

**THE FEASIBILITY OF STARTING A DATING COMPANY IN SOUTH
AFRICA**

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DECLARATION

“I, Jacques Du Mont Bezuidenhout, hereby declare that:

- all the work in this research treatise is my own original work;
- all sources that are used or referred to are documented and recognised;
- the research paper has not been previously submitted in full or partial fulfillment of the requirements for an equivalent or higher qualification at any other recognised educational institution.”

Jacques Du Mont Bezuidenhout

Date

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Jacques Bezuidenhout

ABSTRACT

The purpose of the research is to determine the feasibility of starting a dating company, which focuses specifically on the South African market.

Further sub problems were defined as follow:

- Which South Africans would use a dating service, that is, who will be the main customers?
- Is there specifically identifiable information that can help to recognise customers? Or can a profile be created for to identify customers?
- How much are the customers willing to pay?
- Does or can technology play a role in in courtship?

The role of technology was investigated, in which it was found that globalisation affects everyone. One of the core factors that caused many other technologies to evolve from it, is the Internet. The intranet was a natural evolution from the Internet, which is normally specific to a company.

A further literature survey was conducted to gain an understanding of dating companies globally and locally, to gain an understanding of the subject, which was used to create a questionnaire.

The questionnaire reached a 120 participants, with 52 participants responding, which relates to a response rate of 43.3 percent. The questionnaire produces 37 variables, which were correlated, and as a result it was recommended that it is feasible to start a dating company in South Africa.

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CHAPTER 1

INTRODUCTION, PROBLEM STATEMENT AND OUTLINE OF RESEARCH PROJECT

1.1 INTRODUCTION AND BACKGROUND

The purpose of chapter one is to give an introduction and background to the feasibility of starting a dating service in South Africa. The problem and purpose of the research will be stated, as well as how it can add to the greater pool of research.

Courting is a very old concept, but with new technologies, such as the Internet, and faster networks, new methods of courtship are uncovered. In the research it will be explored if it can be used in business. More specifically the research will be used to gain an understanding of contemporary dating, and to discover opportunities in South Africa to start a dating service.

Globalisation, a process which played virtually no role in people's lives a hundred years ago, has received a lot of attention over the last few decades, and has taken complete control of advancements more recently. No one is isolated from the global economy, and therefore everyone is affected by globalisation (Herod, 2009:16).

Liard-Muriente (2005:27) states that globalisation is "the way in which (inter)national economies are becoming increasingly interconnected with one another," which explains the changes in courtship methods as well.

The World Wide Web (WWW) has emerged, because technologies, such as the Internet, modems, routers, and networked computers, became

more accessible. The uses of the Internet is almost unlimited, but all these uses have the same commonality, which is that the Internet is a medium of communication (Tuomi, 2006:54-55; Levine, Levine, & Baroudi, 2007:9-11).

As the Internet became the standard, it became necessary to include collaboration in software design. Software standards now include component technology, which allows developing open systems, which can be modified while working to incorporate new features, and new ways of interacting (Coen-Porisini & van der Hoek, 2002:90).

Farkas (2007:3-4) explains that collaboration communities are not created with a top-down approach, in which groups are created and then consciously joined, but rather with a with a bottom-up approach, with very few boundaries as to who may or may not join. The communities are created as the need arises, and when people with similar interests get together or see each other's work, the communities grow.

Instant Messaging (IM) is texted based communication on the Internet, that occurs in real-time, between two or more people, in parallel. It is one of the primary methods of communication online. Many organisations use it both for internal and external communication (Farkas, 2007:155; Kock, 2007:383).

Social networking has evolved out of necessity. These sites are mostly free, and anyone can access them, using a PC and an Internet connection. For some sites, like Wikis, users can add and remove other users' content, which is a complete asynchronous collaborative experience. Social networking is continuously growing, as there is a need for it, and it is expected to add value to users' lives, and if it adds enough

value to a multitude of users, very fast, the sites will grow (Baloun, 2006:97-98).

Facebook now has more than 300 million active users. Facebook only became available to the whole world on 26 September 2006, which could account for the slow growth from July 2006, and the next two or three months thereafter. There seems to be an exponential growth after the initial inception of Facebook, from 2007 onwards (Vander Veer, 2008:1-20; Welcome to facebook, 2009).

Wikis are combined efforts of the collective thoughts of anyone who wishes to edit or add to the existing knowledge in the Wiki. Wikis were started in 1995, but were not very popular then. Only from about 2005 did they gain huge popularity. Wikis are used so much so, that it is believed that Wikis are the most cited website, world-wide (Woods & Thoeny, 2007:1-2).

In 2004 in the United States alone, more than \$300 million was spent on online dating, with an estimate in excess of \$600 million in 2008. The growth trend is very clear. It must also be noted that these figures only include content that was paid for, excluding any pornographic material (Cohen, 2004:8-9).

In the next section, the main problem and sub problems will be elaborated upon.

1.2 MAIN PROBLEM

As a foundation for the research, the main problem raised is as follows:

Will it be viable to start a dating service, aimed specifically at the South African market?

1.2.1 SUB PROBLEMS

There are sub problems, which were also identified, which would aid in accurately determining the feasibility of starting a dating service, namely:

- Which South Africans would use a dating service, that is, who will be the main customers?
- Is there specifically identifiable information that can help to recognise customers? Or can a profile be created for to identify customers?
- How much are the customers willing to pay?
- Does or can technology play a role in in courtship?

1.3 DEMARCATION OF THE RESEARCH

To make the research more manageable, it has been demarcated to the following criteria:

- Geographically, the research is only to be conducted within the Nelson Mandela Metropolitan Metro area;
- Further, research data will be collected in only two companies, namely First National Bank, and PKF, as the researcher has access to both these organisations' staff, and the two companies have a great variety of salary scales, ages, and races, which is assumed that it should accurately represent the whole;

- Both genders will be given the surveys to complete, for more holistic research results;
- The research will also conduct data for all races available, thereby not to neglect potential customers.

By demarcating the research to these two criteria above, the research project will be manageable to be completed within the given time frame.

In the next section, key terms used, in the research, will be defined, and defined, accordingly.

