms, or shorthand to convey emotion in environments that are devoid of vocal and visual cues (Walther, 1992). The notion that conversational partners adapt to the affordances of CMC is well-documented. Linguistic elements have been used to perform many communicative

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functions, from expressing affinity (Walther, Loh, & Granka, 2005) to "cyber-flirting" (Whitty, 2004) and exchanging social information with potential partners (Farrer & Gavin, 2009).

Taken as a whole, the cues-filtered-in theories propose that people can cultivate dating relationships on the Internet. The relationship development process, however, may take more time than it would FtF. Perhaps even more importantly, these theoretical frameworks also describe instances where people may have exceedingly strong feelings for romantic partners whom they meet in Cyberspace. This is encouraging for the study of online dating because it suggests that the Internet may actually be preferred over FtF contact for initiating and developing romantic relationships. Yet, this perspective also compares online and offline communication as if they are two different entities, when in reality, it is rare for dating partners to only talk online. Indeed, it is becoming more and more apparent that CMC and FtF communication are not separate worlds demarcated by clear boundaries (Baym, 2009). As Walther and colleagues (1994) stated, "Most cues-filtered-out experiments, and indeed the social information processing perspective itself, reflects a bias in that communicators may interact exclusively via CMC or FtF—not via both or by other media" (p. 22). Given this bias, it is necessary to consider what happens to these online relationships when people attempt to transition them offline.

Beyond cues: A multimodal perspective. The more recent iteration of theories is less about the cues that CMC does or does not contain and more about how people are combining mediated and FtF channels in their relationships. When it comes to multimodal relationships, the distinction between online and offline communication is not the most important factor (Baym, 2010). Dating partners might communicate on the Internet, FtF, or through other mediated channels, meaning their relationships are neither entirely located in the physical or virtual world. Whereas a clear division between online and offline is central to the cues-filtered-out and cues-

filtered-in perspectives, the newest generation of theorizing focuses on the intersections between the myriad channels that people have available to them for developing their relationships.

The theories that are just beginning to emerge from this perspective tend to be concerned with the overlap between people's online and offline relationships. Warranting theory is one framework that was initially proposed as a means for understanding mixed-mode relationships and the transition from online to offline contact, although most empirical tests of the theory have been limited to the context of CMC (Walther & Parks, 2002). Walther and Parks (2002) proposed that people search for third-party information to connect the people they meet online with their offline identities. This is because people can potentially say whatever they want about themselves on the Internet, yet it is seemingly much more difficult for them to convince others to lie on their behalf. Thus, information that is high in warranting value allows people to verify the veracity of a target's online self-presentation and to decide whether they want to pursue a relationship with said person (Ramirez, Walther, Burgoon, & Sunnafrank, 2002; Walther & Parks, 2002). In regard to online dating, warranting theory suggests that singles will try to determine whether their potential partners are trustworthy by seeing if they present consistent images across multiple platforms (Walther & Parks, 2002).

The theories of multimodality have also been used to look at how the number of channels that people use to communicate coincides with the developmental level of the relationship. Media multiplexity theory is premised on the assumption that people add more communication channels as their relationships progress (Haythornthwaite, 2005). Two individuals who meet on an online dating site, for example, may find themselves incorporating other forms of contact into the relationship once they have gotten to know each other better. Similarly, Caughlin and Sharabi's (2013) communicative interdependence model also states that close romantic partners

communicate through multiple channels. It goes a step further than media multiplexity theory, however, to identify the various ways that technologically mediated and FtF communication are interconnected. It proposes that communicative interdependence is high when romantic partners (a) integrate multiple communication channels, (b) are comfortable transitioning between channels, and (c) avoid segmenting their communication to mediated channels (Caughlin, Basinger, & Sharabi, in press; Caughlin & Sharabi, 2013). Based on these theories, one would expect relationship development to be associated with an increase in the number of channels that partners use to communicate, which suggests that online daters will eventually seek to assimilate FtF contact into their relationships.

Overall, these theories advance the study of relationship development online with their recognition that today's singles live in a multimodal world. Dating does not just happen on the computer—it also occurs FtF—and people initiate romantic relationships on the Internet with the intention of one day meeting in person. As a result, the multimodality perspective appears to be an accurate reflection of how people are using technologies like online dating sites to form relationships with potential partners. This perspective also suggests that it is important to be cognizant of the fact that many online daters eventually will add FtF contact to their relationships, even if they began entirely through CMC. Hence, an appropriate next step in this theoretical progression is to explore what happens when people begin to incorporate different communication channels into their online relationships.

Hyperpersonal Communication and Modality Switching in Online Dating

A survey of the existing theories of CMC and relationship development points to the hyperpersonal model as an appropriate theoretical framework for the present study. Most online dating sites urge their users to begin to get to know one another online, and the hyperpersonal

model is capable of explaining the forces that propel partners towards greater intimacy in Cyberspace. The nascent theories of multimodality, however, suggest that growth in today's online relationships almost requires an eventual shift to FtF communication (e.g., Caughlin & Sharabi, 2013; Haythornthwaite, 2005). To move the hyperpersonal model forward then, it makes sense to apply it to modality switching in online dating, as this will allow us to observe the kinds of perceptions and online communication that precede successful first dates.

Hyperpersonal model of CMC. Walther's (1996) hyperpersonal model is a special case of SIP theory that elucidates how people can develop impressions, intimacy, and affinity in their online relationships that exceed what would be expected offline. At the core of this theory is the assumption that people sometimes engage in "CMC that is more socially desirable than we tend to experience in parallel FtF interaction" (Walther, 1996, p. 17). According to Walther, this hyperpersonal communication can be attributed to characteristics of the sender, receiver, and channel, as well as a feedback loop between the sender and receiver. Based on this model, it is reasonable to assume that people will sometimes experience relationships on online dating sites as being more intimate than their FtF partnerships.

On the Internet, message senders can communicate an image of themselves that is overly positive. The affordances of CMC, such as its asynchronicity and editability, allow senders to devote more cognitive resources to selectively self-presenting and judiciously controlling what they reveal about themselves to others (Walther, 1996). For instance, in one application of the hyperpersonal model, Walther (2007) found that people who devoted more time to drafting and editing their messages also tended to produce content that was higher in immediacy and affection. For these individuals, editing was an aspect of the sender's self-presentation that contributed to heightened perceptions of intimacy. Thus, online daters have more control over how they come

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across to others online than they do FtF, largely because they have the time and freedom to compose messages that showcase their positive traits and downplay their negative ones.

At the same time, receivers can attend to and elaborate on these carefully constructed messages, causing them to form exaggerated and idealized impressions. For instance, consistent with the hyperpersonal model, people often report inflated levels of intimacy in their online (compared to their offline) relationships (Hian, Chuan, & Trevor, 2004). The processes that account for this enhanced intimacy, however, continue to be tested and expanded upon. Jiang et al. (2011) extended the hyperpersonal model by identifying one potential mechanism whereby greater amounts of disclosure can lead to stronger perceptions of intimacy. Their results revealed that the link between disclosure and intimacy was stronger online when individuals attributed their partner's revelations to characteristics of the relationship (e.g., "My partner chose to share this with me because we have a special relationship.") In other words, the meaning that people attached to their partner's disclosures was a powerful indicator of why they formed hyperpersonal impressions of that person in Cyberspace.

The receiver's idealization can also serve to perpetuate the sender's selective self-presentation through a process of behavioral confirmation. Senders and receivers may enter into a feedback loop where the receiver responds with messages that reaffirm the sender's positive image (Walther, 1996). This behavioral confirmation, in turn, can encourage senders to adjust their behavior so that it continues to fit with the receiver's idealized image of them (Walther, 2011). This last component of the model demonstrates how important interpersonal communication is in modifying and sustaining hyperpersonal impressions online.

Hyperpersonal communication and modality switching. What happens when romantic partners move from an online to an offline relationship is far from clear. Despite the empirical

and practical significance of modality switching, it has been the subject of relatively little research (Walther & Parks, 2002). This comes as somewhat of a surprise, especially given that the transition to offline contact provides a prime opportunity to test the boundaries of the hyperpersonal model and to see if it can be applied to today's naturally-forming multimodal relationships. It could be that the gains people make from getting to know their partner online translate into a more successful offline relationship. Alternatively, it could also be that meeting their partner FtF mitigates the benefits they obtain from developing the relationship online. Thus far, research on this topic tends to support the notion that partners form positive illusions of each other on the Internet that do not necessarily translate into successful FtF relationships.

The modality switching perspective (Ramirez & Wang, 2008; Ramirez & Zhang, 2007) provides one means of examining the transition to offline contact in online dating. From this standpoint, the success of the transition is determined by the timing of the switch and the amount that two people communicate prior to meeting FtF. Modality switching can be relationship enhancing for people who do not spend too much time getting to know each other online, but it can also be relationship detracting for those who wait longer to meet in person (Ramirez & Wang, 2008; Ramirez & Zhang, 2007). The idea then is that people should attempt to transition the relationship offline relatively quickly, before they begin to form hyperpersonal impressions of their partner (Ramirez & Zhang, 2007).

In sum, the hyperpersonal model suggests that the transition to an offline relationship is a pivotal period for online daters and one that is made better or worse by how much they interact prior to meeting FtF. There are other factors aside from just timing, however, that may play a role in the success of the transition. Modality switching in online dating has mostly been studied using theories of CMC (e.g., Ramirez et al., 2015), yet research that focuses more on the

relationship between partners may be what is needed to determine what makes the first FtF date a success or failure. I now turn to the field of relationship science to identify additional factors that have been shown to perpetuate growth in romantic relationships and which may discriminate between cyber-romances that do and do not survive the transition offline.

Factors Associated with Relationship Success in Online Dating

The literature on relationship development in dating and courtship is rich with knowledge about what leads partners to form a more intimate and committed bond, and online dating brings with it new questions and opportunities for testing what we have long known about the evolution of romantic relationships. Applying this research to the transition from online to offline communication will allow us to verify whether the same processes that contribute to relationship development in FtF settings can be used to predict success in online dating. From the relationships literature, I identify eight factors that are known to be associated with successful relationship development: (a) perceived partner liking, (b) perceived similarity, (c) uncertainty, (d) amount of communication, (e) deception, (f) self-disclosure, (g) relationship beliefs, and (h) algorithms. Because we know that it is communication that constitutes relationships and changes the intimacy that exists between partners (Solomon & Vangelisti, 2010; Vangelisti, 2002), I hypothesize about online daters' perceptions of their communication and their actual communicative behaviors. In doing so, I hope to achieve a more accurate depiction of the factors that make the first date successful.

A conceptual model displaying the linkages between these factors is presented in Figure 2.1. As can be seen from the model, the predictors of success can be grouped into four categories: (a) perceptions of partner, (b) communication processes, (c) relationship beliefs, and (d) contextual influences. On the basis of the hyperpersonal model, I would expect online daters

who form idealized impressions of their partner to be primed for less success than they expected upon meeting FtF. Their online communication, however, might assuage their overly positive expectations by giving them a more accurate depiction of the person they are about to meet. Accordingly, I propose that online daters' communicative processes will have a direct effect on success and a moderating effect on the association between their perceptions of their partner and the success of the first date. In the hypotheses to follow, T1 refers to the period before the first FtF encounter, and T2 denotes the period after two people have met FtF for the first time.
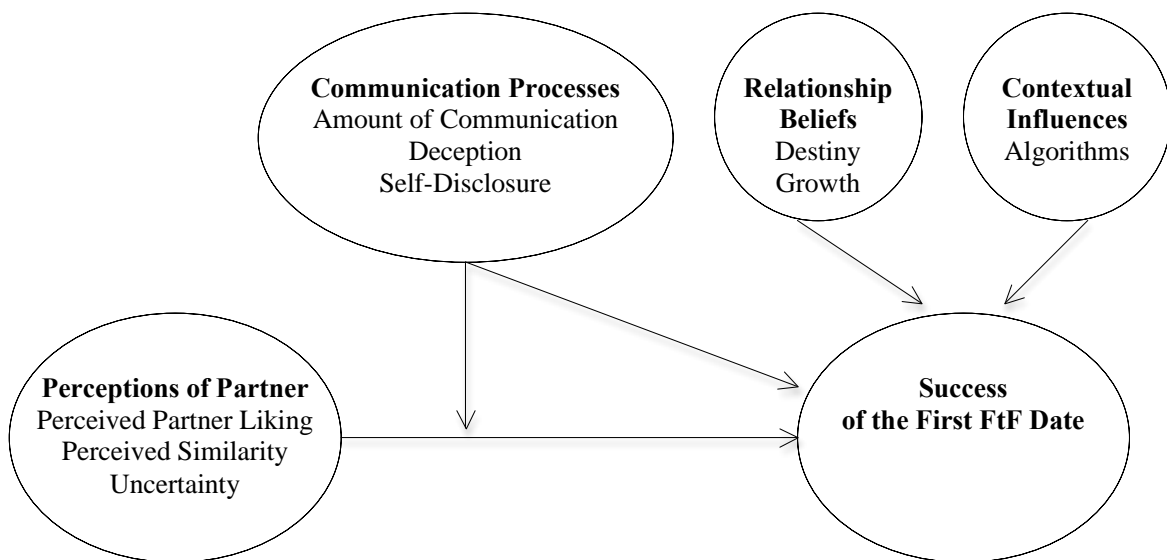
Figure 2.1. Conceptual model of relationship success.

Perceptions of partner. The three partner perceptions expected to be associated with relationship success are (a) perceived partner liking, (b) perceived similarity, and (c) uncertainty.

Perceived partner liking. Research on the reciprocity of liking effect has shown that people are interested in those whom they think are interested in them (Fitness, Fletcher, &

Overall, 2007; Montoya & Insko, 2008). Take for instance Montoya and Insko (2008), who found that people interpreted a target's perceived liking as a sign of his or her good intentions, which in turn, led to greater levels of attraction towards that person. To be sure, the reciprocity of liking effect is at the heart of much of what researchers know about romantic attraction (Kenny & Nasby, 1980). Günaydin, Selcuk, and Hazan (2013) posited that one reason for this effect is that people may interpret another person's attraction towards them as a signal of attainability. If they know someone likes them, it suggests they have the option of forming a relationship with that person if they so choose.

The reciprocity effect is rooted in social exchange principles. From this perspective, it is assumed that people's evaluations of the rewards and costs of being in a relationship are what encourage growth (Thibaut & Kelley, 1959). When they anticipate that continued interaction with their partner will be more rewarding than costly, they are likely to remain in the relationship. There is ample research to suggest that the rewards and costs of a relationship can facilitate or inhibit its development. For instance, Hays (1985) found that strangers who went on to become close friends obtained more rewards from their relationships than did those who did not go on to form lasting friendships. In this case, the number of benefits that people derived from their friendships was clearly associated with success. Moreover, Tolhuizen (1989) identified four groups of strategies that people used to intensify their romantic relationships. One strategy that was particularly prevalent was attempting to make the relationship more rewarding for the other person (e.g., by helping with daily tasks and making the other person feel good about him- or herself). Because being the object of another person's attraction can be rewarding (Berscheid & Reis, 1998), the reciprocity effect may be another mechanism that underlies successful relationship development.

Based on this research, it would seem that online daters who outwardly display their attraction and who perceive that their partner is attracted to them will have the most successful first dates. One way they might gauge each other's interest is through the emails they exchange prior to meeting FtF. When people openly express their attraction via email, their partner may be more likely to reciprocate their gestures, thus opening the door for further relationship development. Too much interest in the absence of a FtF meeting, however, could signal that two people have begun to form idealized impressions of each other, which could set them up for disillusionment. With this caveat in mind, I propose that online daters will report the greatest success at moderate levels of reciprocal liking and expressed attraction:

H1a: Self-reported perceptions of a partner's liking at T1 will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

H1b: Observed attraction in the emails exchanged between partners will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

Perceived similarity. Similarity has long been known to be important to attraction and relationship development (Berscheid & Reis, 1998). Perhaps this is because sharing at least some commonalities with someone can aid in uncertainty reduction, especially in relationships that are just starting out (Vangelisti, 2002). People look for romantic partners who possess attributes that mirror their own; for instance, they may react most favorably to someone with similar demographics, attitudes, personalities, and levels of physical attractiveness (Byrne & Nelson, 1965; Günaydin, Selcuk, & Hazan, 2013). As a result, romantic partners tend to be more similar to each other on a number of attributes than would be expected by chance. Additionally, these relationships may have a greater chance of surviving into the future. For instance, Bentler and Newcomb (1978) found that newlyweds who shared similar personality traits and background

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characteristics were more likely than their counterparts to still be married to each other and satisfied with their relationship four years later. Furthermore, the content of the similarity can also have an effect on attraction. Research has suggested that similarities that are rare (e.g., a passion for an exotic dish) do more to foster attraction than those that are more common (e.g., a love for pizza; Lewis, Gonzalez, & Kaufman, 2012).

The question that often arises in this research is whether it is people's perceived similarity or their actual similarity to their partner that leads to attraction. The answer is almost unanimously that perceived similarity has the greatest bearing on the success of a relationship. Tidwell, Eastwick, and Finkel (2013), for instance, observed that speed daters' perceived similarity was a better predictor of attraction than was their actual similarity to a potential partner; in fact, their actual similarity had no effect on attraction. What is more, Montoya, Horton, and Kirchner (2008) conducted a meta-analysis of the literature on similarity and attraction, and they found that perceived similarity had a greater impact on attraction than did actual similarity. Thus, when it comes to similarity, it is not so much how similar two individuals actually are to each other, but rather how alike they *think* they are that is important.

Research also suggests that similarity is one factor with the potential to foster relationship success in Cyberspace. Antheunis, Valkenburg, and Peter (2010), for instance, found that perceived similarity led to lower levels of uncertainty and heightened amounts of attraction on the Dutch social network site Hyves. Additionally, Baym and Ledbetter (2009) discerned that users of Last.fm, a music based social network site, were most likely to initiate contact with other members who had similar tastes in music. In the context of online dating, Fiore and Donath (2005) discovered that online daters exchanged messages with users with similar life courses (e.g., two people were more likely to communicate if they had children) and physical attributes

(e.g., two people were more likely to communicate if they had similar physical builds). Although similarity seems to contribute to more successful online relationships, we still do not know whether it spills over to influence the success of the first FtF date. Whereas online daters who think their partner is exactly like them may be setting themselves up for disappointment, those who think they have nothing in common with the other person are unlikely to fare any better. Instead, it would seem that moderate amounts of perceived similarity will be associated with the most seamless transitions offline. This leads to the following hypotheses:

H2a: Self-reported perceived similarity at T1 will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

H2b: Observed similarity in the emails exchanged between partners will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

Uncertainty. Yet another factor with the potential to prompt growth or decline in dating and courtship is uncertainty. Berger and Calabrese's (1975) URT inspired an entire line of research in support of the premise that uncertainty drives relationship development. One of the main assumptions behind the theory is that, in situations where ambiguity is high (e.g., during initial interactions), people are motivated to eliminate their doubt. Communication is central to this process, as it is the means through which uncertainty reduction is accomplished (Solomon & Vangelisti, 2010). Berger and Calabrese used this logic to derive the seven axioms and 21 theorems that form the foundation for URT. Specifically, the theory articulates connections between uncertainty and each of the following: amount of verbal communication, nonverbal affiliative expressiveness, information-seeking, intimacy of communication, reciprocity rates, similarity, and liking. Not long after the theory was introduced, Parks and Adelman (1983) added an eighth axiom linking uncertainty with shared social networks. Uncertainty is high when

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people are unable to explain or predict their partner's behavior. If people are unsure about what their partner will say or do next and unable to resolve their uncertainty, it is unlikely that the relationship will evolve into a close, long-term bond.

Berger (1979) identified three information-seeking strategies through which uncertainty reduction can be achieved: passive strategies, active strategies, and interactive strategies. With *passive strategies*, people gather information about a potential partner through observation. For example, a person might watch how his or her romantic interest behaves at a social gathering. *Active strategies* require more effort, yet they still occur in the absence of any contact with the other person. For instance, an individual might get a mutual friend to provide information about the person whom he or she is considering asking on a date. Finally, with *interactive strategies*, people directly communicate with a potential partner. An example would be an individual who asks a romantic interest questions in an attempt to get to know him or her better.

Most empirical tests of URT have explored initial interactions between previously unacquainted partners (Berger, 1997). In the area of dating and courtship, Deyo, Walt, and Davis (2011) observed that speed daters moved through all three of the phases of relationship development specified in URT in the span of one conversation. Furthermore, Gibbs, Ellison, and Lai (2011) found that online daters who were more concerned than other participants about using the Internet to meet a romantic partner tended to use uncertainty reduction strategies to quell their anxieties, and these strategies led them to disclose even more to those they met online. This last study is one of several to extend URT to the area of mediated interpersonal communication, and it suggests that the theory is applicable to studies of relationships that begin on the Internet.

As is clear thus far, relationships cannot develop unless partners are able to exchange the information they need in order to explain and predict each other's behavior (Berger & Gudykunst,

1991). Put differently, uncertainty does not typically create a climate that is conducive for relationship growth, and this is especially true when partners are still getting to know each other and deciding whether they want to pursue a more intimate relationship. In regard to the present study, online daters may be the most uncertain about one another before they have had the opportunity to meet in person. Thus, to the extent that people are able to reduce their uncertainty about their partner prior to the first FtF meeting, they should experience better first dates. That being said, complete certainty prior to the first date is not necessarily optimal either, as it may mean that online daters have idealized their partner and are likely to encounter surprises when they meet offline. Based on this logic, I introduce the next hypothesis:

H3a: Self-reported uncertainty at T1 will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

Yet, previous research on modality switching points to a less straightforward association between information-seeking and success. Ramirez and Zhang (2007) noted that information-seeking increased linearly over time, and in a study of online dating specifically, Ramirez et al. (2015) found that information-seeking shared both linear and quadratic associations with the amount of communication. However, one important difference between these studies and the current one is that they utilized self-report measures. Ramirez and Zhang (2007) reasoned that people might gather information in an attempt to appear interested in their partner, and perhaps this leads them to over-report their information-seeking in the beginning stages of relationships relative to what would be observed in their actual communication. Furthermore, URT contends that uncertainty is both an antecedent and consequence of information-seeking (Berger & Calabrese, 1975), meaning that if success peaks at average levels of uncertainty, the same also should be true for information-seeking. Consequently, I predict that the use of interactive

uncertainty reduction strategies in the emails between online daters (e.g., direct questions and self-disclosures) should reduce their uncertainty, thereby producing the most successful FtF encounters at moderate levels of information-seeking. Hence, the following hypothesis:

H3b: Observed information-seeking in the emails exchanged between partners will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

Communication processes. The three communication processes expected to be associated with relationship success are (a) amount of communication, (b) deception, and (c) self-disclosure.

Amount of communication. The amount of communication that occurs on online dating sites may also be associated with success. It is common for romantic partners who meet online to communicate via CMC for extended periods of time before transitioning to offline contact (Baker, 1998, 2002). In fact, Baker (2002) found when interviewing partners in successful online relationships that they often communicated on the Internet for months before deciding to meet in person. Yet, more systematic studies suggest that the hyperpersonal impressions that result from greater amounts of CMC can also be detrimental to relationships. In one study of people who met in an online message board, McEwan and Zanolla (2013) discovered a curvilinear relationship between predicted outcome values (POV) and closeness, such that participants who reported extremely high or low levels of POV online experienced decreases in closeness when they met FtF. Likewise, Ramirez et al. (2015) observed that online daters reported the most positive outcomes when they communicated briefly online prior to meeting in person, perhaps because they did not have enough time to form idealized impressions of their partner. For the individuals in this last study, continuing to communicate on the Internet seemed to make it more difficult to transition to an offline relationship.

Experimental research has used the hyperpersonal model to examine modality switching among zero history dyads, and it has also shown that the amount of communication matters. One reason for this is that more communication may lead partners to form hyperpersonal impressions of each other, which could lead to disillusionment when they meet FtF. For instance, Ramirez and Zhang (2007) found that, consistent with the hyperpersonal model, people experienced the most positive perceptions of their partner when they never met in person, presumably because they never had to encounter information that might call their impressions of that person into question. For everyone else, however, meeting in person following short amounts of online communication yielded less idealized impressions than did waiting longer to move the relationship offline. What is more, the hyperpersonal impressions that people form of their partner can result in violated expectations when they transition offline. This is exemplified by Ramirez and Wang (2008), who concluded that people who switched modalities found their partner's behavior and appearance to be less consistent with their expectations than did those who continued to interact online.

Based on this research, it would appear that how long (and how much) partners communicate through the online dating site will be related to successful first FtF encounters. Those who engage in greater amounts of online communication may develop unrealistic expectations of their partner, which are likely to result in disillusionment when they eventually meet FtF. Yet, if individuals spend too little time communicating online, they may forego the potential benefits of using CMC to get to know their partner. This suggests that greater amounts of online communication should lead to better first dates up to a point, after which online daters will experience declines in success. Where this breaking point occurs in the development trajectory, however, remains to be seen. This leads me to propose two interrelated hypotheses:

H4a: Self-reported amount of communication will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

H4b: Observed amount of communication will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

The amount of CMC prior to the first FtF meeting might also change the nature of the association between online daters' perceptions of their partner and success. In relationships that remain online longer than most, we would expect exceedingly positive impressions to result in turbulent transitions. By extension then, how people's perceptions of their partner relate to the success of the first FtF date should be contingent on the amount of online communication:

H4c: Self-reported amount of communication will moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and the success of the first FtF date.

H4d: Observed amount of communication in the emails exchanged between partners will moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and the success of the first FtF date.

Deception. The accuracy of online daters' self-presentations may be reflected in the language they use to communicate. Research has shown that a speaker's language can provide valuable insight into his or her cognitive state (Newman, Pennebaker, Berry, & Richards, 2003; Pennebaker, Mehl, & Niederhoffer, 2003). When people are being dishonest, they are usually not aware of what their word choices reveal about their intentions; for instance, they may go to great lengths to control their nonverbal behaviors, yet pay little to no regard to their diction (Toma & Hancock, 2012). Although there is some variation in the literature, most reviews agree that liars

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use fewer words, fewer first-person singular pronouns, more negative emotion words, and fewer exclusive words (e.g., prepositions, conjunctions, and negations) than do those who are telling the truth (Hancock, Curry, Goorha, & Woodworth, 2008; Newman et al., 2003; Pennebaker et al., 2003). Individuals who are being dishonest may use fewer words to avoid saying something that will implicate them in their deception (Toma & Hancock, 2012), a smaller amount of first-person singular pronouns to create a buffer between themselves and their lie (Hancock et al., 2008; Newman et al., 2003), fewer exclusive words because of the challenges inherent in trying to add complexity to a fabricated tale (Newman et al., 2003), and more negative emotion words that can be attributed to a guilty conscience (Newman et al., 2003; Pennebaker et al., 2003).

At least some degree of deception is common in romantic relationships in general (Guthrie & Kunkel, 2013) and online dating in particular (Toma, Hancock, & Ellison, 2008). Because the Internet allows people to selectively self-present, it can create a situation where deception is easy to enact and difficult to recognize (Ellison et al., 2011; Toma et al., 2008). In online dating, people often misrepresent themselves by reporting inaccurate information in their profiles (Toma & Hancock, 2012) and/or editing their photographs (Hancock & Toma, 2009). Consistent with the existing research on deception, for example, Toma and Hancock (2012), found that online daters who were presenting themselves dishonestly used fewer words and fewer first-person singular pronouns in their profiles. However, contrary to what one might expect based on the existing literature on deception, they used more negations and fewer negative emotion words when they were lying, perhaps in an attempt to appear more attractive to potential partners. Yet, even though online daters are not always accurate in their profiles, most of what they lie about is minor and may not even be apparent on a first date (Toma et al., 2008).

Nevertheless, heightened amounts of deception are likely to undermine successful relationship development. Studies indicate that people will stretch the truth if they think that doing so will help them secure a date (Hall, Park, Song, & Cody, 2010), and in the context of online dating, individuals often expect at least some deception (Ellison et al., 2011). Too much dishonesty from online daters and their partners, however, and people may develop overblown impressions that are not grounded in reality (Cole, 2001). Because deception will conceivably be difficult to maintain once two people meet in person, online daters who were dishonest with their partner or who perceive that their partner was dishonest with them should report more disappointing first dates. This leads to the following hypotheses:

H5a: Self-reported (a) participant deception and (b) partner deception at T2 will be negatively associated with the success of the first FtF date.

H5b: Observed deception in the emails exchanged between partners will be negatively associated with the success of the first FtF date.

Whether online daters' positive perceptions of their partner will lead to more seamless transitions offline also may depend on their own and their partner's level of honesty. For instance, total certainty about someone may not mean the same thing to the success of the relationship if that person represented him- or herself inaccurately. This suggests that deception should have a moderating effect on the association between people's perceptions of their partner and the success of the first date:

H5c: Self-reported (a) participant deception and (b) partner deception at T2 will moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and the success of the first FtF date.

H5d: Observed deception in the emails exchanged between partners will moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and the success of the first FtF date.

Self-disclosure. Disclosure is another critical component of relationship development (Collins & Miller, 1994; Prager, 2000). Although myriad theories of relationship development involve the exchange of personal information to some extent, one of the most famous frameworks for understanding this process is social penetration theory. According to Altman and Taylor's (1973) theory, relationships progress in a gradual and sequential manner through self-disclosure. From this perspective, people do not make themselves known to their partner all at once; instead, they reveal aspects of their personalities incrementally over time. The authors described how this works using an onion metaphor. The outer layer of the onion is comprised of superficial or public aspects of an individual's personality (e.g., biographical information). Meanwhile, the middle layer contains semiprivate information (e.g., attitudes and opinions), and the innermost layer is home to core personality traits (e.g., values and self-concepts). Similar to peeling back the layers of an onion, partners come to know each other by increasing the breadth (number of topics) and depth (intimacy of topics) of their disclosures. Increases in the breadth and depth of communication ultimately lead to a more intimate and committed bond.

Existing research has evinced that self-disclosure can transform and be transformed by the developmental level of the relationship (Derlega, Metts, Petronio, & Margulis, 1993). Studies using a social penetration framework generally support the idea that heightened levels of disclosure correspond with increases in relationship development (Taylor, 1968). For instance, Hays (1985) observed the development of college students' friendships longitudinally for 12 weeks. Consistent with social penetration theory, he found that as the breadth and depth of the

information they disclosed to their friend increased, so too did their ratings of the intensity of the relationship. Furthermore, Falk and Wagner (1985) observed that participants in their study were more open to developing a relationship with individuals whose disclosures grew increasingly intimate over the course of an initial interaction. This echoes the findings from a meta-analysis by Collins and Miller (1994), which indicated that we disclose more to people we like, and that this disclosure makes us like them even more. Disclosure, then, may contribute to relational growth by encouraging feelings of positive regard toward one's partner.

On online dating sites, disclosure may be an even more important catalyst for development than it is FtF. In a meta-analysis of the research on self-disclosure, Kim and Dindia (2011) concluded that it is still unclear whether people reveal more, less, or the same amount online as they do in person; indeed, they found support for all three hypotheses in the literature. Despite these mixed results, most communication scholars agree that people disclose more in CMC than they do FtF (Tidwell & Walther, 2002). In fact, one reason that intimacy can be established more quickly on the Internet is that partners tend to disclose greater amounts of personal information earlier on in the relationship (Derlega, Winstead, & Green, 2008), and this information tends to be more intimate than that which they would share offline (Nguyen, Bin, & Campbell, 2012). Given the centrality of self-disclosure to relationship development, it seems plausible that online daters who reveal greater amounts about themselves on the Internet will experience less dramatic declines in success upon meeting each other FtF. Again, however, revealing too much personal information online could mean that online daters have begun to idealize each other, which does not bode well for the success of the first FtF meeting. Thus, I put forth the following hypotheses:

H6a: Self-reported disclosure at T1 will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

H6b: Observed disclosure in the emails exchanged between partners will share a curvilinear (inverted U-shaped) association with the success of the first FtF date.

Furthermore, self-disclosure may be a good indication of whether people's perceptions of their partner are positive illusions that are likely to fade upon meeting him or her FtF. As an example, high levels of perceived similarity in relationships with little disclosure could mean not that people have found a compatible match, but rather that they have formed exaggerated impressions of that person. The association between people's perceptions of their partner and the success of the first date, then, may vary as a function of how much they disclosed before moving the relationship offline:

H6c: Self-reported disclosure at T1 will moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and the success of the first FtF date.

H6d: Observed disclosure in the emails exchanged between partners will moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and the success of the first FtF date.

Relationship beliefs. The two relationship beliefs expected to be associated with relationship success are (a) destiny and (b) growth.

Destiny and growth beliefs. People hold implicit theories of relationships (ITRs) that can in large part determine their behavior in dating situations. Knee and Petty (2013) identified two dimensions of ITRs: destiny beliefs and growth beliefs. Individuals who are high in destiny beliefs think of their relationships as being dictated by fate, and they tend to treat any problems

that arise during courtship as permanent and outside of their control (Knee, Patrick, & Lonsbary, 2003; Knee & Petty, 2013). They often place considerable weight on their initial evaluations of their relationship (Knee & Petty, 2013), which includes looking for signs that they are destined to be with their partner (Knee et al., 2003). In contrast, Knee and Petty (2013) stated that those who are high in growth beliefs see relationship development as slow and systematic, with partners working to find solutions to their differences rather than being quick to deem them irreconcilable. Destiny and growth beliefs are conceptually distinct, making it possible for people to hold both types of ITRs simultaneously in their relationships.

Empirical research shows that ITRs can influence an individual's decision of whether or not to remain in a relationship. Destiny beliefs may preclude people from staying in a relationship that is less than perfect from the beginning. Knee (1998), for instance, demonstrated that people's initial satisfaction with their relationship was a stronger determinant of whether it endured over time for individuals who were high in destiny beliefs than it was for those who did not believe in romantic fate. Likewise, Franiuk, Cohen, and Pomerantz (2002) found that participants whom they labeled soulmate theorists were less likely to remain in a relationship if they did not believe their partner was "the one" than were those who with a work-it-out orientation. As these two studies demonstrate, destiny beliefs often encourage people to terminate a relationship on the grounds that it "does not feel right" or is not "meant to be." At the same time, growth beliefs may serve a protective function in relationships. For example, Knee, Patrick, Vietor, and Neighbors (2004) observed that participants who had just engaged in an unresolved conflict with their romantic partner experienced less dramatic decreases in commitment when they were also high in growth beliefs. For these individuals, the belief that

their problems were temporary and capable of being reconciled kept them committed to their partner, even in the face of disagreement.

Although it has yet to be tested, ITRs may also be tied to success in online dating. The increased access to potential partners that these sites offer may remind those who are high in destiny beliefs that they do not have to settle for a relationship that is anything less than perfect. Given that the transition from mediated to FtF communication is not always smooth (Ramirez & Wang, 2008; Ramirez & Zhang, 2007), this may cause them to experience less successful FtF interactions (unless, of course, they have in fact found "the one"). Consistent with this reasoning, Knee and Petty (2013) argued that people benefit the most from a cultivation orientation where they are high in growth beliefs and low in destiny beliefs. For online daters, this means that individuals may report the best first dates when they believe that any challenges they encounter when transitioning offline are only temporary and capable of being overcome. Thus, the following hypotheses are proposed:

H7a: Destiny beliefs at T1 will be negatively associated with the success of the first FtF date.

H7b: Growth beliefs at T1 will be positively associated with the success of the first FtF date.

Contextual influences. The primary contextual influence expected to be associated with relationship success is algorithms.

Algorithms. Although it occupies a significant role in online dating, surprisingly little is known about the compatibility matching used by even the most heavily researched sites. Finkel et al. (2012) were able to infer that similarity and complementarity are the two major dimensions of compatibility that are used on some of the largest online dating sites. Yet, existing research

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has failed to demonstrate that complementarity—something so central to many online dating sites—is a strong determinant of relationship success (Sprecher, 2011b). Consequently, Finkel and colleagues are skeptical that compatibility matching has any great influence on the long-term success of relationships.

However, research commissioned by the sites themselves suggests that their algorithms may be effective in helping people to form lifelong relationships. Some online dating sites, such as eHarmony, do not just claim to provide a more efficient means for meeting people; on the contrary, they also assert that their matching algorithms will introduce users to someone with whom they can form a lasting bond (Sprecher, 2011b). Interestingly, Cacioppo et al. (2013) found that, even after controlling for demographic variables, couples who met on the Internet were more satisfied with their marriages and less likely to separate or divorce than were partners who were introduced offline. They also discovered that individuals who initiated their relationship on eHarmony reported higher levels of marital satisfaction than did those who met their partner on small dating sites, Match, PlentyofFish, other online dating sites, and Yahoo. If these algorithms can produce more stable relationships over time, then they should also lead to more successful first dates. Accordingly, I advance the following hypothesis:

H8a: Participants who meet their partner on a matching site will experience higher levels of success of the first FtF date than will those who meet their partner on a self-selection site.

Of course, there is one reason that matching sites might produce smoother transitions than self-selection sites that has to do with more than just the effectiveness of their algorithms. A number of matching sites contend that their algorithms are based on scientific principles, and these claims often feature prominently in their marketing materials (Finkel et al., 2012). Consequently, online daters who believe that the algorithms work may create a self-fulfilling

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prophecy, with their faith in the matching process leading to more successful first dates, regardless of whether the algorithms actually do what they are supposed to do. Indeed, Finkel and colleagues (2012) emphasized that people's trust in the algorithms being used to match them is central to the relationship between online dating sites and their users. Sprecher (2011b) speculated that this is because matchmaking serves as a "legitimization factor" in relationships that begin online (p. 208). As she noted, matching algorithms attest to the eligibility of potential mates, and in doing so, fulfill a function much like that of friends and family when they introduce two people in traditional FtF settings. With this in mind, I offer the final hypothesis:

H8b: Participants' beliefs in the legitimacy of algorithms at T1 will be positively associated with the success of the first FtF date.

Chapter Three: Preliminary Study

As a preliminary step, I conducted a study to uncover the issues that are salient to online daters when meeting someone FtF for the first time. Data collection was accomplished through two individual online interviews and five online focus groups. During these sessions, I was especially interested in the reasons participants thought the first FtF meeting was important, the challenges they encountered when moving their relationships offline, and the factors they thought made the transition offline more or less successful. In the ensuing section, I report the results of this initial project and discuss its pertinence to the current study.

Method

Participants. Participants ($N = 17$) for the preliminary study were recruited by students enrolled in undergraduate communication courses, as well as through announcements posted on online discussion boards and social network sites. Students who invited someone to participate received a nominal amount of extra credit. In order to qualify, participants needed to be 18 years of age or older and in the past year have both (a) had an account with at least one online dating site and (b) met someone from an online dating site in person. The date restriction was instituted in an attempt to aid in the participants' recall of the event. After data collection was already underway, it was discovered that one participant did not meet the eligibility criteria; specifically, this person had last met someone from an online dating site five years ago. However, because this participant was not too far outside the study parameters, his or her data was retained. The campus Institutional Review Board (IRB) approved all procedures prior to data collection.

The sample was comprised of slightly more women ($n = 10$, 58.8%) than men ($n = 7$, 41.1%). Participants ranged in age from 20 to 53 years, with an average age of 30.58 ($SD =$ 11.03). They self-identified as Caucasian ($n = 10$, 58.8%), African-American ($n = 2$, 11.7%),

Asian ($n = 2$, 11.7%), other ($n = 2$, 11.7%), and Hispanic ($n = 1$, 5.8%). As for their online

dating activity, more than half ($n = 11$, 64.7%) were members of multiple online dating sites.

The most popular was OkCupid ($n = 6$, 35.2%), followed by eHarmony ($n = 5$, 29.4%), Match

($n = 4$, 23.5%), PlentyofFish ($n = 4$, 23.5%), ChristianMingle ($n = 2$, 11.7%), BlackPeopleMeet

($n = 2$, 11.7%), Tinder ($n = 2$, 11.7%), Zoosk ($n = 1$, 5.8%), CoffeeMeetsBagel ($n = 1$, 5.8%)

LoveMessenger ($n = 1$, 5.8%), FetLife ($n = 1$, 5.8%), NateOn ($n = 1$, 5.8%), and FitnessSingles

($n = 1$, 5.8%). In the past year, they had met between zero and 28 people offline ($M = 5.41$, SD

$= 6.61$). They reported waiting anywhere from one to eight weeks before meeting someone in

person, with an average of 3.26 weeks ($SD = 2.60$).

Procedures. Data were gathered through a combination of online interviews and focus

groups. The Internet provides a new setting for conducting individual and dyadic interviews that

brings with it certain advantages (Walston & Lissitz, 2000). Like any other form of mediated

data collection, online interviews make it easier and more cost effective for researchers to query

participants who are located in different regions of the country (Stieger & Göritz, 2006). Thus, a

wider range of experiences may be represented in qualitative interviews that take place online.

Also, the anonymity that the Internet affords can make participants more willing to engage in in-

depth conversations about sensitive issues than they would be FtF (Fox, Morris, & Rumsey,

2007; Walston & Lissitz, 2000). For these reasons, I found the Internet to be an appropriate

forum for the interviews and focus group discussions.

Individuals who were interested in participating in the study were instructed to send me

an email. Upon confirming their eligibility, I worked with them to schedule a date and time for

their focus group. In instances where there were not enough participants for a focus group, I

conducted individual interviews instead. The interview protocol was identical regardless of the number of participants in the session (see Appendix A).

All of the interviews and focus groups took place in a private, password-protected chat room. Fifteen minutes before the start of each session, I emailed participants the link to the chat room and a password. To protect their confidentiality, I asked them to use a pseudonym to refer to themselves. I served as the moderator or interviewer in all of the chat rooms. At the end of each session, I provided participants with the link to an online survey designed to collect demographic information (see Appendix B). After that, I copied and pasted the transcripts into separate Word documents and cleared the discussions. The focus groups and interviews produced 25 pages of single-spaced text.

Data analysis. I took an inductive approach to coding the data (as per Corbin & Strauss, 2008; Glaser & Strauss, 1967). My goal in the analysis was to sensitize myself to participants' experiences with modality switching in online dating, including (a) the reasons they found it important, (b) the challenges and surprises they encountered when meeting someone FtF for the first time, and (c) the factors that made the transition more or less successful. Once I had developed a tentative categorization system, I asked an outside expert to read the transcripts and comment on whether my categories appeared to be accurate reflections of the data. Based on this person's feedback, I made revisions and arrived at the final set of categories.

Results

Reasons for the importance of the first FtF meeting. The first question asked about the importance participants placed on the first FtF meeting with someone they met on an online dating site. Five distinct categories emerged from their responses.

Investment in relationship. Several participants emphasized that the first FtF meeting was important because they were already invested in the relationship. They did not want to discover after meeting their partner FtF that they had wasted their time. Examples are: (a) "I think that the first face-to-face meeting is very important, as you've been talking to this person prior to actually meeting them and want it to go well" and (b) "I would have to say quite a lot since I've invested time getting to know them online."

Uncertainty reduction. Others responded that the first FtF meeting allowed them to learn more about their partner. To do this, they relied heavily on nonverbal cues (e.g., facial expressions and mannerisms) to provide them with additional information that could not be gleaned online. Examples are: (a) "People can be so different online than they are in person," (b) "That one date tells so many things," (c) "I think meeting them in person you can learn a lot more and get a better sense than just talking. I've had long conversations going with guys that were fine, and then when we met in person it was awful," and (d) "I think you can only get to know someone to a certain point online, and you find out more in person. I have met with people that I had great connections with online and similar interests. And then upon meeting with them, they may oversell themselves."

Grounding the relationship in reality. Responses in this category compared what someone was like online to what he or she was like in reality. In doing so, they alluded that the first offline meeting added legitimacy to the relationship because it occurred "in real life." Examples are: (a) "It's also important because I would like to see who I am talking to. Because it would make the relationship feel more real" and (b) "If I want to actually date this person, I would like to see how they are in real life, since it might differ from a virtual interaction."

Assessing honesty. Some participants' responses centered on the need to meet someone to know if his or her online self-presentation had been honest and accurate. These individuals relied on the first FtF meeting to determine whether they were being deceived. Examples are: (a) "Everyone can say that they are easy going, or love to laugh, but until you meet you just don't know if that's true," (b) "I think that it is very important because nowadays people lie so much through the Internet that it is hard to know who is being honest or not," and (c) "It is important, because I want to make sure the person is who they say they are."

Gauging attraction. This category captured responses from participants who wanted to know if they were physically attracted to their partner. These individuals said that they needed to meet someone to know if they had chemistry. Examples are: (a) "I think it's a good thing to meet because you can have a great connection online but a minimal connection in person" and (b) "Getting a feel for chemistry is also nearly impossible before you meet face-to-face."

Challenges associated with meeting FtF for the first time. The second and third questions focused on the challenges and surprises participants experienced when attempting to move their relationships offline. Six categories arose from the data.

Being on an interview. A few participants compared the first FtF meeting to an interview; in doing so, they likened the profile to the resume and the date to the interview. This resonates with past research, which has evoked a "marketplace" metaphor (Ellison et al., 2011; Heino et al., 2010). Examples are: (a) "It seems too much like an interview sometimes," (b) "Yes an interview is a good analogy […] I had one guy print every question I answered and brought it on the first date, then questioned all my answers. Talk about an interview," and (c) "I think a lot of people that I have met over sold themselves […] oversold their qualities, kind of like you would do on a resume."

Communicating effectively offline. One common sentiment echoed by participants was that communication was different online than it was offline. They sometimes found that the first FtF meeting was awkward and uncomfortable, and they did not know how to start a conversation or approach certain topics with their partner after having only spoken online. Examples are: (a) "It sucks when they're so good at keeping conversations over the computer and then aren't that way in person," (b) "We didn't really know how to move forward from just talking online," (c) "Other times conversation stutters when you don't expect it to. The emails seem easy going and then you find nothing to talk about," and (d) "I also had a hard time with being intimate. Even though we talked for so long it was awkward when it came to intimate things. It was like we had to get to know each other over again before it got un-awkward […] We had never been in the same space so when we tried to jump into being intimate it was awkward because we only talked behind a computer screen."

Adjusting to the introduction of nonverbal cues. Responses in this category referenced how the affordances of CMC made it difficult to acclimate to communication in a cue-rich environment. Examples are: (a) "I don't mind being asked questions—it's how a conversation gets started, but online you have your own time to respond to an email and face-to-face you're trying to respond to not just the question but also the tone," (b) "You can take huge breaks between responses on a computer. Take your time forming a response and thinking about the sender's message," (c) "People have become too comfortable behind a keyboard and not out in real life," and (d) "I met a guy online who didn't like to talk face-to-face so when we got around each other he would text me things that he didn't know how to say to my face."

Hyperpersonal communication. A number of participants discussed how hyperpersonal communication posed difficulties for the first FtF meeting. CMC sometimes produced inflated

expectations and intimacy that resulted in disappointing FtF interactions. For some people, this was because their exaggerated impressions of their partner were dampened upon meeting him or her in person. For others, it was that they had engaged in behavioral confirmation online by presenting themselves in ways that they thought would align with their partner's expectations. Examples are: (a) "Sometimes I find I'm starting to form opinions and assumptions about a person before I meet them. That's why I like to meet people pretty quickly. I'm not sure if their personality is different than their profile or if I just messed up and made assumptions about it before meeting them," (b) "It's hard not to form opinions and assumptions. Amazing how wrong and right I have been," (c) "When you're talking to someone online, you can take your time to type a response and make sure everything is just right. Sometimes the way a person comes across when messaging is not how they act in real life," (d) "It's often strange to associate an actual person with the online presence I've gotten to know," and (e) "I have experienced that if you talk to the person for too long and learn a lot about each other without meeting, then when you do meet them, they feel too comfortable with you or feel like they already know you. Them thinking they know you could make them feel like things are further along in the relationship or more serious than it really is."

Deceptive online self-presentations. These responses came from participants who found out during the first FtF meeting that their partner had lied or omitted information. Deception often took the form of exaggerated online self-presentations, which were perhaps people's attempts to present idealized versions of themselves, which participants referred to as "overselling." Examples are: (a) "A person can hide their personality really well behind electronics…even if you use video chat or talk on the phone," (b) "I have found many people are not honest. They hide behind the emails," (c) "I've had a guy who told me they work out X

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number of days or that they run, and you can tell they do not. Their job title is another thing, that or lying about living with parents, I've met a number of guys who it eventually comes out that they live with their mom or dad," and (d) "A person can only try to be something they are not for a short period of time. I have run into heavy drinkers that have said they only drink socially, very angry people that have presented themselves to be passive, and men looking for a roll in the hay and not a relationship."

Scheduling the first offline meeting. There were also participants who had difficulty finding a time and/or place to meet offline. They speculated that the amount of effort that someone put into scheduling the first FtF meeting was directly related to his or her level of interest. Examples are: (a) "For me, I have just never been able to find something that worked for myself and the other people, and communication just slowly decreases to nothing," (b) "Depending on people's work and class schedules, making time to meet with someone from online could be tricky, and it's not a priority. When you have only had an online connection with someone there isn't a guarantee that it will work, so for me I don't put it at the top of my priority list," (c) "Flakes. People agreeing to meet and then canceling at the last second. That's by far the biggest issue for me. That or sometimes people just will not commit to a time and stop communications once a date is mentioned. Even if the conversation is going well," and (d) "The longer I wait to meet someone, the more likely the conversation is to dwindle out. I've talked to guys online and because of busy schedules we weren't able to meet up for several weeks, and by that time the conversation died out and it never happened."

Factors that contribute to the success of the first FtF meeting. The last question was used to uncover the factors participants thought contributed to the success of the first FtF meeting. Seven categories were apparent in their comments.

Physical attraction. Participants often attributed the success of the first offline encounter to having chemistry with or being physically attracted to their partner. Examples are: (a) "I went out with him for four dates before I pulled the plug on it. There was just no physical attraction" and (b) "I truly think you almost need that physical connection that you don't get online to see if it's going to click."

Experience with dating. Another factor that participants thought influenced the success of the first FtF meeting was their own or their partner's experience with online dating. Individuals with negative experiences or who were uncomfortable with online dating often found the first date particularly difficult. Examples are: (a) "I think bad experiences start to build walls of protection for some. Hard to get them to let them down," (b) "I do avoid people who have never dated before (as listed in their profile), since it could be very awkward since the other person might not be able to facilitate themselves in a good manner," and (c) "I felt kind of weird with online dating."

Congruent goals for online dating. A successful first FtF meeting was also seen as resulting from both partners wanting the same type of relationship. Here, it was emphasized that not everyone who dates online is looking for something serious. Examples are: (a) "I do have one thing that would say that a relationship was not going to develop: guys just wanting to hook up. Some make it extremely obvious coming out and asking if you want to hook up, and then others it takes a little bit of talking to, to figure out that's the only thing they are looking for, and I have run into that more than not" and (b) "I met someone over Tinder that is on campus, they're really awesome and fun, just not looking for a relationship at the time. They were just on the app for fun. Kind of disappointing."

Similarity. These responses said that success was more likely when partners had similar attitudes, beliefs, and values. Examples are: (a) "We just have the same values. Family is important. Faith is important. Respect for one another," (b) "We have a lot of things in common," (c) "I met this gentleman after talking for two months. He made me laugh and had similar interests, morals, etc. We are still seeing each other and enjoying it," and (d) "We had many similar interests, so our conversations were never dull."

Meeting or exceeding expectations. Still other participants said that the first FtF meeting was successful when their partner met or exceeded their expectations. Thus, their expectations of their partner could be violated so long as it was positively valenced. Examples are: (a) "The last person that I met online was awesome. He told the truth and was more than what I expected […] We are now engaged," (b) "I went into the date with my now bf [boyfriend] not expecting much. He was not exactly my type, but once we got talking and laughing there was this connection," (c) "I met a guy on CoffeeMeetsBagel and I honestly didn't even want to go on the date. I almost cancelled. I actually really liked him and we've hung out several times," (d) "He was the same person who [he] was online," and (e) "If I'm surprised when I first meet the person, then there's usually not a chance for any relationship to go forward."

Disclosure. Responses in this category associated success with self-disclosure. Participants reported that it was best to get to know someone well online, but not too well. For some individuals, this meant reserving some topics for FtF conversation and moving the relationship offline relatively quickly. Examples are: (a) "I only talked with him for five days before I met him though. I didn't give him a lot of time to make up things," (b) "I think it helps to get to know them fairly well and have an idea of what their personality is like, but I agree that if you exhaust all possible conversation before meeting, then it could get awkward," and (c) "I

don't think you should get too personal before you meet. Giving away too much personal information can make it hard."

Honest online self-presentations. Participants whose responses fell in this category said that the success of the first FtF meeting depended on how honest their partner was online. From their reports, it appears that lying may get someone a first date, but not a second. Examples are: (a) "If you are not honest, that will eventually have an impact," (b) "I think being as open and honest as possible with your intentions, yourself, and what you're looking for helps a ton," and (c) "He was very honest and exactly who he said he was. We started dating two weeks after we met and it has been almost two months now."

Discussion

Several of the findings to emerge from the preliminary data have implications for the present study. First, the vast majority of participants viewed the transition offline as a significant turning point in the relationship. Some participants explained that they had already put so much effort into developing the relationship online that it would be a shame for it to fall apart after the first FtF meeting. Others said that the first offline encounter allowed them to reduce their uncertainty about their partner, evaluate his or her honesty, and determine whether there was enough chemistry to warrant a second date. Ultimately, it seemed that a number of participants thought they could not truly know someone without meeting him or her in person. These responses both confirm that modality switching is salient to online daters and suggest that it is an area worth exploring in greater depth.

Second, the results demonstrate that online daters confront challenges and surprises when attempting to navigate the transition offline. As the hyperpersonal model would have us believe, several participants formed impressions of potential partners online that later proved to be

inaccurate. This is consistent with prior research suggesting that the hyperpersonal attributions people make online can pose problems for the first FtF meeting (Ramirez & Wang, 2008; Ramirez & Zhang, 2007). What is more, a number of participants commented on how it was possible to have conversations that flowed smoothly online yet were awkward or difficult in person. Thus, it would be useful to know what it is about people's online communication that sometimes leads to disappointment when they meet their partner FtF.

And third, in describing what they thought made the transition offline successful, participants mentioned factors that resonate with the literature on relationship development. For instance, they attributed the success of the first FtF meeting to attraction, similarity, disclosure, and honesty. Furthermore, participants said that the best first dates occurred when their partner was the same on and off the Internet. In instances where they had developed unrealistic expectations, their partner had presented an exaggerated image, or both, the first date was likely to be a failure. This again coheres with prior research that has examined modality switching through the lens of the hyperpersonal model and found that the transition offline can lead to an expectancy violation (e.g., Ramirez & Wang, 2008). Using these preliminary results as a guide, the present study will attempt to determine whether these factors, in combination with those derived from the literature, predict the success of the transition offline.

Chapter Four: Method

Perhaps the biggest criticism of survey research is that it assumes people are always capable of self-reporting on their own communication (Boster & Sherry, 2010; Marshall & Rossman, 2006). The problem with this assumption is that people's actual and self-reported behaviors are not always congruent (Baxter & Babbie, 2004; Kerlinger & Lee, 2000). This mismatch between what people say they do and what they actually do can stem from multiple sources including poor memory, uncertainty about what happened in the past or will happen in the future, dishonesty, and lack of awareness (Baxter & Babbie, 2004; Fowler, 2009). As a result, supplementing self-report with observational data can provide a more objective understanding of communication as it naturally occurs (Kirk, 2013; Tracy & Muñoz, 2011). The present study employed a longitudinal design that capitalized on both self-report and observational data. Online daters were surveyed about their relationship with someone they planned to meet offline at two different time points: once before they met their partner FtF and again afterwards. I also captured the emails they had sent to their partner at both waves of the study in order to ascertain whether there are certain ways of communicating that are associated with better first dates. In this section, I outline my data collection method and measurement procedure in further detail.

Participants

Participants were recruited in a variety of ways. First, I posted flyers in regional universities and businesses and on online discussion forums, message boards, newsletters, blogs, and social network sites. Second, I invited college students to participate themselves (if they qualified) or to recruit someone else to participate in exchange for a small amount of extra credit. Third, I purchased targeted advertisements on Facebook that were shown to users who were single, who had shown an interest in online dating, and who were at least 18 years of age. Fourth,

I placed advertisements in the classified sections of newspapers in several major cities. Fifth, I sent information about the study to individuals who participated or expressed an interest in the preliminary project. And sixth, I used snowball sampling to ask participants to recruit someone they knew for the study. A standard template for the recruitment flyer is shown in Appendix C.

To qualify, participants had to be (a) 18 years of age or older, (b) registered with an online dating site or mobile dating app, and (c) talking to someone online whom they thought they would eventually meet FtF. One challenge that often arises in longitudinal studies is attrition (Singer & Willett, 2003). Thus, in an effort to improve the response rate, I offered a monetary incentive to those who participated (Hopkins & Gullickson, 1992; Macias, Springston, Lariscy, & Neustifter, 2008). Everyone who completed the first wave of the study was entered into a drawing to win one of four $75 e-gift cards to Amazon. I also anticipated that some people might not meet their partner offline or that they would drop out in the interim, making it increasingly difficult to recruit participants for the second wave of the study. Consequently, everyone who participated in wave two was compensated with a $10 Amazon e-gift card.

A total of 282 people expressed an interest in this study. Of those, 186 completed the first survey and 94 completed the second survey, for a retention rate of 50.53% from T1 to T2. The sample contained fewer men ($n = 38$, 20.4%) than women ($n = 110$, 59.1%). Participants ranged from 18 to 63 years of age, with an average age of 23.72 years ($SD = 6.88$). Most self-identified as Caucasian ($n = 105$, 56.4%), followed by Asian ($n = 21$, 11.2%), African-American ($n = 11$, 5.9%), Hispanic ($n = 7$, 3.7%), and other ($n = 3$, 1.6%). Their primary sexual orientations were heterosexual ($n = 135$, 72.5%), bisexual or transgender ($n = 7$, 3.7%), gay ($n = 4$, 2.1%), and lesbian ($n = 1$, 0.5%). The majority of participants were looking for a casual dating partner ($n =$

75, 40.3%), while others were searching for a serious dating partner ($n = 59$, 31.7%) and a marital partner or similar lifelong commitment ($n = 14$, 7.5%).

Participants reported meeting their partner on Tinder ($n = 98$, 52.6%), OkCupid ($n = 35$, 18.8%), PlentyOfFish ($n = 10$, 5.3%), Match ($n = 9$, 4.8%), other ($n = 7$, 3.7%), eHarmony ($n = 3$, 1.6%), BlackPeopleMeet ($n = 2$, 1.0%), and CoffeeMeetsBagel ($n = 2$, 1.0%). The average length of time they had been using the online dating site was 10.36 months ($SD = 16.79$), and nearly half of their communication with their partner was through the online dating site or mobile dating app ($M = 44.09\%$, $SD = 35.23\%$). At the time of the second survey, participants had been on an average of 3.07 offline dates with this person ($SD = 11.65$). Because participants reported their demographic information in the last section of the first survey, the percentages listed above may not sum to 100 if some people dropped out before finishing the survey.

Procedure

The campus IRB approved all recruitment procedures before data collection began. Individuals who were interested in participating were instructed to send an email to an account devoted to the study. After confirming their eligibility, I responded with their unique user ID number, password, and instructions for accessing the survey. Participants were asked to complete two waves of the study: the first was administered before the first offline meeting, and the second took place afterwards. The user ID numbers were used to link their survey responses at time one and time two. To minimize the possibility that participants would misremember the first date, they were encouraged to complete the time two survey within 48 hours of meeting their partner FtF. The average amount of time that it took individuals in the focus groups to transition their relationships offline was 3.26 weeks. Thus, to be cautious, I followed up with participants

every week for a total of eight weeks to see if they had met their partner FtF. Those who had not met their partner by week eight were not eligible to complete the second survey.

The online survey was hosted by Qualtrics. In the first part of the survey, participants answered questions about someone they planned to meet offline. If they were communicating with more than one person, they were instructed to report on the person they were most likely to meet FtF. When they reached the second part, they were asked to upload all of the emails they had sent to their partner through the online dating site or mobile dating app. I did not collect the emails that their partner had sent to them. To protect their privacy, participants were told to remove any personally identifiable information from the emails, such as names, pictures, addresses, and phone numbers. Certain online dating sites (e.g., Match) clear their users' inboxes every 30 days; with this in mind, emails were collected at both time points in order to generate a larger corpus of data. After providing their emails, participants were asked whether the set of emails they uploaded was the full set or if some were missing. Finally, they reported their demographic information at the end of the survey. Participants were then shown a confirmation code: To receive their compensation, they were instructed to email me the code, their user ID number, and their preferred email address for the first survey and the code, their user ID number, their first and last name, their mailing address, and the email address where they wanted their e-gift card sent for the second survey. This final step created an additional layer of separation between participants' survey responses and their personal information. A summary of the measures that appeared in each survey is presented in Table 4.1.

Table 4.1

Summary of Measures

Time One Survey	Time Two Survey
1. Perceived Partner Liking	1. Amount of Communication
2. Perceived Similarity	2. Deception
3. Uncertainty	3. Anticipated Future Interaction
4. Self-Disclosure	4. Interpersonal Attraction
5. Relationship Beliefs	5. Emails
6. Algorithmic Matching	
7. Algorithmic Beliefs	
8. Interpersonal Attraction	
9. Emails	
10. Demographic Items	

Measures

Confirmatory factor analysis (CFA) was used to verify the unidimensionality of the self-report measures in SPSS AMOS version 22.0. All models containing five or more items were submitted to CFA and evaluated in accordance with the following goodness of fit indices: (a) a chi-square/degrees of freedom ratio (x^2/df) less than 3, (b) a comparative fit index (*CFI*) greater than .90, and (c) a root mean square error of approximation (*RMSEA*) less than .08 (McDonald & Ho, 2002). Unlike other methods, CFA does not assume that all measurement error is random, and instead it allows for covariation among error terms if they are indicators of the same latent construct (Brown & Moore, 2012). When error terms are correlated, it means that something other than the underlying latent factor is causing them to covary, such as the measurement procedure itself (e.g., similar or negative wording of items, social norms; Brown & Moore, 2012; Reinard, 2006). Thus, when appropriate, items were deleted and/or error terms were correlated in order to attain a better overall model fit. The decision to delete items was based on the CFA as well as the Cronbach's alpha values of the scales and whether removing an item would noticeably improve reliability. After confirming their factor structure, items were reverse-scored

when necessary and averaged to generate one composite score. The measures described in this section are available in their entirety in Appendix D.

