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LYNN UNIVERSITY

Boca Raton, Florida

# Choosing Online Partners in the Virtual World: How Online Partners Characteristics Affect Online Dating

Man-Lin Feng

A DISSERTATION

April, 2005

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**Choosing Online Partners in the Virtual World: How Online Partners Characteristics Affect Online Dating**

Feng, Man-Lin, Ph.D.

Lynn University, 2005

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Ann Arbor, MI 48106

# Choosing Online Partners in the Virtual World: How Online Partners Characteristics Affect Online Dating

Dissertation

Presented in Partial Fulfillment of the Requirements for the Degree of

Doctor of Philosophy

Lynn University

By

Man-Lin Feng

April, 06, 2005

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## ABSTRACT

**Choosing Online Partners in the Virtual World: How Online Partners Characteristics Affect Online Dating**

**By Man-Lin Feng**

**April, 2005**

This study used a deductive approach examining how online partners' characteristics impacted online users in the following areas: (1) Appearance (including looks, height & weight), (2) Financial Prospects, (3) Age, (4) Self-disclosure, (5) values and beliefs. This study was focused on three important factors of online users: (1) Gender, (2) Age, and (3) Motive.

Quantitative survey methods were used in this study. The research study used descriptive analysis, relationship analysis, Independent-Samples T-Test and ANOVA analysis to test the variables between groups, among groups, and between or among different variables. This research focused on 20 to 45 year olds because most people in this age group are involved in online dating services, and they had the basic technology (computer, Internet, online dating service) skills.

The results show that different genders had different preferences in online partners' weight and ambitions. The results show that age group 1 and group 2 had different preferences in online partners' height and online partners' value and belief.

Age group 1 and group 3 had different preferences in online partners' age. The results also show that different motives had different preferences regarding online partners height, financial prospects and age.

There were four limitation of this study: (1) the researcher chose three popular chat rooms in Taiwan instead of all online dating websites. (2) There was no way to find out if the participants responded more than once because the survey was totally anonymous. (3) Time limit. (4) Participants in three specific online chat rooms were selected for inclusion in the sample, constituting a sample of convenience. Thus, the results may not be generalized to any online dating service or population. The contributions of this study are that there are no online dating research surveys conducted using quantitative methods that were not in English. This study was conducted in Taiwan using the Chinese language. In online dating research studies, most researchers used qualitative methods to analyze the topic. This paper used quantitative methods, sending the survey to online users in Taiwan. The results of this study in Taiwan and of those studies in the literature are very consistent.

## TABLE OF CONTENTS

**CHAPTER I INTRODUCTION** ..... **1**

1.1 Background of the Study ..... 1
1.2 Purpose of the Study ..... 5
1.3 Research Questions ..... 6
1.4 Research Design ..... 7
1.5 Scope and Delimitations of the Study ..... 9
1.6 Significance /Importance of the Study ..... 10
1.7 Contribution of the Study ..... 11

**CHAPTER II THE REVIEW OF LITERATURE** ..... **12**

2.1 Introduction ..... 12
2.2 The Basis of Initial Attraction ..... 17
2.3 Internet Interpersonal Attraction on the Online Dating Services ..... 22
2.4 Dating through Online dating services ..... 25
2.4.1 Pros and Cons of Online Dating ..... 27
2.4.2 Major Dangers of Online Dating: Safety Issues ..... 30
2.4.3 Different Level People on the Online Dating ..... 37
2.4.4 Successful Online Dating ..... 38
2.4.5 Online Dating Statistics ..... 42
2.4.6 Gender in Online Dating ..... 45
2.5 Interpersonal Development Phase Theories ..... 46
2.5.1 The Life Cycle of Close Relationships ..... 46
2.5.2 Stages in the Development of Love: ..... 47
2.5.3 Information-Processing Model of Persuasion: ..... 49
2.5.4 Interpersonal Attraction Theories/Models: ..... 50
2.6 A Historical Look at the Online Dating Research ..... 59
2.7 Summary ..... 62

**CHAPTER III RESEARCH METHODOLOGY** ..... **66**

3.1 Introduction ..... 66
3.2 Rationale and Assumptions ..... 69
3.3 Research Questions ..... 70
3.4 Research Design ..... 71
3.4.1 Variables ..... 72

3.5 Instrumentation ..... 78
3.5.1 Overview ..... 78
3.5.2 The Rationale of Selecting a Web Survey ..... 79
3.5.3 Development of the questionnaire ..... 81
3.5.4 Construction of the questionnaire ..... 83
3.5.5 Pilot-Test ..... 85
3.6 Population and sample ..... 85
3.7 Data Collection Procedure ..... 87
3.8 Data Analysis ..... 88
3.8.1. Methods of Data Analysis ..... 88
3.9 Reliability and validity ..... 92
3.10 Ethics ..... 93
3.11 Summary ..... 94

**CHAPTER IV RESULTS ..... 95**

4.1 Introduction ..... 95
4.2 Organization of Data Analysis ..... 96
4.3 Analysis and Discussion of Results ..... 97
4.3.1 Descriptive Characteristics of Respondents ..... 97
4.3.2 Relationships Between Variables ..... 103
4.3.3. Conduct of an Independent-Samples T-Test for Research Question 1 ..... 109
4.3.4 One Way ANOVA Procedure for Research Question 2 ..... 112
4.3.5 One Way ANOVA Procedure for Research Question 3 ..... 116
4.4 Summary ..... 120

**CHAPTER V FINDINGS, CONCLUSIONS, AND IMPLICATIONS ..... 123**

5.1 Introduction ..... 123
5.2 Summary of the Study ..... 123
5.3 Limitations and Conclusions ..... 132
5.4 Recommendations for Further Research ..... 135
5.5 Implications ..... 136
5.6 Final Summary ..... 137

**REFERENCES ..... 141**

**APPENDIX A ..... 161**

**APPENDIX B ..... 165**

**APPENDIX C ..... 168**

**APPENDIX D** ..... **172**

**APPENDIX E** ..... **176**

**APPENDIX F** ..... **196**

## LIST OF TABLES

Table 1 *The Result of Descriptive Characteristics of Online Users* ..... 97
Table 3 *The Result of Discrete Variables-Gender, Motive, and Agerecode Crosstab* 103
Table 4 *The Result of Chi-Square Tests: Gender and Motive*.....105
Table 5 *The Result of Independent- Samplel t Test* .....110
Table 6 *The Result of One Way Analysis of Variance ( Age)* .....113
Table 7 *The Result of One Way Analysis of Variance (motive)*.....117
Table 8 *The Summary of results* .....122

## LIST OF FIGURES

Figure 1 Literature Map ..... 14
Figure 2 Age Distribution of Cases ..... 98

# CHAPTER I

# INTRODUCTION

## 1.1 Background of the Study

In the twentieth century, Internet technologies have brought a new dimension into human relationships. In 1959, Stanley Schachter noted that people need intimate relationships with other people. People need friends, family and love partners. etc. Otherwise, people feel lonely, isolated from others and society (Freedman, Sears, & Carlsmith, 1978). Virtual Internet space is now called the "electronic society" (Lee, 2000). Computer technology develops a society through the Internet and also develops relationships on the Internet (Rice & Love, 1987; Walther, 1992; Parks & Floyd, 1996). Some people who go online may feel satisfied by finding other people with similar values, beliefs, thoughts and feelings. It may help to reduce the lack of intimate needs and lonely feelings. Chat rooms on the Internet, electronic virtual rooms, where people may chat with other people, have become a popular common service in the Internet (Huang &Chang, 2002). Internet relationships have become a new form of society and have changed communications among people.

(1) The influence of the Internet

According to a survey of people using the Internet, hereafter called "Internet people," in Taiwan from AC Nielsen (2004), 62% of the respondents own three or more

e-mail addresses, and 50% frequently go to online chat rooms. A chat room is defined as a place on the Internet for people to log on to and "talk" with others at the same time. The largest age group of these Internet people is 20 to 29 year olds; the second largest is 30 to 39 year olds. Forty-nine percent of online users have bachelor degrees (Chinatimes, 2004). Fifty-nine percent of online users are working people, and the average age of Internet usage in Taiwan is 25 year olds (Chinatimes, 2004). Another obvious change is that the percentages of females who go online are increased year by year. The ratio for males and females who go online changed from 66% vs. 34% in 1996, and 58% vs. 42% in 1998, to 56.3% vs. 43.7% in year 2000. In the survey of 2002, the percentage of female online people is greater than male online people (Chinatimes, 2004).

There are more and more people using the Internet, especially chat rooms (Nie & Erbring, 2000). According to the Australian Government report (*http://www.netalert.net.au/00874-March.asp)*, a chat room is a place on the Internet where people with similar interests can meet and communicate together by typing messages on their computer. "Chat rooms" are a preferred method of communication for young people and present effective communication channels for groups such as the disabled and the confined. According to a Taiwan Yahoo survey in 2002, the number one most popular online dating website in Taiwan is the Yahoo website for making

friends, with 809,775 registered users.

(2) An increasing number of people go to online dating services

In 2000, a survey was conducted using the Yam Hercafe female network, a large website in Taiwan. This survey received 11,958 responses from participants. Females were 56.5%, while males were 43.5%. The results of that survey were (1) at least 30% of people going to online dating services want to have a love relationship; (2) it does not matter whether they want to meet others for love or friendship; people want to meet with others in the real world; (3) more than 50% of online users noted that they get along well with other online partners and that helps them to decide whether or not to meet each other in the real world; (4) online users desire online relationships but are also often afraid because of the danger of anonymity and uncertainty.

(3) Online dating research

Online dating services developed extremely quickly. The research topic of online dating (cyber dating, Internet dating) is scarce in both Taiwan and the United States. There are, however, researchers who have written about interpersonal relationships in both countries (e.g. Parks & Folyd, 1996; Wysocki, 1996; Katz & Aspden, 1997; Gackenback et al., 1998). Most of the research has been done through qualitative methods (Yen, 2003). For example, Xie's research (2001) used the most popular love match website in Taiwan (http://www.match.com.tw) and selected eight participants to

interview. In Yen's study (2003), the researcher chose university students to be the sample and used quantitative methods to collect data. Yen found that there were two websites which where most popular in Taiwan, Yahoo Making Friends (http://www.yahoo.com.tw) and Lovematch (http://www.match.com.tw). The members of these two websites number 809,775 and 472,456 respectively, according to the Aug 7, 2004 statistics found on the websites. Another famous online dating website, Asia Friend Finder, which includes a chat room, has the URL http://www.asiafriendfinder.com, and is located in the United States with members from all over the world. They had 5,564,674 members according to the Aug 7, 2004 survey online.

The researcher has investigated several search engines, including Yahoo and Google by using the keywords "online dating," "cyber dating," "online dating chat," "relationship" and "making friends." There are so many online dating services that the researcher has divided them into different categories: (1) focus on matching functions, (2) making friends in the chat rooms, (3) making friends through ICQ (short for "I seek you"), and (4) private chat rooms.

Gibson (2001) said that more and more single women, many of whom have deliberately put careers before marriage, may find themselves with a time-consuming and fulfilling job by day, but a home life that can seem empty and unappealing at times.

Parekh & Beresin (2000) noted that the divorce rate over the last 25 years has led to more singles and especially older singles. Because of educational or financial goals, many young people continue to postpone marriage, especially women who delay marrying in order to develop their careers. Watt & White (1999) assert more and more people build a close relationship through computer communication. People "talk" to others by sitting in front of the computer desk and typing on the keyboard. The Internet helps people talk to others through the virtual world.

The research reveals that about 50 percent of the population have always been single or are single again, which includes the divorced or widowed (Hullinger, 2002). For example, one million people have signed up for Club Yan, the dating section of the Chinese portal Sina.Com. In Britain, one in five single people use the Internet. In the U.S., senior citizens, African-Americans, and individuals from rural areas, are increasingly turning to the Internet for dating.

**1.2 Purpose of the Study**

Because the Internet has changed people's relationships (Rice & Love, 1987; Walther, 1992; Parks & Floyd, 1996), many people go to the Internet to make friends through online dating services. The purposes of this study were the following:

(1) To determine the personal characteristics of online users, which included educational background, gender, age, vocation, height and weight.

(2) By understanding interpersonal relationships in online settings and an Eastern culture (Taiwan); this research will support other research studies investigating online interpersonal relationships.

(3) To determine the similarities and differences between the characteristics of online users and the factors those affect their online partners.

(4) The findings of this dissertation will build on existing research on interpersonal relationships by studying such relationships in online settings. Furthermore, it tested the validity of such research in Eastern culture by focusing on people in Taiwan.

Modern society has created some problems in the quest of love and friendship. First, singles are busier at work and have less time to spend looking for love; therefore, dating has become very fast-tracked. As a result, singles rely heavily on first impressions, place much pressure on appearance, and have expectations that are impossibly high. Bubbeo (1997) proposed that the Internet is a high-tech shortcut to finding the date of our dreams. After the romantic comedy *You've Got Mail* opened in theaters in 1999, the Internet dating websites reported as much as a 30% increase in individuals using dating websites (Wolcott, 1999).

**1.3 Research Questions**

The purpose of this study was to explore what users of online dating services

perceive as desirable characteristics of their online partners. Specifically, the researcher explored how age, gender, and motive affect the preferences of online users when looking for a partner. The findings of this dissertation built on existing research on interpersonal relationships by studying such relationships in online settings. Furthermore, it tested the validity of such research in an Eastern culture by focusing on people in Taiwan.

The specific research questions for this study were as follow:

Research Question 1: Do males and females have different preferences in regard to characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

Research Question 2: Will different age groups have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

Research Question 3: Do people with different motives have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

**1.4 Research Design**

This researcher, upon guidance from previous studies, conducted a study that focuses on the gender, age and motives of online users and the characteristics that were

found in the relationships among online partners.

This research used a causal-comparative quantitative research method that included a survey questionnaire with 27 closed-end questions (See Appendix C). The process that the researcher used to collect data included the following procedures: (1) Sent e-mails to potential participants and invited them to survey website (http://www.my3q.com/home2/50/mfeng661/onlinedating.phtml). The e-mails were sent to many online dating chat rooms and asked those potential participants to answer the questionnaire. (2) Those potential participants were from different online dating chat room services. (3) The researcher planned to receive at least 150 responses from participants. The questionnaire was divided into three parts. Part A consisted of fill-in questions, Part B was a checklist, and Part C were some questions including 1 to 5 scales. The participants responded 1 meaning "very strongly disagree," 2 meaning "disagree," 3 meaning "It does not matter," 4 meaning "agree" and 5 meaning "very strongly agree." A non-probability sampling (convenience sampling) method was used in this study, because it was very hard to choose random sampling from all online dating services. The limitation of using a convenience sample in the study was that the results of the study cannot be inferred from the sample to the general population.

This research hoped to recruit a minimum of 150 responses. At the end, the researcher got one hundred seventy participants to respond; the research included all

the participants' answers in the analysis. The data has been analyzed by using SPSS 12.0 Windows Version. Analyses included descriptive analysis, Correlation analysis, t-test, and ANOVA analysis. Results from this study provide users of online dating services more information to identify the characteristics of online partners. By understanding interpersonal relationships in online settings and an Eastern culture (Taiwan), this research supports other research studies investigating online interpersonal relationships.

**1.5 Scope and Delimitations of the Study**

This study used a deductive approach examining how online partners' characteristics impacted online users in the following areas: (1) Appearance (including looks, height & weight), (2) Financial Prospects, (3) Age, (4) Self-disclosure, (5) values and beliefs. This study was focused on three important factors of online users: (1) Gender, (2) Age, and (3) Motive.

There are four limitations in this study: (1) the researcher put survey questionnaires on the Internet. That may allow possible responses more than once from the same responder. This is, however, a common problem for online surveys. The researcher has given a clear statement in front of the questions to request the participants not to respond more than once. (2) This study chose participants only from chat rooms instead of using all online dating services because it was difficult to get the

web masters of online dating services to support this study. The participants from chat rooms did not have this problem because there is no "owner" for chat room services and everybody was free to come and "chat." (3) The time limit: the researcher had the survey available on the website for only one month. In this period, the researcher collected 170 responses. The number of responses could be increased if the researcher could extend the time for obtaining survey responses and get a bigger sample. (4) Participants in three specific online chat rooms were selected for inclusion in the sample, constituting a sample of convenience. Thus, the results may not be generalized to any online dating service or population.

**1.6 Significance /Importance of the Study**

According to Gardiner (2001), Internet dating is providing successful paths to dating for today's singles because they are too busy working, shopping, and exercising in smoky bars. Looking at profiles, pictures, and e-mailings can be done at work, with follow-up phone calls made from home.

The Internet has grown substantially in the past few years. Many individuals would like to develop satisfactory relationships and to avoid loneliness through Internet friendships. According to Semple (2002), online dating is now a mainstream activity, and the Internet has helped make dating services more user-friendly by adding entertaining elements.

In summary, the purpose of this study was to Explore the relationships between online users and their online partners. The second chapter of this dissertation includes an analysis of the literature and concluded with a summary of research findings, the implications of theoretical and empirical literature, and recommendations for further study on the characteristics of online users and relationship to their online partners.

**1.7 Contribution of the Study**

There are increasingly more single, divorced, and single again people. These single people have the following characteristics: (1) Singles are busy at work and have less time to spend looking for love. (2) Singles rely heavily on first impressions; therefore; there is much pressure on appearance, and they have expectations that are very high. (3) Computer technologies help people to date through computers instead of face-to-face relationships. (4) Some singles are not good at face-to-face relationships, so they choose to use online dating to talk with others through the Internet; then they can decide whether or not to meet.

The contribution of this study is information that can be used to aid in assessing the characteristics of online users and their relationship of their online partners. The results of this study built on existing research on interpersonal relationships by studying such relationships in online settings and in Eastern culture by focusing on people in Taiwan.

# CHAPTER II

# THE REVIEW OF LITERATURE

## 2.1 Introduction

Hullinger (2002) proposed that the purpose of online dating (Internet dating, or cyber love) is defined as placing an Internet personal advertisement, responding to an Internet personal advertisement, or meeting an individual face-to-face for the purpose of a romantic or sexual relationship. Meeting for the first time through an online service is fast, efficient, completely safe, and suitable for everyone, whatever your background, or who you are looking for.

Millions of people all over the world have been using the Internet to meet others for friendship and relationships since the mid 1990s (Jones, 2001). Parekh & Beresin (2001) noted that today's personal advertisements are popular to both educated and singles. The rising divorce rate over the last 25 years has led to more singles and older singles. Also, young people continue to postpone marriage until educational or financial goals are achieved. Since the women's movement in the 1960s, women in particular have delayed marrying and starting families in order to develop their careers. These trends have added to the increasing number of educated singles. Watt & White (1999) assert that through computer communication, individuals who have never previously been aware of, nor seen one another, can establish a very close, and

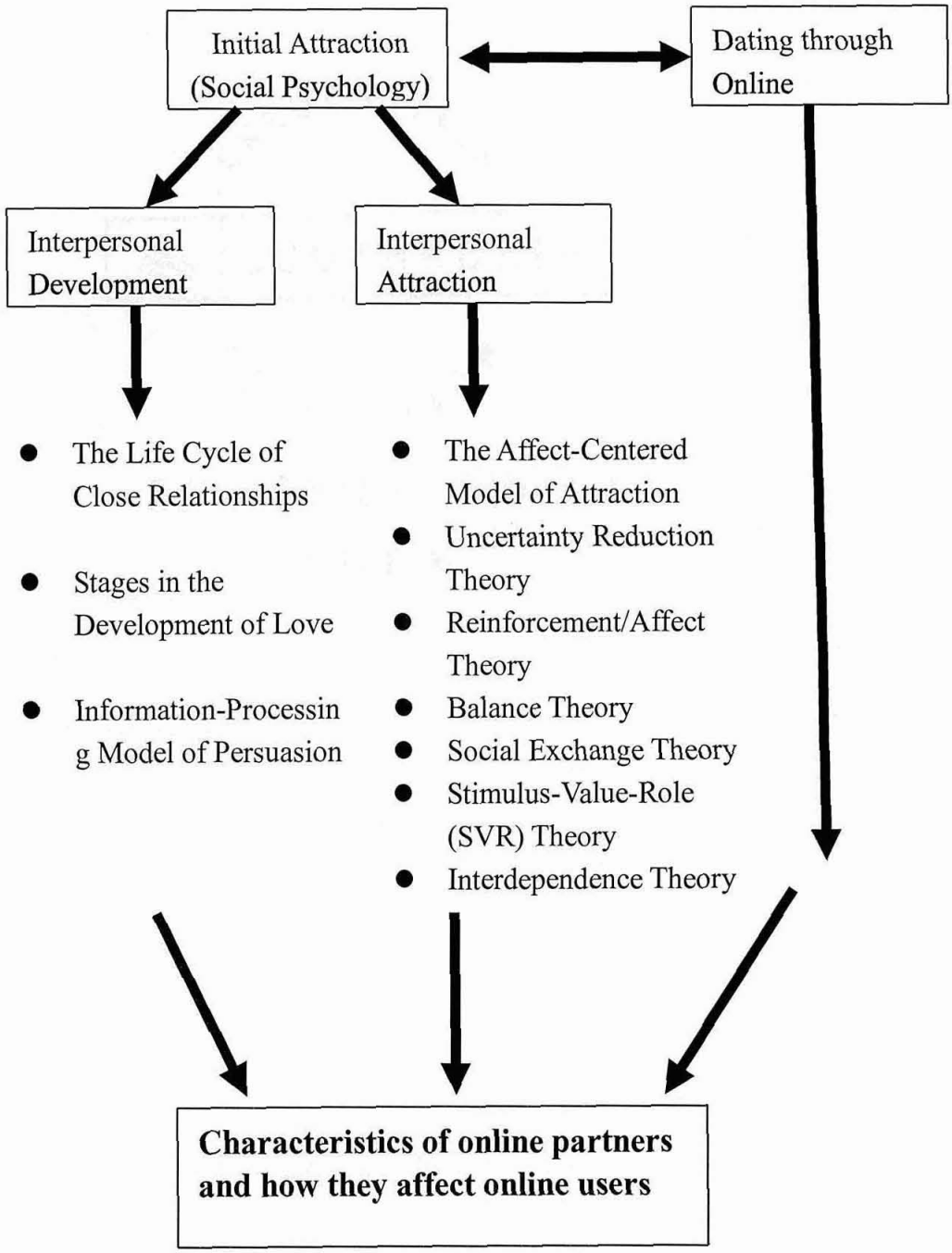
potentially important relationship. By means of several computer communication networks, individuals on opposite sides of the planet can "talk" with one another in real time.

Merkle and Richardson (2000) stated "as society continues to accelerate its pace, free time becomes more of a scarcity and individuals strive to balance multiple roles and responsibilities, people are finding themselves thrust into a position where they must find non-conventional avenues for social interactions such as the Internet." (p. 190) From this, one might conclude that individuals using the Internet for dating are individuals for whom more traditional methods are not working. According to Defensor (2003), most of these online searchers start out as chat mates. If they like each other, they also can meet face-to-face through web cam tools, or travel to face-to-face meetings with one's prospect.

A systematic model for the type of concepts and themes organizing the review are presented in a literature map (Figure 1). This review of the theoretical and empirical literature begins in the psychology area with the concept of Interpersonal attraction. Theoretical and empirical frameworks of Interpersonal attraction are reviewed. There are many ways to influence interpersonal attraction in the social psychology area. Some researchers proposed several phases to the process of interpersonal attraction. This review focuses on the basics of Interpersonal attraction, the development of

Interpersonal attraction, and online dating. These concepts and themes are represented in the following literature map.

Figure 1 Literature Map



Some theoretical models found in the literature addressing Interpersonal attraction include: (1) the Affect-Center Model of Attraction, (2) Uncertainty Reduction Theory, (3) Reinforcement/Affect Theory, (4) Balance Theory, (5) Social Exchange Theory, (6) Stimulus-Value-Role Theory, (7) Interdependence Theory, and (8) Equity Theory. There are also several development phase theories on Interpersonal attraction: (1) The Life Cycle of Close Relationships, (2) Stages in the Development of Love, and (3) Information-Processing Model of Persuasion. Theories discovered showcase attraction based on positive and negative emotions. Relationships include three factors: attractiveness, proximity, and similarity. Reduced uncertainty also helps people develop relationships. People seek others who reward them and dislike others who punish them. They also like to be surrounded by people with whom they agree. If we place relationships into the equation profit=rewards-costs, then people want to develop relationships that give them the greatest profit. If individuals are under benefited, they will be angry. If they are over benefited, they will feel guilty. In SVR theory, relationships include stimulus, value comparison, and role stage.

Because Internet technology has grown quickly in the past few years, many people go online to seek a partner through the Internet. Hence, interpersonal attraction has become an important topic on the Internet.

This analysis critically reviews theoretical and empirical literature on the characteristics of online users. The review provides an introduction to the study of the characteristics of online users. The general purpose and questions to be Explored are provided. Linkage between people's personal information and Internet interpersonal attraction are discussed in the overview and significance of the study section. The definition of Internet Interpersonal attraction or online dating is also described. This review covers the present literature on Internet Interpersonal attraction areas, which includes books (especially in the social psychology area), electronic books, journals (electronic), digital dissertations, and articles retrieved from ProQuest. This literature review focused on online attraction, online friendship, and online dating.