1.4 DEFINITION OF KEY TERMS

Key terms were identified and need to be defined, before continuing into the main research, as follows:

- Dating: Dating is defined as a form of courtship, and often is associated with some form of social activity, carried out by two people, which normally has the goal of measuring the other person's qualities as a potential for a partner for a relationship or long term spouse (Dating (activity), 2009);
- Dating coach: "A dating coach helps clients improve their success in dating and relationships" (Dating coach, 2009);

In the next section, the significance of the research will be expanded upon.

1.5 SIGNIFICANCE OF RESEARCH

Currently there are very few South African specific dating services. The datings services found, online, were watered-down versions of international dating services, with little to no geographically specific customisations offered (Find Dates in Your Area! SA's Largest Dating Site, 2009).

Closely related to dating services is social networking, and the only commercially successful service in South Africa, is Mxit, the mobile social networking service (Mxit - Join the Evolution, 2009).

The research aims to address this problem, and to find out whether South Africans need a service tailored specifically for the South African market.

The objectives of the research are discussed in the next division.

1.6 OBJECTIVES TO BE ACHIEVED

The obectives that will be addressed in the research are as follow:

- To survey existing literature, to determine which dating services are offered globally, and how local related services are competing in this global market place;
- To investigate empirically whether it is feasible to initiate a dating service tailored for the South African market; and
- To empirically evaluate how much customers are willing to pay for a dating service.

The objectives of the research study were discussed in the literature above. In the next division, assumptions will be defined.

1.7 ASSUMPTIONS

The following assumptions were made in order to establish a base from which the research is to be conducted; the validity of the assumptions will be clarified in the literature survey and the empirical study:

- Dating services are not used by people in relationships, that is, they are not “in a relationship” or “married,” two variables defined in the empirical study;
- The sample selected accurately represents and, can be generalised and, applied to the whole population.

1.8 RESEARCH DESIGN

To meet the research objectives the following broad procedure was undertaken:

- A literature survey was conducted using books, journals, other prior academic research, magazines and electronic sources, to gain an understanding and reference framework for the study;
- An empirical study was conducted using a quantitative approach by means of self-administered questionnaires. The questionnaires were completed by respondents in two companies in Port Elizabeth.

1.9 CHAPTER OUTLINE

The research study consists of five chapters. This section is a breakdown of the chapter outline.

Chapter One provides the reasons for this study, the research problem, the objectives and the research methodology.

Chapter Two is a literature survey, and is a discussion of technology as a medium for communication. A “funnelling research approach” is used, in which chapter two provides a broad overview of topics such as globalisation.

Chapter Three is also a literature study, and is a review of online dating business and related services.

Chapter Four provides the overview of the empirical study, and the research design is explained.

Chapter Five is an elicitation of the empirical research results. The results are stated, explained, and then further correlated.

1.11 CONCLUSION

Chapter 1 is an overview of the research paper. The research problem is stated, as well as the sub problems.

The research is demarcated, to make it more manageable to Port Elizabeth and two companies. Key terms are defined, and the significance of the research explained.

Further the objectives were stated, and research design briefly explained.

Lastly the chapter outline was explained shortly.

Chapter two follows, which expands on technology as a medium for communication.

CHAPTER 2

TECHNOLOGY AS A MEDIUM FOR COMMUNICATION

2.1 INTRODUCTION

A literature survey of technology will be outlined in chapter two and how it can be used as a communications tool in the modern world.

Globalisation will be surveyed in the first half of the chapter, defining globalisation, a description of how globalisation started, has evolved, and what it is today. Furthermore, an attempt will be made to find ways of quantifying globalisation, which will help to determine the effects. There are also people who are pro-globalisation, and anti-globalisation, which will be researched. Whether globalisation needs to be regulated will be discussed, and if so, how to go about it.

The second half of the chapter, as a result of globalisation, focuses specifically on successful sectors, that are employing technology. These areas include the Internet or World Wide Web (WWW) – how it has evolved and what it offers for its users, intranets – how they are similar to the Internet, and how it is employed as a business tool, and collaboration tools. Online gaming does not serve a business purpose, but its usefulness will be surveyed and how gaming has changed over the years. Different forms of social networking and other business related tools will be provided as a means of communication, such as Twitter, Facebook, Craigslist, and Blogging. Lastly, mass collaboration is discussed through wikis.

This chapter is an insight of how technology is employed in businesses and how it can be used effectively for communication.