Algorithmic beliefs. An original measure of algorithmic beliefs was used to assess participants' beliefs about matching algorithms. The first item asked participants if an algorithm was used to match them with their partner. The remaining seven items measured their views about algorithms ($x^2/df = 1.43$, *CFI* = .96, *RMSEA* = .07), and were quantified on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. The algorithmic beliefs scale was internally consistent (*M* = 3.75, *SD* = .94, α = .84).

Algorithmic matching. An original measure was used to determine whether participants were matched with their partner using an algorithm. Finkel et al. (2012) defined matching sites as ones where mathematical formulas are used to identify potential partners for their users. In keeping with this definition, the 5-item measure asked participants if they chose their partner (or if their partner chose them) from a list of matches or through the search function on the online dating site. Of the participants, 39.7% (*n* = 74) reported that their partner had found them from a list of matches chosen by the online dating site, 13.4% (*n* = 25) reported that their partner had found them using the search function on the online dating site, 18.8% (*n* = 35) reported that they had found their partner from a list of matches chosen by the online dating site, 8.0% (*n* = 15) reported that they had found their partner using the search function on the online dating site, and 17.7% (*n* = 33) reported that they were not sure how they found each other.

Participant deception. A modified version of Cole's (2001) Measure of Perceived Partner Deception was used to quantify participants' senses of their own honesty. The 5-item measure was adapted for the online context and for measuring participants' honesty as opposed to their partner's honesty. With the first item, participants were asked to estimate the number of

times they had lied to their partner online ($M = .98$, $SD = 1.69$). The remaining items were measured on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. A fourth item about whether participants were deceptive with their partner was included to boost reliability. This measure reflects prior studies (e.g., Toma & Hancock, 2010, 2012; Toma et al., 2008) that have assessed deception by having online daters rate their own profiles for accuracy. The participant deception scale was internally consistent ($M = 2.01$, $SD = .88$, $\alpha = .73$).

Partner deception. Cole's (2001) Measure of Perceived Partner Deception was used to assess participants' perceptions of their partner's honesty. Just as before, the measure was adapted so that it assessed the extent to which their partner presented him- or herself accurately online, and an additional item was included to improve reliability. One item asked participants to count the number of times their partner had deceived them online ($M = 1.81$, $SD = 3.89$). The remaining four items were quantified on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. The measure is useful in that it provides a precise estimate of the number of lies their partner told as well as a more general assessment of his or her honesty. The measure of partner deception was found to be reliable ($M = 2.64$, $SD = 1.27$, $\alpha = .89$).

Perceived partner liking. An adapted version of McCroskey and McCain's (1974) Interpersonal Attraction Scale was used to measure participants' perceptions of how much their partner liked them. The scale was composed of three dimensions of attraction: (a) social ($x^2/df = .65$, *CFI* = 1.00, *RMSEA* = .00), (b) physical ($x^2/df = 1.39$, *CFI* = .99, *RMSEA* = .07), and (c) task. Given this study's emphasis on romantic relationships, only the social and physical attraction subscales were used, and the 10-items were assessed on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. The Interpersonal Attraction Scale is widely-used and has appeared in research on both dating (e.g., Burleson, Kunkel, & Birch, 1994)

and technology (Antheunis, Valkenburg, & Peter, 2007; Bazarova, 2012) in the field of communication. Consistent with past research, the perceived social partner liking ($M = 5.19$, $SD = .73$, $\alpha = .80$) and perceived physical partner liking ($M = 5.31$, $SD = .85$, $\alpha = .89$) subscales yielded acceptable levels of internal consistency.

Perceived similarity. McCroskey, Richmond, and Daly's (1975) Perceived Homophily Measure was used to gauge participants' perceived similarity to their partner. It was comprised of two dimensions of similarity: (a) attitude and (b) background. The 8-items were originally measured on a 7-point semantic differential. However, to make the scale easier to interpret, I selected eight anchor items and measured them on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. The Perceived Homophily Measure has been used to examine people's perceived similarity to various targets, including romantic partners (Anderson & Emmers-Sommer, 2006), avatars (Nowak, Hamilton, & Hammond, 2009), and online support providers (Wright, 2000, 2012). Although McCroskey, McCroskey, and Richmond (2006) have recently taken steps to update the measure, the original version has yielded acceptable reliability estimates in the literature (.75 to .93 for Attitude Similarity and .51 to .83 for Background Similarity). After deleting one item from the background similarity subscale, the attitude similarity ($M = 4.70$, $SD = .87$, $\alpha = .75$) and background similarity ($M = 4.69$, $SD = 1.02$, $\alpha = .76$) measures were internally consistency.

Relationship beliefs. Knee and colleagues' (2003) Implicit Theories of Relationships Scale was used to measure participants' views of relationship development. The scale contained two dimensions of relationship beliefs: (a) destiny ($x^2/df = 1.38$, *CFI* = .96, *RMSEA* = .07) and (b) growth ($x^2/df = 1.21$, *CFI* = .96, *RMSEA* = .05). The 22-items were measured on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. Importantly, because the

two dimensions were independent from each other, a high score on one subscale did not preclude participants from obtaining a high score on the other (Knee et al., 2003). The Implicit Theories of Relationships Scale is one of the most common ways of operationalizing ITRs (Knee & Petty, 2013), and it is frequently utilized in research on dating and courtship (e.g., Dillow, Morse, & Afifi, 2008; Knee et al., 2004). Both destiny beliefs ($M = 3.87$, $SD = 1.03$, $\alpha = .88$) and growth beliefs ($M = 5.13$, $SD = .73$, $\alpha = .79$) generated acceptable levels of internal consistency.

Relationship success. The success of the first FtF date was judged based on (a) anticipated future interaction and (b) changes in interpersonal attraction from T1 to T2.

Anticipated future interaction. An original measure of anticipated future interaction was used to determine whether participants wanted to interact with their partner again in the future. It consisted of three dimensions: (a) participants' desires for future interaction with their partner ($x^2/df = .46$, $CFI = 1.00$, $RMSEA = .00$), (b) participants' perceptions of their partner's desire for future interaction with them ($x^2/df = 1.34$, $CFI = .99$, $RMSEA = .06$), and (c) a global assessment of the likelihood of future interaction. The first 10 items, five for each of the first two dimensions, were measured on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. For the global item, participants were asked to provide the exact percentage of the likelihood they would go on another date with their partner, where *0% = Completely Unlikely* and *100% = Completely Likely* ($M = 65.59\%$, $SD = 31.16\%$). I chose to measure success in this way based largely on prior research. It is typical for studies of speed dating, which also explore romantic attraction in a naturalistic environment, to treat success as the willingness to go on another date with someone in the future (e.g., Eastwick, Finkel, Mochon, & Ariely, 2007; Houser, Horan, & Furler, 2008; McFarland, Jurafsky, & Rawling, 2013). The measures of self

assessment of future interaction ($M = 5.15$, $SD = 1.51$, $\alpha = .95$) and partner assessment of future interaction ($M = 5.51$, $SD = 1.13$, $\alpha = .94$) were reliable.

   Change in attraction. The original version of McCroskey and McCain's (1974) Interpersonal Attraction Scale was used to measure participants' changes in attraction from T1 to T2. I chose attraction as a dependent variable because it is known to be associated with relationship success. The 10-items were evaluated on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree* and shown to participants at both waves of the study. This produced four different measures: T1 social attraction ($x^2/df = 1.08$, *CFI* = .99, *RMSEA* = .03), T1 physical attraction ($x^2/df = 1.47$, *CFI* = .99, *RMSEA* = .07), T2 social attraction ($x^2/df = 1.15$, *CFI* = .99, *RMSEA* = .04), and T2 physical attraction ($x^2/df = 1.00$, *CFI* = 1.00, *RMSEA* = .01). Difference scores were calculated by subtracting participants' social attraction and physical attraction scores at T1 from their scores at T2. There are certain challenges that can arise from the use of difference scores in relationship research (for a discussion, see Griffin, Murray, & Gonzalez, 1999). For instance, these scores can be unreliable and are prone to regression towards the mean, with participants who have high scores at time one often reporting lower scores at time two and vice versa, making it important to be cautious when interpreting their effects (Allison, 1990). The time one (T1 social attraction: $M = 5.26$, $SD = .80$, $\alpha = .70$; T1 physical attraction: $M = 5.66$, $SD = .93$, $\alpha = .89$) and time two (T2 social attraction: $M = 5.19$, $SD = 1.12$, $\alpha = .81$; T2 physical attraction: $M = 5.25$, $SD = 1.30$, $\alpha = .94$) subscales comprising the change scores were found to be reliable.

   When interpreting the difference scores, positive scores showed an increase and negative scores showed a decrease in the change in attraction from T1 to T2 (Theiss, Estlein, & Weber, 2012). However, the extent to which participants increased or decreased was relative to everyone

else in the sample. Paired-samples t-tests pointed to an overall decrease in social attraction from T1 ($M = 5.50$, $SD = .72$) to T2 ($M = 5.19$, $SD = 1.14$), $t(88) = 2.60$, $p = .01$, as well as a decrease in physical attraction from T1 ($M = 5.68$, $SD = .92$) to T2 ($M = 5.27$, $SD = 1.30$), $t(86) = 2.92$, $p < .01$. On average, participants experienced modest declines of .31 in social attraction (Δ social attraction: $M = -.31$, $SD = 1.14$) and .40 in physical attraction (Δ physical attraction: $M = -.40$, $SD = 1.30$) after meeting their partner FtF for the first time. Thus, there was a general downward trend in the data, with some participants decreasing more or less than others over time.

Self-disclosure. Wheeless' (1978) Revised Self-Disclosure Scale was adapted to refer to interactions with a specific target, and it was used to quantify how much participants disclosed to their partner online. One benefit of this measure is that it is multidimensional, meaning that it gets at more than just the sheer amount of disclosure in the relationship (Wheeless, 1976). Moreover, it focuses on people's communication with their partner rather than their topics of disclosure (Wheeless & Grotz, 1976). The scale included five dimensions of self-disclosure: (a) intent, (b) amount ($x^2/df = 1.26$, $CFI = .98$, $RMSEA = .05$), (c) positiveness ($x^2/df = 1.17$, $CFI = .99$, $RMSEA = .04$), (d) depth ($x^2/df = 1.17$, $CFI = .98$, $RMSEA = .04$), and (e) honesty/accuracy ($x^2/df = 1.38$, $CFI = .97$, $RMSEA = .07$). The 31-items were measured on a 7-point Likert-type scale where *1 = Strongly Disagree* and *7 = Strongly Agree*. After deleting one item from the intent, amount, and positiveness subscales, the intent of disclosure ($M = 5.31$, $SD = .87$, $\alpha = .72$), amount of disclosure ($M = 4.02$, $SD = .90$, $\alpha = .70$), positiveness of disclosure ($M = 5.24$, $SD = .90$, $\alpha = .76$), depth of disclosure ($M = 3.55$, $SD = 1.04$, $\alpha = .74$), and honesty/accuracy of disclosure ($M = 4.92$, $SD = .95$, $\alpha = .83$) measures were internally consistent.

Time spent communicating online. The amount of time participants communicated with their partner online was measured using both their self-report and observational data. To be

specific, participants were asked about the length of time (in days) they communicated with their partner prior to meeting him or her FtF ($M = 21.77$, $SD = 25.15$) and about their perceptions of how much they communicated, where *1 = Hardly at All* and *7 = A Great Deal* ($M = 4.87$, $SD = 1.43$). When analyzing the observational data, I also counted the number of emails participants sent to their partner and the number of words they wrote. This is consistent with Ramirez et al.'s (2015) operationalization of time, which was the average of the number of days that online daters communicated online and the number of times they interacted before moving offline.

Uncertainty. Clatterbuck's (1979) Attributional Confidence Scale (CL7) was used to evaluate how confident participants were that they knew different facts about their partner. The 7-items constituting the CL7 were measured on a 7-point Likert-type scale where *1 = Not at All Confident* and *7 = Very Confident* ($x^2/df = 1.35$, *CFI* = .97, *RMSEA* = .06). This scale aligns with the conceptualization of uncertainty delineated in uncertainty reduction theory (URT), a foundational theory of relationship development. As a result, it has been the measure of choice in studies of technology utilizing a URT framework (e.g., Anderson & Emmers-Sommer, 2006; Antheunis et al., 2010). The measure of uncertainty ($M = 3.78$, $SD = 1.00$, $\alpha = .87$) was reliable.

Coding

Turning to the emails, 105 participants uploaded a total of 207 pages of single-spaced text ($M = 1.97$; $SD = 2.42$) that they had sent to their partner through the online dating site or mobile dating app. The observational data were analyzed using (a) linguistic analysis and (b) content analysis. The coding scheme was meant to parallel the closed-ended measures, with the emails being coded for six variables: (a) amount of communication, (b) attraction, (c) deception, (d) disclosure, (e) information-seeking, and (f) similarity (see Table 4.2). Here I describe the steps involved in the coding process.

Table 4.2

Coding Scheme

Category	Description	Examples
Amount of Communication	Number of words and number of messages	N/A
Attraction	Display of attraction, liking, or affection toward one's partner	"You have the prettiest eyes." "I really dig your sense of humor."
Deception	Number of words, first-person singular pronouns, exclusive words (prepositions, conjunctions, and negations), and negative emotion words	N/A
Disclosure	Revelation of personal or sensitive information about oneself	"My last girlfriend cheated on me." "I received a great performance review at work last week."
Information-Seeking	Requests for information from one's partner using interrogative statements or direct questions	"Tell me about yourself." "Where are you from?"
Similarity	Identification of areas of similarity to one's partner	"I see we're both Illini fans." "That's my favorite TV show, too."

Linguistic analysis. Starting with deception, a linguistic analysis of the observational

data was conducted using Linguistic Inquiry and Word Count (LIWC) software. LIWC is a text

analysis program with an internal dictionary of 4,500 words (Pennebaker, Chung, Ireland,

Gonzales, & Booth, 2007). Specifically, it counts the different types of words (e.g., "personal

pronouns" and "function words") that are present in a given text (Tausczik & Pennebaker, 2010).

A host of researchers have used the LIWC program to examine the linguistic markers of

deception, thus demonstrating its utility for the present study (e.g., Hancock et al., 2008; Newman et al., 2003; Toma & Hancock, 2012). In preparation for analysis, the emails were cleaned by removing extra characters used to denote message breaks or turn-switching and deleting any information that could have been used to reasonably identify participants. The unit of analysis was the individual participant, and each person was assigned a score on four markers of deception (Hancock et al., 2008; Newman et al., 2003; Pennebaker et al., 2003): (a) number of words ($M = 501.00$, $SD = 924.61$), (b) first-person singular pronouns ($M = 7.90$, $SD = 2.75$), (c) exclusive words ($M = 19.13$, $SD = 4.21$), and (d) negative emotion words ($M = 1.37$, $SD = 1.12$).

Content analysis. Content analysis was used to analyze the remainder of the observational data (as per Krippendorff, 2004). To prepare the data for analysis, a team of undergraduate research assistants parsed the emails into thematic units. Krippendorff (2004) described a thematic unit as a single idea that can range from an independent clause to several sentences in length. The research assistants were given approximately 10% of the data to unitize, and after demonstrating an acceptable level of reliability (Guetzkow's U = .92), they split the rest of the data evenly between them and coded the emails. Using the same training set, they assigned a score to each thematic unit based on whether it was an instance of the four variables for which they were coding (where *0 = No* and *1 = Yes*): (a) attraction ($M = .66$, $SD = 1.38$), (b) disclosure ($M = 20.34$, $SD = 35.81$), (c) information-seeking ($M = 8.69$, $SD = 10.00$), and (d) similarity ($M = .86$, $SD = 1.73$). For the fifth variable, amount of communication, the number of words (word count; $M = 501.00$, $SD = 924.61$) and messages (message count; $M = 25.30$, $SD = 46.32$) were counted rather than coded. They completed four rounds of training on the coding manual, with disagreements resolved in the final round by discussing the unit under question and coming to a consensus (attraction: Krippendorff's $\alpha = .83$; disclosure: Krippendorff's $\alpha = .98$; information-

seeking: Krippendorff's α = .94; similarity: Krippendorff's α = .88). From there, the data were

divided between them and coded independently. The values assigned to each thematic unit were

summed across columns to produce one score on each of the study's variables.

Chapter Five: Results

Preliminary Analyses

  The preliminary analyses were used to provide the descriptive statistics for the data set as a whole. I begin Chapter Five with an overview of these initial analyses.

  Zero-order correlations. A correlation matrix was created to examine the interconnections among the study's variables. Zero-order correlations between all of the continuous independent and dependent variables are presented in Table 5.1.

Table 5.1

Zero-Order Correlations Among the Independent and Dependent Variables

Variable	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12
V1: Perceived Social Partner Liking	—											
V2: Perceived Physical Partner Liking	.51**	—										
V3: Attitude Similarity	.44**	.42**	—									
V4: Background Similarity	.36**	.26**	.63**	—								
V5: Uncertainty	-.41**	-.29**	-.26**	-.18*	—							
V6: Amount of Communication in Days	.13	.11	.11	-.05	-.29**	—						
V7: Perceived Amount of Communication	.19	.10	.30**	.16	-.26*	.32**	—					
V8: Intended Disclosure	.25**	.18*	.16*	.06	-.20**	.14	.06	—				
V9: Amount of Disclosure	.26**	.22**	.42**	.31**	-.30**	.21*	.20	.13	—			
V10: Positiveness of Disclosure	.10	.10	.09	.09	.16*	-.06	-.08	.29**	-.01	—		
V11: Depth of Disclosure	.27**	.28**	.24**	.28**	-.39**	.11	.17	.04	.56**	-.33**	—	
V12: Honesty-Accuracy of Disclosure	.34**	.18*	.31**	.13	-.22**	.10	.13	.53**	.35**	.34**	.16*	—
V13: Participant Deception	-.07	.00	-.28**	-.18	.02	.00	-.04	-.23*	-.08	-.44**	.02	-.56**
V14: Partner Deception	-.10	.09	-.12	-.06	.22*	-.10	.01	-.13	-.06	-.12	.13	-.33**
V15: Destiny Beliefs	-.00	.08	-.06	-.00	-.03	.10	.02	-.05	.03	-.23**	.13	-.19*
V16: Growth Beliefs	.23**	.20**	.09	.12	-.20**	.16	.12	.19*	.00	.09	.13	.10
V17: Algorithmic Beliefs	.02	.11	.11	.04	-.25**	.15	-.13	-.00	.17*	-.08	.23**	-.12
V18: Times They Lied	.07	.04	-.07	.03	-.04	.17	.17	-.08	.18	-.16	.14	-.34**
V19: Times Their Partner Lied	.04	.16	-.03	.06	-.12	.06	.19	.06	.12	-.16	.29**	-.22*
V20: Word Count	-.01	-.11	.00	.05	-.10	.28*	.23*	.06	.20*	-.00	.01	.13
V21: Message Count	-.09	-.07	-.01	.06	.02	.30*	.27*	.00	.11	-.07	-.00	.10
V22: First-Person Singular Pronouns	.05	.10	-.01	-.02	-.18	.16	.14	.17	.10	.13	-.14	.11
V23: Exclusive Words	.10	.06	.03	-.06	-.07	.04	-.09	.19*	.23*	.07	.01	.21*
V24: Negative Emotion Words	-.01	.02	.10	.09	.05	.02	-.06	.16	.06	.08	-.10	.05
V25: Attraction	-.04	.03	.03	.00	-.04	.09	.08	.01	.10	-.04	.01	-.00
V26: Disclosure	.02	-.10	.02	.07	-.11	.35**	.30*	.06	.22*	.01	.02	.15
V27: Information-Seeking	-.03	-.08	.09	.06	.00	.10	.17	.06	.17	.06	.00	.20*
V28: Similarity	-.04	-.01	.10	.04	-.05	.04	.04	.11	.06	.07	-.00	.14
V29: Δ Social Attraction	-.09	-.14	-.14	-.16	-.05	.03	-.04	.01	-.07	-.13	-.05	-.15
V30: Δ Physical Attraction	.05	-.15	-.02	-.17	.05	.03	-.15	.13	.01	-.10	-.10	.03
V31: Self Assessment - Future Interaction	.10	.05	.14	.00	-.20*	-.03	.14	.06	.03	-.09	.08	.00
V32: Partner Assessment - Future Interaction	.04	.06	.21*	.02	-.13	.09	.03	.10	.07	-.08	.14	.08
V33: Likelihood - Future Interaction	.11	.11	.25*	.15	-.22*	-.11	.17	.05	-.03	-.07	.10	.05
V34: Age	-.01	-.13	-.03	.02	.07	-.12	-.10	.20*	.02	.15	.00	.35**

Table 5.1 (continued)

Variable	V13	V14	V15	V16	V17	V18	V19	V20	V21	V22	V23	V24
V1: Perceived Social Partner Liking												
V2: Perceived Physical Partner Liking												
V3: Attitude Similarity												
V4: Background Similarity												
V5: Uncertainty												
V6: Amount of Communication in Days												
V7: Perceived Amount of Communication												
V8: Intended Disclosure												
V9: Amount of Disclosure												
V10: Positiveness of Disclosure												
V11: Depth of Disclosure												
V12: Honesty-Accuracy of Disclosure												
V13: Participant Deception	—											
V14: Partner Deception	.35**	—										
V15: Destiny Beliefs	.15	.25*	—									
V16: Growth Beliefs	-.06	.02	-.04	—								
V17: Algorithmic Beliefs	-.02	-.11	.12	.10	—							
V18: Times They Lied	.51**	.27*	.08	.04	-.07	—						
V19: Times Their Partner Lied	.21*	.45**	.01	.16	-.12	.62**	—					
V20: Word Count	-.09	-.22	-.20*	-.03	.22*	.25*	.01	—				
V21: Message Count	-.08	-.23	-.15	.02	.13	.22	-.02	.77**	—			
V22: First-Person Singular Pronouns	-.11	-.05	.13	.09	-.05	.03	.02	-.04	-.04	—		
V23: Exclusive Words	-.17	-.15	-.21*	-.07	.14	-.08	-.00	.20*	.11	.07	—	
V24: Negative Emotion Words	.25*	-.13	-.06	.08	-.10	.09	-.11	.01	.02	.03	.09	—
V25: Attraction	.31**	.01	-.06	-.16	.02	.04	-.02	.34**	.24*	-.09	-.00	-.03
V26: Disclosure	-.12	-.22	-.14	-.04	.21*	.24*	.02	.96**	.78**	.00	.21*	.00
V27: Information-Seeking	-.18	-.28*	-.21*	-.04	.08	.08	-.06	.74**	.72**	-.15	.01	.47**
V28: Similarity	-.11	-.17	-.08	.02	.05	.10	.00	.54**	.50**	-.12	.15	-.00
V29: Δ Social Attraction	.07	-.56**	-.08	.00	.18	-.03	-.21*	.14	.16	-.06	-.07	.15
V30: Δ Physical Attraction	.02	-.54**	-.25*	.06	.08	.01	-.29**	.08	.04	.10	.09	.25*
V31: Self Assessment - Future Interaction	-.07	-.48**	-.16	.07	.21*	-.01	-.05	.20	.19	.02	.02	.12
V32: Partner Assessment - Future Interaction	-.17	-.29**	-.12	.14	.14	-.16	.00	-.02	.03	.08	-.22	.09
V33: Likelihood - Future Interaction	.00	-.25*	-.03	.03	.17	-.02	-.02	.09	.08	.06	-.07	.15
V34: Age	-.32**	.06	-.03	-.04	.03	-.21*	-.13	.13	.04	.10	.12	-.16

Table 5.1 (continued)

Variable	V25	V26	V27	V28	V29	V30	V31	V32	V33	V34
V1: Perceived Social Partner Liking										
V2: Perceived Physical Partner Liking										
V3: Attitude Similarity										
V4: Background Similarity										
V5: Uncertainty										
V6: Amount of Communication in Days										
V7: Perceived Amount of Communication										
V8: Intended Disclosure										
V9: Amount of Disclosure										
V10: Positiveness of Disclosure										
V11: Depth of Disclosure										
V12: Honesty-Accuracy of Disclosure										
V13: Participant Deception										
V14: Partner Deception										
V15: Destiny Beliefs										
V16: Growth Beliefs										
V17: Algorithmic Beliefs										
V18: Times They Lied										
V19: Times Their Partner Lied										
V20: Word Count										
V21: Message Count										
V22: First-Person Singular Pronouns										
V23: Exclusive Words										
V24: Negative Emotion Words										
V25: Attraction	—									
V26: Disclosure	.32**	—								
V27: Information-Seeking	.47**	.71**	—							
V28: Similarity	.64**	.51**	.69**	—						
V29: Δ Social Attraction	.08	.15	.18	.06	—					
V30: Δ Physical Attraction	-.01	.04	.09	.06	.70**	—				
V31: Self Assessment - Future Interaction	.13	.20	.24*	.24*	.71**	.65**	—			
V32: Partner Assessment - Future Interaction	.04	-.02	.03	.00	.35**	.32**	.48**	—		
V33: Likelihood - Future Interaction	.14	.13	.14	.20	.48**	.37**	.85**	.52**	—	
V34: Age	.17	.11	.16	.21*	-.28**	-.05	-.13	-.09	-.04	—

*$p < .05$, two-tailed. **$p < .01$, two-tailed.

Missingness. Attrition was compounded by the additional eligibility criteria for participation at T2. Thus, there are two explanations for attrition: (a) that some participants dropped out of the study between T1 and T2 and (b) that some participants never met their partner offline and were therefore not eligible to complete the survey at T2. Given the amount of missing data, I examined whether participants who dropped out at T1 were somehow different from those who completed both waves of the study. Results showed that individuals who participated at T2 reported significantly higher levels of social attraction, $t(169) = -4.09$, $p < .01$ (T1: $M = 5.00$, $SD = .80$; T1 and T2: $M = 5.48$, $SD = .72$), age $t(145) = -2.52$, $p = .01$ (T1: $M = 22.11$, $SD = 4.32$; T1 and T2: $M = 24.64$, $SD = 7.86$), perceived social partner liking $t(171) = -2.92$, $p < .01$ (T1: $M = 5.02$, $SD = .69$; T1 and T2: $M = 5.34$, $SD = .73$), attitude similarity $t(172) = -2.76$, $p < .01$ (T1: $M = 4.51$, $SD = .87$; T1 and T2: $M = 4.87$, $SD = .83$), intended disclosure $t(166) = -3.37$, $p < .01$ (T1: $M = 5.06$, $SD = .89$; T1 and T2: $M = 5.51$, $SD = .79$), amount of disclosure $t(164) = -2.41$, $p = .01$ (T1: $M = 3.83$, $SD = .89$; T1 and T2: $M = 4.17$, $SD = .89$), and honesty/accuracy of disclosure $t(165) = -2.96$, $p < .01$ (T1: $M = 4.68$, $SD = .89$; T1 and T2: $M = 5.11$, $SD = .95$) than those who only participated at T1. Furthermore, participants who completed both surveys reported significantly lower levels of uncertainty, $t(169) = 2.39$, $p = .01$ (T1: $M = 3.98$, $SD = 1.04$; T1 and T2: $M = 3.62$, $SD = .94$) than those who only completed the T1 survey. Therefore, it is important to keep in mind that much like in the real world, these results are based on participants who were attracted to their partner enough to continue pursuing a relationship with him or her, and that these individuals differed from those who never transitioned offline.

Main Analyses

The main analyses were primarily conducted using hierarchical multiple regression and analysis of covariance (ANCOVA) in SPSS version 22.0. A number of variables were examined

as potential covariates, including age, sex, sexual orientation, length of time on the online dating site, who initiated contact with whom, and the number of offline dates, but only age and sex were significantly associated with the dependent variables. There was a significant negative correlation between age and change in social attraction, $r(89) = -.28$, $p < .01$, and there were significant differences between men and women in change in social attraction, $t(71) = 2.30$, $p = .02$ (men: $M = .04$, $SD = .71$; women: $M = -.44$, $SD = 1.25$), and self assessment of future interaction, $t(90) = 2.25$, $p = .02$ (men: $M = 5.55$, $SD = .60$; women: $M = 5.00$, $SD = 1.71$). Consequently, age and sex were controlled for in the models, with sex dummy coded such that *1 = Male* and *0 = Female*. Furthermore, problems with multicollinearity can arise when variables are uncentered due to the correlations between X, Z, and their product XZ, and between X and its polynomial X^2 (Aiken & West, 1991; Cohen, Cohen, West, & Aiken, 2003). With this in mind, all predictors were grand-mean centered before being used to create product or polynomial terms (as per Aiken & West, 1991).

For the hierarchical multiple regression analyses, independent variables were entered into the models in several steps: (a) the control variables were entered in step one, (b) the linear terms were entered in step two, (c) the quadratic terms were entered in step three, and (d) the interaction terms were entered in step four. Significant coefficients were only interpreted if the final overall regression equation was also significant. For example, in the few cases in which a polynomial or product term was statistically significant but the overall model was not, I did not interpret the coefficient. Curvilinear and interaction effects, when significant, were plotted using Dawson's (2006) Excel worksheets, which are based on Aiken and West's (1991) guidelines. For the ANCOVAs, the independent variable was entered into the models as a fixed factor and the control variables were included as covariates. In each test, five dependent variables were

examined: (a) change in social attraction from T1 to T2, (b) change in physical attraction from T1 to T2, (c) self assessment of future interaction, (d) partner assessment of future interaction, and (e) likelihood of future interaction. The following sections present the results of the analyses.

Perceived partner liking (H1a and H1b). H1a posited that self-reported perceptions of a partner's liking at T1 would share a concave curvilinear (inverted U-shaped) association with first date success. The final overall model (with all three steps) for perceptions of a partner's social liking, which included all of the independent variables, was significant for one of the five dependent variables: change in social attraction, $F(4, 83) = 3.76$, $p < .01$, $R^2 = .15$. Change in physical attraction, $F(4, 81) = .42$, $p = .79$, $R^2 = .02$, self assessment of future interaction, $F(4, 87) = 1.30$, $p = .27$, $R^2 = .05$, partner assessment of future interaction, $F(4, 87) = .47$, $p = .75$, $R^2 = .02$, and likelihood of future interaction, $F(4, 79) = .37$, $p = .82$, $R^2 = .01$, were not significantly associated with perceived social partner liking. In the one significant model, the squared term did not account for a significant amount of additional variance: change in social attraction, F-change $(1, 83) = 2.83$, $p = .09$, R^2-change $= .02$. An examination of the individual beta weights indicated that only age ($\beta = -.27$, $p < .01$) was negatively associated with change in social attraction. Thus, H1a was not supported. Overall, these findings provide no statistically significant evidence that participants' perceptions of a partner's social liking predicted the success of the first FtF encounter. A summary of the regression of first date success on perceived social partner liking is presented in Table 5.2.

Table 5.2

Hierarchical Regression Analyses for Perceived Social Partner Liking Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.01		.00		.01	
Age		-.28**		-.05		-.12		-.09		-.03
Sex		.18		.07		.16		-.09		.02
Perceived Social Partner Liking		-.09		.05		.10		.03		.11
Step 3	.02		.01		.00		.00		.00	
Age		-.27**		-.04		-.12		-.09		-.04
Sex	.16	.16		.06		.15		-.10		.02
Perceived Social Partner Liking		-.09		.05		.10		.03		.11
Perceived Social Partner Liking²		-.17		-.09		-.05		-.03		.05
Total R^2	.15**		.02		.05		.02		.01	
n	89		87		93		93		85	

*p < .05. **p < .01.*

The full model for perceptions of a partner's physical liking was significant for one of the five dependent variables: change in social attraction, $F(4, 82) = 3.76$, $p < .01$, $R^2 = .15$. The models were not significant for the other outcomes: change in physical attraction, $F(4, 80) = .73$, $p = .57$, $R^2 = .03$; self assessment of future interaction, $F(4, 86) = 1.09$, $p = .36$, $R^2 = .04$; partner assessment of future interaction, $F(4, 86) = .95$, $p = .43$, $R^2 = .04$; and likelihood of future interaction, $F(4, 78) = 1.21$, $p = .31$, $R^2 = .05$. For the one significant model, the addition of the squared term in step three did not explain a significant amount of variance beyond the linear

term: change in social attraction, F-change $(1, 82) = .98$, $p = .32$, R^2-change $= .01$. The individual

beta weights demonstrated that only age ($\beta = -.30$, $p < .01$) made a unique contribution to the

model, and it was negatively associated with change in social attraction. Just as before, H1a was

not supported; that is, there was no evidence that participants' perceptions of a partner's initial

physical liking predicted the success of the first FtF meeting. A summary of the regression of

first date success on perceived physical partner liking is presented in Table 5.3.

Table 5.3

Hierarchical Regression Analyses for Perceived Physical Partner Liking Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.02		.00		.00		.01	
Age		-.30**		-.07		-.12		-.09		-.02
Sex		.16		.05		.16		-.09		.03
Perceived Physical Partner Liking		-.17		-.15		.05		.04		.11
Step 3	.01		.00		.00		.02		.04*	
Age		-.30**		-.07		-.12		-.09		-.03
Sex		.17		.04		.15		-.10		.01
Perceived Physical Partner Liking		-.17		-.15		.05		.05		.12
Perceived Physical Partner Liking^2		-.10		.06		.06		.14		.21*
Total R^2	.15**		.03		.04		.04		.05	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H1b stated that observed attraction in the emails exchanged between partners would share a concave curvilinear (inverted U-shaped) association with first date success. Participants were assigned a score on attraction that was the sum of the number of times attraction, liking, and affection were displayed in their emails to their partner. The overall model was not significant for any of the five outcome variables: change in social attraction, $F(4, 65) = 2.28$, $p = .06$, $R^2 = .12$; change in physical attraction, $F(4, 64) = .35$, $p = .84$, $R^2 = .02$; self assessment of future interaction, $F(4, 66) = 1.30$, $p = .27$, $R^2 = .07$; partner assessment of future interaction, $F(4, 66) = .53$, $p = .70$, $R^2 = .03$; likelihood of future interaction, $F(4, 60) = .40$, $p = .80$, $R^2 = .02$. Thus, H1b was not supported, and there was no significant indication that participants' expressed attraction to their partner predicted the success of the first FtF date. See Table 5.4 for a summary of the regression of first date success on attraction.

Table 5.4

Hierarchical Regression Analyses for Attraction Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.01		.00		.02	
Age		-.29*		-.05		-.15		-.11		-.07
Sex		.16		.07		.12		-.12		-.02
Attraction		.08		-.02		.13		.10		.16
Step 3	.00		.01		.01		.00		.00	
Age		-.29*		-.05		-.15		-.11		-.07
Sex		.16		.04		.08		-.14		-.01
Attraction		.08		.17		.34		.19		.11
Attraction^2		.00		-.21		-.23		-.10		.05
Total R^2	.12		.02		.07		.03		.02	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Perceived similarity (H2a and H2b). H2a proposed that self-reported similarity at T1 would share a concave curvilinear (inverted U-shaped) association with the success of the first FtF date. Results indicated that the overall model (with all three steps) for attitude similarity, which included all of the independent variables, was significant for two of the five dependent variables: change in social attraction, $F(4, 84) = 3.36$, $p = .01$, $R^2 = .13$; and likelihood of future interaction, $F(4, 80) = 3.22$, $p = .01$, $R^2 = .13$. The models were not significant for the other three variables: change in physical attraction, $F(4, 82) = .40$, $p = .80$, $R^2 = .01$; self assessment of future interaction, $F(4, 88) = 1.86$, $p = .12$, $R^2 = .07$; and partner assessment of future interaction, $F(4, 88) = 1.63$, $p = .17$, $R^2 = .06$. The squared term accounted for a significant amount of variance beyond the linear term in likelihood of future interaction, *F*-change $(1, 80) = 6.51$, p

= .01, R^2-change = .07, but not change in social attraction, F-change (1, 84) = .16, p = .69, R^2-change = .00. Individual beta weights showed that age (β = -.28, p < .01) was negatively associated with change in social attraction, while attitude similarity (β = .30, p < .01) and attitude similarity squared (β = .27, p = .01) were positively associated with likelihood of future interaction. In sum, attitude similarity shared a curvilinear association with the likelihood of future interaction, but contrary to H2a, this association was convex (U-shaped) rather than concave. A graph of this first curvilinear effect is shown as an example in Figure 5.1, and the graphs for all other significant curvilinear effects are described in text. At low levels of attitude similarity, there was almost no association between attitude similarity and the likelihood of future interaction, but at moderate to high levels of attitude similarity, the association with the likelihood of future interaction was positive. Participants with the most attitude similarity also reported the greatest likelihood of future interaction. A summary of the regression of first date success on attitude similarity can be found in Table 5.5.

Table 5.5

Hierarchical Regression Analyses for Attitude Similarity Predicting First Date Success

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.00		.02		.04*		.06*	
Age		-.28**		-.05		-.12		-.09		-.03
Sex		.17		.06		.16		-.08		.03
Attitude Similarity		-.14		-.02		.15		.21*		.25*
Step 3	.00		.01		.01		.00		.07*	
Age		-.28**		-.06		-.11		-.08		-.02

Table 5.5 (continued)

Sex	.17	.07	.16	-.09	.01
Attitude Similarity	-.15	-.04	.17	.22*	.30**
Attitude Similarity^2	-.04	-.10	.11	.08	.27*
Total R^2	.13*	.01	.07	.06	.13*
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
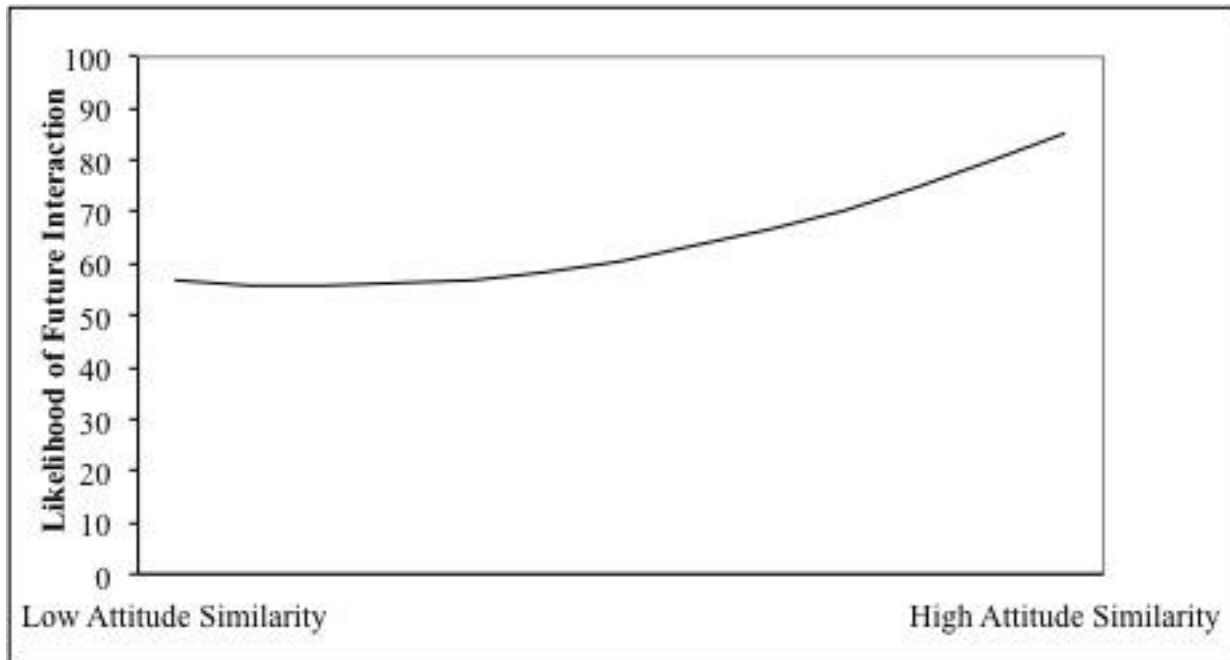
Figure 5.1. Curvilinear effect of attitude similarity on likelihood of future interaction.

The whole model for background similarity was significant for one of the five dependent variables: change in social attraction, $F(4, 84) = 3.54$, $p = .01$, $R^2 = .14$. The models were not significant for change in physical attraction, $F(4, 82) = 1.00$, $p = .40$, $R^2 = .04$, self assessment of future interaction, $F(4, 88) = 1.91$, $p = .11$, $R^2 = .08$, partner assessment of future interaction, $F(4, 88) = .46$, $p = .75$, $R^2 = .02$, and likelihood of future interaction, $F(4, 80) = 1.07$, $p = .37$, $R^2 = .05$. The inclusion of the squared term in the third step of the model did not explain a significant

amount of additional variance in change in social attraction, F-change $(1, 84) = .10$, $p = .74$, R^2-change $= .00$. Age ($\beta = -.28$, $p < .01$) was the only variable to share a significant negative association with change in social attraction. Hence, H2a was not supported, as background similarity was not a significant predictor of the success of the first FtF date. A summary of the regression of first date success on background similarity is shown in Table 5.6.

Table 5.6

Hierarchical Regression Analyses for Background Similarity Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28		-.05		-.12		-.09		-.04
Sex		.18**		.06		.15		-.10		.01
Step 2	.02		.03		.00		.00		.02	
Age		-.27**		-.05		-.12		-.09		-.04
Sex		.18		.07		.15		-.10		.01
Background Similarity		-.16		-.17		.00		.02		.15
Step 3	.00		.00		.03*		.00		.02	
Age		-.28**		-.05		-.13		-.09		-.05
Sex		.19		.07		.16		-.09		.02
Background Similarity		-.15		-.15		.05		.03		.19
Background Similarity²		.03		.09		.20*		.03		.16
Total R^2	.14*		.04		.08		.02		.05	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H2b stated that observed similarity in the emails exchanged between partners would share a concave curvilinear (inverted U-shaped) association with first date success. Participants were assigned a score on similarity, which was the sum of the number of times they identified

areas of resemblance in their emails to their partner. The complete model for similarity was significant for one of the five dependent variables: change in social attraction, $F(4, 65) = 2.53$, $p = .04$, $R^2 = .13$. The models for change in physical attraction, $F(4, 64) = .24$, $p = .91$, $R^2 = .01$, self assessment of future interaction, $F(4, 66) = 2.15$, $p = .08$, $R^2 = .11$, partner assessment of future interaction, $F(4, 66) = .70$, $p = .59$, $R^2 = .04$, and likelihood of future interaction, $F(4, 60) = 1.99$, $p = .10$, $R^2 = .11$, were not significant. The squared term did not account for a significant amount of additional variance in change in social attraction, F-change $(1, 65) = .46$, $p = .49$, R^2-change $= .00$, and in the end, only age ($\beta = -.30$, $p = .01$) was negatively related to change in social attraction. However, the second step of the model was significant for self assessment of future interaction, $F(3, 67) = 2.78$, $p = .04$, $R^2 = .11$. Here, the linear term was able to explain a significant amount of variance beyond the controls, F-change $(1, 67) = 5.23$, $p = .02$, R^2-change $= .06$, and beta weights showed that similarity ($\beta = .27$, $p = .02$) was positively related to self assessment of future interaction. Thus, H2b was not supported; instead, observed similarity in participants' emails shared a positive linear association with self assessment of future interaction after the first meeting. See Table 5.7 for the regression of first date success on similarity.

Table 5.7

Hierarchical Regression Analyses for Similarity Predicting First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	B	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.00		.06*		.00		.04	
Age		-.30*		-.07		-.18		-.10		-.08

Table 5.7 (continued)

Sex	.17	.05	.12	-.10	-.00
Similarity	.11	.07	.27*	.04	.22
Step 3	.00	.00	.00	.02	.06*
Age	-.30*	-.07	-.17	-.09	-.06
Sex	.16	.06	.11	-.12	-.04
Similarity	.22	.02	.36	.24	.58**
Similarity^2	-.13	.06	-.11	-.24	-.45*
Total R^2	.13*	.01	.11	.04	.11
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

Uncertainty (H3a and H3b). H3a stated that self-reported uncertainty at T1 would share a concave curvilinear (inverted U-shaped) association with the success of the first FtF date. The overall model (in step three) for uncertainty that included all of the independent variables was significant for two of the five dependent variables: change in social attraction, $F(4, 84) = 2.84$, $p = .02$, $R^2 = .11$; and partner assessment of future interaction, $F(4, 87) = 3.00$, $p = .02$, $R^2 = .12$. The models were not significant for the three remaining outcomes: change in physical attraction, $F(4, 82) = .25$, $p = .90$, $R^2 = .01$; self assessment of future interaction, $F(4, 87) = 2.06$, $p = .09$, $R^2 = .08$; and likelihood of future interaction, $F(4, 79) = 1.22$, $p = .30$, $R^2 = .05$. The inclusion of the squared term in the third step of the model accounted for significantly more variance in partner assessment of future interaction, F-change $(1, 87) = 8.23$, $p < .01$, R^2-change $= .08$, but not change in social attraction, F-change $(1, 84) = .29$, $p = .58$, R^2-change $= .00$. An examination of the individual beta weights showed that age ($\beta = -.28$, $p < .01$) was significantly and negatively associated with change in social attraction, while uncertainty ($\beta = -.23$, $p = .03$) and uncertainty squared ($\beta = .30$, $p < .01$) were negatively and positively associated with partner assessment of future interaction, respectively. Contrary to H3a, rather than a concave relationship, uncertainty shared a convex curvilinear (U-shaped) association with partner assessment of future interaction.

At low levels of uncertainty, there was a slight negative association between uncertainty and partner assessment of future interaction, with participants who were the most certain about their partner reporting the highest levels of partner assessment of future interaction. Meanwhile, at high levels of uncertainty, there was almost no association between uncertainty and partner assessment of future interaction. A summary of the regression of first date success on uncertainty is presented in Table 5.8.

Table 5.8

Hierarchical Regression Analyses for Uncertainty Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.03		.01		.04*	
Age		-.28**		-.05		-.11		-.08		-.02
Sex		.18		.07		.13		-.11		-.00
Uncertainty		-.00		.06		-.18		-.14		-.21*
Step 3	.00		.00		.01		.08**		.01	
Age		-.28**		-.05		-.11		-.08		-.02
Sex		.18		.07		.12		-.09		-.01
Uncertainty		.00		.07		-.14		-.23*		-.18
Uncertainty^2		-.05		-.02		-.11		.30**		-.10
Total R^2	.11*		.01		.08		.12*		.05	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H3b proposed that observed information-seeking in the emails exchanged between partners would share a concave curvilinear (inverted U-shaped) association with first date success. Participants were assigned a score on information-seeking that was the sum of the

direction questions and interrogative statements in their emails to their partner. In the third step, the full model for information-seeking was significant for one of the dependent variables: change in social attraction, $F(4, 65) = 3.59$, $p = .01$, $R^2 = .18$. Change in physical attraction, $F(4, 64) = .34$, $p = .84$, $R^2 = .02$, self assessment of future interaction, $F(4, 66) = 2.25$, $p = .07$, $R^2 = .12$, partner assessment of future interaction, $F(4, 66) = .38$, $p = .81$, $R^2 = .02$, and likelihood of future interaction, $F(4, 60) = .47$, $p = .75$, $R^2 = .03$, were not significantly associated with information-seeking. Adding the squared term did not account for a significant amount of additional variance in change in social attraction, F-change $(1, 65) = .72$, $p = .39$, R^2-change $= .00$, and only age ($\beta = -.31$, $p < .01$) was negatively related to change in social attraction. However, the models for change in social attraction, $F(3, 66) = 4.57$, $p < .01$, $R^2 = .17$, and self assessment of future interaction, $F(3, 67) = 2.93$, $p = .04$, $R^2 = .11$, were significant in the second step. For these models, the linear term for information-seeking was able to explain a significant amount of additional variance in both change in social attraction, F-change $(1, 66) = 4.46$, $p = .03$, R^2-change $= .05$, and self assessment of future interaction, F-change $(1, 67) = 5.64$, $p = .02$, R^2-change $= .07$. Here, information-seeking was positively related to change in social attraction ($\beta = .24$, $p = .03$) and self assessment of future interaction ($\beta = .27$, $p = .02$). In sum, H3b was not supported; rather, information-seeking prior to meeting FtF was positively associated with increases in social attraction and self assessment of future interaction. See Table 5.9 for a summary of the regression of first date success on information-seeking.

Table 5.9

Hierarchical Regression Analyses for Information-Seeking Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.05*		.01		.07*		.00		.02	
Age		-.32**		-.07		-.17		-.10		-.06
Sex		.18		.06		.16		-.10		.02
Information-Seeking		.24*		.10		.27*		.04		.15
Step 3	.00		.00		.00		.00		.00	
Age		-.31**		-.06		-.16		-.10		-.06
Sex		.17		.06		.15		-.09		.01
Information-Seeking		.37		.18		.37		-.00		.25
Information-Seeking^2		-.17		-.09		-.11		.06		-.11
Total R^2	.18*		.02		.12		.02		.03	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Amount of communication (H4a, H4b, H4c, and H4d). H4a suggested that self-reported amount of communication would share a curvilinear (inverted U-shaped) association with first date success. The full model (with all three steps) for communication in days was significant for one of the five dependent variables: change in social attraction, $F(4, 76) = 2.52$, $p = .04$, $R^2 = .11$. The models were not significant for the other outcomes: change in physical attraction, $F(4, 73) = .17$, $p = .94$, $R^2 = .01$; self assessment of future interaction, $F(4, 78) = 1.11$, $p = .35$, $R^2 = .05$; partner assessment of future interaction, $F(4, 78) = .91$, $p = .46$, $R^2 = .04$; and likelihood of future interaction, $F(4, 71) = .70$, $p = .59$, $R^2 = .03$. The inclusion of the squared term did not account for a significant amount of variance beyond the linear term in change in

social attraction, F-change $(1, 76) = .00$, $p = .93$, R^2-change $= .00$. Age ($\beta = -.27$, $p = .01$) was the only variable to make a unique contribution to the model, and it was negatively associated with change in social attraction. Overall, H4a was not supported, as there was no evidence that communication in days significantly predicted the success of the first FtF encounter. A summary of the regression of first date success on communication in days is displayed in Table 5.10.

Table 5.10

Hierarchical Regression Analyses for Communication in Days Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.00		.00		.01	
Age		-.27*		-.04		-.13		-.08		-.05
Sex		.19		.07		.15		-.08		-.00
Communication in Days		.03		.04		-.02		.07		-.11
Step 3	.00		.00		.01		.02		.02	
Age		-.27*		-.04		-.13		-.08		-.05
Sex		.19		.07		.15		-.09		.00
Communication in Days		.04		.06		.12		-.11		.08
Communication in Days^2		-.01		-.02		-.18		.23		-.25
Total R^2	.11*		.01		.05		.04		.03	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Furthermore, the overall model for perceptions of the amount of communication was significant for two of the five dependent variables: change in social attraction, $F(4, 84) = 3.54$, $p = .01$, $R^2 = .14$; and self assessment of future interaction, $F(4, 87) = 3.05$, $p = .02$, $R^2 = .12$. The

models were not significant for change in physical attraction, $F(4, 82) = .67$, $p = .61$, $R^2 = .03$, partner assessment of future interaction, $F(4, 87) = 1.82$, $p = .13$, $R^2 = .07$, and likelihood of future interaction, $F(4, 79) = 2.34$, $p = .06$, $R^2 = .10$. The addition of the squared term in step three accounted for a significant amount of variance beyond the linear term in self assessment of future interaction, F-change $(1, 87) = 6.05$, $p = .01$, R^2-change $= .06$, but not change in social attraction, F-change $(1, 84) = 2.36$, $p = .12$, R^2-change $= .02$. Individual beta weights showed that age ($\beta = -.27$, $p < .01$) and sex ($\beta = .20$, $p = .04$) were negatively associated with change in social attraction, while sex ($\beta = .21$, $p = .04$), perceived amount of communication ($\beta = .27$, $p = .01$), and perceived amount of communication squared ($\beta = .28$, $p = .01$) were positively associated with self assessment of future interaction. Thus, H4a was not supported; instead, perceptions of the amount of communication shared a convex curvilinear (U-shaped) association with self assessment of future interaction. At low levels of perceptions of the amount of communication, there was almost no association between perceived amount of communication and self assessment of future interaction, but at moderate to high levels of perceptions of the amount of communication, the association with self assessment of future interaction became positive. Participants with the greatest perceived amount of communication reported the highest levels of self assessment of future interaction. Table 5.11 summarizes the regression of first date success on perceptions of the amount of communication.

Table 5.11

Hierarchical Regression Analyses for Perceived Amount of Communication Predicting First Date Success

Predictor	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.02		.02		.00		.03	
Age		-.28**		-.07		-.11		-.09		-.02
Sex		.18		.05		.16		-.09		.03
Perceived Amount of Communication		-.06		-.15		.14		.01		.17
Step 3	.02		.00		.06*		.05*		.07*	
Age		-.27**		-.06		-.09		-.07		-.00
Sex		.20*		.05		.21*		-.05		.07
Perceived Amount of Communication		.01		-.14		.27*		.14		.32*
Perceived Amount of Communication^2		.17		.03		.28*		.27*		.31*
Total R^2	.14*		.03		.12*		.07		.10	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H4b proposed that observed amount of communication would share a concave curvilinear (inverted U-shaped) association with first date success. Participants were assigned a score on amount of communication that was the sum of the words per message and the messages sent to their partner. The full model for word count was significant for two of the five dependent variables: change in social attraction, $F(4, 65) = 3.57$, $p = .01$, $R^2 = .18$; and self assessment of future interaction, $F(4, 66) = 4.57$, $p < .01$, $R^2 = .21$. The three remaining outcomes were not significant: change in physical attraction, $F(4, 64) = 1.14$, $p = .34$, $R^2 = .06$; partner assessment of future interaction, $F(4, 66) = .66$, $p = .61$, $R^2 = .03$; and likelihood of future interaction, $F(4,$

60) $= 1.53$, $p = .20$, $R^2 = .09$. Moreover, for the significant models, adding the squared term accounted for a significant amount of variance beyond the linear term in self assessment of future interaction, F-change $(1, 66) = 10.64$, $p < .01$, R^2-change $= .12$, but not change in social attraction, F-change $(1, 65) = 2.36$, $p = .12$, R^2-change $= .03$. Individual beta weights showed that age ($\beta = -.36$, $p < .01$) was negatively associated with change in social attraction, word count ($\beta = .60$, $p = .04$) was positively associated with change in social attraction, age ($\beta = -.27$, $p = .02$) and word count squared ($\beta = -.92$, $p < .01$) were negatively associated with self assessment of future interaction, and word count ($\beta = 1.08$, $p < .01$) was positively associated with self assessment of future interaction. In sum, H4b was partially supported, with word count sharing a concave curvilinear association with self assessment of future interaction. However, for the most part the slope was positive, with self assessment of future interaction increasing as the number of words increased, and with participants who wrote the fewest words also reporting the lowest self assessment of future interaction. The number of words also shared a positive linear association with the change in social attraction. A summary of the regression of first date success on word count is presented in Table 5.12.

Table 5.12

Hierarchical Regression Analyses for Word Count Predicting First Date Success

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01

Table 5.12 (continued)

	β	R^2	β	R^2	β	R^2	β	R^2	β	R^2
Step 2		.03		.00		.04		.00		.01
Age	-.30**		-.06		-.15		-.09		-.05	
Sex	.18		.06		.15		-.10		.01	
Word Count	.18		.08		.22		-.01		.10	
Step 3		.03		.05		.12**		.01		.08*
Age	-.36**		-.14		-.27*		-.14		-.14	
Sex	.17		.04		.12		-.11		-.00	
Word Count	.60*		.64*		1.08**		.32		.79*	
Word Count^2	-.45		-.59		-.92**		-.36		-.74*	
Total R^2	.18*		.06		.21**		.03		.09	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

For message count, the full model was also significant for two of the five dependent variables: change in social attraction, $F(4, 65) = 4.06$, $p < .01$, $R^2 = .20$; and self assessment of future interaction, $F(4, 66) = 4.02$, $p < .01$, $R^2 = .19$. Change in physical attraction, $F(4, 64) = .59$, $p = .67$, $R^2 = .03$, partner assessment of future interaction, $F(4, 66) = 1.67$, $p = .16$, $R^2 = .09$, and likelihood of future interaction, $F(4, 60) = 1.28$, $p = .28$, $R^2 = .07$, were not significantly related to message count. Looking only at the significant models, the inclusion of the squared term explained a significant amount of extra variance in change in social attraction, F-change $(1, 65) = 3.75$, $p = .05$, R^2-change $= .04$, and self assessment of future interaction, F-change $(1, 66) = 8.94$, $p < .01$, R^2-change $= .10$. Beta weights indicated that age ($\beta = -.32$, $p < .01$) and message count squared ($\beta = -.49$, $p = .05$) were negatively associated with change in social attraction, message count ($\beta = .63$, $p = .01$) was positively associated with change in social attraction, message count squared ($\beta = -.75$, $p < .01$) was negatively associated with self assessment of future interaction, and message count ($\beta = .89$, $p < .01$) was positively associated with self assessment of future interaction. Once again, H4b was partially supported. As expected, the number of messages shared a concave curvilinear association with the change in social attraction

and self assessment of future interaction. Yet, just as before, the slope was mostly positive, with

the change in social attraction and self assessment of future interaction increasing as the number

of messages increased. The lowest levels of change in social attraction and self assessment of

future interaction were reported by participants who sent the fewest messages. See Table 5.13 for

a summary of the regression of first date success on message count.

Table 5.13

Hierarchical Regression Analyses for Message Count Predicting First Date Success

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.00		.04		.00		.00	
Age		-.29*		-.05		-.13		-.09		-.04
Sex		.20		.07		.17		-.09		.02
Message Count		.19		.04		.21		.02		.08
Step 3	.04*		.02		.10**		.07*		.06*	
Age		-.32**		-.07		-.18		-.13		-.08
Sex		.19		.06		.17		-.10		.02
Message Count		.63*		.37		.89**		.58*		.63*
Message Count^2		-.49*		-.36		-.75**		-.61*		-.60*
Total R^2	.20**		.03		.19**		.09		.07	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H4c conjectured that self-reported amount of communication would moderate the

curvilinear association between (a) self-reported perceived partner liking, (b) self-reported

perceived similarity, and (c) self-reported uncertainty and first date success. In the analyses with

communication in days as the moderator, the overall model (in step four) for perceptions of a

partner's social liking was not significant for any of the dependent variables: change in social

attraction, $F(7, 72) = 1.93$, $p = .07$, $R^2 = .15$; change in physical attraction, $F(7, 69) = .37$, $p = .91$,

$R^2 = .03$; self assessment of future interaction, $F(7, 74) = .87$, $p = .53$, $R^2 = .07$; partner

assessment of future interaction, $F(7, 74) = .46$, $p = .85$, $R^2 = .04$; and likelihood of future

interaction, $F(7, 67) = .71$, $p = .66$, $R^2 = .06$. Hence, H4c did not garner support: Communication

in days did not significantly moderate the curvilinear association between perceived social

partner liking and first date success. A summary of the regression is presented in Table 5.14.

Table 5.14

Hierarchical Regression Analyses for Communication in Days Moderating the Curvilinear
Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.00		.01		.00		.03	
Age		-.27*		-.04		-.13		-.08		-.05
Sex		.19		.07		.15		-.08		-.00
Communication in Days		.04		.03		-.04		.06		-.13
Perceived Social Partner Liking		-.09		.04		.11		.02		.13
Step 3	.02		.00		.00		.00		.00	
Age		-.27*		-.04		-.12		-.08		-.05
Sex		.17		.06		.14		-.09		.00
Communication in Days		.03		.02		-.04		.06		-.13
Perceived Social Partner Liking		-.09		.05		.11		.02		.13
Perceived Social Partner Liking^2		-.16		-.09		-.05		-.02		.04
Step 4	.00		.01		.01		.01		.03	
Age		-.26*		-.06		-.12		-.10		-.06
Sex		.18		.05		.16		-.10		.00

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Table 5.14 (continued)

Communication in Days	.13		-.09		.14		-.14		-.03
Perceived Social Partner Liking	-.09		.01		.07		.01		.06
Perceived Social Partner Liking^2	-.20		.01		-.06		.07		.12
Communication in Days × Perceived Social Partner Liking	.00		-.16		-.18		-.06		-.33
Communication in Days × Perceived Social Partner Liking^2	-.12		.31		-.04		.31		.19
Total R^2		.15		.03		.07		.04	.06
n		89		87		93		93	85

*$p < .05$. **$p < .01$.

For perceptions of the amount of communication as the moderator, the full model for perception's of a partner's social liking was significant for one of the dependent variables: change in social attraction, $F(7, 80) = 2.39$, $p = .02$, $R^2 = .17$. The models were not significant for the remaining outcomes: change in physical attraction, $F(7, 78) = .82$, $p = .56$, $R^2 = .06$; self assessment of future interaction, $F(7, 83) = 1.17$, $p = .32$, $R^2 = .09$; partner assessment of future interaction, $F(7, 83) = .51$, $p = .82$, $R^2 = .04$; and likelihood of future interaction, $F(7, 75) = .60$, $p = .75$, $R^2 = .05$. In the one significant model, the moderator did not account for a significant amount of additional variance in change in social attraction, F-change $(2, 80) = .93$, $p = .39$, R^2-change $= .01$. Individual beta weights revealed that only age ($\beta = -.27$, $p = .01$) was negatively associated with change in social attraction. Once again, H4c was not supported, and perceived amount of communication did not significantly moderate the curvilinear association between perceived social partner liking and first date success. A summary of the regression is shown in Table 5.15.