The library research strategy used in this review begins with the personal experience, interests, and network educational background of online dating services people. Online dating services include match.com.tw, asiafriendfinder.com, bigchurch.com, christianmingle.com, yahoo personals; they also have many online dating chat rooms as well. Articles also reviewed include those from ProQuest, Google, Yahoo database, and digital dissertation database searches on topics of Internet relationships. The key words used for this research consisted of "online dating," "Internet dating," "online Interpersonal attraction," "Internet friendship," and "love &Internet services." In the "thesis/dissertation database in Taiwan," the researcher

found some theses research on the Internet relationship attraction/friendship topic. This study is organized by content in the Literature map (Figure 1).

Searches for publications, scholarly peer reviewed journals (including theoretical literature) research reviews, and methodological studies were conducted, using the Lynn University Library, Palm Beach County Library, and Library loan from Interlibrary. Using library loan to find many related books in the "social psychology area" helped the researcher build a compendium of theoretical research.

**2.2 The Basis of Initial Attraction**

Silverstein & Lasky (2004) noted that there are several traditional ways to find a date without a computer: meeting people at work, meeting people at bars and other smoky places, meeting people at church or religiously sponsored singles events, meeting people at social or special-interest clubs, meeting people on cruise ships and singles vacations, meeting people through personal ads, and meeting people in random places. Furthermore, one can meet people through friends. The traditional ways are much different with the new addition of online dating.

The most common criteria used in choosing a mate in western society are physical attraction (Flemlee, 1995), geographical proximity (SChiffnbauer & SChiave, 1976), sexual arousal (Perper, 1989), mutual admiration (Anon, button, Aron & Iverson, 1989), similar life-styles (Houts, Robins & Huston, 1996), and similarity in attitudes and

socioeconomic status (Feingold, 1988; Lamm, Wiesman & Keller, 1998). The attraction of similarity is that individuals with similar characteristics are more likely to be regarded by others as complementary. Having something in common makes it easier for people of a group to understand and empathize with one another. Additionally, people of some groups have similar problems and attitudes that differ from those of other groups. Dissimilarity often signifies not just being different, but being wrong. Even if individuals do not wholly accept the values they are taught, they may hesitate to become nonconformists because family, friends, and society are more likely to reward conformity than nonconformity (Murstein, 1986, P.25). Socioeconomic status may serve as an initial screening device to create a field of eligible candidates from which further selection is made (Murstein, 1980). Thus, similarity in general, and similarity in socioeconomic status in particular, predicts the initiation of dating better than it foretells commitment to a long-term relationship (Noller, 1996; Hahn & Blass, 1997).

Men and women stress different criteria for choice of mates (Buss, 1987; Townsend & Wasserman, 1998). Men rate women's physical appearance as being more important than how women rate men's physical appearance. Women consider men's financial status to be more important than men's physical appearance (Buss, 1994; Buss & Barnes, 1986). Whereas women emphasize the interpersonal dimension of romance, men stress the physical aspects of attraction (Buss, 1994). Because men and women

differ physically and psychologically, and occupy different roles in society, there are differences in their perceptions of what is attractive. The mate preferences due to the differences between the sexes, drive the process of intersexual selection and hence the survival of those individuals that possess the desired characteristics (Buss, 1987).

All of this is already evident in adolescent males and females (Feiring, 1996). Overall, women tend to prefer men who are slightly older than themselves, since typically income increases with age, and men tend to prefer women who are younger since they typically have the ability to reproduce more easily (Buss, 1994). As men grow older, the age gap between them and the women they favor as mates increases (Kenrick & Trost, 1989).

Similarity plays a powerful role in interpersonal attraction. There are several types of identified similarities, and conclusions, within theory discussions of possible reasons for their influences on the attraction process (Freedman, Sears, & Carlsmith, 1978, Deaux, Dane, & Wrightsman, 1996, p.229-233, Brehm & Kassin, 1993, p.227-p.229).

(1) Demographic Similarity: When demographic characteristics (such as age, education, religion, or physical health) are explored, studies reveal that those who mingle (such as friends, dates, or spouses) resemble each other in their characteristics (Warren, 1966). Also, all else being equal, we tend to like people who live close to us

better than those who are at some distance. On a more scientific level, Festinger, Schachter, and Back (1950) found that residents of an apartment complex were more apt to like and interact with those who lived on the same floor of the building than with people who lived on other floors, or in other buildings. Newcomb (1961) studied an entire college dormitory to discover more about interpersonal attraction. He found that among the residents of the experimental dormitory, those who were similar in demographic characteristics (such as age, college major, and urban versus rural background) liked each other more than those who were dissimilar.

(2) Similarity in Personality and Mood: Like demographics, similarity in personality is attractiveness (Barry, 1970; Boyden et al., 1984). People like others who are pleasant or who do nice things. Having similar personalities may also contribute to the maintenance of long-term, enduring relationships. The effects of mood similarity on attraction are quite powerful. Partners with similar moods (either both feeling depressed or neither feeling depressed) were more satisfied with their interaction than were mixed pairs. People with similar moods, even bad ones, seem to experience a good match.

(3) Similarity in Physical Attractiveness: Clients of a professional dating service were more likely to begin, and continue, dating when they were similar in physical attractiveness (Folkes, 1982; Baron & Byrne, 2000, p. 276). Dating couples who were

similarly attractive were more likely than dissimilar couples to grow closer, and more in love, over time (Murstein, 1972; White, 1980).

(4) Attitudinal (beliefs, values, and personality) Similarity: Attitudinal similarity means sharing similar opinions, beliefs, and values. People like others whose attitudes and values agree with theirs, and dislike those who disagree with them (Byrne, 1971). If personalities are similar, the attraction is even stronger. There are two types of attitudinal similarity. Perceived similarity refers to people's beliefs that others share, whether or not the perception is true. Through actual similarity, there is an objective match between people's attitudes. The opposite of similarity creating attraction, Rosenbaum (1986) believes that attitudinal dissimilarity produces interpersonal repulsion which results in a person's desire to avoid another person. Some research discusses the effects of attitudinal similarity (Byrne et al., 1986, Smeaton et al., 1989), through a two-stage model. Firstly, people avoid associating with those who are dissimilar. People dislike those who are dissimilar to themselves. Secondly, people are attracted to those who are most similar. People like and feel attracted to people who are similar to themselves. The two-stage model can be applied to various types of interpersonal similarity, not just attitudinal.

(5) Complementarities of Need Systems: Sometimes people with different needs are attracted to each other. According to the theory of need complementarities, people

choose relationships in which their basic needs can be mutually gratified (Winch, Ktsanes, & Ktsanes, 1954). Sometimes such a choice results in a match between very different needs, such as when a very dominant person is attracted to a very submissive partner (Seyfried & Hendrick, 1973). Some evidence exists that the Complementarities Principle operates in long-term relationships (Kerckhoff & Davis, 1962). However, it probably operates only in a few behavioral dimensions, such as dominance and submission (Brehm, 1993; Levinger, Senn, & Jorgensen, 1970).

(6) Reciprocal Liking: People are attracted to people who like them. Heider & Newcomb's proposed balance theory predicts in 1946 that if Susan likes herself and Ken likes Susan, a cognitively balanced state will result in which Susan likes Ken in return. Liking and disliking are often reciprocal. If people of a discussion group are told that other group people like them very much, they are more likely to choose those people when asked to form smaller groups later in the experimental session (Backman & Secord, 1959).

### 2.3 Internet Interpersonal Attraction on the Online Dating Services

While there are many similarities between online dating and meeting people through traditional social channels, the medium of the Internet puts everyone on an equal playing field. Face to face relationships are typically initiated based upon physical attractiveness and spatial proximity. However, online dating allows

individuals to talk and truly get to know each other's backgrounds, opinions, and life goals prior to deciding whether to meet each other (Jerin & Dolinsky, 2001). Merkle and Richardson (2000) suggest that computer mediated relationships are different from face to face relationships in that there is a different process of interaction which concurrently affects the developmental process of the relationship. They also state that in face-to-face relationships the developmental pattern begins with the initial encounter based on spatial proximity and physical attractiveness, and then moves to discovery of similarities and self-disclosure. Online dating romantic relationships progress first through self-disclosure and discovery of similarities, followed by the initial encounter. In online experiences, self-disclosure and discovery of similarities often precede the typical initial encounter: judgment of physical attractiveness, and proximity.

Online dating relationships can be ended by merely logging off the Internet, if the relationship has not moved to a face-to-face one. Merkle & Richardson (2000) mention that there may be a higher level of self-disclosure and intimacy online than typically found in the face-to-face relationship, thus creating a stronger commitment. For example, Internet users come to personally know one another more quickly and intimately than in face-to-face relationships. Watt & White (1999) discovered that online communication is in many ways significantly different from normal face-to-face communication. For example, physical appearance may not be utilized as a means of

effective evaluation; however, typing speed and grammatical presentation are potentially useful telling skills.

Brophy (1997) shared that online dating (cyber dating) is totally different from meeting a person at a club. Everybody in cyberspace is tall, thin, blond, and rich-at least in theory. Without physical cues to provide a reality check, the person on the other end can be imagined as the ideal lover. The computer screen becomes a projection for hopes and dreams. It is easy to deceive in cyberspace, and it is also easy to fall into premature intimacy. Revealing secrets to a stranger can be intoxicating and, like most stimulants, dangerous. Unlike real time, which involves lessons in patience, time in cyberspace is compressed. Sometimes that leads to impulsive actions. Old-fashioned mail, on the other hand, allows time for reflection for letting a passionate letter sit overnight, or even for tearing it up.

Schwartz (2000) described four general categories of online daters: (1) The Dabbler: the dabbler goes online to "see what this Internet dating thing is all about" but does not usually have any plan other than "to have fun." (2) The Nester: The nester wants to find a committed relationship and is looking to the Internet as one of many ways to find one. He/She is usually very goal-oriented in that the purpose of socializing online is not about the process of forging friendships, but is about finding the one person that will be his or her lifetime mate. (3) The Hormone: the Hormone wants sex.

Usually he or she will make this very clear early on. Hormones vary in that some just want virtual sex, some want to meet you in the physical world, and some want it in all manner, shape, and form. (4) The Seeker: The seeker does not know what he or she is looking for. He/She might claim to be looking for a partner or just looking for sex, but the actual personal agenda is usually unknown to the seeker (Schwartz, 2000).

Many mate characteristics (Buss, Shackelford, Kirkpatrick & Larsen, 2001) were gleaned from a seminal male selection survey by Hill (1945) where participants rated the importance of the following 18 mate characteristics: good cook and housekeeper, pleasing disposition, sociability, similar educational background, refinement and neatness, good financial prospect, chastity, dependable character, emotional stability and maturity, desire for home and children, favorable social status or rating, good looks, similar religious background, ambition and industriousness, similar political background, mutual attraction and love, good health, and education and intelligence.

**2.4 Dating through Online dating services**

Online dating services are the newest devices where people can find love and companionship. Skriloff and Gould (1997) listed 42 such sites on the Internet that assist individuals to be successful in "flirting, dating, and finding love online." One of the more popular online dating services is Match.com (www.match.com/main/dating_tips.cfm) that has 100,000 active people and over two

million subscribers (Benson, Harrison, Koss-Defer & Mullen, 2000). Match.com is the world's biggest online dating and personals services, according to the first global ranking of the personals category by industry-leading independent measurement firm comScore Media Metrix. In January, 2004 Match.com's personals sites, which include udate.com, had 29.6 million unique visitors – nearly three times as many as its nearest rival. Match.com sites also rank as number 37 in comScore's ranking of all Web sites, and is the only dating and personals site to appear in the top 100. (http://corp.match.com/news_center/nc_release_detail.aspx?pr=137).

Brym & Lenton (2001) reported that any Internet user may browse the ads free of charge. However, to put personal profiles on the Internet, one must pay to become a site member. Some sites charge a monthly fee and support more functions for their online users. Ads include text self-introductions and an optional photograph or sound recording of each person. Online users may also contact each other by e-mail or instant messaging. They can receive mail, send mail, and search other online partners for free. The search keys include height, weight, gender, region, or search with photos. Other dating services include yahoo.com, asiafriendfinder.com, and bigchurch.com websites and online dating chat rooms, ICQ, etc. People can become members for free; however, they need to pay to get more functions if they want to contact other friends.

According to a Nielsen//NetRatings (2003) survey, single surfers spend far more

time online than married surfers and consume more page views, based on data collected from the top ten sites for single and married surfers. Singles spent more than 46 minutes online per month, 70% more than their married counterparts, and visited 113 pages per month more than married surfers.

### 2.4.1 Pros and Cons of Online Dating

One of the pros of online dating is its ability to allow individuals to "meet" other people around the world. The new technology changes with each passing day. Online communication creates an Internet "global village." People can meet someone online who reflects the attributes of their ideal lover (Jerin & Dolinsky, 2001).

Brym & Lenton (2001) reported that there are four social forces that appear to be driving the rapid growth of online dating:

(1) A growing proportion of the population is composed of singles, the main pool for online dating. In one article, the Canadian population was divided into four categories: married, single, widowed, and divorced. Of the four categories, "married" has been growing slowest and "divorced" has been growing fastest for decades. Between 1995 and 1999, the number of married Canadians grew by 3.3%. The number of single, widowed, and divorced Canadians grew by 4.4%. With more single, widowed, and divorced people in the population, the dating and marriage markets on the Internet have grown.

(2) Career and time pressures are increasing, so people are looking for more efficient ways of meeting others for intimate relationships. In the 1970s, many futurists predicted the advent of a "leisure society" by the end of the century. Instead, people have been working longer hours (Schor, 1992), so they do not have much time for dating, and this efficient online method of dating will help them find a partner.

(3) Single people are more mobile due to the demands of the job market, so it is more difficult for them to meet people for dating. A growing number of jobs require frequent travel. As a result of increased geographical mobility, singles are finding it more difficult to meet other people for dating and sustained intimate relationships. Online dating is increasingly seen as a possible solution to this problem.

(4) Workplace romance is on the decline due to growing sensitivity about sexual harassment. Due to growing sensitivity about sexual harassment in the workplace, it is more difficult to initiate workplace romances. People understand that sexual or romantic overtures may be interpreted as sexual harassment which can result in disciplinary action or suspension. (Luck and Milich, 2000).

Silverstein & Lasky (2004) stated that online dating offers the following benefits: (1) People know that every person who has posted ads online is available and looking for some kind of companionship, so that embarrassing question "Are you in a relationship?" is assumed to be "no." (2) People know a reasonable amount of data

about online dating candidates. A great deal of data about each prospect (age, height, location, education, vocation, Children, religion, and so on) are shared before you exchange word one. (3) People know something about how he or she thinks and writes (depending on different dating sites). (4) People know roughly what he/she looks like. (5) People know how to contact him or her. (6) People have the chance to exchange e-mail and talk with others on the phone without ever revealing their identifies if they choose not to do so. (7) People can move on to the next prospect quickly if there seems to be little interest after initial contacts. (8) People can do all this for less than what it costs to go out for dinner at a moderately-priced restaurant. Online dating is more convenient than traditional dating. The whole concept of virtual dating is the community of single prospects available to you whenever you want to meet them. Not only can you log on at odd hours, you can also log on for short amounts of time.

Brym & Lenton (2001) stated that people use online dating services mainly for the following reasons:

(1) It creates the opportunity to meet people whom they would otherwise never meet. (2) It is easier to end a relationship if it is just online. (3) It is less expensive to meet potential dates online than in other ways. (4) It offers privacy and confidentiality. (5) It is more convenient than other ways of trying to meet people. The report also stated that the biggest disadvantage of online dating is that people sometimes do not tell the truth

about themselves. People you meet online might be hiding something. Another reason for trepidation is when you are communicating online you do not get to see, or otherwise sense, what a person is like. Some people who use online dating services might be a little desperate.

Brym & Lenton (2001) reported that there are some limits to the use of online dating. Internet users who have never used an online dating site typically perceive lack of control and lack of effectiveness in such sites. The top reason people gave for not using an online dating service was because they want to see a potential date before actually dating the person. The second most important reason people gave for not using online dating services was utilitarian. The third most frequently cited reason was because they feel they cannot trust people they meet online. They feel there are better ways to meet people. Daters who have not visited an online dating site have no interest and believe it is too risky. Some online daters do not tell others about their experience with online dating because they regard such matters as personal.

### 2.4.2 Major Dangers of Online Dating: Safety Issues

Dangers and disadvantages have been discussed in popular and professional literature. Topics have included deterioration of meaningful social relationships and criminal victimization issues (Katz& Aspden, 1997; Parks & Floyd, 1996). Cyber-victimization on the Internet includes threatening e-mails, obscene e-mails,

spamming (receiving a multitude of junk e-Mail) and flaming (online verbal abuse). Other forms of traditional victimization include unsolicited phone calls, stalking, vandalism, and physical harm (Jerin & Dolinsky, 2001). However, Jones (2001) stated that online dating is safe. People on the Internet are in complete control. Most people out there are genuine and nice. In fact they are generally much nicer than someone you will meet in a pub or nightclub. Furthermore, the Internet allows you to pick and choose people to date. Online users can give others their phone number or e-mail, before they chance face-to-face relationships. Jones (2001) also noted that "You get to decide who to contact, when, and how much information to give out, whether or not you meet, and where and when you meet. You can not possibly get any safer than that."

Springen (1998) worried that some people commit too fast. People will go half way across the country to spend the night with someone they have never seen. That someone may have lied about their age, employment, or even gender. And they may have posted a photo from when they were 30 years younger and 30 pounds thinner.

Ayres (1992) examined the relationship among personal ad characteristics, interpersonal communication apprehension (CA), and personal contact. Ayres found using the Internet as an approach to meeting other individuals can lead to desirable relationships and increase chance encounters. McCroskey (1982) defined communication apprehension as an individual level of fear, or anxiety, associating

either real or anticipated communication with another person or persons. According to a study by Knox, Daniels, Sturdivant, and Zusman (2001), anxiety reduction is a major reason for using the Internet to meet new people.

According to Hullinger (2002), many individuals fear using the Internet to look for a prospective mate due to stories they have heard about the dangers of online dating. The media has reported cases of individuals being raped or murdered by people they met online, and children being molested by pedophiles posing as other children online. There are some bad and dangerous things happening on the Internet. Knox et al. (2001) stated that 40% of the respondents said they had lied about at least one detail while they were online. Lying about age (15%, or participants), according to Knox et al., was the most frequent lie told by the participants in his study, followed by lying about weight (8% of participants), appearance (6% of participants), marital status (6% of participants), and gender (3% of participants). The data from Knox et al. (2001) did not support the notion that college students using the Internet are sex crazed and looking for prey. Instead, the results from this study proposed that the Internet was a viable option for meeting new people.

Safety is the biggest factor in online dating. Individuals can meet people without having to give them an address, phone number, or even an email address. If you decide to meet, and it does not work out, you can choose never to contact that person again.

The following are a few cases from recent personal ads:

"I cannot believe I'm doing this…" "I am not the kind of guy who needs to go on the Internet to find a date, as I am very attractive and there are always women who want to go out with me. However….." "My mother proposed I place this ad online" or "If you're a loser, creep or even a bigger loser, DO NOT read on!" All these quotes reflect the fact that everyone is afraid of getting hurt. No one likes to feel rejection, embarrassment, or pain, either emotionally or physically. That is exactly the reason why the Internet is the perfect means for meeting someone: It leaves you in control of the amount of risk you want to take. As a relationship develops online, you can choose what information to divulge and when to do so. And, with the proper precautions, it can actually become a safer environment for dating than the random chance meetings, social functions, and setups from friends and relatives that are the staples of meeting someone in the real world (Schwartz, 2000).

Schwartz, in the book *The Complete Idiot's Guide to Online Dating and Relating*, asserted the time it takes to understand friends on the Internet is worth it. If individuals feel rushed, many times because of loneliness, sexual desire, or desperation, they might go against their better judgment and jump headlong into a relationship using a rationalization along the lines of "you've got to take risks to succeed." But the difference between risk-taking and foolishness is taking the time to think. Do you feel

you've spent enough time online with this person? Have there been any major dangers? Has this person answered all your questions to your satisfaction? If the other person wants to go to another level and you're not ready, ask for more time to get to know her or him better online. If he or she starts pressuring you, it's time for you to explain to this person that you'll only do things when you're ready or, better still, move on to someone else (Schwartz , 2000).

Brym & Lenton (2001) reported that online dating seems to be safer than conventional dating. Only 10% of people who went on a date with someone they met online reported having a bad experience at least once. This statistic was sufficient enough to change their favorable attitude toward online dating, but a 10% failure rate is most likely attractive, when compared to real time dating statistics. The experience of conventional daters is almost certainly worse than that of online daters. Brym & Lenton (2001) also found that clients of online dating services can increase their sense of control, and feeling of safety, by:

(1) Using anonymous e-mail addresses. Once communication has been establishment, people typically exchange personal e-mail addresses and circumvent the online dating service entirely. This creates a problem for a person who may subsequently wish to end communication with a particular person but cannot do so because that person has his/her e-mail address.

(2) Using broadband communication via web camera. This technology facilitates communication and allows people to gain a richer understanding of another person beyond text-only interaction. On the basis of this understanding, potential daters might decide not to pursue the relationship.

(3) Heeding the safe dating tips on the web promoted by some online dating services. These tips include: (a) Agree to a first meeting only after reaching a high comfort level. It may be self-evident to most people that they should feel comfortable before agreeing to meet a stranger face-to-face. (b) Arrange for a first meeting in a public place, during the day, and with a defined time limit. Meeting at a café for a half-hour for mid-morning coffee is a safe first date. If things progress well, arrangements can be made for longer and more intimate meetings. If not, it is relatively easy to extricate oneself from a date that takes place in public during the day, and that has been predefined as lasting no more than 30 minutes. (c) Adopt a guarded approach to revealing personal information. This information is best kept to oneself until trust has been established.

According to Silverstein & Lasky (2004) and Browne (1997), online dating can be dangerous. But if someone is a smart dater, online dating is not any more dangerous than meeting someone in person. The danger in dating comes from not knowing the person. Unless a true, mutual friend introduces individuals, they know very little about

the people they meet. Online dating is advantageous because you are completely anonymous. It is proposed that people make sure online safety is practiced. Do not be afraid to tell others where you are going and with whom. The task of telling a friend is much easier for women than men, who often do not want to admit their fears to anyone. Men, take heed: admitting your fears and staying safe is far better than other alternative outcomes. Internet service sites recognize your need to remain anonymous until you decide to reveal your identity. People can write to anyone without identifying themselves. However, if individuals ever reply to anyone directly from their private e-Mail account, they need to be sure that their identity is not revealed by the e-mail system.

Preventing victimization experiences on the Internet includes (1) never giving out a home address; (2) never giving out a phone number; (3) meeting in a public place; (4) telling a friend of the meeting; (5) never going home with the individual; and (6) reporting individuals who violate the rules to the dating service (Cyberangles.org, 2000; Match.com, 2000; Swoon.com, 2000; Skriloff & Gould, 1997).

Silverstein & Lasky (2004) noted that there is some fraud in online dating: (1) Married people: Some people say they are divorced, single, or widowed, when nothing could be further from the truth. These people are dangerous- not physically but emotionally; others exaggerate their separated status; (2) men posing as women and

women posing as men; (3) older people posing as being younger. Those situations are dangerous and fraudulent. Individuals have to choose their friends on the Internet carefully.

Another danger in online dating is credit card security. Many people will be naturally scared at such a prospect, but in reality this is completely unfounded. Furthermore, virtually all services that accept credit cards online are securely encrypted and operated by large reputable businesses. Even if the credit card number is stolen, the company will pay losses. That is, the "industry" loses; you the consumer do not lose a cent (Jones, 2001).

### 2.4.3 Different Level People on the Online Dating

Today the number of women who receive a bachelor's or master's degree each year surpasses the number of men who do so, and that trend is expected to continue, according to the National Center for Education Statistics (NCES). More educated women in the marriage market will continue to better the odds of more matches between highly educated people. Since there are fewer men and women today who either did not complete, or only completed high school, and since people with higher education levels tend not to seek people who have only high school degrees, less educated people have fewer dating options.

A study match.com (Gardyn, 2002) stated the online dating services have more

than three million online users. Launched in 1995, the site has a substantial number of highly educated women. According to a study of 728,000 match.com online users, conducted exclusively for American Demographics, only a quarter (24 percent) of women with graduate degrees and 20 percent of those with a Ph.D. say they are willing to date a man with "any" level of education. Of those women who specify a particular educational criterion, 64 percent of those who hold graduate degrees, and 68 percent of those with a Ph.D., say they are looking for a man with at least a graduate degree.

Hollander (2002) found that in comparisons between young adults and older respondents who had found a partner online significant differences existed in background factors studied. Participants in the younger group were less likely to be male and white, and they reported an earlier age of engaging in sex than older respondents.

### 2.4.4 Successful Online Dating

Individuals place their personal advertisement on the Internet for a number of reasons. First, a number of online dating services allow people to post ads of any length for free. For example, American Singles (http://www.americansingles.com) currently has approximately 5,000,000 users in its database. For people who want to find partners of a specific race, age, or religious affiliation, online dating services offer search engines which allow for the display of ads which meet the preset criteria.

Communication over the Internet is instantaneous, so it is easy to set up an online relationship with little social risk to either partner (Hatala, Milewski, & baack, 1999).

Atwood (1996) asserted that the key to successful dating in traditional ways and online dating are the same. Rather than focusing solely on finding and winning over the one and only right person, time should be devoted to learn about yourself and your relationships to become a better partner. In successful online dating, one must know themselves, first and foremost. By going out with many different partners for a short period of time, you can learn about communication, and what it takes to have a romance that works.