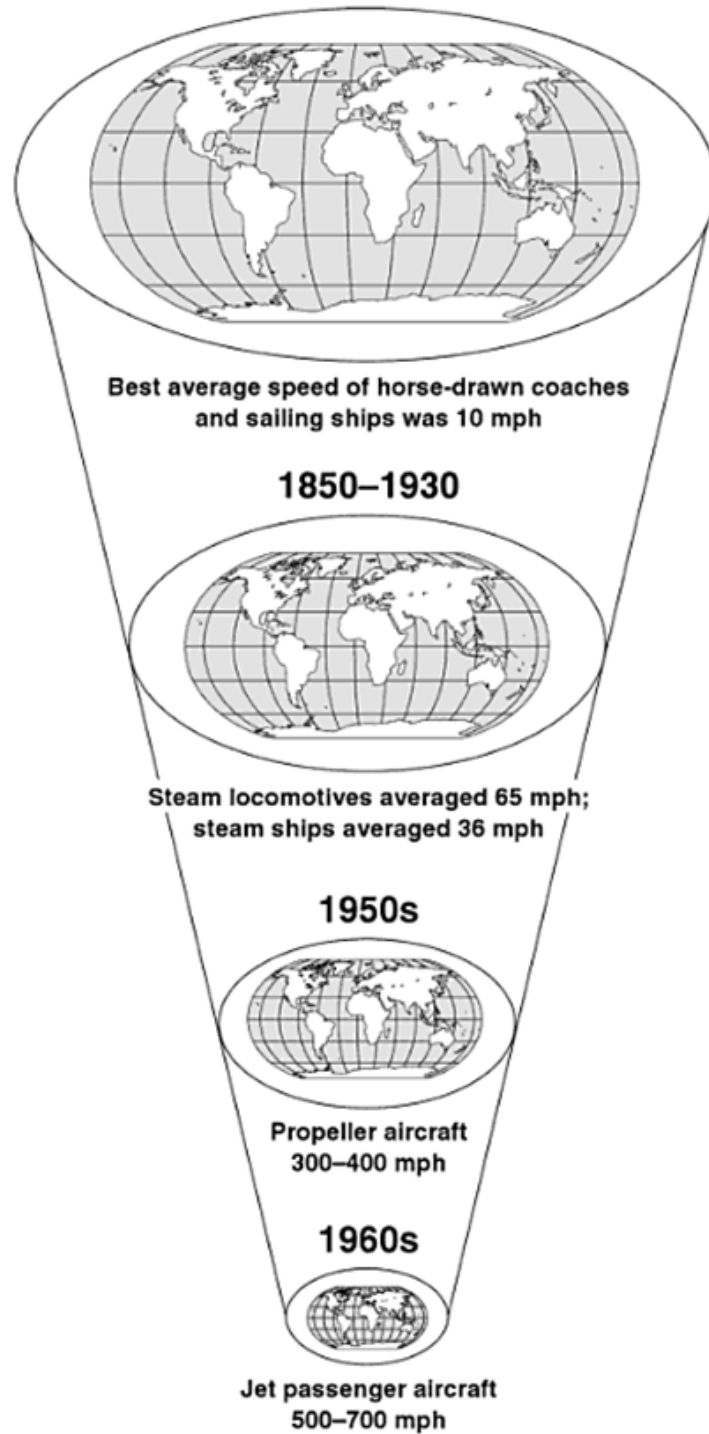
2.2 GLOBALISATION

Globalisation, a process which played virtually no role in people's lives a hundred years ago, has received a lot of hype over the last few decades, and has taken complete control of advancements more recently. No one is isolated from the global economy, and therefore everyone is affected by globalisation. The first half of chapter two will provide an overview of globalisation, what brought it about, the effects of globalisation, and how globalisation can be regulated (Herod, 2009:16).

Economic globalisation, which is often the preferred term used in business, includes various forms of international integration, such as foreign trade, FDI (Foreign Direct Investment), movement of short-term portfolio funds, technological diffusion, and cross-border migration (Bhagwati, 2004:xi).

Croucher (2004:3) states that "globalisation is bringing the world closer together while varied forms of sociocultural and political differentiation threaten to tear it apart." Croucher (2004:10) further uses various descriptions for globalisation, such as "all those processes by which the peoples of the world are incorporated into a single world society" and "the crystallization of the entire world as a single place," but he does not fail to also state that there is no single coherent description of globalisation.

Figure 2.1: The incredible shrinking globe? The impact of revolutions in transportation upon relative distance



Source: Herod (2009:16, Figure 1.3).

As can be seen in figure 2.1, different parts of the globe can be accessed at much faster rates, due to rapid increases in technology, which is a major contributing factor to globalisation and a “shrinking globe.”

2.2.1 DEFINING GLOBALISATION

A definition of globalisation will be formulated from various literature in the following research.

The term globalisation started to be widely used in the 1960s, and became very popular in the 1980s, as Hopkins (2004:4) outlines it, and agrees with Croucher (2004:3) that there are varied definitions and understandings of the term globalisation.

It is commonly considered, by developing countries, that globalisation is a stage by which the West is exploiting these third world countries - richer countries gain at the expense of poor countries (Giddens, 1999:xix-xx).

Liard-Muriente (2005:27) provides a broad definition by which he explains globalisation as “the way in which (inter)national economies are becoming increasingly interconnected with one another,” which will be used for the research undertaken.

Steger (2005:21-22) compares globalisation to six blind students touching an elephant, and each student feels different parts of the elephants. The blind students touching the elephant, which is a parable to globalisation, is then summarised into lessons, noting the following points about globalisation:

- It is very complex, and difficult to be defined; and

- Although some aspects of it (globalisation) is correctly defined, it is so complex that it does not define the whole.

In the next section the history of globalisation will be examined.

2.2.3 HISTORY OF GLOBALISATION

Globalisation started long before the first world war, which was evident through fast adaption of commercial goings-on, changes in financial activity and emphasis on international activity (Moldoveanu, 2003:3-5).

In Otlacan & Otlacan's (2006:1203-1204) research they examine the history of globalisation. They explain that colonialism occurred in Africa and Asia between 1870 and 1914, in which Great Britain was the major economic power of the world, having the "supreme currency – the gold standard." The next phase of globalisation started between 1940-1960, when the American dollar became the international currency.

The first major dictionary to offer definitions for "globalism" and "globalisation" was Webster in 1961 (Waters, 2001:2). Robertson (1992:8) noted that the concept of globalisation was not recognised in academic circles until at least the early or even middle 1980s.

The use of the term globalisation became so popular in the later half of the 1980s, to the extent that it became evident that there was not a single origin of globalisation, and that it was diffused across numerous areas from all over the globe (Robertson, 1992:8).

Mason & Asher (1973:18) explain that globalisation is the effect of politicians, after World War II, who aimed to remove trade barriers and increase interdependence in hopes of lessening the chance of another war. There were various suggestions offered by numerous countries, delegated to attend the Bretton Woods conference.

2.2.2 CONTEMPORARY GLOBALISATION

Otlacan & Otlacan (2006:1205) state that globalisation controls all life on the planet in all aspects, namely, “financial, economic, political, social, educational, military and spiritually.”

Siebert (1998:5) argues that just a linear sequence of historical data does not accurately describe globalisation or the causes thereof, but that globalisation is rather a complex development by which “national economies are integrated in the world economy through three channels: international commerce (foreign trades), circulation of capital, trans-frontier technological and informational flows.”

Furthermore, Siebert (1998:5) explains that globalisation can be better described by looking at two underlying bases, firstly, rapid technological advances, such as “transport and telecommunication infrastructure;” and the second being of economic nature, which is promoted by the “reduction or removal of national barriers in the way of international commodities, technology and capital.”

Globalisation should be seen as a multi-dimentional process, as Waters (2001:14) also emphasises, and secondly that cultural factors play a major role in accelerating globalisation.

After the Bretton Woods conference in July 1944, various institutions were assigned the role of overseeing the processes of globalisation, namely the World Bank, and then the International Monetary Fund (IMF) (Mason & Asher, 1973:21; Guitian, 1982:73-74).