Table 5.15

Hierarchical Regression Analyses for Perceived Amount of Communication Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01			.03		.02		.00		.03	
Age		-.28**		-.07		-.11		-.09		-.02
Sex		.17		.05		.17		-.09		.03
Perceived Amount of Communication		-.04		-.17		.12		.01		.15
Perceived Social Partner Liking		-.08		.08		.08		.03		.08
Step 3	.02		.00		.00		.00		.00	
Age		-.27**		-.06		-.10		-.09		-.02
Sex		.16		.05		.16		-.10		.03
Perceived Amount of Communication		-.02		-.16		.13		.01		.15
Perceived Social Partner Liking		-.08		.08		.08		.03		.08
Perceived Social Partner Liking^2		-.16		-.07		-.07		-.03		.03
Step 4	.01		.02		.01		.02		.01	
Age		-.27*		-.06		-.10		-.09		-.02
Sex		.15		.02		.16		-.08		.02
Perceived Amount of Communication		-.09		-.15		.06		-.00		.15
Perceived Social Partner Liking		-.11		.09		.05		.01		.09
Perceived Social Partner Liking^2		-.17		-.05		-.09		-.05		.04
Perceived Amount of Communication × Perceived Social Partner Liking		-.11		-.18		-.07		.15		-.13

Table 5.15 (continued)

Perceived Amount of Communication × Perceived Social Partner Liking^2	.18	.06	.17	-.01	.04
Total R^2	.17*	.06	.09	.04	.05
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With communication in days as the moderator, the full model for perceptions of a partner's physical liking was significant for one of the five dependent variables: change in social attraction, $F(7, 72) = 2.11$, $p = .05$, $R^2 = .17$. Change in physical attraction, $F(7, 69) = .42$, $p = .88$, $R^2 = .04$, self assessment of future interaction, $F(7, 74) = 1.34$, $p = .24$, $R^2 = .11$, partner assessment of future interaction, $F(7, 74) = .68$, $p = .68$, $R^2 = .06$, and likelihood of future interaction, $F(7, 67) = 1.65$, $p = .13$, $R^2 = .14$, were not significant. The inclusion of the moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 72) = .58$, $p = .55$, R^2-change $= .01$. Just as before, only age ($\beta = -.31$, $p < .01$) was negatively related to change in social attraction. Thus, H4c was not supported. Communication in days did not significantly moderate the curvilinear association between perceived physical partner liking and first date success. A summary of the regression is shown in Table 5.16.

Table 5.16

Hierarchical Regression Analyses for Communication in Days Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.02		.00		.00		.02	
Age		-.30**		-.06		-.12		-.08		-.04
Sex		.17		.06		.15		-.08		.00
Communication in Days		.04		.05		-.02		.06		-.12
Perceived Physical Partner Liking		-.17		-.16		.05		.03		.12
Step 3	.01		.00		.00		.02		.04	
Age		-.29**		-.07		-.12		-.08		-.04
Sex		.18		.05		.15		-.09		-.00
Communication in Days		.04		.06		-.02		.07		-.11
Perceived Physical Partner Liking		-.18		-.15		.05		.04		.13
Perceived Physical Partner Liking^2		-.09		.06		.06		.15		.20
Step 4	.01		.00		.06		.01		.07	
Age		-.31**		-.07		-.15		-.10		-.08
Sex		.18		.06		.16		-.08		.00
Communication in Days		.01		.04		-.14		.04		-.21
Perceived Physical Partner Liking		-.21		-.16		-.00		.01		.06
Perceived Physical Partner Liking^2		-.08		.07		.09		.16		.24*
Communication in Days × Perceived Physical Partner Liking		-.09		-.03		-.14		-.08		-.19

Table 5.16 (continued)

Communication in Days × Perceived Physical Partner Liking^2	.11	.04	.28*	.11	.28*
Total R^2	.17*	.04	.11	.06	.14
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

Similarly, the overall model for perceptions of a partner's physical liking, with perceptions of the amount of communication as the moderator, was significant for one of the five dependent variables: change in social attraction, $F(7, 79) = 3.01$, $p < .01$, $R^2 = .21$. The other outcomes were not significant: change in physical attraction, $F(7, 77) = 1.50$, $p = .17$, $R^2 = .12$; self assessment of future interaction, $F(7, 82) = 1.43$, $p = .20$, $R^2 = .10$; partner assessment of future interaction, $F(7, 82) = .53$, $p = .80$, $R^2 = .04$; and likelihood of future interaction, $F(7, 74) = 1.38$, $p = .22$, $R^2 = .11$. Including the moderator did not account for a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 79) = 2.70$, $p = .07$, R^2-change $= .05$. Beta weights showed that age ($\beta = -.30$, $p < .01$) was negatively related to change in social attraction, and that perceived amount of communication ($\beta = -.26$, $p = .02$) moderated the association between perceived physical partner liking and change in social attraction. Therefore, H4c was supported. Perceptions of the amount of communication moderated the association between perceived physical partner liking and the change in social attraction. A graph of this first linear interaction effect is shown as an example in Figure 5.2, and all other graphs are described in text. At low levels of perceptions of the amount of communication, there was a slight positive association between perceived physical partner liking

and the change in social attraction, but the association became negative at high levels of

perceptions of the amount of communication. Table 5.17 summarizes the regression.

Table 5.17

Hierarchical Regression Analyses for Perceived Amount of Communication Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.04		.02		.00		.03	
Age		-.31**		-.08		-.10		-.09		-.01
Sex		.16		.04		.17		-.09		.04
Perceived Amount of Communication		-.04		-.14		.14		.01		.16
Perceived Physical Partner Liking		-.16		-.14		.04		.04		.09
Step 3	.00		.00		.00		.02		.03	
Age		-.30**		-.09		-.11		-.09		-.02
Sex		.17		.03		.17		-.10		.03
Perceived Amount of Communication		-.03		-.15		.13		-.00		.14
Perceived Physical Partner Liking		-.17		-.13		.04		.05		.11
Perceived Physical Partner Liking^2		-.09		.08		.05		.14		.19
Step 4	.05		.06		.04		.00		.03	
Age		-.30**		-.08		-.11		-.09		-.02
Sex		.15		.03		.15		-.10		.01
Perceived Amount of Communication		.02		.09		.17		-.03		.17
Perceived Physical Partner Liking		-.15		-.03		.05		.03		.11

Table 5.17 (continued)

Perceived Physical Partner Liking^2	-.01	.14	.11	.14	.25*
Perceived Amount of Communication × Perceived Physical Partner Liking	-.26*	-.06	-.23*	.00	-.21
Perceived Amount of Communication × Perceived Physical Partner Liking^2	.01	-.34*	.04	.05	.04
Total R^2	.21**	.12	.10	.04	.11
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
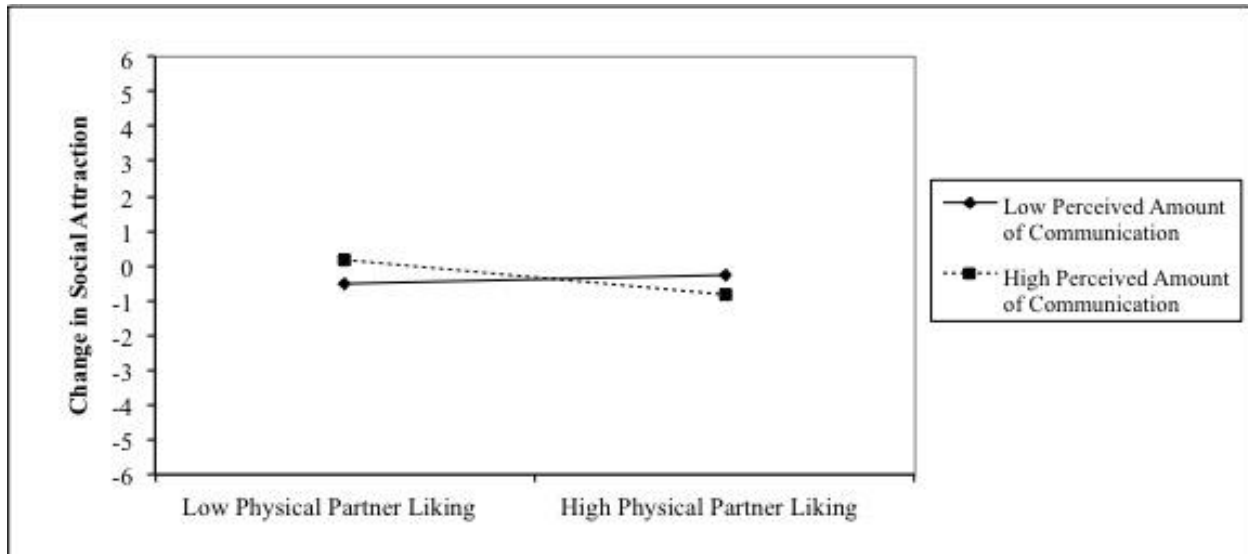
Figure 5.2. Moderating effect of perceived amount of communication on the association between perceived physical partner liking and change in social attraction.

Moving to perceived similarity, the full model for attitude similarity, with

communication in days as the moderator, failed to reach statistical significance: change in social

attraction, $F(7, 73) = 1.75$, $p = .11$, $R^2 = .14$; change in physical attraction, $F(7, 70) = .22$, $p = .97$,

$R^2 = .02$; self assessment of future interaction, $F(7, 75) = 1.03$, $p = .41$, $R^2 = .08$; partner

assessment of future interaction, $F(7, 75) = .91$, $p = .50$, $R^2 = .07$; and likelihood of future

interaction, $F(7, 68) = 1.84$, $p = .09$, $R^2 = .16$. Thus, H4c was not supported. Simply put, there

was no evidence that communication in days moderated the curvilinear association between

attitude similarity and the success of the first FtF meeting. Table 5.18 summarizes the results of

the regression.

Table 5.18

*Hierarchical Regression Analyses for Communication in Days Moderating the Curvilinear
Association Between Attitude Similarity and First Date Success*

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.00		.02		.04		.08*	
Age		-.28*		-.04		-.12		-.08		-.05
Sex		.18		.07		.16		-.07		.00
Communication in Days		.05		.04		-.04		.05		-.14
Attitude Similarity		-.14		-.03		.15		.20		.27*
Step 3	.00		.01		.01		.00		.06*	
Age		-.28*		-.05		-.12		-.08		-.03
Sex		.18		.08		.15		-.08		-.00
Communication in Days		.04		.04		-.03		.05		-.14
Attitude Similarity		-.15		-.04		.17		.22*		.32**
Attitude Similarity^2		-.04		-.10		.11		.08		.26*
Step 4	.00		.00		.00		.00		.00	
Age		-.28*		-.05		-.12		-.08		-.04
Sex		.18		.08		.15		-.08		-.00

Table 5.18 (continued)

Communication in Days	.02	.02	-.04	.00	-.14
Attitude Similarity	-.12	-.06	.12	.20	.29*
Attitude Similarity^2	-.08	-.09	.18	.09	.29*
Communication in Days $\times$ Attitude Similarity	.08	.00	-.07	.04	-.03
Communication in Days $\times$ Attitude Similarity^2	-.06	.04	.13	.07	.07
Total R^2	.14	.02	.08	.07	.16
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With perceptions of the amount of communication as the moderator, the full model for attitude similarity was significant for one of the dependent variables: likelihood of future interaction, $F(7, 76) = 2.48$, $p = .02$, $R^2 = .18$. The models were not significant for the other outcomes variables: change in social attraction, $F(7, 81) = 1.98$, $p = .06$, $R^2 = .14$; change in physical attraction, $F(7, 79) = .51$, $p = .81$, $R^2 = .04$; self assessment of future interaction, $F(7, 84) = 1.21$, $p = .30$, $R^2 = .09$; and partner assessment of future interaction, $F(7, 84) = 1.28$, $p = .26$, $R^2 = .09$. For likelihood of future interaction, the moderator did not account for a significant amount of additional variance, F-change $(2, 76) = 2.11$, $p = .12$, R^2-change $= .04$. Beta weights showed that the interaction between perceived amount of communication and attitude similarity squared ($\beta = .37$, $p = .04$) was positively associated with likelihood of future interaction. Thus, consistent with H4c, perceived amount of communication did indeed moderate the curvilinear association between attitude similarity and the likelihood of future interaction. A graph of the results revealed that at low levels of perceived amount of communication, the

likelihood of future interaction peaked at moderate to high levels of attitude similarity;

conversely, at high levels of perceived amount of communication, the likelihood of future

interaction was lowest at moderate levels of attitude similarity (see Figure 5.3). Regression

results are summarized in Table 5.19.

Table 5.19

Hierarchical Regression Analyses for Perceived Amount of Communication Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.02		.03		.04		.07*	
Age		-.28**		-.07		-.11		-.09		-.02
Sex		.17		.05		.17		-.09		.04
Perceived Amount of Communication		-.02		-.16		.10		-.04		.10
Attitude Similarity		-.13		.02		.12		.22*		.22*
Step 3	.00		.00		.00		.00		.06*	
Age		-.29**		-.07		-.11		-.09		-.01
Sex		.17		.06		.16		-.09		.02
Perceived Amount of Communication		-.01		-.14		.08		-.07		.04
Attitude Similarity		-.14		.00		.14		.24*		.29*
Attitude Similarity^2		-.03		-.07		.10		.09		.26*
Step 4	.00		.00		.00		.02		.04	
Age		-.29**		-.07		-.11		-.08		-.01
Sex		.16		.04		.17		-.06		.05
Perceived Amount of Communication		-.00		-.12		.04		-.12		-.06

Table 5.19 (continued)

Attitude Similarity	-.10	.05	.12	.14	.19
Attitude Similarity^2	.00	-.03	.07	.00	.16
Perceived Amount of Communication × Attitude Similarity	-.08	-.06	-.10	.06	-.19
Perceived Amount of Communication × Attitude Similarity^2	-.03	-.06	.12	.17	.37*
Total R^2	.14	.04	.09	.09	.18*
N	89	87	93	93	85

*$p < .05$. **$p < .01$.
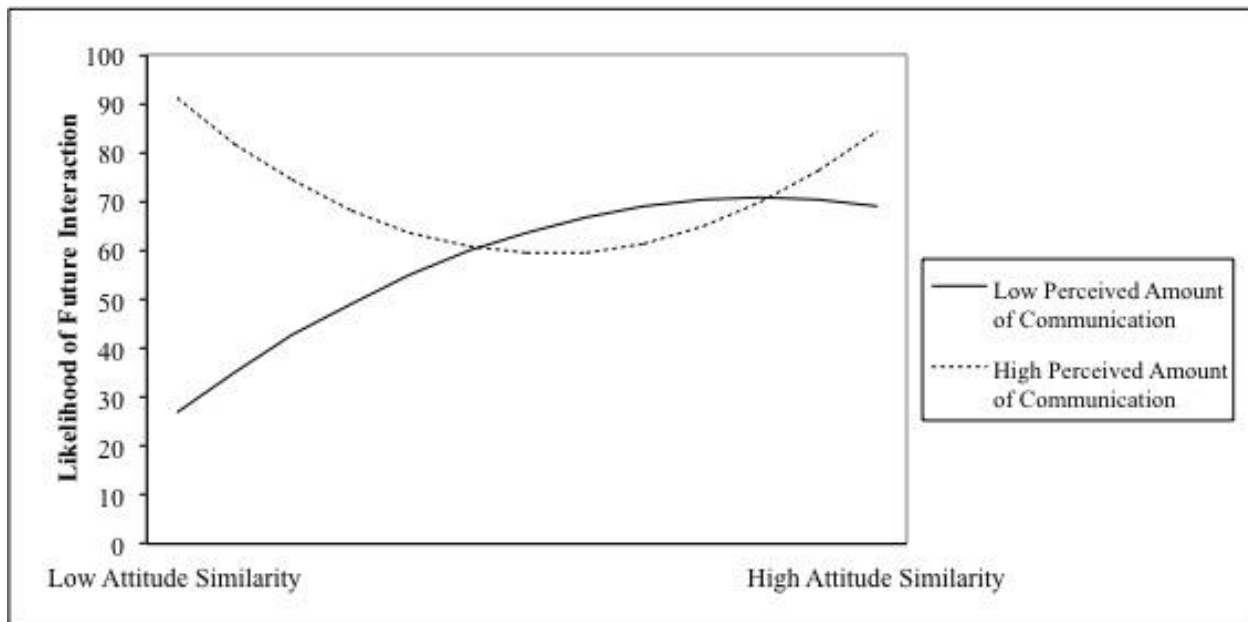
Figure 5.3. Moderating effect of perceived amount of communication on the curvilinear association between attitude similarity and likelihood of future interaction.

For background similarity, the whole model that included communication in days as the moderator was not significant for any of the dependent variables: change in social attraction, $F(7,$

$73) = 1.98$, $p = .06$, $R^2 = .16$; change in physical attraction, $F(7, 70) = .66$, $p = .70$, $R^2 = .06$; self

assessment of future interaction, $F(7, 75) = 1.51$, $p = .17$, $R^2 = .12$; partner assessment of future

interaction, $F(7, 75) = .34$, $p = .93$, $R^2 = .03$; and likelihood of future interaction, $F(7, 68) = 1.56$,

$p = .16$, $R^2 = .13$. Hence, H4c was not supported; there was no significant evidence that

communication in days moderated the curvilinear association between background similarity and

the success of the first FtF encounter. A summary of the regression is shown in Table 5.20.

Table 5.20

Hierarchical Regression Analyses for Communication in Days Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.03		.00		.00		.03	
Age		-.27*		-.04		-.13		-.08		-.05
Sex		.19		.07		.15		-.08		-.00
Communication in Days		.02		.03		-.02		.07		-.11
Background Similarity		-.16		-.17		.00		.02		.14
Step 3	.00		.00		.03		.00		.02	
Age		-.27*		-.05		-.14		-.09		-.06
Sex		.19		.08		.16		-.08		.00
Communication in Days		.02		.03		-.02		.07		-.11
Background Similarity		-.15		-.15		.04		.03		.18
Background Similarity^2		.03		.09		.20		.03		.16
Step 4	.01		.01		.04		.00		.07*	
Age		-.27*		-.05		-.15		-.09		-.07
Sex		.19		.08		.17		-.08		.02

Table 5.20 (continued)

Communication in Days	.16	.16	.10	.00	.11
Background Similarity	-.17	-.17	.04	.05	.16
Background Similarity^2	.02	.08	.21	.04	.16
Communication in Days × Background Similarity	.09	.10	.22*	.02	.28*
Communication in Days × Background Similarity^2	-.15	-.13	-.07	.10	-.18
Total R^2	.16	.06	.12	.03	.13
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

Also for background similarity, the model with perceptions of the amount of communication as the moderator was significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.34$, $p = .03$, $R^2 = .16$. Change in physical attraction, $F(7, 79) = .96$, $p = .46$, $R^2 = .07$, self assessment of future interaction, $F(7, 84) = 1.51$, $p = .17$, $R^2 = .11$, partner assessment of future interaction, $F(7, 84) = .78$, $p = .60$, $R^2 = .06$, and likelihood of future interaction, $F(7, 76) = 1.25$, $p = .28$, $R^2 = .10$, were not significant. For the one significant model, the moderator did not account for a significant amount of additional variance in change in social attraction, F-change $(2, 81) = 1.08$, $p = .34$, R^2-change $= .02$. Furthermore, beta weights showed that only age made a unique contribution to the model ($\beta = -.30$, $p < .01$), and it was negatively associated with change in social attraction. Thus, H4c was not supported. Perceived amount of communication failed to moderate the curvilinear association between background similarity and first date success. A summary of the regression can be found in Table 5.21.

Table 5.21

Hierarchical Regression Analyses for Perceived Amount of Communication Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.04		.02		.00		.04	
Age		-.28**		-.06		-.11		-.09		-.02
Sex		.18		.05		.17		-.09		.03
Perceived Amount of Communication		-.03		-.12		.14		.01		.15
Background Similarity		-.15		-.15		-.02		.02		.12
Step 3	.00		.01		.03		.00		.01	
Age		-.28**		-.07		-.12		-.09		-.04
Sex		.18		.06		.17		-.09		.03
Perceived Amount of Communication		-.04		-.14		.11		.00		.12
Background Similarity		-.14		-.12		.02		.03		.16
Background Similarity^2		.04		.11		.18		.03		.14
Step 4	.02		.01		.01		.04		.03	
Age		-.30**		-.08		-.13		-.09		-.03
Sex		.19		.06		.19		-.06		.07
Perceived Amount of Communication		.03		-.08		.13		-.04		.08
Background Similarity		-.15		-.12		-.00		-.02		.11
Background Similarity^2		.07		.14		.19		.00		.11
Perceived Amount of Communication × Background Similarity		.07		.04		.13		.20		.19

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Table 5.21 (continued)

	Δ Social Attraction	Δ Physical Attraction	Self Assessment of Future Interaction	Partner Assessment of Future Interaction	Likelihood of Future Interaction
Perceived Amount of Communication × Background Similarity^2	-.16	-.12	-.05	.08	.08
Total R^2	.16*	.07	.11	.06	.10
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

As for uncertainty, the model containing communication in days as the moderator was not significant for any of the dependent variables: change in social attraction, $F(7, 73) = 1.78$, $p = .10$, $R^2 = .14$; change in physical attraction, $F(7, 70) = .21$, $p = .98$, $R^2 = .02$; self assessment of future interaction, $F(7, 74) = 1.71$, $p = .11$, $R^2 = .13$; partner assessment of future interaction, $F(7, 74) = 1.54$, $p = .16$, $R^2 = .12$; and likelihood of future interaction, $F(7, 67) = 1.25$, $p = .28$, $R^2 = .11$. Again, H4c was not supported: Communication in days did not emerge as a moderator of the curvilinear association between uncertainty and the success of the first FtF meeting. A summary of the regression is shown in Table 5.22.

Table 5.22

Hierarchical Regression Analyses for Communication in Days Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.04		.02		.08*	
Age		-.27*		-.05		-.12		-.08		-.04
Sex		.19		.09		.11		-.11		-.05

Table 5.22 (continued)

	β		β		β		β		β
Communication in Days	.03		.07		-.09		.03		-.21
Uncertainty	.00		.08		-.21		-.13		-.28*
Step 3	.00		.00		.00		.08**		.00
Age		-.27*		-.05		-.12		-.08		-.04
Sex		.19		.09		.11		-.10		-.05
Communication in Days		.05		.08		-.06		-.05		-.19
Uncertainty		.03		.10		-.17		-.25*		-.26*
Uncertainty^2		-.07		-.04		-.10		.31**		-.05
Step 4	.02		.00		.04		.00		.02
Age		-.30**		-.06		-.17		-.09		-.07
Sex		.21*		.10		.15		-.09		-.02
Communication in Days		.23		.16		.14		-.00		.00
Uncertainty		.10		.11		-.04		-.21		-.20
Uncertainty^2		.04		.00		.06		.36*		.06
Communication in Days × Uncertainty		.50		.15		.79*		.20		.50
Communication in Days × Uncertainty^2		.27		.04		.53		.14		.24
Total R^2	.14		.02		.13		.12		.11
n	89		87		93		93		85

*$p < .05$. **$p < .01$.

Likewise, with perceptions of the amount of communication as the moderator, the full model for uncertainty was not significant: change in social attraction, $F(7, 81) = 1.67$, $p = .12$, $R^2 = .12$; change in physical attraction, $F(7, 79) = .39$, $p = .90$, $R^2 = .03$; self assessment of future interaction, $F(7, 83) = 1.37$, $p = .22$, $R^2 = .10$; partner assessment of future interaction, $F(7, 83) = 1.89$, $p = .08$, $R^2 = .13$; and likelihood of future interaction, $F(7, 75) = .97$, $p = .45$, $R^2 = .08$. Therefore, H4c was not supported, and perceived amount of communication did not significantly moderate the curvilinear association between uncertainty and first date success. See Table 5.23 for a summary of the regression.

Table 5.23

Hierarchical Regression Analyses for Perceived Amount of Communication Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.02		.04		.02		.06	
Age		-.28**		-.07		-.10		-.08		-.01
Sex		.17		.05		.14		-.12		.00
Perceived Amount of Communication		-.07		-.14		.10		-.02		.12
Uncertainty		-.02		.02		-.15		-.14		-.18
Step 3	.00		.00		.01		.08**		.00	
Age		-.28**		-.07		-.10		-.08		-.01
Sex		.17		.05		.13		-.09		-.00
Perceived Amount of Communication		-.07		-.14		.10		-.02		.12
Uncertainty		-.01		.03		-.12		-.23*		-.15
Uncertainty^2		-.05		-.02		-.11		.30**		-.10
Step 4	.00		.00		.00		.01		.01	
Age		-.29**		-.06		-.10		-.07		-.02
Sex		.16		.06		.13		-.09		-.00
Perceived Amount of Communication		-.03		-.18		.10		-.07		.15
Uncertainty		-.01		.03		-.09		-.18		-.12
Uncertainty^2		-.03		-.03		-.06		.35**		-.03
Perceived Amount of Communication × Uncertainty		.05		-.04		.09		.07		.13
Perceived Amount of Communication × Uncertainty^2		-.02		.02		.07		.16		.05
Total R^2	.12		.03		.10		.13		.08	
n	89		87		93		93		85	

*p < .05. **p < .01.

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H4d stipulated that amount of communication in the emails exchanged between partners would moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and first date success. In the analyses with word count as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the five dependent variables: change in social attraction, $F(7, 61) = 2.61$, $p = .02$, $R^2 = .23$. Change in physical attraction, $F(7, 60) = .83$, $p = .56$, $R^2 = .08$, self assessment of future interaction, $F(7, 62) = 1.71$, $p = .12$, $R^2 = .16$, partner assessment of future interaction, $F(7, 62) = .55$, $p = .79$, $R^2 = .05$, and likelihood of future interaction, $F(7, 56) = .79$, $p = .59$, $R^2 = .09$, were not significant. The inclusion of the moderator did not explain a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 61) = 1.92$, $p = .15$, R^2-change $= .04$. Only age ($\beta = -.30$, $p < .01$) was negatively associated with change in social attraction, showing a lack of support for H4d. Word count did not significantly moderate the curvilinear association between perceived social partner liking and the success of the first date. A summary of the regression is presented in Table 5.24.

Table 5.24

Hierarchical Regression Analyses for Word Count Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.04		.01		.06		.00		.02	
Age		-.30*		-.06		-.15		-.09		-.05
Sex		.18		.06		.16		-.09		.02

Table 5.24 (continued)

Word Count		.18		.09		.22		-.01	.10
Perceived Social Partner Liking		-.09		.05		.11		.03	.11
Step 3	.02		.00		.00		.00		.00
Age		-.29*		-.05		-.15		-.09	-.05
Sex		.16		.06		.15		-.10	.02
Word Count		.17		.08		.22		-.01	.10
Perceived Social Partner Liking		-.09		.05		.11		.03	.11
Perceived Social Partner Liking^2		-.15		-.09		-.03		-.03	.06
Step 4	.04		.06		.05		.03		.06
Age		-.30**		-.06		-.16		-.09	-.06
Sex		.16		.07		.16		-.09	.03
Word Count		.24		-.04		.18		-.05	.09
Perceived Social Partner Liking		-.06		.03		.11		.03	.12
Perceived Social Partner Liking^2		-.16		-.06		-.02		-.02	.07
Word Count × Perceived Social Partner Liking		.23		.08		.17		.14	.20
Word Count × Perceived Social Partner Liking^2		.05		.28		.21		.16	.18
Total R^2	.23*		.08		.16		.05		.09
n	89		87		93		93		85

*$p < .05$. **$p < .01$.

With message count as the moderator, the full model for perceptions of a partner's social liking was significant for all of the dependent variables: change in social attraction, $F(7, 61) = 11.00$, $p < .01$, $R^2 = .55$; change in physical attraction, $F(7, 60) = 11.45$, $p < .01$, $R^2 = .57$; self assessment of future interaction, $F(7, 62) = 9.40$, $p < .01$, $R^2 = .51$; partner assessment of future interaction, $F(7, 62) = 8.56$, $p < .01$, $R^2 = .49$; and likelihood of future interaction, $F(7, 56) =$

4.22, $p < .01$, $R^2 = .34$. Furthermore, the moderator explained a significant amount of additional variance in the outcome variables: change in social attraction, F-change $(2, 61) = 25.60$, $p < .01$, R^2-change $= .37$; change in physical attraction, F-change $(2, 60) = 38.47$, $p < .01$, R^2-change $= .54$; self assessment of future interaction, F-change $(2, 62) = 26.11$, $p < .01$, R^2-change $= .40$; partner assessment of future interaction, F-change $(2, 62) = 28.62$, $p < .01$, R^2-change $= .46$; and likelihood of future interaction, F-change $(2, 56) = 13.55$, $p < .01$, R^2-change $= .31$. Age ($\beta = -.28$, $p < .01$) was negatively associated with change in social attraction, the interaction between message count and perceived social partner liking ($\beta = 1.18$, $p < .01$) and the interaction between message count and perceived social partner liking squared ($\beta = 1.04$, $p < .01$) were positively associated with change in social attraction, message count ($\beta = -.81$, $p < .01$) was negatively associated with change in physical attraction, the interaction between message count and perceived social partner liking ($\beta = .95$, $p < .01$) and the interaction between message count and perceived social partner liking squared ($\beta = 1.86$, $p < .01$) were positively associated with change in physical attraction, perceived social partner liking ($\beta = .19$, $p = .03$), the interaction between message count and perceived social partner liking ($\beta = 1.12$, $p < .01$), and the interaction between message count and perceived social partner liking squared ($\beta = 1.39$, $p < .01$) were positively associated with self assessment of future interaction, the interaction between message count and perceived social partner liking ($\beta = 1.23$, $p < .01$) and the interaction between message count and perceived social partner liking squared ($\beta = 1.44$, $p < .01$) were positively associated with partner assessment of future interaction, and the interaction between message count and perceived social partner liking ($\beta = .97$, $p < .01$) and the interaction between message count and perceived social partner liking squared ($\beta = 1.24$, $p < .01$) were positively associated with likelihood of future interaction. Thus, H4d was supported: Message count moderated the

curvilinear association between perceived social partner liking and first date success. Turning to

the graphs, at low levels of message count, first date success peaked at moderate levels of

perceived social partner liking. Meanwhile, at high levels of message count, first date success

was lowest at moderate levels of perceived social partner liking (see Figures 5.4, 5.5, 5.6, 5.7,

and 5.8). A summary of the regression is presented in Table 5.25.

Table 5.25

*Hierarchical Regression Analyses for Message Count Moderating the Curvilinear Association
Between Perceived Social Partner Liking and First Date Success*

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.04		.00		.06		.00		.02	
Age		-.29*		-.05		-.13		-.09		-.04
Sex		.19		.07		.18		-.09		.03
Message Count		.18		.05		.22		.03		.10
Perceived Social Partner Liking		-.07		.05		.13		.03		.12
Step 3	.02		.01		.00		.00		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.17		-.09		.03
Message Count		.18		.05		.22		.03		.10
Perceived Social Partner Liking		-.07		.05		.13		.03		.12
Perceived Social Partner Liking^2		-.16		-.09		-.05		-.03		.05
Step 4	.37**		.54**		.40**		.46**		.31**	

Table 5.25 (continued)

Age	-.28**	-.00	-.11	-.08	-.03
Sex	.15	.03	.14	-.13	.01
Message Count	.22	-.81**	-.09	-.24	-.20
Perceived Social Partner Liking	-.00	.09	.19*	.10	.18
Perceived Social Partner Liking^2	-.04	.11	.10	.13	.19
Message Count × Perceived Social Partner Liking	1.18**	.95**	1.12**	1.23**	.97**
Message Count × Perceived Social Partner Liking^2	1.04**	1.86**	1.39**	1.44**	1.24**
Total R^2	.55**	.57**	.51**	.49**	.34**
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
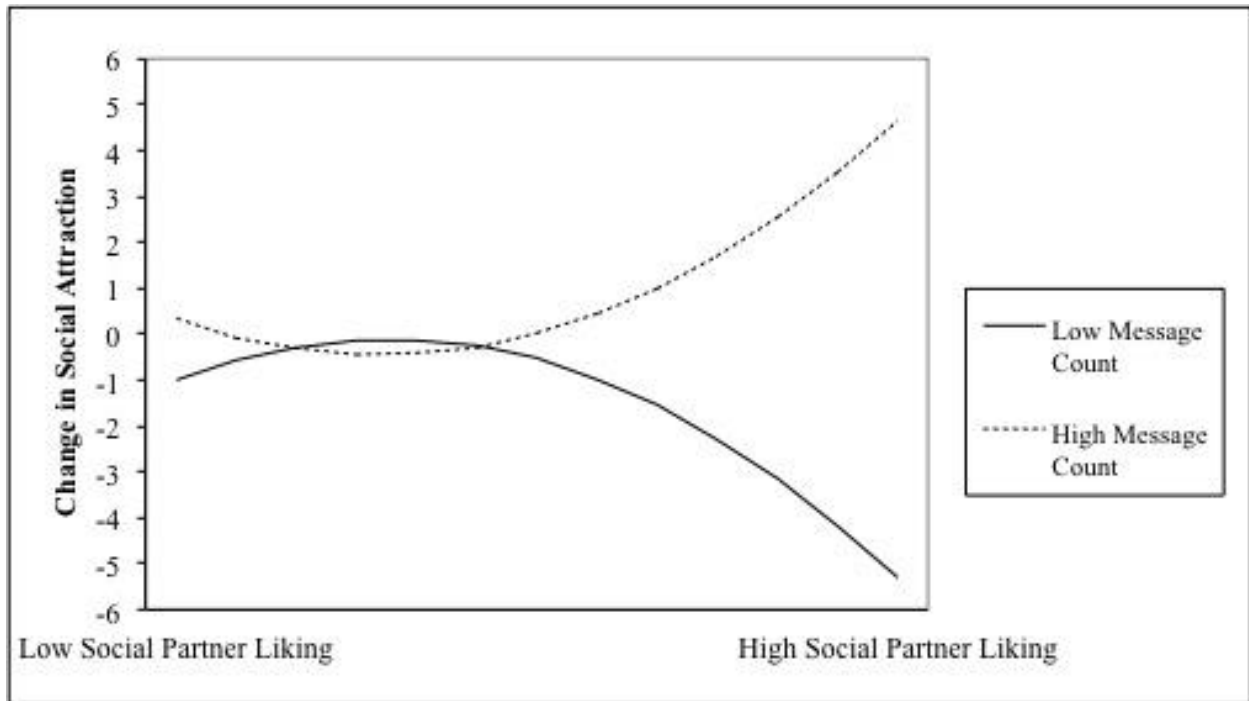
Figure 5.4. Moderating effect of message count on the curvilinear association between perceived social partner liking and change in social attraction.
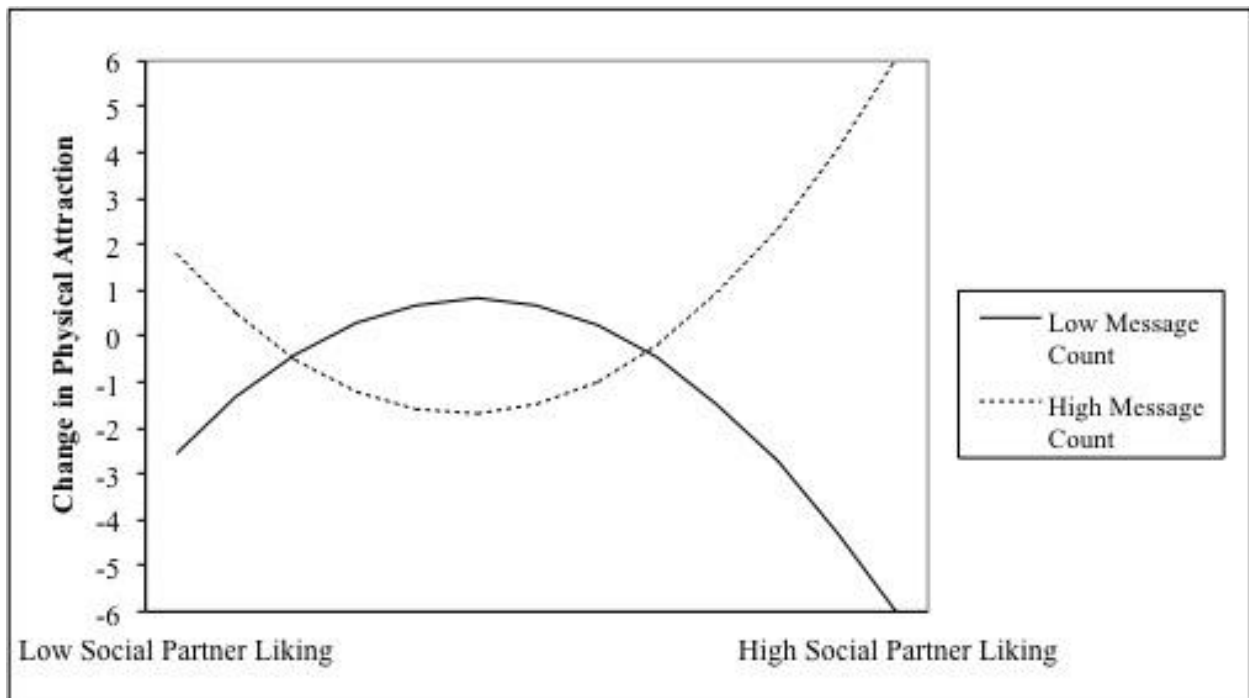
Figure 5.5. Moderating effect of message count on the curvilinear association between perceived social partner liking and change in physical attraction.

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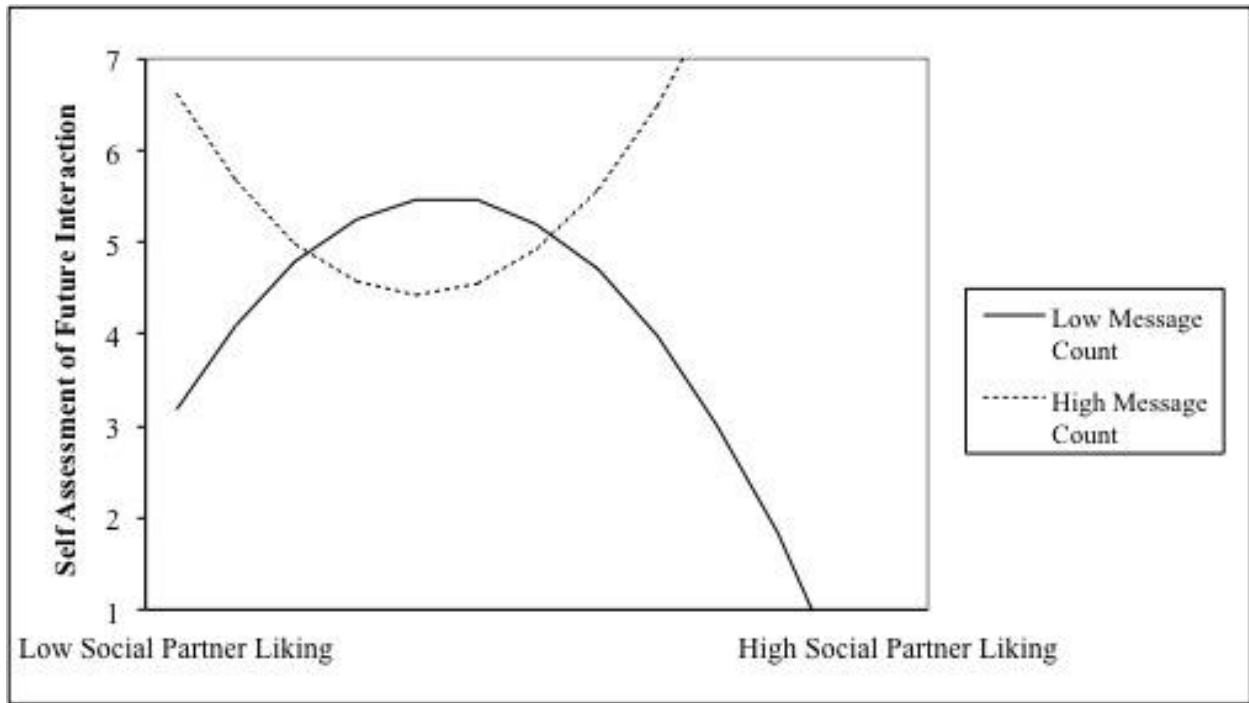
Figure 5.6. Moderating effect of message count on the curvilinear association between perceived social partner liking and self assessment of future interaction.
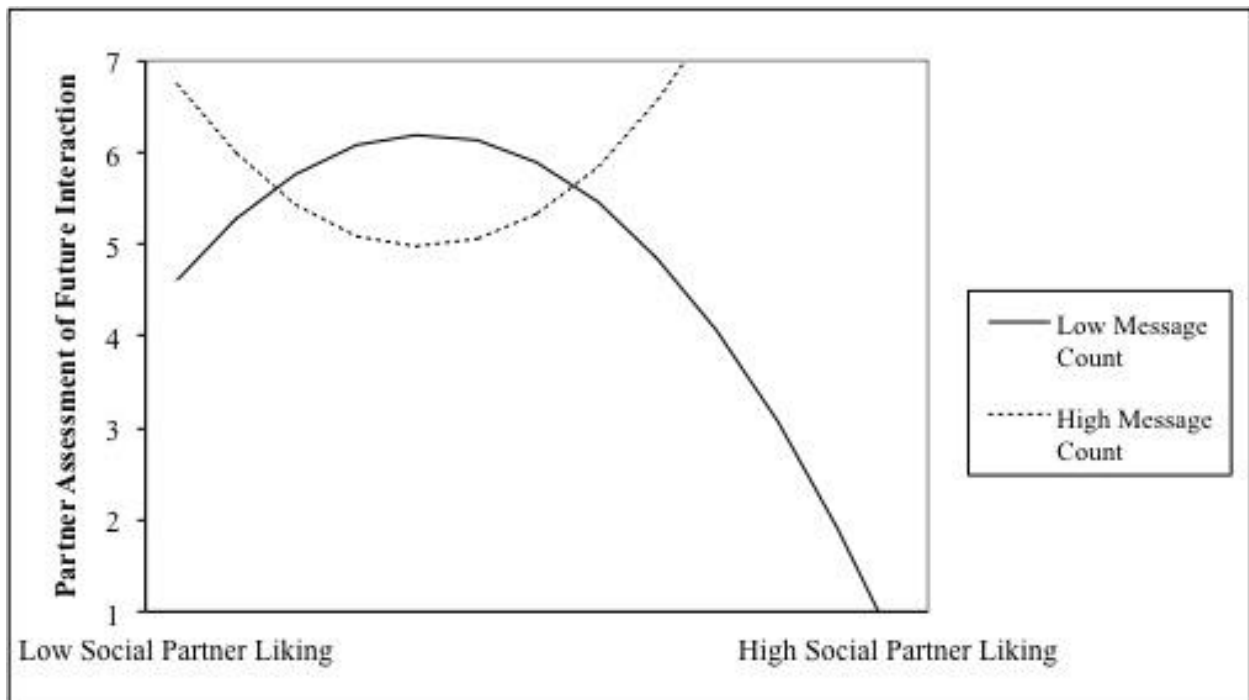
Figure 5.7. Moderating effect of message count on the curvilinear association between perceived social partner liking and partner assessment of future interaction.
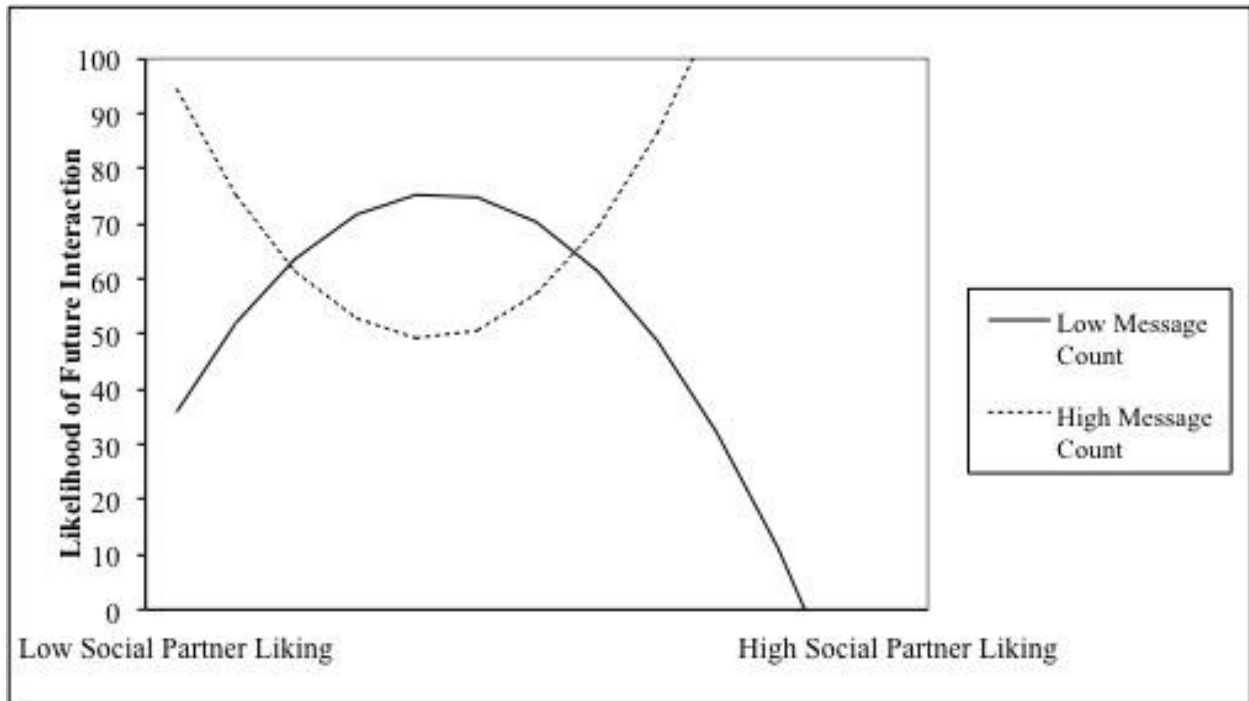
Figure 5.8. Moderating effect of message count on the curvilinear association between perceived social partner liking and likelihood of future interaction.

Going back to word count as the moderator, the full model for perceptions of a partner's physical liking was not significant for any of the dependent variables: change in social attraction, $F(7, 60) = 1.90$, $p = .08$, $R^2 = .18$; change in physical attraction, $F(7, 59) = .62$, $p = .73$, $R^2 = .06$; self assessment of future interaction, $F(7, 61) = 1.17$, $p = .32$, $R^2 = .11$; partner assessment of future interaction, $F(7, 61) = .41$, $p = .89$, $R^2 = .04$; and likelihood of future interaction, $F(7, 55) = .66$, $p = .70$, $R^2 = .07$. Hence, H4d was not supported, and word count did not significantly moderate the curvilinear association between perceived physical partner liking and the success of the first FtF encounter. A summary of the regression is displayed in Table 5.26.

Table 5.26

Hierarchical Regression Analyses for Word Count Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.05		.02		.05		.00		.02	
Age		-.32**		-.08		-.14		-.09		-.03
Sex		.17		.05		.16		-.09		.03
Word Count		.17		.07		.23*		-.01		.11
Perceived Physical Partner Liking		-.15		-.14		.07		.04		.12
Step 3	.00		.00		.00		.02		.04	
Age		-.32**		-.08		-.15		-.09		-.05
Sex		.17		.04		.16		-.10		.01
Word Count		.16		.08		.23*		.00		.13
Perceived Physical Partner Liking		-.16		-.14		.08		.05		.13
Perceived Physical Partner Liking^2		-.08		.07		.08		.14		.22
Step 4	.00		.02		.01		.00		.00	
Age		-.32**		-.11		-.16		-.10		-.05
Sex		.17		.04		.17		-.10		.00
Word Count		.14		-.02		.13		-.03		.15
Perceived Physical Partner Liking		-.15		-.12		.07		.05		.14
Perceived Physical Partner Liking^2		-.07		.12		.11		.16		.22
Word Count × Perceived Physical Partner Liking		.03		.14		-.02		.03		.05
Word Count × Perceived Physical Partner Liking^2		.05		.29		.15		.08		.01
Total R^2	.18		.06		.11		.04		.07	

Table 5.26 (continued)

n	89	87	93	93	85

*p < .05. **p < .01.

With message count as the moderator, the full model for perceptions of a partner's physical liking was significant for one of the five dependent variables: change in social attraction, $F(7, 60) = 2.90$, $p = .01$, $R^2 = .25$. The models were not significant for the remaining outcomes: change in physical attraction, $F(7, 59) = .53$, $p = .80$, $R^2 = .06$; self assessment of future interaction, $F(7, 61) = 1.22$, $p = .30$, $R^2 = .12$; partner assessment of future interaction, $F(7, 61) = .75$, $p = .62$, $R^2 = .08$; and likelihood of future interaction, $F(7, 55) = .91$, $p = .49$, $R^2 = .10$. The moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 60) = 2.68$, $p = .07$, R^2-change $= .06$. Beta weights indicated that age ($\beta = -.34$, $p < .00$) was negatively associated with change in physical attraction, and message count ($\beta = .39$, $p = .04$) and the interaction between message count and perceived physical partner liking ($\beta = .40$, $p = .03$) were positively associated with change in social attraction. These results support H4d, with message count moderating the association between perceived physical partner liking and change in social attraction. At low levels of message count, there was a negative association between perceived physical partner liking and the change in social attraction, but at high levels of message count, the association became slightly more positive. A summary of the regression is shown in Table 5.27.

Table 5.27

Hierarchical Regression Analyses for Message Count Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.06		.02		.05		.00		.02	
Age		-.31**		-.07		-.12		-.09		-.02
Sex		.18		.05		.18		-.09		.03
Message Count		.18		.03		.22		.03		.09
Perceived Physical Partner Liking		-.15		-.15		.07		.04		.12
Step 3	.00		.00		.00		.02		.04	
Age		-.30*		-.07		-.13		-.09		-.03
Sex		.19		.05		.17		-.10		.02
Message Count		.17		.04		.22		.03		.10
Perceived Physical Partner Liking		-.16		-.14		.07		.05		.13
Perceived Physical Partner Liking^2		-.09		.06		.07		.15		.21
Step 4	.06		.02		.02		.03		.03	
Age		-.34**		-.10		-.15		-.12		-.05
Sex		.14		.03		.15		-.13		.00
Message Count		.39*		.01		.28		.26		.35
Perceived Physical Partner Liking		-.14		-.16		.07		.08		.17
Perceived Physical Partner Liking^2		-.13		.06		.06		.10		.16
Message Count × Perceived Physical Partner Liking		.40*		.12		.20		.30		.27
Message Count × Perceived Physical Partner Liking^2		.13		.18		.14		.00		-.06
Total R^2	.25*		.06		.12		.08		.10	

Table 5.27 (continued)

n	89	87	93	93	85

*p < .05. **p < .01.

Turning to attitude similarity, the overall model with word count as the moderator was significant for two of the five dependent variables: change in social attraction, $F(7, 62) = 3.00$, $p < .01$, $R^2 = .25$; and self assessment of future interaction, $F(7, 63) = 2.64$, $p = .01$, $R^2 = .22$. Change in physical attraction, $F(7, 61) = 1.37$, $p = .23$, $R^2 = .13$, partner assessment of future interaction, $F(7, 63) = 1.00$, $p = .43$, $R^2 = .10$, and likelihood of future interaction, $F(7, 57) = 1.77$, $p = .11$, $R^2 = .17$, were not significant. For the significant models, adding the moderator explained a significant amount of additional variance in both change in social attraction, F-change $(2, 62) = 3.36$, $p = .04$, R^2-change $= .08$, and self assessment of future interaction, F-change $(2, 63) = 4.00$, $p = .02$, R^2-change $= .09$. Beta weights showed that age ($\beta = -.34$, $p < .01$) was negatively associated with change in social attraction, the interaction between word count and attitude similarity ($\beta = .26$, $p = .03$) was positively associated with change in social attraction, and the interaction between word count and attitude similarity ($\beta = .27$, $p = .03$) and the interaction between word count and attitude similarity squared ($\beta = .35$, $p = .03$) were positively associated with self assessment of future interaction. Thus, H4d was partially supported: Word count moderated the curvilinear association between attitude similarity and self assessment of future interaction. Figure 5.9 revealed that at low levels of word count, self assessment of future interaction peaked at low to moderate levels of attitude similarity, whereas at high levels of word count, self assessment of future interaction was lowest at moderate levels of attitude similarity. Furthermore, word count also moderated the linear association between attitude similarity and change in social attraction. At low levels of word count, there was a negative association

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between attitude similarity and the change in social attraction, but the association became

positive at high levels of word count. A summary of the regression is presented in Table 5.28.

Table 5.28

Hierarchical Regression Analyses for Word Count Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.05		.00		.07		.04		.07	
Age		-.31**		-.06		-.15		-.08		-.04
Sex		.17		.06		.16		-.08		.03
Word Count		.18		.08		.22		-.01		.10
Attitude Similarity		-.14		-.02		.15		.21		.25*
Step 3	.00		.01		.01		.00		.07*	
Age		-.31**		-.07		-.14		-.08		-.03
Sex		.17		.07		.15		-.09		.01
Word Count		.18		.08		.22*		-.01		.11
Attitude Similarity		-.15		-.04		.17		.22		.30*
Attitude Similarity^2		-.03		-.10		.12		.08		.27*
Step 4	.08*		.11*		.09*		.03		.02	
Age		-.34**		-.10		-.17		-.10		-.04
Sex		.19		.09		.17		-.08		.01
Word Count		.14		.03		.17		-.11		-.00
Attitude Similarity		-.19		-.10		.11		.17		.25*
Attitude Similarity^2		.05		-.00		.23		.19		.39*
Word Count × Attitude Similarity		.26*		.30*		.27*		.06		-.03
Word Count × Attitude Similarity^2		.30		.36*		.35*		.26		.23
Total R^2	.25**		.13		.22*		.10		.17	
n	89		87		93		93		85	

*p < .05. **p < .01.

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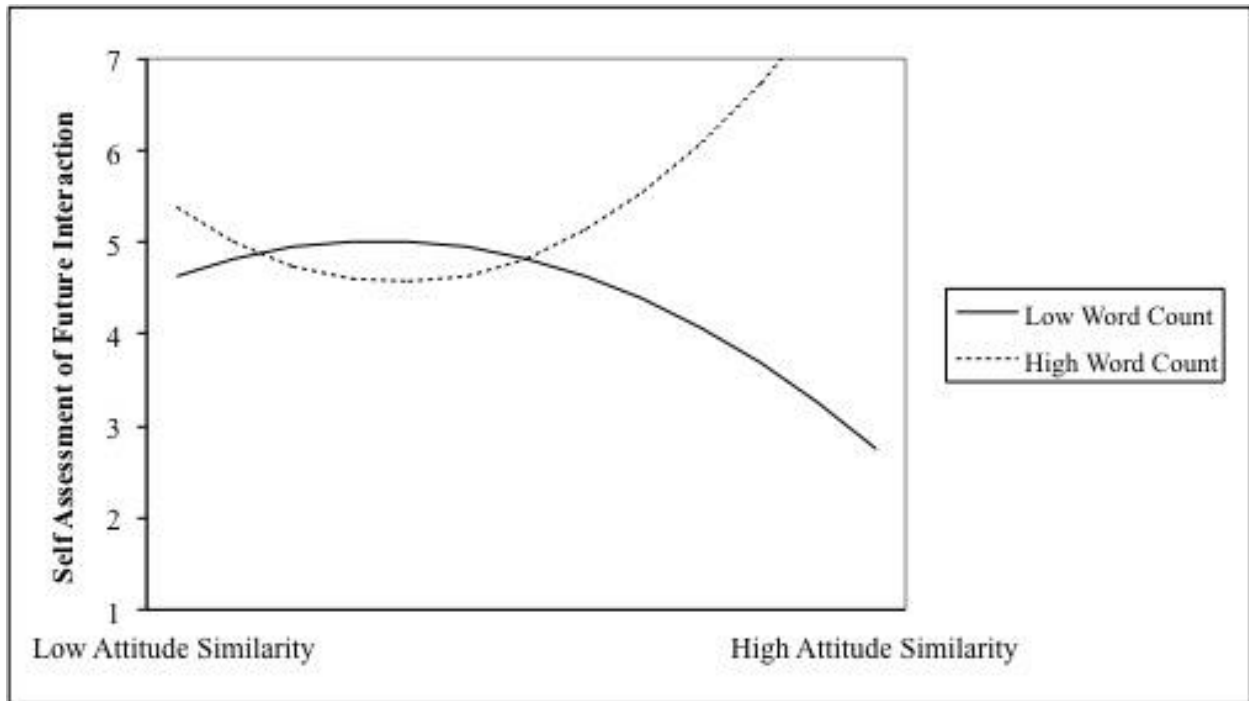
Figure 5.9. Moderating effect of word count on the curvilinear association between attitude similarity and self assessment of future interaction.

For message count as the moderator, the complete model for attitude similarity was significant for two of the five dependent variables: change in social attraction, $F(7, 62) = 5.46$, $p < .01$, $R^2 = .38$; and self assessment of future interaction, $F(7, 63) = 4.30$, $p < .01$, $R^2 = .32$. The models for change in physical attraction, $F(7, 61) = 1.43$, $p = .20$, $R^2 = .14$, partner assessment of future interaction, $F(7, 63) = 1.72$, $p = .12$, $R^2 = .16$, and likelihood of future interaction, $F(7, 57) = 1.99$, $p = .07$, $R^2 = .19$, were not significant. The moderator explained significantly more variance than the quadratic term in change in social attraction, F-change $(2, 62) = 10.41$, $p < .01$, R^2-change $= .20$, and self assessment of future interaction, F-change $(2, 63) = 9.11$, $p < .01$, R^2-change $= .19$. Age ($\beta = -.36$, $p < .01$) was negatively associated with change in social attraction, message count ($\beta = .34$, $p = .04$), the interaction between message count and attitude similarity ($\beta = .59$, $p < .01$), and the interaction between message count and attitude similarity squared (β

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= .43, p = .02) were positively associated with change in social attraction, and message count (β

= .39, p = .02), the interaction between message count and attitude similarity (β = .58, p < .01),

and the interaction between message count and attitude similarity squared (β = .39, p = .04) were

positively associated with self assessment of future interaction. In sum, H4d was partially

supported, with message count moderating the curvilinear association between attitude similarity

and change in social attraction and self assessment of future interaction. Turning to the graphs, at

low levels of message count, the change in social attraction and self assessment of future

interaction began to decrease at high levels of attitude similarity, whereas at high levels of

message count, the change in social attraction and self assessment of future interaction began to

increase at high levels of attitude similarity (see Figures 5.10 and 5.11). A summary of the

regression is presented in Table 5.29.

Table 5.29

Hierarchical Regression Analyses for Message Count Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	B	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.05		.00		.07		.04		.07	
Age		-.29*		-.05		-.13		-.09		-.03
Sex		.19		.07		.18		-.08		.04
Message Count		.19		.04		.21		.03		.09
Attitude Similarity		-.13		-.02		.15		.21		.26*
Step 3	.00		.01		.01		.00		.07*	
Age		-.29*		-.06		-.12		-.08		-.02

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Table 5.29 (continued)

Sex	.19	.07	.17	-.08	.02
Message Count	.19	.04	.22*	.03	.10
Attitude Similarity	-.14	-.04	.18	.22	.31*
Attitude Similarity^2	-.03	-.10	.13	.08	.27*
Step 4	.20**	.12*	.19**	.09*	.04
Age	-.36**	-.11	-.19	-.12	-.03
Sex	.18	.07	.17	-.09	.03
Message Count	.34*	.14	.39*	-.03	-.10
Attitude Similarity	-.18	-.08	.14	.14	.21
Attitude Similarity^2	.08	-.00	.22	.27	.48**
Message Count × Attitude Similarity	.59**	.44*	.58**	.27	.00
Message Count × Attitude Similarity^2	.43*	.35	.39*	.46*	.39
Total R^2	.38**	.14	.32**	.16	.19
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
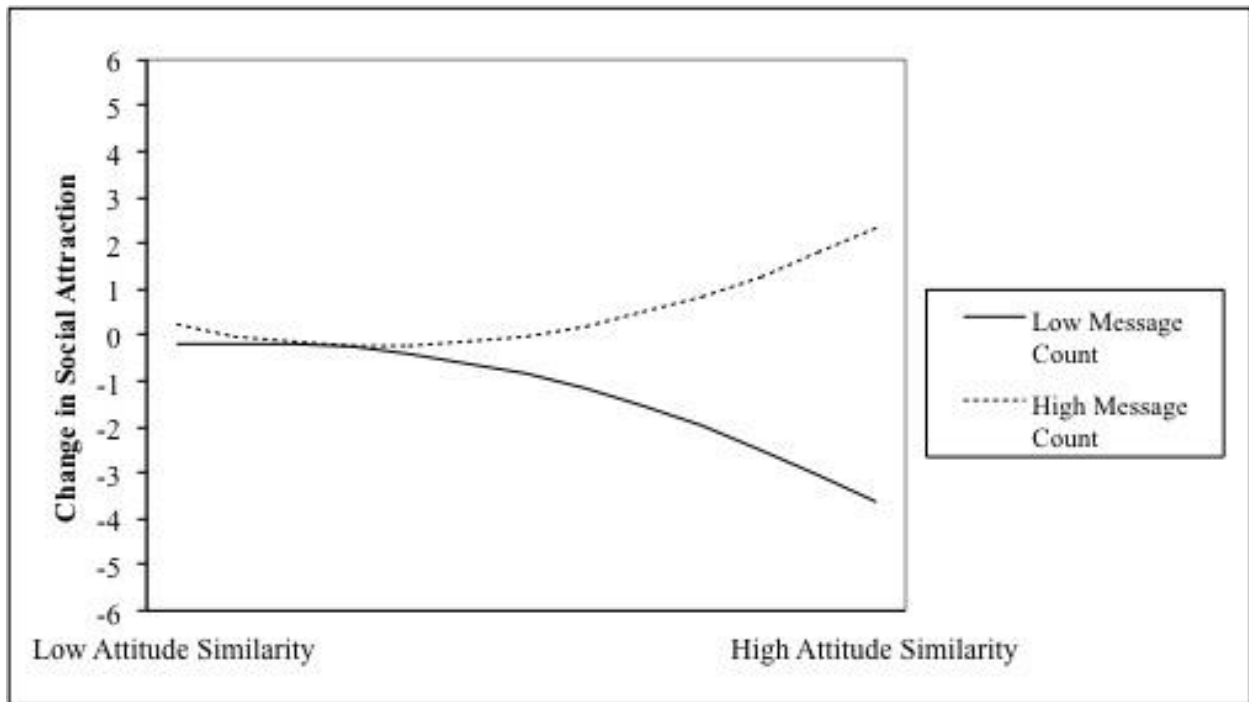
Figure 5.10. Moderating effect of message count on the curvilinear association between attitude similarity and change in social attraction.