Silverstein & Lasky (2004) suggest several ways to succeed at online dating. (1) Start with a positive attitude (2) Begin slowly and gain momentum. (3) Avoid discussions regarding previous relationship woes. (4) Write an essay that reflects you. (5) Remember the number of "psychos" on the Internet reflects real life. (6) Do not take each Internet contact too seriously. (7) Rest from time to time. (8) Reconsider your non-negotiable criteria. (9) Post a photo immediately. (10) Know when to hold them and when to fold them.

According to Jones (2001), there are different types of people on the Internet: The average Internet dater, the serial daters, the swingers, the chat freaks, the contact collectors, the cyberers, the fakers, and the window shoppers. There are also several

rules to being successful at online dating: (1) Do not do, say, or show anything that makes you look generally unattractive or stupid. (2) Know who and what you are looking for, and do not be afraid to say it. (3) Be persistent, and play the numbers game. (4) Stand out from the competition. Silverstein & Lasky (2004) proposed that to succeed in online dating, you must (a) have a good sense of who you are. (b) Have a good sense of what you are looking for in a date/mate. (c) Have a reliable way to get online, surf the web, send and receive e-mail, and be able to take part in online chats. (d) Read the person's profile carefully and try to find information about them that makes them suitable. (5) Engage in e-mail exchanges with prospects to ferret out additional information that can tell you if the prospects are a reasonable match. (6) If one discovers they are not a match, they can disengage quickly, and move on with minimal discomfort. In addition, Semple (2002) said to be a successful online dater one must ask all the questions they need to ask potential dates, and they need to feel very satisfied with the answers before revealing any contact details. Seek a site that is right for you and check the privacy procedures of each site before signing up.

According to Match.com report, McDermott (2004) noted that there are 10 tips for online dating safety: (1) start slow; (2) guard your anonymity; (3) exercise caution and common sense; (4) request a photo; (5) chat on the phone; (6) meet when you are ready; (7) watch for red flags; (8) meet in a safe place; (9) take extra caution outside your area;

(10) get yourself out of a jam. Williams (2002) also provides 10 tips for online dating: (1) How many e-mails before meeting: Williams proposed that you meet the person from the Internet as soon as possible because he is not a stranger anymore. Otherwise, more e-mails or phone calls may be a waste of more time. (2) When do you decide to meet: William noted that you meet the person only when you feel an attraction to the other person and only after you have chatted on the phone and heard the person's voice. (3) When do you give out your phone number: It depends on your comfort level, if you give out a number, it means you are really interested in this person. If you have any doubts, leave it out. (4) Never meet at his or her house on the first date. (5) Shake hands, hug, and or kiss: It is appropriate to hug depending on the comfort level of both parties. Use your own judgment, the body language will usually let the person know if online friends want a hug or not. (6) Do you walk her to her car: If one or both are enamored, then the person probably will walk the online partners to her car before saying goodbye. (7) Do you ask for another date during the first date: the person should be sensitive if his online partners wants to go out again or not. (8) Who pays the tab: (9) Taboo Topics: When meeting for the first time, no matter how nervous you are or what a bad day you are having, do not talk about topics that are downers or negative. (10) Long distance: never get into the long distance dating rut.

### 2.4.5 Online Dating Statistics

A study by Partks and Roberts (1998) complements results from Knox et al. (2001). This study examined relationships of individuals who met online through virtual environments. In this study, 235 participants completed a survey on relationships they had established using the online dating service. One hundred fifty-five respondents also completed surveys regarding relationships. Eighty-three point six percent of individuals reported establishing relationships with other online users of the opposite sex. This study discovered several types of relationships: close relationships (40.6%), friendships (26.3%), or romantic relationships (26.3%). In addition, study by Parks and Roberts (1998) and Knox et al. (2001) focused on the number of individuals who ended up meeting their online acquaintances face-to-face. Parks and Roberts found that 37.7% of respondents who had started personal relationships online had later met their relational partner face-to-face, compared with 33% of the participants in the Knox et al. (2001) study. Also, nearly 60% of the respondents in the Parks and Roberts study who developed romantic online relationships went on to meet face-to-face.

With respect to Internet users seeking and establishing relationships, Brym and Lenton (2001) found that 60% of a large Canadian sample of online dating service users were looking for a serious relationship, and 3% said they had married someone they

met through an online dating service. According to the Boies (2002) study, the male/female ratio of users was 2:1. Parks and Roberts (1998) found that 90% of respondents to a survey of Multiple User Dimensions (a real-time, text-based Internet environment similar to chat rooms) had formed personal relationships. About one-third of those relationships had resulted in face-to-face meetings and 25% were of a romantic nature.

According to four minute date statistics, which is the brainchild of corporate Christian Screen, a young entrepreneur seeking to change the way people interact, the average single individual spends $42 during a weekend out with friends and a whopping average of $51 on a first date. Statistics also show that 92% of attendees' report having at least one mutual match from an event whom they would like to meet again. Ninety- eight percent of the attendees report that they would attend another event, and recommend the 4-minute date to a friend. Ninety-six point six percent of attendees said that they had a wonderful time at the event.

According to an analysis of one of the online dating services, 77% of Jewish singles, 83% of Catholic singles, and 84% of Protestant singles say they are willing to date someone outside of their religion. But saying they are willing to date someone unlike themselves and actually marrying them are two different things. The majority of Americans still tend to marry people who are demographically similar to themselves

(Nayyar, 2002).

Weintraub (2003) noted that the U.S. consumers spent $ 214.3 million on online personals and dating websites through the first half of 2003, three times as much as consumers spent in all of 2001 and more than in any other online content category. Also, there are estimated 5.6 million Americans who will seek romance online by 2007.

Brym & Lenton (2001) reported that people use online dating services mainly to find dates and to establish a relationship. Seventy-eight percent of the online survey respondents said they often used online dating services to meet someone. The second most frequently cited reason for using such services is to find someone for a long-term relationship. Fifty-eight percent of respondents said they often used online dating services for long-term relationship purposes. The third most frequently cited reason for visiting online dating sites is to find sexual partners. Forty-three percent of respondents said they often used such services for sex. Smaller percentages of respondents often use online dating services out of curiosity, or fun, with no intention of making face-to-face contact (41%), for casual online chatting and flirting (36%), or to find a possible marriage partner (31%). The same report also noted that people who are married or living common-law are less likely than others to want to use online dating services to establish long-term relationships or to find a marriage partner. A third division emerges with respect to those who most often use online dating sites to find

sexual partners. Frequently, such people are married or living common-law. The report found younger aged people more often use online dating with no intention of meeting face-to-face, when compared to the older age cohort. They found that people under the age of 25 or over the age of 59 say they are most likely to use online dating to find sexual partners.

The results by the Knox et al. (2001) study suggest that college students used the Internet more often to establish friendships rather than romantic relationships. In this study, 33 percent of participants who met someone online ended up in face-to-face encounters with their Internet friend, 7% reported becoming emotionally involved, and 2% ended up living together.

### 2.4.6 Gender in Online Dating

Hatala et al. (1999) conducted an analysis of Internet personal advertisements that were placed by college students. There was a major difference in gender of the ad placers. The results may suggest that men are more open to online dating than women. However, other factors may need to be taken into consideration rather than the gender of ad placers when considering openness to online dating services. Traditional men in our society have had the role of "asking" women out. With men placing the Internet personal ads more often than women, this may merely be an extension of traditional dating roles.

Conversely, Scharlott and Christ (1995) found that more than half of reporting women began a romantic or sexual relationship through Internet personal advertisements, whereas less than a third of the men reported starting a romantic or sexual relationship.

Interestingly, Hullinger (2002) said it seems men use the Internet more often than women to find a mate. There has not been substantial research to determine if men are more open to the concept of online dating than women. Women may, or may not, merely be taking more traditional passive roles in the dating process online.

## 2.5 Interpersonal Development Phase Theories

### 2.5.1 The Life Cycle of Close Relationships

Relationships consist of three stages that include beginnings, middles, and ends. Levinger (1980, 1983) described five possible stages in the development of a close relationship: (1) Initial attraction, (2) Buildup, (3) Continuation and consolidation, (4) Deterioration and decline, and (5). Ending (Lippa, 1990, p.421-428; Kelley et.al., 1983).

In 1978, Huston & Levinger's research revealed we tend to be most responsive to those who seem attracted to us. Most basic of all, beginnings occur when we are actively seeking a relationship: A happily married person may not necessarily view another person as a potential new romantic partner, but for a single person they

undoubtedly will. The triggering factors of the first step are proximity, similarity, and erotic love. Although physical appearance, demographic characteristics, and the heady excitement of romantic love may provide the initial impetus to close relationships, subsequent progress likely depends more on processes of social exchange. In close relationships, people exchange information about themselves; they also exchange goods, pleasures, and unpleasantries (as cited in Lippa, 1990).

Levinger (1976) proposed that there are three broad factors that influence the likelihood that a relationship will end: (1) The attractiveness of the relationship itself, which is positively related to its rewards and negatively related to its costs, (2) the attractiveness of alternate relationships, and (3) the "barriers" to ending the relationship. The equity theory (as cited in Lippa, 1990, p.425;Baron & Byrne, 2000; Yu, 2002 ;Yen, 2003) adds an additional factor to the "economics" of breakups: Partners in close relationships not only compare their rewards and costs to the costs and rewards available in alternate relationships, but they also attend to their investments. When inequity exists, the ratios of profits to investments are unequal for the partners and the relationship suffers.

**2.5.2 Stages in the Development of Love:**

Developing a close relationship takes time. No relationship becomes instantly close. Some researchers say that as a general model, they consider a relationship, any

close relationship, to move from a fairly superficial stage to a deeper, more intimate bond (Kelly et al., 1983). The first stage can be referred to as an acquaintanceship; two people begin to get to know each other. Initial impressions are made, and the two begin to interact. Many relationships never progress beyond this stage. The movement from acquaintance to the actual building of a relationship constitutes a second stage. During this stage, increasing degrees of interdependence are established. The people involved discover aspects of each other through increasing interaction, and they become more willing to disclose information about themselves. The two partners in this stage of a relationship also begin to invest time and energy in the relationship, coordinating their activities with each other and anticipating rewarding future interactions. Buildup is the third stage of a close relationship. Progress in this stage is not always smooth, as the partners face an unfolding set of circumstances and problems, some of which temporarily increase the tension between them. Finally, the last stage of a relationship is real commitment. The advantages of the relationship clearly outweigh the disadvantages. In some cases, commitment may develop as a result of love. In other cases, as in those societies in which arranged marriages are the rule, commitment may be the outcome of a formal agreement, after which emotional involvement and love can follow. Based on research by Marc Blain and his colleagues (as cited in Deaux, Dane, & Wrightsman, 1993, p.244; Yu, 2002), commitment is the motivation. Individuals in

long-term relationships cite motivation to remain committed as being self-determined or intrinsic, as opposed to motivated by obtaining rewards, avoiding punishment, or avoiding guilt.

However, many behaviors and feelings change. Sometimes individuals need to increase ways in which they trust their partner (Rempel, Holmes, & Zanna, 1985; as cited in Deaux, Dane, Wrightsman, 1993; Baron & Byrne, 2000, p.306). First, trust involves predictability: the ability to estimate what the person will do. Second, trust implies dependability; a partner develops certain assumptions about the internal characteristics and dispositions of his or her mate. Both predictability and dependability are based on past evidence and experience with the partner. Beyond these two elements, trust implies faith. People do meet, fall in love, and live together or marry. Yet some of these people fall out of love, break off engagements, separate or divorce. Why do some relationships work and others fail? Do certain factors influence the course of relationships and can we predict the positive and negative outcomes?

**2.5.3 Information-Processing Model of Persuasion:**

The information-processing paradigm proposed by McGuire (1968, 1969, and 1985) provides a useful framework for thinking about the stages involved in the processing of persuasive communication. He proposed that the persuasive impact of a message is the product of at least five steps: (1) Attention, (2) Comprehension, (3)

Yielding, (4) Retention, and (5) Behavior. For example, the ultimate objective of online dating for single people is to get other people of the service to connect with him or her. In terms of McGuire's framework, the single person's first problem is to reach other people (failure to attend). Even if other people attend to the communication, it will have little impact if they do not understand the arguments because they are too complex (failure to comprehend) or if they do not accept the communicator's value (failure to yield). But even if the single person manages to persuade other people, it will be of no use if other people change their attitudes again before dating or marrying them (failure to act). Therefore, McGuire's model can be divided into a two-step version which states that the probability of a communication resulting in attitude and opinion change is the product of the probability of reception and acceptance.

**2.5.4 Interpersonal Attraction Theories/Models:**

1. The Affect-Centered Model of Attraction:

The affect-centered model of attraction (Baron, R.A. & Byrne, D.E., 2000, p.296; Yen, 2003) assumed that attraction is based on positive and negative emotions. These emotions can be aroused directly by another person, simply associating with that person, and/or mediated by cognitive processes. Essentially, attraction to a given person is based on affective responses that are aroused by various events, and by relatively stable characteristics of the person. Some of the person's characteristics have

a relatively direct effect on one's emotional responses; other characteristics must be processed cognitively in ways that activate schemas involving stereotypes, attitudes, beliefs, and expectancies. The net affective state leads to an evaluative response along a dimension ranging from liking to dislike, and decisions to approach or avoid consistent with the evaluation.

Devito proposed an attraction theory in 1998. This theory holds that relationships with others are based on three major factors: attractiveness (physical appearance and personality), proximity, and similarity. Some research studies found that men consider physical attractiveness in their partner more important than do women. The more attractive people find someone, the more people are apt to exaggerate their good qualities in order to date them. People who became friends were those who had the greatest opportunity to interact. One reason proximity influences attraction is that it allows people to get to know each other. People come to like others they know because they can better predict their behavior, and perhaps because of this, they seem less frightened than when interacting with strangers. If people observe their friends, they would find that they go out, and establish relationships, with others who are similar in physical attractiveness. This tendency, known as the matching hypothesis, predicts that although people may be attracted to the most physically attractive people, they will date and mate with people who are similar to themselves in physical attractive and similar

attitudes. Similar attitudes also seem to predict relationship success. People who are similar in attitude become more attracted to each other over time, whereas people who are dissimilar in attitude become less attracted to each other over time (as cited in Devito, 2004, p. 253-256).

2. Uncertainty Reduction Theory:

Berger & Calabrese (1975) described relationship development as a process of reducing uncertainty about others. For example, the theory predicts that high uncertainty prevents intimacy, whereas low uncertainty creates intimacy. Similarly, high uncertainty decreases liking another person, whereas low uncertainty increases liking (Devito, 2004, p. 253, Yen, 2003).

There are many strategies that can help reduce uncertainty (as cited in Devito, 2004, p.109). First, people can observe another person while he or she is engaged in an active task, preferably interacting with others in an informal social situation. This often reveals a great deal about the person since people are less apt to monitor their behaviors and more likely to reveal their true selves in informal situations. Second, people can observe the person in more specific and revealing contexts. Creating situations where people can observe how the person might act and react will help to reduce uncertainty about the person. Third, when people log on to the Internet, they can read exchanges between the other group of people before saying anything themselves. When

uncertainty is reduced, people are more likely to communicate effectively. Fourth, collecting information about another person, through asking others, is another way to reduce uncertainty. Fifth, interaction with the individual, and asking them questions, is also very helpful in reducing uncertainty.

3. Reinforcement/ Affect Theory:

Reinforcement theory means that people like others who reward them and dislike people who punish them. Donn Byrne and Gerald Clore (1970, as cited in Deaux, Dane, Wrightsman, 1996) assume that most stimuli can be classified as rewards or punishments, and that rewarding stimuli elicit positive feelings (or affect), whereas punishing stimuli elicit negative affect. Byrne and Clore suggest that the reward value of such an experience creates positive affect and leads to positive evaluation. Byrne and Clore would also predict that we would also tend to like other people and objects associated with that situation more because of the conditioning process.

4. Balance Theory:

It has often been observed that people like to be surrounded by those who generally agree with them. Also, they like people best who agree with them most. In 1958, Fritz Heider, Theodore Newcomb, and others (Freedman, Sears & Carlsmith, 1978, p. 174; Deaux, Dane, & Wrightsman, 1996, p.167; Baron & Byrne, 2000) proposed a theory called the balance model. The basic assumption behind this model is

that people tend to prefer consistency. They want things to fit together and to be logical and harmonious, and this holds for their own beliefs, cognitions, thoughts and feelings. The second assumption of this model is that an imbalanced configuration tends to shift toward balanced ones. Unstable systems produce pressures toward change and continue this pressure until they are balanced.

5. Social Exchange Theory:

This theory is based on an economic model of profits and losses whereby people develop relationships to maximize their profits. The equation is Profits=Rewards-Costs. Rewards are anything that individuals want, enjoy, and would be willing to incur costs to obtain. Costs are those things that individuals normally try to avoid. Using this basic economic model, social exchange theory claims that individuals seek to develop relationships that will give them the greatest profit, relationships in which the rewards are greater than the costs. Preferred relationships are those that are most profitable and give them the greatest rewards with the least costs (Devito, 2004, p. 257).

Social exchange theory involves both persons in the relationship, specifically, the costs and benefits each person associates with the relationship. Attraction involves two persons; it seems reasonable to consider how the two persons interact rather than to focus on the characteristics of one person while ignoring the other. Margaret Clark and

Judson Mills, recognizing that costs and benefits may be defined differently in different relationships, suggest that an important distinction should be made between exchange and communal relationships (Clark & Mills, 1979; Mills & Clark, 1982). Some relationships, such as those between strangers, acquaintances, or business associates, are based on a strict exchange of benefits. Reciprocity is the rule in such relationships. What one gives to the relationship and what one gets from it are kept in balance. In communal relationships, such as those with family members and close friends, people are more responsive to the other person's needs and less concerned with balancing every input and outcome (Deaux, Dane, & Wrightsman, 1996). For example, if a person's best friend is in trouble, this person may go to his friend's aid without expecting any direct compensation in return. However, if his friend ignores them except when he or she is in trouble, the lack of reciprocity will eventually alter this person's appraisal of the relationship.

6. Stimulus-Value-Role (SVR) Theory:

Stimulus-Value-Role theory was introduced by Murstein (1976). SVR theory is a general theory of the development of dyadic relationships. Designed initially to account for courtship, it has been extended with slight modification to account for friendship and husband-wife relationships as well. This theory, based on social exchange theory attraction and interaction, depends on the exchange value of the assets

and liabilities that each of the parties brings to the situation. The kinds of variables that influence the course of development of the relationship can be classified under three categories: stimulus, value comparison and role (Duck, 1977, p.105; Baron & Byrne, 2000, p.266):

(1) Stimulus Stage:

In this stage people focus more on the other person's physical attractiveness. Is he the right height? Well built? Good looking? What does his voice sound like? Is he dressed in a relaxed, sexy manner, or is he "establishment" formal? However, initial impressions are not wholly dependent on the senses. An individual's stimulus value also may include information about the other's reputation or professional aspirations, which precede the initial contact. The initial judgments are formed on the basis of perceptions of the other, and information about them. These may be obtained without any interpersonal contact whatsoever or on the basis of brief introductions. However, it is estimated that over 90 percent of the current population will eventually marry, and it is evident that they are not all physically attractive. There is obviously a net deficit in beauty, from ideal preference to actual choice.

(2) Value Comparison Stage:

If two person's approximate equality in their stimulus variables, meaning their stimulus attributes (physical attractiveness, status, poise, voice) are approximately

equal, they may progress to the second stage: value comparison of courtship. In this stage, couples talk about each others' interests, attitudes, beliefs, and even needs, when they are seen as emanating from beliefs. The primary focus of the value comparison stage is the gathering of information by verbal interaction with the other.

(3) Role Stage:

When a couple has survived the stimulus and value stage, they have established a reasonably good relationship. Some individuals may decide to marry at this point. However, for most persons, these are necessary but insufficient grounds for marriage. It is also important for the couple to be able to function in compatible roles. A primary feature of the role stage is the evaluation of the perceived functioning of oneself in a dyadic relationship, in comparison with the roles one envisions for oneself, and the perceived role functioning of the partner with respect to the roles one has envisioned for them. Personal, intimate behaviors are revealed much more slowly than are values, which can be expressed in more abstract, less intimate fashion. Also many roles may be included within an overall evaluation of role compatibility, making evaluation difficult. Whereas, values are generally simpler to understand.

This theory was criticized for a number of reasons. The theory had not been tested for the sequence effects. There is indirect data that indicates that the stimulus stage precedes value and role stages. Role compatibility would seem to depend on

considerable knowledge, and intimacy between members of a couple, so Murstein doubts that anyone would think it preceded the stimulus stage (Murstein, 1986, P.139).

7. Interdependence Theory:

This interdependence theory of John Thibaut and Harold Kelley is similar to the social exchange theory; both conceptualize interaction in terms of costs and rewards (Kelley & Thibaut, 1978, Thibaut & Kelley, 1959; Deaux, Dane, Wrightsman, 1993). Interdependence theory includes more detail about the interaction of two people's behaviors, and frames these interdependencies in terms of an outcome matrix. The theory suggests that people compare the gains in a relationship with what they have come to expect. This comparison level is based on past experiences, and any present relationship will be judged satisfactory only if it exceeds the comparison level. The comparison level is also specific to situations. The calculations of outcome value (reward minus costs) may differ greatly when considering your relationship with a dentist versus the relationship with a lover.

These theories emphasize important aspects of the attraction process. Reinforcement theory tells people much about the factors that will influence their attraction to another person. Social exchange theory and interdependence theory take people in other directions, considering both partners as necessary components of the explanation.

8. Equity Theory:

This theory claims that individuals develop and maintain relationships in which their ratio of rewards to costs is approximately equal to their partner's (Walster, Walster, & Berscheid, 1978, Messick & Cook, 1983). An equitable relationship is one in which participants derive rewards that are proportional to their costs. If an individual works harder in a relationship than their partner, then equity demands that the individual gets greater rewards than their partner. If they work equally hard, then equity demands that each should get approximately equal rewards. So if individuals are under benefited, they will become angry. If they are over benefited, they will feel guilty.

**2.6 A Historical Look at the Online Dating Research**

Yen (2003) focused on "the study of the influential factors of Internet Interpersonal Attraction of Taiwanese Undergraduates." The purpose of the study was (1) to construct the influential factors of Internet interpersonal attraction respectively under the motivation of developing internet friendship and love, and (2) for exploring the reason why Internet users had positive interpersonal feelings for someone in Internet interpersonal interactions. The method of this study included a self-report, questionnaire survey. Six hundred thirteen university students were evaluated in the Internet Interpersonal Relationship study, in a bulletin board system, utilizing a

questionnaire. The data were analyzed by Factor Analysis, and paired-sample Test. Three findings resulted in the following: (1) In the aspect of interpersonal attraction of developing Internet friendship and love, it can be classified in 9 and 10 factors respectively. These factors are personal positive traits, sense of humor, ability of controlling characters and symbols, self-disclosure, attraction between men and women, proximity and familiarity of cyberspace or physical space, and spiral liking. The different factors are complements and feedback, mystery, active show-off, active social intercourse, and spiral liking. (2) There were seven similar influential factors in two kinds of motivation. In the positive cases, the influential degree under the motivation of developing Internet friendship was higher than developing Internet love. Besides, in the case of self-disclosure, proximity and familiarity of cyberspace or physical space, and attraction between men and women, the influential degree under the motivation of developing Internet love was higher than developing Internet friendship. (3) In the undergraduate students' opinion, they thought the important factors under the motivation of developing Internet friendships were personal positive traits, humor, similarity, activity, ability of controlling characters, and symbols. The important factors under the motivation of developing Internet love were personal positive traits, humor, opposite sex, physical attractiveness, and spiral liking (Yen, 2003).

Another empirical item is netting love for life-the theoretical construction in developing processes and influential factors of cyber love by Yu (2002). This thesis is based on grounded theory methodology, which finalizes the conclusions through scrutinizing the historical development, types of characteristics, and related influential factors involved with the cyber loves. This study used qualitative methods with 15 selected interviewees, including 5 couples and 5 individuals with ages ranging between 25 and 40, who were or are currently experiencing cyber love. Through systematically collecting, analyzing, and cross-examining data from the selected interviewees, the research results were obtained and concluded as follows: Ten stories of cyber love studied were coded into ten themes: unawareness, marriage companion wanted, innocent third-party engagement, complementarities, similarity, picky, out of expectation, saving, mind-interacting, and game-like lifestyle.

Typically the process of cyber love is developed under four phases: cyber initial phase, observation and interaction phase, meet significant face-to-face phase, and relationship and commitment phase. This study also discussed two types of cyber love: meet-to-confirm relationship type and meet-to-develop-relationship type. In the aspect of characters of cyber love, they are: (1) Develop quickly, (2) Know each other deeply, (3) Understand each other from inner to outer, (4) Meet face-to-face is the key point, (5) The possibility of developing long-distance love gets high, (6) Gather information

piece by piece, (7) Cautious to the opposite's true identity, (8) Self-disclosure is the fundamental element of cyber love, (9) Proximity leads to interdependence, (10) Physical relation is still the important element of influencing love relation.

This study also discussed the aspect of interpersonal feeling factors of developing cyber love. They can be reduced to eight factors: similarity, complementarily, proximity, comparison, equity, match, attraction. Finally, according to this research, suggestions for future related research and counseling are noted (Yu, 2002).

**2.7 Summary**

Lehrman (2002) reported that online dating does not guarantee a perfect Mr. or Ms. Right. Many men and women have experienced the same problems as online daters in the real world. There are irresponsible, whiny commitment phobes everywhere. While online dating may solve a supply problem for women, it may exacerbate a male problem of wanting perfection especially in the physical arena.