Guitian (1982:73) states that the “International Monetary Fund was established to promote economic and financial cooperation among its member countries in order to facilitate the expansion and balanced growth of world trade.”

Globalisation has helped to reduce the costs of trade, through technology advances, among countries (Dinopoulos, Krishna, Panagariya, & Wong, 2008:130-132). In 1947 the General Agreement on Tariffs and Trade (GATT) was formed, after negotiating countries were unable to form an International Trade Organisation (ITO), due to the U.S. Senate not agreeing, because it would compromise the U.S. supremacy (Cavanagh, Mander, & International Forum on Globalisation, 2004:65).

GATT’s purpose was more narrowly defined, than that of the ITO. It was given a goal to reduce tariffs for goods and services and to recommend broad trade principles. In the early 1980s, politicians decided that a new set of principles were necessary to facilitate a broader range of policies, such as “government procurement, and investment sectors; to establish global limits on government regulation of environmental, food safety, and product standards; to establish new protections for corporate intellectual property rights granted in rich countries; and to have this broad panoply of one-size-fits-all rules strongly enforced over every level of government in every signatory country” (Cavanagh, et. al, 2004:65).

The above policies formed part of the Uruguay Round of negotiations, which took place from 1986 to 1994. The Uruguay Round treaty led to

the replacement of GATT by the World Trade Organisation (WTO). The WTO had a more powerful enforcement system than the previous GATT treaty. The role of the WTO was that of the World Bank and the International Monetary Fund (IMF), which was to implement its policies on the Third World (Cavanagh, et. al, 2004:65-66).

The WTO officially started on 1 January 2005, after signing the Marrakesh Agreement, which concluded the Uruguay Round conference. The Marrakesh Agreement then replaced the GATT, which was started in 1947 (Alan, 2005:125-126).

Currently the World Trade Organisation is undergoing a trade negotiation called the Doha Development Agenda or "The Doha Round," which was started in November 2001. The Doha Round has a broader agenda than previous trade negotiations, and is specifically aimed at aiding poorer countries (The Doha Round: Negotiating the rules for a changing global economy, 2009).

The Doha Round: Negotiating the rules for a changing global economy (2009) also stipulates that the European Union (EU) has the following goals for the Doha Round:

- For industrial goods, to drastically increase trade flows by reducing tariffs, for developed countries, and also poorer countries. The aim is to stimulate new trade between already developed countries, and even more so between developing countries;
- The agreement strives to aid agricultural sectors through subsidies, in which the EU agreed to reduce tariffs by 60 percent, among other incentives;
- The EU tries to put development measures into place in the Doha Round, such as subsidies to cotton farmers, market access to

least developed countries, assistance to poor countries to build capacity to trade, and measures to allow poor countries to implement the Doha Agreement; and

- To agree to rules to control the “use of trade defence instruments so that they are not abused,” and revise the WTO’s rules for trade.

In the Geneva ministerial Meeting in 2008, they came close to an agreement on the policies set up, but the meeting was not concluded, due to disagreements. Currently, the future of the Doha Round is unclear.

In the next section globalisation measurement is discussed.

2.2.3 MEASURING GLOBALISATION

Dreher (2006) details the KOF Index of Globalisation, which was introduced in 2002. The Index is updated annually and Dreher, Gaston, & Martens, *Measuring Globalisation - Gauging its Consequences* (2008) describe the KOF Index of Globalisation in detail (KOF Index of Globalisation, 2009).

As globalisation does not only affect economics, the KOF Index measures additional variables. The three main aspects which the KOF Index measures are economic, social and political–globalisation (KOF Index of Globalisation, 2009).

The reason for the multiple dimensions being used, is confirmed by William (2000:86), in which he describes “(globalisation) as consisting of networks of connections among actors ... at multicontinental distances, mediated through an open-ended variety of flows including people, information and ideas, force, capital, goods, and materials.”

William (2000:86-87) also goes on to explain that there are different characteristics, which he uses descriptions for such as “thick,” “thin,” “variety,” “strength,” and “density,” which could be directly linked to the weights which the KOF Index uses for its different variables (KOF Index of Globalisation, 2009).

The different variables used in the KOF Index are translated into an index, which are given values from one to a hundred, with one being the least, and a hundred being the maximum. Under the three main categories, are sub-variables, which are also used in the same manner, to create an overall index for the categories. According to the KOF Overall Globalisation Index, Belgium is the most globalised country, with an index value of 91.51, in second place Ireland with 91.02, and third Netherlands with 89.92. The least globalised countries are Rwanda (37.23), Niger (36.67) and Burundi (34.91). South Africa is 54th on this KOF Index with an index of 67.06 (Dreher, Gaston, & Martens, Measuring Globalisation - Gauging its Consequence; 2009 KOF Index of Globalisation, 2009).

In the next section the effects of globalisation are researched.

2.2.4 EFFECTS OF GLOBALISATION

Using the measurement instruments in the previous section, the effects of globalisation can be better understood:

Economic Globalisation

2009 KOF Index of Globalisation (2009) argues that there are two dimensions of economic globalisation, namely actual economic flows, of

goods, capital and services, and the second is the restrictions placed to trade and capital:

- **Actual Flows:** the actual economic flows on trade FDI and portfolio investment can be obtained from The World Bank (2009); and
- **Restrictions:** these refer to the restrictions place on trade and capital, by means of import barriers, tariff rates, taxes on international trade and capital control (2009 KOF Index of Globalisation, 2009). Gwartney & Lawson (2009) constructed an index, which is used to control restrictions. The index is constructed using the International Monetary Fund (IMF)'s Annual Report on Exchange Arrangements and Exchange Restrictions. The details on how the 13 types of capital controls relate to the index is detailed in the report (Annual Report on Exchange Arrangements and Exchange Restrictions 2008, 2008).

On the KOF Index, South Africa is rated 58th, with an index value of 67.97 (2009 KOF Index of Globalisation, 2009).