Figure 5.11. Moderating effect of message count on the curvilinear association between attitude similarity and self assessment of future interaction.

With word count as the moderator, the overall model for background similarity was significant for one of the five dependent variables: change in social attraction, $F(7, 62) = 2.11$, $p = .05$, $R^2 = .19$. The models were not significant for the other outcomes variables: change in physical attraction, $F(7, 61) = 1.07$, $p = .38$, $R^2 = .11$; self assessment of future interaction, $F(7, 63) = 1.72$, $p = .11$, $R^2 = .16$; partner assessment of future interaction, $F(7, 63) = .21$, $p = .98$, $R^2 = .02$; and likelihood of future interaction, $F(7, 57) = .70$, $p = .66$, $R^2 = .08$. The moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 62) = .39$, $p = .67$, R^2-change $= .01$, and beta weights showed that only age ($\beta = -.28$, $p = .02$) was negatively associated with change in social attraction. Thus, H4d was not supported. There was no significant indication that word count moderated the curvilinear association between background similarity and the success of the first FtF date (see Table 5.30).

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Table 5.30

Hierarchical Regression Analyses for Word Count Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.06		.04		.04		.00		.03	
Age		-.30**		-.06		-.15		-.09		-.05
Sex		.18		.07		.15		-.10		.01
Word Count		.19		.09		.22		-.01		.09
Background Similarity		-.17		-.18		-.01		.02		.14
Step 3	.00		.00		.04		.00		.02	
Age		-.30**		-.06		-.17		-.09		-.06
Sex		.19		.07		.16		-.09		.02
Word Count		.19		.10		.23*		-.01		.10
Background Similarity		-.16		-.15		.04		.03		.19
Background Similarity^2		.04		.09		.21		.03		.17
Step 4	.01		.05		.02		.00		.01	
Age		-.28*		-.10		-.14		-.08		-.03
Sex		.20		.08		.20		-.09		.03
Word Count		.29		-.00		.34*		.03		.22
Background Similarity		-.12		-.18		.09		.05		.22
Background Similarity^2		-.06		.17		.07		-.01		.05
Word Count × Background Similarity		.05		.16		.17		.00		-.00
Word Count × Background Similarity^2		-.19		.21		-.20		-.09		-.23
Total R^2	.19*		.11		.16		.02		.08	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

The full model for background similarity, with message count as the moderator, was significant for one of the five dependent variables: change in social attraction, $F(7, 62) = 2.16$, $p = .05$, $R^2 = .19$. Change in physical attraction, $F(7, 61) = .87$, $p = .53$, $R^2 = .09$, self assessment of future interaction, $F(7, 63) = 1.44$, $p = .20$, $R^2 = .13$, partner assessment of future interaction, $F(7, 63) = .22$, $p = .97$, $R^2 = .02$, and likelihood of future interaction, $F(7, 57) = .53$, $p = .80$, $R^2 = .06$, were not significant. The moderator did not explain a significant amount of extra variance in change in social attraction, F-change $(2, 62) = .32$, $p = .72$, R^2-change $= .00$. Age ($\beta = -.30$, $p = .01$) was the only variable to make a unique contribution to the model, indicating a lack of support for H4d. Message count did not significantly moderate the curvilinear association between background similarity and first date success. A summary of the regression is shown in Table 5.31.

Table 5.31

Hierarchical Regression Analyses for Message Count Moderating the Curvilinear Association Between Background Similarity and First Date Success

| Predictor | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.06		.03		.04		.00		.03	
Age		-.28*		-.05		-.13		-.09		-.04
Sex		.20		.07		.17		-.09		.02
Message Count		.20		.06		.21		.02		.07
Background Similarity		-.17		-.18		-.01		.02		.14
Step 3	.00		.00		.04		.00		.02	
Age		-.29*		-.05		-.15		-.10		-.05
Sex		.20		.08		.18		-.09		.03
Message Count		.21		.06		.23*		.02		.09

Table 5.31 (continued)

Background Similarity		-.16		-.15		.03		.03	.18
Background Similarity^2		.05		.09		.22		.03	.17
Step 4	.00		.04		.00		.00		.00
Age		-.30*		-.07		-.15		-.10	-.05
Sex		.20		.08		.19		-.09	.03
Message Count		.23		-.05		.18		.00	.11
Background Similarity		-.21		-.17		.04		.03	.19
Background Similarity^2		.15		.19		.24		.04	.15
Message Count × Background Similarity		-.12		.13		.06		.04	-.03
Message Count × Background Similarity^2		.11		.20		.05		.02	-.04
Total R^2	.19*		.09		.13		.02		.06
N	89		87		93		93		85

*$p < .05$. **$p < .01$.

For uncertainty, the overall model moderated by word count was significant for one of the dependent variables: self assessment of future interaction, $F(7, 63) = 2.56$, $p = .02$, $R^2 = .22$. The models for change in social attraction, $F(7, 62) = 1.68$, $p = .12$, $R^2 = .16$, change in physical attraction, $F(7, 61) = .21$, $p = .98$, $R^2 = .02$, partner assessment of future interaction, $F(7, 63) = 1.36$, $p = .23$, $R^2 = .13$, and likelihood of future interaction, $F(7, 57) = 1.36$, $p = .23$, $R^2 = .14$, were not significant. For the one significant model, the moderator explained a significant amount of additional variance in self assessment of future interaction, F-change $(2, 63) = 3.96$, $p = .02$, R^2-change $= .09$. Beta weights revealed that the interaction between word count and uncertainty ($\beta = .35$, $p = .01$) and the interaction between word count and uncertainty squared ($\beta = .36$, $p = .04$) were positively associated with self assessment of future interaction. Therefore, H4d was partially supported, with word count moderating the curvilinear association between uncertainty

and self assessment of future interaction. A graph of the interaction revealed that at low levels of word count, self assessment of future interaction decreased as uncertainty increased, whereas at high levels of word count, self assessment of future interaction increased as uncertainty increased (see Figure 5.12). A summary of the regression is presented in Table 5.32.

Table 5.32

Hierarchical Regression Analyses for Word Count Moderating the Curvilinear Association Between Uncertainty and First Date Success

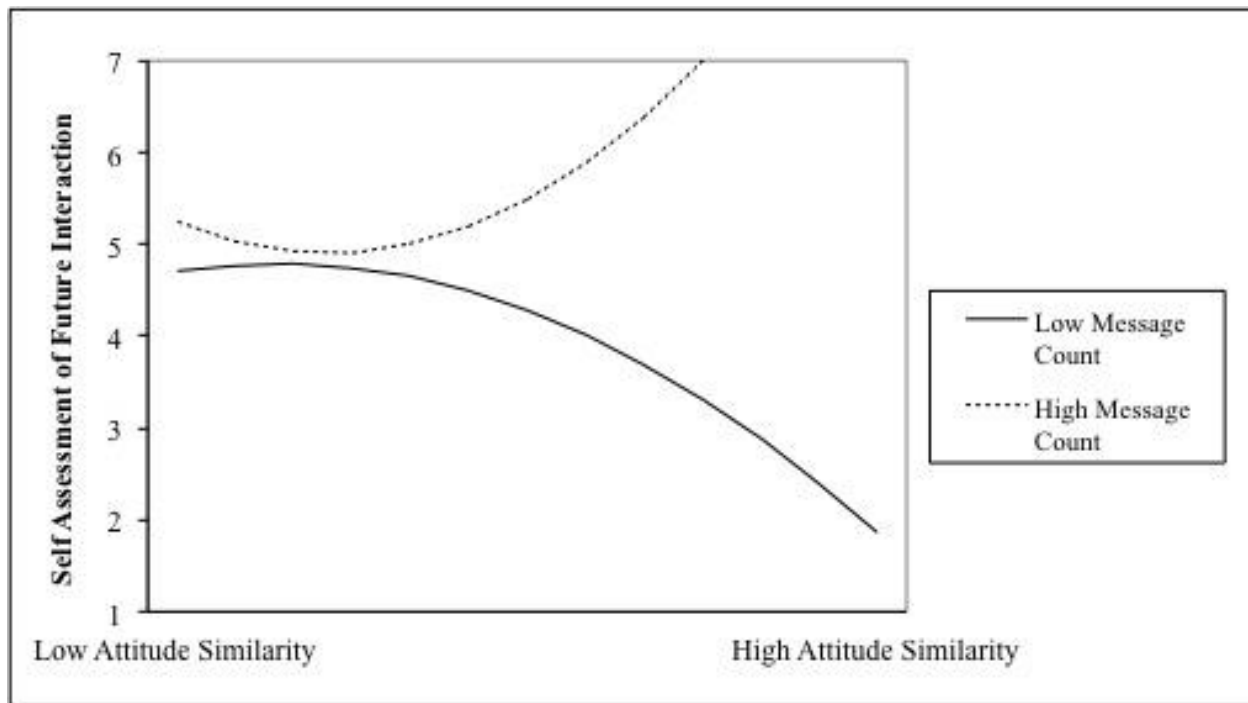|	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.01		.07		.02		.05	
Age		-.30*		-.07		-.14		-.08		-.03
Sex		.18		.07		.13		-.11		-.00
Word Count		.18		.09		.20		-.03		.07
Uncertainty		.01		.07		-.15		-.14		-.21
Step 3	.00		.00		.00		.08*		.00	
Age		-.30*		-.07		-.14		-.08		-.03
Sex		.18		.07		.13		-.09		-.01
Word Count		.18		.09		.19		-.00		.06
Uncertainty		.02		.08		-.13		-.23		-.18
Uncertainty^2		-.04		-.01		-.10		.30*		-.09
Step 4	.00		.00		.09*		.01		.08	
Age		-.30*		-.07		-.15		-.07		-.04
Sex		.20		.08		.16		-.07		.02
Word Count		.17		.08		.08		.03		-.02
Uncertainty		.05		.09		.00		-.21		-.06
Uncertainty^2		.00		.01		.09		.32*		.08
Word Count × Uncertainty		.10		.05		.35*		.10		.32*
Word Count × Uncertainty^2		.06		.04		.36*		-.02		.31
Total R^2	.16		.02		.22*		.13		.14	
N	89		87		93		93		85	

*$p < .05$. **$p < .01$.
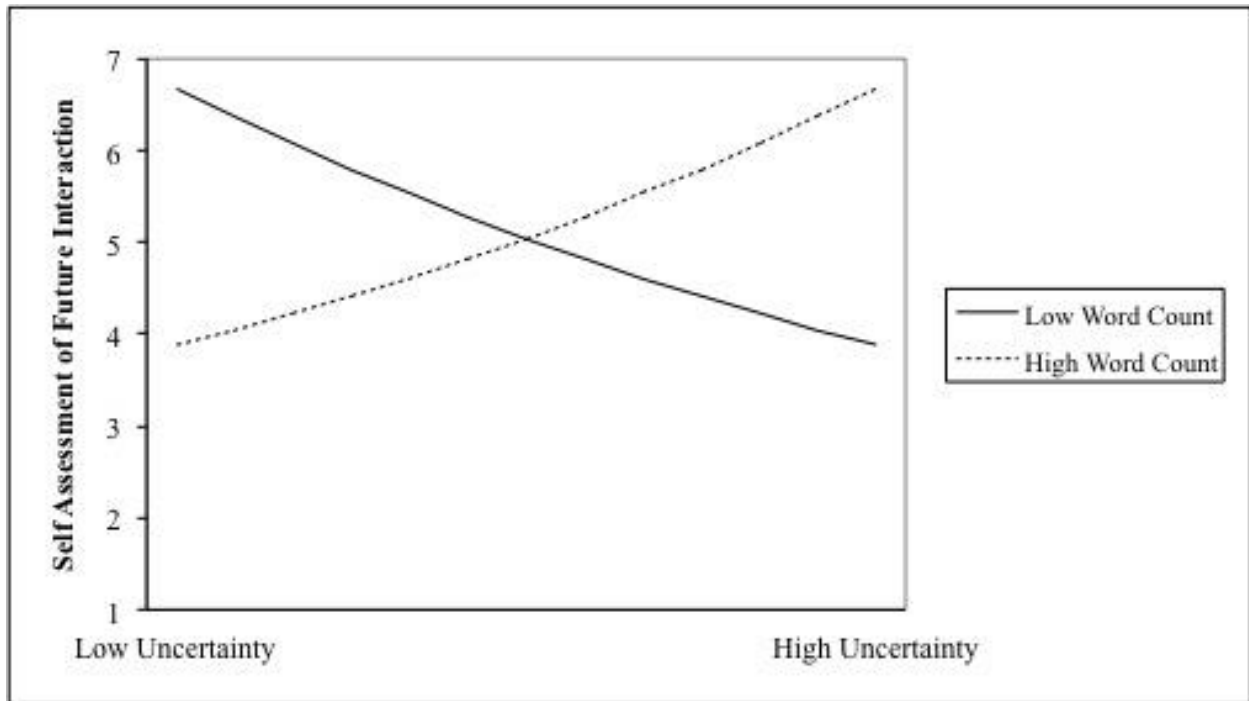
Figure 5.12. Moderating effect of word count on the curvilinear association between uncertainty and self assessment of future interaction.

And for message count as the moderator, the complete model for uncertainty was again significant for one of the five dependent variables: likelihood of future interaction, $F(7, 57) = 2.32$, $p = .03$, $R^2 = .22$. The models were not significant for the remaining outcomes: change in social attraction, $F(7, 62) = 1.99$, $p = .07$, $R^2 = .18$; change in physical attraction, $F(7, 61) = .15$, $p = .99$, $R^2 = .01$; self assessment of future interaction, $F(7, 63) = 1.42$, $p = .21$, $R^2 = .13$; and partner assessment of future interaction, $F(7, 63) = 1.97$, $p = .07$, $R^2 = .18$. The moderator accounted for a significant amount of additional variance in likelihood of future interaction, F-change $(2, 57) = 5.72$, $p < .01$, R^2-change $= .15$. Uncertainty squared ($\beta = -.28$, $p = .04$) and the interaction between message count and uncertainty squared ($\beta = -.97$, $p < .01$) were negatively associated with likelihood of future interaction, while message count ($\beta = .48$, $p = .04$) and the interaction between message count and uncertainty ($\beta = .57$, $p < .01$) were positively associated

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with likelihood of future interaction. These findings provide partial support for H4d: Message

count emerged as a moderator of the curvilinear association between uncertainty and likelihood

of future interaction. A graph of the association indicated that at low levels of message count, the

likelihood of future interaction was lowest at moderate levels of uncertainty, while at high levels

of message count, the likelihood of future interaction peaked at moderate levels of uncertainty

(see Figure 5.13). A summary of the regression is presented in Table 5.33.

Table 5.33

Hierarchical Regression Analyses for Message Count Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.00		.07*		.02		.05	
Age		-.29*		-.06		-.12		-.08		-.02
Sex		.20		.08		.15		-.11		-.00
Message Count		.19		.04		.21		.03		.09
Uncertainty		-.01		.06		-.18		-.14		-.22
Step 3	.00		.00		.00		.08*		.00	
Age		-.29*		-.06		-.12		-.08		-.03
Sex		.19		.07		.14		-.09		-.00
Message Count		.19		.04		.20		.05		.08
Uncertainty		.00		.07		-.15		-.23		-.19
Uncertainty^2		-.04		-.01		-.09		.30*		-.09
Step 4	.02		.00		.00		.05		.15**	
Age		-.30*		-.06		-.13		-.08		-.03
Sex		.18		.07		.14		-.11		.03
Message Count		.36		.09		.33		-.00		.48*
Uncertainty		-.02		.06		-.17		-.23		-.23

Table 5.33 (continued)

Uncertainty^2	-.05	-.02	-.12	.38**	-.28*
Message Count × Uncertainty	-.24	-.07	-.07	-.41*	.57**
Message Count × Uncertainty^2	.00	-.00	-.08	.42	-.97**
Total R^2	.18	.01	.13	.18	.22*
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
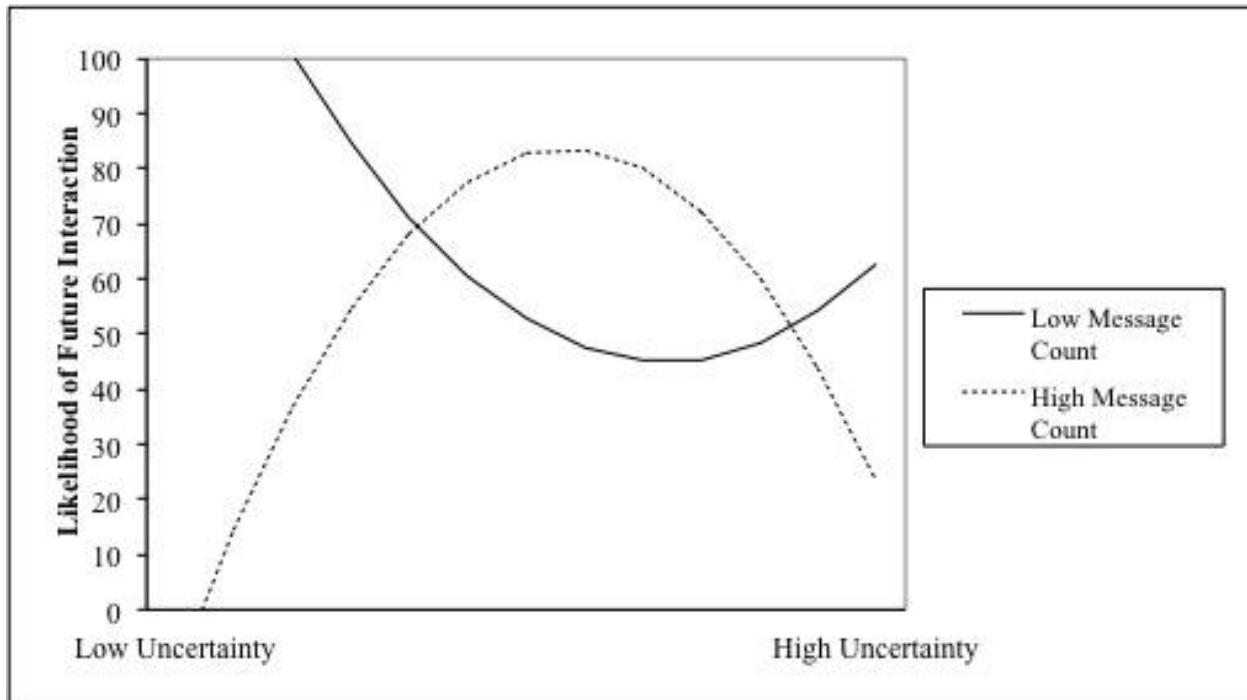
Figure 5.13. Moderating effect of message count on the curvilinear association between uncertainty and likelihood of future interaction.

Deception (H5a, H5b, H5c, and H5d). H5a proposed that self-reported (a) participant deception and (b) partner deception at T2 would be negatively associated with first date success. The full model (with two steps) for participant deception, which contained all of the independent variables, was significant for one of the five dependent variables: change in social attraction, $F(3, 85) = 3.87$, $p = .01$, $R^2 = .12$. The models were not significant for the other outcomes: change in

physical attraction, $F(3, 83) = .21$, $p = .88$, $R^2 = .00$; self assessment of future interaction, $F(3, 87) = 2.21$, $p = .09$, $R^2 = .07$; partner assessment of future interaction, $F(3, 87) = 1.74$, $p = .16$, $R^2 = .05$; and likelihood of future interaction, $F(3, 79) = .05$, $p = .98$, $R^2 = .00$. For change in social attraction, the addition of the linear term in the second step did not explain a significant amount of variance beyond the control variables, F-change $(1, 85) = .39$, $p = .53$, R^2-change $= .00$. Individual beta weights revealed that age ($\beta = -.30$, $p < .01$) and sex ($\beta = .20$, $p = .05$) were negatively and positively associated with change in social attraction, respectively. Together, these findings show that H5a was not supported. There was no evidence that participant deception predicted first date success. A summary of the regression of first date success on participant deception is presented in Table 5.34.

Table 5.34

Hierarchical Regression Analyses for Participant Deception Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.02		.03		.00	
Age		-.30**		-.05		-.18		-.16		-.04
Sex		.20*		.06		.20		-.05		.02
Participant Deception		-.06		-.00		-.18		-.21		-.01
Total R^2	.12*		.00		.07		.05		.00	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

The number of times participants reported that they lied to their partner was also examined as a predictor of first date success, and results showed that the overall model was again significant for one of the five dependent variables: change in social attraction, $F(3, 85) = 4.00$, $p = .01$, $R^2 = .12$. Change in physical attraction, $F(3, 83) = .21$, $p = .88$, $R^2 = .00$, self assessment of future interaction, $F(3, 87) = 1.28$, $p = .28$, $R^2 = .04$, partner assessment of future interaction, $F(3, 87) = 1.76$, $p = .16$, $R^2 = .05$, and likelihood of future interaction, $F(3, 79) = .09$, $p = .96$, $R^2 = .00$, were not significantly associated with the number of times that participants lied. Furthermore, the inclusion of the linear term in step two did not explain a significant amount of additional variance in change in social attraction, F-change $(1, 85) = .74$, $p = .38$, R^2-change $= .00$. Only age ($\beta = -.30$, $p < .01$) was negatively related to change in social attraction. Thus, H5a was not supported, and the number of times participants reported lying was not a predictor of the success of the first FtF encounter. A summary of the regression of first date success on times they lied is presented in Table 5.35.

Table 5.35

Hierarchical Regression Analyses for Times They Lied Predicting First Date Success

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.00		.03		.00	
Age		-.30**		-.05		-.13		-.14		-.04
Sex		.17		.06		.15		-.11		.01
Times They Lied		-.09		.00		-.03		-.20		-.03
Total R^2	.12*		.00		.04		.05		.00	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

In contrast, for reports of partner deception, the full model was significant for four of the five dependent variables: change in social attraction, $F(3, 82) = 20.90$, $p < .01$, $R^2 = .43$; change in physical attraction, $F(3, 80) = 12.17$, $p < .01$, $R^2 = .31$; self assessment of future interaction, $F(3, 85) = 11.23$, $p < .01$, $R^2 = .28$; and partner assessment of future interaction, $F(3, 85) = 3.18$, $p = .02$, $R^2 = .10$. Only likelihood of future interaction, $F(3, 78) = 1.80$, $p = .15$, $R^2 = .06$, was not significantly associated with partner deception. For all of the significant models, the linear term accounted for a significant amount of additional variance: social attraction, F-change $(1, 82) = 45.89$, $p < .01$, R^2-change $= .31$; change in physical attraction, F-change $(1, 80) = 35.63$, $p < .01$, R^2-change $= .30$; self assessment of future interaction, F-change $(1, 85) = 28.76$, $p < .01$, R^2-change $= .24$; and partner assessment of future interaction, F-change $(1, 85) = 7.76$, $p < .01$, R^2-change $= .08$. An examination of the individual beta weights indicated that age ($\beta = -.24$, $p < .01$) and partner deception ($\beta = -.56$, $p < .01$) were negatively related to change in social attraction,

sex ($\beta = .22$, $p < .01$) was positively related to change in social attraction, partner deception ($\beta = -.55$, $p < .01$) was negatively related to change in physical attraction, sex ($\beta = .19$, $p = .04$) was positively related to self assessment of future interaction, partner deception ($\beta = -.49$, $p < .01$) was negatively related to self assessment of future interaction, and partner deception ($\beta = -.28$, $p < .01$) was negatively related to partner assessment of future interaction. Consistent with H5a, partner deception shared a negative association with every indicator of first date success except for the likelihood of future interaction. A summary of the regression of first date success on partner deception is shown in Table 5.36.

Table 5.36

Hierarchical Regression Analyses for Partner Deception Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.31**		.30**		.24**		.08**		.06*	
Age		-.24**		-.01		-.09		-.07		-.02
Sex		.22**		.10		.19*		-.08		.03
Partner Deception		-.56**		-.55**		-.49**		-.28**		-.25*
Total R^2	.43**		.31**		.28**		.10*		.06	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Additionally, the full model for the reports of the number of times their partner lied was significant for two of the five dependent variables: change in social attraction, $F(3, 84) = 5.86$, $p < .01$, $R^2 = .17$; and change in physical attraction, $F(3, 82) = 2.86$, $p = .04$, $R^2 = .09$. Self

assessment of future interaction, $F(3, 87) = 1.35$, $p = .26$, $R^2 = .04$, partner assessment of future

interaction, $F(3, 87) = .57$, $p = .63$, $R^2 = .02$, and likelihood of future interaction, $F(3, 79) = .07$,

$p = .97$, $R^2 = .00$, were not significantly associated with times their partner lied. Adding the

linear term in the second step accounted for a significant amount of variance beyond the controls

in change in social attraction, F-change $(1, 84) = 5.79$, $p = .01$, R^2-change $= .05$, and change in

physical attraction, F-change $(1, 82) = 7.91$, $p < .01$, R^2-change $= .08$. Findings showed that age

($\beta = -.31$, $p < .01$) and times their partner lied ($\beta = -.24$, $p = .01$) were negatively associated with

change in social attraction, and times their partner lied ($\beta = -.30$, $p < .01$) was negatively

associated with change in physical attraction. Therefore, H5a was partially supported, with the

number of times their partner lied sharing a significant negative association with the change in

social attraction and the change in physical attraction. A summary of the regression of first date

success on times their partner lied is presented in Table 5.37.

Table 5.37

Hierarchical Regression Analyses for Times Their Partner Lied Predicting First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.05*		.08**		.00		.00		.00	
Age		-.31**		-.09		-.13		-.10		-.04
Sex		.15		.03		.15		-.10		.01
Times Their Partner Lied		-.24*		-.30**		-.05		-.02		-.02
Total R^2	.17**		.09*		.04		.02		.00	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Prior to testing H5b and H5d, I attempted to establish the convergent validity of the linguistic markers of deception by exploring their intercorrelations with self-reported deception by the participants. Research indicates that people use fewer words when they are lying (Toma & Hancock, 2012). However, in the present study, there was a positive association between reports of the number of times that participants lied and their observed word count, $r(70) = .25$, $p = .03$. Consistent with the literature (Newman et al., 2003; Pennebaker et al., 2003), and again contrary to Toma and Hancock's (2012) findings, there was also a positive association between participants' reports of their deception and observed negative emotion words, $r(70) = .25$, $p = .03$. The remainder of the associations failed to reach statistical significance (see Table 5.38).

Table 5.38

Zero-Order Correlations Among Self-Reported and Observed Deception

Variable	V1	V2	V3	V4	V5
V1: Word Count	—				
V2: First-Person Singular Pronouns	-.04	—			
V3: Exclusive Words	.20*	.07	—		
V4: Negative Emotion Words	.01	.03	.09	—	
V5: Participant Deception	-.09	-.11	-.17	.25*	—
V6: Times They Lied	.25*	.03	-.08	.09	.51**

*$p < .05$, two-tailed. **$p < .01$, two-tailed.

H5b proposed that observed deception in the emails exchanged between partners would be negatively associated with first date success. Participants were assigned a score on the number of words using the same procedure outlined in H4b, and LIWC was used to calculate the number of first-person singular pronouns, prepositions, conjunctions, negations, and negative emotion words. Prepositions, conjunctions, and negations were summed to create one composite score for the number of exclusive words. For word count, the full model was significant for one of the five dependent variables: change in social attraction, $F(3, 66) = 3.89$, $p = .01$, $R^2 = .15$. The models were not significant for the remaining outcome variables: change in physical attraction, $F(3, 65) = .33$, $p = .79$, $R^2 = .01$; self assessment of future interaction, $F(3, 67) = 2.23$, $p = .09$, $R^2 = .09$; partner assessment of future interaction, $F(3, 67) = .44$, $p = .72$, $R^2 = .01$; and likelihood of future interaction, $F(3, 61) = .25$, $p = .85$, $R^2 = .01$. For change in social attraction, the linear term did not account for a significant amount of additional variance in change in social attraction, F-change $(1, 66) = 2.65$, $p = .10$, R^2-change $= .03$. Only age ($\beta = -.30$, $p < .01$) was negatively associated with change in social attraction. Thus, H5b was not supported, as there was no indication that word count predicted the success of the first FtF meeting. A summary of the regression of first date success on word count can be found in Table 5.39.

Table 5.39

Hierarchical Regression Analyses for Word Count Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01

Table 5.39 (continued)

Step 2	.03		.00		.04		.00		.01	
Age		-.30**		-.06		-.15		-.09		-.05
Sex		.18		.06		.15		-.10		.01
Word Count		.18		.08		.22		-.01		.10
Total R^2	.15*		.01		.09		.01		.01	
N	89		87		93		93		85	

*$p < .05$. **$p < .01$.

With first-person singular pronouns, the full model was significant for one of the five dependent variables: change in social attraction, $F(3, 66) = 2.89$, $p = .04$, $R^2 = .11$. Change in physical attraction, $F(3, 65) = .54$, $p = .65$, $R^2 = .02$, self assessment of future interaction, $F(3, 67) = 1.11$, $p = .34$, $R^2 = .04$, partner assessment of future interaction, $F(3, 67) = .54$, $p = .65$, $R^2 = .02$, and likelihood of future interaction, $F(3, 61) = .14$, $p = .93$, $R^2 = .00$, were not significantly associated with first-person singular pronouns. For change in social attraction, including the linear term did not account for a significant amount of variance beyond the controls, F-change (1, 66) $= .00$, $p = .93$, R^2-change $= .00$. Only age ($\beta = -.28$, $p = .01$) was negatively associated with change in social attraction. Consequently, H5b was not supported. There was no significant evidence that the number of first-person singular pronouns predicted first date success. Table 5.40 summarizes the regression of first date success on first-person singular pronouns.

Table 5.40

Hierarchical Regression Analyses for First-Person Singular Pronouns Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.00		.00		.00	
Age		-.28*		-.06		-.13		-.10		-.04
Sex		.18		.10		.17		-.08		.03
First-Person Singular Pronouns		.00		.13		.08		.07		.07
Total R^2	.11*		.02		.04		.02		.00	
N	89		87		93		93		85	

*$p < .05$. **$p < .01$.

The full model for exclusive words was significant for one of the five dependent variables: change in social attraction, $F(3, 66) = 2.92$, $p = .04$, $R^2 = .11$. The models were not significant for the other outcomes: change in physical attraction, $F(3, 65) = .39$, $p = .75$, $R^2 = .01$; self assessment of future interaction, $F(3, 67) = 1.02$, $p = .38$, $R^2 = .04$; partner assessment of future interaction, $F(3, 67) = 1.56$, $p = .20$, $R^2 = .06$; and likelihood of future interaction, $F(3, 61) = .13$, $p = .94$, $R^2 = .00$. For change in social attraction, the linear term did not account for a significant amount of additional variance, F-change $(1, 66) = .07$, $p = .78$, R^2-change $= .00$. Age ($\beta = -.27$, $p = .02$) was the only variable to make a unique contribution to the model, and it was negatively associated with change in social attraction. Thus, H5b was not confirmed; exclusive words did not predict the success of the first FtF date. A summary of the regression of first date success on exclusive words is displayed in Table 5.41.

Table 5.41

Hierarchical Regression Analyses for Exclusive Words Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.00		.04		.00	
Age		-.27*		-.06		-.13		-.06		-.03
Sex		.18		.07		.16		-.11		.01
Exclusive Words		-.03		.10		.04		-.21		-.06
Total R^2	.11*		.01		.04		.06		.00	
N	89		87		93		93		85	

*$p < .05$. **$p < .01$.

And for negative emotion words, the full model was significant for one of the five dependent variables: change in social attraction, $F(3, 66) = 3.26$, $p = .02$, $R^2 = .12$. Change in physical attraction, $F(3, 65) = 1.61$, $p = .19$, $R^2 = .06$, self assessment of future interaction, $F(3, 67) = 1.27$, $p = .29$, $R^2 = .05$, partner assessment of future interaction, $F(3, 67) = .59$, $p = .62$, $R^2 = .02$, and likelihood of future interaction, $F(3, 61) = .49$, $p = .68$, $R^2 = .02$, were not significantly associated with negative emotion words. Moreover, the linear term did not explain a significant amount of extra variance in change in social attraction, F-change $(1, 66) = .98$, $p = .32$, R^2-change $= .01$. Only age ($\beta = -.26$, $p = .02$) was negatively associated with change in social attraction. In sum, H5b was not supported, as negative emotion words failed to predict first date success. A summary of the regression of first date success on negative emotion words is shown in Table 5.42.

Table 5.42

Hierarchical Regression Analyses for Negative Emotion Words Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.06*		.01		.00		.02	
Age		-.26*		-.01		-.10		-.08		-.01
Sex		.18		.06		.15		-.10		.02
Negative Emotion Words		.11		.25*		.11		.08		.15
Total R^2	.12*		.06		.05		.02		.02	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H5c posited that self-reported (a) participant deception and (b) partner deception at T2 would moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and first date success. Starting with the analyses with participant deception as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.46$, $p = .02$, $R^2 = .17$. Change in physical attraction, $F(7, 78) = .26$, $p = .96$, $R^2 = .02$, self assessment of future interaction, $F(7, 82) = 1.37$, $p = .22$, $R^2 = .10$, partner assessment of future interaction, $F(7, 82) = 1.07$, $p = .38$, $R^2 = .08$, and likelihood of future interaction, $F(7, 74) = 1.32$, $p = .25$, $R^2 = .11$, were not significant. For the only significant model, the inclusion of the moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 80) = .81$, $p = .44$, R^2-change

= .01. Beta weights showed that age (β = -.30, $p < .01$) was negatively associated with change in

social attraction. Hence, H5c was not supported: Participant deception did not significantly

moderate the curvilinear association between perceived social partner liking and first date

success. A summary of the regression is presented in Table 5.43.

Table 5.43

Hierarchical Regression Analyses for Participant Deception Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.00		.03		.03		.01	
Age		-.30**		-.05		-.18		-.16		-.04
Sex		.20		.07		.20		-.05		.02
Participant Deception		-.07		-.00		-.17		-.21		-.00
Perceived Social Partner Liking		-.09		.05		.09		.02		.11
Step 3	.03		.01		.00		.00		.00	
Age		-.30**		-.05		-.18		-.16		-.04
Sex		.18		.06		.19		-.05		.02
Participant Deception		-.09		-.01		-.18		-.21		.00
Perceived Social Partner Liking		-.09		.05		.09		.02		.11
Perceived Social Partner Liking^2		-.17		-.10		-.06		-.04		.05
Step 4	.01		.00		.02		.02		.09*	
Age		-.30**		-.05		-.19		-.17		-.07
Sex		.18		.06		.19		-.05		.03
Participant Deception		-.05		.02		-.08		-.11		.19

Table 5.43 (continued)

Perceived Social Partner Liking	-.11	.05	.11	.03	.18
Perceived Social Partner Liking^2	-.15	-.09	-.05	-.02	.04
Participant Deception × Perceived Social Partner Liking	-.13	-.03	-.02	-.07	.11
Participant Deception × Perceived Social Partner Liking^2	-.01	-.04	-.16	-.14	-.40**
Total R^2	.17*	.02	.10	.08	.11
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For the number of times participants reported lying as the moderator, the full model for perceptions of a partner's social liking was significant for one of the dependent variables: change in social attraction, $F(7, 80) = 3.22$, $p < .01$, $R^2 = .22$. The models were not significant for the other outcomes variables: change in physical attraction, $F(7, 78) = .39$, $p = .90$, $R^2 = .03$; self assessment of future interaction, $F(7, 82) = 1.66$, $p = .13$, $R^2 = .12$; partner assessment of future interaction, $F(7, 82) = 1.87$, $p = .08$, $R^2 = .13$; and likelihood of future interaction, $F(7, 74) = .81$, $p = .57$, $R^2 = .07$. For change in social attraction, the moderator came close to explaining a significant amount of variance beyond the quadratic term, F-change $(2, 80) = 2.90$, $p = .06$, R^2-change $= .05$, but it did not quite meet the threshold for statistical significance. Beta weights revealed that age ($\beta = -.29$, $p < .01$), perceived social partner liking squared ($\beta = -.28$, $p = .01$), and the interaction between times they lied and perceived social partner liking squared ($\beta = -.36$, $p = .04$) were negatively associated with change in social attraction. Therefore, H5c was partially

supported, with times they lied moderating the curvilinear association between perceived social partner liking and the change in social attraction. Looking at the graph, at low levels of times they lied, perceived social partner liking had almost no bearing on the change in social attraction. Yet, at high levels of times they lied, the change in social attraction peaked at moderate levels of perceived social partner liking (see Figure 5.14). A summary of the regression can be found in Table 5.44.

Table 5.44

Hierarchical Regression Analyses for Times They Lied Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.00		.01		.04		.01	
Age		-.30**		-.05		-.13		-.14		-.04
Sex		.17		.07		.15		-.11		.02
Times They Lied		-.08		.00		-.04		-.20		-.04
Perceived Social Partner Liking		-.08		.05		.11		.04		.12
Step 3	.03		.01		.00		.00		.00	
Age		-.29**		-.05		-.13		-.13		-.05
Sex		.15		.05		.15		-.11		.02
Times They Lied		-.10		-.01		-.04		-.21*		-.04
Perceived Social Partner Liking		-.08		.05		.11		.05		.12
Perceived Social Partner Liking²		-.18		-.10		-.06		-.05		.05
Step 4	.05		.01		.06*		.07*		.05	
Age		-.29**		-.04		-.14		-.15		-.06

Table 5.44 (continued)

Sex	.17	.06	.17	-.09	.04
Times They Lied	.18	.13	.25	.09	.18
Perceived Social Partner Liking	-.06	.04	.15	.11	.18
Perceived Social Partner Liking^2	-.28*	-.12	-.19	-.21	-.09
Times They Lied × Perceived Social Partner Liking	-.07	-.09	-.00	.04	.08
Times They Lied × Perceived Social Partner Liking^2	-.36*	-.11	-.43*	-.48*	-.40*
Total R^2	.22**	.03	.12	.13	.07
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
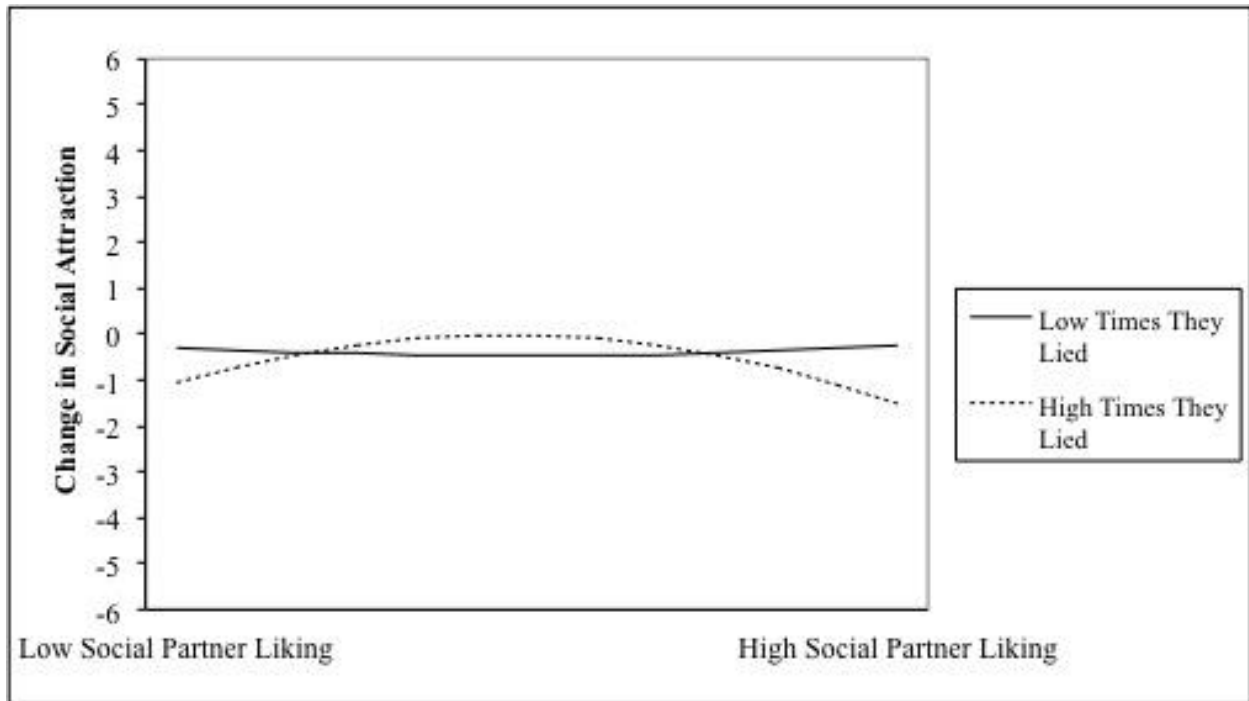
Figure 5.14. Moderating effect of times they lied on the curvilinear association between perceived social partner liking and change in social attraction.

The overall model for perceptions of a partner's social liking, with partner deception as the moderator, was significant for four of the five dependent variables: change in social attraction, $F(7, 77) = 10.78$, $p < .01$, $R^2 = .49$; change in physical attraction, $F(7, 75) = 5.05$, $p < .01$, $R^2 = .32$; self assessment of future interaction, $F(7, 80) = 5.16$, $p < .01$, $R^2 = .31$; and partner assessment of future interaction, $F(7, 80) = 2.26$, $p = .03$, $R^2 = .16$. Only likelihood of future interaction, $F(7, 73) = 1.01$, $p = .42$, $R^2 = .08$, failed to reach statistical significance. For the four significant models, the moderator accounted for additional variance in partner assessment of future interaction, F-change $(2, 80) = 3.07$, $p = .05$, R^2-change $= .06$, but not change in social attraction, F-change $(2, 77) = 1.55$, $p = .21$, R^2-change $= .02$, change in physical attraction, F-change $(2, 75) = .12$, $p = .88$, R^2-change $= .00$, and self assessment of future interaction, F-change $(2, 80) = 1.31$, $p = .27$, R^2-change $= .02$. Beta weights indicated that age (β

= -.22, p = .01), partner deception (β = -.41, p < .01), and perceived social partner liking squared

(β = -.17, p = .04) were negatively associated with change in social attraction, sex (β = .19, p

= .02) was positively associated with change in social attraction, partner deception (β = -.50, p

< .01) was negatively associated with change in physical attraction, partner deception (β = -.33, p

= .01) was negatively associated with self assessment of future interaction, and the interaction

between partner deception and perceived social partner liking (β = -.26, p = .02) was negatively

associated with partner assessment of future interaction. These findings show support for H5c, as

partner deception moderated the association between perceived social partner liking and partner

assessment of future interaction. At low levels of partner deception, there was a slight positive

association between perceived social partner liking and partner assessment of future interaction,

but at high levels of partner deception, the association became increasingly negative. A summary

of the regression is presented in Table 5.45.

Table 5.45

Hierarchical Regression Analyses for Partner Deception Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.33**		.30**		.24**		.08*		.07	
Age		-.24**		-.01		-.09		-.07		-.02
Sex		.22**		.10		.19*		-.08		.03
Partner Deception		-.58**		-.55**		-.48**		-.28**		-.24*

Table 5.45 (continued)

Perceived Social Partner Liking		-.14		.00		.06		.00		.09
Step 3	.02		.00		.00		.00		.00	
Age		-.23**		-.01		-.09		-.07		-.02
Sex		.20*		.10		.19*		-.08		.04
Partner Deception		-.57**		-.55**		-.48**		-.28**		-.24*
Perceived Social Partner Liking		-.14		.00		.06		.00		.09
Perceived Social Partner Liking²		-.14		-.07		-.02		-.01		.06
Step 4	.02		.00		.02		.06*		.01	
Age		-.22*		-.00		-.06		-.11		-.00
Sex		.19*		.09		.16		-.07		.03
Partner Deception		-.41**		-.50**		-.33*		-.19		-.26
Perceived Social Partner Liking		-.14		.00		.06		.03		.08
Perceived Social Partner Liking²		-.17*		-.08		-.06		-.01		.06
Partner Deception × Perceived Social Partner Liking		-.01		.00		.04		-.26*		.11
Partner Deception × Perceived Social Partner Liking²		-.20		-.07		-.23		-.03		-.01
Total R^2		.49**		.32**		.31**		.16*		.08
n		89		87		93		93		85

*$p < .05$. **$p < .01$.

And for the analyses with times their partner lied as the moderator, the overall model for perceptions of a partner's social liking was significant for two of the five dependent variables: change in social attraction, $F(7, 79) = 4.59$, $p < .01$, $R^2 = .28$; and change in physical attraction, $F(7, 77) = 2.80$, $p = .01$, $R^2 = .20$. Self assessment of future interaction, $F(7, 82) = 1.29$, $p = .26$,

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$R^2 = .10$, partner assessment of future interaction, $F(7, 82) = .36$, $p = .92$, $R^2 = .03$, and likelihood of future interaction, $F(7, 74) = .50$, $p = .82$, $R^2 = .04$, were not significant. Furthermore, adding the moderator explained a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 79) = 4.23$, $p = .01$, R^2-change $= .07$, and change in physical attraction, F-change $(2, 77) = 4.36$, $p = .01$, R^2-change $= .09$. Looking at the beta weights, age ($\beta = -.28$, $p < .01$) and perceived social partner liking squared ($\beta = -.27$, $p = 01$) were negatively associated with change in social attraction, the interaction between times their partner lied and perceived social partner liking ($\beta = .33$, $p < .01$) was positively associated with change in social attraction, times their partner lied ($\beta = -.72$, $p < .01$) was negatively associated with change in physical attraction, and the interaction between times their partner lied and perceived social partner liking ($\beta = .33$, $p = .01$) was positively associated with change in physical attraction. Thus, H5c was supported. Times their partner lied moderated the association between perceived social partner liking and the change in social attraction, as well as the association between perceived social partner liking and the change in physical attraction. At low times their partner lied, there was a slight negative association between perceived social partner liking and the change in attraction (social and physical), but the association became increasingly positive at high times their partner lied. Table 5.46 summarizes the regression.

Table 5.46

Hierarchical Regression Analyses for Times Their Partner Lied Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.06*		.09*		.01		.00		.01	
Age		-.31**		-.09		-.13		-.09		-.04
Sex		.15		.03		.15		-.10		.01
Times Their Partner Lied		-.23*		-.30**		-.06		-.02		-.03
Perceived Social Partner Liking		-.08		.06		.11		.03		.11
Step 3	.03		.01		.00		.00		.00	
Age		-.30**		-.08		-.13		-.09		-.04
Sex		.13		.02		.14		-.10		.02
Times Their Partner Lied		-.24*		-.30**		-.06		-.02		-.03
Perceived Social Partner Liking		-.08		.06		.11		.03		.11
Perceived Social Partner Liking^2		-.18		-.11		-.05		-.03		.05
Step 4	.07*		.09*		.03		.00		.02	
Age		-.28**		-.07		-.11		-.08		-.03
Sex		.11		.00		.13		-.11		.01
Times Their Partner Lied		-.24		-.72**		.00		.02		-.14
Perceived Social Partner Liking		-.03		.10		.14		.05		.14
Perceived Social Partner Liking^2		-.27*		-.03		-.14		-.07		.04
Times Their Partner Lied × Perceived Social Partner Liking		.33**		.33*		.22		.09		.21

Table 5.46 (continued)

Times Their Partner Lied × Perceived Social Partner Liking^2	-.27	.26	-.25	-.12	-.01
Total R^2	.28**	.20*	.10	.03	.04
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

Next, for perceptions of a partner's physical liking, the overall model with participant deception as the moderator was significant for one of the five dependent variables: change in social attraction, $F(7, 79) = 2.44$, $p = .02$, $R^2 = .17$. The models were not significant for the other outcomes: change in physical attraction, $F(7, 77) = .56$, $p = .77$, $R^2 = .04$; self assessment of future interaction, $F(7, 81) = 1.06$, $p = .39$, $R^2 = .08$; partner assessment of future interaction, $F(7, 81) = 1.01$, $p = .43$, $R^2 = .08$; and likelihood of future interaction, $F(7, 73) = .90$, $p = .50$, $R^2 = .08$. The moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 79) = .84$, $p = .43$, R^2-change $= .01$. Age ($\beta = -.33$, $p < .01$) was the only predictor that made a unique contribution to the model, and it was negatively associated with change in social attraction. Thus, H5c was not supported, as there was no evidence that participant deception moderated the curvilinear association between perceived physical partner liking and the success of the first FtF meeting. See Table 5.47 for a summary of the regression.

Table 5.47

Hierarchical Regression Analyses for Participant Deception Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.02		.03		.03		.01	
Age		-.32**		-.07		-.17		-.15		-.02
Sex		.18		.05		.20		-.04		.03
Participant Deception		-.07		-.01		-.18		-.21		-.01
Perceived Physical Partner Liking		-.17		-.15		.05		.03		.11
Step 3	.01		.00		.00		.01		.04	
Age		-.32**		-.08		-.18		-.16		-.03
Sex		.19		.05		.20		-.05		.01
Participant Deception		-.07		-.00		-.18		-.20		-.00
Perceived Physical Partner Liking		-.17		-.15		.05		.04		.12
Perceived Physical Partner Liking^2		-.10		.06		.05		.14		.21
Step 4	.01		.01		.00		.00		.02	
Age		-.33**		-.06		-.17		-.16		-.03
Sex		.18		.05		.19		-.06		.00
Participant Deception		.02		-.11		-.19		-.15		.09
Perceived Physical Partner Liking		-.19		-.14		.05		.04		.10
Perceived Physical Partner Liking^2		-.13		.09		.06		.12		.18
Participant Deception × Perceived Physical Partner Liking		-.08		-.05		-.08		-.01		-.11

Table 5.47 (continued)

Participant Deception × Perceived Physical Partner Liking^2	-.13	.16	.04	-.06	-.11
Total R^2	.17*	.04	.08	.08	.08
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For the number of times participants reported lying as the moderator, the full model for

perceptions of a partner's physical liking was significant for one of the five dependent variables:

change in social attraction, $F(7, 79) = 2.31$, $p = .03$, $R^2 = .17$. Change in physical attraction, $F(7,$

$77) = .47$, $p = .84$, $R^2 = .04$, self assessment of future interaction, $F(7, 81) = .94$, $p = .47$, $R^2 = .07$,

partner assessment of future interaction, $F(7, 81) = 1.12$, $p = .35$, $R^2 = .08$, and likelihood of

future interaction, $F(7, 73) = .68$, $p = .68$, $R^2 = .06$, were not significant. For change in social

attraction, the moderator did not explain a significant amount of additional variance, F-change (2,

79) = .37, $p = .68$, R^2-change = .00. Beta weights indicated that age ($\beta = -.31$, $p < .01$) was

negatively associated with change in social attraction. Therefore, H5c was not supported: Times

they lied did not significantly moderate the curvilinear association between perceived physical

partner liking and first date success. A summary of the regression is shown in Table 5.48.

Table 5.48

Hierarchical Regression Analyses for Times They Lied Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.02		.00		.04		.01	
Age		-.32**		-.07		-.12		-.13		-.03
Sex		.16		.05		.16		-.11		.02
Times They Lied		-.08		.00		-.03		-.20		-.03
Perceived Physical Partner Liking		-.17		-.15		.05		.04		.11
Step 3	.01		.00		.00		.02		.04	
Age		-.32**		-.07		-.13		-.14		-.04
Sex		.16		.04		.15		-.11		.01
Times They Lied		-.08		.00		-.03		-.20		-.04
Perceived Physical Partner Liking		-.17		-.15		.05		.05		.12
Perceived Physical Partner Liking^2		-.10		.06		.06		.14		.21
Step 4	.00		.00		.02		.00		.00	
Age		-.31**		-.07		-.12		-.14		-.04
Sex		.17		.05		.17		-.11		.02
Times They Lied		-.08		-.09		-.21		-.31		-.09
Perceived Physical Partner Liking		-.17		-.15		.05		.05		.12
Perceived Physical Partner Liking^2		-.08		.09		.12		.18		.22
Times They Lied × Perceived Physical Partner Liking		-.09		-.01		-.04		.03		.01

Table 5.48 (continued)

Times They Lied × Perceived Physical Partner Liking^2	.04	.13	.26	.13	.07
Total R^2	.17*	.04	.07	.08	.06
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With partner deception as the moderator, the overall model for perceptions of a partner's physical liking was significant for four of the five dependent variables: change in social attraction, $F(7, 76) = 9.24$, $p < .01$, $R^2 = .46$; change in physical attraction, $F(7, 74) = 5.38$, $p < .01$, $R^2 = .33$; self assessment of future interaction, $F(7, 79) = 5.03$, $p < .01$, $R^2 = .30$; and partner assessment of future interaction, $F(7, 79) = 2.59$, $p = .01$, $R^2 = .18$. Likelihood of future interaction, $F(7, 72) = 1.64$, $p = .13$, $R^2 = .13$, was not significant. Yet, for the four significant models, including the moderator did not explain additional variance in the outcome variables: change in social attraction, F-change $(2, 76) = .50$, $p = .60$, R^2-change $= .00$; change in physical attraction, F-change $(2, 74) = .53$, $p = .58$, R^2-change $= .01$; self assessment of future interaction, F-change $(2, 79) = .41$, $p = .66$, R^2-change $= .00$; and partner assessment of future interaction, F-change $(2, 79) = 2.73$, $p = .07$, R^2-change $= .05$. Age ($\beta = -.24$, $p < .01$) and partner deception ($\beta = -.46$, $p < .01$) were negatively associated with change in social attraction, sex ($\beta = .21$, $p = .01$) was positively associated with change in social attraction, partner deception ($\beta = -.49$, $p < .01$) was negatively associated with change in physical attraction, sex ($\beta = .19$, $p = .04$) was positively associated with self assessment of future interaction, partner deception ($\beta = -.42$, $p < .01$) was negatively associated with self assessment of future interaction, partner deception ($\beta = -.48$, $p < .01$) was negatively associated with partner assessment of future interaction, and perceived

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physical partner liking squared ($\beta = .20$, $p = .05$) and the interaction between partner deception

and perceived physical partner liking squared ($\beta = .33$, $p = .03$) were positively associated with

partner assessment of future interaction. Thus, H5c was partially supported, with partner

deception moderating the curvilinear association between perceived physical partner liking and

partner assessment of future interaction. A graph of the association revealed that at low levels of

partner deception, partner assessment of future interaction increased as perceived physical

partner liking increased, whereas at high levels of partner deception, partner assessment of future

interaction was lowest at moderate levels of perceived physical partner liking (see Figure 5.15).

Table 5.49 summarizes the regression.

Table 5.49

*Hierarchical Regression Analyses for Partner Deception Moderating the Curvilinear
Association Between Perceived Physical Partner Liking and First Date Success*

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.32**		.31**		.25**		.08*		.08*	
Age		-.26**		-.03		-.07		-.06		-.00
Sex		.21*		.09		.20*		-.07		.05
Partner Deception		-.55**		-.54**		-.50**		-.29**		-.26*
Perceived Physical Partner Liking		-.11		-.09		.11		.07		.14
Step 3	.00		.00		.00		.02		.04*	
Age		-.25**		-.03		-.08		-.07		-.01
Sex		.21*		.09		.20*		-.08		.04
Partner Deception		-.55**		-.54**		-.50**		-.30**		-.27*

Table 5.49 (continued)

Perceived Physical Partner Liking	-.11	-.09	.11	.08	.15
Perceived Physical Partner Liking^2	-.08	.07	.07	.15	.21*
Step 4	.00	.01	.00	.05	.00
Age	-.24**	-.01	-.06	-.11	-.01
Sex	.21*	.08	.19*	-.05	.04
Partner Deception	-.46**	-.49**	-.42**	-.48**	-.34*
Perceived Physical Partner Liking	-.11	-.08	.11	.07	.15
Perceived Physical Partner Liking^2	-.10	.05	.06	.20*	.22*
Partner Deception × Perceived Physical Partner Liking	.02	.09	.04	-.18	.04
Partner Deception × Perceived Physical Partner Liking^2	-.13	-.11	-.13	.33*	.08
Total R^2	.46**	.33**	.30**	.18*	.13
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
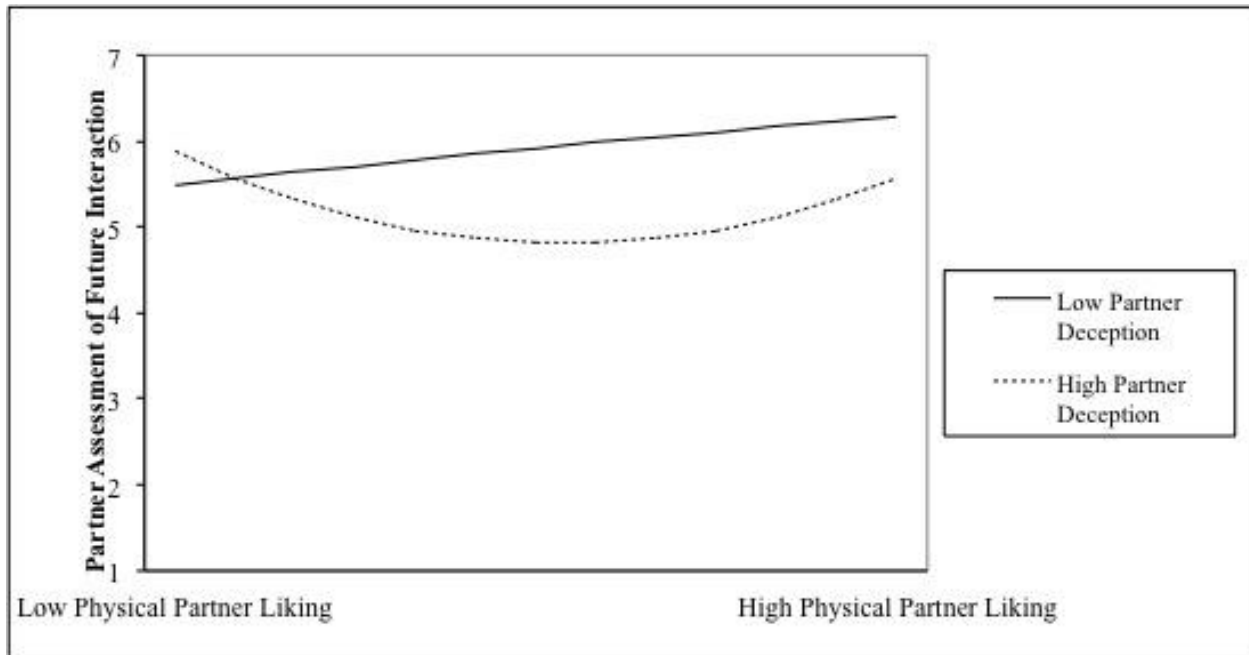
Figure 5.15. Moderating effect of partner deception on the curvilinear association between perceived physical partner liking and partner assessment of future interaction.

And for times their partner lied as the moderator, the overall model for perceptions of a partner's physical liking was significant for two of the five dependent variables: change in social attraction, $F(7, 78) = 4.31$, $p < .01$, $R^2 = .27$; and change in physical attraction, $F(7, 76) = 5.64$, $p < .01$, $R^2 = .34$. Self assessment of future interaction, $F(7, 81) = 1.48$, $p = .18$, $R^2 = .11$, partner assessment of future interaction, $F(7, 81) = 1.41$, $p = .21$, $R^2 = .10$, and likelihood of future interaction, $F(7, 73) = 1.59$, $p = .14$, $R^2 = .13$, were not significant. Adding the moderator in step four of the model explained a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 78) = 4.28$, $p = .01$, R^2-change $= .07$, and change in physical attraction, F-change $(2, 76) = 13.12$, $p < .01$, R^2-change $= .22$. In terms of the beta weights, age ($\beta = -.33$, $p < .01$) and times their partner lied ($\beta = -.67$, $p < .01$) were negatively associated with change in social attraction, times their partner lied ($\beta = -.43$, $p = .02$) was negatively associated with change in physical attraction, and the interaction between times their

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partner lied and perceived physical partner liking ($\beta = 1.03$, $p < .01$) was positively associated

with change in physical attraction. This shows that H5c was supported, with times their partner

lied moderating the association between perceived physical partner liking and the change in

physical attraction. At low times their partner lied, there was a negative association between

perceived physical partner liking and the change in physical attraction, and this association

became more positive at high levels of times their partner lied. Table 5.50 summarizes the

regression.