Research on the online dating attraction in social psychology has been compounding for years, and several theories have been developed. Interpersonal attractiveness stages noted in many social psychology studies were proposed by Levinger (1980, 1983). It identified five stages in the development of a close relationship including initial attraction, buildup, continuation and consolidation, deterioration and decline, and ending. Physical attraction and proximity are more

important in an initial relationship. However, similar values and characteristics are more important when building and keeping a relationship. Other theories of interpersonal attraction define stages in the development of love (acquaintanceships, actual building, buildup, real commitment) and, an information-processing model of persuasion theory.

Besides the interpersonal stage attraction theories, the affect-centered model of attraction by Baron & Byrne (2000) proposed that people with positive and negative emotions are aroused by another person who relies on liking or disliking them. People like others who reward them and dislike people who dislike, as noted in Reinforcement/Affect Theory in 1970. Balance Theory, by Heider & Newcomb in 1958, proposed that people like to be surrounded by those who generally agree with them. Other literature discussed Social Exchange Theory and Stimulus-Value-Role Theory as well.

Past research focused on interpersonal attraction in the real world. Few theorists have studied interpersonal attraction on the Internet. There are some factors of similarity between real world attraction and online dating attraction. However, there are still some differences between them.

Online dating attractiveness empirical literature has proposed that one problem is the lack of other scholars' research (Yen, 2003). Therefore, the author summarized

many theories from the social psychology arena that discussed factors in interpersonal attraction. Many research methods revealed in this research are mostly qualitative. Few are quantitative studies. Other problems include limited sample size, and limited literature cited in studies. Some strengths found in the studies included understanding interpersonal attraction factors and improved personal characteristics.

In another empirical study by Yu (2002), it was discovered that there are some perceived weaknesses in the research because most studies are using the qualitative method, and the researcher interviews a number of online dating males or females on the Internet with online dating experiences. The qualitative results cannot be generalized to all levels of online dating situations.

Theoretical reformulations should extend the concept of online informing by a focus on such factors, along with expanded consideration regarding online dating safety. The Internet has become a new technological channel for singles to find their partners. Expanding critical concepts should be an area of future scholarly inquiry. There is a need to further develop theoretical formulations of online dating to better understand "Internet interpersonal attraction."

There is very little scholarly inquiry, in the form of critical analysis of the literature. Further scholarly inquiry of the theoretical and empirical literature is needed. Much of the scholarly literature addressed the social psychology of Internet

interpersonal attraction. Less literature regarding online dating attraction, as measured quantitatively, was evident.

Empirical studies are needed in the area of Internet interpersonal attraction. Empirical studies need to provide greater illumination of theoretical literature noted in this review. To summarize, empirical studies are needed with emphases on different area populations (e.g. different race, age), gender, and fraud in online dating, and sexual online dating.

Research methodological is another area of future scholarly inquiry where rigorous design, sample size, population, studies, and measurement of variables are needed. Past studies were qualitative, quantitative, or of mixed methods. However, a majority of past studies were qualitative. In studies where interpersonal attractions were assessed, various qualitative instruments were used to collect the data. Those researchers interviewed only people who had online dating experiences. Few studies are quantitative or mixed methods.

# CHAPTER III

# RESEARCH METHODOLOGY

## 3.1 Introduction

Chapter Three presented a description of the methodology for this study, which focused on the analyses of the characteristics of online users, the attractiveness factors that online users were looking for and the nature of the relationships between online users and their online partners. Modern society has posed some problems for those in the quest of love and friendship. The purposes of this study were the following:

(1) To determine the personal characteristics of online users, which included educational background, gender, age, vocation, height and weight.

(2) By understanding interpersonal relationships in online settings and an Eastern culture (Taiwan); this research supports other research studies investigating online interpersonal relationships.

(3) To determine the similarities and differences between the characteristics of online users and the factors that affected their online partners.

(4) The findings of this dissertation build on existing research on interpersonal relationships by studying such relationships in online settings. Furthermore, it tested the validity of such research in Eastern culture by focusing on people in Taiwan.

An online dating site is a website on the Internet where people go to use the dating related services offered. The specific purpose of these sites is to assist people who want to find relationships or friendships with others through online dating services. The online dating services sites can also be called "E-commerce Companies" which sell the ability to find a relationship or friendship. In this study, the researcher focused on online dating chat-room services to find the potential participants.

The research design of this study used a quantitative methods approach using closed-ended questions on a survey instrument. This survey instrument included 27 closed-ended questions. The researcher asked respondents to select the answers, fill in the answers, and rate these questions based on a Likert scale format with 5 possible responses ranging from strongly disagree to strongly agree. Because there are so many online dating services on the Internet, it was difficult to use a random sampling method in this study. Instead, this study used a convenience sampling method to collect data. In convenience sampling, participants are selected because they are willing and available to be studied. The researcher chose the cases for the sample from three online dating chat-room services.

This research analyzed how different attractiveness factors of online dating users affect specific sub-groups of the sample of online users. The sub-groups in the sample consisted of users of different age, gender and motives for using the online dating

services. This survey was distributed by the researcher through online dating chat-room services. The researcher sent an e-mail to potential respondents found in these chat rooms and invited them to willingly participate in the research study through the website survey. This study received one hundred seventy responses from potential respondents. The data were analyzed using the SPSS statistical program for data analysis. The specific analyses included descriptive analysis, frequency analysis, correlation analysis, t-test, and ANOVA analysis methods.

The data analysis of this study had three components. First, the researcher used descriptive statistics (frequency statistics and measures of central tendency) to analyze the basic information statistics and to analyze the characteristics of online users. Second, the researcher used correlation analysis to determine whether there were significant relationships among the different attractiveness factors that impact online users. Third, the researcher used T-Test and ANOVA methods for testing statistically significant differences of online dating attractiveness factors and online users. The confidence level for all statistical analyses in this study will be $p<=0.05$.

In the literature review of this study, it was noted that millions of people all over the world have used the Internet since the mid 1990s to seek relationships with others (Jones, 2001). The rising divorce rate over the last 25 years caused more singles and well-educated persons who have chosen not to marry early (Parekh & Beresin, 2001).

Moreover, people in the younger generations continue to postpone marriage until educational or financial goals are achieved. Another reason for online dating services is that through computer communications, people can talk to other people via Internet technology (Watt & White, 1999). For the above reasons, this research study focused on 20 to 45 year olds people who were currently using online dating services or had used these services in the past. The reasons that the researcher chose ages 20 to 45 year -old people were (1) they are of a suitable age for marriage (2) in general, they are good at using Internet technology (3) they are busy with work, with less time for looking for partners and (4) some of them are not good in face-to-face relationships, so online dating is a good way for them to build these relationships.

Basow (1992) noted that gender is an important variable in the social psychology area. Males and females will have different sets of characteristics when forming interpersonal relationships (Liu, 1999). Gender also has an important influence in the online dating relationship (Hiltz & Johnson, 1990; Soukup, 1999). In this study, gender was investigated as well as respondents of different ages.

**3.2 Rationale and Assumptions**

The researcher typed the keyword "online dating service" on the Yahoo and Google Search Engine and found approximately 10,100,000 responses. The existence of so many websites means that there are a large number of people using the Internet

looking for relationships with other people. Computer communication technologies change with each passing day and attract more people to use this new technology to communicate with other people. Many people develop a relationship through Internet technology, and this subject was the focus of this study. What are the characteristics of potential partners that different online users are looking for? This study sought to understand better the characteristics of online users and the preferred characteristics of their online partners, in order to create better, higher quality online dating services to more online users.

### 3.3 Research Questions

The specific research questions for this study were as follow:

Research Question 1: Do males and females have different preferences in regard to characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

Research Question 2: Will different age groups have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

Research Question 3: Do people with different motives have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

### 3.4 Research Design

A non-experimental quantitative survey method with 27 closed-ended questions on the survey instrument was used for this study. Babbie (2001) defined the difference between qualitative and quantitative data as, "quantitative data are numerical data; qualitative data are not" (p.39). Qualitative methods analyze content of sentences and paragraphs. According to Creswell (2003a, 2003b), the definition of quantitative research is "an inquiry approach useful for describing trends and explaining the relationship among variables found in the literature." From sample results, the researcher generalizes or makes claims about the population (Creswell, 2003a; Creswell, 2003b).

The sample of this study consisted of people who have browsed or posted their profiles at online dating services. One purpose of a quantitative study is to generalize results from the sample to a population, so that inferences can be made about some characteristics, attitudes, or behaviors of all the population (Babbie, 1990). A survey provides quantitative or numeric descriptions of trends, attitudes, or opinions of a population by studying a sample of that population. A survey is the preferred type of data collection procedure for this type of study. Fink (1995) identifies four ways of collecting data: self-administered questionnaires, interviews, structured record reviews to collect financial, medical, or school information, and structured observations. In this

study, the researcher placed a survey questionnaire on a specific website: http://www.my3q.com/home2/50/mfeng661/onlinedating.phtml. Potential respondents went to this website and answered those questions. The questionnaires included questions about online users' age, gender, educational background, vocation, height and weight. From the results of the analyses of this study, the researcher interpreted the data guided by prior research studies.

### 3.4.1 Variables

It is conventional practice to regard quantitative data as consisting of variables. These variables normally start out as concepts, coming from either research questions or hypotheses (Blaikie, 2003). For example, the researcher defined age as "years since birth", and education as "the highest level of formal qualification obtained." The second step was to use the concept to show how data related to it will be generated. For example, in order to measure a person's age, it is necessary either to ask them or to obtain the information from some kind of record. The researcher chose to ask the participants and put ages into different categories.

From the literature review, the researcher used the following variables for variables: (1) Gender (2) Age (online users) (3) Motive (4) Appearance (5) Financial Prospects (6) Age (online partners) (7) Self-disclosure (8) Values and Beliefs. The first three variables focused on online users. The following five variables focused on online

partners. The following were the operational definitions of the variables:

(1) Gender: Men and women stress different criteria for choice of mates (Buss, 1987). There were many research studies (Buss,1994; Buss & Barnes, 1986; Buss, 1987) which noted that men are more interested in women's physical appearance, while women consider men's financial status to be more important than men's physical appearance. Men and women differ physically and psychologically, and occupy different roles in society; there are differences in their perceptions of what is attractiveness (Buss, 1987). Park & Floyd (1996) noted that women were significantly more likely than men to have formed a personal relationship online. While 72.2% of women had formed a personal relationship, only 54.5% of men had. Additional research is needed to determine potential explanations for this difference.

The discrete variable Gender included male and female as determined by a question on the survey instrument. This research study of online dating focused only on heterosexual people; homosexual people were excluded in this study because that was beyond the scope of this research.

(2) Users Age: Buss (1994) and Kenrick & Trost (1989) noted that women tend to prefer men who are slightly older than themselves, and men tend to prefer women who are younger than they. There are not many studies that analyze how age affects online dating partners. This study used a sample of only respondents of ages 20 to 45

because most of the people who use the dating service are in this age range (Yen, 2003). This continuous variable was collected by asking the respondents their age in years, and then dividing respondents into sub-groups of ages 20-25, 26-35, and 36-45.

(3) Motive: There are many motives of online users of dating services. To summarize the previous research, the motives of online dating users were divided into (1) looking for friends (2) looking for marriage (3) looking for romance and (4) others. According to Parks & Floyd (1996) a greater proportion of women are looking for friendship, so there may be gender differences in the online motives of users. Additional analyses revealed that opposite-sex relationships (55.1%) were slightly more common than same-sex relationships (44.9%). The definition of looking for friends means online users want to communicate with other people either by e-mail or to meet them and keep the friendships. Looking for marriages is defined as seeking a marriage partner. According to Yen (2003) seeking friendship and marriage are the two most common motives for online dating. Looking for romance is defined as meeting a partner with whom to date and be intimate. In this study, the researcher analyzed the friendship relationship, romance relationship and marriage relationship. David and Todd noted that friendships include eight characteristics: enjoyment, acceptance, trust, respect, mutual assistance, confidence, understanding, spontaneity (Yen, 1999). Sternberg (1986) noted that love relationships include: intimacy, passion, commitment.

The responses of this question were coded as a discrete variable.

(4). Appearance: Buss (1994) and Buss & Barnes (1986) noted that men rate women's physical appearance as being more important than women rate men's physical appearance. Physical appearance is one of the first impressions that people have when they meet others. People like those who are attractive. The results from Dion, Berscheid, & Walster (1972) research show that more positive traits were attributed to the attractive individuals, as compared to the less attractive individuals. This bias, or halo effect, was obtained consistently over a wide range of rated traits and personal qualities.

Many research studies (Duck, 1977; Baron & Byrne, 2000) proved that physical attraction plays an important role in interpersonal relationships. Buss (2002) also noted that men, significantly more that women, desired partners who are good looking and physically attractive. However, physical attraction is less important when seeking long-term relationships (Berscheid & Walster, 1974).

There were three sub-variables in this study to measure online partners' appearance: (1) Looks (2) Height (3) Weight.

(4.1) Looks: The outside physical shape of online partners. The perceptions of the photos posted online.

(4.2) Height: The perception of the desirability of the partners' height. The height is

measured in meters.

(4.3) Weight: The perception of the desirability of the partners' weight. The weight is measured in kilograms.

(5) Financial Prospects: Buss (2002) noted that women, significantly more than men, desired good financial prospect, as well as the qualities that lead to economic resources, such as ambition and industriousness. The researcher measured the online users' perception of desirability of good financial prospect in online partners. The researcher measured the online users' perception of desirability of good ambition and industriousness as well.

(6) Partners Age: The unit of measure online partners' age will be "year olds".

(7) Self-disclosure: Devito (2004) noted that self-disclosure refers to the communication about you to another person. The definition of self-disclosure is revealing information about you to others, usually information normally hidden. It involved information about (1) Values, Beliefs, and Desires. (2) Behavior. (3) Self-qualities or Characteristics.

(8) Values and Beliefs: When online users want to build advanced relationship with online partners, physical attractions are not the most important factors anymore. Online partners value, belief, interest, background, and attitude are more important when online users choose online partners. Byrne's (1971) theory of the "law of

attraction" states that people with similar attitudes will have strong attraction.

Lippa (1990) noted that a belief refers to cognitive information that need not have an emotional component. Beliefs that are not based on other beliefs are sometimes referred to as primitive beliefs. They can be based on direct sensory experience, or authority figures, or simple learning processes. Fishbein and Ajzen (1975) proposed a model of attitudes and behavior which calls the theory of reasoned action and its extension - theory of planned behavior (Ajzen, 1991; Ajzen and Madden, 1986) which is the most popular model of attitude- behavior relationship. Ajzen assumes that a person's attitude towards the behavior is a function of the expectation or belief that this behavior will lead to a certain consequence and the value ascribed to these consequences. An attitude is predicted by multiplying the value and expectancy components associated with each behavioral consequence and summing up these products. The theory of reasoned action and theory of planned behavior are also described as expectancy-value models (Baron & Byrne, 2000; Deaux, Dane, Wrightsman, 1993/1996; Devito, 2004; Hewstone, Stroebe& Stephenson, 1996).

The variables, gender, age, motives, and education, etc. are discrete variables. Appearance, financial prospects, self-disclosure, and value and beliefs are continuous variables. The descriptive analyses of this research consisted of frequency counts for discrete variables and measures of central tendency including mean, median, mode,

standard deviation, minimum and maximum values for continuous variables.

There are three types of ways to analyze the relationships of variables: (1) using Crosstabs and Chi square to measure the relationship between two discrete variables (2) using the SPSS Explore analysis to examine the relationships of one discrete variable and one continuous variable and (3) using correlation analysis to measure the relationship between two continuous variables. In this study, the researcher used Pearson Product-Moment correlation to measure the relationship between two continuous variables.

## 3.5 Instrumentation

### 3.5.1 Overview

The online dating relationship questionnaire developed by the researcher was used for the collection of the quantitative data. There were a total of 27 questions in the questionnaire. An Informed Consent Statement (see Appendix A) was included to explain the purpose of the study to potential participants. The researcher conducted this survey with online users of different online dating services as respondents.

The survey questionnaire included a demographic profile (See Appendix C) which provided the background information of online users in this study. This information helped the researcher to make comparisons of the various sub-groups in the sample and to analyze the relationships among different variables.

### 3.5.2 The Rationale of Selecting a Web Survey

This study used a Web survey to collect data. The researcher posted the questionnaire on a survey website. This survey questionnaire was created in two different languages, English and Chinese. The researcher put a Chinese language survey in the survey website because the participants are all Chinese. The electronic survey site to be used is free, easy to use, and with no time limit for users, which means the researcher put the questionnaire in the survey website for as long as needed, and an unlimited number of questions may be included in the survey instrument placed on this website. The address of this survey website was: http://www.my3q.com/home2/50/mfeng661/onlinedating.phtml. The researcher used the following process to ensure this study will obtain a sufficient number of respondents. e-mails were sent to online users who are from specific online dating service websites. The researcher also chose three different online dating chat-room services to solicit respondents. The reasons that the researcher chose online dating chat-room users were (1) there are many chat-room services providing people dating with others, talking with others and discussing online dating issues. (2) Chat-Room services are all free for people to come to, to discuss, and to make friends. (3) There are many romantic titles of chat rooms. (4) There are many age groups in the chat rooms, including the age group 20 to 45 year olds, on the Internet. (5) There are no

web-masters of chat rooms; the information of online users from these chat rooms is totally public, and may be used for this research.

The researcher contacted potential respondents by e-mail and invited them to participate in the online survey. The e-mail contained a hyperlink to the web questionnaire. When the potential participants clicked on the hyperlink to the survey webpage, the new web browser opened and displayed the first page of the website survey. A minimum of one hundred fifty cases was the target sample size for this study. Finally, the researcher got one hundred seventy responses. This study used all the effective respondents when the researcher received more than 150 respondents.

One of the reasons that the researcher used e-mails to communicate with participants is that Burgess (2001) noted the fast growth of the World Wide Web and the popular use of electronic mail on the Internet for communication, so more and more researchers are using Website and e-mail for surveying to collect data. In traditional surveys, the cost of collecting data will rise if the researcher increases the sample size. Dillman (2000) stated that the major advantage of a Website and e-mail survey is that it helps the researcher to reduce the relationship between survey costs and cases sizes.

Burgess (2001) noted that using an electronic survey means that the researcher puts the survey on the Internet or a website. The participants answer the questions through computers rather than on paper. One disadvantage of using a website and an e-mail

survey is the requirement of the basic skills of using the computer and the Internet. More and more people have access to the computer and Internet based world, but not all of them have the skills necessary to use computers and the Internet. This kind of data collection is not appropriate for all studies, but the method is feasible for this study because people who go to online dating services have basic computer and Internet skills.

The reasons that the researcher used an Electronic survey were (1) The cost: the researcher has found a free survey website (http://www.my3q.com) with no time limit and questions limit. The researcher may leave the questionnaire on this website as long as needed. It is much cheaper than using traditional printed questionnaires. (2) Convenience and to save time: Participants can go to the Internet and survey the website 24 hours a day, 7 days a week and it has a much quicker response time than sending the survey by mail. (3) Higher response rate: the participants are more willing to answer questions over the Internet than to send the survey back by mail. Dillman (2000) shows that the Internet response rate is much higher than the traditional survey.

### 3.5.3 Development of the questionnaire

1. Design of the Questions.

If the questionnaire is not well written, the response rate will be lower. The researcher avoided the following problems that could happen in the development of the

questionnaire: (1) the question is unclear (2) multiple redundant questions (3) the question is wordy (4) the question is negatively worded (5) overlapping responses (6) unbalanced response options (7) mismatch between questions and answers (8) question includes overly technical language (9) not all questions are applicable to all the participants (Creswell, 2003a). The researcher developed the questionnaire so as to avoid those problems. The researcher carefully considered the wording and the meaning of the questions that were included in this study to enhance the reliability and validity of study results.

2. Determine the questions to ask.

The aim of this survey was to help explore the characteristics of online users and the how characteristics of online partners affect online users. All of the designed questions must be able to obtain the responses necessary for the analyses of the research questions. All questions need to be specific and clear for participants in order to receive specific feedback from them. The researcher also used a pilot-Test the instrument to ensure that the questions were clear and specific to all participants.

3. Questionnaire format and closed-ended questions

- 5-Point Likert Scale

The questionnaire used a 5-point Likert scale response for some questions. The questions were closed-ended questions that limited respondent's answers to the survey.

Likert scale questions are the most common type of ranking scale questions. This kind of question asks the participants to answer the question from 1-5 according to the degree to which they strongly disagree to strongly agree. The reason that the researcher chose closed-ended questions was that closed-ended questions were easier to analyze and very suitable for computer analysis.

In order to get specific personal characteristics related information, the researcher used several questions including the height, and weight, age of online users and the favorite height and weight of online partners. The researcher had specific directions for the participants at the beginning of the questionnaire and for each question as needed.

- Closed-ended questions.

Closed-ended questions required less time for participants to answer. Limiting the time required to respond to all questions increased the response rate. However, one limitation of closed-ended questions was that it limits the depth of feelings able to be expressed by the participants.

### 3.5.4 Construction of the questionnaire

The questions of this study used in the survey that were based in part on the research by Yu in 2002. The questionnaire in this study included an Informed Consent Statement (see Appendix A) and 27 closed-ended survey questions (see Appendix C) which were developed by the researcher.

The Informed Consent Statement included a brief explanation of the purpose of the survey, the qualifications for inclusion in the sample, and of how to respond to this survey. Finally, this statement also expressed appreciation to the participants and gave the researcher's personal information, which included the telephone number, the name of the researcher, and the e-mail address. The Informed Consent Statement was written in Chinese and English although most participants were Chinese. The researcher also expressed her thanks to the participants at the beginning and at the end of the survey, to let them know the appreciation of the researcher.

The questionnaire included 27 questions. See Appendix C for the current version of the questionnaire. The questions were summarized as follows:

- Questions Regarding Basic information of the online users: questions 2, 3, 12, 13, 14, and 15.

These questions asked the basic information of the participants, including height, weight, educational background, vocation, the time online users spend on the Internet and the gender of online users they are looking for.

- Age of online users: question 1
- Gender of online users: question 10
- Motive of online users: question 11

The following questions focused on the questions regarding the potential online

partners.

- Appearance (look, height, weight) of online partners: questions 4, 5, 6, 7, 16, 17 and 18
- Financial Prospect of online partners: questions 19, 20, and 21
- Age of online partners: questions 8, 9, 22
- Self-disclosure of online partners: questions 23,24, and 25
- Value and belief of online partners: questions 26, and 27

### 3.5.5 Pilot-Test

The researcher used a pilot-Test to enhance the reliability of responses to the questionnaire. The researcher tested the questionnaire using the same sampling procedure. At first, the researcher sent 40 e-mails to potential participants on the online chat rooms and asked them if the questions are clear and straightforward. Those potential participants are between ages 20 to 45 females and males. The researcher got 20 participants through online chat room services who had had online dating service experiences. The pilot-Test also helped the researcher to test if the data collection procedure and data analysis procedure were correct for the validity of this research. The researcher improved the questionnaire based upon the suggestions of the 20 participants.

## 3.6 Population and sample

The population of this study were Taiwanese people who have experienced online dating services and between the ages of 20-45. The definition of population is a group of individuals that possess the desired characteristics. A target population is a group of individuals with some common defining characteristics that the researcher can identify and has access to. The definition of a sample is a portion of the target population that the researcher plans to study for the purpose of making generalizations about the target population. (Creswell, 2003a). The cases in the sample were the participants from online dating services. The difference between the sample statistic estimates and the true population parameters was the "sample error." The reason that researchers used a sample instead of the population is due to the limitations in time, money and other resources (Creswell, 2003a; Babbie, 2001; Black, 1999).

The researcher, when designing the sampling process for this study, considered the major areas of costs of money, time, physical environment, human capital, etc. The electronic survey used to obtain a sample costs less money than mailed surveys. This study employed the convenience sampling method to select the sample. Participants were selected by the non-random sampling method. Convenience sampling meant participants were selected because they were willing and were available to be studied. Since this study used a convenience sampling method, one limitation of the study was that results of this study cannot be generated to the population.

The researcher chose three online dating chat room services and sent invitation e-mails to potential respondents. The researcher obtained one hundred seventy responses from those participants who had experienced online dating services. The generalization was limited because the participants were not from every online dating person who had experienced online dating websites. The respondents in the sample were also limited to those of ages 20 to 45. The participants needed to know how to use a computer and was able to go to the online dating services. The participants also needed knowledge of basic Internet technology and knew how to get to the Internet. An assumption of this study was that potential respondents found in website chat rooms possess these skills.

Exclusion in the sampling process were people who do not have e-mail addresses on the online dating service, who had had no online dating experiences, were not between the ages of 20 to 45 year olds and those who are not Taiwanese.

**3.7 Data Collection Procedure**

The first step of the data collection procedure was that the researcher had found a free survey website (http://www.my3q.com) which put questionnaires on the Internet and let the participants come to answer those questionnaires. In the second step, the researcher sent an e-mail asking potential participants on the online dating services to respond. The online dating services included three different chat-rooms, which were

the three most popular chat-rooms in Taiwan. There are many romantic groups or age 20 to 45 area groups in those chat rooms. The researcher sent those potential participants an e-mail to invite them to participate and a hyperlink in the e-mail to connect to the survey websites. The researcher put this questionnaire in the website from December 1 to December 31 and got one hundred seventy participants responses. In this survey website, the researcher recorded all data in a database and used the SPSS statistical program to analyze responses.

### 3.8 Data Analysis

This study used the following preparation and organization of the data: (1) assign numerically coded scores to the data (2) consider types of scores to use: which include single item, sums on a scale, and difference (3) select a statistical program and (4) input data.