Social Globalisation

Social globalisation depicts the movement of “ideas, information, images and people” (2009 KOF Index of Globalisation, 2009). The KOF Index divides social globalisation into three categories, namely personal contacts, information flows, and cultural proximity:

- **Personal Contacts:** the personal contacts index measures the amount of contact people make who are in different countries. This would include:
 - International telecommunication traffic;

- The amount of tourism, both incoming and outgoing the a country is receiving;
 - Government and workers' transfers received and paid;
 - Stock of foreign population, which is used to measure existing interactions with people from other countries; and
 - The number of international postal letters sent and received
(2009 KOF Index of Globalisation, 2009).
- Information Flows: the personal contacts index captures measurables, while information flows aims to capture intangibles, and used to measure potential flows of ideas and images. These would include:
 - Number of internet users (per thousand people);
 - Number of households with televisions; and
 - Number of international newspapers traded.

All of these factors show the extent to which people wish to share and spread ideas internationally (2009 KOF Index of Globalisation, 2009).

- Cultural Proximity: Cultural Proximity is one of the more difficult variables to measure, according to Dreher, Gaston, & Martens, *Measuring Globalisation - Gauging its Consequences* (2008:173-177). The indices and variables used by 2009 KOF Index of Globalisation (2009) to determine the level of globalisation are as follows:
 - Number of McDonald's Restaurants;
 - Number Ikea (acronym for an international home products retailer) (IKEA); and

- Trade in books, which uses an index of the sum of the exports and imports of books and pamphlets in percent of GDP

(2009 KOF Index of Globalisation, 2009).

South Africa is rated 98th in the world on the KOF Index with a value of 54.39 on the Social Globalisation index (2009 KOF Index of Globalisation, 2009).

Political Globalisation

To determine a measurement for the degree of political globalisation in a country, the number of embassies and high commissions in a country is taken, and the number of international organisations to which the country is a member and lastly, the number of UN peace commissions that the country participated in, and each assigned an index value. The criteria for measuring political globalisation is listed as follow:

- Embassies in the country, which is the absolute number of embassies in the country;
- Absolute number of international inter-governmental organisations of which the country is a member of; and
- Participation in U.N. Security Council Missions;

(2009 KOF Index of Globalisation, 2009).

On the Political Globalisation Index, on the KOF Index, South Africa is rated 35th in the world, with an index value of 86.90 (2009 KOF Index of Globalisation, 2009).

Cultural effects

Zwingle & Swerdlow (1999) and Culture (2009) define culture as “the behaviours and beliefs characteristic of a particular social, ethnic, or age group,” “(which) give these activities significance.”

Zwingle & Swerdlow (1999) talk about a “Global Culture,” which they ascribe to the diffusion of media technology, which started it. Quinnan (2002:54-55) agrees with technology playing a major part in globalisation. He argues that it is not uncommon for human societies to get together and change, “but goods, people, and ideas move farther and faster today,” which allows it to spread a technology-based culture around the world.

Quinnan (2002:54-55) makes the statement that by the use of radio, television and Internet, this “Global Culture,” that Zwingle & Swerdlow (1999) labelled, can reach almost everyone, “even the world’s nearly one billion illiterate people.”

Zingle & Swerdlow (1999) also note that it “took television 13 years to acquire 50 million users; the Internet took only five.”

2.2.5 PRO-GLOBALISATION (GLOBALISM)

As previously mentioned in the definition of globalisation, Steger (2005:21-22), in his parable of blind students, touching an elephant, and globalisation, explained the academic view of globalisation, which was that there are various views on globalisation, and often individuals try to cling onto these views, which are often one-sided.

Bozyk (2006:3) describes global dependence, or globalisation, as being unilateral, in which the country depends on the economy, or bilateral, in which the country depends on the economy, as well as economy on the country's outputs. He then further states that even more so in the latter case, that the development, and advantages of global trade is evident.

Globalisation increases average global prosperity, according to Bozyk (2006:3), which relates to economic growth. This form of a free market, would give greater opportunity to the "economically strong," while eliminating the weak." The more advanced competitors, will reap the greatest rewards in such a free market. Buyers are also gaining by this free market, because they are offered high-quality products at fairly low prices too, which would not have been available previously.

Mishkin (2006:129-130) argues that "good investments make people productive, and greater productivity is the road to riches. Good investments can occur only if funds are channeled to those with good investment opportunities via an effective financial system." He goes on to say that globalisation is the answer to this problem, at the end of his introduction. Mishkin (2006:131) firmly believes that globalisation is the answer to poverty, and states that "poorer countries should embrace globalisation: they must open up their financial markets and their markets for goods and services to other nations so that funds, goods, and, often the ideas that accompany them can flow."

Globalisation is not a zero-sum struggle, as Sachs (2005:116) states, but rather a positive-sum opportunity by which all participating countries could gain.

Dr. Francesco (2007) notes that "political globalisation is the creation of a world government which regulates the relationships among governments

and guarantees the rights arising from social and economic globalisation. The world government should reflect the political and economic balances of world nations. A world confederation would not supersede the authority of the State governments but rather complement it, as both the States and the world authority would have power within their sphere of competence.”

There is also the view that globalisation is inevitable, and difficult or impossible to reverse, due to the speed at which it is happening. Globalisation is not a process that is cyclical, but rather a one way process which grows stronger and endures. Capitalism was challenged, but through time capitalism and democracy have not only survived, but also strengthened and spread (Schaeffer, 2003:12-13).

After researching the different aspects of pro-globalisation, anti-globalisation will be surveyed in the next section.

2.2.6 ANTI-GLOBALISATION

Anti-globalisation has grown to the extent that it has been termed the anti-globalisation movement, and Donatella Della Porta has written a book named The global justice movement: cross-national and transnational perspectives. The term “The global justice movement” is used synonymous to the anti-globalisation movement (Della Porta, 2007).

Bhagwati (2004:3-4) refers to globalisation as a “primeval curse.” The reasons for this is that he explains that the “anti-globalisation” groups and movements believe that globalisation is an extension of capitalism, in which the multinational corporations are seen as the only ones

benefitting from it (globalisation). There is very little evidence to back their concerns up as having a negative affect on the economy, however.

There is another group of critics who have more grounded arguments against globalisation. Their standpoint is that economic globalisation has evolved due to social illnesses, like poverty in poor countries, which is exploited, and weakening of the environment as a whole (Bhagwati, 2004:4).