Table 5.50

Hierarchical Regression Analyses for Times Their Partner Lied Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	B	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.07*		.10*		.00		.00		.01	
Age		-.33**		-.10		-.12		-.09		-.03
Sex		.14		.02		.15		-.09		.02
Times Their Partner Lied		-.22*		-.28*		-.06		-.02		-.04
Perceived Physical Partner Liking		-.14		-.11		.06		.04		.11
Step 3	.00		.00		.00		.02		.04	
Age		-.32**		-.11		-.13		-.10		-.04
Sex		.15		.01		.15		-.10		.01
Times Their Partner Lied		-.21*		-.29*		-.06		-.03		-.05
Perceived Physical Partner Liking		-.14		-.11		.06		.05		.13

Table 5.50 (continued)

Perceived Physical Partner Liking²	-.08	.08	.07	.15	.21
Step 4	.07*	.22**	.06	.06*	.07*
Age	-.33**	-.05	-.15	-.13	-.07
Sex	.13	-.03	.14	-.10	.01
Times Their Partner Lied	-.67**	-.43*	-.50*	-.49*	-.53*
Perceived Physical Partner Liking	-.14	-.00	.03	.01	.09
Perceived Physical Partner Liking²	-.07	-.03	.11	.20	.27*
Times Their Partner Lied × Perceived Physical Partner Liking	.19	1.03**	-.08	-.13	-.16
Times Their Partner Lied × Perceived Physical Partner Liking²	.35	-.73	.58	.64*	.68*
Total R^2	.27**	.34**	.11	.10	.13
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

Turning to attitude similarity, the overall model with participant deception as the moderator was significant for two of the five dependent variables: change in social attraction, $F(7, 81) = 2.97$, $p < .01$, $R^2 = .20$; and self assessment of future interaction, $F(7, 83) = 2.10$, $p = .05$, $R^2 = .15$. Change in physical attraction, $F(7, 79) = .58$, $p = .76$, $R^2 = .04$, partner assessment of future interaction, $F(7, 83) = 1.34$, $p = .24$, $R^2 = .10$, and likelihood of future interaction, $F(7, 75) = 1.90$, $p = .08$, $R^2 = .15$, were not significant. The moderator did not explain significantly more variance in change in social attraction, F-change $(2, 81) = 2.76$, $p = .06$, R^2-change $= .05$, and self assessment of future interaction, F-change $(2, 83) = 2.63$, $p = .07$, R^2-change $= .05$, but it did approach statistical significance. Age ($\beta = -.34$, $p < .01$) and the

interaction between participant deception and attitude similarity (β = -.43, p = .02) were

negatively related to change in social attraction, sex (β = .28, p = .01) was positively related to

change in social attraction, sex (β = .25, p = .02) was positively related to self assessment of

future interaction, and the interaction between participant deception and attitude similarity (β = -

.44, p = .02) was negatively related to self assessment of future interaction. Again, H5c was

supported. Consistent with the hypothesis, participant deception moderated the association

between attitude similarity and the change in social attraction, along with the association

between attitude similarity and self assessment of future interaction. At low levels of participant

deception, there was a positive association between attitude similarity and success (change in

social attraction and self assessment of future interaction), but the slope became increasingly

negative at high levels of participant deception. A summary of the regression is presented in

Table 5.51.

Table 5.51

*Hierarchical Regression Analyses for Participant Deception Moderating the Curvilinear
Association Between Attitude Similarity and First Date Success*

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.00		.04		.06*		.07*	
Age		-.32**		-.06		-.17		-.14		-.00
Sex		.20*		.07		.20		-.05		.01
Participant Deception		-.12		-.01		-.15		-.15		.08
Attitude Similarity		-.17		-.03		.11		.16		.28*
Step 3	.00		.01		.01		.00		.06*	

Table 5.51 (continued)

	Change in social attraction	Change in physical attraction	Self assessment of future interaction	Partner assessment of future interaction	Likelihood of future interaction
Age	-.33**	-.06	-.16	-.13	.00
Sex	.20*	.07	.19	-.05	.00
Participant Deception	-.12	-.01	-.15	-.16	.07
Attitude Similarity	-.18	-.04	.13	.18	.32**
Attitude Similarity^2	-.03	-.10	.12	.08	.26*
Step 4	.05	.02	.05	.01	.00
Age	-.34**	-.06	-.17	-.14	-.00
Sex	.28*	.09	.25*	-.02	.03
Participant Deception	-.16	.03	-.15	-.17	.06
Attitude Similarity	-.20	-.13	.07	.16	.31*
Attitude Similarity^2	-.32	-.15	-.08	-.04	.16
Participant Deception × Attitude Similarity	-.43*	-.29	-.44*	-.22	-.17
Participant Deception × Attitude Similarity^2	-.08	-.28	-.22	-.07	-.06
Total R^2	.20**	.04	.15*	.10	.15
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For the number of times participants reported lying as the moderator, the overall model for attitude similarity was significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.29$, $p = .03$, $R^2 = .16$. The remaining models were not significant: change in physical attraction, $F(7, 79) = .34$, $p = .93$, $R^2 = .03$; self assessment of future interaction, $F(7, 83) = 1.10$, $p = .36$, $R^2 = .08$; partner assessment of future interaction, $F(7, 83) = 1.43$, $p = .20$, $R^2 = .10$; and likelihood of future interaction, $F(7, 75) = 1.84$, $p = .09$, $R^2 = .14$. For change in social attraction, the moderator did not explain a significant amount of variance beyond the quadratic term, F-change $(2, 81) = .86$, $p = .42$, R^2-change $= .01$. Only age ($\beta = -.30$, $p < .01$), which was

negatively associated with change in social attraction, uniquely contributed to the model. In sum, H5c was not supported, and there was no indication that times they lied moderated the curvilinear association between attitude similarity and the success of the first FtF meeting. Table 5.52 summarizes the regression.

Table 5.52

Hierarchical Regression Analyses for Times They Lied Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.00		.02		.07*		.06	
Age		-.31**		-.05		-.12		-.13		-.03
Sex		.16		.06		.16		-.10		.03
Times They Lied		-.10		.00		-.01		-.18		-.01
Attitude Similarity		-.15		-.02		.15		.19		.25*
Step 3	.00		.01		.01		.00		.07*	
Age		-.31**		-.05		-.12		-.12		-.02
Sex		.17		.07		.15		-.10		.01
Times They Lied		-.10		.00		-.02		-.19		-.03
Attitude Similarity		-.15		-.04		.17		.21*		.30**
Attitude Similarity²		-.03		-.10		.12		.09		.27*
Step 4	.01		.01		.00		.00		.00	
Age		-.30**		-.05		-.12		-.12		-.02
Sex		.19		.06		.16		-.09		.03
Times They Lied		-.10		.05		-.00		-.19		-.05
Attitude Similarity		-.12		-.06		.17		.23*		.33**
Attitude Similarity²		-.17		-.09		.08		.01		.16

Table 5.52 (continued)

Times They Lied × Attitude Similarity	-.15	-.09	-.09	-.06	-.06
Times They Lied × Attitude Similarity^2	.09	-.10	-.02	.06	.10
Total R^2	.16*	.03	.08	.10	.14
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With partner deception as the moderator, the full model for attitude similarity was significant for all of the dependent variables: change in social attraction, $F(7, 78) = 11.01$, $p < .01$, $R^2 = .49$; change in physical attraction, $F(7, 76) = 6.19$, $p < .01$, $R^2 = .36$; self assessment of future interaction, $F(7, 81) = 5.49$, $p < .01$, $R^2 = .32$; partner assessment of future interaction, $F(7, 81) = 2.27$, $p = .03$, $R^2 = .16$; and likelihood of future interaction, $F(7, 74) = 2.36$, $p = .03$, $R^2 = .18$. However, the inclusion of the moderator did not explain a significant amount of additional variance in any of the models: change in social attraction, F-change $(2, 78) = .64$, $p = .52$, R^2-change $= .00$; change in physical attraction, F-change $(2, 76) = .81$, $p = .44$, R^2-change $= .01$; self assessment of future interaction, F-change $(2, 81) = 1.48$, $p = .23$, R^2-change $= .02$; partner assessment of future interaction, F-change $(2, 81) = 1.42$, $p = .24$, R^2-change $= .02$; and likelihood of future interaction, F-change $(2, 74) = .30$, $p = .73$, R^2-change $= .00$. Age ($\beta = -.25$, $p < .01$), attitude similarity ($\beta = -.24$, $p < .01$), and partner deception ($\beta = -.56$, $p < .01$) were negatively related to change in social attraction, sex ($\beta = .23$, $p < .01$) was positively related to change in social attraction, partner deception ($\beta = -.52$, $p < .01$) and attitude similarity squared ($\beta = -.18$, $p = .05$) were negatively related to change in physical attraction, partner deception ($\beta = -.44$, $p < .01$) was negatively related to self assessment of future interaction, sex ($\beta = .22$, $p = .02$) was positively related to self assessment of future interaction, and attitude similarity ($\beta = .26$, p

= .01) and attitude similarity squared (β = .26, p = .02) were positively related to likelihood of

future interaction. As a whole, these findings run counter to H5c: Partner deception failed to

moderate the curvilinear association between attitude similarity and the success of the first FtF

encounter. See Table 5.53 for a summary of the regression.

Table 5.53

Hierarchical Regression Analyses for Partner Deception Moderating the Curvilinear
Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.36**		.31**		.25**		.11**		.11**	
Age		-.24**		-.01		-.09		-.07		-.01
Sex		.21*		.10		.19*		-.07		.05
Partner Deception		-.59**		-.56**		-.48**		-.26*		-.22*
Attitude Similarity		-.21*		-.09		.09		.17		.23*
Step 3	.01		.02		.00		.00		.05*	
Age		-.25**		-.02		-.08		-.07		-.00
Sex		.22**		.11		.19*		-.07		.03
Partner Deception		-.60**		-.58**		-.47**		-.26*		-.19
Attitude Similarity		-.23**		-.12		.10		.18		.28*
Attitude Similarity^2		-.10		-.17		.06		.05		.24*
Step 4	.00		.01		.02		.02		.00	
Age		-.25**		-.03		-.09		-.04		-.01
Sex		.23**		.12		.22*		-.07		.01
Partner Deception		-.56**		-.52**		-.44**		-.23		-.13
Attitude Similarity		-.24**		-.14		.10		.18		.26*
Attitude Similarity^2		-.12		-.18*		.03		.01		.26*

Table 5.53 (continued)

Partner Deception × Attitude Similarity	-.10	-.12	-.24	-.27	.10
Partner Deception × Attitude Similarity^2	.00	-.01	.11	.14	-.16
Total R^2	.49**	.36**	.32**	.16*	.18*
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

The full model for attitude similarity, which included times their partner lied as the moderator, was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.87$, $p = .01$, $R^2 = .20$. Change in physical attraction, $F(7, 78) = 1.30$, $p = .25$, $R^2 = .10$, self assessment of future interaction, $F(7, 83) = 1.15$, $p = .33$, $R^2 = .08$, partner assessment of future interaction, $F(7, 83) = .89$, $p = .51$, $R^2 = .07$, and likelihood of future interaction, $F(7, 75) = 1.75$, $p = .11$, $R^2 = .14$, were not significant. For the one significant model, change in social attraction, the moderator did not account for a significant amount of variance beyond the quadratic term, F-change $(2, 80) = .15$, $p = .85$, R^2-change $= .00$. An examination of the individual beta weights showed that age ($\beta = -.32$, $p < .01$) and times their partner lied ($\beta = -.25$, $p = .01$) were negatively associated with change in social attraction. Again, H5c was not supported, and times their partner lied did not significantly moderate the curvilinear relationship between attitude similarity and first date success. Table 5.54 summarizes the regression.

Table 5.54

Hierarchical Regression Analyses for Times Their Partner Lied Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.08*		.08*		.02		.04		.06	
Age		-.32**		-.09		-.12		-.09		-.03
Sex		.14		.03		.16		-.08		.03
Times Their Partner Lied		-.25*		-.30**		-.04		-.01		-.01
Attitude Similarity		-.15		-.04		.15		.21*		.25*
Step 3	.00		.00		.01		.00		.07*	
Age		-.32**		-.09		-.12		-.08		-.02
Sex		.14		.03		.15		-.09		.01
Times Their Partner Lied		-.24*		-.29**		-.05		-.01		-.02
Attitude Similarity		-.16		-.05		.17		.22*		.30**
Attitude Similarity^2		-.02		-.09		.12		.08		.27*
Step 4	.00		.00		.00		.00		.00	
Age		-.32**		-.09		-.12		-.08		-.02
Sex		.16		.03		.15		-.09		.02
Times Their Partner Lied		-.25*		-.29*		-.02		-.01		-.03
Attitude Similarity		-.14		-.05		.16		.21*		.31**
Attitude Similarity^2		-.09		-.08		.12		.10		.23
Times Their Partner Lied × Attitude Similarity		-.04		.00		-.07		.01		-.02
Times Their Partner Lied × Attitude Similarity^2		.07		-.00		-.05		-.02		.04
Total R^2	.20*		.10		.08		.07		.14	
n	89		87		93		93		85	

*p < .05. **p < .01.

As for background similarity, the full model with participant deception as the moderator was significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.41$, $p = .02$, $R^2 = .17$. Change in physical attraction, $F(7, 79) = .91$, $p = .50$, $R^2 = .07$, self assessment of future interaction, $F(7, 83) = 1.44$, $p = .20$, $R^2 = .10$, partner assessment of future interaction, $F(7, 83) = .77$, $p = .60$, $R^2 = .06$, and likelihood of future interaction, $F(7, 75) = .76$, $p = .61$, $R^2 = .06$, were not significant. The moderator did not account for a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 81) = .94$, $p = .39$, R^2-change $= .01$. Looking at the beta weights, age ($\beta = -.34$, $p < .01$) and background similarity ($\beta = -.23$, $p = .04$) were negatively associated with change in social attraction, and sex ($\beta = .20$, $p = .05$) was positively associated with change in social attraction. Thus, H5c was not supported. There was no evidence that participant deception moderated the curvilinear association between background similarity and first date success. A summary of the regression is shown in Table 5.55.

Table 5.55

Hierarchical Regression Analyses for Participant Deception Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.03		.03		.03		.02	
Age		-.31**		-.06		-.18		-.16		-.03
Sex		.21*		.08		.20		-.05		.01
Participant Deception		-.11		-.04		-.19		-.21		.02

Table 5.55 (continued)

	DV1	DV2	DV3	DV4	DV5
Background Similarity	-.18	-.18	-.03	-.01	.15
Step 3	.00	.00	.02	.00	.02
Age	-.31**	-.06	-.18	-.16	-.03
Sex	.21*	.08	.20*	-.05	.01
Participant Deception	-.10	-.03	-.16	-.21	.05
Background Similarity	-.18	-.16	.01	-.01	.20
Background Similarity^2	.01	.08	.17	.00	.17
Step 4	.01	.02	.00	.00	.01
Age	-.34**	-.07	-.21	-.15	-.07
Sex	.20*	.07	.20	-.05	.01
Participant Deception	-.08	.05	-.17	-.16	-.00
Background Similarity	-.23*	-.22	-.01	-.02	.17
Background Similarity^2	-.03	.01	.15	-.02	.16
Participant Deception × Background Similarity	-.13	-.08	-.09	.00	-.11
Participant Deception × Background Similarity^2	-.11	-.20	-.03	-.08	.03
Total R^2	.17*	.07	.10	.06	.06
n	89	87	93	93	85

$*p < .05. **p < .01.$

With the number of times participants reported lying as the moderator, the full model for background similarity was also significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.42$, $p = .02$, $R^2 = .17$. Again, change in physical attraction, $F(7, 79) = .77$, $p = .61$, $R^2 = .06$, self assessment of future interaction, $F(7, 83) = 1.27$, $p = .27$, $R^2 = .09$, partner assessment of future interaction, $F(7, 83) = 1.00$, $p = .43$, $R^2 = .07$, and likelihood of future interaction, $F(7, 75) = .89$, $p = .51$, $R^2 = .07$, were not significant. Including the moderator in step four did not explain a significant amount of additional variance in change in social

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attraction, F-change $(2, 81) = 1.11$, $p = .33$, R^2-change $= .02$, and only age ($\beta = -.30$, $p < .01$) was

negatively associated with change in social attraction. Thus, these findings fail to support H5c.

Times they lied did not significantly moderate the curvilinear association between background

similarity and first date success. A summary of the regression is shown in Table 5.56.

Table 5.56

Hierarchical Regression Analyses for Times They Lied Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.03		.00		.03		.02	
Age		-.29**		-.04		-.13		-.14		-.05
Sex		.18		.07		.15		-.11		.01
Times They Lied		-.08		.01		-.03		-.20		-.04
Background Similarity		-.16		-.17		.00		.03		.15
Step 3	.00		.00		.03		.00		.02	
Age		-.29**		-.05		-.14		-.14		-.06
Sex		.18		.07		.16		-.11		.02
Times They Lied		-.08		.01		-.02		-.20		-.03
Background Similarity		-.15		-.15		.05		.04		.19
Background Similarity^2		.03		.09		.20		.02		.16
Step 4	.02		.01		.01		.01		.02	
Age		-.30**		-.05		-.14		-.14		-.06
Sex		.18		.07		.17		-.10		.03
Times They Lied		.09		.17		.03		-.15		.05
Background Similarity		-.12		-.12		.06		.05		.21
Background Similarity^2		-.07		.00		.15		-.01		.09

Table 5.56 (continued)

Times They Lied × Background Similarity	.06	.04	.12	.14	.15
Times They Lied × Background Similarity^2	-.25	-.22	-.08	-.06	-.13
Total R^2	.17*	.06	.09	.07	.07
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With partner deception as the moderator, the overall model for background similarity was significant for three of the five dependent variables: change in social attraction, $F(7, 78) = 10.22$, $p < .01$, $R^2 = .47$; change in physical attraction, $F(7, 76) = 6.42$, $p < .01$, $R^2 = .37$; and self assessment of future interaction, $F(7, 81) = 5.68$, $p < .01$, $R^2 = .33$. Partner assessment of future interaction, $F(7, 81) = 1.44$, $p = .20$, $R^2 = .11$, and likelihood of future interaction, $F(7, 74) = 1.47$, $p = .19$, $R^2 = .12$, were not significant. Yet, for the three significant models, the moderator did not account for a significant amount of additional variance in the outcomes: change in social attraction, F-change $(2, 78) = .15$, $p = .85$, R^2-change $= .00$; change in physical attraction, F-change $(2, 76) = .14$, $p = .86$, R^2-change $= .00$; and self assessment of future interaction, F-change $(2, 81) = .16$, $p = .84$, R^2-change $= .00$. Beta weights revealed that age ($\beta = -.24$, $p < .01$), partner deception ($\beta = -.61$, $p < .01$), and background similarity ($\beta = -.19$, $p = .02$) were negatively associated with change in social attraction, sex ($\beta = .23$, $p < .01$) was positively associated with change in social attraction, partner deception ($\beta = -.53$, $p < .01$) and background similarity ($\beta = -.19$, $p = .04$) were negatively associated with change in physical attraction, partner deception ($\beta = -.50$, $p < .01$) was negatively associated with self assessment of future interaction, and background similarity squared ($\beta = .19$, $p = .04$) and sex ($\beta = .20$, $p = .02$) were

positively associated with self assessment of future interaction. Again, H5c was not supported, as partner deception did not significantly moderate the curvilinear association between background similarity and first date success. Table 5.57 summarizes the regression.

Table 5.57

Hierarchical Regression Analyses for Partner Deception Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.35**		.35**		.24**		.08*		.08*	
Age		-.23**		-.01		-.09		-.07		-.02
Sex		.23**		.11		.19*		-.08		.03
Partner Deception		-.58**		-.57**		-.49**		-.28**		-.24
Background Similarity		-.20*		-.21*		-.03		.00		.13
Step 3	.00		.01		.04*		.00		.02	
Age		-.24**		-.01		-.10		-.08		-.03
Sex		.23**		.11		.20*		-.07		.04
Partner Deception		-.58**		-.57**		-.50**		-.28**		-.24
Background Similarity		-.19*		-.19*		.01		.01		.17
Background Similarity^2		.04		.10		.21*		.04		.17
Step 4	.00		.00		.00		.00		.01	
Age		-.24**		-.01		-.10		-.07		-.03
Sex		.23**		.11		.20*		-.07		.03
Partner Deception		-.61**		-.53**		-.50**		-.24		-.31
Background Similarity		-.19*		-.19*		.02		.01		.17
Background Similarity^2		.02		.11		.19*		.07		.15

Table 5.57 (continued)

Partner Deception × Background Similarity	.00	.00	-.04	.05	.09
Partner Deception × Background Similarity^2	.06	-.06	.03	-.09	.06
Total R^2	.47**	.37**	.33**	.11	.12
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

And for times their partner lied as the moderator, the full model for background similarity was significant for two of the five dependent variables: change in social attraction, $F(7, 80) = 4.05$, $p < .01$, $R^2 = .26$; and change in physical attraction, $F(7, 78) = 2.81$, $p = .01$, $R^2 = .20$. Self assessment of future interaction, $F(7, 83) = 2.03$, $p = .06$, $R^2 = .14$, partner assessment of future interaction, $F(7, 83) = 1.83$, $p = .09$, $R^2 = .13$, and likelihood of future interaction, $F(7, 75) = 1.45$, $p = .19$, $R^2 = .12$, were not significant. The moderator accounted for a significant amount of additional variance in change in social attraction, F-change $(2, 80) = 3.50$, $p = .03$, R^2-change $= .06$, and change in physical attraction, F-change $(2, 78) = 3.53$, $p = .03$, R^2-change $= 07$. Beta weights showed that age ($\beta = -.30$, $p < .01$) and times their partner lied ($\beta = -.32$, $p = .01$) were negatively associated with change in social attraction, the interaction between times their partner lied and background similarity ($\beta = .28$, $p = .01$) was positively associated with change in social attraction, times their partner lied ($\beta = -.41$, $p < .01$) was negatively associated with change in physical attraction, and the interaction between times their partner lied and background similarity ($\beta = .30$, $p = .01$) was positively associated with change in physical attraction. In sum, H5c was supported, and times their partner lied moderated the negative association between background similarity and the change in social attraction and between background similarity and the change

in physical attraction. At low levels of times their partner lied, there was a negative association between background similarity and change in attraction (social and physical), but the association became increasingly positive at high levels of times their partner lied. Table 5.58 summarizes the regression.

Table 5.58

Hierarchical Regression Analyses for Times Their Partner Lied Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.07*		.11**		.00		.00		.02	
Age		-.31**		-.08		-.13		-.10		-.05
Sex		.16		.03		.15		-.10		.01
Times Their Partner Lied		-.23*		-.28**		-.05		-.02		-.03
Background Similarity		-.14		-.15		.00		.02		.15
Step 3	.00		.00		.03		.00		.02	
Age		-.31**		-.09		-.14		-.10		-.06
Sex		.16		.04		.16		-.10		.02
Times Their Partner Lied		-.23*		-.29**		-.06		-.02		-.04
Background Similarity		-.13		-.13		.05		.03		.19
Background Similarity^2		.04		.10		.20		.03		.16
Step 4	.06*		.07*		.06*		.11**		.06	
Age		-.30**		-.08		-.13		-.08		-.04
Sex		.15		.03		.15		-.11		.01
Times Their Partner Lied		-.32*		-.41**		-.09		-.10		-.13
Background Similarity		-.13		-.13		.06		.04		.19
Background Similarity^2		.01		.07		.17		-.00		.13

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Table 5.58 (continued)

Times Their Partner Lied × Background Similarity	.28*	.30*	.26*	.37**	.29*
Times Their Partner Lied × Background Similarity²	-.05	-.01	-.14	-.13	-.04
Total R^2	.26**	.20*	.14	.13	.12
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

As for uncertainty, the full model with participant deception as the moderator was significant for two of the five dependent variables: change in social attraction, $F(7, 81) = 2.41$, $p = .02$, $R^2 = .17$; and partner assessment of future interaction, $F(7, 82) = 2.17$, $p = .04$, $R^2 = .15$. The models were not significant for the other outcome variables: change in physical attraction, $F(7, 79) = .53$, $p = .80$, $R^2 = .04$; self assessment of future interaction, $F(7, 82) = 1.59$, $p = .15$, $R^2 = .12$; and likelihood of future interaction, $F(7, 74) = .90$, $p = .50$, $R^2 = .07$. Yet, for the two significant models, the moderator did not account for a significant amount of variance beyond the quadratic term: change in social attraction, F-change $(2, 81) = 2.38$, $p = .09$, R^2-change $= .04$; and partner assessment of future interaction, F-change $(2, 82) = .29$, $p = .74$, R^2-change $= .00$. Age ($\beta = -.25$, $p = .02$) was negatively associated with change in social attraction, participant deception ($\beta = -.22$, $p = .04$) was negatively associated with partner assessment of future interaction, and uncertainty squared ($\beta = .31$, $p < .01$) was positively associated with partner assessment of future interaction. Therefore, H5c was not supported: Participant deception failed to moderate the curvilinear association between uncertainty and the success of the first FtF date. See Table 5.59 for a summary of the regression.

Table 5.59

Hierarchical Regression Analyses for Participant Deception Moderating the Curvilinear Association Between Uncertainty and First Date Success

Predictor	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.05		.05		.04	
Age		-.30**		-.06		-.16		-.15		-.02
Sex		.20		.07		.17		-.06		-.01
Participant Deception		-.06		-.01		-.17		-.20		.00
Uncertainty		-.00		.06		-.16		-.12		-.22*
Step 3	.00		.00		.01		.07**		.01	
Age		-.30**		-.06		-.17		-.14		-.02
Sex		.19		.07		.16		-.05		-.01
Participant Deception		-.07		-.01		-.17		-.18		.00
Uncertainty		.01		.07		-.13		-.21*		-.18
Uncertainty²		-.06		-.02		-.12		.29**		-.10
Step 4	.04		.03		.00		.00		.02	
Age		-.25*		-.02		-.16		-.15		-.05
Sex		.16		.04		.15		-.04		.00
Participant Deception		-.13		-.05		-.24		-.22*		.00
Uncertainty		-.01		.05		-.15		-.22		-.18
Uncertainty²		-.04		-.01		-.10		.31**		-.10
Participant Deception × Uncertainty		.17		.15		.00		-.07		-.13
Participant Deception × Uncertainty²		.20		.14		.11		.03		-.08
Total R^2	.17*		.04		.12		.15*		.07	
n	89		87		93		93		85	

*p < .05. **p < .01.

For the number of times participants reported lying as the moderator, the full model for

uncertainty was also significant for two of the five dependent variables: change in social

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attraction, $F(7, 81) = 2.30$, $p = .03$, $R^2 = .16$; and partner assessment of future interaction, $F(7, 82) = 2.72$, $p = .01$, $R^2 = .18$. Change in physical attraction, $F(7, 79) = .71$, $p = .66$, $R^2 = .05$, self assessment of future interaction, $F(7, 82) = 1.77$, $p = .10$, $R^2 = .13$, and likelihood of future interaction, $F(7, 74) = 1.34$, $p = .24$, $R^2 = .11$, were not significant. However, for the two significant models, the moderator did not account for a significant amount of additional variance in change in social attraction, F-change $(2, 81) = 1.89$, $p = .15$, R^2-change $= .03$, and partner assessment of future interaction, F-change $(2, 82) = 1.35$, $p = .26$, R^2-change $= .02$. Age ($\beta = -.28$, $p < .01$) and times they lied ($\beta = -.28$, $p = .05$) were negatively associated with change in social attraction, the interaction between times they lied and uncertainty squared ($\beta = .34$, $p = .05$) was positively associated with change in social attraction, times they lied ($\beta = -.33$, $p = .02$) was negatively associated with partner assessment of future interaction, and uncertainty squared ($\beta = .30$, $p = .01$) was positively associated with partner assessment of future interaction. These findings support H5c, with times they lied moderating the curvilinear association between uncertainty and the change in social attraction. Turning to the graph, at low levels of times they lied, the change in social attraction decreased from moderate to high levels of uncertainty; at high levels of times they lied, the change in social attraction increased from moderate to high levels of uncertainty (see Figure 5.16). See Table 5.60 for a summary of the regression.

Table 5.60

Hierarchical Regression Analyses for Times They Lied Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.03		.06		.04	
Age		-.30**		-.05		-.12		-.13		-.03
Sex		.17		.07		.13		-.13		-.01
Times They Lied		-.09		.00		-.04		-.20*		-.04
Uncertainty		-.01		.06		-.18		-.14		-.22*
Step 3	.00		.00		.01		.08**		.01	
Age		-.30**		-.05		-.12		-.12		-.03
Sex		.17		.07		.12		-.11		-.01
Times They Lied		-.09		.00		-.04		-.20*		-.04
Uncertainty		.00		.07		-.14		-.23*		-.19
Uncertainty^2		-.05		-.02		-.11		.30**		-.10
Step 4	.03		.04		.04		.02		.05	
Age		-.28**		-.03		-.11		-.12		-.05
Sex		.17		.08		.12		-.11		-.02
Times They Lied		-.28*		-.17		-.24		-.33*		-.13
Uncertainty		.05		.12		-.08		-.19		-.16
Uncertainty^2		.01		.07		-.08		.30*		-.15
Times They Lied × Uncertainty		.18		.24		.04		-.04		-.19
Times They Lied × Uncertainty^2		.34*		.34		.32		.18		.08
Total R^2	.16*		.05		.13		.18*		.11	
n	89		87		93		93		85	

*p < .05. **p < .01.
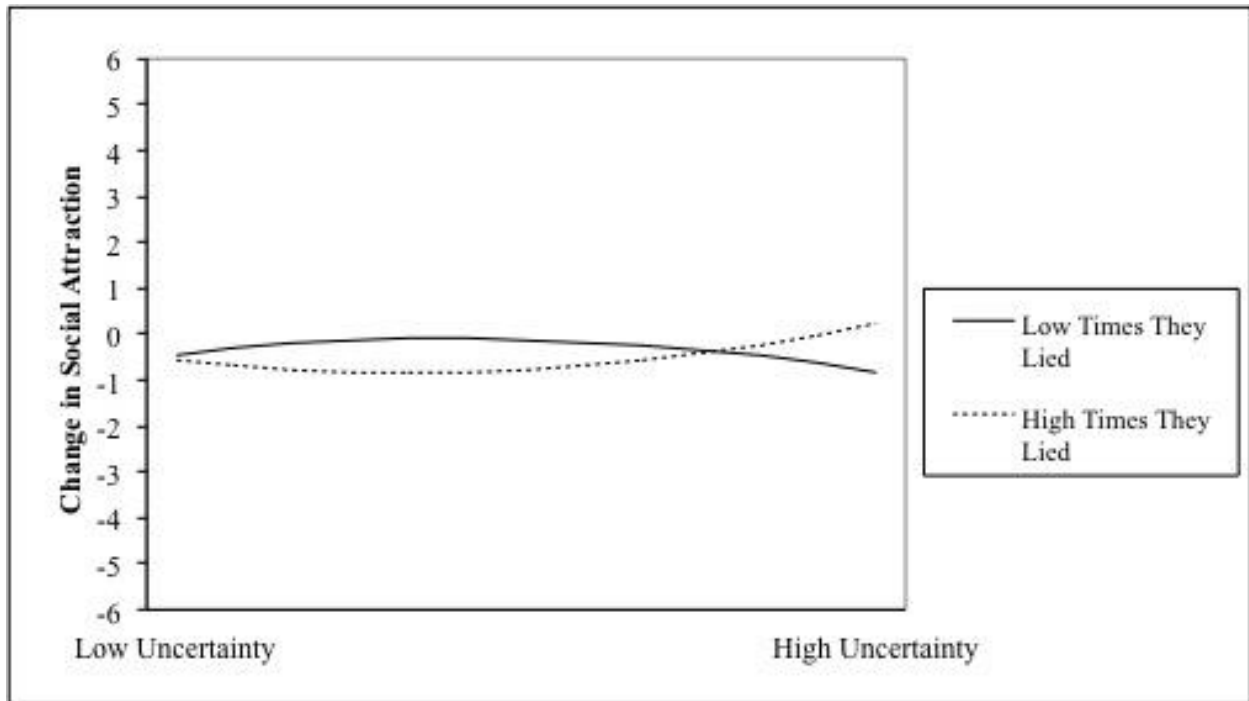
Figure 5.16. Moderating effect of times they lied on the curvilinear association between uncertainty and change in social attraction.

With partner deception as the moderator, the overall model for uncertainty was significant for four of the five dependent variables: change in social attraction, $F(7, 78) = 9.91$, $p < .01$, $R^2 = .47$; change in physical attraction, $F(7, 76) = 6.73$, $p < .01$, $R^2 = .38$; self assessment of future interaction, $F(7, 80) = 5.37$, $p < .01$, $R^2 = .32$; and partner assessment of future interaction, $F(7, 80) = 3.76$, $p < .01$, $R^2 = .24$. Likelihood of future interaction, $F(7, 73) = 1.24$, $p = .29$, $R^2 = .10$, was not significant. For the four significant models, the moderator accounted for a significant amount of additional variance in partner assessment of future interaction, F-change $(2, 80) = 3.83$, $p = .02$, R^2-change $= .07$, but not change in social attraction, F-change $(2, 78) = .56$, $p = .57$, R^2-change $= .00$, change in physical attraction, F-change $(2, 76) = 1.37$, $p = .26$, R^2-change $= .02$, and self assessment of future interaction, F-change $(2, 80) = .35$, $p = .70$, R^2-change $= .00$. Beta weights indicated that age ($\beta = -.24$, $p < .01$) and partner deception ($\beta = -.62$,

p < .01) were negatively associated with change in social attraction, sex (β = .23, *p* < .01) was

positively associated with change in social attraction, partner deception (β = -.58, *p* < .01) was

negatively associated with change in physical attraction, uncertainty (β = .22, *p* = .04) was

positively associated with change in physical attraction, partner deception (β = -.44, *p* < .01) was

negatively associated with self assessment of future interaction, partner deception (β = -.46, *p*

< .01) and uncertainty (β = -.30, *p* = .01) were negatively associated with partner assessment of

future interaction, and uncertainty squared (β = .36, *p* < .01) and the interaction between partner

deception and uncertainty squared (β = .39, *p* < .01) were positively associated with partner

assessment of future interaction. Thus, H5c received support: Partner deception moderated the

curvilinear association between uncertainty and partner assessment of future interaction. A graph

of the association showed that at low levels of partner deception, partner assessment of the

likelihood of future interaction decreased as uncertainty increased. However, at high levels of

partner deception, partner assessment of future interaction was lowest at moderate levels of

uncertainty (see Figure 5.17). Table 5.61 summarizes the regression.

Table 5.61

Hierarchical Regression Analyses for Partner Deception Moderating the Curvilinear
Association Between Uncertainty and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.33**		.34**		.24**		.08*		.08*	

Table 5.61 (continued)

Age	-.25**	-.02	-.08	-.07	-.01
Sex	.24**	.13	.18*	-.09	.01
Partner Deception	-.59**	-.60**	-.47**	-.27*	-.21
Uncertainty	.13	.21*	-.06	-.07	-.16
Step 3	.01 / .00	.02	.06*	.01	
Age	-.25**	-.02	-.09	-.06	-.01
Sex	.23**	.13	.17	-.07	.00
Partner Deception	-.61**	-.61**	-.49**	-.24*	-.22*
Uncertainty	.17*	.23*	-.01	-.16	-.12
Uncertainty²	-.12	-.08	-.17	.27*	-.12
Step 4	.00 / .02	.00	.07*	.00	
Age	-.24**	.00	-.06	-.12	-.01
Sex	.23**	.13	.17	-.09	.00
Partner Deception	-.62**	-.58**	-.44**	-.46**	-.24
Uncertainty	.14	.22*	.00	-.30*	-.14
Uncertainty²	-.08	-.02	-.15	.36**	-.11
Partner Deception × Uncertainty	-.09	-.15	-.05	-.11	-.02
Partner Deception × Uncertainty²	.03	-.03	-.08	.39**	.03
Total R^2	.47**	.38**	.32**	.24**	.10
n	89	87	93	93	85

*p < .05. **p < .01.
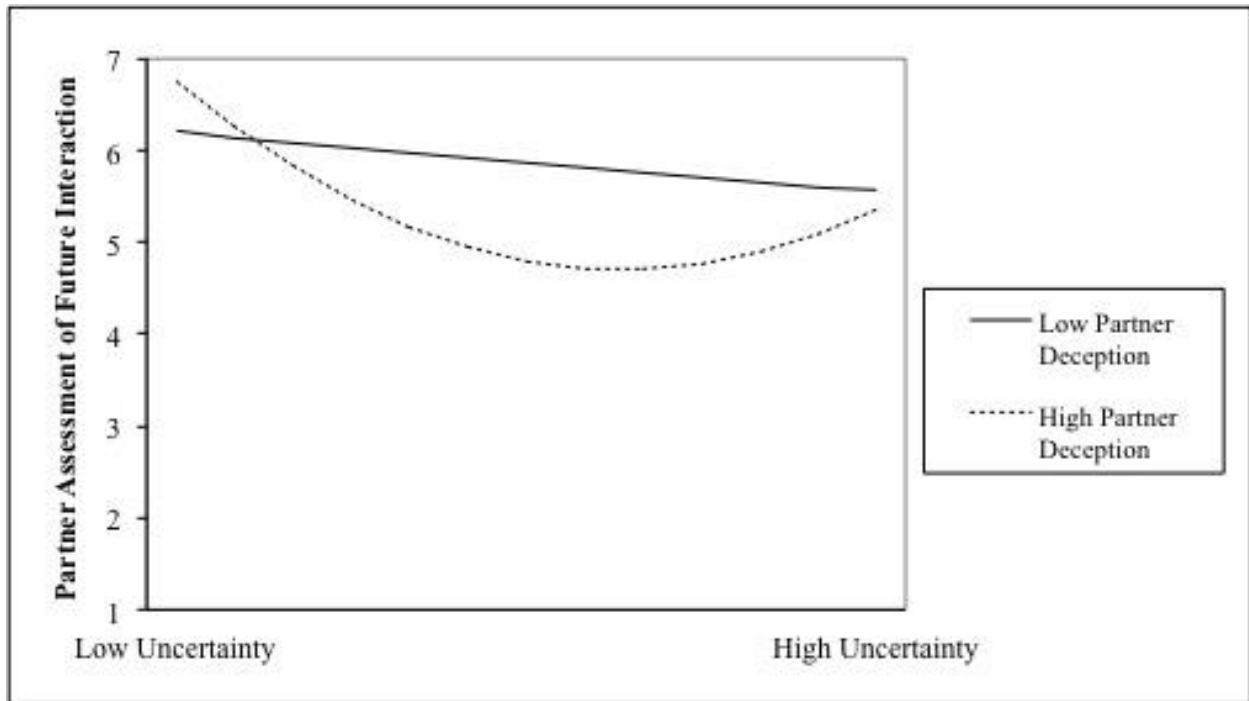
Figure 5.17. Moderating effect of partner deception on the curvilinear association between uncertainty and partner assessment of future interaction.

Lastly, with times their partner lied as the moderator, the overall model for uncertainty was significant for four of the five dependent variables: change in social attraction, $F(7, 80) = 4.57$, $p < .01$, $R^2 = .28$; change in physical attraction, $F(7, 78) = 36.76$, $p < .01$, $R^2 = .76$; self assessment of future interaction, $F(7, 82) = 2.43$, $p = .02$, $R^2 = .17$; and partner assessment of future interaction, $F(7, 82) = 2.35$, $p = .03$, $R^2 = .16$. Just as before, likelihood of future interaction, $F(7, 74) = 1.55$, $p = .16$, $R^2 = .12$, was not significant. Moreover, the moderator accounted for a significant amount of additional variance in change in social attraction, F-change $(2, 80) = 6.19$, $p < .01$, R^2-change $= .11$, change in physical attraction, F-change $(2, 78) = 112.47$, $p < .01$, R^2-change $= .67$, and self assessment of future interaction, F-change $(2, 82) = 4.03$, $p = .02$, R^2-change $= .08$, but not partner assessment of future interaction, F-change $(2, 82) = 1.86$, $p = .16$, R^2-change $= .03$. Age ($\beta = -.32$, $p < .01$) and times their partner lied ($\beta = -.61$, $p < .01$)

were negatively associated with change in social attraction, uncertainty squared (β = -.39, p < .01), the interaction between times their partner lied and uncertainty (β = -1.97, p < .01), and the interaction between times their partner lied and uncertainty squared (β = -2.34, p < .01) were negatively associated with change in physical attraction, times their partner lied (β = .48, p < .01) was positively associated with change in physical attraction, and uncertainty squared (β = .29, p = .01) was positively associated with partner assessment of future interaction. Therefore, H5c was supported, with times their partner lied moderating the curvilinear association between uncertainty and the change in physical attraction. At low levels of times their partner lied, the change in physical attraction increased from moderate to high levels of uncertainty. Meanwhile, at high levels of times their partner lied, the change in physical attraction increased up to a point, then decreased dramatically from moderate to high levels of uncertainty (see Figure 5.18). Table 5.62 presents a summary of the regression.

Table 5.62

Hierarchical Regression Analyses for Times Their Partner Lied Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	B	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.05*		.08*		.03		.02		.05	
Age		-.31**		-.09		-.12		-.09		-.03
Sex		.15		.03		.12		-.12		-.01
Times Their Partner Lied		-.24*		-.29**		-.08		-.04		-.05
Uncertainty		-.04		.02		-.19		-.14		-.22*

Table 5.62 (continued)

Step 3	.00	.00	.01	.09**	.00
Age	-.31**	-.09	-.12	-.09	-.03
Sex	.15	.03	.11	-.10	-.02
Times Their Partner Lied	-.24*	-.30**	-.06	-.09	-.04
Uncertainty	-.03	.01	-.15	-.24*	-.19
Uncertainty^2	-.01	.03	-.10	.32**	-.09
Step 4	.11**	.67**	.08*	.03	.06
Age	-.32**	-.00	-.14	-.10	-.06
Sex	.14	.05	.11	-.11	-.02
Times Their Partner Lied	-.61**	.48**	-.40	-.36	-.49
Uncertainty	.01	-.11	-.11	-.21	-.13
Uncertainty^2	-.08	-.39**	-.16	.29*	-.10
Times Their Partner Lied × Uncertainty	-.38	-1.97**	-.29	-.16	-.07
Times Their Partner Lied × Uncertainty^2	.14	-2.34**	.18	.18	.46
Total R^2	.28**	.76**	.17*	.16*	.12
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
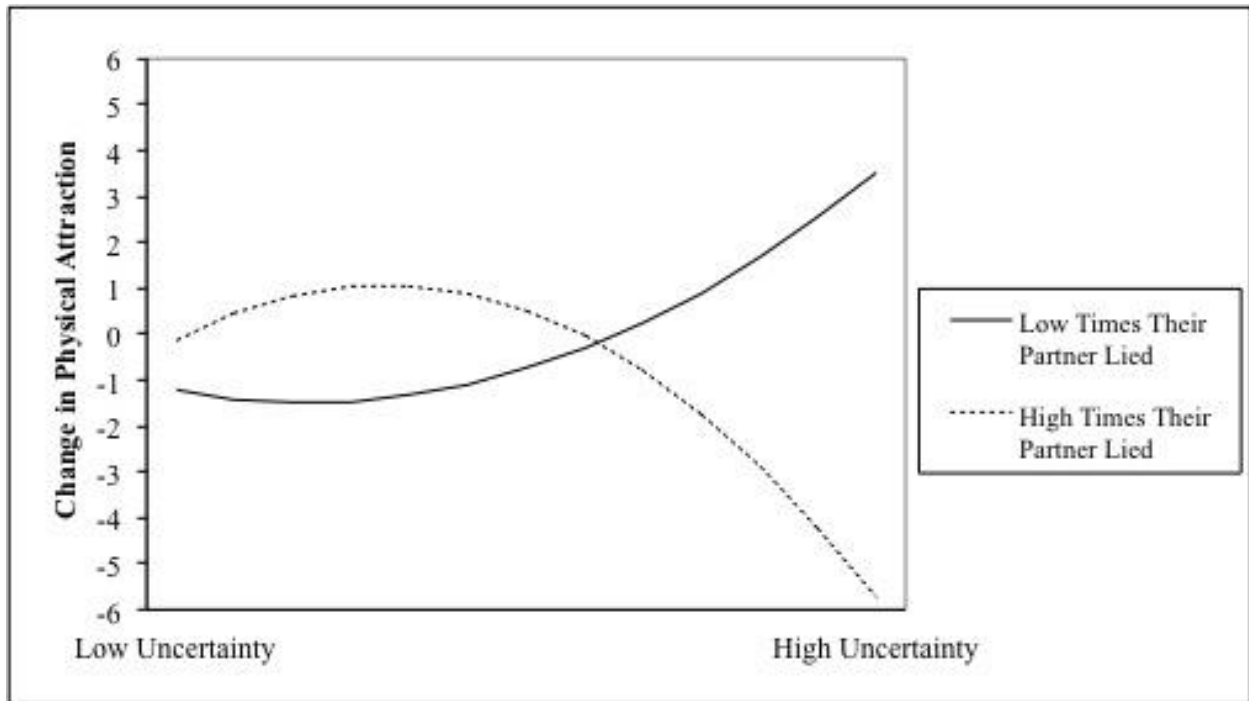
Figure 5.18. Moderating effect of times their partner lied on the curvilinear association between uncertainty and change in physical attraction.

H5d stated that observed deception in the emails exchanged between partners would moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and first date success. Because word count was also an indicator of the amount of communication, it was not tested again for H5d (see H4d for the moderation analyses involving word count). Moving to the analyses with first-person singular pronouns as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the dependent variables: change in social attraction, $F(7, 61) = 2.67$, $p = .01$, $R^2 = .23$. The models were not significant for the remaining outcomes: change in physical attraction, $F(7, 60) = 1.01$, $p = .43$, $R^2 = .10$; self assessment of future interaction, $F(7, 62) = .80$, $p = .58$, $R^2 = .08$; partner assessment of future interaction, $F(7, 62) = .45$, $p = .86$, $R^2 = .04$; and likelihood of future interaction, $F(7, 56) = 1.16$, $p = .33$, $R^2 = .12$.

For change in social attraction, the moderator explained a significant amount of variance beyond the quadratic term, F-change $(2, 61) = 3.22$, $p = .04$, R^2-change $= .08$. The interaction between first-person singular pronouns and perceived social partner liking ($\beta = .30$, $p = .01$) was positively associated with change in social attraction. Hence, H5d was supported, and first-person singular pronouns moderated the association between perceived social partner liking and the change in social attraction. At low levels of first-person singular pronouns, there was a negative association between perceived social partner liking and the change in social attraction, but at high levels of first-person singular pronouns, the association became more positive. A summary of the regression is presented in Table 5.63.

Table 5.63

Hierarchical Regression Analyses for First-Person Singular Pronouns Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	B	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.01		.00		.01	
Age		-.28*		-.06		-.13		-.10		-.04
Sex		.18		.10		.17		-.08		.03
First-Person Singular Pronouns		.01		.13		.07		.06		.06
Perceived Social Partner Liking		-.09		.04		.10		.03		.11
Step 3	.02		.00		.00		.00		.00	
Age		-.27*		-.06		-.13		-.10		-.04
Sex		.16		.09		.17		-.08		.04

Table 5.63 (continued)

First-Person Singular Pronouns	.00	.12	.07	.06	.07
Perceived Social Partner Liking	-.09	.04	.10	.03	.11
Perceived Social Partner Liking^2	-.17	-.09	-.05	-.02	.05
Step 4	.08*	.06	.02	.02	.10*
Age	-.21	.02	-.08	-.12	-.14
Sex	.15	.07	.16	-.07	.06
First-Person Singular Pronouns	.02	.24	.12	.09	-.04
Perceived Social Partner Liking	-.09	.04	.10	.03	.11
Perceived Social Partner Liking^2	-.17	-.10	-.05	-.02	.06
First-Person Singular Pronouns × Perceived Social Partner Liking	.30*	.24	.14	-.16	-.31*
First-Person Singular Pronouns × Perceived Social Partner Liking^2	.04	-.11	-.04	-.07	.11
Total R^2	.23*	.10	.08	.04	.12
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With exclusive words as the moderator, the overall model for perceptions of a partner's social liking was not significant for any of the dependent variables: change in social attraction, $F(7, 61) = 1.70$, $p = .12$, $R^2 = .16$; change in physical attraction, $F(7, 60) = .40$, $p = .89$, $R^2 = .04$; self assessment of future interaction, $F(7, 62) = .65$, $p = .71$, $R^2 = .06$; partner assessment of

future interaction, $F(7, 62) = .78$, $p = .60$, $R^2 = .08$; and likelihood of future interaction, $F(7, 56) = .27$, $p = .96$, $R^2 = .03$.. Thus, H5d was not supported, as there was no indication that exclusive words moderated the curvilinear association between perceived social partner liking and the success of the first FtF date. See Table 5.64 for a summary of the regression.

Table 5.64

Hierarchical Regression Analyses for Exclusive Words Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

| | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.01		.05		.02	
Age		-.28*		-.06		-.13		-.06		-.02
Sex		.18		.07		.16		-.10		.01
Exclusive Words		-.02		.09		.03		-.22		-.07
Perceived Social Partner Liking		-.09		.04		.10		.05		.12
Step 3	.02		.00		.00		.00		.00	
Age		-.27*		-.06		-.12		-.06		-.03
Sex		.16		.06		.15		-.11		.02
Exclusive Words		-.02		.09		.03		-.22		-.07
Perceived Social Partner Liking		-.09		.04		.10		.05		.12
Perceived Social Partner Liking^2		-.17		-.09		-.05		-.03		.05
Step 4	.00		.01		.01		.01		.00	
Age		-.24*		-.02		-.10		-.06		-.01
Sex		.14		.04		.13		-.11		.00
Exclusive Words		-.08		.02		-.03		-.15		-.08

Table 5.64 (continued)

Perceived Social Partner Liking	-.09	.03	.09	.07	.12
Perceived Social Partner Liking^2	-.16	-.08	-.04	-.03	.06
Exclusive Words × Perceived Social Partner Liking	-.08	-.11	-.06	-.03	-.09
Exclusive Words × Perceived Social Partner Liking^2	.08	.10	.11	-.12	.00
Total R^2	.16	.04	.06	.08	.03
n	89	87	93	93	85

$*p < .05. **p < .01.$

For negative emotion words as the moderator, the overall model for perceptions of a partner's social liking was not significant for any of the dependent variables: change in social attraction, $F(7, 61) = 1.71$, $p = .12$, $R^2 = .16$; change in physical attraction, $F(7, 60) = 1.18$, $p = .32$, $R^2 = .12$; self assessment of future interaction, $F(7, 62) = .79$, $p = .59$, $R^2 = .08$; partner assessment of future interaction, $F(7, 62) = .81$, $p = .57$, $R^2 = .08$; and likelihood of future interaction, $F(7, 56) = 1.33$, $p = .25$, $R^2 = .14$. Again, H5d was not supported, and negative emotion words did not significantly moderate the curvilinear association between perceived social partner liking and the success of the first FtF meeting (see Table 5.65).

Table 5.65

Hierarchical Regression Analyses for Negative Emotion Words Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.06		.02		.00		.03	
Age		-.26*		-.01		-.10		-.08		-.01
Sex		.18		.07		.16		-.09		.02
Negative Emotion Words		.11		.25*		.11		.08		.15
Perceived Social Partner Liking		-.09		.05		.11		.03		.12
Step 3	.02		.00		.00		.00		.00	
Age		-.25*		-.00		-.10		-.08		-.01
Sex		.16		.06		.15		-.10		.03
Negative Emotion Words		.09		.24*		.11		.08		.15
Perceived Social Partner Liking		-.09		.05		.11		.03		.12
Perceived Social Partner Liking^2		-.16		-.07		-.04		-.02		.06
Step 4	.00		.04		.01		.05		.10*	
Age		-.26*		-.04		-.13		-.12		-.06
Sex		.16		.06		.16		-.06		.02
Negative Emotion Words		.09		.24		.16		.32		.16
Perceived Social Partner Liking		-.08		.08		.11		-.00		.15
Perceived Social Partner Liking^2		-.15		-.06		-.06		-.15		.08

Table 5.65 (continued)

Negative Emotion Words × Perceived Social Partner Liking	.04	.20	.09	-.07	.31*
Negative Emotion Words × Perceived Social Partner Liking^2	-.00	-.03	-.10	-.37*	-.05
Total R^2	.16	.12	.08	.08	.14
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For first-person singular pronouns as the moderator, the overall model for perceptions of a partner's physical liking was significant for two of the five dependent variables: change in social attraction, $F(7, 60) = 2.52$, $p = .02$, $R^2 = .22$; and change in physical attraction, $F(7, 59) = 2.22$, $p = .04$, $R^2 = .20$. Self assessment of future interaction, $F(7, 61) = 1.31$, $p = .25$, $R^2 = .13$, partner assessment of future interaction, $F(7, 61) = .63$, $p = .72$, $R^2 = .06$, and likelihood of future interaction, $F(7, 55) = 1.35$, $p = .24$, $R^2 = .14$, were not significant. The moderator explained a significant amount of variance beyond the quadratic term in change in physical attraction, F-change $(2, 59) = 5.73$, $p < .01$, R^2-change $= .15$, but not change in social attraction, F-change $(2, 60) = 2.77$, $p = .07$, R^2-change $= .07$. Age ($\beta = -.26$, $p = .02$) was negatively associated with change in social attraction, the interaction between first-person singular pronouns and perceived physical partner liking ($\beta = .26$, $p = .03$) was positively associated with change in social attraction, and the interaction between first-person singular pronouns and perceived physical partner liking ($\beta = .42$, $p < .01$) was positively associated with change in physical attraction. Hence, H5d was supported; first-person singular pronouns moderated the association between

perceived physical partner liking and the change in social attraction and between perceived

physical partner liking and the change in physical attraction. At low levels of first-person

singular pronouns, there was a slight negative association between perceived physical partner

liking and the change in attraction (social and physical) that became slightly more positive at

high levels of first-person singular pronouns. A summary of the regression is shown in Table

5.66.

Table 5.66

Hierarchical Regression Analyses for First-Person Singular Pronouns Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.04		.00		.00		.01	
Age		-.30*		-.09		-.12		-.09		-.03
Sex		.17		.08		.18		-.08		.04
First-Person Singular Pronouns		.02		.15		.07		.06		.06
Perceived Physical Partner Liking		-.17		-.17		.04		.03		.10
Step 3	.01		.00		.00		.02		.04	
Age		-.30*		-.09		-.13		-.10		-.04
Sex		.18		.08		.17		-.09		.03
First-Person Singular Pronouns		.03		.14		.07		.05		.05
Perceived Physical Partner Liking		-.18		-.16		.05		.04		.11
Perceived Physical Partner Liking^2		-.10		.05		.06		.14		.20

Table 5.66 (continued)

Step 4	.07	.15**	.07	.02	.08
Age	-.26*	-.02	-.09	-.13	-.08
Sex	.15	.06	.14	-.08	.01
First-Person Singular Pronouns	-.11	.06	-.11	.02	-.17
Perceived Physical Partner Liking	-.12	-.13	.11	.05	.18
Perceived Physical Partner Liking^2	-.03	.17	.12	.09	.12
First-Person Singular Pronouns × Perceived Physical Partner Liking	.26*	.42**	.26*	-.16	-.25
First-Person Singular Pronouns × Perceived Physical Partner Liking^2	.25	.21	.29	.00	.23
Total R^2	.22*	.20*	.13	.06	.14
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

The full model for perceptions of a partner's physical liking, which included exclusive words as the moderator, was significant for one of the dependent variables: change in social attraction, $F(7, 60) = 2.19$, $p = .04$, $R^2 = .20$. The models were not significant for the other outcomes variables: change in physical attraction, $F(7, 59) = 1.56$, $p = .16$, $R^2 = .15$; self assessment of future interaction, $F(7, 61) = 1.66$, $p = .13$, $R^2 = .16$; partner assessment of future interaction, $F(7, 61) = .95$, $p = .47$, $R^2 = .09$; and likelihood of future interaction, $F(7, 55) = 1.10$, $p = .37$, $R^2 = .12$. Adding the moderator did not account for a significant amount of extra variance in change in social attraction, F-change $(2, 60) = 1.79$, $p = .17$, R^2-change $= .04$, and only age ($\beta = -.27$, $p = .02$) was negatively associated with change in social attraction. Hence,

H5d was not supported, as exclusive words failed to moderate the curvilinear association

between perceived physical partner liking and the success of the first FtF encounter. A summary

of the regression is presented in Table 5.67.

Table 5.67

Hierarchical Regression Analyses for Exclusive Words Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.03		.00		.05		.01	
Age		-.30*		-.09		-.12		-.06		-.01
Sex		.16		.05		.16		-.10		.02
Exclusive Words		-.01		.11		.04		-.22		-.07
Perceived Physical Partner Liking		-.17		-.16		.04		.06		.11
Step 3	.01		.00		.00		.01		.04	
Age		-.29*		-.09		-.13		-.06		-.02
Sex		.17		.05		.16		-.11		.01
Exclusive Words		-.02		.12		.05		-.21		-.05
Perceived Physical Partner Liking		-.17		-.16		.05		.06		.12
Perceived Physical Partner Liking[2]		-.10		.07		.07		.12		.20
Step 4	.04		.10*		.10*		.01		.06	
Age		-.27*		-.06		-.09		-.05		-.00
Sex		.18		.07		.19		-.10		.03
Exclusive Words		-.19		-.12		-.22		-.29		-.25
Perceived Physical Partner Liking		-.20		-.21		.01		.04		.09

Table 5.67 (continued)

Perceived Physical Partner Liking^2	-.02	.19	.16	.17	.29*
Exclusive Words × Perceived Physical Partner Liking	-.02	-.04	.08	-.04	-.01
Exclusive Words × Perceived Physical Partner Liking^2	.28	.42*	.47**	.13	.33
Total R^2	.20*	.15	.16	.09	.12
N	89	87	93	93	85

*$p < .05$. **$p < .01$.

With negative emotion words as the moderator, the overall model for perceptions of a partner's physical liking was significant for two of the five dependent variables: change in social attraction, $F(7, 60) = 2.10$, $p = .05$, $R^2 = .19$; and change in physical attraction, $F(7, 59) = 2.35$, $p = .03$, $R^2 = .21$. Self assessment of future interaction, $F(7, 61) = 1.15$, $p = .34$, $R^2 = .11$, partner assessment of future interaction, $F(7, 61) = .61$, $p = .74$, $R^2 = .06$, and likelihood of future interaction, $F(7, 55) = 1.06$, $p = .39$, $R^2 = .11$, were not significant. The moderator explained a significant amount of additional variance in change in physical attraction, F-change $(2, 59) = 4.68$, $p = .01$, R^2-change $= .12$, but not change in social attraction, F-change $(2, 60) = .95$, $p = .38$, R^2-change $= .02$. Age ($\beta = -.28$, $p = .02$) was negatively associated with change in social attraction, while the interaction between negative emotion words and perceived physical partner liking squared ($\beta = .43$, $p = .02$) was positively associated with change in physical attraction. Thus, H5d was partially supported. As expected, negative emotion words moderated the curvilinear association between perceived physical partner liking and the change in physical attraction. Graphing the association revealed that at low levels of negative emotion words, the

change in physical attraction peaked slightly at moderate levels of perceived physical partner liking, while at high levels of negative emotion words, the change in physical attraction was lowest at moderate levels of perceived physical partner liking (see Figure 5.19). A summary of the regression is presented in Table 5.68.

Table 5.68

Hierarchical Regression Analyses for Negative Emotion Words Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.04		.08		.01		.00		.03	
Age		-.28*		-.03		-.10		-.07		-.00
Sex		.17		.05		.16		-.09		.03
Negative Emotion Words		.11		.25*		.11		.08		.15
Perceived Physical Partner Liking		-.17		-.15		.05		.04		.11
Step 3	.01		.00		.00		.01		.03	
Age		-.27*		-.03		-.10		-.08		-.01
Sex		.17		.05		.16		-.10		.02
Negative Emotion Words		.12		.24*		.10		.06		.12
Perceived Physical Partner Liking		-.17		-.15		.05		.05		.12
Perceived Physical Partner Liking^2		-.11		.03		.05		.14		.19
Step 4	.02		.12*		.05		.01		.04	
Age		-.28*		-.04		-.10		-.08		-.01
Sex		.18		.06		.17		-.10		.03

Table 5.68 (continued)

Negative Emotion Words	-.00	-.09	-.12	.03	-.06
Perceived Physical Partner Liking	-.18	-.13	.04	.06	.11
Perceived Physical Partner Liking^2	-.11	.04	.06	.14	.20
Negative Emotion Words × Perceived Physical Partner Liking	.14	-.10	.18	-.13	.17
Negative Emotion Words × Perceived Physical Partner Liking^2	.22	.43*	.35	.00	.31
Total R^2	.19*	.21*	.11	.06	.11
N	89	87	93	93	85

*$p < .05$. **$p < .01$.
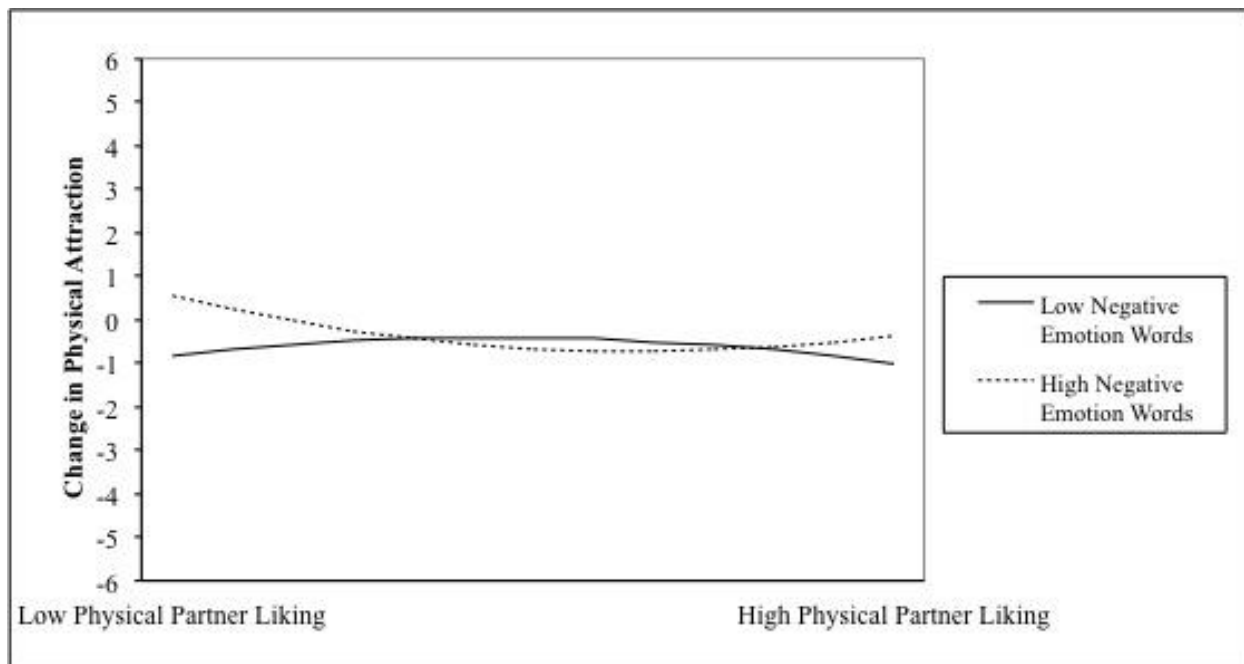
Figure 5.19. Moderating effect of negative emotion words on the curvilinear association between perceived physical partner liking and change in physical attraction.