After the data was collected, the researcher entered the data into the SPSS statistical program. The researcher cleaned the data and accounted for missing data. The researcher visually inspected for missing scores, and ran a frequency distribution to see if any scores were outside the coded range (Creswell, 2003a; Creswell, 2003b).

#### 3.8.1. Methods of Data Analysis

1. Descriptive and Frequency Statistics:

The data were analyzed in the SPSS statistical program and descriptive analyses

were conducted. The researcher used frequency analysis, percentage, and average describing the situation between different variables or two groups. Descriptive statistics covered several types of areas:

- Measures of central tendencies:

  In statistics the measures of central tendencies included:

  (a) Mode: The mode is the most frequently occurring value in a data set.

  (b) Mean: The mean is the average value of a data set.

  (c) Median: The median is the middle value of a data set.

- Measures of variability:

  The variability includes range (R= highest - lowest), Variance, Standard Deviation (Deviation (x) = X-Mean) and Standard Scores (Z score). When the data distribution is a normal distribution, the following characteristics can be reached: (a) 68% of the area under the curve lies within one Standard Deviation of the mean in either direction. (b) 95% of the area under the curve lies within two Standard Deviations of the mean in either direction. (c) 99.7% of the area under the curve lies within three standard deviations of the mean in either direction (Creswell, 2003).

- Frequency

  To establish frequencies of occurrence, data must be in categories. Frequency counts summarize data that have been collected in nominal categories, ordinal

categories, in whole numbers, and in continuous values or scores that have been grouped into categories.

This study analyzed the frequency of gender, motive, vocation, time, and partners' preference.

2. Relationships

The second step was a relational analysis to determine the relationships between variables. Researchers are often concerned with the way in which two variables relate to each other between two given groups of persons or among three or more groups of persons. There are three types of analysis to measure the relationships:

(1) For the relationships between two discrete variables, the researcher used Crosstabs and a Chi-Square to analyze data. In this study, the researcher analyzed the relationships among discrete variables gender, motive, and agerecode (20-25, 26-35, 36-45).

(2) For relationships between one discrete variable and one continuous variable, the researcher used Explore in SPSS to measure the data. In this study, the researcher analyzed the relationships among discrete variables (gender, motive, and agerecode- 20-25, 26-35, 36-45) and continuous variables (physical appearance, financial prospects, age, self-disclosure, values and beliefs).

(3) For relationships between two continuous variables, the researcher used correlation

analysis. Correlation coefficients range between -1 to +1, from the mean to form a perfect negative correlation to perfect a positive correlation. The researcher analyzed the relationships among continuous variables physical appearance, financial prospects, age, self-disclosure, values and beliefs.

Another step of data analysis was to use statistical analysis for the research questions, and for this, the researcher used a T-Test, and an ANOVA, for differences with statistical significance.

3. Independent-Samples T-Test analysis:

Many researchers use T-Tests to test a mean from one group and compare it with a mean from another group to determine the probability that the corresponding population means are different. T-Test is the most common statistical procedure to determine the level of significance when two means are compared (Creswell, 2003a).

Because the purpose of an Independent-sample T-Test analysis is to test the differences between the means of two independent groups, the researcher used Independent-Samples T-Test analysis to answer Research Question 1. Research Question 1 tried to determine if different gender (male, female) have different preferences in regard to characteristics of online partners or not. The characteristics of online partners included physical appearance, financial prospects, age, self-disclosure, values and beliefs.

4. ANOVA Test:

The analysis of variable (ANOVA), similar to T-Test as in the T-Test, is used to test the means of more than two groups. The general rationale of ANOVA is that the total variance of all subjects can be subdivided into two sources, variance between groups and variance within groups. ANOVA addresses the question: Is there a significant difference between 3 or more sample means?

This study used ANOVA to test Research Question 2 and Research Question 3. The reason that the researcher used ANOVA to analyze Research Question 2 and Research Question 3 was that the researcher divided ages into 20-25, 26-35, and 36-45 categories and divided motives into looking for new friends, looking for marriage, looking for a romance relationship, and others categories. The characteristics of online partners included physical appearance, financial prospects, age, self-disclosure, values and beliefs.

**3.9 Reliability and validity**

The definition of validity is that one can draw meaningful and useful inferences from the instruments. The researcher used several strategies to ensure the reliability and validity for the study. First, the researcher based the study on a larger sample size to enhance the validity and reliability. In a quantitative study, larger sample sizes are much better than smaller ones. The researcher included all responses in the sample to

enhance validity and reliability. Second, the researcher used the pilot-Test of 20 participants to enhance the validity and reliability. The pilot-test made sure the questions are clear and meaningful. This pilot-Test was important to establish the content validity of an instrument and to improve the questionnaire, the format, and the scales.

**3.10 Ethics**

In this study, the researcher developed an informed consent statement for participants to agree to before they engaged in the research. This form stated that the participants' rights were protected during the data collection for this study. The participants' information protected through anonymous answering of those questions on the survey website. The responses from participants were kept in the researcher's profile area of the website which was established with the highest priority security levels. In the informed consent form, the researcher put the following: (1) The right to participate and the right to withdraw at any time. (2) The purpose of this study so the participants understood the nature of this study. (3) The procedure of this study so the participants can see what to anticipate in the research. (4) The participants had the right to ask questions and have their privacy respected. (5) The benefits to them that the study contributed to the research for the betterment of society. To summarize, the researcher put participants at minimal risk.

Ethical issues also need to be considered in the data analysis procedure. The data, after analyzed, will be kept for a reasonable period of time (about 3-5 years) in a secure location with access only by the researcher. The researcher protected data so that it did not fall into the hands of other researchers who might appropriate it for other purposes.

**3.11 Summary**

Quantitative survey methods were used in this study. The research study used descriptive analysis, relationship analysis, Independent-Samples T-Test and ANOVA analysis to test the variables between groups, among groups, and between or among different variables. The researcher used SPSS windows 12 version to measure the data. The central question addressed by the researcher was to analyze the characteristics of online users and their favorite characteristics of other online partners. This research focused on the age 20 to 45 year olds because most people in this age group are involved in online dating services, and they had the basic technology (computer, Internet, online dating service) skills. The variables were the characteristics of online partners, which included appearance, financial prospect, age, self-disclosure, value and belief, and the characteristics of online users which included age, gender, and motive.

The participants were chosen from online dating service chat rooms. The result of this research made a significant contribution to the development of good online dating services and the public learned more about the preferences of online users.

# CHAPTER IV

# RESULTS

## 4.1 Introduction

The purpose of this study was to determine the personal characteristics of online users. The researcher chose the characteristics of online users, which were gender, age, and motive and chose characteristics of online partners, which were appearance (looks, height, and weight), financial prospects, age, self-disclosure and values and beliefs. The researcher determined the similarities and differences between the characteristics of online users and the factors that affected online partners. The basic assumption underlying the approach was that the characteristics of online users were important to online partners.

The research design employed a quantitative method approach, using closed-ended questions on electronic survey instruments. This survey, which included 27 online dating characteristics questions, was sent to online dating participants in three chat rooms. The participants were asked to respond to the questions by indicating how strongly they agree or disagree with a number of statements related to the online dating users to their online dating partners. A 5-point Likert scale was used (1 meant totally disagree, 3 meant either disagree or agree, 5 meant totally agree). The survey was distributed by the researcher to online users who have experienced online dating

services on the Internet. The research focused on the online dating people who lived in Taiwan. The reasons that the researcher chose Taiwan was because the researcher collected much literature from Taiwan and the investigating online interpersonal relationships in Taiwan will support understanding interpersonal relationships in online settings and Eastern culture (Taiwan). Data was collected during December 1 to December 31 of 2004. The researcher received a total of one hundred seventy responses from three different online chat rooms. In general, the results of this dissertation were built on interpersonal relationships by studying such relationships in online settings. Furthermore, it tested the validity of such research in Eastern culture by focusing on the people in Taiwan.

**4.2 Organization of Data Analysis**

This chapter presents the major results obtained from the data analysis. The software SPSS V12 was used to analyze the data. Chapter Four shows descriptive characteristics (discrete counts and frequency analysis) of the respondents (online users), shows the results of relationships (Crosstabs and Chi square, Explore and Correlation) between online users and online partners and the results of statistically significant differences (T-Test, and ANOVA) among the study variables.

These findings support the purpose of the study to answer the following research questions:

Research Question 1: Do males and females have different preferences in regard to characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

Research Question 2: Will different age groups have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

Research Question 3: Do people with different motives have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

### 4.3 Analysis and Discussion of Results

#### 4.3.1 Descriptive Characteristics of Respondents

Table 1 below displays the result of descriptive characteristics of online users.

Descriptive Characteristics of Online Users

Table 1
*The Result of Descriptive Characteristics of Online Users*

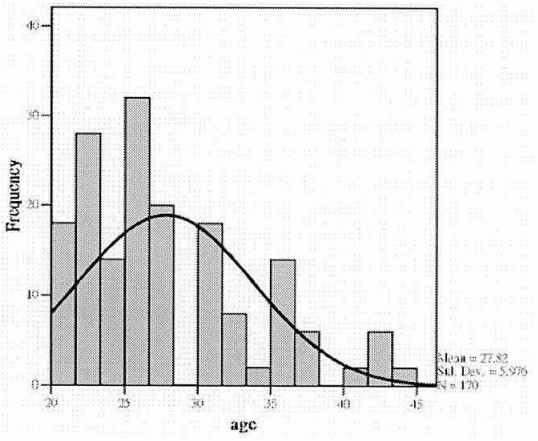
| Variable | Minimum | Maximum | Mean | Std.Deviation |
|---|---|---|---|---|
| Age | 20 | 45 | 27.82 | 5.976 |
| Height | 152 | 186 | 168.57 | 7.774 |
| Weight | 40 | 160 | 64.42 | 17.307 |
| Minheight | 120 | 180 | 157.23 | 10.002 |
| Maxheight | 161 | 250 | 180.63 | 11.631 |
| Minweight | 30 | 75 | 45.22 | 9.797 |
| Maxweight | 48 | 150 | 70.47 | 15.973 |
| Minage | 13 | 30 | 20.40 | 3.761 |
| Maxage | 23 | 60 | 36.06 | 8.202 |

Note: N=170

*Basic information of online users: Age, height, weight*

The age of responses was between 20 to 45 year olds, and the average age of the responses was 27.82 year olds. The mode of responses was 26 year olds. The normal curve for age was skewed slightly to the left with a skewness of .965 and a Kurtosis of .280, both within acceptable range (+/-2.0). Figure 2 shows the age distribution of cases in this study. The literature review stated that the largest age group of these Internet people was 20 to 29 year olds; the second largest age group was 30 to 39 year olds. The results in this study supported the results from literature review that the largest age group on the Internet was 20 to 29 year olds.

Figure 2 Age Distribution of Cases




The responses height range was between 152cm to 186cm. The average height of responses was 168.57cm. The average height of male responses was 172.8 cm. The average height of female responses was 161.38 cm. The minimum height accepted

range from male responses was from 120 to 163 cm. The minimum height accepted range from female responses was from 140 to180 cm. The maximum height accepted range from male responses was 161 to 200 cm. The maximum height accepted range from female was 170 to 250 cm. The results of heights supported the research that online female users preferred online male partners taller than they, and online male users like themselves taller than their online partners.

The weight of responses was between 40kg to 160kg. The average weight was 64.42kg. The average weight of male responses was 69.02 kg. The average weight of female responses was 56.6 kg. The minimum weight accepted range of those males' responses was 30 to 55 kg. The minimum weight accepted range of those females' responses was 30 to 75 kg. The maximum weight accepted range those males can accept was 48 to 100 kg. The maximum height those females can accept was 60 to 150 kg. As literature stated, singles rely heavily on first impressions, place much pressure on appearance, especially men rate women's physical appearance as being more important than how women rate men's physical appearance. Appearances included looks, height, and weight which were important in online dating services.

The minimum age accepted range of those males' responses was 13 to 30 year olds. The minimum age accepted range of those females' responses was 15 to 28 year olds. The maximum age accepted range of those males' responses was 23 to 60 year olds.

The maximum age accepted range of those females' responses was 25 to 60 year olds. The age results those males responses accepted their females' online partners' age was younger than they. The results supported the literature review that age was an important variable between online users and online partners.

Table 2 below displays the results of frequency count characteristics of online users.

Frequency count characteristics of online users

Table 2
*The Results of Frequency Count Characteristics of Online Users*

| Valid value | Frequency | Percent |
|---|---|---|
| | Age of Responses | |
| 1.00 (age 20 – 25) | 74 | 43.5 |
| 2.00 (age26 – 35) | 78 | 45.9 |
| 3.00 (age 36 – 45) | 18 | 10.6 |
| | Gender | |
| Male | 107 | 62.9 |
| Female | 63 | 37.1 |
| | Motive | |
| New friends | 117 | 68.8 |
| Marriage | 33 | 19.4 |
| One Night Stand | 9 | 5.3 |
| Others | 11 | 6.5 |
| | Education | |
| High School or under | 18 | 10.6 |
| Junior College | 36 | 21.2 |
| College or University | 95 | 55.9 |
| Master | 19 | 11.2 |
| Doctorate | 2 | 1.2 |
| | Vocation | |
| Technical Staff | 32 | 18.8 |
| Students | 43 | 25.3 |
| Army/official/teacher | 22 | 12.9 |
| Service Trade | 17 | 10.0 |
| Business Industry | 34 | 20.0 |
| Other | 22 | 12.9 |

| | | |
|---|---|---|
| | Time | |
| Less than 1hr | 56 | 32.9 |
| 1-3 hr | 55 | 32.4 |
| 3-5hr | 10 | 5.9 |
| Over 5 hr | 49 | 28.8 |
| | Pgender | |
| Opposite Sex | 111 | 65.3 |
| Same Sex | 3 | 1.8 |
| Does not Matter | 56 | 32.9 |

Note: N=170

*Age group of online users: 20-25, 26-35, 36-45*

In this study, the researcher divided response age into 20-25, 26-35, and 36- 45 year olds. The frequency in age 20 to 25 year olds was seventy-four responses (43.5%), age 26 to 35 year olds was seventy-eight responses (45.9%) and age 36-45 year olds was 18 year olds (10.6%), the age results represent the similar age group as literature review stated, that the average age of Internet usage in Taiwan is 25 year olds (Chinatimes, 2004) and the largest age group of these Internet people is 20 to 29 year olds; the second largest is 30 to 39 year olds.

*Gender of online users*

Of the responses, gender was divided with 107 (62.9%) males, and 63 (37.1%) females. The results corresponded to Boies (2002) study that there might be more males than females on the Internet and females were more shy to answer an online dating survey than males. Males were more active to answer the questions; however, females might be more concerned about answering questions. Therefore, the females'

responses were less frequent than males.

*Motive of online users*

According to Yen (2003) online dating people seeking friendship and marriage relationships were the two most common motives on the Internet. The great proportion of responses in this study supported the results from the literature review that 117 responses were looking for new friends (68.8%) and 30 responses were looking for marriage (17.6%). There were 86.4% of online users who were looking for new friends and looking for marriage going online for serious or long-term relationship purposes.

*Vocation, spending time, partner preference of online users*

In the results of the study, the greatest proportion regarding the vocation of responses were students (43, 25.3%), the second proportion was business industry (34, 20%). The results supported the research by Knox et al. (2001) that college students used the Internet more often to establish friendships rather than romantic relationships. The biggest possibilities age range of college students were 20 to 29 year olds and also stated that the greatest proportion of online users were in this age group and students as well.

The spending online time of online users shows responses of less than 1 hour (56 responses, 32.9%), 1 to 3 hour (55 responses, 32.4%), over 5 hour (49 responses, 28.8%). The results show that online users were either not spending too much time on

online dating services (32.9%) or spending much time on online dating services (28.8%).

For the variable Pgender, 111 responses (65.3%) wanted opposite sex friends. The results show similar results to Parks & Floyd (1996) that online users preferred looking for opposite sex friends.

### 4.3.2 Relationships Between Variables

Table 3 below displays the results of discrete variables- Crosstabs & Chi square.

Two discrete variables- Crosstabs & Chi square

The *Result of Discrete Variables- Gender, Motive, and Agerecode Crosstab*

Table 3
*The Result of Discrete Variables-Gender, Motive, and Agerecode Crosstab*

| Agerecode | | | | Motive: New friends | Marriage | One night Stand | Others | Total |
|---|---|---|---|---|---|---|---|---|
| 1.00 | Gender | Male | Count | 33 | 2 | 5 | 3 | 43 |
| | | | Expected Count | 29.6 | 6.4 | 4.1 | 2.9 | 43.0 |
| | | Female | Count | 18 | 9 | 2 | 2 | 31 |
| | | | Expected Count | 21.4 | 4.6 | 2.9 | 2.1 | 31.0 |
| | | Total | Count | 51 | 11 | 7 | 5 | 74 |
| | | | Expected Count | 51.0 | 11.0 | 7.0 | 5.0 | 74.0 |
| 2.00 | Gender | Male | Count | 33 | 14 | | 3 | 50 |
| | | | Expected Count | 37.2 | 10.3 | | 2.6 | 50.0 |
| | | Female | Count | 25 | 2 | | 1 | 28 |
| | | | Expected Count | 20.8 | 5.7 | | 1.4 | 28.0 |
| | | Total | Count | 58 | 16 | | 4 | 78 |
| | | | Expected Count | 58.0 | 16.0 | | 4.0 | 78.0 |
| 3.00 | Gender | Male | Count | 6 | 6 | 2 | 0 | 14 |
| | | | Expected Count | 6.2 | 4.7 | 1.6 | 1.6 | 14.0 |
| | | Female | Count | 2 | 0 | 0 | 2 | 4 |
| | | | Expected Count | 1.8 | 1.3 | .4 | .4 | 4.0 |
| | | Total | Count | 8 | 6 | 2 | 2 | 18 |
| | | | Expected | 8.0 | 6.0 | 2.0 | 2.0 | 18.0 |

| | | Count | | | | | |
|---|---|---|---|---|---|---|---|

Note: N=170

In age 20 to 25, 33 male responses (44.5% of 74 responses in this group) were looking for new friends, 18 female (24.3% of 74 responses in this group) of the responses were looking for new friends. In age 26 to 35, 33 male (42.3% of 78 responses in this group) and 25 female (32% of 78 responses in this group) were looking for new friends. In this study, the response for marriage relationship was less than looking for new friends. However, many responses might consider looking for new friends first, and then see the possibilities to improve the relationships into long-term relationships.

Whether the subjects were males or females, this study shows that the most important motive from the responses were that they were looking for new friends. In age 26 to 35, the responses show that no one was looking for a one night stand. This means that people in this group were seriously looking for long-term friendships or thinking about marriage. Some younger online users (five male, 6.7% of this group responses and two female, 2.7% of this group responses) go to online dating services looking for a one night stand, as did age 36 to 45 year olds (two male, 11% of this group responses). The results show that younger online users and older online users were looking for a one night stand.

Table 4 below displays the result of Chi-Square test in gender and motive.

Table 4
*The Result of Chi-Square Tests: Gender and Motive*

| Agerecode | | Value | Df | Asymp.Sig (2 sided) |
|---|---|---|---|---|
| 1.00 | Person Chi-Square | 8.633 | 3 | .035 |
| 2.00 | Person Chi-Square | 5.322 | 2 | .070 |
| 3.00 | Person Chi-Square | 9.321 | 3 | .025 |

Note: N=170

In Chi-Square Tests of Independence, the "expected value" indicated the number that would appear there if the two variables were perfectly independent of each other. With a ρ -value = <.05, it is commonly accepted that the observed values differ significantly from the expected values and that the two variables are not independent of each other. In age group 1 (20 to 25) and group 3 (36-45), the measures of association were high which were 8.633 and 9.321. These Chi-square results in these two groups were statistically significant .035 and .025., and both were lower than .05, which signifies in these two groups, gender and motive were not independent of each other. In age group 2, the level of statistical significance was .070, that is gender and motive were independent of each other.

Relationships Between One Discrete and One Continuous Variable - Explore

According to the responses in this study (see Appendix E), males' mean statistics for the variables photo (3.81 male vs. 3.51 female), height (3.01 male vs. 2.87 female), weight (3.48 male vs. 3.06 female) , self-disclosure (11.6355 male vs. 11.3175 female) were higher than females' means that males were more focused on females' photo,

height, weight and self-disclosure. Females were focused on male's financial prospects (2.95 female vs. 2.60 male), ambitions (3.10 female vs. 2.73 male), and industriousness (3.57 female vs. 3.30 male), age (3.33 female vs. 3.32 male) and value and belief (8.1270 female vs. 7.7477 male).

Buss (1994) and Buss & Barnes (1986) noted that men rated women's physical appearance as being more important than women rated men's physical appearance. Buss (2002) noted that women, more than men, desired good financial prospects, as well as the qualities that lead to increased economic resources, such as ambition and industriousness. According to the results in this study, this study's results correspond to the same results as the studies in the literature review did.

The researcher analyzed online users' motive and the relationships of characteristics of online partners (see Appendix E). Responses show online users who were looking for friends were more focused on online partners' industriousness, value and belief and self-disclosure, those looking for marriage relationships were more focused on online partners' height, finances and ambitions and age. People looking for one night stands focused on online partners' photo and weight. When the motive was looking for new friends, online users would like to find online partners with the similar variables: industriousness, value, belief, and self-disclosure. They do not care about conditions that related to marriage, such as height or age. However, height and age

were important to online users who were looking for marriage relationships. In addition, appearances (looks from a photo and weight) were also important to online users who were looking for a one night stand.

This research also analyzed the online users' age and the relationships of characteristics of online partners. The age group results of responses show that age 20 to 25 year olds were focused on online partners' self-disclosure and value and belief, age from 26 to 35 year olds were more focused on photo, height, weight, financial prospects, ambitions, and industries and age group 36 to 45 year olds focused on online partners' age. Online users were looking for marriage relationship in the age group 26 to 35 year olds, so photo, height, financial prospects (finance, ambition, and industriousness) were more concerned as important conditions for these online users. Younger online users focused on self-disclosure and shared values and beliefs with online partners because they were more focused on making new friendships first and do not care conditions about appearances; according to the previous results, online users who were looking for new friendships were more focused on having similar values and beliefs and self-disclosure that can communicate with online partners.

Two Continue Variables-Correlation Analysis

According to the results of the Correlation Analysis (See Appendix F), there were several statistically significant relationships between the variables:

(1) Age of online users had weak negative Correlation with financial prospects, ambitions, industriousness, self-disclosure and value and belief. The closer the correlation value is to 0.0, the weaker is that tendency. The higher online users' age, the less expectation to online partners financial prospects, ambitions, industriousness, self-disclosure, and value and belief. However, the relationships were weak. As the age of online users increases, they were more focused on stable job status, family and less focus on financial prospects, ambitions, and industriousness. So there were weak negative correlations between age and financial prospects, ambitions, industriousness, self-disclosure and value and belief.

(2) There is a strong positive correlation between photo and weight in online partners (ρ -value=.520). The results show that online partners' photos and weight had a strong positive relationship.

(3) There was a strong positive correlation between height and financial prospects in online partners (ρ -value=.536). The results show that tall people had higher financial prospects.

(4) There was a strong positive correlation between height and weight in online partners (ρ -value =.528). That means tall people are usually heavier than short people, so height and weight had strong positive correlation in this study.

(5) There was a strong positive correlation between financial prospects and ambitions

in online partners (ρ -value=.547). Online partners with the higher ambitions were more active to face challenges, created more opportunities; and there were higher opportunities to get better financial prospects.

(6) There was a strong positive correlation between industriousness and ambitions in online partners (ρ -value=.527). The increased industriousness of online partners means they created more life opportunities, enjoyed working hard, and were ambitions in life. Therefore, industriousness and ambitions were in strong positive relationship.

(7) There was a strong positive correlation between self-disclosure and value and belief in online partners (ρ -value=.651). That means online partners that had more self-disclosure also shared more values and beliefs with online users. Online partners shared their life value and belief by self-disclosure to online users.

### 4.3.3. Conduct of an Independent-Samples T-Test for Research Question 1

Research Question 1 was: Do males and females have different preferences in regard to characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

In order to answer research question 1, the statistical technique Independent-Sample t-Test was utilized. The Independent-Samples t-Test can compare the means of two different groups (i.e., males and females in this question). This analysis can also determine if the means of two groups' distributions differ statistically

significantly from each other. The two-tailed test examined whether the mean of one distribution differs significantly from the mean of the other distribution, regardless of the direction (positive or negative) of the difference.

Table 5 below displays the results of Independent-Samples t-Test procedure for Research Question 1.

Independent-Samples t-Test Procedure for Research Question 1

Table 5
*The Result of Independent- Samplel t Test*

| | | t-test for Equality of Means |
|---|---|---|
| | | Sig. (2-tailed) |
| Pphoto | Equal means | .088 |
| Pheight | Equal means | .454 |
| Pweight | Equal means | .031 |
| Pfinancial | Equal means | .056 |
| Pambitions | Equal means | .034 |
| Pindustriousness | Equal means | .121 |
| Page | Equal means | .928 |
| Selfdisclosure | Equal means | .404 |
| Valueandbelief | Equal means | .148 |

Note: N=170

This Independent Samples t-Test analysis indicates the 107 males and 64 females did not differ significantly at the ρ -value<.05 level in online partners' photo (ρ -value =.088), height (ρ -value =.454), financial prospects (the ρ -value =. 056), industriousness (ρ -value =.121), age (ρ -value =.928), selfdisclosure (ρ -value =.404), and value and belief (ρ -value =.148). The following were the statistically significant differences for males and females in the characteristics of online partners:

(1) Males and Females had statistically significant difference in online partners' weight (ρ -value=.031).