Critics of globalisation believe that the major players in free trade are only seeking to expand world markets for their own gain, and that contributors to this are for example Bretton Woods institutions and multinational corporations. The supporters of the anti-globalisation movement calls this form of globalisation “globalisation from above,” which is under the complete control of the ruling parties (Korzeniewicz & Smith, 2001:4).

As Bhagwati (2004:4) mentions, the critics of globalisation both look at the harm to the planet, with respect to unsustainable harm done, and secondly the harm done to humans, in terms of things such as poverty, inequality, and damage done to traditional cultures. These critics formed a foundations named New Economics Foundation (NEF) (New Economics Foundation, 2009).

NEF directly challenges the metrics which the World Bank use to measure progress, with other measures, such as the Happy Planet Index (New Economics Foundation, 2009; The World Bank, 2009; Marks, Abdallah, Simms, & Thompson, 2006).

The Happy Planet Index (HPI) is used to determine human well-being and environmental impact, which NEF started in 2006. The index is used challenges other indexes such as Gross Domestic Product (GDP) and the Human Development Index (HDI). NEF's take is that these other indeces are not considering long term sustainability (Marks, et al., 2006).

The GDP specifically is challenged, because as Sen (1999:62) points out, the aim of people is not to be rich, but rather happy and healthy. Sen (1999:62-63) also notes that the utilitarian perspective, which the HDI is based upon also has illnesses, such as:

- Distributional indifference: the approach ignores inequalities in the spread of happiness, that is, it only looks at the whole, regardless of how unevenly it could be distributed;
- Neglect of rights, freedoms and other non-utility concerns: happiness is noted as important, in the utilitarian approach, but it does not cover at what expense the happiness should come, for example working as a happy slave; and
- Adaptation and mental conditioning: the measurements of the utilitarian approach are rather restrictive, in that it does not take impersonal characteristics into account; it rather focuses solely on mental characteristics, such as pleasure, happiness and desires.

The Happy Planet Index (HPI) was established exactly to address the above concerns. "The HPI provides that compass (by which progress is measured) by measuring what truly matters to us – our well-being in terms of long, happy and meaningful lives – and what matters to the planet – our rate of resource consumption." Simply put, the HPI is a measure that allows people to live long happy lives, while at the same time not damaging the earth so that future generations can be allowed to same opportunities (Abdallah, Thompson, Michaelson, Marks, & Steuer, 2009) (The (Un)Happy Planet Index 2.0, 2009).

Green & Sen (2008:195-196) agree with the HPI approach, and label the current growth as “dirty growth,” which should be moved to “smart growth.” This specifically refers to include the goals of human well-being. Furthermore they state that we should not only seek to achieve “quantity growth,” but more importantly also “quality growth,” if the planet is to survive over the long run.

The Happy Planet Index is however questioned, as it would seem that it only measures happiness (Ben-Ami, 2006), but as The (Un)Happy Planet Index 2.0 (2009) explains, it is not only a measure of happiness, but rather focuses on ecological efficiency of supporting well-being.

On the HPI (2006) South Africa was ranked 156th with an index value of 27.80. In 2009 South Africa ranks 118th with an index value of 29.7. It must be noted that less countries were included in the 2009 HPI, which would ascribe the drastic increase in rank placement, however South Africa has almost increased its index value by almost two points (The (Un)Happy Planet Index 2.0, 2009).

The next section is an investigation of another area of concern in globalisation, namely sweatshops.

2.2.7 SWEATSHOPS

By making use of subcontractors, it allows manufacturers and in turn the retailers to lower costs of labour and facilities – sometimes drastically. The subcontractors are legally accountable for any labour related obligations, and irregularities in their shops, it leaves them (the subcontractors) of looking after working conditions. Manufacturers and retailers see the profits of this system. And this system is what is called a sweatshop system (Louie, 2001:5).

Globalisation is the vehicle that puts these resource poor countries into the market, where the sweatshops can be set up. The manufacturers would for example take advantage of lower wage rates of the poorer countries (Louie, 2001:6).

One of the very popular examples of the use of sweatshops that are commonly used is by sport shoe manufacturers, such as Nike. In the 1970s Nike use to make use of South Korea and Taiwan to make their shoes for them, until wage rates were increased, at which time Nike looked for alternatives. Nike then made use of Indonesia, China and Vietnam. In these countries, labour laws are not so restrictive, and not very well enforced. By law, workers are not allowed to create trade unions in these countries either. To date, Nike still makes use of these three countries to manufacture their shoes. (Sweatfree Communities: FAQ, 2007).

Nike's model agrees with Louis (2001:5), by which it does not run any of its own factories. It only subcontracts work to various factory owners. Nike states that "it is in the business of marketing shoes, not making them." Nike, however does dictates the terms to the contractors, such as design, materials, and even the price it is willing to pay. This, for example, contributed to Nike severely exploiting wage rates – in 1996, Nike was not paying Indonesian workers the country's minimum wage rates. According to Indonesian government, the rate which Nike was paying the workers only covered 70 percent of the basic needs of one person (Sweatfree Communities: FAQ, 2007).

This concludes sweatshops, which is understandably a concerning offspring effect of globalisation. The next division will survey different ideas on regulating globalisation.

2.2.8 REGULATING GLOBALISATION

As was discussed in previous sections, there are also disadvantages of globalisation, which could be regulated. In this section of the research the regulation of globalisation is surveyed.

Dumez & Jeunemaitre (2000:198) explain that “under the conditions of globalisation, tacit agreement over the (local) price system collapses, and (global) entrants introduce a new rationale. Price discounts multiply, and the conditions within which prices are set become opaque.” This poses a huge threat to local producers, as they usually do not have the knowledge of how to compete cost efficiently against these new entrants in the market. Moreover the local producers sometimes do not know who their distant competitors are. The local producers rarely have the means to compete against the distant markets. This brings a need to regulate the process of globalisation.

As can be seen from the above discussions, there are positives and negatives about the globalisation process, but there are focus areas which need to be regulated, such as income inequalities, labour rights, health issues, environmental issues, culture, and national sovereignty (Regulating Globalisation, 2009):

I Inequality:

The research focuses specifically on inequality in income and wealth spread and the effects thereof; and

Over the last two hundred years, the income per capita has become drastically more unequal (Firebaugh, 2006:205).