Moving to attitude similarity, the overall model with first-person singular pronouns as the moderator was significant for one of the dependent variables: change in social attraction, $F(7, 62) = 3.82$, $p < .01$, $R^2 = .30$. Change in physical attraction, $F(7, 61) = 1.93$, $p = .08$, $R^2 = .18$, self assessment of future interaction, $F(7, 63) = 1.77$, $p = .10$, $R^2 = .16$, partner assessment of future interaction, $F(7, 63) = 1.00$, $p = .43$, $R^2 = .10$, and likelihood of future interaction, $F(7, 57) = 1.46$, $p = .19$, $R^2 = .15$, were not significant. Including the moderator explained a significant amount of additional variance in change in social attraction, F-change $(2, 62) = 7.25$, $p < .01$, R^2-change $= .16$. Beta weights revealed that age ($\beta = -.23$, $p = .03$) was negatively associated with change in social attraction, while the interaction between first-person singular pronouns and attitude similarity ($\beta = .33$, $p = .01$) and the interaction between first-person singular pronouns and attitude similarity squared ($\beta = .41$, $p = .01$) were positively associated with change in social attraction. In sum, H5d was partially supported, with first-person singular pronouns moderating

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the curvilinear association between attitude similarity squared and the change in social attraction.

As can be seen in Figure 5.20, at low levels of first-person singular pronouns, the change in

social attraction decreased from moderate to high levels of attitude similarity, whereas at high

levels of first-person singular pronouns, the change in social attraction increased at high levels of

attitude similarity. A summary of the regression is presented in Table 5.69.

Table 5.69

Hierarchical Regression Analyses for First-Person Singular Pronouns Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.01		.03		.04		.07	
Age		-.28*		-.06		-.13		-.09		-.04
Sex		.17		.09		.18		-.06		.05
First-Person Singular Pronouns		.00		.13		.08		.07		.08
Attitude Similarity		-.14		-.02		.15		.21		.26*
Step 3	.00		.01		.01		.00		.06*	
Age		-.29*		-.07		-.12		-.09		-.02
Sex		.18		.10		.17		-.07		.03
First-Person Singular Pronouns		.00		.14		.07		.07		.06
Attitude Similarity		-.15		-.04		.17		.22		.30*
Attitude Similarity^2		-.04		-.11		.11		.07		.26*
Step 4	.16**		.14**		.08*		.02		.01	
Age		-.23*		-.03		-.09		-.11		-.04
Sex		.16		.06		.15		-.07		.02

Table 5.69 (continued)

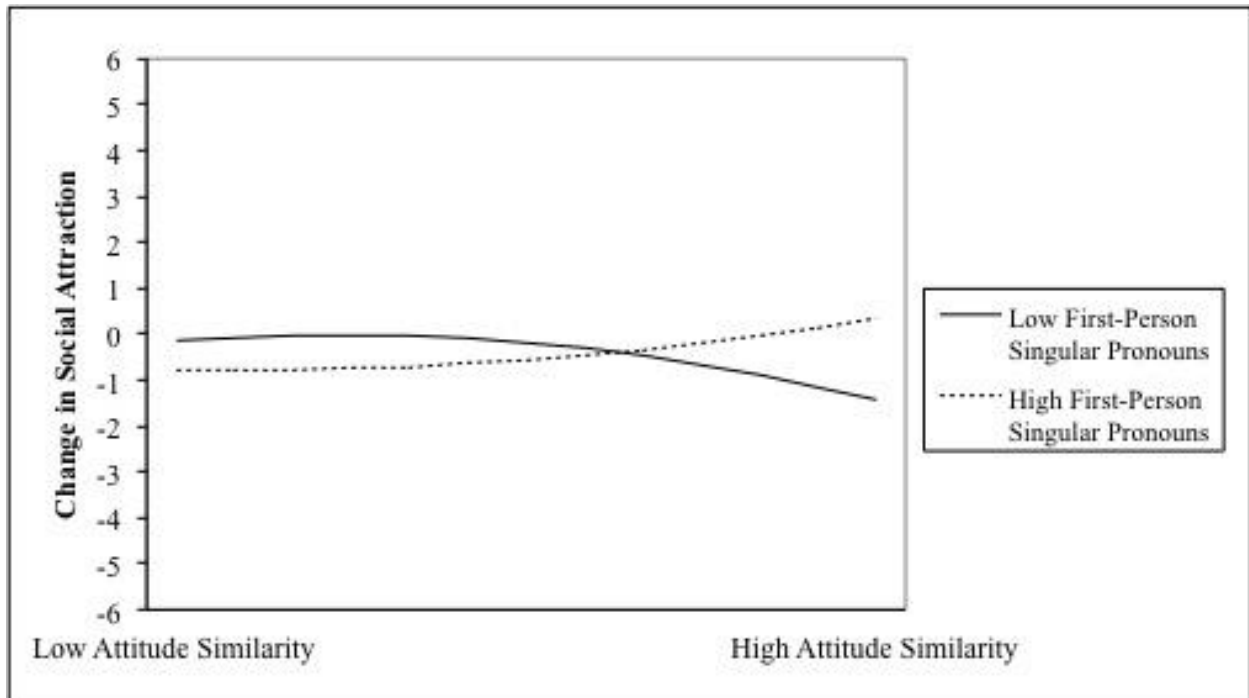|					
First-Person Singular Pronouns	-.15	-.05	-.05	.10	.07
Attitude Similarity	-.02	.10	.27*	.20	.30*
Attitude Similarity²	-.08	-.27	.03	.02	.21
First-Person Singular Pronouns × Attitude Similarity	.33*	.21	.19	-.17	-.11
First-Person Singular Pronouns × Attitude Similarity²	.41*	.49**	.34	-.08	-.01
Total R^2	.30**	.18	.16	.10	.15
N	89	87	93	93	85

$*p < .05.$ $**p < .01.$

Figure 5.20. Moderating effect of first-person singular pronouns on the curvilinear association between attitude similarity and change in social attraction.

With exclusive words as the moderator, the overall model for attitude similarity was significant for three of the five dependent variables: change in social attraction, $F(7, 62) = 4.24$, $p < .01$, $R^2 = .32$; self assessment of future interaction, $F(7, 63) = 3.70$, $p < .01$, $R^2 = .29$; and partner assessment of future interaction, $F(7, 63) = 2.30$, $p = .03$, $R^2 = .20$. Change in physical attraction, $F(7, 61) = 1.58$, $p = .15$, $R^2 = .15$, and likelihood of future interaction, $F(7, 57) = 1.61$, $p = .14$, $R^2 = .16$, were not significant. For the three significant models, the moderator explained a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 62) = 8.46$, $p < .01$, R^2-change $= .18$, self assessment of future interaction, F-change $(2, 63) = 9.33$, $p < .01$, R^2-change $= .21$, and partner assessment of future interaction, F-change $(2, 63) = 3.53$, $p = .03$, R^2-change $= .08$. Age ($\beta = -.26$, $p = .01$), exclusive words ($\beta = -.25$, $p = .04$), and attitude similarity ($\beta = -.26$, $p = .01$) were negatively associated with change in social attraction, sex ($\beta = .24$, $p = .02$), attitude similarity squared ($\beta = .35$, $p = .02$), the interaction between exclusive words and attitude similarity ($\beta = .41$, $p = .02$), and the interaction between exclusive words and attitude similarity squared ($\beta = .95$, $p < .01$) were positively associated with change in social attraction, sex ($\beta = .23$, $p = .03$), the interaction between exclusive words and attitude similarity ($\beta = .48$, $p < .01$), and the interaction between exclusive words and attitude similarity squared ($\beta = 1.02$, $p < .01$) were positively associated with self assessment of future interaction, attitude similarity ($\beta = .29$, $p = .01$) was positively associated with partner assessment of future interaction, and the interaction between exclusive words and attitude similarity ($\beta = -.38$, $p = .04$) and the interaction between exclusive words and attitude similarity squared ($\beta = -.66$, $p = .01$) were positively associated with partner assessment of future interaction. These findings provide partial support for H5d, as exclusive words did indeed moderate the curvilinear association between attitude similarity and the change in social

attraction, self assessment of future interaction, and partner assessment of future interaction.

Turning to the graphs, at low levels of exclusive words, the change in social attraction and self

assessment of future interaction decreased as attitude similarity increased, while at high levels,

the change in social attraction and self assessment of future interaction increased from moderate

to high levels of attitude similarity (see Figures 5.21 and 5.22). Also, at low levels of exclusive

words, partner assessment of future interaction increased as attitude similarity increased, whereas

at high levels of exclusive words, partner assessment of future interaction decreased from

moderate to high levels of attitude similarity (see Figure 5.23). A summary of the regression is

presented in Table 5.70.

Table 5.70

Hierarchical Regression Analyses for Exclusive Words Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.01		.02		.09*		.07	
Age		-.28*		-.06		-.12		-.06		-.02
Sex		.17		.07		.16		-.09		.03
Exclusive Words		-.02		.10		.04		-.22		-.07
Attitude Similarity		-.14		-.02		.15		.21		.26*
Step 3	.00		.00		.01		.00		.06*	
Age		-.28*		-.07		-.12		-.06		-.01
Sex		.17		.07		.16		-.10		.01
Exclusive Words		-.03		.09		.06		-.21		-.03

Table 5.70 (continued)

Attitude Similarity	-.15	-.04	.17	.22	.30*
Attitude Similarity^2	-.04	-.09	.12	.05	.26*
Step 4	.18**	.12*	.21**	.08*	.02
Age	-.26*	-.06	-.10	-.06	-.00
Sex	.24*	.12	.23*	-.14	.03
Exclusive Words	-.25*	-.04	-.16	-.08	-.11
Attitude Similarity	-.26*	-.11	.05	.29*	.26*
Attitude Similarity^2	.35*	.13	.53**	-.18	.42*
Exclusive Words × Attitude Similarity	.41*	.51*	.48**	-.38*	-.01
Exclusive Words × Attitude Similarity^2	.95**	.75**	1.02**	-.66*	.24
Total R^2	.32**	.15	.29**	.20*	.16
N	89	87	93	93	85

*$p < .05$. **$p < .01$.
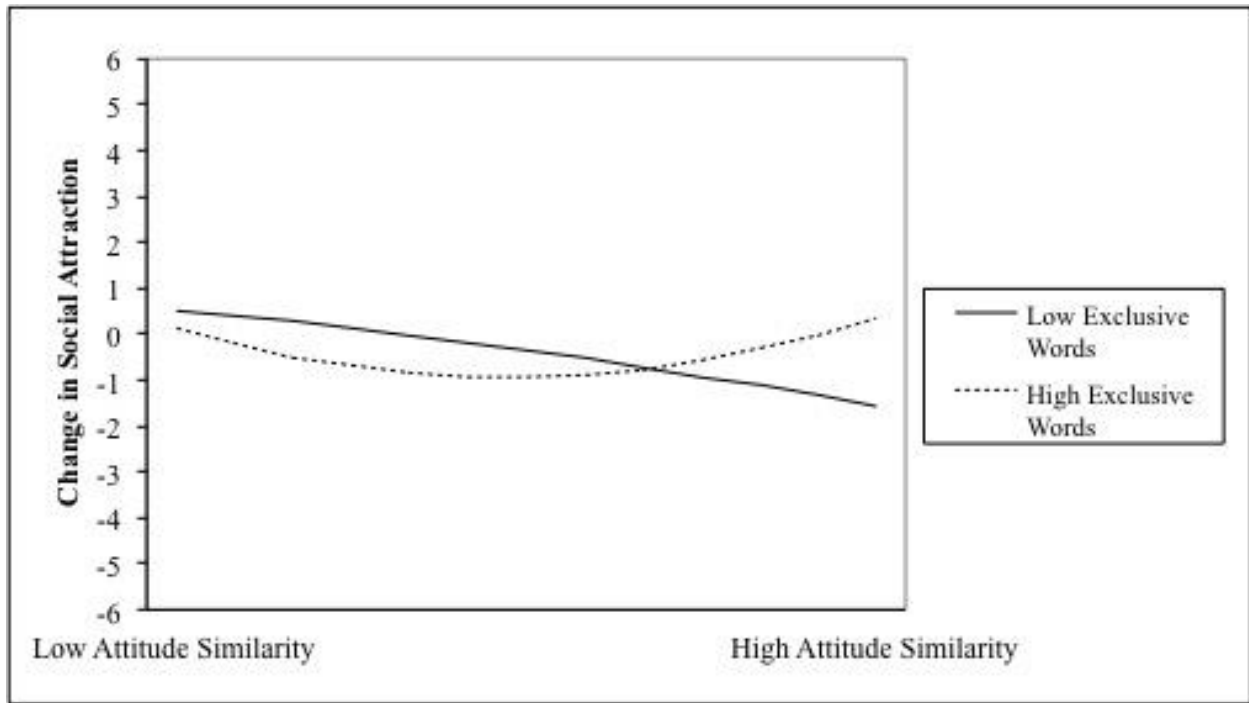
Figure 5.21. Moderating effect of exclusive words on the curvilinear association between attitude similarity and change in social attraction.
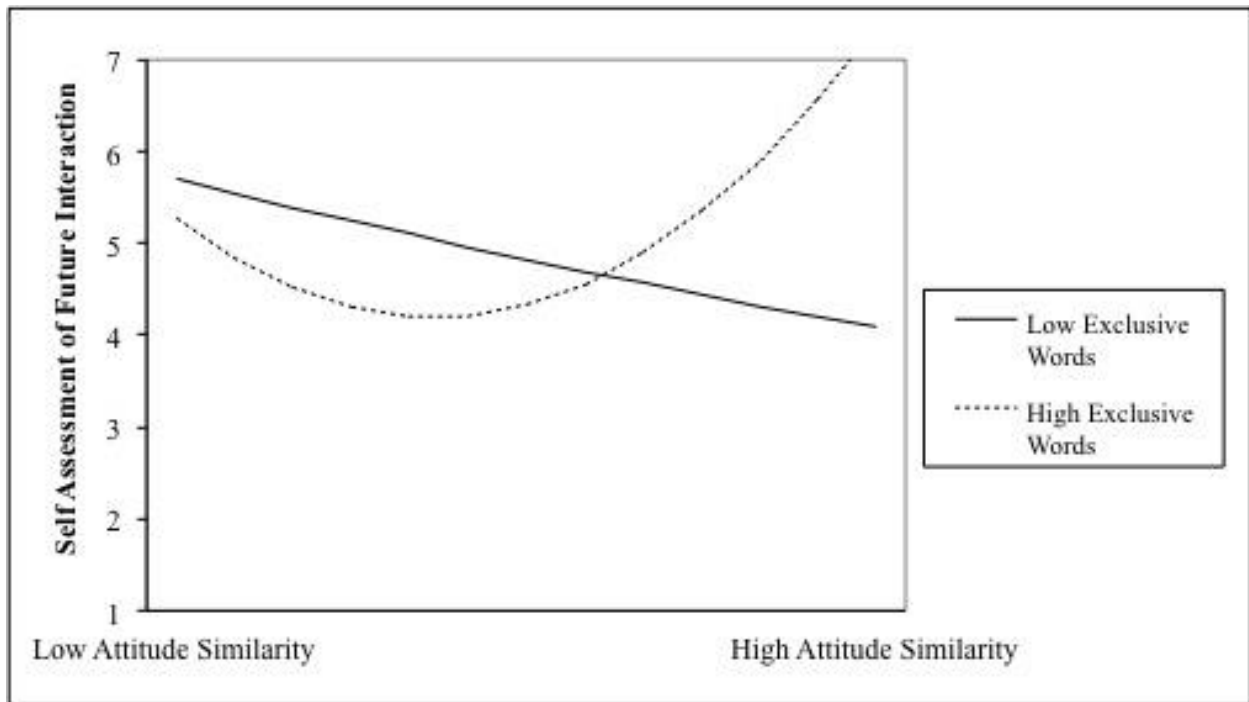
Figure 5.22. Moderating effect of exclusive words on the curvilinear association between attitude similarity and self assessment of future interaction.
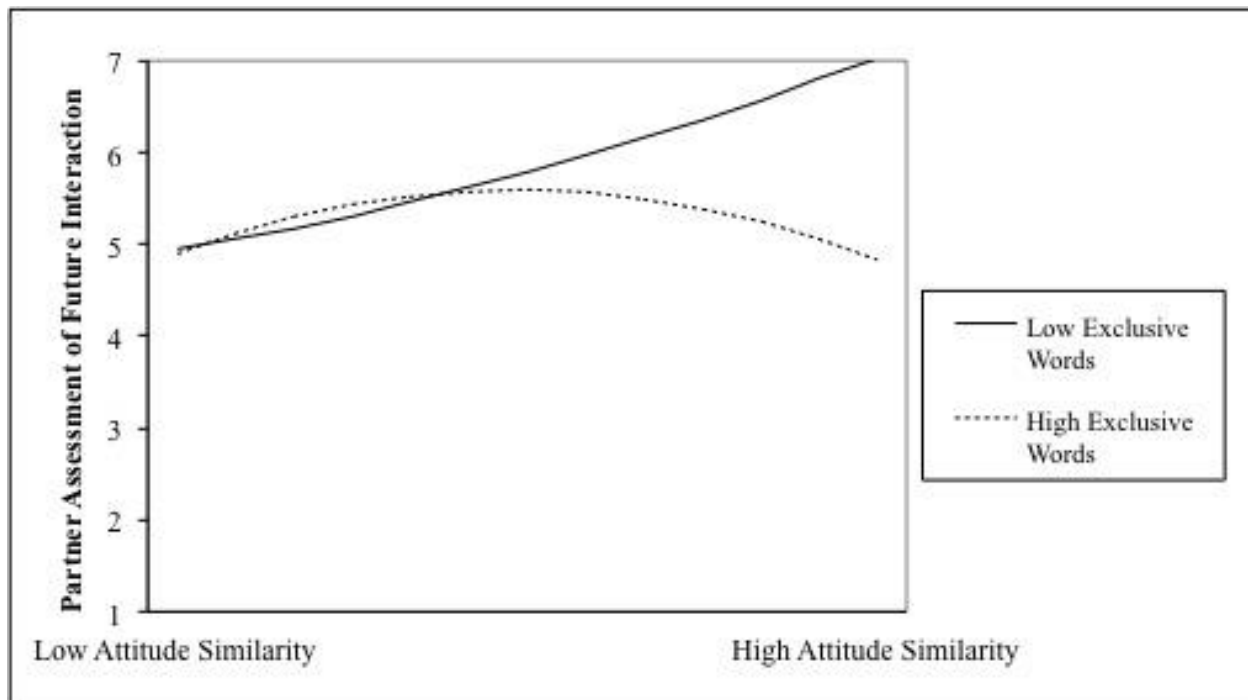
Figure 5.23. Moderating effect of exclusive words on the curvilinear association between attitude similarity and partner assessment of future interaction.

For negative emotion words as the moderator, the complete model for attitude similarity was significant for two of the five dependent variables: change in social attraction, $F(7, 62) = 2.78$, $p = .01$, $R^2 = .23$; and likelihood of future interaction, $F(7, 57) = 2.23$, $p = .04$, $R^2 = .21$. The models were not significant for the other outcomes: change in physical attraction, $F(7, 61) = 1.02$, $p = .42$, $R^2 = .10$; self assessment of future interaction, $F(7, 63) = 1.40$, $p = .21$, $R^2 = .13$; and partner assessment of future interaction, $F(7, 63) = 1.19$, $p = .31$, $R^2 = .11$. Furthermore, the moderator explained a significant amount of additional variance in change in social attraction, F-change $(2, 62) = 3.48$, $p = .03$, R^2-change $= .08$, but not likelihood of future interaction, F-change $(2, 57) = 1.94$, $p = .15$, R^2-change $= .05$. Age ($\beta = -.26$, $p = .02$) and attitude similarity ($\beta = -.31$, $p = .01$) were negatively associated with change in social attraction, the interaction between negative emotion words and attitude similarity squared ($\beta = .55$, $p = .01$) was positively

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associated with change in social attraction, and attitude similarity squared (β = .51, p = .01) was positively associated with likelihood of future interaction. Once again, H5d was partially supported, with negative emotion words moderating the curvilinear association between attitude similarity and the change in social attraction. Figure 5.24 showed that at low levels of negative emotion words, the change in social attraction was relatively stable across different degrees of attitude similarity, whereas at high levels of negative emotion words, the change in social attraction was lowest at moderate levels of attitude similarity. A summary of the regression is presented in Table 5.71.

Table 5.71

Hierarchical Regression Analyses for Negative Emotion Words Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.06		.03		.04		.08	
Age		-.26*		-.01		-.10		-.08		-.01
Sex		.17		.06		.16		-.08		.03
Negative Emotion Words		.13		.25*		.09		.06		.12
Attitude Similarity		-.15		-.05		.14		.20		.24*
Step 3	.00		.00		.01		.00		.07*	
Age		-.26*		-.01		-.09		-.07		.00
Sex		.17		.07		.15		-.09		.01
Negative Emotion Words		.12		.24*		.11		.07		.15

Table 5.71 (continued)

Attitude Similarity		-.16		-.06		.16		.21		.29*
Attitude Similarity^2		-.02		-.08		.13		.08		.28*
Step 4	.08*		.02		.04		.04		.05	
Age		-.26*		-.03		-.11		-.06		-.00
Sex		.19		.05		.15		-.09		.02
Negative Emotion Words		-.02		.21		.01		.19		.02
Attitude Similarity		-.31*		-.01		.16		.29*		.20
Attitude Similarity^2		.35		-.20		.13		-.09		.51*
Negative Emotion Words × Attitude Similarity		-.04		.20		.21		-.08		.07
Negative Emotion Words × Attitude Similarity^2		.55*		-.04		.16		-.33		.39
Total R^2	.23*		.10		.13		.11		.21*	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.
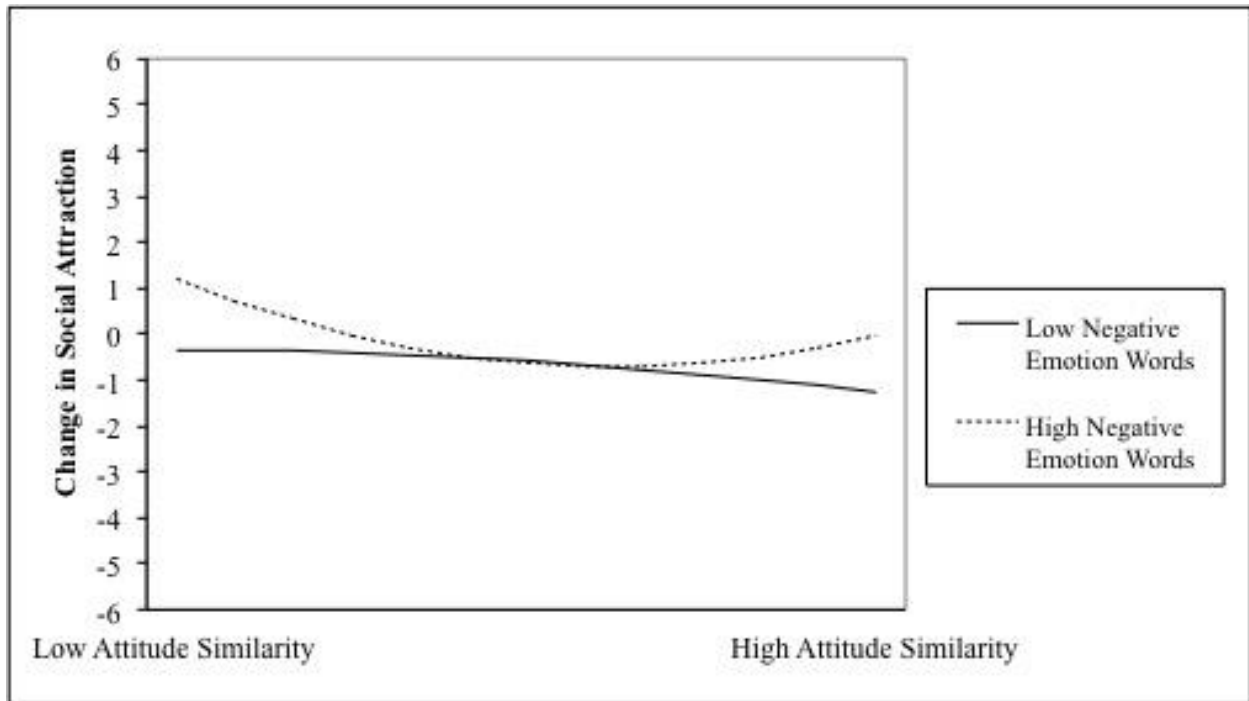
Figure 5.24. Moderating effect of negative emotion words on the curvilinear association between attitude similarity and change in social attraction.

Next, for first-person singular pronouns as the moderator, the overall model for background similarity was significant for one of the dependent variables: change in social attraction, $F(7, 62) = 2.26$, $p = .04$, $R^2 = .20$. Change in physical attraction, $F(7, 61) = .86$, $p = .53$, $R^2 = .09$, self assessment of future interaction, $F(7, 63) = 1.10$, $p = .37$, $R^2 = .10$, partner assessment of future interaction, $F(7, 63) = .28$, $p = .95$, $R^2 = .03$, and likelihood of future interaction, $F(7, 57) = .51$, $p = .82$, $R^2 = .05$, were not significant. For change in social attraction, the inclusion of the moderator did not explain a significant amount of additional variance, F-change $(2, 62) = 2.30$, $p = .10$, R^2-change $= .05$. Only age ($\beta = -.28$, $p = .01$) was negatively associated with change in social attraction. Hence, H5d was not supported, and first-person singular pronouns did not significantly moderate the curvilinear association between background similarity and first date success. A summary of the regression is presented in Table 5.72.

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Table 5.72

Hierarchical Regression Analyses for First-Person Singular Pronouns Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.04		.00		.00		.02	
Age		-.27*		-.06		-.13		-.10		-.05
Sex		.18		.10		.17		-.08		.03
First-Person Singular Pronouns		.00		.13		.08		.07		.07
Background Similarity		-.16		-.17		.00		.02		.15
Step 3	.00		.00		.03		.00		.02	
Age		-.28*		-.06		-.14		-.10		-.06
Sex		.19		.10		.18		-.08		.04
First-Person Singular Pronouns		.00		.12		.07		.07		.07
Background Similarity		-.15		-.15		.05		.03		.19
Background Similarity^2		.03		.08		.20		.03		.16
Step 4	.05		.02		.02		.00		.00	
Age		-.28*		-.05		-.14		-.10		-.05
Sex		.22		.12		.20		-.08		.05
First-Person Singular Pronouns		-.13		.02		-.02		.06		.03
Background Similarity		-.09		-.09		.10		.04		.21
Background Similarity^2		.03		.06		.18		.01		.15
First-Person Singular Pronouns × Background Similarity		.11		-.02		.02		-.07		.00

Table 5.72 (continued)

First-Person Singular Pronouns × Background Similarity^2	.26	.21	.19	.01	.07
Total R^2	.20*	.09	.10	.03	.05
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With exclusive words as the moderator, the full model for background similarity was again only significant for one of the dependent variables: change in social attraction, $F(7, 62) = 2.31$, $p = .03$, $R^2 = .20$. The remaining models were not significant: change in physical attraction, $F(7, 61) = .60$, $p = .75$, $R^2 = .06$; self assessment of future interaction, $F(7, 63) = .88$, $p = .52$, $R^2 = .09$; partner assessment of future interaction, $F(7, 63) = .76$, $p = .62$, $R^2 = .07$; and likelihood of future interaction, $F(7, 57) = .57$, $p = .77$, $R^2 = .06$. The moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 62) = 2.36$, $p = .10$, R^2-change $= .06$. Age ($\beta = -.31$, $p < .01$) and background similarity ($\beta = -.24$, $p = .05$) were negatively associated with change in social attraction. Thus, H5d was not supported. There was no evidence that exclusive words moderated the curvilinear association between background similarity and first date success. See Table 5.73 for a summary of the regression.

Table 5.73

Hierarchical Regression Analyses for Exclusive Words Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.03		.00		.04		.02	
Age		-.27*		-.06		-.13		-.07		-.03
Sex		.18		.07		.15		-.11		.01
Exclusive Words		-.04		.09		.04		-.21		-.05
Background Similarity		-.16		-.17		.00		.01		.14
Step 3	.00		.00		.03		.00		.02	
Age		-.27*		-.06		-.14		-.07		-.04
Sex		.18		.07		.16		-.10		.02
Exclusive Words		-.04		.07		.02		-.22		-.08
Background Similarity		-.15		-.15		.05		.02		.19
Background Similarity^2		.04		.08		.20		.06		.17
Step 4	.06		.01		.00		.00		.00	
Age		-.31**		-.08		-.15		-.07		-.06
Sex		.18		.07		.16		-.10		.02
Exclusive Words		-.01		.09		.02		-.18		-.05
Background Similarity		-.24*		-.19		.01		.03		.15
Background Similarity^2		.25		.17		.27		.08		.26
Exclusive Words × Background Similarity		.21		.09		.09		-.09		.05
Exclusive Words × Background Similarity^2		-.21		-.09		-.05		-.08		-.12
Total R^2	.20*		.06		.09		.07		.06	
n	89		87		93		93		85	

*p < .05. **p < .01.

For negative emotion words as the moderator, the complete model for background similarity was not significant for any of the dependent variables: change in social attraction, $F(7, 62) = 1.72$, $p = .12$, $R^2 = .16$; change in physical attraction, $F(7, 61) = 1.25$, $p = .28$, $R^2 = .12$; self assessment of future interaction, $F(7, 63) = 1.14$, $p = .35$, $R^2 = .11$; partner assessment of future interaction, $F(7, 63) = .37$, $p = .91$, $R^2 = .04$; and likelihood of future interaction, $F(7, 57) = .73$, $p = .64$, $R^2 = .08$. These findings failed to support H5d: Negative emotion words did not significantly moderate the curvilinear association between background similarity and the success of the first FtF meeting. A summary of the regression is shown in Table 5.74.

Table 5.74

Hierarchical Regression Analyses for Negative Emotion Words Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.04		.10*		.01		.00		.04	
Age		-.25*		-.00		-.10		-.08		-.02
Sex		.18		.07		.15		-.10		.01
Negative Emotion Words		.13		.27*		.11		.08		.13
Background Similarity		-.17		-.20		-.01		.01		.14
Step 3	.00		.00		.04		.00		.02	
Age		-.25*		-.01		-.12		-.08		-.03
Sex		.19		.07		.16		-.09		.02
Negative Emotion Words		.13		.27*		.11		.08		.14

Table 5.74 (continued)

Background Similarity	-.16	-.17	.04	.02	.18
Background Similarity²	.03	.09	.20	.03	.16
Step 4	.00	.00	.01	.01	.01
Age	-.25*	-.01	-.11	-.08	-.04
Sex	.19	.08	.16	-.09	.02
Negative Emotion Words	.13	.25	.07	.12	.07
Background Similarity	-.16	-.18	.04	.02	.17
Background Similarity²	.03	.12	.22	.00	.22
Negative Emotion Words × Background Similarity	.03	-.07	.13	-.10	.03
Negative Emotion Words × Background Similarity²	.00	.04	.10	-.10	.15
Total R^2	.16	.12	.11	.04	.08
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

And lastly, the full model for uncertainty with first-person singular pronouns as the moderator was not significant for any of the dependent variables: change in social attraction, $F(7, 62) = 1.33$, $p = .25$, $R^2 = .13$; change in physical attraction, $F(7, 61) = .48$, $p = .83$, $R^2 = .05$; self assessment of future interaction, $F(7, 63) = .87$, $p = .53$, $R^2 = .08$; partner assessment of future interaction, $F(7, 63) = 1.68$, $p = .13$, $R^2 = .15$; and likelihood of future interaction, $F(7, 57) = 2.07$, $p = .06$, $R^2 = .20$. In sum, H5d was not supported. No evidence showed that first-person singular pronouns moderated the curvilinear association between uncertainty and the success of the first FtF date. A summary of the regression is displayed in Table 5.75.

Table 5.75

Hierarchical Regression Analyses for First-Person Singular Pronouns Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.02		.03		.02		.04	
Age		-.28*		-.07		-.11		-.09		-.02
Sex		.18		.11		.14		-.10		-.00
First-Person Singular Pronouns		.00		.15		.04		.03		.02
Uncertainty		-.00		.10		-.17		-.13		-.21
Step 3	.00		.00		.01		.08*		.00	
Age		-.28*		-.07		-.11		-.08		-.02
Sex		.18		.11		.13		-.07		-.01
First-Person Singular Pronouns		.00		.15		.02		.07		.01
Uncertainty		.00		.10		-.14		-.21		-.18
Uncertainty^2		-.05		-.00		-.11		.31*		-.10
Step 4	.01		.01		.00		.03		.14**	
Age		-.25*		-.04		-.12		-.13		-.14
Sex		.18		.12		.13		-.08		-.02
First-Person Singular Pronouns		.02		.14		-.00		.07		-.06
Uncertainty		-.00		.09		-.13		-.20		-.14
Uncertainty^2		-.09		-.03		-.10		.34*		.01
First-Person Singular Pronouns × Uncertainty		-.11		-.18		-.03		.23		.41*
First-Person Singular Pronouns × Uncertainty^2		-.01		.07		.06		-.07		.02
Total R^2	.13		.05		.08		.15		.20	
n	89		87		93		93		85	

*p < .05. **p < .01.

With exclusive words as the moderator, the complete model for uncertainty was significant for one of the dependent variables: partner assessment of future interaction, $F(7, 63) = 2.19$, $p = .04$, $R^2 = .19$. The models were not significant for the other outcomes: change in social attraction, $F(7, 62) = 1.63$, $p = .14$, $R^2 = .15$; change in physical attraction, $F(7, 61) = .35$, $p = .92$, $R^2 = .03$; self assessment of future interaction, $F(7, 63) = 2.07$, $p = .06$, $R^2 = .18$; and likelihood of future interaction, $F(7, 57) = 1.96$, $p = .07$, $R^2 = .19$. Yet, the moderator failed to account for a significant amount of additional variance in partner assessment of future interaction, F-change (2, 63) = .97, $p = .38$, R^2-change = .02. Beta weights revealed that exclusive words ($\beta = -.30$, $p = .03$) was negatively associated with partner assessment of future interaction, while uncertainty squared ($\beta = .33$, $p < .01$) was positively associated with partner assessment of future interaction. Thus, H5d was not confirmed, as exclusive words did not significantly moderate the curvilinear association between uncertainty and first date success. A summary of the regression can be found in Table 5.76.

Table 5.76

Hierarchical Regression Analyses for Exclusive Words Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.03		.07		.05	
Age		-.27*		-.07		-.11		-.05		-.01
Sex		.18		.08		.13		-.13		-.01
Exclusive Words		-.03		.10		.03		-.23*		-.08
Uncertainty		-.01		.07		-.17		-.16		-.22

Table 5.76 (continued)

Step 3	.00	.00	.01	.08*	.01
Age	-.27*	-.07	-.12	-.05	-.01
Sex	.17	.08	.12	-.11	-.02
Exclusive Words	-.03	.10	.03	-.22*	-.08
Uncertainty	.00	.08	-.14	-.24*	-.19
Uncertainty²	-.05	-.01	-.11	.29*	-.10
Step 4	.03	.01	.09*	.02	.12*
Age	-.23	-.04	-.05	-.01	.07
Sex	.16	.07	.12	-.13	-.05
Exclusive Words	-.15	.02	-.19	-.30*	-.31*
Uncertainty	.04	.10	-.07	-.22	-.12
Uncertainty²	-.01	.00	-.07	.33**	-.02
Exclusive Words × Uncertainty	.10	.03	.03	.12	.19
Exclusive Words × Uncertainty²	.20	.15	.39**	.13	.39*
Total R^2	.15	.03	.18	.19*	.19
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

And with negative emotion words as the moderator, the full model for uncertainty was not significant for any of the dependent variables: change in social attraction, $F(7, 62) = 1.38$, $p = .22$, $R^2 = .13$; change in physical attraction, $F(7, 61) = .79$, $p = .59$, $R^2 = .08$; self assessment of future interaction, $F(7, 63) = 1.78$, $p = .10$, $R^2 = .16$; partner assessment of future interaction, $F(7, 63) = 1.42$, $p = .21$, $R^2 = .13$; and likelihood of future interaction, $F(7, 57) = 1.74$, $p = .11$, $R^2 = .17$. Therefore, H5d was not supported. There was no evidence that negative emotion words moderated the curvilinear association between uncertainty and the success of the first FtF meeting. See Table 5.77 for a summary of the regression.

Table 5.77

Hierarchical Regression Analyses for Negative Emotion Words Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.06		.04		.02		.07	
Age		-.26*		-.01		-.09		-.07		.00
Sex		.18		.07		.13		-.11		-.00
Negative Emotion Words		.11		.24*		.12		.09		.16
Uncertainty		-.01		.04		-.19		-.14		-.23
Step 3	.00		.00		.01		.08*		.01	
Age		-.26*		-.01		-.09		-.06		.00
Sex		.18		.07		.12		-.09		-.01
Negative Emotion Words		.12		.25*		.13		.07		.17
Uncertainty		.00		.05		-.15		-.23		-.19
Uncertainty^2		-.06		-.03		-.12		.29*		-.11
Step 4	.00		.01		.06		.01		.08*	
Age		-.26*		-.01		-.09		-.07		-.01
Sex		.18		.06		.15		-.10		.02
Negative Emotion Words		.12		.20		.15		.11		.28
Uncertainty		.00		.04		-.11		-.25*		-.16
Uncertainty^2		-.07		-.03		-.15		.31*		-.12
Negative Emotion Words × Uncertainty		-.04		.09		-.26*		.09		-.29*
Negative Emotion Words × Uncertainty^2		.01		.04		.06		-.09		-.05
Total R^2	.13		.08		.16		.13		.17	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

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Self-disclosure (H6a, H6b, H6c, and H6d). H6a ventured that self-reported disclosure at T1 would share a concave curvilinear (inverted U-shaped) association with first date success. The full model (in step three) for intended disclosure, containing all of the independent variables, was significant for one of the five dependent variables: change in social attraction, $F(4, 84) = 2.94$, $p = .02$, $R^2 = .12$. Change in physical attraction, $F(4, 82) = .75$, $p = .55$, $R^2 = .03$, self assessment of future interaction, $F(4, 88) = 1.52$, $p = .20$, $R^2 = .06$, partner assessment of future interaction, $F(4, 88) = .81$, $p = .51$, $R^2 = .03$, and likelihood of future interaction, $F(4, 80) = .51$, $p = .72$, $R^2 = .02$, were not associated with intended disclosure. For change in social attraction, including the squared term in the third step did not account for a significant amount of additional variance, F-change $(1, 84) = .14$, $p = .70$, R^2-change $= .00$. Individual beta weights indicated that age ($\beta = -.29$, $p < .01$) was negatively associated with change in social attraction. Therefore, H6a was not supported, as intended disclosure did not predict first date success. Table 5.78 summarizes the regression of first date success on intent.

Table 5.78

Hierarchical Regression Analyses for Intended Disclosure Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.02		.00		.01		.00	
Age		-.29**		-.08		-.14		-.12		-.05
Sex		.18		.06		.15		-.09		.01
Intended Disclosure		.07		.15		.09		.13		.06
Step 3	.00		.00		.01		.00		.01	
Age		-.29**		-.10		-.12		-.11		-.02

Table 5.78 (continued)

Sex	.18	.06	.16	-.09	.02
Intended Disclosure	.05	.17	.05	.12	.01
Intended Disclosure^2	-.04	.08	-.12	-.02	-.14
Total R^2	.12*	.03	.06	.03	.02
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For amount of disclosure, the overall model was significant for one of the five dependent variables: change in social attraction, $F(4, 84) = 2.99$, $p = .02$, $R^2 = .12$. The models were not significant for the other outcomes: change in physical attraction, $F(4, 82) = .16$, $p = .95$, $R^2 = .00$; self assessment of future interaction, $F(4, 88) = 1.02$, $p = .40$, $R^2 = .04$; partner assessment of future interaction, $F(4, 88) = 1.79$, $p = .13$, $R^2 = .07$; and likelihood of future interaction, $F(4, 80) = .18$, $p = .94$, $R^2 = .00$. For the one significant model, the squared term did not explain a significant amount of additional variance in change in social attraction, F-change $(1, 84) = .46$, $p = .49$, R^2-change $= .00$. Only age ($\beta = -.27$, $p < .01$) was negatively associated with change in social attraction. Again, H6a was not supported. There was no evidence that the amount of disclosure predicted the success of the first FtF meeting. A summary of the regression of first date success on amount is presented in Table 5.79.

Table 5.79

Hierarchical Regression Analyses for Amount of Disclosure Predicting First Date Success

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.00		.00		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.16		-.09		.01
Amount of Disclosure		-.06		.02		.04		.06		-.03
Step 3	.00		.00		.00		.05*		.00	
Age		-.27**		-.05		-.12		-.09		-.03
Sex		.18		.06		.16		-.08		.02
Amount of Disclosure		-.04		.02		.05		.11		-.01
Amount of Disclosure^2		.07		-.00		.02		.23*		.08
Total R^2	.12*		.00		.04		.07		.00	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Similarly, the full model for positiveness of disclosure was significant for one of the five dependent variables: change in social attraction, $F(4, 84) = 2.89$, $p = .02$, $R^2 = .12$. Change in physical attraction, $F(4, 82) = .36$, $p = .83$, $R^2 = .01$, self assessment of future interaction, $F(4, 88) = 1.13$, $p = .34$, $R^2 = .04$, partner assessment of future interaction, $F(4, 88) = .67$, $p = .61$, $R^2 = .03$, and likelihood of future interaction, $F(4, 80) = .56$, $p = .69$, $R^2 = .02$, were not associated with positiveness of disclosure. Including the squared term did not account for a significant amount of variance beyond the linear term in change in social attraction, F-change $(1, 84) = .00$, $p = .98$, R^2-change $= .00$. Individual beta weights indicated that age ($\beta = -.27$, $p = .01$) was negatively related to change in social attraction. As before, the findings did not support H6a.

There was no indication that positiveness of disclosure predicted first date success. A summary

of the regression of first date success on positiveness is presented in Table 5.80.

Table 5.80

Hierarchical Regression Analyses for Positiveness of Disclosure Predicting First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.00		.00		.00	
Age		-.27*		-.03		-.11		-.08		-.03
Sex		.17		.05		.15		-.10		.01
Positiveness of Disclosure		-.07		-.09		-.06		-.08		-.06
Step 3	.00		.00		.00		.00		.02	
Age		-.27*		-.04		-.12		-.07		-.04
Sex		.17		.05		.15		-.10		.01
Positiveness of Disclosure		-.07		-.08		-.04		-.10		-.01
Positiveness of Disclosure²		.00		.03		.06		-.06		.15
Total R^2	.12*		.01		.04		.03		.02	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

The overall model for depth of disclosure was also significant for one of the five

dependent variables: change in social attraction, $F(4, 83) = 2.87$, $p = .02$, $R^2 = .12$. Change in

physical attraction, $F(4, 81) = .46$, $p = .76$, $R^2 = .02$, self assessment of future interaction, $F(4,$

$87) = 1.25$, $p = .29$, $R^2 = .05$, partner assessment of future interaction, $F(4, 87) = 1.14$, $p = .34$, R^2

$= .05$, and likelihood of future interaction, $F(4, 79) = .50$, $p = .73$, $R^2 = .02$, were not significant.

The addition of the squared term in step three did not account for a significant amount of

variance in change in social attraction, F-change $(1, 83) = .10$, $p = .74$, R^2-change $= .00$. An

examination of the individual beta weights showed that age ($\beta = -.28$, $p < .01$) was negatively

related to change in social attraction. Hence, H6a was not supported: Depth of disclosure was not

a predictor of first date success. A summary of the regression of first date success on depth is

displayed in Table 5.81.

Table 5.81

Hierarchical Regression Analyses for Depth of Disclosure Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.00		.02		.01	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.07		.15		-.10		.01
Depth of Disclosure		-.06		-.11		.07		.14		.10
Step 3	.00		.00		.00		.00		.01	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.19		.07		.15		-.11		.01
Depth of Disclosure		-.06		-.11		.06		.13		.09
Depth of Disclosure^2		-.03		.05		.08		.09		.10
Total R^2	.12*		.02		.05		.05		.02	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

And for the last self-disclosure subscale, the full model for honesty/accuracy of

disclosure was significant for one of the five dependent variables: change in social attraction, $F(4,$

$84) = 2.84$, $p = .02$, $R^2 = .11$. The models were not significant for the other outcomes: change in

physical attraction, $F(4, 82) = .27$, $p = .89$, $R^2 = .01$; self assessment of future interaction, $F(4, 88) = 1.23$, $p = .30$, $R^2 = .05$; partner assessment of future interaction, $F(4, 88) = .93$, $p = .44$, $R^2 = .04$; and likelihood of future interaction, $F(4, 80) = .56$, $p = .68$, $R^2 = .02$. For change in social attraction, the squared term did not explain a significant amount of additional variance, F-change $(1, 84) = .18$, $p = .66$, R^2-change $= .00$. Beta weights indicated that age ($\beta = -.25$, $p = .02$) was the only variable to be negatively associated with change in social attraction. Hence, H6a was not supported. Honesty/accuracy of disclosure did not predict the success of the first FtF date. Table 5.82 summarizes the regression of first date success on honesty/accuracy.

Table 5.82

Hierarchical Regression Analyses for Honesty/Accuracy of Disclosure Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.00		.01		.00	
Age		-.27*		-.08		-.15		-.14		-.07
Sex		.18		.07		.16		-.08		.02
Honesty/Accuracy of Disclosure		-.03		.07		.08		.12		.08
Step 3	.00		.00		.00		.00		.02	
Age		-.25*		-.07		-.13		-.17		-.02
Sex		.18		.07		.17		-.09		.03
Honesty/Accuracy of Disclosure		-.03		.07		.08		.12		.07
Honesty/Accuracy of Disclosure^2		-.04		-.01		-.08		.09		-.14
Total R^2	.11*		.01		.05		.04		.02	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H6b proposed that observed disclosure in the emails exchanged between partners would share a concave curvilinear (inverted U-shaped) association with first date success. Participants were given a score on disclosure that was the sum of the number of times they revealed personal or sensitive information about themselves in their emails to their partner. The overall model for disclosure was significant for two of the five dependent variables: change in social attraction, $F(4, 65) = 3.18$, $p = .01$, $R^2 = .16$; and self assessment of future interaction, $F(4, 66) = 3.59$, $p = .01$, $R^2 = .17$. Change in physical attraction, $F(4, 64) = .59$, $p = .66$, $R^2 = .03$, partner assessment of future interaction, $F(4, 66) = .49$, $p = .74$, $R^2 = .02$, and likelihood of future interaction, $F(4, 60) = 1.33$, $p = .26$, $R^2 = .08$, were not significantly associated with disclosure. For the two significant models, the squared term explained a significant amount of additional variance in self assessment of future interaction, F-change $(1, 66) = 6.80$, $p = .01$, R^2-change $= .08$, but not change in social attraction, F-change $(1, 65) = .56$, $p = .45$, R^2-change $= .00$. Age ($\beta = -.33$, $p < .01$) was negatively associated with change in social attraction, age ($\beta = -.24$, $p = .04$) and disclosure squared ($\beta = -.62$, $p = .01$) were negatively associated with self assessment of future interaction, and disclosure ($\beta = .78$, $p < .01$) was positively associated with self assessment of future interaction. Therefore, H6b was partially supported, with disclosure sharing a concave curvilinear association with self assessment of future interaction. However, the slope was mostly positive, with self assessment of future interaction increasing as disclosure increased, and with participants who disclosed the least also reporting the lowest self assessment of future interaction. A summary of the regression of first date success on disclosure is shown in Table 5.83.

Table 5.83

Hierarchical Regression Analyses for Disclosure Predicting First Date Success

Predictor	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.04		.00		.05*		.00		.02	
Age		-.30**		-.06		-.15		-.09		-.05
Sex		.19		.07		.16		-.10		.02
Disclosure		.20		.05		.23*		-.02		.14
Step 3	.00		.02		.08*		.00		.05*	
Age		-.33**		-.11		-.24*		-.12		-.13
Sex		.19		.06		.16		-.10		.01
Disclosure		.36		.36		.78**		.16		.61*
Disclosure^2		-.18		-.34		-.62*		-.21		-.52*
Total R^2	.16*		.03		.17*		.02		.08	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

H6c proposed that self-reported disclosure at T1 would moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and first date success. With intended disclosure as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.22$, $p = .04$, $R^2 = .16$. Change in physical attraction, $F(7, 78) = .47$, $p = .84$, $R^2 = .04$, self assessment of future interaction, $F(7, 84) = .78$, $p = .60$, $R^2 = .06$, partner assessment of future interaction, $F(7, 84) = .59$, $p = .75$, $R^2 = .04$, and likelihood of future interaction, $F(7, 76) = .23$, $p = .97$, $R^2 = .02$, were not significant. In addition, the inclusion of the moderator did not explain a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 80)$

= .00, p = .99, R^2-change = .00. Only age (β = -.29, $p < .01$) was negatively associated with change in social attraction. Hence, H6c was not supported, as intended disclosure failed to moderate the curvilinear association between perceived social partner liking and the success of the first FtF encounter. The regression is summarized in Table 5.84.

Table 5.84

Hierarchical Regression Analyses for Intended Disclosure Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.02		.01		.01		.01	
Age		-.30**		-.08		-.14		-.12		-.04
Sex		.18		.06		.16		-.09		.02
Intended Disclosure		.10		.14		.07		.12		.03
Perceived Social Partner Liking		-.11		.01		.09		.00		.10
Step 3	.02		.00		.00		.00		.00	
Age		-.29**		-.07		-.13		-.12		-.05
Sex		.16		.06		.15		-.10		.02
Intended Disclosure		.10		.14		.06		.12		.03
Perceived Social Partner Liking		-.11		.01		.09		.00		.10
Perceived Social Partner Liking^2		-.16		-.09		-.05		-.02		.05
Step 4	.00		.00		.00		.01		.00	
Age		-.29**		-.07		-.13		-.13		-.04
Sex		.16		.06		.15		-.10		.03
Intended Disclosure		.10		.15		.07		.18		.02

Table 5.84 (continued)

Perceived Social Partner Liking	-.11	.01	.09	.03	.10
Perceived Social Partner Liking^2	-.17	-.11	-.06	-.00	.04
Intended Disclosure × Perceived Social Partner Liking	.00	.05	.02	-.06	.02
Intended Disclosure × Perceived Social Partner Liking^2	-.01	.00	-.00	-.11	.03
Total R^2	.16*	.04	.06	.04	.02
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For amount of disclosure as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.49$, $p = .02$, $R^2 = .17$. The models for the remaining outcome variables were not significant: change in physical attraction, $F(7, 78) = .70$, $p = .66$, $R^2 = .06$; self assessment of future interaction, $F(7, 84) = 1.41$, $p = .21$, $R^2 = .10$; partner assessment of future interaction, $F(7, 84) = .54$, $p = .79$, $R^2 = .04$; and likelihood of future interaction, $F(7, 76) = .30$, $p = .95$, $R^2 = .02$. For the one significant model, adding the moderator in step four did not explain a significant amount of variance beyond the quadratic term: change in social attraction, F-change $(2, 80) = 1.23$, $p = .29$, R^2-change = .02. Age ($\beta = -.29$, $p < .01$) was the only variable to make a unique contribution to the model, and it was negatively associated with change in social attraction. Hence, H6c was not supported. There was no indication that amount of disclosure

moderated the curvilinear association between perceived social partner liking and the success of

the first FtF date. See Table 5.85 for a summary of the regression.

Table 5.85

Hierarchical Regression Analyses for Amount of Disclosure Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.00		.01		.00		.01	
Age		-.28**		-.05		-.12		-.09		-.03
Sex		.18		.07		.16		-.09		.02
Amount of Disclosure		-.04		.00		.01		.06		-.06
Perceived Social Partner Liking		-.08		.05		.10		.02		.13
Step 3	.02		.01		.00		.00		.00	
Age		-.27**		-.04		-.12		-.09		-.04
Sex		.16		.06		.15		-.10		.02
Amount of Disclosure		-.00		.02		.03		.07		-.07
Perceived Social Partner Liking		-.09		.04		.10		.01		.13
Perceived Social Partner Liking^2		-.17		-.10		-.06		-.04		.06
Step 4	.02		.03		.04		.01		.00	
Age		-.29**		-.07		-.15		-.11		-.04
Sex		.19		.09		.18		-.08		.03
Amount of Disclosure		-.00		.07		.13		.14		-.06
Perceived Social Partner Liking		-.10		.07		.18		.07		.15
Perceived Social Partner Liking^2		-.22		-.13		-.03		-.00		.06

Table 5.85 (continued)

Amount of Disclosure × Perceived Social Partner Liking	.20	.23	.17	.06	.05
Amount of Disclosure × Perceived Social Partner Liking^2	-.09	-.20	-.31*	-.20	-.06
Total R^2	.17*	.06	.10	.04	.02
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For positiveness of disclosure as the moderator, the full model for perceptions of a partner's social liking was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.45$, $p = .02$, $R^2 = .17$. Change in physical attraction, $F(7, 78) = 1.47$, $p = .18$, $R^2 = .11$, self assessment of future interaction, $F(7, 84) = 1.19$, $p = .31$, $R^2 = .09$, partner assessment of future interaction, $F(7, 84) = .85$, $p = .54$, $R^2 = .06$, and likelihood of future interaction, $F(7, 76) = .46$, $p = .85$, $R^2 = .04$, were not significant. The inclusion of the moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 80) = .86$, $p = .42$, R^2-change $= .01$. Beta weights revealed that age ($\beta = -.27$, $p = .01$) and perceived social partner liking squared ($\beta = -.21$, $p = .05$) were negatively associated with change in social attraction. These findings failed to support H6c: Positiveness of disclosure did not significantly moderate the curvilinear association between perceived social partner liking and the success of the first FtF date. A summary of the regression is presented in Table 5.86.

Table 5.86

Hierarchical Regression Analyses for Positiveness of Disclosure Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.01		.01		.00		.02	
Age		-.27*		-.03		-.11		-.08		-.02
Sex		.17		.06		.15		-.10		.01
Positiveness of Disclosure		-.06		-.10		-.07		-.09		-.08
Perceived Social Partner Liking		-.08		.06		.11		.04		.12
Step 3	.03		.01		.00		.00		.00	
Age		-.26*		-.03		-.11		-.08		-.03
Sex		.15		.05		.14		-.11		.02
Positiveness of Disclosure		-.07		-.10		-.08		-.09		-.07
Perceived Social Partner Liking		-.08		.06		.11		.04		.12
Perceived Social Partner Liking^2		-.17		-.10		-.06		-.03		.04
Step 4	.01		.08*		.02		.03		.01	
Age		-.27*		-.05		-.12		-.08		-.02
Sex		.16		.07		.16		-.13		.03
Positiveness of Disclosure		.01		.00		-.05		.00		-.13
Perceived Social Partner Liking		-.04		.13		.14		.06		.11
Perceived Social Partner Liking^2		-.21*		-.22*		-.13		.00		.02
Positiveness of Disclosure × Perceived Social Partner Liking		.06		.25*		.17		-.16		.11

Table 5.86 (continued)

Positiveness of Disclosure × Perceived Social Partner Liking^2	-.16	-.24	-.08	-.13	.08
Total R^2	.17*	.11	.09	.06	.04
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For depth of disclosure as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the dependent variables: change in social attraction, $F(7, 80) = 2.87$, $p = .01$, $R^2 = .20$. The models were not significant for the remaining outcomes: change in physical attraction, $F(7, 78) = .51$, $p = .81$, $R^2 = .04$; self assessment of future interaction, $F(7, 84) = .94$, $p = .47$, $R^2 = .07$; partner assessment of future interaction, $F(7, 84) = .82$, $p = .57$, $R^2 = .06$; and likelihood of future interaction, $F(7, 76) = .30$, $p = .94$, $R^2 = .02$. The moderator did not explain a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 80) = 2.36$, $p = .10$, R^2-change $= .04$. Beta weights revealed that age ($\beta = -.29$, $p < 01$) and perceived social partner liking squared ($\beta = -.26$, $p = .02$) were negatively associated with change in social attraction, and the interaction between depth of disclosure and perceived social partner liking ($\beta = .27$, $p = .04$) was positively associated with change in social attraction. Hence, H6c was supported. Depth of disclosure moderated the association between perceived social partner liking and the change in social attraction. At low levels of depth of disclosure, there was a negative association between perceived social partner liking and the change in social attraction, but at high levels of depth of disclosure, the association became more positive. See Table 5.87 for a summary of the regression.

Table 5.87

Hierarchical Regression Analyses for Depth of Disclosure Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.01		.02		.01		.02		.02	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.07		.15		-.10		.01
Depth of Disclosure		-.04		-.13		.05		.14		.08
Perceived Social Partner Liking		-.08		.09		.09		-.00		.09
Step 3	.02		.00		.00		.00		.00	
Age		-.27**		-.04		-.12		-.09		-.04
Sex		.16		.07		.15		-.11		.02
Depth of Disclosure		-.00		-.12		.06		.16		.07
Perceived Social Partner Liking		-.09		.08		.09		-.01		.09
Perceived Social Partner Liking^2		-.17		-.07		-.06		-.06		.04
Step 4	.04		.01		.01		.02		.00	
Age		-.29**		-.05		-.13		-.11		-.05
Sex		.15		.06		.14		-.11		.02
Depth of Disclosure		-.07		-.16		.07		.17		.09
Perceived Social Partner Liking		-.12		.06		.10		.01		.12
Perceived Social Partner Liking^2		-.26*		-.12		-.08		-.08		.05
Depth of Disclosure × Perceived Social Partner Liking		.27*		.12		.15		.18		.05

Table 5.87 (continued)

Depth of Disclosure × Perceived Social Partner Liking^2	-.03	.00	-.11	-.15	-.10
Total R^2	.20*	.04	.07	.06	.02
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

And with honesty/accuracy of disclosure as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.80$, $p = .01$, $R^2 = .19$. The remaining models, however, were not significant: change in physical attraction, $F(7, 78) = .77$, $p = .61$, $R^2 = .06$; self assessment of future interaction, $F(7, 84) = .92$, $p = .49$, $R^2 = .07$; partner assessment of future interaction, $F(7, 84) = .43$, $p = .87$, $R^2 = .03$; and likelihood of future interaction, $F(7, 76) = .54$, $p = .79$, $R^2 = .04$. For change in social attraction, the moderator did not explain significantly more variance than the quadratic term, F-change $(2, 80) = 2.14$, $p = .12$, R^2-change $= .04$. Age ($\beta = -.26$, $p = .01$) and perceived social partner liking squared ($\beta = -.24$, $p = .03$) were negatively associated with change in social attraction. Thus, H6c was not supported. No evidence was found that honesty/accuracy of disclosure moderated the curvilinear association between perceived social partner liking and first date success. A summary of the regression is presented in Table 5.88.