In general, males weigh more than females. Females have less weight than males. This study determined that in 107 male responses, there were 79 male responses (73%) accept a maximum weight of online partners less than they. That means 73% of males responses cannot accept their online partners weight heavier than they. There were 28 female of 63 female responses (44%) who wanted their online partners minimum weight more than they. The results show that females had lower percentage than male that focused on weight preference. Men also rate women's physical appearance as being more important than how women rate men's physical appearance. Appearance includes looks, height, and weight. (Buss,1994; Buss & Barnes, 1986).

(2) Males and females had a statistically significant difference in online partners ambitions (ρ -value=.034).

The researcher determined that males and females had a statistically significant different ρ -value-value=.034 in online partners' ambitions. The researcher also combined three components (finance, ambitions and industriousness) into new variable - financial prospects and obtained a statistically significance different ρ -value-value=.021. These two results mean males and females had a statistically significant difference in combined three components in financial prospects, especially

in the ambitions of online partners. According to the literature review, there were many research studies (Buss,1994; Buss & Barnes, 1986; Buss, 1987) which noted that men are more interested in women's physical appearance, while women consider men's financial status to be more important than men's physical appearance. Many studies in the literature review show that females emphasized the male's financial prospect. Among those components, females were more focused on ambitions males. The researcher discussed that males were more focused on females' overall appearance. In the mean time, females would like their online partners to be more ambitious (responsible, career oriented, family minded, mature) for their future life.

On the other hand, many males in Taiwan society still think the traditional and conservative way that females have to take care of the family and children. They can accept their partners working; however, they want their partners to also take care of the family. A high percentage of males in Taiwan wanted their female partners to spend more time at home and to be less ambitious. They wanted partners with a family-oriented prospective rather than a career prospective. The results of this study show the differences between males and females in financial prospective which were statistically significant, especially focused on the area of ambitions.

### 4.3.4 One Way ANOVA Procedure for Research Question 2

Research Question 2: Will different age groups have different preferences for

characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

The continuous independent variable age was collected by asking the respondents their age in years, and then dividing respondents into sub-groups of age 20-25, 26-35, 36-25. One-Way ANOVA requires that the researcher has one dependent variable (continuous variable) and one independent variable (categorical with three or more groups). In this study, the independent variable age included three subgroups: 20-25 year olds, 26-35 year olds, and 36-45 year olds. The dependent variable was the index of the characteristics of online partners, which included sub-variables in physical appearance, financial prospects, age, self-disclosure, values and beliefs.

Table 6
*The Result of One Way Analysis of Variance ( Age)*

| Dependent Variable | Age record | Age record | Sig. | Sig. |
|---|---|---|---|---|
| Pphoto | 1.00 | 2.00 | .422 | .720 |
| | | 3.00 | .735 | |
| | 2.00 | 1.00 | .422 | |
| | | 3.00 | .874 | |
| | 3.00 | 1.00 | .735 | |
| | | 2.00 | .874 | |
| Pheight | 1.00 | 2.00 | .015 | .048 |
| | | 3.00 | .254 | |
| | 2.00 | 1.00 | .015 | |
| | | 3.00 | .707 | |
| | 3.00 | 1.00 | .254 | |
| | | 2.00 | .707 | |
| Pweight | 1.00 | 2.00 | .114 | .266 |
| | | 3.00 | .884 | |
| | 2.00 | 1.00 | .114 | |
| | | 3.00 | .402 | |
| | 3.00 | 1.00 | .884 | |
| | | 2.00 | .402 | |
| Pfinancial | 1.00 | 2.00 | .409 | .305 |
| | | 3.00 | .330 | |
| | 2.00 | 1.00 | .409 | |
| | | 3.00 | .137 | |
| | 3.00 | 1.00 | .330 | |
| | | 2.00 | .137 | |
| Pambitions | 1.00 | 2.00 | .914 | .714 |

| | | | | |
|---|---|---|---|---|
| | | 3.00 | .462 | |
| | 2.00 | 1.00 | .914 | |
| | | 3.00 | .420 | |
| | 3.00 | 1.00 | .462 | |
| | | 2.00 | .420 | |
| Pindustriousness | 1.00 | 2.00 | .866 | .762 |
| | | 3.00 | .531 | |
| | 2.00 | 1.00 | .866 | |
| | | 3.00 | .463 | |
| | 3.00 | 1.00 | .531 | |
| | | 2.00 | .463 | |
| Page | 1.00 | 2.00 | .060 | .043 |
| | | 3.00 | .030 | |
| | 2.00 | 1.00 | .060 | |
| | | 3.00 | .306 | |
| | 3.00 | 1.00 | .030 | |
| | | 2.00 | .306 | |
| Selfdisclosure | 1.00 | 2.00 | .176 | .399 |
| | | 3.00 | .717 | |
| | 2.00 | 1.00 | .176 | |
| | | 3.00 | .633 | |
| | 3.00 | 1.00 | .717 | |
| | | 2.00 | .633 | |
| Valueandbelief | 1.00 | 2.00 | .009 | .022 |
| | | 3.00 | .089 | |
| | 2.00 | 1.00 | .009 | |
| | | 3.00 | .936 | |
| | 3.00 | 1.00 | .089 | |
| | | 2.00 | .936 | |

Note: N=170

One-way ANOVA analysis for Question 2 results

(1) Age group 1 (20-25 year olds) and group 2 (26-35 year olds) had a statistically significant difference in online partners height ($\rho$ -value =.015). According to the results in this study, many online users in age 26 to 35 were looking for marriage relationships. In the serious marriage relationship, height was considered important by males and females because they think about their children. People preferred their partners taller because then they might have tall children. In the age 20 to 25 year olds, online users were more focused on making new friendships, and they were less concerned about appearance (height) of online partners. Though many responses in age

group 2 (26 to 35 year olds) were looking for a new friends relationship, they still thought about long-term or advanced relationships. Online users in this age group thought about appearances (height) because they wanted their partner to have a good appearance (height) because that will be good for their children.

(2) Age group 1 (20-25 year olds) and group 3 (36-45 year olds) had statistically significant difference in online partners age ($\rho$ -value =.03). Younger online users that were 20-25 year olds have differing preferences with older online users that were 36-45 year olds in online partners' age. There were 44.6% of online users in age group 1 were looking for new friends. They do not care much about online partners' age because they were seeking friendships. In the results of this study, online users in this age group were more focused on self-disclosure, or value and belief to their online partners. In age group 3, 36-45 year olds, online users who were either looking for new friendships or looking for marriage relationships were more concerned with online partners' age because they thought about serious long-term friendships or marriage relationship more than younger online users. Therefore, age was an important issue when online users thought about serious or marriage relationships. According to some research, age is important for having healthy children.

(3) Age group 1(20-25 year olds) and group 2 (26-35) had statistically significant difference in online partners' value and belief ($\rho$ -value =.009). Online users in age

group 1(20-25 year olds) were focused on making new friends with online partners. According to the results of this study, they were more focused on self-disclosure and value and belief of online partners. They shared their interests, value and belief with online partners because of treating online partners as friends. They also share ambitions, industriousness, and future plans with online partners. Many online users in age group 2 (26-35 year olds) either look for serious new friendships or look for a marriage relationship. Besides looking at new friendships, they were also thinking about future possibilities. They were more focused on online partners' appearance (look, height, weight) because they were looking for a partner to build a family and to have children. Online users in group 2 shared values and beliefs that more focused on family, children, job, and future financial issues.

### 4.3.5 One Way ANOVA Procedure for Research Question 3

Research Question 3: Do people with different motives have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

In this study, the independent variable motive can be divided into the sub-groups of (1) looking for friends (2) looking for marriage (3) looking for romance (4) others. One-way ANOVA analysis was employed for analyzing research question 3. Analysis of Variance (ANOVA) is a procedure used for comparing sample means of three or

more groups to see if there is sufficient evidence to infer that the means of the corresponding population distributions differ.

Table 7
*The Result of One Way Analysis of Variance (motive)*

| Dependent Variable | Motive | Motive | Sig. | Sig. |
|---|---|---|---|---|
| Pphoto | New friends | Marriage | .075 | .107 |
| | | One night stand | .112 | |
| | | Others | .490 | |
| | Marriage | New friends | .075 | |
| | | One night stand | .597 | |
| | | Others | .103 | |
| | One night stand | New friends | .112 | |
| | | Marriage | .597 | |
| | | Others | .088 | |
| | Others | New friends | .490 | |
| | | Marriage | .103 | |
| | | One night stand | .088 | |
| Pheight | New friends | Marriage | .002 | .014 |
| | | One night stand | .965 | |
| | | Others | .177 | |
| | Marriage | New friends | .002 | |
| | | One night stand | .094 | |
| | | Others | .586 | |
| | One night stand | New friends | .965 | |
| | | Marriage | .094 | |
| | | Others | .326 | |
| | Others | New friends | .177 | |
| | | Marriage | .586 | |
| | | One night stand | .326 | |
| Pweight | New friends | Marriage | .348 | .274 |
| | | One night stand | .067 | |
| | | Others | .727 | |
| | Marriage | New friends | .348 | |
| | | One night stand | .231 | |
| | | Others | .829 | |
| | One night stand | New friends | .067 | |
| | | Marriage | .231 | |
| | | Others | .242 | |
| | Others | New friends | .727 | |
| | | Marriage | .829 | |
| | | One night stand | .242 | |
| Pfinancial | New friends | Marriage | .301 | .008 |
| | | One night stand | .665 | |
| | | Others | .001 | |
| | Marriage | New friends | .301 | |
| | | One night stand | .347 | |
| | | Others | .016 | |
| | One night stand | New friends | .665 | |
| | | Marriage | .347 | |
| | | Others | .008 | |
| | Others | New friends | .001 | |
| | | Marriage | .016 | |
| | | One night stand | .008 | |
| Pambitions | New friends | Marriage | .490 | .796 |
| | | One night stand | .910 | |

| | | | | |
|---|---|---|---|---|
| | | Others | .434 | |
| | Marriage | New friends | .490 | |
| | | One night stand | .641 | |
| | | Others | .751 | |
| | One night stand | New friends | .910 | |
| | | Marriage | .641 | |
| | | Others | .525 | |
| | Others | New friends | .434 | |
| | | Marriage | .751 | |
| | | One night stand | .525 | |
| Pindustriousness | New friends | Marriage | .879 | .738 |
| | | One night stand | .268 | |
| | | Others | .938 | |
| | Marriage | New friends | .879 | |
| | | One night stand | .347 | |
| | | Others | .876 | |
| | One night stand | New friends | .268 | |
| | | Marriage | .347 | |
| | | Others | .364 | |
| | Others | New friends | .938 | |
| | | Marriage | .876 | |
| | | One night stand | .364 | |
| Page | New friends | Marriage | .010 | .053 |
| | | One night stand | .188 | |
| | | Others | .584 | |
| | Marriage | New friends | .010 | |
| | | One night stand | .880 | |
| | | Others | .328 | |
| | One night stand | New friends | .188 | |
| | | Marriage | .880 | |
| | | Others | .528 | |
| | Others | New friends | .584 | |
| | | Marriage | .328 | |
| | | One night stand | .528 | |
| Selfdisclosure | New friends | Marriage | .776 | .428 |
| | | One night stand | .516 | |
| | | Others | .115 | |
| | Marriage | New friends | .776 | |
| | | One night stand | .654 | |
| | | Others | .205 | |
| | One night stand | New friends | .516 | |
| | | Marriage | .654 | |
| | | Others | .542 | |
| | Others | New friends | .115 | |
| | | Marriage | .205 | |
| | | One night stand | .542 | |
| Valueandbelief | New friends | Marriage | .227 | .486 |
| | | One night stand | .929 | |
| | | Others | .417 | |
| | Marriage | New friends | .227 | |
| | | One night stand | .581 | |
| | | Others | .156 | |
| | One night stand | New friends | .929 | |
| | | Marriage | .581 | |
| | | Others | .523 | |
| | Others | New friends | .417 | |
| | | Marriage | .156 | |
| | | One night stand | .523 | |

Note: N=170

One-way ANOVA analysis for Question 3

(1) The motive of online users making new friends and marriage relationship had a statistically significant difference with regard to online partners height (ρ -value =.02). As the previous results of this study, online users who were looking for new friends were more focused on online partners' values and beliefs. They were not focused on appearances very much. However, online users who were looking for marriage relationships were more focused on online partners' appearances (look, height, weight). Therefore, according to the results of this study, online users who had different motives of making new friends and marriage relationships had different preferences in online partners' height.

(2) The motive of online users making new friends, marriage, one night stand and others had statistically significant differences in online partners' financial prospective (ρ -value =.08) According to the results of this study, responders with different motives (making new friends, marriage, one night stand, and others) had a statistically significant difference. That means that persons looking for marriage relationships were more focused on the online partners' financial prospects than those who were looking for new friends. The motive of one night stand online users was not concerned with the financial prospects.

(3) The online users with the motives of making new friends and marriage

relationships had a statistically significant difference in the online partners' age (ρ -value =.01). Online users who were looking for new friends were focused on shared values and beliefs of online partners. According to the literature review, people seek others who reward them and dislike others who punish them. They also like to be surrounded by people with whom they agree. When online users were looking for marriage relationships, they also thought about appearances (look, height, and weight), age or financial prospects of online partners because they considered having their children. In this study, the motive of online users of making new friends and marriage relationships had a statistically significant difference in online partners' age. In this society, online partners' age is very important to be considered when thinking about marriage. However, if the online partners' motive was making new friends, their partners' age become less important.

**4.4 Summary**

In the beginning of Chapter Four, the researcher analyzed the characteristics of online users by using descriptive statistics which included frequencies' counts. The literature review stated that the largest age group of online users was 20-29 year olds with the second largest age group of 30-39 year olds. The researcher chose 20 to 45 year olds to be the age of possible respondents. The females' online users prefer their online partners to be taller, much heavier, and older than they. Male online users like the

opposite. The researcher also compared two of the variables gender vs. age recode and motive vs. age recode. In age group 1 (20-25 year olds) and age group 3 (36-45 year olds), gender and motive were related to each other.

The researcher used the explore analysis technique in SPSS to analyze gender, motive, and age preferences of online partners. The relationships between age, photo, height, weight, finance, ambitions, industriousness, age, self-disclosure, and value and belief were also analyzed using correlation analysis.

In research question 1, the researcher used the t-Test technique to analyze gender preferences with regard to the characteristics of online partners. The results show that different genders had different preferences in online partners' weight and ambitions.

In research question 2, the researcher used ANOVA to analyze age preferences in regard to characteristics of online partners. The results show that age group 1 and group 2 had different preferences in online partners' height and online partners' value and belief. Age group 1 and group 3 had different preferences in online partners' age.

In research question 3, the researcher used ANOVA to analyze motive preferences with regard to characteristics of online partners. The results show that those with different motives had different preferences regarding online partners' height, financial prospects and age.

The following table 8 was the summary of results:

Table 8
*The Summary of results*

| Gender | Age (year olds) | Summary |
|---|---|---|
| Male | 20-25 | Value and belief, Self-Disclosure |
| | 26-35 | Physical Appearances (height, weight) |
| | 36-45 | Physical Appearances, Age |
| Female | 20-25 | Value and belief, Self-Disclosure |
| | 26-35 | Finances prospects, Ambitions |
| | 36-45 | Finances Prospects, Age |

# CHAPTER V

# FINDINGS, CONCLUSIONS, AND IMPLICATIONS

## 5.1 Introduction

Chapter Five provides a final review of this study. The following sections summarize the purposes of the study, the statistical findings, a discussion of results, limitations of the study, and practical implications of the findings, conclusions, and suggestions for future research.

## 5.2 Summary of the Study

People need friends, family, and love partners. Otherwise, people feel lonely, isolated from others in the society (Freedman, Sears, & Carlsmith, 1978). Internet technologies brought a new dimension into people's relationships (friendships or marriage relationships). Today' society has created problems in love and relationships. Singles are busier at work, and they rely heavily on first impressions, and they may have high expectations of their partners. Therefore, with the number of online dating websites growing fast, many singles register to be members in many different online dating websites. Internet relationships have become a new form of society, and have changed communications among people seeking relationships.

This study employed a convenience sampling method to select the sample. The researcher chose three online dating chat room services and sent invitation e-mails to

potential respondents. The researcher obtained one hundred seventy responses from those participants who had experience with online dating services. The one hundred seventy responses with ages between 20 to 45 year olds were the cases in this study. The review of all of the findings from the statistical analysis of data is the following:

(1) Descriptive Characteristics of Online Users

The literature review stated that the largest age group of these Internet people was 20 to 29 year olds and the second largest age group was 30 to 39 year olds. The results in this study supported what the literature review stated. The results from this study with regard to age indicated that male responses preferred their female online partners' age to be younger than they, and females wanted their online partners' age to be older than they. These results supported research that age was an important variable between online users and online partners. The analysis of the variable height results of this study supported the research that online female users preferred online male partners to be taller than they, and online male users like themselves taller than their female online partners.

These results of this study corresponded with the results of Boies (2002) study that there were more male than female on the Internet. The results also show that females were more reluctant to answer the online dating survey than males. Therefore, the number of female responses was less than males. For both males and females, this

study showed that the most important motive from respondents was that they were looking for new friends.

Responses showed that online users who were looking for friends were more focused on online partners' industriousness, values and beliefs and self-disclosure. Those looking for marriage relationships were more focused on online partners' height, finance, ambitions and age. People looking for a one night stand focused on online partners' photo and weight.

The greatest proportion of responses with regard to vocation in this study was students (43, 25.3%), the second largest was business industry (34, 20%). The results supported Knox et al. (2001) who stated that college students used the Internet more often to establish friendships rather than romantic relationships.

For the variable Pgender, 111 responses (65.3%) wanted opposite sex friends. This result was similar to those of Parks & Floyd (1996) in that online users preferred looking for opposite sex friends.

(2) Relationships between online users and online partners

Buss (2002) noted that women, more than men, desired good financial prospects, as well as the qualities that lead to increased economic resources, such as ambition and industriousness. The results of this study corresponded to the same results as the literature review.

The age group results of responses show that age 20 to 25 year olds were focused on online partners' self-disclosure and value and belief; age from 26 to 35 year olds were more focused on photo, height, weight, finance, ambitions, and industriousness; and age group 36 to 45 year olds focused on online partners' age. The age of online users had a weak negative Correlation with financial prospects, ambitions, industriousness, self-disclosure and value and belief. These results show that online partners' photos and weight had a positive relationship. The results also show that tall people had higher financial prospects. Height and weight had a strong positive correlation in this study. Online partners with higher ambition were more active in facing challenges, created more opportunities, and had more opportunities to obtain better financial prospects. The increased industriousness of online partners means they created more life opportunities, enjoyed working hard, and were ambitious in life. Therefore, the variables industriousness and ambitions had a strong positive relationship. Online partners who had more self-disclosure also shared more values and beliefs with online users. Online partners shared their life value and belief by self-disclosure to online users. Therefore, self-disclosure and values and beliefs had a strong positive correlation in this study.

According to the problems and situations that had been discussed in this study, the researcher analyzed three research questions in this study, and the following were the

summaries of those results:

Research Question 1: Do males and females have different preferences in regard to characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

According to the literature reviews, men and women stress different criteria for choice of mates (Buss, 1987). Men are more interested in women's physical appearance, while women consider men's financial status to be more important than men's physical appearance (Buss, 1994; Buss & Barnes, 1986; Buss, 1987). Therefore, gender is an important variable in online dating study.

The following were the findings for research question 1:

(1) This study determined that in the 107 male responses, there were 79 male responses (73%) that preferred that the maximum weight of their online partners be less than theirs. Males and females had a statistically significant difference regarding online partners' weight. Seventy-three percent of male responses will not accept their online partners' weight to be heavier than they. There were 28 female of 63 female responses (44%) who wanted their online partners minimum weight more than they. The results show that a lower percentage of females than males had a weight preference. Men rate women's physical appearance as being more important than how women rate men's physical appearance. Weight was included in appearance (look, height, weight) (Buss,

1994; Buss & Barnes, 1986).

(2) Males and Females had a statistically significant difference with regard to their online partners' ambition. Many studies in the literature review show that females emphasized the male's financial prospect. The researcher discussed that males were very focused on females' weight and appearance. Conversely, females would like their online partners to be more ambitious (responsible, career oriented, family minded, mature) regarding their future life. They should also have a stable financial situation now, as well as being ambitious.

Research Question 2: Will different age groups have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)?

Buss (1994) and Kenrick & Trost (1989) noted that women tend to prefer men who are slightly older than they, and men tend to prefer women who are younger than they. Different age group online users have different preferences in online partners. The literature review for this study stated that the largest age group of these Internet people was 20 to 29 year olds; the second largest age group was 30 to 39 year old. Accordingly, the study divided age into groups of 20 to 25 year olds, 26 to 35 year olds and 36 to 45 year olds.

The following were the findings in this study for research question 2:

(1) Age group 1 (20-26 year olds) and group 2 (26-35 year olds) had a statistically significant difference regarding online partners height (ρ -value =.015). According to the results in this study, many online users in age 26 to 35 were looking for marriage relationships. In the serious marriage relationship, height was considered more important by both males and females because they think about their future children. People preferred their partners to be taller because then they are more likely to have tall children. In the age 20 to 25 year old group, the online users were more focused on making new friendships. They were also more focused on online partners' values, beliefs, and self-disclosure and less concerned in appearance preferences (height) of online partners.

(2) Age group 1 (20-25 year olds) and group 3 (36-45 year olds) had a statistically significant difference on online partners age (ρ -value =.03). In the age group 20 to 25 year olds, online users do not care about their online partners' age because they were seeking friendships. In this study, online users in this age group were more focused on self-disclosure, values and belief of their online partners. In age group 3, 36-45 year olds, online users were either looking for new friendships or looking for marriage relationships, and were more concerned with online partners' age because they thought about serious long-term friendships or marriage relationships more than younger online users. Age was an important issue when online users thought about serious or marriage

relationships.

(3) Age group 1(20-25 year olds) and group 2 (26-35) had a statistically significant difference with regard to online partners' values and beliefs (ρ -value =.009). Online users in age group 1(20-25 year olds) were focused on making new friends with online partners. According to the results of this study, they were more focused on self-disclosure and the values and beliefs of online partners. Many online users in age group 26 to 35 year olds either look for serious new friendships or are looking for a marriage relationship. Even if they were looking for new friendships, large percentages who were thinking of them were also thinking about future possibilities. They were more focused on online partners' appearance (look, height, weight) because they were looking for a partner to build a family and have children with.

Research Question 3: Do people with different motives have different preferences for characteristics of online partners (physical appearance, financial prospects, age, self-disclosure, values and beliefs)? According to Parks & Floyd (1996) a great proportion of women are looking for friendship. Yen (2003) stated that seeking friendship and marriage are the two most common motives for online dating. So there are gender differences in the motives of online users. The motives of online dating users were divided into (1) looking for friends (2) looking for marriage (3) looking for romance and (4) others.

(1) The motive of online users making new friends and marriage relationships had a statistically significant difference on online partners' height (ρ -value =.02).

As the previous results of this study indicated, online users who were looking for a new friend were more focused on online partners' values and beliefs. However, online users who were looking for marriage relationship were more focused on online partners' appearances (looks, height, weight). Therefore, according to the results of this study, online users who had a different motive in making new friends and for marriage relationships had different preferences in online partners' height.

(2) The motives of online users of making new friends, marriage, one night stand and others had a statistically significant difference in online partners' financial prospects (ρ -value =.08) That means that those looking for a marriage relationship were more focused on online partners' financial prospective than those looking for new friends. The online users with the motive of finding a one night stand did not care about the financial prospects of their partners.

(3) The motives of online users, making new friends and finding a marriage relationship, had a statistically significant difference regarding online partners age (ρ -value =.01).

Online users who were looking for new friends were focused on shared values and beliefs of online partners. According to the literature views, people seek others who

reward them and dislike others who punish them. They also like to be surrounded by people with whom they agree. When online users were looking for a marriage relationship, they cared about appearances (looks, height, weight), age and financial prospects of online partners because they are concerned about their future children. In the results of this study, the motive of those online users who want to make new friends and find a marriage relationship had a statistically significant difference with regard to online partners' age. In this society, online partners age is very important to be considered when they were thinking about marriage. However, if online partners motive was only making new friends, their partners' age becomes less important for online users.

### 5.3 Limitations and Conclusions

There are many online dating services on the Internet. A limitation of this study was that the researcher chose three popular chat rooms in Taiwan instead of all online dating websites. This survey was conducted on researcher designed website and the researcher asked the participants to respond only once. There was no way to find out if the participants responded more than once because the survey was totally anonymous. This issue was the second limitation of this study. The third limitation was the time limit; the researcher had the survey available on the website for only one month. In this period, the researcher collected 170 responses. The number of responses could be

increased if the researcher could extend the time for obtaining survey responses and get a bigger sample. The fourth limitation of this study was that participants in three specific online chat rooms were selected for inclusion in the sample, constituting a sample of convenience. Thus, the results may not be generalized to any online dating service or population.

Online dating has been become a very popular way to meet friends. It is easy, fast and convenient for busy singles in this modern society. Males and females have different preferences regarding their online partners. Males are more focused on the females' looks, while females are more focused on males' financial prospective. Meeting this desired preference is important for singles in the initial stages of the online dating process, especially for females. This does not mean that single females have to be beautiful, but should make themselves pretty and love themselves. Singles who love themselves will be loved by their partners. There is a saying: "There is no ugly woman, but there are lazy women." This study supported the premise that appearance is a very important factor at first. Online users should also share their values, beliefs, and self-disclosure to prospective online partners.