Figure 2.2 (distribution of income in selected countries), below indicates some of statistics from the World Bank (1997) with respect to how the incomes are spread, by looking at the lowest 20 percent and the highest 20 percent of the population's income levels:

Figure 2.2: Distribution of Income in selected Countries

Country	Survey year	Percentage share of income	
		Lowest 20%	Highest 20%
<i>South Asia</i>			
India	1992	8.5	42.6
Pakistan	1991	8.4	39.7
Bangladesh	1992	9.4	37.9
Sri Lanka	1990	8.9	39.3
<i>East Asia</i>			
China	1995	5.5	47.5
Philippines	1988	6.5	47.8
Thailand	1992	5.6	52.7
Vietnam	1993	7.8	44.0
Indonesia	1993	8.7	40.7
<i>Latin America</i>			
Mexico	1992	4.1	55.3
Columbia	1991	3.6	55.8
Brazil	1989	2.1	67.5
Peru	1994	4.9	32.9
Chile	1994	3.5	61.0
<i>Africa</i>			
South Africa	1993	3.3	63.3
Kenya	1992	3.4	62.1
Zambia	1993	3.9	50.4
Zimbabwe	1990	4.0	62.3

Source: World Bank (1997).

In some of the countries, such as Brazil, Chile, South Africa, Kenya, and Zimbabwe, it can be seen that the highest 20 percent of the population earned more than 60 percent of the total population's income.

It is also interesting to note that of the countries, that were surveyed, the lowest 20 percent of the population's income earners, the total earnings are less than ten percent of the total income.

South Africa had one of the largest difference in income distributions in 1993, with the lower 20 percent only earning 3.3 percent of the income, and the upper 20 percent earning 63.3 percent.

Farina & Savaglio (2006:109) suggest that globalisation normally increases per capita income growth in countries that actively participate in the process of globalisation.

After World War II, the principle of development that is used is the minimum standard of living, which no one should ever fall below. This is the reason for to eliminate poverty and to reduce inequality (Mishra, 1999:99).

II Culture:

Silverstone (2007:94-95) postulates that globalisation is partly a political phenomenon, which is hard to control, because of the multitude of dimensions it has, which includes national culture. He goes on to state that globalisation is also partly a cultural phenomenon, because the value of the culture is not connected to the immediate and the local any more. Other factors that contribute to culture being globalised, is technology improvements, which have far-reaching communication capabilities, and access to information is unlimited. The outcome

of this is the move to a single culture, and local cultures being ignored.

Globalisation is definitely playing a role in how modern cultures are formed and the meaning of culture. Culture could be seen as a form of conflict between the global and the local. Culture, under the effect of globalisation, has become dynamic, and future-oriented (Mott, 2004:173-174).

III National sovereignty:

One of the areas that globalisation affects is the potential crumble of national sovereignty in the modern world. The concerns raised, is the inability for countries to regulate the “flow of goods, services, people, pollution and ideas” across borders. The same inability to control the various flows, makes it harder to oppose external influences. This is partly why it is called a “borderless world” and why national sovereignty is eroding (Lynch, 2003:37-38).

Globalisation has reduced the national sovereignty of countries. “Complete sovereignty is impossible, except perhaps for a country that is totally isolated from external influences, such as Burma” (Vaidya, 2005:212-213).

In the above literature an extensive survey has been conducted on ways to regulate globalisation. In the next section, globalisation in South Africa will be surveyed.

2.3 A REVIEW ON SUCCESSFUL SECTORS USING TECHNOLOGY AS A MEANS OF COMMUNICATION AND DOING BUSINESS

2.3.1 INTERNET / WORLD WIDE WEB

In the previous sections globalisation was surveyed in great detail. This section will cover the evolution of the internet and World Wide Web.

The World Wide Web (WWW) has emerged, because technologies, such as the internet, modems, routers, and networked computers, became more accessible. The design of the internet was focused at a specific use, but rather in the hope that someone might find it useful. Furthermore, designers had various visions of how the internet would be implemented, but these all amounted to nothing, as the internet today is system of a combination of millions of users. The uses of the internet is almost unlimited, but all these uses have the same commonality, which is that the internet is a medium of communication (Tuomi, 2006:54-55; Levine, Levine, & Baroudi, 2007:9-11).

“The Internet is not a single software package and doesn’t easily lend itself to the kind of step-by-step instructions ... for a single, fixed program; the internet resembles a living organism mutating at an astonishing rate more than it resembles Microsoft Word and Excel, which sit quietly on your computer.” (Levine, et al., 2007:9).

The internet uses a standardised internet protocol, or language, called TCP/IP, which consists of two languages, namely Transmission Control Protocol (TCP) and Internet Protocol (IP). The job of these protocols is to share information and messages on the internet. Messages are broken up into pieces, called packets, and the packets are delivered to the

correct destinations, called IP's. The packets are reassembled back to their original form at the destination IP address. The receiving computer can then interpret these messages. There are other popular protocols, such as Serial Line Internet Protocol (SLIP) and Point-to-Point Protocol (PPP), with uses such as serial connections with modems, but no attempt will be made to investigate these protocols in further detail, as its uses are beyond the scope of the research conducted. IP addresses are converted to Universal Resource Locators (url), by a name server, to convenient names, such as www.google.com, www.microsoft.com, www.twitter.com, or www.facebook.com (Gralla, 2004:13-14; Leiden & Wilensky, 2009:10).

The internet was typically run over twisted pair cables, when the first prototypes were demonstrated, which had limitations. Further advancements were based on coaxial cables, which was a huge advancement, as it allowed for messages to be sent simultaneously. Modern networks are run on media such as copper wires, fiber-optic cables, and wireless connection, to mention just a few (Tuomi, 2006:58).

Services that are available over the internet are web services, which are used to provide inter-linked hypertext documents, also referred to as the World Wide Web (WWW), electronic mail (e-mail), commerce services, used to conduct business over the web, file server services, used for sharing file, by sharing disk space, and computation services, used for applications that require greater computational resources (Leiden & Wilensky, 2009:44-46).