Table 5.88

Hierarchical Regression Analyses for Honesty/Accuracy of Disclosure Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

Predictor	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.01		.01		.01	
Age		-.28*		-.07		-.14		-.14		-.05
Sex		.18		.07		.16		-.08		.02
Honesty/Accuracy of Disclosure		.00		.03		.04		.12		.04
Perceived Social Partner Liking		-.09		.06		.09		-.00		.10
Step 3	.02		.00		.00		.00		.00	
Age		-.27*		-.06		-.13		-.13		-.05
Sex		.16		.06		.16		-.08		.03
Honesty/Accuracy of Disclosure		-.00		.06		.04		.12		.04
Perceived Social Partner Liking		-.08		.03		.09		-.00		.10
Perceived Social Partner Liking^2		-.17		-.09		-.05		-.02		.05
Step 4	.04		.04		.01		.00		.02	
Age		-.26*		-.06		-.13		-.14		-.07
Sex		.16		.06		.16		-.08		.02
Honesty/Accuracy of Disclosure		.10		.16		.09		.15		.02
Perceived Social Partner Liking		-.01		.11		.13		.01		.06
Perceived Social Partner Liking^2		-.24*		-.17		-.09		-.03		.12
Honesty/Accuracy of Disclosure × Perceived Social Partner Liking		.15		.16		.10		.00		-.18
Honesty/Accuracy of Disclosure × Perceived Social Partner Liking^2		-.26		-.25		-.13		-.06		.10
Total R^2	.19*		.06		.07		.03		.04	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

As for perceptions of a partner's physical liking, the overall model with intended disclosure as the moderator was significant for one of the five dependent variables: change in social attraction, $F(7, 79) = 2.34$, $p = .03$, $R^2 = .17$. Change in physical attraction, $F(7, 77) = .82$, $p = .57$, $R^2 = .07$, self assessment of future interaction, $F(7, 83) = .70$, $p = .67$, $R^2 = .05$, partner assessment of future interaction, $F(7, 83) = .95$, $p = .46$, $R^2 = .07$, and likelihood of future interaction, $F(7, 75) = 1.14$, $p = .34$, $R^2 = .09$, were not significant. The inclusion of the moderator did not explain a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 79) = .03$, $p = .96$, R^2-change $= .00$. Age ($\beta = -.33$, $p < .01$) and perceived physical partner liking ($\beta = -.21$, $p = .05$) were negatively associated with change in social attraction. This shows that H6c was not supported. Intended disclosure did not emerge as a moderator of the curvilinear association between perceived physical partner liking and the success of the first FtF encounter. A summary of the regression is presented in Table 5.89.

Table 5.89

Hierarchical Regression Analyses for Intended Disclosure Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

| Predictor | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.04		.05		.01		.01		.01	
Age		-.33**		-.12		-.14		-.12		-.03
Sex		.16		.04		.16		-.09		.02
Intended Disclosure		.11		.19		.08		.12		.04

Table 5.89 (continued)

Perceived Physical Partner Liking	-.19	-.19	.03	.01	.10
Step 3	.01	.00	.00	.01	.04
Age	-.33**	-.12	-.14	-.12	-.03
Sex	.17	.04	.15	-.10	.01
Intended Disclosure	.13	.18	.07	.10	.01
Perceived Physical Partner Liking	-.20*	-.19	.03	.02	.12
Perceived Physical Partner Liking^2	-.11	.04	.05	.13	.21
Step 4	.00	.00	.00	.02	.03
Age	-.33**	-.12	-.13	-.12	-.01
Sex	.17	.03	.16	-.13	-.00
Intended Disclosure	.14	.18	.06	.05	-.14
Perceived Physical Partner Liking	-.21*	-.18	.02	.04	.10
Perceived Physical Partner Liking^2	-.12	.05	.04	.15	.18
Intended Disclosure × Perceived Physical Partner Liking	.02	-.05	.03	-.14	-.06
Intended Disclosure × Perceived Physical Partner Liking^2	-.00	-.01	.03	.05	.24
Total R^2	.17*	.07	.05	.07	.09
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For amount of disclosure as the moderator, the full model for perceptions of a partner's physical liking was significant for one of the five dependent variables: change in social attraction, $F(7, 79) = 2.27$, $p = .03$, $R^2 = .16$. The models were not significant for the other outcomes: change in physical attraction, $F(7, 77) = 1.12$, $p = .35$, $R^2 = .09$; self assessment of future

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interaction, $F(7, 83) = 1.22$, $p = .30$, $R^2 = .09$; partner assessment of future interaction, $F(7, 83) = .88$, $p = .52$, $R^2 = .07$; and likelihood of future interaction, $F(7, 75) = 1.36$, $p = .23$, $R^2 = .11$.

For change in social attraction, adding the moderator in step four did not account for a significant amount of extra variance, F-change $(2, 79) = .58$, $p = .56$, R^2-change $= .01$. Beta weights revealed that only age ($\beta = -.29$, $p < .01$) was negatively associated with change in social attraction. Hence, H6c was not supported, and the amount of disclosure did not significantly moderate the curvilinear association between perceived physical partner liking and first date success (see Table 5.90).

Table 5.90

Hierarchical Regression Analyses for Amount of Disclosure Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.02		.00		.00		.01	
Age		-.30**		-.07		-.12		-.09		-.02
Sex		.16		.05		.16		-.09		.02
Amount of Disclosure		-.02		.05		.03		.06		-.05
Perceived Physical Partner Liking		-.16		-.16		.04		.02		.12
Step 3	.01		.00		.00		.02		.04*	
Age		-.30**		-.08		-.12		-.10		-.03
Sex		.17		.05		.16		-.10		.01
Amount of Disclosure		-.02		.05		.03		.05		-.06
Perceived Physical Partner Liking		-.17		-.16		.04		.03		.13

Table 5.90 (continued)

Perceived Physical Partner Liking^2	-.10	.06	.06	.14	.21*
Step 4	.01	.05	.04	.02	.05
Age	-.29**	-.07	-.12	-.09	-.03
Sex	.18	.08	.19	-.09	.06
Amount of Disclosure	-.04	-.03	-.08	.06	-.22
Perceived Physical Partner Liking	-.17	-.18	.01	.04	.08
Perceived Physical Partner Liking^2	-.05	.14	.12	.20	.26*
Amount of Disclosure × Perceived Physical Partner Liking	-.11	-.20	-.13	-.16	-.09
Amount of Disclosure × Perceived Physical Partner Liking^2	.04	.16	.21	-.00	.27
Total R^2	.16*	.09	.09	.07	.11
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

When positiveness of disclosure was the moderator, the overall model for perceptions of a partner's physical liking was once again significant for one of the five dependent variables: change in social attraction, $F(7, 79) = 2.24$, $p = .03$, $R^2 = .16$. Change in physical attraction, $F(7, 77) = .63$, $p = .72$, $R^2 = .05$, self assessment of future interaction, $F(7, 83) = .76$, $p = .62$, $R^2 = .06$, partner assessment of future interaction, $F(7, 83) = 1.46$, $p = .19$, $R^2 = .11$, and likelihood of future interaction, $F(7, 75) = .76$, $p = .61$, $R^2 = .06$, were not significant. Similarly, the moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 79) = .32$, $p = .72$, R^2-change $= .00$. Beta weights showed that age ($\beta = -.30$, $p < .01$) was negatively associated with change in social attraction. Thus, H6c was not supported.

Positiveness of disclosure failed to moderate the curvilinear association between perceived physical partner liking and the success of the first FtF meeting. A summary of the regression is displayed in Table 5.91.

Table 5.91

Hierarchical Regression Analyses for Positiveness of Disclosure Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

| | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.02		.00		.01		.01	
Age		-.29**		-.06		-.10		-.07		-.01
Sex		.16		.04		.15		-.10		.02
Positiveness of Disclosure		-.05		-.07		-.07		-.09		-.08
Perceived Physical Partner Liking		-.16		-.14		.06		.05		.12
Step 3	.01		.00		.00		.02		.04	
Age		-.29**		-.06		-.11		-.08		-.02
Sex		.16		.04		.15		-.11		.01
Positiveness of Disclosure		-.06		-.07		-.06		-.07		-.06
Perceived Physical Partner Liking		-.17		-.14		.06		.05		.13
Perceived Physical Partner Liking^2		-.10		.05		.05		.14		.20
Step 4	.00		.01		.00		.06		.00	
Age		-.30**		-.06		-.12		-.09		-.02
Sex		.16		.02		.14		-.14		.00
Positiveness of Disclosure		.00		-.11		-.00		-.00		-.09
Perceived Physical Partner Liking		-.16		-.16		.06		.04		.12

Table 5.91 (continued)

Perceived Physical Partner Liking^2	-.10	.08	.06	.17	.21
Positiveness of Disclosure × Perceived Physical Partner Liking	-.05	-.11	-.06	-.24*	-.05
Positiveness of Disclosure × Perceived Physical Partner Liking^2	-.09	.05	-.09	-.12	.05
Total R^2	.16*	.05	.06	.11	.06
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

When depth of disclosure was the moderator, the complete model for perceptions of a partner's physical liking was significant for one of the five dependent variables: change in social attraction, $F(7, 78) = 2.06$, $p = .05$, $R^2 = .15$. The remaining models were not significant: change in physical attraction, $F(7, 76) = .57$, $p = .77$, $R^2 = .05$; self assessment of future interaction, $F(7, 82) = .64$, $p = .71$, $R^2 = .05$; partner assessment of future interaction, $F(7, 82) = .80$, $p = .58$, $R^2 = .06$; and likelihood of future interaction, $F(7, 74) = .72$, $p = .64$, $R^2 = .06$. For change in social attraction, the moderator did not account for a significant amount of additional variance, F-change $(2, 78) = .05$, $p = .94$, R^2-change $= .00$. Age ($\beta = -.30$, $p < .01$) was negatively associated with change in social attraction. Hence, H6c was not supported, as depth of disclosure did not significantly moderate the curvilinear association between perceived physical partner liking and first date success. A summary of the regression is presented in Table 5.92.

Table 5.92

Hierarchical Regression Analyses for Depth of Disclosure Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.02		.00		.02		.01	
Age		-.30**		-.07		-.12		-.09		-.03
Sex		.17		.05		.15		-.10		.02
Depth of Disclosure		-.01		-.07		.06		.14		.08
Perceived Physical Partner Liking		-.16		-.13		.03		-.00		.08
Step 3	.01		.00		.00		.01		.04	
Age		-.30**		-.07		-.12		-.10		-.03
Sex		.17		.05		.15		-.11		.01
Depth of Disclosure		.00		-.08		.05		.12		.04
Perceived Physical Partner Liking		-.17		-.12		.03		.01		.11
Perceived Physical Partner Liking^2		-.10		.07		.05		.12		.20
Step 4	.00		.00		.00		.00		.00	
Age		-.30**		-.07		-.12		-.10		-.03
Sex		.17		.05		.15		-.12		.01
Depth of Disclosure		-.02		-.00		.03		.12		-.01
Perceived Physical Partner Liking		-.19		-.08		.02		.00		.08
Perceived Physical Partner Liking^2		-.11		.07		.05		.08		.19
Depth of Disclosure × Perceived Physical Partner Liking		.02		.02		.00		.10		.00

Table 5.92 (continued)

Depth of Disclosure × Perceived Physical Partner Liking^2	.04	-.14	.03	-.02	.09
Total R^2	.15*	.05	.05	.06	.06
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

And with honesty/accuracy of disclosure as the moderator, the full model for perceptions of a partner's physical liking was significant for one of the five dependent variables: change in social attraction, $F(7, 79) = 2.52$, $p = .02$, $R^2 = .18$. Change in physical attraction, $F(7, 77) = 1.18$, $p = .32$, $R^2 = .09$, self assessment of future interaction, $F(7, 83) = .86$, $p = .53$, $R^2 = .06$, partner assessment of future interaction, $F(7, 83) = 1.02$, $p = .42$, $R^2 = .07$, and likelihood of future interaction, $F(7, 75) = 1.36$, $p = .23$, $R^2 = .11$, were not significant. For the one significant model, the moderator did not explain a significant amount of variance beyond the quadratic term: change in social attraction, F-change $(2, 79) = 1.34$, $p = .26$, R^2-change $= .02$. The only variable to make a unique contribution to the model was age ($\beta = -.32$, $p < .01$), which was negatively associated with change in social attraction. Hence, H6c was not supported, and honesty/accuracy of disclosure did not significantly moderate the curvilinear association between perceived physical partner liking and first date success. See Table 5.93 for a summary of the regression.

Table 5.93

Hierarchical Regression Analyses for Honesty/Accuracy of Disclosure Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.03		.00		.01		.01	
Age		-.30**		-.12		-.14		-.13		-.04
Sex		.17		.06		.17		-.08		.03
Honesty/Accuracy of Disclosure		.00		.12		.07		.12		.05
Perceived Physical Partner Liking		-.17		-.18		.03		.01		.10
Step 3	.01		.00		.00		.02		.04	
Age		-.30**		-.12		-.15		-.14		-.05
Sex		.17		.06		.16		-.09		.02
Honesty/Accuracy of Disclosure		.00		.12		.07		.11		.05
Perceived Physical Partner Liking		-.18		-.18		.04		.02		.11
Perceived Physical Partner Liking^2		-.10		.06		.06		.14		.21
Step 4	.02		.04		.01		.02		.05	
Age		-.32**		-.14		-.16		-.14		-.05
Sex		.15		.04		.15		-.09		.02
Honesty/Accuracy of Disclosure		.10		.18		.15		.08		-.01
Perceived Physical Partner Liking		-.15		-.15		.06		.02		.10
Perceived Physical Partner Liking^2		-.08		.11		.07		.19		.27*
Honesty/Accuracy of Disclosure × Perceived Physical Partner Liking		-.13		-.22*		-.09		-.15		-.20

Table 5.93 (continued)

Honesty/Accuracy of Disclosure × Perceived Physical Partner Liking^2	-.17	-.11	-.13	.05	.10
Total R^2	.18*	.09	.06	.07	.11
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

In the analyses involving attitude similarity, the overall model with intended disclosure as the moderator was significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.11$, $p = .05$, $R^2 = .15$. Change in physical attraction, $F(7, 79) = .53$, $p = .80$, $R^2 = .04$, self assessment of future interaction, $F(7, 85) = 1.13$, $p = .34$, $R^2 = .08$, partner assessment of future interaction, $F(7, 85) = 1.09$, $p = .37$, $R^2 = .08$, and likelihood of future interaction, $F(7, 77) = 1.97$, $p = .06$, $R^2 = .15$, were not significant. Furthermore, the inclusion of the moderator did not explain a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 81) = .30$, $p = .73$, R^2-change $= .00$. Only age ($\beta = -.31$, $p < .01$) was negatively associated with change in social attraction, showing a lack of support for H6c. There was no indication that intended disclosure moderated the curvilinear association between attitude similarity and the success of the first FtF date. A summary of the regression is shown in Table 5.94.

Table 5.94

Hierarchical Regression Analyses for Intended Disclosure Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.02		.02		.05		.06	
Age		-.30**		-.08		-.13		-.11		-.03
Sex		.17		.06		.16		-.08		.03
Intended Disclosure		.10		.15		.07		.09		.01
Attitude Similarity		-.16		-.05		.14		.19		.25*
Step 3	.00		.01		.01		.00		.07*	
Age		-.31**		-.09		-.13		-.10		-.02
Sex		.17		.07		.16		-.09		.01
Intended Disclosure		.10		.16		.06		.09		.00
Attitude Similarity		-.16		-.07		.16		.20*		.30**
Attitude Similarity^2		-.04		-.11		.11		.07		.27*
Step 4	.00		.00		.00		.00		.01	
Age		-.31**		-.09		-.12		-.11		-.01
Sex		.18		.07		.16		-.09		.02
Intended Disclosure		.15		.15		.06		.10		.00
Attitude Similarity		-.15		-.07		.16		.21*		.30**
Attitude Similarity^2		-.06		-.11		.10		.08		.24*
Intended Disclosure × Attitude Similarity		-.00		.00		.05		-.07		.10
Intended Disclosure × Attitude Similarity^2		-.09		.01		-.01		-.02		-.03
Total R^2	.15*		.04		.08		.08		.15	
n	89		87		93		93		85	

*p < .05. **p < .01.

With amount of disclosure as the moderator, the overall model for attitude similarity was significant for one of the five dependent variables: likelihood of future interaction, $F(7, 77) = 2.07$, $p = .05$, $R^2 = .15$. The remaining outcomes were not significant: change in social attraction, $F(7, 81) = 1.96$, $p = .07$, $R^2 = .14$; change in physical attraction, $F(7, 79) = .33$, $p = .93$, $R^2 = .02$; self assessment of future interaction, $F(7, 85) = 1.16$, $p = .32$, $R^2 = .08$; and partner assessment of future interaction, $F(7, 85) = .96$, $p = .46$, $R^2 = .07$. For the one significant model, the moderator did not explain additional variance in likelihood of future interaction, F-change $(2, 77) = .06$, $p = .93$, R^2-change $= .00$. Moreover, individual beta weights indicated that only attitude similarity ($\beta = .39$, $p < .01$) was positively associated with likelihood of future interaction. Once again, H6c was not supported, and the amount of disclosure did not significantly moderate the curvilinear association between attitude similarity and first date success. See Table 5.95 for a summary of the regression.

Table 5.95

Hierarchical Regression Analyses for Amount of Disclosure Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.00		.02		.04		.09*	
Age		-.28**		-.05		-.12		-.08		-.02
Sex		.17		.06		.16		-.08		.03
Amount of Disclosure		-.00		.03		-.02		-.02		-.17

Table 5.95 (continued)

Attitude Similarity	-.14	-.04	.16	.22*	.33**
Step 3	.00	.01	.01	.00	.06*
Age	-.28**	-.06	-.11	-.08	-.01
Sex	.17	.07	.15	-.09	.01
Amount of Disclosure	-.00	.03	-.01	-.01	-.15
Attitude Similarity	-.14	-.05	.17	.23*	.36**
Attitude Similarity^2	-.04	-.10	.11	.07	.26*
Step 4	.00	.00	.00	.00	.00
Age	-.29**	-.06	-.11	-.08	-.01
Sex	.18	.07	.15	-.09	.01
Amount of Disclosure	-.03	-.01	.00	.01	-.13
Attitude Similarity	-.14	-.09	.16	.25	.39**
Attitude Similarity^2	-.12	-.10	.24	.09	.20
Amount of Disclosure × Attitude Similarity	.13	.09	-.15	-.07	.03
Amount of Disclosure × Attitude Similarity^2	.03	.14	.00	-.08	-.05
Total R^2	.14	.02	.08	.07	.15*
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For positiveness of disclosure as the moderator, the overall model for attitude similarity

was again significant for one of the five dependent variables: likelihood of future interaction, $F(7,$

$77) = 2.06$, $p = .05$, $R^2 = .15$. Change in social attraction, $F(7, 81) = 1.95$, $p = .07$, $R^2 = .14$,

change in physical attraction, $F(7, 79) = .52$, $p = .81$, $R^2 = .04$, self assessment of future

interaction, $F(7, 85) = 1.19$, $p = .31$, $R^2 = .09$, and partner assessment of future interaction, $F(7,$

$85) = 1.42$, $p = .20$, $R^2 = .10$, were not significant. Yet, for likelihood of future interaction, the

moderator did not explain a significant amount of additional variance, F-change $(2, 77) = .48$, p

= .61, R^2-change = .01. Attitude similarity (β = .31, $p < .01$) and attitude similarity squared (β

= .26, $p = .03$) were positively associated with likelihood of future interaction. These results

failed to confirm H6c: Positiveness of disclosure did not significantly moderate the curvilinear

association between attitude similarity and the success of the first FtF encounter (see Table 5.96).

Table 5.96

Hierarchical Regression Analyses for Positiveness of Disclosure Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.00		.02		.05		.07*	
Age		-.27**		-.04		-.11		-.07		-.01
Sex		.17		.05		.16		-.09		.02
Positiveness of Disclosure		-.05		-.09		-.07		-.10		-.09
Attitude Similarity		-.13		-.01		.16		.22*		.26*
Step 3	.00		.01		.01		.00		.07*	
Age		-.28**		-.04		-.10		-.07		-.00
Sex		.17		.06		.15		-.10		.01
Positiveness of Disclosure		-.05		-.09		-.07		-.10		-.09
Attitude Similarity		-.14		-.03		.18		.23*		.31**
Attitude Similarity^2		-.04		-.10		.11		.08		.27*
Step 4	.00		.01		.00		.02		.01	
Age		-.28**		-.04		-.10		-.07		-.00
Sex		.16		.04		.15		-.12		.02
Positiveness of Disclosure		-.03		-.14		-.11		-.10		-.10
Attitude Similarity		-.14		-.04		.17		.22*		.31**
Attitude Similarity^2		-.05		-.05		.14		.10		.26*

Table 5.96 (continued)

	Social Attraction	Physical Attraction	Self Assessment	Partner Assessment	Likelihood
Positiveness of Disclosure × Attitude Similarity	-.04	-.08	.03	-.16	.10
Positiveness of Disclosure × Attitude Similarity²	-.04	.11	.08	-.00	.02
Total R^2	.14	.04	.09	.10	.15*
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With depth of disclosure as the moderator, the overall model for attitude similarity was not significant for any of the dependent variables: change in social attraction, $F(7, 80) = 1.92$, $p = .07$, $R^2 = .14$; change in physical attraction, $F(7, 78) = .46$, $p = .85$, $R^2 = .04$; self assessment of future interaction, $F(7, 84) = 1.19$, $p = .31$, $R^2 = .09$; partner assessment of future interaction, $F(7, 84) = 1.13$, $p = .34$, $R^2 = .08$; and likelihood of future interaction, $F(7, 76) = 1.78$, $p = .10$, $R^2 = .14$.. As before, H6c was not supported: Depth of disclosure was not a moderator of the curvilinear association between attitude similarity and first date success. A summary of the regression can be found in Table 5.97.

Table 5.97

Hierarchical Regression Analyses for Depth of Disclosure Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01

Table 5.97 (continued)

Step 2	.02	.01	.02	.05	.06
Age	-.28**	-.05	-.12	-.09	-.03
Sex	.17	.07	.16	-.09	.03
Depth of Disclosure	-.03	-.11	.04	.10	.04
Attitude Similarity	-.13	.00	.14	.18	.24*
Step 3	.00	.01	.01	.00	.06*
Age	-.28**	-.05	-.11	-.08	-.02
Sex	.18	.08	.15	-.09	.01
Depth of Disclosure	-.02	-.10	.03	.09	.02
Attitude Similarity	-.14	-.01	.16	.19	.30**
Attitude Similarity^2	-.03	-.10	.11	.07	.26*
Step 4	.00	.01	.01	.00	.00
Age	-.29**	-.06	-.10	-.09	-.01
Sex	.17	.06	.17	-.10	.01
Depth of Disclosure	-.05	-.11	.06	.11	.01
Attitude Similarity	-.15	-.02	.17	.22	.28*
Attitude Similarity^2	-.07	-.16	.17	.02	.28*
Depth of Disclosure × Attitude Similarity	.08	.12	-.12	.08	-.02
Depth of Disclosure × Attitude Similarity^2	.01	-.02	-.01	-.09	.04
Total R^2	.14	.04	.09	.08	.14
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

And with honesty/accuracy of disclosure as the moderator, the overall model for attitude similarity was significant for one of the five dependent variables: likelihood of future interaction, $F(7, 77) = 2.15$, $p = .04$, $R^2 = .16$. The models were not significant for the other outcomes: change in social attraction, $F(7, 81) = 1.86$, $p = .08$, $R^2 = .13$; change in physical attraction, $F(7,$

79) = .35, p = .92, R^2 = .03; self assessment of future interaction, $F(7, 85) = 1.41$, p = .20, R^2

= .10; and partner assessment of future interaction, $F(7, 85) = 1.11$, p = .36, R^2 = .08. However,

the inclusion of the moderator in step four did not explain a significant amount of variance

beyond the quadratic term in likelihood of future interaction, F-change (2, 77) = 1.14, p = .32,

R^2-change = .02. Beta weights revealed that only attitude similarity (β = .30, p = .01) was

positively associated with likelihood of future interaction. Hence, H6c was not supported. There

was no evidence that honesty/accuracy of disclosure moderated the curvilinear association

between attitude similarity and first date success. See Table 5.98 for a summary of the regression.

Table 5.98

Hierarchical Regression Analyses for Honesty/Accuracy of Disclosure Moderating the
Curvilinear Association Between Attitude Similarity and First Date Success

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.00		.02		.04		.06	
Age		-.29**		-.09		-.13		-.10		-.02
Sex		.17		.07		.17		-.08		.03
Honesty/Accuracy of Disclosure		.01		.09		.03		.05		-.01
Attitude Similarity		-.14		-.05		.14		.19		.26*
Step 3	.00		.01		.01		.00		.07*	
Age		-.29**		-.09		-.13		-.10		-.02
Sex		.18		.08		.16		-.08		.02
Honesty/Accuracy of Disclosure		.01		.09		.04		.06		.00
Attitude Similarity		-.15		-.07		.16		.20		.30**

Table 5.98 (continued)

Attitude Similarity^2	-.04	-.10	.12	.08	.27*
Step 4	.00	.00	.02	.01	.02
Age	-.29*	-.08	-.11	-.09	-.01
Sex	.18	.08	.17	-.07	.03
Honesty/Accuracy of Disclosure	.02	.07	-.03	.02	-.04
Attitude Similarity	-.14	-.06	.13	.20	.30*
Attitude Similarity^2	-.06	-.13	.14	.05	.22
Honesty/Accuracy of Disclosure × Attitude Similarity	.00	.08	.15	.13	.18
Honesty/Accuracy of Disclosure × Attitude Similarity^2	-.04	.02	.18	.07	.10
Total R^2	.13	.03	.10	.08	.16*
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For background similarity, the overall model with intended disclosure as the moderator was significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.43$, $p = .02$, $R^2 = .17$. Change in physical attraction, $F(7, 79) = 1.18$, $p = .32$, $R^2 = .09$, self assessment of future interaction, $F(7, 85) = 1.15$, $p = .33$, $R^2 = .08$, partner assessment of future interaction, $F(7, 85) = .83$, $p = .56$, $R^2 = .06$, and likelihood of future interaction, $F(7, 77) = .65$, $p = .70$, $R^2 = .05$, were not significant. The moderator did not account for a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 81) = 1.13$, $p = .32$, R^2-change $= .02$. Beta weights showed that age ($\beta = -.30$, $p < .01$) was negatively associated with change in social attraction. In sum, H6c was disconfirmed, as intended disclosure did not significantly moderate the curvilinear association between background similarity and the success of the first FtF meeting. A summary of the regression is displayed in Table 5.99.

Table 5.99

Hierarchical Regression Analyses for Intended Disclosure Moderating the Curvilinear Association Between Background Similarity and First Date Success

| | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.05		.00		.01		.02	
Age		-.29**		-.08		-.14		-.12		-.05
Sex		.18		.07		.15		-.10		.01
Intended Disclosure		.08		.16		.09		.12		.05
Background Similarity		-.17		-.18		-.00		.01		.15
Step 3	.00		.00		.03		.00		.02	
Age		-.29**		-.08		-.15		-.12		-.06
Sex		.19		.07		.16		-.09		.02
Intended Disclosure		.08		.15		.06		.12		.03
Background Similarity		-.16		-.17		.04		.02		.19
Background Similarity^2		.02		.06		.19		.01		.16
Step 4	.02		.02		.00		.02		.00	
Age		-.30**		-.08		-.15		-.10		-.06
Sex		.19		.08		.16		-.08		.02
Intended Disclosure		-.02		.07		.03		.19		-.02
Background Similarity		-.14		-.14		.05		.05		.18
Background Similarity^2		-.00		.04		.18		.02		.14
Intended Disclosure × Background Similarity		-.06		-.12		-.03		-.16		.01
Intended Disclosure × Background Similarity^2		.18		.14		.05		-.08		.08
Total R^2	.17*		.09		.08		.06		.05	

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Table 5.99 (continued)

n	89	87	93	93	85

*p < .05. **p < .01.

With amount of disclosure as the moderator, the full model for background similarity was

again significant for one of the five dependent variables: change in social attraction, $F(7, 81) =$

2.31, $p = .03$, $R^2 = .16$. Change in physical attraction, $F(7, 79) = .78$, $p = .60$, $R^2 = .06$, self

assessment of future interaction, $F(7, 85) = 1.39$, $p = .21$, $R^2 = .10$, partner assessment of future

interaction, $F(7, 85) = .42$, $p = .88$, $R^2 = .03$, and likelihood of future interaction, $F(7, 77) = 1.31$,

$p = .25$, $R^2 = .10$, were not significant. For change in social attraction, including the moderator

did not explain a significant amount of additional variance, F-change $(2, 81) = 1.07$, $p = .34$, R^2-

change $= .02$. Looking at the beta weights, age ($\beta = -.29$, $p < .01$) was negatively associated with

change in social attraction, while sex ($\beta = .20$, $p = .04$) was positively associated with change in

social attraction. Hence, H6c was not supported. There was no sign that the amount of disclosure

moderated the curvilinear association between background similarity and first date success. A

summary of the regression can be found in Table 5.100.

Table 5.100

Hierarchical Regression Analyses for Amount of Disclosure Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01

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Table 5.100 (continued)

Step 2	.02	.03	.00	.00	.03
Age	-.27**	-.05	-.12	-.09	-.04
Sex	.18	.07	.16	-.09	.01
Amount of Disclosure	-.01	.08	.05	.06	-.08
Background Similarity	-.16	-.20	-.01	.00	.18
Step 3	.00	.00	.03*	.00	.02
Age	-.28**	-.05	-.14	-.10	-.05
Sex	.18	.08	.17	-.09	.02
Amount of Disclosure	-.01	.08	.05	.06	-.08
Background Similarity	-.15	-.18	.03	.01	.22
Background Similarity^2	.03	.09	.20*	.03	.16
Step 4	.02	.01	.02	.00	.04
Age	-.29**	-.06	-.14	-.10	-.06
Sex	.20*	.09	.18	-.08	.04
Amount of Disclosure	.04	.14	.12	.13	-.02
Background Similarity	-.12	-.15	.06	.03	.25*
Background Similarity^2	-.03	.04	.13	-.00	.07
Amount of Disclosure × Background Similarity	.12	.07	.10	.02	.21
Amount of Disclosure × Background Similarity^2	-.11	-.11	-.13	-.12	-.12
Total R^2	.16*	.06	.10	.03	.10
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

The overall model for background similarity, with positiveness of disclosure as the moderator, was significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.22$, $p = .04$, $R^2 = .16$. The models for change in physical attraction, $F(7, 79) = .99$, $p = .44$, $R^2 = .08$, self assessment of future interaction, $F(7, 85) = 1.27$, $p = .27$, $R^2 = .09$, partner

assessment of future interaction, $F(7, 85) = 1.49$, $p = .18$, $R^2 = .11$, and likelihood of future interaction, $F(7, 77) = .78$, $p = .60$, $R^2 = .06$, were not significant. The moderator did not explain a significant amount of additional variance in change in social attraction, F-change $(2, 81) = .67$, $p = .51$, R^2-change $= .01$. Beta weights indicated that age ($\beta = -.25$, $p = .01$) was negatively associated with change in social attraction. Hence, H6c was not supported. Positiveness of disclosure was not a moderator of the curvilinear association between background similarity and first date success. Table 5.101 presents a summary of the regression.

Table 5.101

Hierarchical Regression Analyses for Positiveness of Disclosure Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.03		.00		.00		.03	
Age		-.27*		-.03		-.11		-.08		-.03
Sex		.18		.06		.15		-.10		.00
Positiveness of Disclosure		-.05		-.08		-.06		-.08		-.08
Background Similarity		-.16		-.17		.00		.03		.16
Step 3	.00		.00		.03		.00		.02	
Age		-.27*		-.04		-.13		-.08		-.04
Sex		.18		.06		.16		-.10		.01
Positiveness of Disclosure		-.05		-.07		-.05		-.08		-.07
Background Similarity		-.15		-.14		.05		.04		.19
Background Similarity^2		.03		.08		.20		.03		.16
Step 4	.01		.02		.01		.08*		.01	
Age		-.25*		-.02		-.11		-.05		-.04
Sex		.18		.06		.16		-.11		.02

Table 5.101 (continued)

Positiveness of Disclosure	-.00	-.01	-.00	.02	-.01
Background Similarity	-.15	-.15	.05	.03	.20
Background Similarity^2	.01	.06	.18	.00	.14
Positiveness of Disclosure × Background Similarity	-.10	-.15	-.08	-.26*	-.03
Positiveness of Disclosure × Background Similarity^2	-.11	-.14	-.11	-.24	-.12
Total R^2	.16*	.08	.09	.11	.06
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

For depth of disclosure as the moderator, the overall model for background similarity was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.65$, $p = .01$, $R^2 = .18$. Change in physical attraction, $F(7, 78) = 1.37$, $p = .22$, $R^2 = .11$, self assessment of future interaction, $F(7, 84) = 1.38$, $p = .22$, $R^2 = .10$, partner assessment of future interaction, $F(7, 84) = .74$, $p = .63$, $R^2 = .05$, and likelihood of future interaction, $F(7, 76) = 1.09$, $p = .37$, $R^2 = .09$, were not significant. For the one significant model, the moderator did not account for a significant amount of variance beyond the quadratic term: change in social attraction, F-change $(2, 80) = 2.16$, $p = .12$, R^2-change $= .04$. Age ($\beta = -.30$, $p < .01$) was negatively associated with change in social attraction, and the interaction between depth of disclosure and background similarity ($\beta = .20$, $p = .05$) was positively associated with change in social attraction. Thus, H6c was supported, and depth of disclosure moderated the association between background similarity and the change in social attraction. At low levels of depth of disclosure, there was a very slight negative association between background similarity and the change in social attraction, whereas

at high levels of depth of disclosure, there was almost no association between background
similarity and the change in social attraction. A summary of the regression is presented in Table
5.102.

Table 5.102

Hierarchical Regression Analyses for Depth of Disclosure Moderating the Curvilinear Association Between Background Similarity and First Date Success

| | Dimension of First Date Success | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.02		.03		.00		.02		.02	
Age		-.27**		-.05		-.12		-.09		-.04
Sex		.18		.07		.15		-.10		.01
Depth of Disclosure		-.02		-.06		.08		.15		.07
Background Similarity		-.15		-.15		-.02		-.01		.13
Step 3	.00		.00		.03		.00		.02	
Age		-.28**		-.05		-.13		-.09		-.05
Sex		.19		.07		.16		-.10		.02
Depth of Disclosure		-.02		-.07		.06		.15		.05
Background Similarity		-.14		-.13		.03		-.01		.17
Background Similarity^2		.03		.09		.19		.02		.16
Step 4	.04		.05		.01		.01		.03	
Age		-.30**		-.08		-.15		-.11		-.07
Sex		.19		.07		.16		-.10		.03
Depth of Disclosure		.01		-.05		.13		.20		.16
Background Similarity		-.13		-.12		.04		.00		.20
Background Similarity^2		-.00		.05		.17		.00		.13

Table 5.102 (continued)

	Δ Social Attraction	Δ Physical Attraction	Self Assessment of Future Interaction	Partner Assessment of Future Interaction	Likelihood of Future Interaction
Depth of Disclosure × Background Similarity	.20*	.24*	.11	.11	.14
Depth of Disclosure × Background Similarity^2	-.10	-.07	-.12	-.10	-.19
Total R^2	.18*	.11	.10	.05	.09
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

And for honesty/accuracy of disclosure as the moderator, the full model for background similarity was not significant for any of the dependent variables: change in social attraction, $F(7, 81) = 1.95$, $p = .07$, $R^2 = .14$; change in physical attraction, $F(7, 79) = .80$, $p = .58$, $R^2 = .06$; self assessment of future interaction, $F(7, 85) = 1.13$, $p = .35$, $R^2 = .08$; partner assessment of future interaction, $F(7, 85) = .79$, $p = .59$, $R^2 = .06$; and likelihood of future interaction, $F(7, 77) = .63$, $p = .72$, $R^2 = .05$. This demonstrates that H6c was not supported. There was no evidence that honesty/accuracy of disclosure moderated the curvilinear association between background similarity and first date success. A summary of the regression can be found in Table 5.103.

Table 5.103

Hierarchical Regression Analyses for Honesty/Accuracy of Disclosure Moderating the Curvilinear Association Between Background Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01

Table 5.103 (continued)

Step 2	.02	.04	.00	.01	.02
Age	-.27*	-.08	-.15	-.14	-.06
Sex	.18	.08	.16	-.08	.02
Honesty/Accuracy of Disclosure	-.01	.10	.08	.12	.06
Background Similarity	-.16	-.19	-.01	.01	.14
Step 3	.00	.00	.03	.00	.02
Age	-.27*	-.09	-.16	-.14	-.07
Sex	.18	.08	.17	-.08	.03
Honesty/Accuracy of Disclosure	-.01	.10	.07	.12	.05
Background Similarity	-.15	-.17	.03	.01	.18
Background Similarity^2	.03	.08	.20	.03	.16
Step 4	.00	.01	.00	.02	.00
Age	-.27*	-.07	-.16	-.11	-.07
Sex	.18	.08	.17	-.09	.03
Honesty/Accuracy of Disclosure	-.00	.05	.08	.17	.07
Background Similarity	-.15	-.16	.03	.02	.18
Background Similarity^2	.03	.12	.20	.01	.15
Honesty/Accuracy of Disclosure × Background Similarity	-.00	-.09	-.00	-.15	-.01
Honesty/Accuracy of Disclosure × Background Similarity^2	-.00	.08	-.00	-.06	-.03
Total R^2	.14	.06	.08	.06	.05
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

As for uncertainty, the full model with intended disclosure as the moderator was not significant for any of the dependent variables: change in social attraction, $F(7, 81) = 1.69$, $p = .12$, $R^2 = .12$; change in physical attraction, $F(7, 79) = .47$, $p = .84$, $R^2 = .04$; self assessment of future interaction, $F(7, 84) = 1.38$, $p = .22$, $R^2 = .10$; partner assessment of future interaction, $F(7,$

84) = 2.03, $p = .06$, $R^2 = .14$; and likelihood of future interaction, $F(7, 76) = .84$, $p = .55$, $R^2 = .07$.

Hence, H6c was not supported: Intended disclosure did not significantly moderate the curvilinear association between uncertainty and the success of the first FtF meeting. A summary of the regression is presented in Table 5.104.

Table 5.104

Hierarchical Regression Analyses for Intended Disclosure Moderating the Curvilinear Association Between Uncertainty and First Date Success

| | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.03		.03		.02		.04	
Age		-.29**		-.09		-.12		-.10		-.02
Sex		.18		.08		.13		-.11		-.00
Intended Disclosure		.07		.17		.05		.10		.01
Uncertainty		.00		.10		-.17		-.11		-.21
Step 3	.00		.00		.01		.08**		.01	
Age		-.30**		-.09		-.13		-.09		-.03
Sex		.18		.08		.12		-.09		-.01
Intended Disclosure		.07		.17		.06		.08		.02
Uncertainty		.02		.11		-.13		-.20		-.18
Uncertainty^2		-.06		-.03		-.12		.29**		-.10
Step 4	.00		.00		.01		.01		.01	
Age		-.30**		-.09		-.12		-.10		-.03
Sex		.18		.08		.14		-.10		-.02
Intended Disclosure		.09		.17		.09		.00		.05
Uncertainty		.00		.12		-.11		-.17		-.23
Uncertainty^2		-.04		-.03		-.17		.31**		-.06
Intended Disclosure × Uncertainty		.06		-.02		-.12		-.01		.14

Table 5.104 (continued)

Intended Disclosure × Uncertainty^2	-.06	.01	-.01	.17	-.13
Total R^2	.12	.04	.10	.14	.07
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

With amount of disclosure as the moderator, the complete model for uncertainty was significant for one of the five dependent variables: partner assessment of future interaction, $F(7, 84) = 2.37$, $p = .02$, $R^2 = .16$. Change in social attraction, $F(7, 81) = 1.66$, $p = .12$, $R^2 = .12$, change in physical attraction, $F(7, 79) = .25$, $p = .96$, $R^2 = .02$, self assessment of future interaction, $F(7, 84) = 1.45$, $p = .19$, $R^2 = .10$, and likelihood of future interaction, $F(7, 76) = .96$, $p = .46$, $R^2 = .08$, were not significant. However, for partner assessment of future interaction, including the moderator in step four did not explain a significant amount of variance beyond the quadratic term, F-change $(2, 84) = 2.20$, $p = .11$, R^2-change $= .04$. Beta weights showed that uncertainty squared ($\beta = .33$, $p < .01$) and the interaction between amount of disclosure and uncertainty squared ($\beta = .29$, $p = .04$) were positively associated with partner assessment of future interaction. Thus, H6c was partially supported, with amount of disclosure moderating the curvilinear association between uncertainty and partner assessment of future interaction. A graph of the association revealed that at low amounts of disclosure, partner assessment of future interaction did not change much as a function of uncertainty, whereas at high amounts of disclosure, partner assessment was lowest at moderate levels of uncertainty (see Figure 5.25). A summary of the regression is presented in Table 5.105.

Table 5.105

Hierarchical Regression Analyses for Amount of Disclosure Moderating the Curvilinear Association Between Uncertainty and First Date Success

| | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.03		.02		.05	
Age		-.27**		-.06		-.11		-.08		-.02
Sex		.17		.08		.13		-.11		-.01
Amount of Disclosure		-.07		.04		-.01		.02		-.11
Uncertainty		-.03		.08		-.18		-.13		-.25*
Step 3	.00		.00		.01		.08**		.00	
Age		-.28**		-.06		-.11		-.08		-.02
Sex		.17		.07		.12		-.09		-.02
Amount of Disclosure		-.06		.04		-.00		.00		-.10
Uncertainty		-.01		.08		-.14		-.22*		-.22
Uncertainty²		-.05		-.02		-.11		.30**		-.09
Step 4	.00		.00		.02		.04		.01	
Age		-.28**		-.06		-.13		-.05		-.02
Sex		.17		.07		.12		-.08		-.02
Amount of Disclosure		-.05		.08		.07		-.15		-.08
Uncertainty		-.02		.07		-.19		-.14		-.24
Uncertainty²		-.07		.00		-.17		.33**		-.15
Amount of Disclosure × Uncertainty		-.04		.09		-.08		-.04		-.11
Amount of Disclosure × Uncertainty²		-.03		-.03		-.17		.29*		-.06
Total R^2	.12		.02		.10		.16*		.08	
n	89		87		93		93		85	

*p < .05. **p < .01.
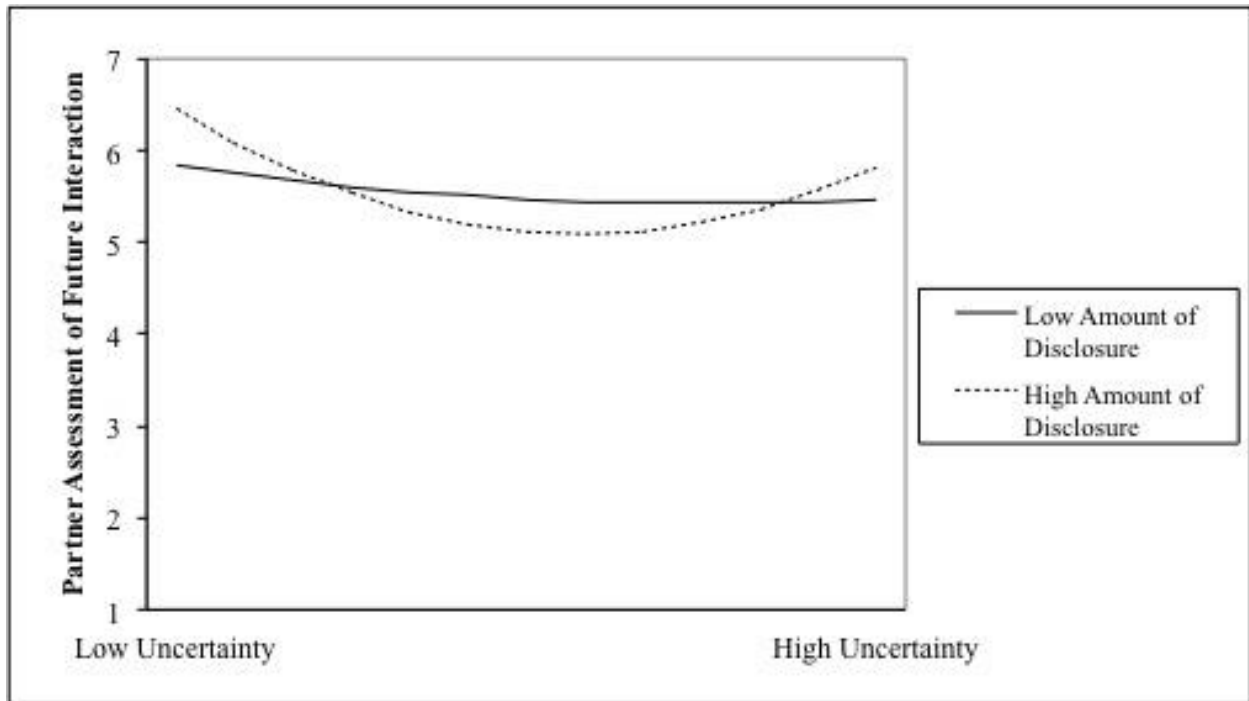
Figure 5.25. Moderating effect of amount of disclosure on the curvilinear association between uncertainty and partner assessment of future interaction.

For positiveness of disclosure as the moderator, the full model for uncertainty was significant for one of the five dependent variables: partner assessment of future interaction, $F(7, 84) = 2.42$, $p = .02$, $R^2 = .16$. Change in social attraction, $F(7, 81) = 1.74$, $p = .11$, $R^2 = .13$, change in physical attraction, $F(7, 79) = .38$, $p = .90$, $R^2 = .03$, self assessment of future interaction, $F(7, 84) = 1.32$, $p = .24$, $R^2 = .09$, and likelihood of future interaction, $F(7, 76) = 1.20$, $p = .31$, $R^2 = .10$, were not significant. Adding the moderator in step four did not explain a significant amount of additional variance in partner assessment of future interaction, F-change (2, 84) = 2.14, $p = .12$, R^2-change = .04. Beta weights revealed that uncertainty ($\beta = -.23$, $p = .03$) was negatively associated with partner assessment of future interaction, and uncertainty squared ($\beta = .33$, $p < .01$) was positively associated with partner assessment of future interaction. Hence, H6c was not supported. Positiveness of disclosure did not significantly moderate the curvilinear

association between uncertainty and first date success. A summary of the regression is shown in

Table 5.106.

Table 5.106

Hierarchical Regression Analyses for Positiveness of Disclosure Moderating the Curvilinear Association Between Uncertainty and First Date Success

Predictor	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.03		.02		.04	
Age		-.27*		-.04		-.10		-.07		-.02
Sex		.17		.06		.13		-.12		-.01
Positiveness of Disclosure		-.07		-.10		-.03		-.06		-.03
Uncertainty		.00		.08		-.17		-.13		-.21
Step 3	.00		.00		.01		.08**		.00	
Age		-.27*		-.04		-.11		-.07		-.02
Sex		.17		.06		.12		-.10		-.01
Positiveness of Disclosure		-.07		-.10		-.03		-.06		-.03
Uncertainty		.01		.08		-.14		-.22*		-.18
Uncertainty^2		-.05		-.01		-.11		.30**		-.10
Step 4	.00		.01		.01		.04		.04	
Age		-.28**		-.06		-.10		-.05		-.02
Sex		.17		.05		.11		-.10		-.02
Positiveness of Disclosure		-.12		-.16		.00		.06		.04
Uncertainty		.01		.08		-.15		-.23*		-.20
Uncertainty^2		-.08		-.04		-.11		.33**		-.10
Positiveness of Disclosure × Uncertainty		-.00		.02		.10		.15		.20
Positiveness of Disclosure × Uncertainty^2		.10		.12		-.05		-.21		-.09
Total R^2	.13		.03		.09		.16*		.10	

Table 5.106 (continued)

n	89	87	93	93	85

$*p < .05.$ $**p < .01.$

With depth of disclosure as the moderator, the full model for uncertainty was significant for one of the five dependent variables: change in social attraction, $F(7, 80) = 2.21$, $p = .04$, $R^2 = .16$. The models were not significant for the remaining outcomes: change in physical attraction, $F(7, 78) = .57$, $p = .77$, $R^2 = .04$; self assessment of future interaction, $F(7, 83) = 1.67$, $p = .12$, $R^2 = .12$; partner assessment of future interaction, $F(7, 83) = 1.73$, $p = .11$, $R^2 = .12$; and likelihood of future interaction, $F(7, 75) = 1.43$, $p = .20$, $R^2 = .11$. The moderator did not explain a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 80) = 1.82$, $p = .16$, R^2-change $= .03$. Only age ($\beta = -.29$, $p < .01$) was negatively related to the change in social attraction. Hence, H6c was not supported, and depth of disclosure did not significantly moderate the curvilinear association between uncertainty and the success of the first FtF encounter (see Table 5.107).

Table 5.107

Hierarchical Regression Analyses for Depth of Disclosure Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.03		.02		.04	
Age		-.27**		-.05		-.11		-.09		-.02

Table 5.107 (continued)

	SA	PA	Self FI	Partner FI	Likelihood FI
Sex	.18	.07	.13	-.11	-.00
Depth of Disclosure	-.08	-.10	.00	.11	.02
Uncertainty	-.04	.02	-.18	-.09	-.20
Step 3	.00	.00	.01	.07**	.01
Age	-.28**	-.05	-.11	-.08	-.02
Sex	.18	.07	.12	-.09	-.01
Depth of Disclosure	-.07	-.09	.02	.07	.03
Uncertainty	-.02	.02	-.13	-.19	-.17
Uncertainty^2	-.05	-.00	-.12	.29**	-.10
Step 4	.03	.02	.03	.00	.05
Age	-.29**	-.06	-.11	-.07	-.01
Sex	.17	.07	.12	-.09	-.01
Depth of Disclosure	-.06	-.08	-.04	.03	-.08
Uncertainty	-.02	.02	-.10	-.17	-.10
Uncertainty^2	-.15	-.09	-.22	.29*	-.22
Depth of Disclosure × Uncertainty	-.20	-.17	-.22	-.00	-.25*
Depth of Disclosure × Uncertainty^2	-.06	-.06	.07	.06	.18
Total R^2	.16*	.04	.12	.12	.11
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

Finally, with honesty/accuracy of disclosure as the moderator, the overall model for uncertainty was significant for one of the five dependent variables: change in social attraction, $F(7, 81) = 2.18$, $p = .04$, $R^2 = .15$. The models were not significant for change in physical attraction, $F(7, 79) = .30$, $p = .95$, $R^2 = .02$, self assessment of future interaction, $F(7, 84) = 1.58$, $p = .15$, $R^2 = .11$, partner assessment of future interaction, $F(7, 84) = 1.80$, $p = .09$, $R^2 = .13$, and likelihood of future interaction, $F(7, 76) = 1.22$, $p = .29$, $R^2 = .10$. Adding the moderator did not explain significantly more variance than the quadratic term in change in social attraction, F-change $(2, 81) = 1.85$, $p = .16$, R^2-change $= .03$. Beta weights showed that age ($\beta = -.23$, $p = .04$) was negatively associated with change in social attraction. In sum, H6c was not supported, as

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honesty/accuracy of disclosure did not significantly moderate the curvilinear association between

uncertainty and the success of the first FtF date. A summary of the regression is presented in

Table 5.108.

Table 5.108

Hierarchical Regression Analyses for Honesty/Accuracy of Disclosure Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.01		.03		.02		.04	
Age		-.26*		-.09		-.12		-.11		-.03
Sex		.17		.09		.13		-.10		-.00
Honesty/Accuracy of Disclosure		-.04		.10		.02		.08		.01
Uncertainty		-.02		.09		-.17		-.11		-.21
Step 3	.00		.00		.01		.07**		.01	
Age		-.27*		-.10		-.13		-.09		-.04
Sex		.17		.09		.13		-.09		-.01
Honesty/Accuracy of Disclosure		-.03		.11		.05		.03		.03
Uncertainty		-.00		.10		-.13		-.21*		-.17
Uncertainty^2		-.05		-.03		-.12		.29**		-.10
Step 4	.03		.00		.02		.00		.04	
Age		-.23*		-.09		-.11		-.10		-.06
Sex		.18		.08		.13		-.10		-.03
Honesty/Accuracy of Disclosure		.04		.15		.15		.06		.10
Uncertainty		-.01		.08		-.17		-.24*		-.24
Uncertainty^2		-.06		-.02		-.10		.32**		-.03
Honesty/Accuracy of Disclosure × Uncertainty		-.13		.01		-.03		.09		.21
Honesty/Accuracy of Disclosure × Uncertainty^2		-.16		-.08		-.20		-.05		-.12
Total R^2	.15*		.02		.11		.13		.10	

Table 5.108 (continued)

n	89	87	93	93	85

$*p < .05.$ $**p < .01.$

H6d specified that observed disclosure in the emails exchanged between partners would moderate the curvilinear association between (a) self-reported perceived partner liking, (b) self-reported perceived similarity, and (c) self-reported uncertainty and first date success. With disclosure as the moderator, the overall model for perceptions of a partner's social liking was significant for one of the five dependent variables: change in social attraction, $F(7, 61) = 2.35$, $p = .03$, $R^2 = .21$. Change in physical attraction, $F(7, 60) = .69$, $p = .67$, $R^2 = .07$, self assessment of future interaction, $F(7, 62) = 1.84$, $p = .09$, $R^2 = .17$, partner assessment of future interaction, $F(7, 62) = .37$, $p = .91$, $R^2 = .04$, and likelihood of future interaction, $F(7, 56) = 1.23$, $p = .30$, $R^2 = .13$, were not significant. For change in social attraction, the moderator did not explain a significant amount of variance beyond the quadratic term in change in social attraction, F-change $(2, 61) = .91$, $p = .40$, R^2-change $= .02$. Beta weights showed that only age ($\beta = -.30$, $p = .01$) was negatively associated with change in social attraction. Hence, H6d was rejected, as disclosure did not significantly moderate the curvilinear association between perceived social partner liking and first date success. A summary of the regression is presented in Table 5.109.

Table 5.109

Hierarchical Regression Analyses for Disclosure Moderating the Curvilinear Association Between Perceived Social Partner Liking and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.05		.00		.06		.00		.03	
Age		-.30*		-.05		-.15		-.09		-.05
Sex		.19		.07		.17		-.10		.03
Disclosure		.20		.05		.22*		-.02		.14
Perceived Social Partner Liking		-.09		.05		.10		.03		.11
Step 3	.02		.00		.00		.00		.00	
Age		-.29*		-.05		-.14		-.09		-.06
Sex		.17		.06		.16		-.10		.03
Disclosure		.19		.04		.22		-.02		.14
Perceived Social Partner Liking		-.09		.05		.10		.03		.11
Perceived Social Partner Liking^2		-.15		-.09		-.03		-.03		.06
Step 4	.02		.05		.06		.01		.09*	
Age		-.30*		-.05		-.15		-.09		-.06
Sex		.18		.08		.19		-.09		.06
Disclosure		.21		-.10		.11		-.07		.02
Perceived Social Partner Liking		-.08		.02		.09		.03		.10
Perceived Social Partner Liking^2		-.15		-.03		.01		-.01		.12
Disclosure $\times$ Perceived Social Partner Liking		.16		.04		.15		.09		.19
Disclosure $\times$ Perceived Social Partner Liking^2		.04		.29		.28		.14		.32*
Total R^2	.21*		.07		.17		.04		.13	

Table 5.109 (continued)

n	89	87	93	93	85

*p < .05. **p < .01.

The overall model for perceptions of a partner's physical liking, also with disclosure as

the moderator, was not significant for any of the dependent variables: change in social attraction,

$F(7, 60) = 2.04$, $p = .06$, $R^2 = .19$; change in physical attraction, $F(7, 59) = .68$, $p = .68$, $R^2 = .07$;

self assessment of future interaction, $F(7, 61) = 1.47$, $p = .19$, $R^2 = .14$; partner assessment of

future interaction, $F(7, 61) = .43$, $p = .87$, $R^2 = .04$; and likelihood of future interaction, $F(7, 55)$

$= .80$, $p = .58$, $R^2 = .09$. Thus, H6d was not supported: Disclosure failed to moderate the

curvilinear association between perceived physical partner liking and first date success. A

summary of the regression can be found in Table 5.110.

Table 5.110

Hierarchical Regression Analyses for Disclosure Moderating the Curvilinear Association Between Perceived Physical Partner Liking and First Date Success

Predictor	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.06		.02		.05		.00		.03	
Age		-.32**		-.07		-.14		-.08		-.04
Sex		.18		.05		.17		-.09		.03
Disclosure		.18		.04		.23*		-.01		.15
Perceived Physical Partner Liking		-.15		-.15		.07		.04		.12
Step 3	.00		.00		.00		.02		.05	
Age		-.32**		-.08		-.14		-.09		-.05

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Table 5.110 (continued)

Sex	.18	.05	.17	-.10	.02
Disclosure	.17	.04	.24*	-.00	.18
Perceived Physical Partner Liking	-.16	-.14	.08	.05	.14
Perceived Physical Partner Liking^2	-.08	.06	.09	.14	.23
Step 4	.00	.03	.03	.00	.00
Age	-.32**	-.11	-.17	-.09	-.06
Sex	.19	.06	.19	-.09	.02
Disclosure	.10	-.07	.08	-.06	.16
Perceived Physical Partner Liking	-.17	-.13	.07	.03	.15
Perceived Physical Partner Liking^2	-.06	.14	.15	.16	.25
Disclosure × Perceived Physical Partner Liking	-.05	.09	-.03	-.05	.05
Disclosure × Perceived Physical Partner Liking^2	.06	.30	.24	.04	.08
Total R^2	.19	.07	.14	.04	.09
n	89	87	93	93	85

*$p < .05$. **$p < .01$.

Meanwhile, the full model for attitude similarity, with disclosure as the moderator, was significant for three of the five dependent variables: change in social attraction, $F(7, 62) = 2.60$, $p = .02$, $R^2 = .22$; self assessment of future interaction, $F(7, 63) = 2.73$, $p = .01$, $R^2 = .23$; and likelihood of future interaction, $F(7, 57) = 2.10$, $p = .05$, $R^2 = .20$. Change in physical attraction, $F(7, 61) = .98$, $p = .45$, $R^2 = .10$, and partner assessment of future interaction, $F(7, 63) = .82$, $p = .56$, $R^2 = .08$, were not significant. For the three significant models, the moderator explained a significant amount of variance beyond the quadratic term in self assessment of future interaction, F-change $(2, 63) = 4.15$, $p = .02$, R^2-change $= .10$, but not change in social attraction, F-change

$(2, 62) = 1.93$, $p = .15$, R^2-change $= .04$, and likelihood of future interaction, F-change $(2, 57) =$ 1.59, $p = .21$, R^2-change $= .04$. Age ($\beta = -.34$, $p < .01$) was negatively associated with change in social attraction, attitude similarity squared ($\beta = .32$, $p = .03$), the interaction between disclosure and attitude similarity ($\beta = .24$, $p = .05$), and the interaction between disclosure and attitude similarity squared ($\beta = .46$, $p = .01$) were positively associated with self assessment of future interaction, and attitude similarity squared ($\beta = .46$, $p < .01$) was positively associated with likelihood of future interaction. In sum, H6d was partially supported: Disclosure emerged as a moderator of the curvilinear association between attitude similarity and self assessment of future interaction. As Figure 5.26 indicated, at low levels of disclosure, self assessment of future interaction declined from moderate to high levels of attitude similarity, whereas at high levels of disclosure, self assessment of future interaction increased beyond moderate levels of attitude similarity. A summary of the regression is displayed in Table 5.111.

Table 5.111

Hierarchical Regression Analyses for Disclosure Moderating the Curvilinear Association Between Attitude Similarity and First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.06		.00		.07		.04		.08	
Age		-.31**		-.06		-.14		-.08		-.04
Sex		.18		.06		.17		-.08		.04
Disclosure		.20		.05		.22*		-.02		.13
Attitude Similarity		-.14		-.02		.14		.21		.25*
Step 3	.00		.01		.01		.00		.07*	
Age		-.31**		-.06		-.14		-.08		-.03

Table 5.111 (continued)

Sex	.18	.07	.17	-.09	.02
Disclosure	.20	.05	.23*	-.02	.15
Attitude Similarity	-.15	-.04	.17	.22	.30*
Attitude Similarity^2	-.03	-.10	.13	.07	.27*
Step 4	.04	.07	.10*	.01	.04
Age	-.34**	-.10	-.18	-.09	-.05
Sex	.21	.10	.20	-.08	.03
Disclosure	.15	-.01	.13	-.09	.02
Attitude Similarity	-.19	-.10	.09	.18	.23
Attitude Similarity^2	.08	.05	.32*	.18	.46**
Disclosure × Attitude Similarity	.19	.24	.24*	.01	-.03
Disclosure × Attitude Similarity^2	.29	.38*	.46*	.19	.31
Total R^2	.22*	.10	.23*	.08	.20*
n	89	87	93	93	85

*$p < .05$. **$p < .01$.
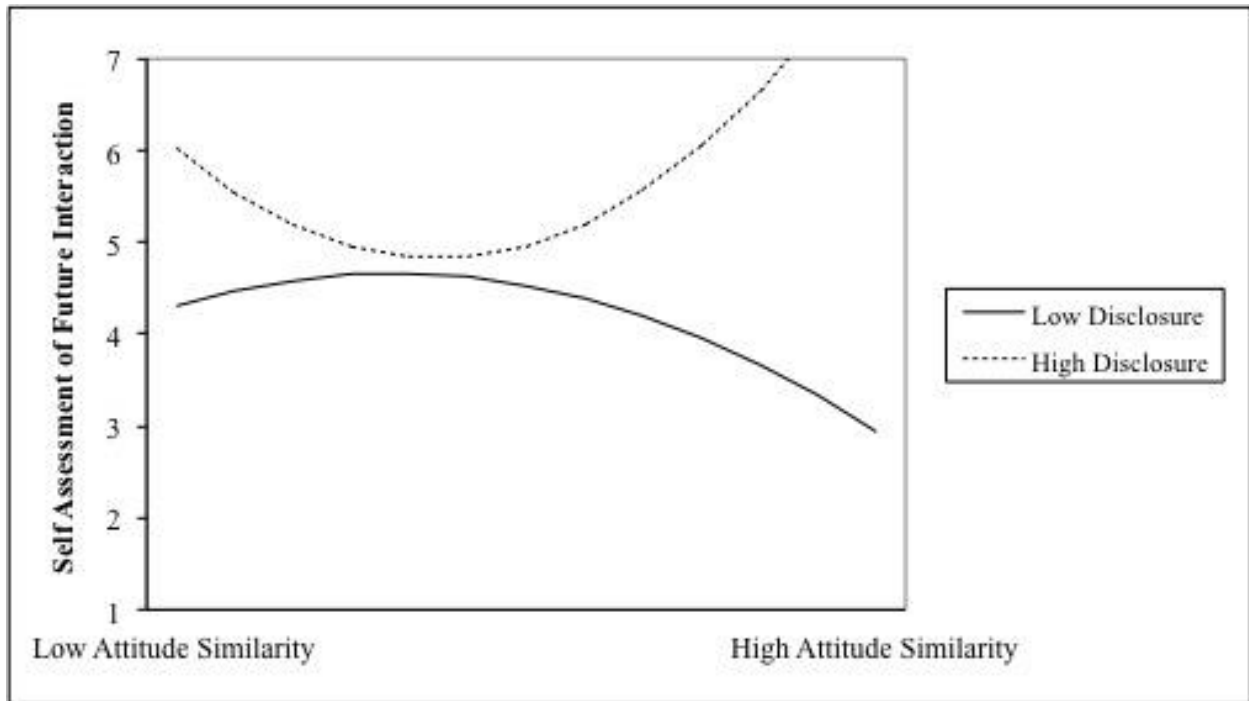
Figure 5.26. Moderating effect of disclosure on the curvilinear association between attitude similarity and self assessment of future interaction.