The online users looking for new friends are more focused on sharing values, beliefs, and self-disclosure. Appearance in online interpersonal attraction is not as important as traditional interpersonal communication. Online users can share values,

beliefs, and self-disclosure even before they meet each other. However, if online users are thinking about a long-term or serious relationship, they will still be concerned with appearance, height, or age. When they think about building a family, they are not only thinking about similar values and beliefs, but also appearance, age, and health, as these characteristics may affect their children. Appearance, height, and age are important factors. However, online dating created a new environment for singles also to share values, beliefs and self-disclosure before they meet face to face.

Online dating has become the new popular way to meet on the Internet. There are many factors that the researcher thinks are important. The results of this study also indicated that age, appearance, and financial prospective are important. Distance is also an important factor for online users. Many online users do not want to meet or date online partners whose location is far away from them. Many online dating services give online users search functions which include these important characteristics of age, appearance (height, weight, and photo), location, educational background, and religion.

The contributions of this study are that there are no online dating research survey conducted using quantitative methods that were not in English. This study was conducted in Taiwan using the Chinese language. In online dating research studies, most researchers used qualitative methods to analyze the topic. This paper used quantitative methods, sending the survey to online users in Taiwan. The researcher

collected many research studies regarding online dating services in the US. The results of this study in Taiwan and of those studies in the literature are very consistent.

### 5.4 Recommendations for Further Research

This study focused on the differences and similarities of characteristics of online users and online partners. Those characteristics included age, gender, and motive of online users, and the appearance, financial prospective, age, values and beliefs, and self-disclosure of the online partners. There are many recommendations in this study of online dating that the future study may consider.

(1) Sample: In this study, the researcher focused on online dating people in Taiwan. The future researcher can focus on different countries or compare the difference in characteristics of different countries or cultures. According to the results of this study, the biggest proportion of online users is students. The future researcher may also analyze different vocations of online users. There are different types of online dating services on the Internet, such as online dating website, chat rooms, Christian websites, or same-sex websites. The future researcher may also focus on those different function websites.

(2) Survey tools: This study use quantitative methods to analyze the statistical characteristics of online dating. There were 27 questions in the survey instrument created for this study. The future study may create more detailed and

comprehensive questions to ask online users in order to collect more detailed information. This study used quantitative and close-end questions survey questions. The future study may also include qualitative and open-end questions to obtain a greater variety of responses from participants.

(3) Variables: This study focused on three primary characteristics of online users (age, gender, and motive) and five characteristics of online partners (appearance, financial prospective, age, value and belief, and self-disclosure). The future online dating studies may choose a wider variety of different variables for analysis.

(4) Questions: This study used a closed-ended survey to ask participants questions regarding online dating. The survey instruments of future online dating studies should include open-ended questions in order to get more in depth information from study participants.

**5.5 Implications**

One suggestion of what could be done to improve this study regards age. Age is a very important factor between online users and online partners. In the results of this study, younger age respondents between 20 to 25 year olds were more focused on self-disclosure, values and beliefs. However, older age people, when they are looking for serious marriage relationships, were more focused on the online partners' age. In both eastern and western cultures, people get married with similar age partners. This

study put age as an online users' variable. The age results from male responses indicated that their female online partners' age was younger than theirs and females indicated their online partners' age should be older than theirs. There are important implications for this finding. A more detailed analysis of this variable is warranted.

Another suggestion of what could have been done in this study regards the motive of online users. The results show that users who were looking for friends were more focused on online partners' industriousness, values and beliefs and self-disclosure, those looking for marriage relationships were more focuses on online partners' height, finances, ambitions and age. Looking for friends and looking for marriage relationships are the most popular motives on the online dating services. The researcher used ANOVA to analyze the motive factor of online users. A more detailed analysis of this important variable is also warranted.

**5.6 Final Summary**

There were four purposes for this study:

(1) To determine the personal characteristics of online users, which included educational background, gender, age, vocation, height and weight.

(2) To better understand interpersonal relationships in online settings in an Eastern culture (Taiwan); this research supports other research studies investigating online interpersonal relationships in both Eastern and Western cultures.

(3) To determine the similarities and difference between the characteristics of online users and the factors those affect their online partners.

(4) The findings of this dissertation will build on existing research on interpersonal relationships by studying such relationships in online settings.

The findings of this study were discussed in Chapter Four. The age results show that male responses preferred that their female online partners' age be younger than they, and females preferred that their online partners' age be older than they. The results also show that the largest age group of online dating people was 20 to 29 year olds and the second largest group was 30 to 39 year olds. The largest vocation group was students and the second proportion vocation group was business industry. Age 20 to 25 year olds were focused on online partners self-disclosure and value and belief, while those aged from 26 to 35 year olds were more focused on looks, height, weight, finances, ambitions, and industriousness and 36 to 45 year olds focused on online partners' age.

Responses show online users who were looking for friends were more focused on online partners' industriousness, value and belief and self-disclosure, while those looking for marriage relationships were more focused on online partners' height, finances, ambitions and age. People looking for one night stands focused on online partners' photo and weight.

The findings for research questions included the following:

(1) Males and females had statistically significant differences in online partners' weight

(2) Males and females had statistically significant differences in online partners ambitions.

(3) Age group 1 (20-26 year olds) and group 2 (26-35 year olds) had statistically significant differences in online partners height.

(4) Age group 1 (20-25 year olds) and group 3 (36-45 year olds) had statistically significant differences in online partners' age.

(5) Age group 1(20-25 year olds) and group 2 (26-35) had statistically significant differences in online partners' value and belief.

(6) The motive of online users making new friends and marriage relationships had statistically significant differences in online partners' height.

(7) The motive of online users making new friends, marriage, one night stand and others had statistically significant differences in online partners financial prospective.

(8) The motives of online users making new friends and marriage relationship had statistically significant differences in online partners' age.

There are fourth limits in this study. The first limitation was the researcher

chose three popular chat rooms in Taiwan instead of all online dating websites. The second limitation was the researcher cannot ensure that study participants only responded once. The third limitation was the time limit; if the researcher could have extended the time for the survey, a larger sample would have been obtained. The fourth limitation of this study was that participants in three specific online chat rooms were selected for inclusion in the sample, constituting a sample of convenience. Thus, the results may not be generalized to any online dating service or population.

The contributions of this study are that there are no online dating papers written in English which used quantitative methods. This study sent surveys to online dating chat rooms in Taiwan. In online dating research studies, most researchers used qualitative methods to analyze the topic. This study used quantitative methods and obtained responses from online users in Taiwan. The researcher also collected many research reports regarding online dating services in the United States, and the findings of this study and those found in the literature review are consistent.

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## Appendix A

**THIS DOCUMENT SHALL ONLY BE USED TO PROVIDE AUTHORIZATION FOR VOLUNTARY CONSENT QUESTIONNAIRE FOR THE RESEARCH PROJECT TITLED: CHOOSING ONLINE PARTNERS IN THE VIRTUAL WORLD: HOW ONLINE PARTNERS CHARACTERISITCS AFFECT ONLINE DATING**

**The Informed Consent Statement for Web Study Participants**

Dear Potential Research Project Participant:

Hello! My name is Man-Lin Feng. I am a doctoral student at Lynn University. I am studying Global Leadership, with a specialization in Educational Leadership. Part of my education program is to conduct a research study. You are being asked to participate in my research study.

Please read this carefully. This form provides you with information about the study. The Principal Investigator, Man-Lin Feng, will answer all of your questions. Ask questions about anything you don't understand before deciding whether or not to participate. You are free to ask questions at any time before, during, or after your participation in this study. Your participation is entirely voluntary and you can refuse to participate without penalty or loss of benefits to which you are otherwise entitled.

**PURPOSE OF THIS RESEARCH STUDY:** The study is about choosing online partners in the virtual world: How online partners characteristics affect online dating. There will be approximately 150 numbers of people participating in this study PROCEDURES: The process that the researcher will use to collect data will include the following situations: (1) Send e-mails to potential participants and invite them to survey website (http://www.my3q.com). The e-mail will be sent to many online dating

chat rooms and ask those potential participants to answer the questionnaire. (2) Those potential participants are from different online dating chat room services. (3) The researcher will plan to receive at least 150 responses from participants.

A non-probability sampling (convenience sampling) method will be used in this study, because it is very hard to choose random sampling from all online dating services. The limited action of using a convenience sample in the study is that the results of the study cannot be inferred from the sample to the general population.

The first step of the data collection procedure is that the researcher has found a free survey website (http://www.my3q.com) which can put questionnaires on the Internet and let the participants come to answer those questionnaires. In the second step, the researcher will send an Email asking potential participants on the online dating services to respond. The online dating services include three different chat-rooms which are the three most popular chat-rooms in Taiwan. There are many romantic groups or age 20 to 45 area groups in those chat-rooms. The researcher will send those potential participants an e-mail to invite them to participate and a hyperlink in the e-mail to connect to the survey websites. In this survey website, the researcher will record all data in a database and use the SPSS statistical program to analyze responses.

You will complete questions regarding online users and online partners' characteristics. This survey should take about 5 minutes to complete. **Please respond only once in this questionnaire.**

**POSSIBLE RISKS OR DISCOMFORT**: This study involves minimal risk. You may find that some of the questions are sensitive in nature. In addition, participation in this study requires a minimal amount of your time and effort.

**POSSIBLE BENEFITS:** There may be no direct benefit to you in participating in this research. But knowledge may be gained which may help online users and relationships with their online partners. The results of this study will build on existing research on interpersonal relationships by studying such relationships in online settings and in Eastern culture by focusing on people in Taiwan.

**FINANCIAL CONSIDERATIONS:** There is no financial compensation for your participation in this research. There are no costs to you as a result of your participation in this study.

**CONFIDENTIALITY**: **Every** effort will be made to maintain the confidentiality of the collected data. All the data gathered during this study, which were previously described, will be kept strictly confidential. Data will be stored in locked files and destroyed 3-5 years after the end of the research. All information will be held in strict confidence and will not be disclosed unless required by laws or regulations. The results of this study will be published in a dissertation, scientific journals or presented at professional meetings.

**ANONYMITY:** The data set will only be accessible through account name and password on the computer in which the data sets reside. All responses to the surveys will be anonymous. Your IP addresses are not traceable. You can not be identified and data will be reported as "group" responses. Participation in this survey is voluntary and return of the completed survey will constitute your informed consent to participate.

**RIGHT TO WITHDRAW**: You are free to choose whether or not to participate in this study. There will be no penalty or loss of benefits to which you are otherwise entitled if you choose not to participate.

**CONTACTS FOR QUESTIONS/ACCESS TO CONSENT FORM**: Any further questions you have about this study or your participation in it, either now or any time in the future, will be answered by ManLin Feng (Principal Investigator) who may be reached at: [redacted] in Taiwan and Dr. Frederick Dembowski, faculty advisor who may be reached at: [redacted] in U.S.A. For any questions regarding your rights as a research subject, you may call Dr. Farideh Farazmand, Chair of the Lynn University Institutional Review Board for the Protection of Human Subjects, at [redacted] in U.S.A. If any problems arise as a result of your participation in this study, please call the Principal Investigator, Man-Lin Feng and the faculty advisor Dr. Frederick Dembowski immediately.

**AUTHORIZATION FOR VOLUNTARY CONSENT**: I have read and understand this consent form. I have been given the opportunity to ask questions, and all my questions have been answered to my satisfaction. I have been assured that any future questions that may arise will be answered. I understand that all aspects of this project will be carried out in the strictest of confidence, and in a manner in which my rights as a human subject are protected. I have been informed of the risks and benefits. I have been informed in advance as to what my task(s) will be and what procedures will be followed.

I voluntarily choose to participate. I know that I can withdraw this consent to participate at any time without penalty or prejudice. I further understand that nothing in this consent form is intended to replace any applicable Federal, state, or local laws.

By completing and submitting the surveys for this research project, I give my informed consent to participate in this research study.

Date of IRB Approval: _____

## Appendix B

### 這份文件只僅僅被用來使用做為提供授權的志願同意書

**Certified Translation of Lynn Informed Consent Form in Chinese**

親愛的研究參與者:

我是在美國林恩大學博士班的研究生, 你正被邀請參加一份匿名的網路問卷調查，請仔細研讀下面的資訊, 如果有任何問題, 本論文主要研究者將會回答你的任何問題, 你可以自由決定參與是否回答此問卷, 這份調查是有關於上網擇友的人與網戀的朋友之間的關係研究，在這份問卷中，您必須熟悉如何透過網路上網交朋友及有相關網路擇友經驗，本論文由坦堡斯基教授所指導，論文主題為 " 虛擬世界的網路擇友-網友特性之研究及對網路擇友服務的影響" 。

本研究的主旨是將評估上網擇友的人們的特性及網路使用情形, 也分析各種不同上網擇友的人對網路朋友的喜好特性，以下是三個蒐集資料的情況: (1)送 e-mail 到聊天室邀請網路使用者 (2) 這些網路使用者來自網路聊天室 (3) 本研究計畫有 150 位使用者共同參與. 如果您同意參加這份研究，您只需撥出 5 至 10 分鐘來完成這一份網路問卷，這問卷結果將提供資訊有關於上網擇友人們的特性及他們在尋找網路朋友的特性，您可完全自願的參與本次研究，本論文研究者將會非常感謝您如果您花幾分鐘完成這份問卷，由於您的幫忙將可使本論文研究者得到最佳資訊，雖然研究者非常希望您能回答所有的問題，您在任何時間您都可以拒絕繼續參與作答或跳過任何你不想回答的問題絕不會有任何損害或報復，經由你的完全作答及送回您的問卷的回答，就表示您同意參與本次研究。

可能性之受益：參與此問卷調查，您可能無法獲得直接的利益, 但是您的參與會幫助有關在台灣的網路交友特性及網路人際關係關係之學術研究, 研究者將問卷放到問卷網站 (http://www.my3q.com), 並發 e-mail 邀請網路使用者來回答此問卷,答案並沒有對或錯的標準，您可能回答一些你認為敏感的問題, 你需要一點點時間來回答, 研究者將完全保護及感激您的回答, 您的回答是匿名的並且您回答的資料將被保存在研究者的檔案中視為研究者的最高等級保護。

財務考量：參與此問卷調查你將不會獲得金錢或報酬，但你也不會被要求償付。

保密性：所有收集之資料將會被全力附予最高保密。所有收集之資料將會被嚴密

收藏。所有收集之資料將會被鎖在保險櫃，等到此學術研究結束後 3-5 年將被全部銷毀。所有之資料將會被妥善保密且不對外公開，除非有相關法令要求解密。此研究結果可能會被學術研究機構或雜誌刊登，同時你個人之隱私權將不會被曝光。

匿名性：存放於電腦之備份資料將經由使用者和密碼的保護來取得資料。一旦此學術研究完成後，備份次要資料與主要資料將會被同時銷毀。問卷採用匿名方式，你的資料無法被認知，而且資料將會被整理成為多重群體意見。參與此項問卷是自願性的，問卷之回答和送回將構成你已被告知且同意參與此學術研究。

撤回之權力：你是完全自主決定參與或不參與此學術研究。若你決定不參與，你將不用負擔任何賠償亦不會損失任何應得權益。

問題與同意函之查詢：你的任何現有或未來有關此項學術研究的問題，將由主要研究員 馮曼琳 ([redacted] 或研究指導教授 Dr. Frederick Dembowski (電話 ([redacted]n USA) 來回答，林恩大學的 IRB 主席 Dr. Farideh Farazmand ([redacted]in U.S.A.將回答有關你在此學術研究之權益問題。

若你的參與產生任何麻煩困擾，請立即告知主要研究員馮曼琳 和指導教授 Dr. Frederick Dembowski。

IRB 批准日期: _____

**Appendix C**

## ONLINE DATING QUESTIONNAIRE

Directions: Please respond to all questions using the directions given by different parts.

For purposes of clarity, use the following definitions when responding:

1. Online dating services: People go to online dating services through the Internet. These services have the same goal: to find other people who also want online relationships through online dating services.
2. Online users: People who have browsed or posted their personal information on online dating services with his/her purpose to look for romantic relationships or friendships.
3. Online partners: Partners the online user meets through online dating services. At the beginning, the interactions with him/her are through the Internet.

***Part A: Please write down your answer in the following questions:***

1. How old are you? _____ Year olds

2. What is your height: _____ CM

3. What is your weight: _____KG

4. What can you accept as the minimum height of your online partners? _____ CM

5. What can you accept as the maximum height of your online partners? _____M.

6. What can you accept as the minimum weight of your online partners? _____Kg

7. What can you accept as the maximum weight of your online partners? _____Kg

8. What can you accept as the minimum age of your online partners? _____Years

9. What can you accept as the maximum age of your online partners? _____Years

**Part (B): *Please check one in the following questions:***

10. Are you male or female? (1) Male (2) Female

11. What is your motive when you use an online dating service?

(1) I am looking for new friends- I want to communicate with other people either by e-mail or in person.

(2) I am looking for marriage- I go to the services for the purpose of finds a marriage partner.

(3) I am looking for a romance relationship-I am more interested in sexual relationship with my online partner, including one night stand.

(4) Others

12. What is the highest level of education you have completed?

(1) High school or under

(2) Junior college

(3) College or University

(4) Master

(5) Doctorate

13. What is your vocation?

(1) Technical staff

(2) Students

(3) Army/official/teacher

(4) Service trade

(5) Business industry

(6) Other

14. How long is the average time you spend on any online dating services every week?

(1) Less than 1 hour. (2) 1-3 hour (3) 3-5 hours (4) over 5 hours

15. When you go online, you are looking for a relationship with a person of the:

(1) Opposite Sex (2) Same Sex (3) Does not matter

***Part C: For the following questions, respond in the space provided with the number that indicates your level of agreement with the statement with the following scale:***

***1=totally disagree, 2= disagree 3=neither disagree or agree 4=agree 5=totally agree***

| | | |
|---|---|---|
| 16 | Your online partners' photo will affect your future Interaction with him/her | |
| 17 | Your online partners' height is very important to you. | |
| 18 | Your online partners' weight will affect your future interaction with him/her | |

| | | |
|---|---|---|
| 19 | It is important to you to have a partner that has high financial prospect? | |
| 20 | It is important to you that your online partner is ambitious? | |
| 21 | It is important to you that your online partner is industrious? | |
| 22 | Your online partners' age is important to you. | |
| 23 | It is important that your online partners tell you basic information about them, such as family background, job, and educational background. | |
| 24 | It is important to you when your online partners tell you about their personal feelings. | |
| 25 | It is important to you when your online partners tell about their values, and interest. | |
| 26 | It is important that your online partners have similar beliefs as you. | |
| 27 | It is important that your online partners have similar values as you. | |

## Appendix D

### Certified Translation of Proposed Survey Questionnaire in Chinese

學術問卷調查: 虛擬世界的網路擇友-網友特性之研究及對網路擇友服務的影響

定義:

1. 網路擇友服務: 人們經由網際網路來到網路擇友的服務, 這些服務提供同樣的目的就是你可以搜尋到其他同樣來到網路擇友的服務的人
2. 網路使用者: 曾經瀏覽或張貼他們的個人資訊在網路擇友服務上, 這些人的目的是上網找一種羅曼蒂克關係或友誼關係
3. 網路朋友:網路朋友是你在網路服務中所認識的朋友, 你和這網路朋友一開始的關係是建立在網際網路上的

第一部份: 請寫下你對下面問題的回答

(1) 網路使用者的基本資訊

1. 你的年齡是　　歲

2. 你的身高是　　公分

3. 你的體重是　　公斤

4. 你可以接受網路朋友的最矮身高是多少?　　公分.

5. 你可以接受網路朋友的最高身高是多少? 公分.

6. 你可以接受網路友的體重最輕是多少? 公斤

7. 你可以接受網路朋友的體重最重是多少? 公斤

8. 你可以接受網路朋友的年齡最小是多少? 歲

9. 你可以接受網路朋友的年齡最大是多少? 歲

## 第二部份: 請在下列問題中選擇一個答案

10. 你的性別是: (1) 男性 (2) 女性

11. 你使用網路擇友服務的動機是什麼?

(1) 我在找新的朋友- 我想和其他朋友用 e-mail 或碰面保持聯絡.

(2) 我在找結婚伴侶- 我到網路擇友服務的目的是為找一個結婚伴侶.

(3) 我在找羅曼蒂克的關係- 我想找尋滿足性需求的關係, 包括一夜情

(3) 其他

12. 你所完成的最高學歷是什麼?

(1) 高中或高中以下 (2) 專科 (3) 大學或學院 (4) 碩士 (5) 博士

13. 你的職業是什麼?

(1)技術人員 (2)學生 (3)軍/公/教 (4)服務業 (5)商業 (6)其他

14. 你平均每週花在網路擇友服務上的時間是多少?

(1) 少於 1 小時. (2) 1 到 3 小時 (3) 3 到 5 小時 (4) 超過 5 小時

15. 當你到網路擇友網路來時, 你是在找

(1) 異性朋友　(2) 同性朋友　(3) 無所謂同性或異性朋友

第三部份: 單元(C), 請在下面問題的右邊空格填下數字 1 到 5 ; "1"表示你非常不同意; "2" 表示你不同意, "3"表示你覺得無所謂, "4" 表示同意, "5" 表示非常同意

| | | |
|---|---|---|
| 16 | 你的網路朋友的照片會影響你未來更進一步與他/她互動的意願? | |
| 17 | 你認為你的網路朋友的身高對你是很重要的? | |
| 18 | 你的網路朋友的體重會影響你未來更進一步與他/她互動的意願? | |
| 19 | 你看重你的網路朋友有好的財務預期? | |
| 20 | 你看重你的網路朋友是個有雄心的人? | |
| 21 | 你看重你的網路朋友是個勤奮的人? | |
| 22 | 你看重你的網路朋友的年齡因素? | |
| 23 | 你看重你的網路朋友會告訴你有關他們的資料, 如家庭背景, 工作, 及教育背景等? | |
| 24 | 你看重你的網路朋友會告訴你他們個人的看法或感覺? | |
| 25 | 你看重你的網路朋友會告訴你他們的價值觀和興趣等? | |
| 26 | 你看重你的網路朋友和你有相似的信念或看法? | |

| | | |
|---|---|---|
| 27 | 你看重你的網路朋友和你有相似的價值觀? | |

# Appendix E

Descriptives

| | gender | | | Statistic | Std. Error |
|---|---|---|---|---|---|
| Pphoto | male | Mean | | 3.81 | .106 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.60 | |
| | | | Upper Bound | 4.02 | |
| | | 5% Trimmed Mean | | 3.90 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.191 | |
| | | Std. Deviation | | 1.091 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.862 | .234 |
| | | Kurtosis | | .236 | .463 |
| | female | Mean | | 3.51 | .146 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.22 | |
| | | | Upper Bound | 3.80 | |
| | | 5% Trimmed Mean | | 3.56 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.351 | |
| | | Std. Deviation | | 1.162 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.720 | .302 |
| | | Kurtosis | | -.034 | .595 |
| Pheight | male | Mean | | 3.01 | .102 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.81 | |
| | | | Upper Bound | 3.21 | |
| | | 5% Trimmed Mean | | 3.01 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Median | | 3.00 | |
| | | Variance | | 1.123 | |
| | | Std. Deviation | | 1.060 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.261 | .234 |
| | | Kurtosis | | -.138 | .463 |
| | female | Mean | | 2.87 | .161 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.55 | |
| | | | Upper Bound | 3.19 | |
| | | 5% Trimmed Mean | | 2.86 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.629 | |
| | | Std. Deviation | | 1.276 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.188 | .302 |
| | | Kurtosis | | -.925 | .595 |
| Pweight | male | Mean | | 3.48 | .107 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.26 | |
| | | | Upper Bound | 3.69 | |
| | | 5% Trimmed Mean | | 3.53 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.233 | |
| | | Std. Deviation | | 1.110 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.698 | .234 |
| | | Kurtosis | | .177 | .463 |
| | female | Mean | | 3.06 | .168 |
| | | 95% | Lower Bound | 2.73 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Confidence Interval for Mean | Upper Bound | 3.40 | |
| | | 5% Trimmed Mean | | 3.07 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.770 | |
| | | Std. Deviation | | 1.330 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.247 | .302 |
| | | Kurtosis | | -.927 | .595 |
| Pfinancial | male | Mean | | 2.60 | .112 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.38 | |
| | | | Upper Bound | 2.82 | |
| | | 5% Trimmed Mean | | 2.55 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.337 | |
| | | Std. Deviation | | 1.156 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | .167 | .234 |
| | | Kurtosis | | -.730 | .463 |
| | female | Mean | | 2.95 | .147 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.66 | |
| | | | Upper Bound | 3.25 | |
| | | 5% Trimmed Mean | | 2.95 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.369 | |
| | | Std. Deviation | | 1.170 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.404 | .302 |
| | | Kurtosis | | -.605 | .595 |
| Pambitious | male | Mean | | 2.73 | .101 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.53 | |
| | | | Upper Bound | 2.93 | |
| | | 5% Trimmed Mean | | 2.73 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.086 | |
| | | Std. Deviation | | 1.042 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.248 | .234 |
| | | Kurtosis | | -.718 | .463 |
| | female | Mean | | 3.10 | .143 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.81 | |
| | | | Upper Bound | 3.38 | |
| | | 5% Trimmed Mean | | 3.11 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.281 | |
| | | Std. Deviation | | 1.132 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.399 | .302 |
| | | Kurtosis | | -.240 | .595 |
| Pindustrious | male | Mean | | 3.30 | .117 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.07 | |
| | | | Upper Bound | 3.53 | |
| | | 5% Trimmed Mean | | 3.33 | |
| | | Median | | 3.00 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Variance | | 1.476 | |
| | | Std. Deviation | | 1.215 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.371 | .234 |
| | | Kurtosis | | -.630 | .463 |
| | female | Mean | | 3.57 | .110 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.35 | |
| | | | Upper Bound | 3.79 | |
| | | 5% Trimmed Mean | | 3.58 | |
| | | Median | | 4.00 | |
| | | Variance | | .765 | |
| | | Std. Deviation | | .875 | |
| | | Minimum | | 2 | |
| | | Maximum | | 5 | |
| | | Range | | 3 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | .073 | .302 |
| | | Kurtosis | | -.672 | .595 |
| Page | male | Mean | | 3.32 | .100 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.12 | |
| | | | Upper Bound | 3.52 | |
| | | 5% Trimmed Mean | | 3.35 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.068 | |
| | | Std. Deviation | | 1.033 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.517 | .234 |
| | | Kurtosis | | .045 | .463 |
| | female | Mean | | 3.33 | .147 |
| | | 95% | Lower Bound | 3.04 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Confidence Interval for Mean | Upper Bound | 3.63 | |
| | | 5% Trimmed Mean | | 3.37 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.355 | |
| | | Std. Deviation | | 1.164 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.373 | .302 |
| | | Kurtosis | | -.389 | .595 |
| selfdisclosure | male | Mean | | 11.6355 | .26237 |
| | | 95% Confidence Interval for Mean | Lower Bound | 11.1153 | |
| | | | Upper Bound | 12.1557 | |
| | | 5% Trimmed Mean | | 11.8863 | |
| | | Median | | 12.0000 | |
| | | Variance | | 7.366 | |
| | | Std. Deviation | | 2.71402 | |
| | | Minimum | | 3.00 | |
| | | Maximum | | 15.00 | |
| | | Range | | 12.00 | |
| | | Interquartile Range | | 4.00 | |
| | | Skewness | | -1.210 | .234 |
| | | Kurtosis | | 2.006 | .463 |
| | female | Mean | | 11.3175 | .21565 |
| | | 95% Confidence Interval for Mean | Lower Bound | 10.8864 | |
| | | | Upper Bound | 11.7485 | |
| | | 5% Trimmed Mean | | 11.3325 | |
| | | Median | | 11.0000 | |
| | | Variance | | 2.930 | |
| | | Std. Deviation | | 1.71168 | |
| | | Minimum | | 7.00 | |
| | | Maximum | | 15.00 | |
| | | Range | | 8.00 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Interquartile Range | | 2.00 | |
| | | Skewness | | -.116 | .302 |
| | | Kurtosis | | .679 | .595 |
| valueandbelief | male | Mean | | 7.7477 | .17571 |
| | | 95% Confidence Interval for Mean | Lower Bound | 7.3993 | |
| | | | Upper Bound | 8.0960 | |
| | | 5% Trimmed Mean | | 7.9138 | |
| | | Median | | 8.0000 | |
| | | Variance | | 3.304 | |
| | | Std. Deviation | | 1.81759 | |
| | | Minimum | | 2.00 | |
| | | Maximum | | 10.00 | |
| | | Range | | 8.00 | |
| | | Interquartile Range | | 2.00 | |
| | | Skewness | | -1.134 | .234 |
| | | Kurtosis | | 1.930 | .463 |
| | female | Mean | | 8.1270 | .16237 |
| | | 95% Confidence Interval for Mean | Lower Bound | 7.8024 | |
| | | | Upper Bound | 8.4516 | |
| | | 5% Trimmed Mean | | 8.1411 | |
| | | Median | | 8.0000 | |
| | | Variance | | 1.661 | |
| | | Std. Deviation | | 1.28881 | |
| | | Minimum | | 6.00 | |
| | | Maximum | | 10.00 | |
| | | Range | | 4.00 | |
| | | Interquartile Range | | 3.00 | |
| | | Skewness | | .223 | .302 |
| | | Kurtosis | | -.939 | .595 |

Descriptives

| | motive | | | Statistic | Std. Error |
|---|---|---|---|---|---|
| Pphoto | new friends | Mean | | 3.61 | .102 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.40 | |
| | | | Upper Bound | 3.81 | |
| | | 5% Trimmed Mean | | 3.67 | |

| | | | | |
|---|---|---|---|---|
| | Median | | 4.00 | |
| | Variance | | 1.223 | |
| | Std. Deviation | | 1.106 | |
| | Minimum | | 1 | |
| | Maximum | | 5 | |
| | Range | | 4 | |
| | Interquartile Range | | 1 | |
| | Skewness | | -.723 | .224 |
| | Kurtosis | | -.057 | .444 |
| marriage | Mean | | 4.00 | .204 |
| | 95% Confidence Interval for Mean | Lower Bound | 3.58 | |
| | | Upper Bound | 4.42 | |
| | 5% Trimmed Mean | | 4.11 | |
| | Median | | 4.00 | |
| | Variance | | 1.375 | |
| | Std. Deviation | | 1.173 | |
| | Minimum | | 1 | |
| | Maximum | | 5 | |
| | Range | | 4 | |
| | Interquartile Range | | 1 | |
| | Skewness | | -1.486 | .409 |
| | Kurtosis | | 1.882 | .798 |
| one night stand | Mean | | 4.22 | .278 |
| | 95% Confidence Interval for Mean | Lower Bound | 3.58 | |
| | | Upper Bound | 4.86 | |
| | 5% Trimmed Mean | | 4.25 | |
| | Median | | 4.00 | |
| | Variance | | .694 | |
| | Std. Deviation | | .833 | |
| | Minimum | | 3 | |
| | Maximum | | 5 | |
| | Range | | 2 | |
| | Interquartile Range | | 2 | |
| | Skewness | | -.501 | .717 |
| | Kurtosis | | -1.275 | 1.400 |
| others | Mean | | 3.36 | .364 |
| | 95% Confidence Interval for Mean | Lower Bound | 2.55 | |
| | | Upper Bound | 4.17 | |

| | | | | | |
|---|---|---|---|---|---|
| | | 5% Trimmed Mean | | 3.40 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.455 | |
| | | Std. Deviation | | 1.206 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.028 | .661 |
| | | Kurtosis | | .412 | 1.279 |
| Pheight | new friends | Mean | | 2.79 | .105 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.59 | |
| | | | Upper Bound | 3.00 | |
| | | 5% Trimmed Mean | | 2.77 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.285 | |
| | | Std. Deviation | | 1.134 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.236 | .224 |
| | | Kurtosis | | -.639 | .444 |
| | marriage | Mean | | 3.48 | .190 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.10 | |
| | | | Upper Bound | 3.87 | |
| | | 5% Trimmed Mean | | 3.54 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.195 | |
| | | Std. Deviation | | 1.093 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.494 | .409 |
| | | Kurtosis | | -.034 | .798 |
| | one night stand | Mean | | 2.78 | .147 |
| | | 95% Confidence | Lower Bound | 2.44 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Interval for Mean | Upper Bound | 3.12 | |
| | | 5% Trimmed Mean | | 2.81 | |
| | | Median | | 3.00 | |
| | | Variance | | .194 | |
| | | Std. Deviation | | .441 | |
| | | Minimum | | 2 | |
| | | Maximum | | 3 | |
| | | Range | | 1 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -1.620 | .717 |
| | | Kurtosis | | .735 | 1.400 |
| | others | Mean | | 3.27 | .407 |
| | | 95% Confidence | Lower Bound | 2.37 | |
| | | Interval for Mean | Upper Bound | 4.18 | |
| | | 5% Trimmed Mean | | 3.30 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.818 | |
| | | Std. Deviation | | 1.348 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.603 | .661 |
| | | Kurtosis | | -.172 | 1.279 |
| Pweight | new friends | Mean | | 3.23 | .110 |
| | | 95% Confidence | Lower Bound | 3.01 | |
| | | Interval for Mean | Upper Bound | 3.45 | |
| | | 5% Trimmed Mean | | 3.26 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.420 | |
| | | Std. Deviation | | 1.192 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.583 | .224 |
| | | Kurtosis | | -.353 | .444 |
| | marriage | Mean | | 3.45 | .218 |

| | | | | |
|---|---|---|---|---|
| | | 95% Confidence Interval for Mean | Lower Bound | 3.01 | |
| | | | Upper Bound | 3.90 | |
| | | 5% Trimmed Mean | | 3.51 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.568 | |
| | | Std. Deviation | | 1.252 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.449 | .409 |
| | | Kurtosis | | -.642 | .798 |
| | one night stand | Mean | | 4.00 | .333 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.23 | |
| | | | Upper Bound | 4.77 | |
| | | 5% Trimmed Mean | | 4.00 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.000 | |
| | | Std. Deviation | | 1.000 | |
| | | Minimum | | 3 | |
| | | Maximum | | 5 | |
| | | Range | | 2 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | .000 | .717 |
| | | Kurtosis | | -2.429 | 1.400 |
| | others | Mean | | 3.36 | .411 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.45 | |
| | | | Upper Bound | 4.28 | |
| | | 5% Trimmed Mean | | 3.40 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.855 | |
| | | Std. Deviation | | 1.362 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.811 | .661 |
| | | Kurtosis | | -.037 | 1.279 |

| | | | | | |
|---|---|---|---|---|---|
| Pfinancial | new friends | Mean | | 2.62 | .106 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.40 | |
| | | | Upper Bound | 2.83 | |
| | | 5% Trimmed Mean | | 2.57 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.325 | |
| | | Std. Deviation | | 1.151 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | .075 | .224 |
| | | Kurtosis | | -.762 | .444 |
| | marriage | Mean | | 2.85 | .218 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.40 | |
| | | | Upper Bound | 3.29 | |
| | | 5% Trimmed Mean | | 2.83 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.570 | |
| | | Std. Deviation | | 1.253 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 3 | |
| | | Skewness | | -.305 | .409 |
| | | Kurtosis | | -.961 | .798 |
| | one night stand | Mean | | 2.44 | .242 |
| | | 95% Confidence Interval for Mean | Lower Bound | 1.89 | |
| | | | Upper Bound | 3.00 | |
| | | 5% Trimmed Mean | | 2.49 | |
| | | Median | | 3.00 | |
| | | Variance | | .528 | |
| | | Std. Deviation | | .726 | |
| | | Minimum | | 1 | |
| | | Maximum | | 3 | |
| | | Range | | 2 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -1.014 | .717 |

| | | | | | |
|---|---|---|---|---|---|
| | | Kurtosis | | .185 | 1.400 |
| | others | Mean | | 3.82 | .263 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.23 | |
| | | | Upper Bound | 4.41 | |
| | | 5% Trimmed Mean | | 3.85 | |
| | | Median | | 4.00 | |
| | | Variance | | .764 | |
| | | Std. Deviation | | .874 | |
| | | Minimum | | 2 | |
| | | Maximum | | 5 | |
| | | Range | | 3 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.690 | .661 |
| | | Kurtosis | | .779 | 1.279 |
| Pambitious | new friends | Mean | | 2.82 | .101 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.62 | |
| | | | Upper Bound | 3.02 | |
| | | 5% Trimmed Mean | | 2.80 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.200 | |
| | | Std. Deviation | | 1.096 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.196 | .224 |
| | | Kurtosis | | -.515 | .444 |
| | marriage | Mean | | 2.97 | .215 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.53 | |
| | | | Upper Bound | 3.41 | |
| | | 5% Trimmed Mean | | 2.97 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.530 | |
| | | Std. Deviation | | 1.237 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Skewness | | -.467 | .409 |
| | | Kurtosis | | -.832 | .798 |
| | one night stand | Mean | | 2.78 | .278 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.14 | |
| | | | Upper Bound | 3.42 | |
| | | 5% Trimmed Mean | | 2.75 | |
| | | Median | | 3.00 | |
| | | Variance | | .694 | |
| | | Std. Deviation | | .833 | |
| | | Minimum | | 2 | |
| | | Maximum | | 4 | |
| | | Range | | 2 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | .501 | .717 |
| | | Kurtosis | | -1.275 | 1.400 |
| | others | Mean | | 3.09 | .211 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.62 | |
| | | | Upper Bound | 3.56 | |
| | | 5% Trimmed Mean | | 3.10 | |
| | | Median | | 3.00 | |
| | | Variance | | .491 | |
| | | Std. Deviation | | .701 | |
| | | Minimum | | 2 | |
| | | Maximum | | 4 | |
| | | Range | | 2 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.123 | .661 |
| | | Kurtosis | | -.453 | 1.279 |
| Pindustrious | new friends | Mean | | 3.43 | .100 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.23 | |
| | | | Upper Bound | 3.63 | |
| | | 5% Trimmed Mean | | 3.47 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.178 | |
| | | Std. Deviation | | 1.085 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |

| | | | | |
|---|---|---|---|---|
| | Interquartile Range | | 1 | |
| | Skewness | | -.345 | .224 |
| | Kurtosis | | -.289 | .444 |
| marriage | Mean | | 3.39 | .226 |
| | 95% Confidence | Lower Bound | 2.93 | |
| | Interval for Mean | Upper Bound | 3.85 | |
| | 5% Trimmed Mean | | 3.44 | |
| | Median | | 4.00 | |
| | Variance | | 1.684 | |
| | Std. Deviation | | 1.298 | |
| | Minimum | | 1 | |
| | Maximum | | 5 | |
| | Range | | 4 | |
| | Interquartile Range | | 1 | |
| | Skewness | | -.711 | .409 |
| | Kurtosis | | -.462 | .798 |
| one night stand | Mean | | 3.00 | .236 |
| | 95% Confidence | Lower Bound | 2.46 | |
| | Interval for Mean | Upper Bound | 3.54 | |
| | 5% Trimmed Mean | | 3.00 | |
| | Median | | 3.00 | |
| | Variance | | .500 | |
| | Std. Deviation | | .707 | |
| | Minimum | | 2 | |
| | Maximum | | 4 | |
| | Range | | 2 | |
| | Interquartile Range | | 1 | |
| | Skewness | | .000 | .717 |
| | Kurtosis | | -.286 | 1.400 |
| others | Mean | | 3.45 | .312 |
| | 95% Confidence | Lower Bound | 2.76 | |
| | Interval for Mean | Upper Bound | 4.15 | |
| | 5% Trimmed Mean | | 3.45 | |
| | Median | | 3.00 | |
| | Variance | | 1.073 | |
| | Std. Deviation | | 1.036 | |
| | Minimum | | 2 | |
| | Maximum | | 5 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Range | | 3 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | .147 | .661 |
| | | Kurtosis | | -.853 | 1.279 |
| Page | new friends | Mean | | 3.18 | .101 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.98 | |
| | | | Upper Bound | 3.38 | |
| | | 5% Trimmed Mean | | 3.20 | |
| | | Median | | 3.00 | |
| | | Variance | | 1.183 | |
| | | Std. Deviation | | 1.088 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.324 | .224 |
| | | Kurtosis | | -.170 | .444 |
| | marriage | Mean | | 3.73 | .205 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.31 | |
| | | | Upper Bound | 4.15 | |
| | | 5% Trimmed Mean | | 3.81 | |
| | | Median | | 4.00 | |
| | | Variance | | 1.392 | |
| | | Std. Deviation | | 1.180 | |
| | | Minimum | | 1 | |
| | | Maximum | | 5 | |
| | | Range | | 4 | |
| | | Interquartile Range | | 2 | |
| | | Skewness | | -.889 | .409 |
| | | Kurtosis | | .025 | .798 |
| | one night stand | Mean | | 3.67 | .167 |
| | | 95% Confidence Interval for Mean | Lower Bound | 3.28 | |
| | | | Upper Bound | 4.05 | |
| | | 5% Trimmed Mean | | 3.69 | |
| | | Median | | 4.00 | |
| | | Variance | | .250 | |
| | | Std. Deviation | | .500 | |
| | | Minimum | | 3 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Maximum | | 4 | |
| | | Range | | 1 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.857 | .717 |
| | | Kurtosis | | -1.714 | 1.400 |
| | others | Mean | | 3.36 | .203 |
| | | 95% Confidence Interval for Mean | Lower Bound | 2.91 | |
| | | | Upper Bound | 3.82 | |
| | | 5% Trimmed Mean | | 3.40 | |
| | | Median | | 3.00 | |
| | | Variance | | .455 | |
| | | Std. Deviation | | .674 | |
| | | Minimum | | 2 | |
| | | Maximum | | 4 | |
| | | Range | | 2 | |
| | | Interquartile Range | | 1 | |
| | | Skewness | | -.593 | .661 |
| | | Kurtosis | | -.293 | 1.279 |
| selfdisclosure | new friends | Mean | | 11.6496 | .20469 |
| | | 95% Confidence Interval for Mean | Lower Bound | 11.2442 | |
| | | | Upper Bound | 12.0550 | |
| | | 5% Trimmed Mean | | 11.7802 | |
| | | Median | | 12.0000 | |
| | | Variance | | 4.902 | |
| | | Std. Deviation | | 2.21405 | |
| | | Minimum | | 3.00 | |
| | | Maximum | | 15.00 | |
| | | Range | | 12.00 | |
| | | Interquartile Range | | 3.00 | |
| | | Skewness | | -1.010 | .224 |
| | | Kurtosis | | 2.595 | .444 |
| | marriage | Mean | | 11.5152 | .56763 |
| | | 95% Confidence Interval for Mean | Lower Bound | 10.3589 | |
| | | | Upper Bound | 12.6714 | |
| | | 5% Trimmed Mean | | 11.7946 | |
| | | Median | | 12.0000 | |
| | | Variance | | 10.633 | |
| | | Std. Deviation | | 3.26076 | |

| | | | | | |
|---|---|---|---|---|---|
| | | Minimum | | 3.00 | |
| | | Maximum | | 15.00 | |
| | | Range | | 12.00 | |
| | | Interquartile Range | | 4.00 | |
| | | Skewness | | -1.189 | .409 |
| | | Kurtosis | | 1.265 | .798 |
| | one night stand | Mean | | 11.1111 | .48432 |
| | | 95% Confidence Interval for Mean | Lower Bound | 9.9943 | |
| | | | Upper Bound | 12.2280 | |
| | | 5% Trimmed Mean | | 11.1235 | |
| | | Median | | 12.0000 | |
| | | Variance | | 2.111 | |
| | | Std. Deviation | | 1.45297 | |
| | | Minimum | | 9.00 | |
| | | Maximum | | 13.00 | |
| | | Range | | 4.00 | |
| | | Interquartile Range | | 2.50 | |
| | | Skewness | | -.558 | .717 |
| | | Kurtosis | | -1.177 | 1.400 |
| | others | Mean | | 10.4545 | .47412 |
| | | 95% Confidence Interval for Mean | Lower Bound | 9.3981 | |
| | | | Upper Bound | 11.5110 | |
| | | 5% Trimmed Mean | | 10.4495 | |
| | | Median | | 10.0000 | |
| | | Variance | | 2.473 | |
| | | Std. Deviation | | 1.57249 | |
| | | Minimum | | 8.00 | |
| | | Maximum | | 13.00 | |
| | | Range | | 5.00 | |
| | | Interquartile Range | | 3.00 | |
| | | Skewness | | .196 | .661 |
| | | Kurtosis | | -1.033 | 1.279 |
| valueandbelief | new friends | Mean | | 7.9402 | .13642 |
| | | 95% Confidence Interval for Mean | Lower Bound | 7.6700 | |
| | | | Upper Bound | 8.2104 | |
| | | 5% Trimmed Mean | | 8.0095 | |
| | | Median | | 8.0000 | |
| | | Variance | | 2.177 | |

| | | | | |
|---|---|---|---|---|
| | Std. Deviation | | 1.47561 | |
| | Minimum | | 2.00 | |
| | Maximum | | 10.00 | |
| | Range | | 8.00 | |
| | Interquartile Range | | 2.00 | |
| | Skewness | | -.894 | .224 |
| | Kurtosis | | 2.920 | .444 |
| marriage | Mean | | 7.5455 | .40144 |
| | 95% Confidence Interval for Mean | Lower Bound | 6.7277 | |
| | | Upper Bound | 8.3632 | |
| | 5% Trimmed Mean | | 7.7172 | |
| | Median | | 8.0000 | |
| | Variance | | 5.318 | |
| | Std. Deviation | | 2.30612 | |
| | Minimum | | 2.00 | |
| | Maximum | | 10.00 | |
| | Range | | 8.00 | |
| | Interquartile Range | | 4.00 | |
| | Skewness | | -.819 | .409 |
| | Kurtosis | | .189 | .798 |
| one night stand | Mean | | 7.8889 | .45474 |
| | 95% Confidence Interval for Mean | Lower Bound | 6.8403 | |
| | | Upper Bound | 8.9375 | |
| | 5% Trimmed Mean | | 7.8765 | |
| | Median | | 8.0000 | |
| | Variance | | 1.861 | |
| | Std. Deviation | | 1.36423 | |
| | Minimum | | 6.00 | |
| | Maximum | | 10.00 | |
| | Range | | 4.00 | |
| | Interquartile Range | | 2.50 | |
| | Skewness | | -.128 | .717 |
| | Kurtosis | | -.782 | 1.400 |
| others | Mean | | 8.3636 | .36364 |
| | 95% Confidence Interval for Mean | Lower Bound | 7.5534 | |
| | | Upper Bound | 9.1739 | |
| | 5% Trimmed Mean | | 8.4040 | |
| | Median | | 8.0000 | |

| | | | |
|---|---|---|---|
| | Variance | 1.455 | |
| | Std. Deviation | 1.20605 | |
| | Minimum | 6.00 | |
| | Maximum | 10.00 | |
| | Range | 4.00 | |
| | Interquartile Range | 1.00 | |
| | Skewness | -.446 | .661 |
| | Kurtosis | .129 | 1.279 |

Case Processing Summary

| | | Cases | | | | | |
|---|---|---|---|---|---|---|---|
| | | Valid | | Missing | | Total | |
| | agerecode | N | Percent | N | Percent | N | Percent |
| Pphoto | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| Pheight | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| Pweight | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| Pfinancial | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| Pambitious | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| Pindustriou | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| s | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| Page | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| selfdisclosu | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| re | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |
| valueandbel | 1.00 | 74 | 100.0% | 0 | .0% | 74 | 100.0% |
| ief | 2.00 | 78 | 100.0% | 0 | .0% | 78 | 100.0% |
| | 3.00 | 18 | 100.0% | 0 | .0% | 18 | 100.0% |

## Appendix F

| | | age | Pphoto | Pheight | Pweight | Pfinancial | Pambitious | Pindustrious | Page | selfdisclosure | valueandbelief |
|---|---|---|---|---|---|---|---|---|---|---|---|
| age | Pearson Correlation | 1 | .057 | .143 | .043 | -.076 | -.076 | -.145 | .128 | -.084 | -.218(**) |
| | Sig. (2-tailed) | | .461 | .063 | .574 | .322 | .326 | .060 | .095 | .274 | .004 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| Pphoto | Pearson Correlation | .057 | 1 | .414(**) | .520(**) | .293(**) | .184(*) | .202(**) | .334(**) | .261(**) | .228(**) |
| | Sig. (2-tailed) | .461 | | .000 | .000 | .000 | .016 | .008 | .000 | .001 | .003 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| Pheight | Pearson Correlation | .143 | .414(**) | 1 | .528(**) | .536(**) | .457(**) | .327(**) | .418(**) | .172(*) | .042 |
| | Sig. (2-tailed) | .063 | .000 | | .000 | .000 | .000 | .000 | .000 | .025 | .591 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| Pweight | Pearson Correlation | .043 | .520(**) | .528(**) | 1 | .171(*) | .155(*) | .168(*) | .390(**) | .347(**) | .229(**) |
| | Sig. (2-tailed) | .574 | .000 | .000 | | .026 | .044 | .028 | .000 | .000 | .003 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Pfinancial | Pearson Correlation | -.076 | .293(**) | .536(**) | .171(*) | 1 | .547(**) | .358(**) | .276(**) | .112 | .067 |
| | Sig. (2-tailed) | .322 | .000 | .000 | .026 | | .000 | .000 | .000 | .147 | .385 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| Pambitious | Pearson Correlation | -.076 | .184(*) | .457(**) | .155(*) | .547(**) | 1 | .527(**) | .440(**) | .309(**) | .213(**) |
| | Sig. (2-tailed) | .326 | .016 | .000 | .044 | .000 | | .000 | .000 | .000 | .005 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| Pindustrious | Pearson Correlation | -.145 | .202(**) | .327(**) | .168(*) | .358(**) | .527(**) | 1 | .302(**) | .427(**) | .349(**) |
| | Sig. (2-tailed) | .060 | .008 | .000 | .028 | .000 | .000 | | .000 | .000 | .000 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| Page | Pearson Correlation | .128 | .334(**) | .418(**) | .390(**) | .276(**) | .440(**) | .302(**) | 1 | .320(**) | .217(**) |
| | Sig. (2-tailed) | .095 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .005 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| selfdisclosure | Pearson Correlation | -.084 | .261(**) | .172(*) | .347(**) | .112 | .309(**) | .427(**) | .320(**) | 1 | .651(**) |
| | Sig. (2-tailed) | .274 | .001 | .025 | .000 | .147 | .000 | .000 | .000 | | .000 |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| valueandbelief | Pearson Correlation | -.218(**) | .228(**) | .042 | .229(**) | .067 | .213(**) | .349(**) | .217(**) | .651(**) | 1 |
| | Sig. (2-tailed) | .004 | .003 | .591 | .003 | .385 | .005 | .000 | .005 | .000 | |
| | N | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

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