For background similarity, the complete model with disclosure as the moderator was significant for one of the five dependent variables: change in social attraction, $F(7, 62) = 2.13$, $p = .05$, $R^2 = .19$. Change in physical attraction, $F(7, 61) = .94$, $p = .47$, $R^2 = .09$, self assessment of future interaction, $F(7, 63) = 1.78$, $p = .10$, $R^2 = .16$, partner assessment of future interaction, $F(7, 63) = .20$, $p = .98$, $R^2 = .02$, and likelihood of future interaction, $F(7, 57) = .71$, $p = .65$, $R^2 = .08$, were not significant. For change in social attraction, the moderator did not explain a significant amount of variance beyond the quadratic term, F-change $(2, 62) = .14$, $p = .86$, R^2-change $= .00$. Individual beta weights revealed that only age ($\beta = -.29$, $p = .01$) was negatively associated with change in social attraction. These findings failed to support H6d, and disclosure did not significantly moderate the curvilinear association between background similarity and the success of the first FtF encounter. See Table 5.112 for a summary of the regression.

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Table 5.112

Hierarchical Regression Analyses for Disclosure Moderating the Curvilinear Association Between Background Similarity and First Date Success

| | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.07		.03		.05		.00		.04	
Age		-.30**		-.05		-.15		-.09		-.05
Sex		.19		.07		.16		-.10		.02
Disclosure		.21		.06		.23*		-.02		.13
Background Similarity		-.17		-.18		-.01		.02		.14
Step 3	.00		.00		.04		.00		.02	
Age		-.30**		-.06		-.16		-.09		-.07
Sex		.20		.07		.18		-.10		.03
Disclosure		.21		.07		.24*		-.02		.14
Background Similarity		-.16		-.15		.03		.03		.18
Background Similarity^2		.04		.09		.21		.03		.17
Step 4	.00		.04		.02		.00		.00	
Age		-.29*		-.09		-.15		-.09		-.04
Sex		.21		.08		.21		-.09		.05
Disclosure		.26		-.02		.29*		.00		.22
Background Similarity		-.13		-.19		.08		.05		.23
Background Similarity^2		-.03		.21		.11		-.00		.04
Disclosure × Background Similarity		.04		.13		.18		.02		.06
Disclosure × Background Similarity^2		-.12		.24		-.10		-.05		-.18
Total R^2	.19*		.09		.16		.02		.08	
n	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Finally, for uncertainty, the overall model moderated by disclosure was significant for one of the five dependent variables: self assessment of future interaction, $F(7, 63) = 2.17$, $p = .04$, $R^2 = .19$. The models for change in social attraction, $F(7, 62) = 1.67$, $p = .13$, $R^2 = .15$, change in physical attraction, $F(7, 61) = .17$, $p = .99$, $R^2 = .01$, partner assessment of future interaction, $F(7, 63) = 1.29$, $p = .26$, $R^2 = .12$, and likelihood of future interaction, $F(7, 57) = 1.19$, $p = .31$, $R^2 = .12$, were not significant. Adding the moderator did not account for a significant amount of additional variance in self assessment of future interaction, F-change $(2, 63) = 2.70$, $p = .07$, R^2-change $= .06$, although it did approach statistical significance. Beta weights showed that the interaction between disclosure and uncertainty ($\beta = .25$, $p = .04$) was positively associated with self assessment of future interaction. Hence, H6d was supported, and disclosure moderated the negative association between uncertainty and self assessment of future interaction. At low levels of disclosure, there was a negative association between uncertainty and self assessment of future interaction, but the slope became increasingly positive at high levels of disclosure. Table 5.113 summarizes the regression.

Table 5.113

Hierarchical Regression Analyses for Disclosure Moderating the Curvilinear Association Between Uncertainty and First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11*		.00		.04		.01		.00	
Age		-.28*		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.04		.00		.07		.02		.06	
Age		-.30*		-.06		-.13		-.08		-.03
Sex		.19		.08		.14		-.12		.00

Table 5.113 (continued)

Disclosure	.20	.06	.21	-.04	.11
Uncertainty	.01	.07	-.15	-.14	-.20
Step 3	.00	.00	.00	.08*	.00
Age	-.30*	-.06	-.14	-.07	-.04
Sex	.19	.07	.14	-.09	-.00
Disclosure	.20	.06	.20	-.00	.10
Uncertainty	.02	.07	-.12	-.23	-.17
Uncertainty^2	-.03	-.01	-.09	.30*	-.09
Step 4	.00	.00	.06	.00	.05
Age	-.30*	-.07	-.16	-.07	-.05
Sex	.20	.08	.17	-.08	.02
Disclosure	.21	.03	.10	.01	.03
Uncertainty	.03	.10	-.00	-.22	-.07
Uncertainty^2	-.02	.02	.08	.31*	.06
Disclosure × Uncertainty	.03	.03	.25*	.06	.25
Disclosure × Uncertainty^2	-.00	.08	.28	-.02	.22
Total R^2	.15	.01	.19*	.12	.12
N	89	87	93	93	85

*$p < .05$. **$p < .01$.

Destiny and growth beliefs (H7a and H7b). H7a stated that destiny beliefs at T1 would be negatively associated with first date success, while conversely, H7b noted that growth beliefs at T1 would be positively associated with first date success. For H7a, the full model (in step two) for destiny beliefs, which included all of the independent variables, was significant for one of the five dependent variables: change in social attraction, $F(3, 84) = 3.91$, $p = .01$, $R^2 = .12$. Change in physical attraction, $F(3, 83) = 2.15$, $p = .10$, $R^2 = .07$, self assessment of future interaction, $F(3, 88) = 2.07$, $p = .10$, $R^2 = .06$, partner assessment of future interaction, $F(3, 88) = 1.12$, $p = .34$, $R^2 = .03$, and likelihood of future interaction, $F(3, 80) = .07$, $p = .97$, $R^2 = .00$, were not significantly associated with destiny beliefs. However, adding the linear term to the model did not explain a significant amount of variance beyond the control variables in change in social attraction, F-change $(1, 84) = .61$, $p = .43$, R^2-change $= .00$. Age ($\beta = -.28$, $p < 01$) was the only predictor to

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make a significant contribution to the model, and it was negatively associated with change in social attraction. In sum, these results failed to provide support for H7a, and there was no evidence that destiny beliefs predicted first date success. A summary of the regression of first date success on destiny beliefs is shown in Table 5.114.

Table 5.114

Hierarchical Regression Analyses for Destiny Beliefs Predicting First Date Success

	Dimension of First Date Success								
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.06*		.02		.01		.00	
Age		-.28**		-.06		-.13		-.10		-.04
Sex		.18		.05		.14		-.10		.01
Destiny Beliefs		-.08		-.25*		-.15		-.13		-.03
Total R^2	.12*		.07		.06		.03		.00	
N	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Likewise, for H7b, the full model for growth beliefs was significant for one of the five dependent variables: change in social attraction, $F(3, 83) = 3.65$, $p = .01$, $R^2 = .11$. The remaining outcome variables were not significant: change in physical attraction, $F(3, 82) = .37$, $p = .76$, $R^2 = .01$; self assessment of future interaction, $F(3, 87) = 1.56$, $p = .20$, $R^2 = .05$; partner assessment of future interaction, $F(3, 87) = 1.03$, $p = .38$, $R^2 = .03$; and likelihood of future interaction, $F(3, 79) = .08$, $p = .97$, $R^2 = .00$. For change in social attraction, the linear term did not account for a significant amount of additional variance, F-change $(1, 83) = .04$, $p = .83$, R^2-change $= .00$. Only age ($\beta = -.28$, $p < .01$) was negatively associated with change in social attraction, showing a lack

of support for H7b. There was nothing to suggest that growth beliefs predicted the success of the first FtF encounter. A summary of the regression of first date success on growth beliefs is shown in Table 5.115.

Table 5.115

Hierarchical Regression Analyses for Growth Beliefs Predicting First Date Success

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.00		.00		.01		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.08		.17		-.07		.02
Growth Beliefs		.02		.07		.09		.12		.03
Total R^2	.11*		.01		.05		.03		.00	
N	89		87		93		93		85	

*$p < .05$. **$p < .01$.

Algorithms (H8a and H8b). H8a speculated that participants who met their partner on a matching site would report higher levels of first date success than those who met their partner on a self-selection site. ANCOVAs were used to draw comparisons between five categories of algorithmic matching: (a) participants whose partner found them on a matching site, (b) participants whose partner found them on a self-selection site, (c) participants who found their partner on a matching site, (d) participants who found their partner on a self-selection site, and (e) participants who did not know how they found their partner or how their partner found them. For all of the dependent variables, first date success did not differ as a function of how participants were matched: change in social attraction, $F(4, 82) = .05$, $p = .99$, $\eta^2 = .00$; change in

physical attraction, $F(4, 80) = .64$, $p = .63$, $\eta^2 = .03$; self assessment of future interaction, $F(4, 86) = .91$, $p = .46$, $\eta^2 = .04$; partner assessment of future interaction, $F(4, 86) = .37$, $p = .82$, $\eta^2 = .01$; and likelihood of future interaction, $F(4, 78) = .98$, $p = .41$, $\eta^2 = .04$. Only age was able to account for variance in the change in social attraction, which at 6.8%, was a small but significant amount. Overall, H8a was not supported. Instead, the adjusted means showed that participants reported high levels of first date success regardless of how they were matched. Adjusted means and sample sizes for the five groups are displayed in Table 5.116.

Table 5.116

ANCOVAs for First Date Success Across the Categories of Algorithmic Matching

	Dimension of First Date Success									
	Δ Social Attraction		Δ Physical Attraction		Self Assessment of Future Interaction		Partner Assessment of Future Interaction		Likelihood of Future Interaction	
Variable	*M*	*n*	*M*	*n*	*M*	*n*	*M*	*n*	*M*	*n*
Partner Found Participant on a Matching Site	-.28	31	-.21	29	4.94	33	5.45	33	58.53	32
Partner Found Participant on a Self-Selection Site	-.26	12	-.76	12	5.56	13	5.81	13	77.19	12
Participant Found Partner on a Matching Site	-.28	22	-.23	22	5.31	22	5.58	22	64.51	20
Participant Found Partner on a Self-Selection Site	-.42	9	-.75	10	4.59	10	5.42	10	75.99	7
Not Sure How They Found Each Other	-.39	15	-.53	14	5.40	15	5.31	15	68.07	14

Note. $N = 89$ for change in social attraction, $N = 87$ for change in physical attraction, $N = 93$ for self assessment of future interaction, $N = 93$ for partner assessment of future interaction, and $N = 85$ for likelihood of future interaction. All means were adjusted to control for age and sex.
*$p < .05$. **$p < .01$.

However, when the algorithmic matching measure was collapsed into two categories and used to compare all of the participants who met their partner on a matching site to all of those who met their partner on a self-selection site, a significant difference was observed. Results of an independent-samples t-test revealed that participants who met their partner on a self-selection site ($M = 76.05$, $SD = 24.03$) reported significantly higher levels of likelihood of future interaction than did those who met their partner on a matching site ($M = 61.17$, $SD = 32.18$), $t(42) = -2.09$, $p = .04$. The remaining comparisons were not significant: change in social

attraction, $t(72) = .81$, $p = .41$ (matching site: $M = -.21$, $SD = 1.10$; self-selection site: $M = -.44$, $SD = 1.10$); change in physical attraction, $t(71) = 1.81$, $p = .07$ (matching site: $M = -.21$, $SD = 1.10$; self-selection site: $M = -.77$, $SD = 1.43$); self assessment of future interaction, $t(76) = .20$, $p = .84$ (matching site: $M = 5.14$, $SD = 1.48$; self-selection site: $M = 5.06$, $SD = 1.60$); and partner assessment of future interaction, $t(76) = -.43$, $p = .66$ (matching site: $M = 5.50$, $SD = 1.13$; self-selection site: $M = 5.62$, $SD = .97$). This shows that participants in both groups still experienced successful first dates, but contrary to H8a, participants who relied on the dating site's search function reported a slightly higher likelihood of future interaction after meeting FtF than did those who relied on its matching algorithm.

To further delve into the effect of algorithms on the transition offline, H8b proposed that participants' beliefs in the legitimacy of algorithms at T1 would be positively associated with the success of the first FtF date. The full model for algorithmic beliefs was significant for two of the five dependent variables: change in social attraction, $F(3, 83) = 4.86$, $p < .01$, $R^2 = .15$; and self assessment of future interaction, $F(3, 87) = 2.69$, $p = .05$, $R^2 = .08$. Change in physical attraction, $F(3, 82) = .40$, $p = .74$, $R^2 = .01$, partner assessment of future interaction, $F(3, 87) = 1.29$, $p = .28$, $R^2 = .04$, and likelihood of future interaction, $F(3, 79) = .85$, $p = .46$, $R^2 = .03$, were not significantly associated with algorithmic beliefs. For the two significant models, the linear term explained a significant amount of variance beyond the controls in self assessment of future interaction, F-change $(1, 87) = 4.13$, $p = .04$, R^2-change $= .04$, but not change in social attraction, F-change $(1, 83) = 3.25$, $p = .07$, R^2-change $= .03$. Predictors making a significant unique contribution to the model included age ($\beta = -.28$, $p < .01$), which was negatively associated with change in social attraction, and algorithmic beliefs ($\beta = .20$, $p = .04$), which was positively associated with self assessment of future interaction. As a whole, these findings offer partial

support for H8b, with algorithmic beliefs sharing a significant positive association with self assessment of future interaction. A summary of the regression of first date success on algorithmic beliefs is presented in Table 5.117.

Table 5.117

Hierarchical Regression Analyses for Algorithmic Beliefs Predicting First Date Success

| | Dimension of First Date Success | | | | | | | | | |
| | Δ Social Attraction | | Δ Physical Attraction | | Self Assessment of Future Interaction | | Partner Assessment of Future Interaction | | Likelihood of Future Interaction | |
Predictor	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	.11**		.00		.04		.01		.00	
Age		-.28**		-.05		-.12		-.09		-.04
Sex		.18		.06		.15		-.10		.01
Step 2	.03		.00		.04*		.02		.03	
Age		-.28**		-.05		-.13		-.10		-.04
Sex		.17		.06		.14		-.10		.00
Algorithmic Beliefs		.18		.08		.20*		.15		.17
Total R^2	.15**		.01		.08*		.04		.03	
N	89		87		93		93		85	

*$p < .05$. **$p < .01$.

<center>**Chapter Six: Discussion**</center>

This dissertation examined modality switching in online dating for the purpose of uncovering the communicative factors responsible for more or less successful transitions offline. The CMC literature provides one lens for viewing this transition, and it focuses on how the affordances of the online medium (e.g., asynchronicity, lack of nonverbal cues) shape successful relationship development (Walther, 1992, 1996). Yet, it can overlook key ways that the relationship between partners influences their mediated communication and future success. Meanwhile, the personal relationships literature offers an alternative lens for understanding modality switching, and it highlights the interpersonal processes that contribute to more stable, satisfying relationships. However, it lacks sufficient attention to technology's role in relationship development (Pearson et al., 2002; Sprecher, 2009; Vangelisti, 2002), and as a result, does not necessarily capture the qualities that make online relationships unique. Accordingly, I integrated these two literatures to create a conceptual model of relationship success in online dating, which I tested using longitudinal data. The overall results indicate that first date success can be predicted from features of online daters' mediated communication. I begin this section with a summary of the results. After that, I discuss the theoretical and practical implications of these findings, and I conclude with the limitations of this study and directions for future research.

Summary of Results

The conceptual model was composed of four categories of predictors: (a) perceptions of partner, (b) communication processes, (c) relationship beliefs, and (d) contextual influences. As a reminder, I hypothesized that participants' perceptions of their partner, communication processes, relationship beliefs, and contextual influences would predict first date success, and that their communication processes would moderate the association between their perceptions of a partner

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and success. A revised version of the model is presented in Figure 6.1, with relationship beliefs omitted due to a lack of association with the outcome variables. The results for the self-report and observational data are summarized in Tables 6.1 and 6.2.
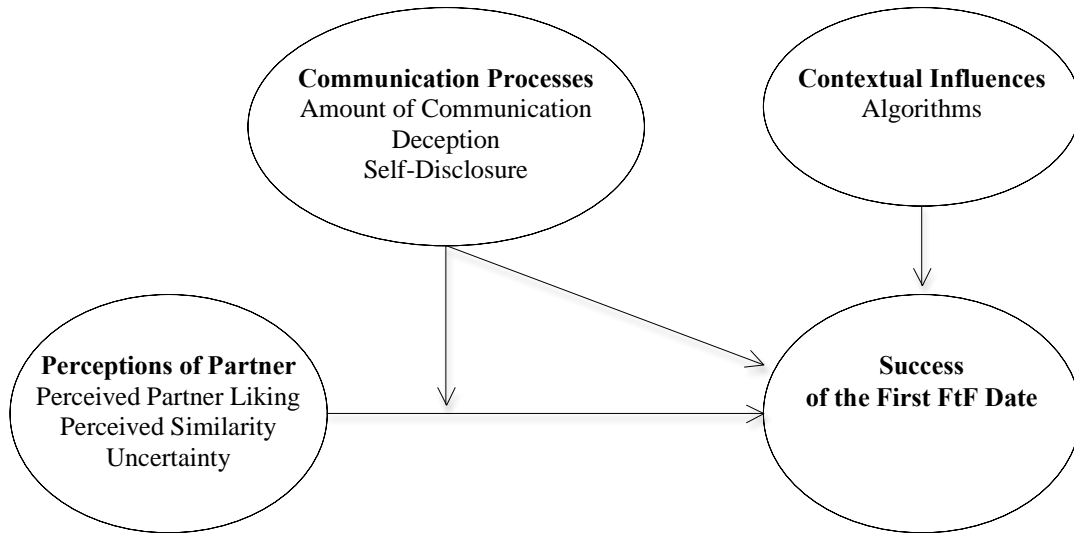
Figure 6.1. Revised conceptual model of relationship success.

Table 6.1

Summary of Self-Report Findings

	Δ Social Attraction	Δ Physical Attraction	Self Assessment of Future Interaction	Partner Assessment of Future Interaction	Likelihood of Future Interaction
Perceived Social Partner Liking					
Perceived Physical Partner Liking					
Attitude Similarity					X
Background Similarity					
Uncertainty				X	
Amount of Communication in Days					
Perceived Amount of Communication	X		X		X
Intended Disclosure					
Amount of Disclosure				X	
Positiveness of Disclosure					
Depth of Disclosure	X				
Honesty-Accuracy of Disclosure					
Participant Deception	X		X		
Partner Deception	X	X	X	X	
Destiny Beliefs					
Growth Beliefs					
Algorithmic Beliefs			X		
Algorithmic Matching					X
Times They Lied	X				
Times Their Partner Lied	X	X			

Note. "X" denotes a significant linear, curvilinear, or moderation effect. Independent variables were not marked as significant if the association only existed in the presence of a moderator.

Table 6.2

Summary of Observational Findings

	Δ Social Attraction	Δ Physical Attraction	Self Assessment of Future Interaction	Partner Assessment of Future Interaction	Likelihood of Future Interaction
Word Count	X		X		
Message Count	X	X	X	X	X
First-Person Singular Pronouns	X	X			
Exclusive Words	X		X	X	
Negative Emotion Words	X	X			
Attraction					
Disclosure			X		
Information-Seeking	X		X		
Similarity			X		

Note. "X" denotes a significant linear, curvilinear, or moderation effect. Independent variables were not marked as significant if the association only existed in the presence of a moderator.

Perceptions of partner (H1a, H1b, H2a, H2b, H3a, and H3b). The first set of hypotheses revealed that neither participants' perceptions of their partner's liking (H1a) nor their observed attraction in their emails to their partner (H1b) predicted relationship success. Research on reciprocal liking has shown that people are drawn to individuals who return their interest (Fitness et al., 2007; Montoya & Insko, 2008), but participants in the current study thought, on average, that their partner was very attracted to them prior to meeting FtF. Thus, it could be that having a partner who wants to meet FtF is a universally strong signal of that person's attraction, regardless of what the future may hold for the relationship. In regard to the observational data, one common way that participants communicated their attraction to their partner and initiated a conversation was through pickup lines. Yet, for some partners, this form of compliment might have been interpreted as disingenuous rather than as a meaningful display of interest. As a result, participants' expressed attraction, much like their perceptions of how much their partner liked them, may have had little effect on their subsequent on- or offline interactions.

However, the second set of hypotheses showed that participants' perceived similarity to their partner did predict the likelihood they would go on another date with that person again in the future (H2a). Being low in attitude similarity had almost no association with the likelihood of future interaction. Perhaps participants who agreed to go on a date with their partner despite thinking they had little in common were choosing to meet for other reasons, so their success did not depend so much on their similarity. But for participants who thought they were moderately or highly similar to their partner, the likelihood of a second date increased. Instead of setting these online daters up for disappointment, their heightened similarity was an indication that the relationship would continue to progress beyond the first FtF meeting. Yet, this effect of similarity on success was not evident unless participants were more similar to their partner than

the average person. This reaffirms previous findings that similarity encourages attraction and relationship development on social network sites (Antheunis et al., 2010; Baym & Ledbetter, 2009) and online dating sites (Fiore & Donath, 2005), and it also extends them by demonstrating that perceived attitude similarity continues to matter even in relationships that have since moved offline.

Likewise, participants' observed similarity in their emails to their partner predicted their desire to interact with that person again in the future (H2b). Participants who made more of an attempt to identify and talk about things they had in common with their partner also expressed a stronger desire to continue getting to know him or her after meeting FtF. Most studies agree that similarity is one foundation on which relationships are built (Berscheid & Reis, 1998), and there has been extensive debate in the literature over whether actual or perceived similarity matters more in developing relationships (Montoya et al., 2008). An area that has received less attention, however, is how this similarity gets communicated between partners in the first place. Based on the findings from this study, it would seem that conversations about things that interest both partners might bring their similarities to the forefront of the relationship early on, thereby creating a sense of connection that endures even after the transition offline.

Another perceptual process that predicted success was uncertainty. For the third set of hypotheses, participants' uncertainty prior to the first FtF meeting predicted their perceptions of their partner's desire to interact with them again in the future (H3a). As participants' uncertainty increased, their perceptions of whether their partner would want to see them again decreased, but only up to a point, after which uncertainty had almost no bearing on participants' assessments of their partner's desire for future interaction. The first half of this association is in line with what Berger and Calabrese's (1975) uncertainty reduction theory (URT) would suggest, with

participants who were the most confident in their ability to explain and predict their partner's behavior also reporting the best first dates. Yet, beyond a certain level of uncertainty, participants may have been so unsure about the relationship that they were unable to tell if their partner was interested in seeing them again or not. Put differently, participants' initial uncertainty might have created a climate of ambiguity in the relationship that persisted even after meeting their partner offline. Despite this significant association, it is still somewhat surprising that uncertainty did not predict participants' own desire for future interaction. For participants, perhaps the first date provided such an influx of additional cues (e.g., physical appearance, body motions, tone of voice; Walther, 2011) that any uncertainty they experienced online no longer mattered once they met their partner FtF.

Information-seeking, which was the observational facet of uncertainty, also predicted participants' change in social attraction and their desire to interact with their partner again after meeting FtF (H3b). However, contrary to the hypothesis, but consistent with Ramirez and Zhang's (2007) findings, the association was linear. Participants who used more interactive information-seeking strategies in their emails (e.g., direct questions and interrogative statements; Berger, 1979) reported less of a decline in social attraction from before to after the first FtF encounter, as well as an increased desire to interact with their partner again in the future. Most likely, asking questions allowed participants to get to know their partner better, thus providing them with a more accurate depiction of the person they were about to meet. By confirming that this association exists in online daters' actual communication with a partner, this study verifies and extends prior research that has asked people to self-report their own information-seeking behaviors online (e.g., Antheunis et al., 2010; Gibbs et al., 2011; Ramirez & Zhang, 2007).

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Communication processes (H4a, H4b, H4c, H4d, H5a, H5b, H5c, H5d, H6a, H6b, H6c, and H6d). The fourth set of hypotheses showed that participants' perceptions of their amount of communication with their partner predicted their desire to interact with that person again in the future (H4a). However, their perceived amount of communication only mattered at higher amounts. If participants thought they had engaged in a moderate or high amount of communication before transitioning offline, their desire to see their partner again increased. Although at first this finding might appear to contradict research suggesting that too much online communication can be detrimental to relationships once partners transition offline (Ramirez et al., 2015; Ramirez & Zhang, 2007), results from the preliminary study provide an alternative explanation. During the focus groups, participants said that one reason the transition from mediated to FtF communication was so important was because they had already spent time getting to know their partner, so they felt invested in the relationship even before the first date. This investment, in turn, might have made participants more committed to giving their partner a chance than they otherwise would have been, regardless of whether that person (or the date itself) violated their expectations.

Participants' observed communication in their emails, specifically their number of words and messages, also predicted their change in social attraction and their desire to interact with their partner again in the future (H4b). Participants who wrote the most words and sent the most messages reported a smaller decline in social attraction from T1 to T2, as well as a greater desire for future interaction with their partner. This suggests that any idealized impressions that people form while dating online can be minimized by sufficient communication prior to meeting. Bearing in mind that the sample, on average, declined in social attraction after the first meeting, the transition to FtF communication can be difficult, but these results indicate that

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communication can minimize those difficulties. Moreover, to its users, the Internet provides certain advantages when getting to know someone that FtF communication does not, such as more time to consider their self-presentation, the convenience of being able to communicate asynchronously, and fewer outside influences to distract them from the conversation at hand (Walther, 1996). Thus, by capitalizing on these affordances through a greater amount of mediated communication, online daters seem to be setting themselves up for more success, and less disappointment, in the transition offline.

Furthermore, the data for H4c revealed that participants' amount of communication (perceived amount of communication) moderated the association between their perceptions of their partner (perceived physical partner liking and attitude similarity) and first date success (change in social attraction and likelihood of future interaction). These results extend previous work on the mechanisms responsible for hyperpersonal CMC (e.g., Jiang et al., 2011) by showing that whether online daters' positive perceptions of their partner will lead to successful first dates depends on the basis for their impressions (i.e., their communication or something else). The amount of communication in days, however, did not emerge as a significant moderator. One possibility is that communication in days was not the appropriate metric for measuring how much participants actually interacted with their partner. For example, partners who talked every day for several weeks would obviously have communicated more than partners who talked only a handful of times in a few months. Yet, asking participants about the number of days they communicated would not have captured this distinction.

The findings for H4d indicated that participants' observed amount of communication in their emails (word count and message count) also moderated the association between their perceptions of their partner (perceived social partner liking, perceived physical partner liking,

attitude similarity, and uncertainty) and all of the measures of first date success. Generally speaking, when the hypothesis was supported the curvilinear association between participants' perceptions of their partner and first date success changed direction, from concave curvilinear (inverted U-shaped) at low amounts of communication to convex curvilinear (U-shaped) at high amounts of communication. At low amounts of communication, the association was consistent with Walther's (1996) hyperpersonal model, with participants who reported overly positive or negative perceptions of their partner going on to experience the most turbulent transitions offline. At high amounts of communication, however, the association more closely approximated what would be expected in FtF settings. For these participants, the best first dates occurred when they had the most extreme perceptions of their partner, perhaps because their communication meant that their perceptions were not overblown and were instead grounded in reality.

The fifth set of hypotheses found that participants' perceptions of their partner's deception and the number of times their partner lied predicted nearly all aspects of first date success (H5a). Deception has been known to foster unrealistic images of one's partner (Cole, 2001), and this seems to be especially true in online dating. The more deceptive participants perceived their partner to be and the more they thought their partner lied, the less they wanted to interact with that person again, the less they thought that person wanted to interact with them again, and the bigger their decline in social and physical attraction from T1 to T2. Yet, on average, both participants and their partners were quite honest, which supports Toma and Hancock's (2011) claim that most deception in online dating is minor and maybe even undetectable on the first date. Online daters might expect a higher level of honesty from someone they plan on meeting FtF, making any deception that does take place online particularly detrimental to the future of the relationship.

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However, participants' observed deception in their emails did not predict first date success (H5b). One possibility is that participants' word choices had little to do with their actual deception. Word count and negative emotion words were the only linguistic markers to correlate with self-reported deception. Of those, word count was in the direction opposite of that proposed by Toma and Hancock (2012), with participants' deception increasing along with their word count, perhaps because those who wrote the most words had more opportunities than other participants to exaggerate the truth. Thus, only negative emotion words were associated with deception in the expected direction (Newman et al., 2003; Pennebaker et al., 2003). Specifically, as participants' deception increased, so too did their number of negative emotion words, such as "afraid," "stupid," "rude," and "hate" (Pennebaker, Booth, & Francis, 2007). But still, this association may not have been causal. Another possibility is that these words were indeed markers of deception, but participants' deception was not related to what happened when they met their partner FtF, and the success of that encounter hinged on deception during it rather than prior to it. This explanation is consistent with the findings from H5a, which showed that participants' perceptions of their own deception did not predict first date success.

Moreover, results for H5c showed that deception (all of the measures) moderated the association between participants' perceptions of their partner (all of the measures) and most of the indicators of first date success (change in social attraction, change in physical attraction, self assessment of future interaction, and partner assessment of future interaction). Overall, having a dishonest partner weakened the positive association between participants' perceptions of their partner (perceived social partner liking and attitude similarity) and their assessments of their own and their partner's desires for future interaction. Another noteworthy finding was that, when participants had a partner who was mostly honest, there was a positive linear association between

their perceptions of their partner's physical liking towards them and their assessments of their partner's desire for future interaction, as well as a negative linear association between their uncertainty and their perceptions of their partner's desire for future interaction. However, when they thought their partner lied a great deal, these associations became convex curvilinear (U-shaped). Together, these results suggest that whether positive perceptions of a partner will lead to better first dates depends on the amount of honesty, or lack thereof, in the relationship prior to the transition offline.

As H5d demonstrated, all of the linguistic markers of deception observed in participants' emails moderated the association between their perceptions of their partner (perceived social partner liking, perceived physical partner liking, attitude similarity, and uncertainty) and nearly every measure of first date success (change in social attraction, change in physical attraction, self assessment of future interaction, and partner assessment of future interaction). People are not always aware of what they reveal about themselves through their language, which means they may not try to control it as much as they do other aspects of their self-presentation (Toma & Hancock, 2012). As a result, their word choices can be among the most telling signs of their underlying emotional and cognitive states (Newman et al., 2003; Pennebaker et al., 2003). More work is needed to determine conclusively that the words examined in this study are markers of deception in this particular context, but even if they are not clear indicators of deception in online dating, their power to shape relationship development suggests that they are at least deserving of closer examination, especially by researchers interested in dating and CMC.

For the sixth set of hypotheses, participants' perceptions of their self-disclosure to their partner did not predict first date success (H6a). This finding is somewhat unexpected, especially since it runs counter to empirical evidence (e.g., Collins & Miller, 1994; Falk & Wagner, 1985)

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and seminal theorizing (e.g., Altman & Taylor, 1973) that positions disclosure as one of the primary means through which relationships develop. It is important to keep in mind, however, that here participants were asked to self-report their disclosure, which can be prone to bias (Baxter & Babbie, 2004). As a result, their reports might not have captured what (and how much) they actually revealed in their conversations with their partner before moving offline.

Indeed, the data from participants' actual communication through the dating site or app paints a slightly different picture of success. Participants' observed disclosure in their emails predicted their desire to interact with their partner again after meeting him or her FtF (H6b). For the most part, an increase in their number of disclosures was associated with an increase in their desire to interact with their partner again in the future. Thus, participants who disclosed very little about themselves in their emails also reported the least desire to continue getting to know their partner beyond the first date. Because people typically disclose more online than they do offline (Tidwell & Walther, 2002), it stands to reason that disclosure plays an even bigger role in online dating than it does in traditional FtF environments. For online daters, to the extent that they adhere to this norm for disclosure by sharing more information about themselves in their email exchanges with their partner, the better their first dates seem to be.

Meanwhile, the data for H6c indicated that participants' self-reported disclosure (depth of disclosure and amount of disclosure) moderated the association between their perceptions of their partner (perceived social partner liking, background similarity, and uncertainty) and first date success (change in social attraction and partner assessment of future interaction). In general, participants with overly positive perceptions of their partner's social liking and background similarity experienced less severe declines in social attraction from T1 to T2 when they also reported that they disclosed more intimate information in their emails. Furthermore, at low

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amounts of disclosure, there was almost no association between participants' uncertainty and their perceptions of their partner's desire to see them again after meeting FtF, but at high amounts of disclosure, the association between uncertainty and their assessments of their partner's desire for future interaction became convex curvilinear (U-shaped). Again, what participants' perceptions of their partner meant for the future of the relationship depended on their communication, and specifically, whether they had disclosed enough to ensure that their expectations for the relationship were based on more than just positive illusions.

Results for H6d showed that participants' observed disclosure in their emails also moderated the association between their perceptions of their partner (attitude similarity and uncertainty) and the success of the first date (self assessment of future interaction). In instances where the hypothesis was supported, the findings were similar to those for H4d. For example, at low amounts of disclosure, the association between participants' perceptions of their partner and first date success was consistent with Walther's (1996) hyperpersonal model, with participants who reported the highest levels of attitude similarity going on to report the least desire to interact with their partner again after moving the relationship offline. At high levels of disclosure, however, the results mostly mirrored common wisdom, with participants who reported the most dissimilar ("opposites attract") and similar ("birds of a feather flock together") attitudes expressing the greatest desires to continue getting to know their partner after meeting FtF. Of course, this does not imply long-term success; although perceived opposites may have attracted in the short term, similarity is credited with also having an enduring effect on relationship success over time (Buss, 1985).

Relationship beliefs (H7a and H7b). For the seventh set of hypotheses, both destiny beliefs (H7a) and growth beliefs (H7b) failed to predict first date success. Perhaps relationship

beliefs are best understood as explaining who will use online dating sites, rather than what happens after they do. For instance, a moderate level of destiny beliefs characterized the sample as a whole. However, participants also reported a relatively high level of growth beliefs, which Knee and Petty (2013) described as the attitude that relationships should take work and be allowed to develop gradually over time. In many ways, online dating gives people more control over their love lives than traditional dating; instead of waiting for the right person to come along, online daters take a much more active approach by browsing through profiles, engaging in conversations, and even going on dates in hopes of finding a suitable mate. As a result, online dating sites may attract people who are comfortable thinking about dating as a labor-intensive activity and are, therefore, higher in growth beliefs from the outset.

Contextual influences (H8a and H8b). The eighth set of hypotheses inquired about the role of the online dating site or mobile dating app in the transition offline. Contrary to H8a, participants who met their partner on a self-selection site reported a greater likelihood that they would go on another date with that person again in the future than did those who met on a matching site. Perhaps online daters are better than online dating sites at choosing a partner, or maybe they just feel a greater responsibility to get to know someone they were introduced to organically. Although on the surface this finding might appear to substantiate Finkel et al.'s (2012) concerns about compatibility matching, the results for H8a as a whole actually point to the efficacy of the online dating process. That is because, overall, participants reported that their first dates were fairly successful no matter how they were matched. Thus, online dating sites seem to be helping their users find a partner—either on their own or with the help of an algorithm—whom they will continue wanting to date after meeting FtF.

Furthermore, participants' beliefs about the legitimacy of algorithms predicted their desire to interact with their partner again in the future (H8b). Specifically, the more participants thought that matching algorithms really worked, the more they wanted to see their partner again after meeting him or her FtF. Once again, the algorithms themselves may not necessarily be responsible for better first dates. Instead, it may be their ability to legitimize a stranger as a potential partner that is most impactful (Sprecher, 2011b), with online daters who believe in the matching process being more inclined to give their relationship a chance after transitioning offline, despite any pitfalls they may encounter along the way. Conceivably, then, one of the many reasons that online dating sites are so effective may be because they incite trust in their users and encourage them to get to know someone they might not have considered otherwise.

In sum, this dissertation found that perceptions of a partner's liking and relationship beliefs were not direct predictors of first date success. However, perceived similarity, uncertainty, amount of communication, deception, self-disclosure, algorithmic matching, and algorithmic beliefs were predictors of the success of the first FtF meeting. Also, as anticipated, amount of communication, deception, and self-disclosure moderated the association between perceptions of a partner and first date success.

Theoretical Implications

CMC literature. The results of this study have several implications for the literature on CMC. First, they show that Walther's (1996) hyperpersonal model can be usefully applied to this context and demonstrate the utility of the theory for understanding today's multimodal relationships. Central to the hyperpersonal model is the notion that, because of certain affordances of the mediated environment, people can form exaggerated impressions of a partner that lead them to like that person more than they would if they had met FtF. However, whereas

these positive illusions may facilitate relationship development online, they can also set people up for disappointment when they meet their partner in person (Ramirez & Zhang, 2007). Consistent with this reasoning, participants in the present study reported significant declines in attraction over time, with the sample showing an overall decrease in social and physical attraction after meeting their partner FtF for the first time. Hence, at least initially, the attraction that online daters experience in their mediated relationships appears to surpass that which they should expect to experience offline.

Second, the results extend the hyperpersonal model by illustrating how the communication between partners can change the nature of the association between their perceptual processes and future relational outcomes. Although this study is not the first to find an effect of the amount of communication on the transition offline (see also Ramirez & Wang, 2008; Ramirez & Zhang, 2007), it does point to more complexity in this association than has been previously shown in the literature. Generally speaking, at low amounts of communication and disclosure, the association between participants' perceptions of their partner and first date success was convex curvilinear (inverted U-shaped), whereas at high amounts of communication and disclosure, the association was concave curvilinear (U-shaped). This trend suggests that having overly positive perceptions of a partner is only detrimental if it occurs in the absence of communication; when this happens, it could be a signal that online daters have begun to idealize each other in ways that cannot be easily sustained once they meet FtF. However, when partners get to know each other online through greater amounts of communication and disclosure, their positive perceptions seem to spill over into their offline relationships, resulting in more successful first dates. Thus, for online daters who come to know each other well, the result is quite simple: Good online relationships precede good offline relationships. This finding

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complements previous research on modality switching (e.g., Ramirez et al., 2015) by suggesting that partners may experience poor relational outcomes when they wait too long to transition offline because they are ambivalent about meeting, and as a result, have not gotten to know each other as well as they should have for the first date to be successful. However, the present study only followed participants for eight weeks. Had the study gone on longer, it is still possible that those who spent too much time online would have found it difficult to transition to FtF contact.

Third, the findings suggest that just as people can form hyperpersonal impressions of a partner online (Walther, 1996), they can also develop exaggerated images of a technology itself. When it comes to matching, online dating sites often promote their algorithms as being grounded in relationship research and scientifically proven to help singles find love (Finkel et al., 2012). Interestingly, participants who attributed greater legitimacy to the matching process were more likely than the rest of the sample to want to keep getting to know their partner after the first date. One explanation for this finding is that participants' confidence in the online dating site and their lofty expectations for its algorithms made them more interested in their partner than they otherwise would have been. A dating site's technologies, therefore, may help build users' impressions of their partner and their relationship to levels that are not typical in FtF settings.

Relationships literature. This study also has implications for the literature on personal relationships. First, it highlights how online dating sites can be used to gather data about dating and courtship in ways that would not have been possible until recently. As these results show, and other scholars can attest (e.g., Baxter & Babbie, 2004; Kerlinger & Lee, 2000), people's self-reports of their communication do not always match their actual behaviors. Until now though, there were limited options for collecting observational data about romantic relationships outside of the laboratory. Using the emails that participants sent through the online dating site or mobile

dating app, I was able to observe their relationships as they naturally unfolded over time, and without many of the biases inherent in survey and experimental research. Moreover, email is not the only way that people communicate in online dating, which suggests that we have only just begun to explore the potential uses of these sites and apps in relationship research.

Second, this dissertation evinces that many of the same factors that have been known to perpetuate growth in traditional dating relationships also shape relationship development online. For example, perceived similarity, uncertainty, self-disclosure, deception, and communication are all concepts that feature prominently in the relationships literature, and in the present study, they all predicted first date success. That these factors foretold whether the transition offline would be successful is a testament that even theories that were developed with FtF communication in mind, such as Altman and Taylor's (1973) social penetration theory and Berger and Calabrese's (1975) URT, still have explanatory capabilities in this new context. At the same time, however, this study also identified additional predictors of first date success that are unique to online dating, such as the matching process and people's beliefs about the legitimacy of algorithms. Consequently, through the combination of old and new theorizing, this study was able to successfully model relationship development in what has been a relatively underexplored context.

Third, and finally, the current study adds to a growing body of knowledge about dating in the digital and mobile age (e.g., Finkel et al., 2012; Sprecher, 2009; Whitty, 2008b). Once stigmatized, online dating is now one of the most common ways to meet a romantic partner (Rosenfeld & Thomas, 2012), and as such, it merits scholarly attention. However, much of the research in this area remains proprietary and is carried out internally by the online dating sites themselves. Even though these sites may know much about their clients, they typically do not

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have access to information about their users once they begin interacting in person. As relationship researchers, we must start looking more closely at online dating, and what happens after dating online, if we are to advise people on best practices for communicating in their romantic relationships, as the Internet is the arena where many of these relationships are currently being formed (Smith & Duggan, 2013). Accordingly, this study focused on online dating sites and mobile dating apps in order to uncover what the relationship development process looks like for individuals who utilize these services.

Practical Implications

   Online dating users. Along with having theoretical implications, this dissertation is also of practical consequence to the individuals who use online dating sites. The first date can be a turning point in any relationship, but in the world of online dating, it carries special significance because it is the first time that two people are meeting each other FtF. Fortunately, the results of this study show that there are certain things that online daters can do to prepare for this important transition. Having something in common with their partner, and talking about these points of similarity, ought to foster perceived similarity, which is likely to increase first date success, as is reducing their uncertainty and seeking information about the other person prior to meeting FtF. Another way for online daters to bolster their chances of success is to get to know their partner before agreeing to meet him or her, which they can do by communicating and disclosing information in their private emails through the dating site. Also, honesty is critical, and even though people might capture their partner's attention by misrepresenting themselves online, they will diminish the likelihood of having a relationship succeed once they segue to FtF contact. Thus, this dissertation reveals a multitude of ways that online daters can develop relationships that will ultimately be able to withstand the transition offline.

Online dating sites. Online dating sites might also want to use these findings to optimize their algorithms and build communication tools that take their users' future offline relationships into account. Although these sites can be guarded about their algorithms, research suggests that many of them match for similarity and complementarity (Finkel et al., 2012). The present study, however, spotlights a number of other factors that should be considered when trying to help online daters form relationships with the potential for success. For example, eHarmony currently uses a guided communication system to facilitate self-disclosure between its users (eHarmony, 2015), and the results reported here suggest that such a system may be useful for encouraging partners to disclose at levels necessary for success. Furthermore, many online dating sites already match their users based on what they say they want (stated preferences) and what they seem to actually want (revealed preferences) in a partner (Hitsch, Hortaçsu, & Ariely, 2006). Yet, given the significant findings from the linguistic analysis in this study, these sites might also want to explore their users' communication and what their language reveals about their mate preferences.

Limitations and Directions for Future Research

There were at least five limitations to this study. First, the attrition rate from wave one to wave two was high, and to qualify for wave two, participants had to like their partner enough to want to meet him or her FtF. As a result, these findings may not capture the experiences of all online daters. Second, not everyone chose to subject their emails to analysis, and the ones who did had to be comfortable enough to share their private conversations with a stranger. Thus, the content of their correspondence may have been different from the content written by participants who did not choose to share their emails in this study. Third, due to concerns about confidentiality and informed consent, I limited myself to only collecting the emails that

participants sent to their partner, and not the emails that their partner sent to them. Therefore, I am not privy to the ways that their partner's responses were influencing their conversations. Fourth, the small sample meant that I may have had insufficient power to detect statistical significance in some of the analyses, yet general guidelines for sample size suggest that I should have at least been able to detect moderate effects had they existed (Cohen, 1992; Cohen et al., 2003). Lastly, I collected data from different online dating sites and mobile dating apps, which all have their own unique cultures, norms, and users. However, a benefit of this approach is that the findings from this study probably are robust across dating services, and they do not just apply to any one technology.

The results of this study offer several directions for future research. One option is to look at how online daters choose whom to date from among everyone they have messaged. The present study gives some indication of the qualities that separate relationships that do escalate to a FtF meeting from those that do not, but a more comprehensive analysis of this data is needed to understand what happens during people's conversations to cause them to choose one partner over another. Another possibility is to more closely examine the content of online daters' emails for additional factors that might be responsible for first date success, such as the intimacy of their disclosures, the topics of their conversations, or even the gender of the person initiating the first date. Although such an endeavor was beyond the scope of this study, it could be done using the same email data reported here. Future studies might also want to follow online daters for a longer duration of time to see what happens to their relationships as they continue to develop offline. For instance, it would be worth knowing whether the first dates examined in this study have the potential to evolve into stronger relationships and perhaps even marriages than would be expected offline.

Conclusion

In conclusion, the transition from an online to an offline relationship is a pivotal period in online dating. For some people, it can mean discomfort from no longer being able to communicate behind the safety of a computer or cell phone, disappointment from meeting a partner who does not fulfill their expectations, and the end of a relationship with someone they already spent a considerable amount of time getting to know. For others, however, the first date can be the beginning of a highly rewarding relationship that will continue on in the future. The results of this dissertation represent a first step towards understanding how relationships develop online and what makes the transition offline successful. They also underscore the theoretical and practical significance of continued research on modality switching in online dating.

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Appendix A: Interview Protocol

Reasons for Importance of First FtF Meeting
1. How much importance do you place on the first face-to-face meeting with someone you met on an online dating website?

Challenges Associated with Meeting FtF for the First Time
2. What challenges, if any, have you encountered when meeting someone from an online dating website face-to-face for the first time?
3. What, if anything, has surprised you about other online daters when meeting them face-to-face for the first time?

Factors That Contribute to the Success of the First FtF Meeting
4. Describe your most recent first date with someone you met on an online dating website.
    a. Was the person you met offline what you expected?
    b. Did you ever see the person again? Why or why not?

Appendix B: Interview Demographic Items

1. What is your sex?
   _____ Male
   _____ Female
2. What is your age? _____
3. What is your ethnicity?
   _____ Caucasian
   _____ African American
   _____ Hispanic
   _____ Asian American
   _____ Pacific Islander
   _____ Native American
   _____ Other (please specify)
4. In the past year, which online dating websites have you had accounts with? _____
5. In the past year, how many people from these online dating websites have you met in person? _____
6. How long (in weeks) do you typically wait before meeting someone from an online dating website in person? _____
7. Which of the following channels do you typically use to communicate with someone from an online dating website before meeting them in person?
   _____ Phone call
   _____ Text messaging
   _____ Email
   _____ Instant messaging
   _____ Social networking website (Facebook, Myspace, Twitter, etc.)
   _____ Video chat
   _____ Other (please specify)

Appendix C: Recruitment Flyer

ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Online Dating Study

Do you have an account with an online dating site or app? Are you interacting with someone online whom you might eventually meet in person? If you answered yes to both questions, researchers at the University of Illinois are looking for you to participate in a study about online dating!

Participants will be entered in a drawing for one of four **$75 gift cards to Amazon**. We will also be giving away **$10 Amazon gift cards** to anyone who qualifies for the second part of the study.

If you decide to participate, you will be sent the links to two online surveys. Everyone who takes the first survey will be entered into a drawing to win one of four $75 Amazon gift cards.

To complete the second survey, you will need to go on a date with the person you are interacting with online within eight weeks from when you first participated. Everyone who takes the second survey will receive a $10 Amazon gift card.

ELIGIBILITY REQUIREMENTS

- Be 18 years of age or older
- Have an account with an online dating site or mobile dating app
- Be interacting with someone online whom you might eventually meet in person

IF INTERESTED, PLEASE CONTACT
xxxxx@xxxxx.com

Time One Survey

Please think about someone you are interacting with on an online dating site whom you might eventually meet offline. If more than one person comes to mind, choose the person you are most likely to meet offline.

Tell us about this person. If you don't know an answer, take your best guess.
1. What is this person's sex?
   _____ Male
   _____ Female
2. What is this person's age (in years)? _____
3. What is this person's ethnicity?
   _____ African American
   _____ Asian American / Asian
   _____ Caucasian / White
   _____ Hispanic / Latino or Latina
   _____ Native American / Pacific Islander
   _____ Other (please specify)
1. When (mm/dd/yyyy) did you exchange the first email with this person? _____
2. Approximately how far away from this person do you live?
   _____ 0-15 miles
   _____ 16-30 miles
   _____ 31-45 miles
   _____ 46-60 miles
   _____ More than 60 miles
   _____ I do not know

Algorithmic Matching

What is the name of the online dating site where you met this person? _____

Select the answer that best reflects how your relationship with this person began.

Who first initiated contact with whom?
1. He/she contacted me first.
2. I contacted him/her first.

How did the two of you find each other?
1. He/she found me from a list of matches chosen for him/her by the online dating site.
2. He/she found me on his/her own by using the search function on the online dating site.
3. I found him/her from a list of matches chosen for me by the online dating site.
4. I found him/her on my own using the search function on the online dating site.
5. I am not sure how we found each other.

Algorithmic Beliefs

Did the online dating site match you with this person using an algorithm (a mathematical formula to help find matches)?

_____ Yes

_____ No

_____ I do not know

Please indicate the extent to which you agree with each of the following statements.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

1. Matching algorithms really work.
2. I would trust a matching algorithm to find me a partner.
3. Matching algorithms lead to more successful relationships.
4. A mathematical formula can predict whom I will be attracted to.
5. Matching algorithms are better than I am at finding me a partner.
6. Matching algorithms provide me with better quality partners.
7. Matching algorithms are more effective than traditional ways of meeting people.

CLUES7

How confident are you that you know each of the following facts about this person?

1	2	3	4	5	6	7
Not at All Confident						Very Confident

1. How confident are you of your general ability to predict how he/she will behave?
2. How certain are you that he/she likes you?
3. How accurate are you at predicting the values he/she holds?
4. How accurate are you at predicting his/her attitudes?
5. How well can you predict his/her feelings and emotions?
6. How much can you empathize with (share) the way he/she feels about himself/herself?
7. How well do you know him/her?

Interpersonal Attraction

The next questions concern how you feel about this person.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

Social Attraction
1. I think he/she could be a friend of mine.
2. It would be difficult to meet and talk with him/her.
3. He/she just wouldn't fit into my circle of friends.
4. We could never establish a personal friendship with each other.
5. I would like to have a friendly chat with him/her.

Physical Attraction
6. I think he/she is quite handsome/pretty.
7. He/she is very sexy looking.
8. I find him/her very attractive physically.
9. I don't like the way he/she looks.
10. He/she is somewhat ugly.

Perceived Partner Liking

These questions concern how you think this person feels about you.

1	2	3	4	5	6	7
Strongly						Strongly
Disagree						Agree

Social Attraction
1. This person thinks I could be a friend of his/hers.
2. This person would find it easy to meet and talk with me.
3. I would fit into this person's circle of friends.
4. This person thinks we could establish a personal friendship with each other.
5. This person would like to have a friendly chat with me.

Physical Attraction
6. This person thinks I am quite handsome/pretty.
7. This person thinks I am very sexy looking.
8. This person finds me very attractive physically.
9. This person likes the way I look.
10. This person thinks I am somewhat good-looking.

Perceived Homophily

On the scale below, please indicate your feelings about this person.

1	2	3	4	5	6	7
Strongly						Strongly
Disagree						Agree

Attitude
1. He/she thinks like me.

2. He/she doesn't behave like me.
3. He/she is similar to me.
4. He/she is like me.

Background
5. He/she is from a social class similar to mine.
6. He/she has an economic situation like mine.
7. His/her status is like mine.
8. His/her background is different from mine.

Revised Self-Disclosure Scale

Please indicate the degree to which the following statements reflect how you communicate with this person.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

Intended Disclosure
1. When I wish, my self-disclosures to this person are always accurate reflections of who I really am.
2. When I express my personal feelings to this person, I am always aware of what I am doing and saying.
3. When I reveal my feelings about myself to this person, I consciously intend to do so.
4. When I am self-disclosing to this person, I am consciously aware of what I am revealing.

Amount
5. I do not often talk about myself to this person.
6. My statements of my feelings to this person are usually brief.
7. I usually talk about myself to this person for fairly long periods at a time.
8. My conversation with this person lasts the least time when I am discussing myself.
9. I often talk about myself to this person.
10. I often discuss my feelings about myself with this person.
11. Only infrequently do I express my personal beliefs and opinions to this person.

Positive-Negative
12. I usually disclose positive things about myself to this person.
13. On the whole, my disclosures about myself to this person are more negative than positive.
14. I normally reveal "bad" feelings I have about myself to this person.
15. I normally "express" my good feelings about myself to this person.
16. I often reveal more undesirable things about myself to this person than desirable things.
17. I usually disclose negative things about myself to this person.
18. On the whole, my disclosures about myself to this person are more positive than negative.

Control of Depth

19. I intimately disclose who I really am, openly and fully in my conversation with this person.
20. Once I get started, my self-disclosures to this person last a long time.
21. I often disclose intimate, personal things about myself to this person without hesitation.
22. I feel that I sometimes do not control my self-disclosure of personal or intimate things I tell about myself to this person.
23. Once I get started, I intimately and fully reveal myself in my self-disclosures to this person.

Honesty-Accuracy
24. I cannot reveal myself to this person when I want to because I do not know myself thoroughly enough.
25. I am often not confident that my expressions of my own feelings, emotions, and experiences to this person are true reflections of myself.
26. I always feel completely sincere when I reveal my own feelings and experiences to this person.
27. My self-disclosures to this person are completely accurate reflections of who I really am.
28. I am not always honest in my self-disclosures to this person.
29. My statements about my feelings, emotions, and experiences to this person are always accurate self-perceptions.
30. I am always honest with this person in my self-disclosures.
31. I do not always feel completely sincere when I reveal my own feelings, emotions, behaviors, or experiences to this person.

Implicit Theories of Relationships Scale

Please indicate the extent to which you agree with each of the following statements.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

Destiny Belief
1. Potential relationship partners are either compatible or they are not.
2. A successful relationship is mostly a matter of finding a compatible partner right from the start.
3. Potential relationship partners are either destined to get along or they are not.
4. Relationships that do not start off well inevitably fail.
5. If a potential relationship is not meant to be, it will become apparent very soon.
6. The success of a potential relationship is destined from the very beginning.
7. To last, a relationship must seem right from the start.
8. A relationship that does not get off to a perfect start will never work.
9. Struggles at the beginning of a relationship are a sure sign that the relationship will fail.
10. Unsuccessful relationships were never meant to be.
11. Early troubles in a relationship signify a poor match between partners.

Growth Belief
12. The ideal relationship develops gradually over time.
13. A successful relationship evolves through hard work and resolution of incompatibilities.
14. A successful relationship is mostly a matter of learning to resolve conflicts with a partner.
15. Challenges and obstacles in a relationship can make love even stronger.
16. Problems in a relationship can bring partners closer together.
17. Relationships often fail because people do not try hard enough.
18. With enough effort, almost any relationship can work.
19. It takes a lot of time and effort to cultivate a good relationship.
20. Without conflict from time to time, relationships cannot improve.
21. Arguments often enable a relationship to improve.
22. Successful relationships require regular maintenance.

Emails

Please copy and paste <u>all of the emails you have sent to this person through the online dating site</u> into a Word Document or PDF and upload them below. Alternatively, you may also copy and paste the emails into the text box below. Be sure to include the <u>date</u> and <u>time</u> the message was sent above each email.

If you are uploading a Word Document or PDF, please include your User ID number in the file name.

To copy and paste, highlight the text you want to select. On a Mac, press Command + C to copy and Command + V to paste. On a PC, press Ctrl + C to copy and Ctrl + V to paste.

Note: Your privacy is important to us. To protect it, we ask that you make the emails anonymous by removing/blocking out any personally identifiable information, including pictures, names, email addresses, and phone numbers.

Some online dating sites delete their users' emails after a set period of time.
1. Is the set of emails you uploaded the full set?
_____ Yes, these are all of the emails
_____ No, some emails have been deleted
_____ I do not know

Demographic Items

Tell us about yourself.
4. What is your sex?
_____ Male
_____ Female
5. What is your age (in years)? _____
6. What do you consider to be your primary sexual orientation?
_____ Lesbian
_____ Gay

     _____ Bisexual / transgender
     _____ Heterosexual

7. What is your ethnicity?
     _____ African American
     _____ Asian American / Asian
     _____ Caucasian / White
     _____ Hispanic / Latino or Latina
     _____ Native American / Pacific Islander
     _____ Other (please specify)

8. Which of the following best describes the type of partner you are looking for?
     _____ Casual dating partner
     _____ Serious dating partner
     _____ Marital partner or similar lifelong commitment

9. Think about the online dating site where you met this person.
   a. How long (in months) have you had an account with this site? _____
   b. In the past three months, how many users have <u>you contacted</u> on this site? _____
      i. How many users responded to you? _____
   c. In the past three months, how many users have <u>contacted you</u> on this site? _____
      i. How many users did you respond to? _____

<u>Time Two Survey</u>

Please think about the person you reported on in the first survey. This was someone you were interacting with on an online dating site whom you thought you would eventually meet offline.

Tell us about your relationship.
1. Have you met this person offline?
     _____ Yes
     _____ No
2. When did you <u>first</u> meet offline (mm/dd/yyyy)? _____
3. How many times have you met him/her offline? _____

Anticipated Future Interaction

Please indicate where you and this person see the relationship going from here.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

Self Assessment
1. I would like to go on another date with this person.
2. I hope I never see this person again.
3. I want to keep getting to know this person.

4. I want to talk to this person again soon.
5. I would like to spend more time with this person.

Partner Assessment
6. This person would like to go on another date with me.
7. This person hopes he/she never sees me again.
8. This person wants to keep getting to know me.
9. This person wants to talk to me again soon.
10. This person would like to spend more time with me.

Global Assessment
11. On a scale from 0-100%, where 0% means completely unlikely and 100% means completely likely, what is the likelihood that you will go on another date with this person in the future? _____

Interpersonal Attraction

The next questions concern how you feel about this person.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

Social Attraction
11. I think he/she could be a friend of mine.
12. It would be difficult to meet and talk with him/her.
13. He/she just wouldn't fit into my circle of friends.
14. We could never establish a personal friendship with each other.
15. I would like to have a friendly chat with him/her.

Physical Attraction
16. I think he/she is quite handsome/pretty.
17. He/she is very sexy looking.
18. I find him/her very attractive physically.
19. I don't like the way he/she looks.
20. He/she is somewhat ugly.

Participant Deception

How honest were you with this person prior to the first offline date?

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

1. Estimate the number of times you lied to this person. _____

2. I was very honest with this person.
3. I was deceptive with this person.
4. I tried to mislead this person.
5. I withheld important information from this person.

Partner Deception

How honest was this person with you prior to the first offline date?

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

1. Estimate the number of times you think this person lied to you. _____
2. I think this person was very honest with me.
3. I think this person was deceptive with me.
4. I think that this person tried to mislead me.
5. I think that this person withheld important information from me.

Time Spent Communicating Online

Tell us about your communication with this person.

1. How long (in days) did you communicate with this person before meeting him/her offline? _____

2. Before meeting this person offline, what percentage of your communication was through each of the following channels? If you never used a particular channel to communicate, select 0%.
   10. Private email through the online dating site _____
   11. Private email outside of the online dating site _____
   12. Text messaging _____
   13. Phone calls _____
   14. Instant messaging _____
   15. Skype / videoconferencing _____
   16. Social network websites (for example, Facebook, Twitter) _____
   17. Other (please specify) _____

3. All things considered, how much did you communicate with this person before meeting him/her offline?

1	2	3	4	5	6	7
Hardly at All						A Great Deal

Emails

Please copy and paste <u>all of the emails you have sent to this person through the online dating site</u> into a Word Document or PDF and upload them below. Alternatively, you may also copy and paste the emails into the text box below. Be sure to include the <u>date</u> and <u>time</u> the message was sent above each email.

If you are uploading a Word Document or PDF, please include your User ID number in the file name.

You only need to provide the emails you have sent to this person since taking the first survey. You do NOT need to include emails that you already uploaded in the first survey.

To copy and paste, highlight the text you want to select. On a Mac, press Command + C to copy and Command + V to paste. On a PC, press Ctrl + C to copy and Ctrl + V to paste.

Note: Your privacy is important to us. To protect it, we ask that you make the emails anonymous by removing/blocking out any personally identifiable information, including pictures, names, email addresses, and phone numbers.

Some online dating sites delete their users' emails after a set period of time.
1. Not including the emails you provided in the first survey, is the set of emails you uploaded the full set?
   _____ Yes, these are all of the emails
   _____ No, some emails have been deleted
   _____ I do not know