There are also other popular services, such as online collaboration, through internet relay chat (IRC), gaming, social networking, video services, conferencing, and telecommunication. Voice over Internet Protocol (VoIP) allows for voice to be transferred, using the Internet

Protocol (IP) (Leiden & Wilensky, 2009:45-47; Levine, et al., 2007:10-11).

The above literature provides an overview of the Internet, which is synonymous with the World Wide Web, and the near infinite uses thereof. In the next literature the intranet will be described.

2.3.2 INTRANET

In the next section, intranets will be described, and how they differ from the Internet.

As the demand for the internet grew, availability increased, browsers and software became standardised, companies realised that they could use the same software and protocols, used for the Internet, for their own private networks. The protocols and software were tested for decades, which made it near perfect, and robust to use for organisations. The other advantage was that the protocols were standard, which meant that the inside network could communicate to the outside world (the Internet) too. The internal networks were safeguarded against the outside networks, but communication was still possible however. This was the evolution of the term intranet. An intranet provides similar functionality as the Internet, only on a smaller scale, and normally directed at a specific group and for specific use. It could be connected to the Internet, but it is not always a necessity – this would be dependent on the needs, application, and security required of the intranet (Mehta, 2003:8-9).

The requirements would determine the design of the intranet. The requirements are specified much earlier than the design and implementation of the intranet. The design should not hamper users' workflow, and once implemented, should benefit the users by making

them more efficient, as aposed to adding more work to their current load. Intranets could include a variety of things, such as payslips, pension funds information, and general information (Kennedy & Dysart, 2007:228).

There is not much difference between the Internet and intranet in their design, in terms of hardware, software, and protocols used, however, on the Internet, the tasks and services provided by the servers would normally be to attract potential customers and with the sole purpose of selling products or services to the user. Even if the user is expected to perform a simple task, such as making a payment, normally the website would be designed in a way to sell other products too. In contrary to this thought, for an intranet, this would distract users from performing their jobs. If users are sidetracked with unnecessary information, it will frustrate them, and lose sight of the original goal and productivity will drop, as aposed to increase through the use of an intranet (Kennedy & Dysart, 2007:228-229).

In 2000, a survey was conducted, with the outcome being that all of the Fortune 500 companies either had or were planning to implement intranets. The intranet should provide users with a simple way to access services regardless of the operation systems. Organisational problems can be solved using intranets (Bidgoli, 2002:118-119).

The use of intranets was detailed, and a comparison to the Internet. The next section will link collaboration to the Internet.

2.3.3 COLLABORATION

Collaboration on the Internet and its use will be described in the next division.

A decade ago, putting information on the Internet was only for technically minded people, with Hypertext Markup Language (HTML) and other Web programming language knowledge, whereas today software on the Web is simplified so that anyone can add content to the web, including pictures, videos, audio, and text (Farkas, 2007:2).

As the Internet became the standard, it became a necessity for software needs to include collaboration in its design. Software standards now include component technology, which allows developing open systems, which can be modified on the fly to incorporate new features, and new ways or interacting (Coen-Portisini & van der Hoek, 2002:90).

E-mail is said to be the first form of mass virtual communication – it was, however, not tailored for online collaborative work. Wikis allowed users to cross this gap. For collaborative work, prior to wikis, it involved the individuals, explaining to their Web master what content they wanted to share, and the Web master would then create the content. This was a very tedious process, and far from real-time collaboration. When wikis were born, people could add and edit content, real-time, and people could create complete websites together. Wikis are also a great form of gathering knowledge, and large numbers of people can get involved in doing so. One example of this is wikipedia.org, the free online encyclopedia, which has more than 3 million articles available in english (Farkas, 2007:2-3; Wikipedia, the free encyclopedia, 2009).

Communication on the Internet can take place in real time, by means of instant messaging (IM) or Voice over IP (VoIP). Using IM, multiple users can type simultaneously, and have text conversations, with each other, whereas VoIP, uses the Internet data line as a medium for communicating voice over the Internet. This can also take the form of two users, or multiple users participating in a single conference, simultaneously (Farkas, 2007:3).

Farkas (2007:3-4) further explains that collaboration communities are not created with a top-down approach, in which groups are created and then consciously joined, but rather with a bottom-up approach, with very few boundaries as to who may or may not join. The communities are created as the need arises, and when people with similar interests get together or see each other's work, the communities grow. Connections to other users are said to be "strong" or "weak;" for example, even though bloggers might not know each other personally, they are still part of the same collaboration project, which allows them to communicate seamlessly with each other.

Another popular technology that has contributed to effective collaboration is tagging, which allows people to develop a better understanding of the Internet. A tag is a word or phrase that is marked, in posts, photos, text, or Web sites, such as with a bookmark. This makes it easier for others to find this information. If another user searches for a tag, they will find all information that others have tagged under that name. Usually information tagged under a specific name by users, that is the human aspect of the Internet, will be more useful than the result of the same search under a search engine, which is machine generated. Tags help people make sense of the web, due to the human input (Farkas, 2007:5).

The above literature shows the importance of collaboration, why it is important to take it into account when designing software, and how tagging contributes to collaboration. The next topic will depict the role of online gaming.

2.3.4 ONLINE GAMING

The following literature will display the link of online gaming in collaboration and social networking.

Although games do not have any practical purpose, they exist in all cultures. Games can take infinite forms, and as computer technology has progressed, so have games. The first forms of games resembled conventional games, such as chess, checkers, othello, and so forth; then new games evolved, which could not be played in any other forms, such as Doom, The Sims, and Grand Theft Auto (Vorderer & Bryant, 2006:9).

Games are unique in two ways: firstly, it is in no way a requirement to play a game. If a game does not grab the users' attention, it fails as a product completely. This also puts it in a highly competitive environment, in which it competes for the potential buyer's attention, even more so, because the number of games grow faster than the number of potential buyers. Game developers are also faced with a dilemma, in that they need to create games that are similar to games that had been popular before them, that is, some form of a mutation, and yet incorporate some creativity. Secondly, the other uniqueness about games is that games do not have goals and tasks linked to the user. The game developers are responsible for making up these goals for the user, and give them enough meaning, which would ultimately captivate his or her attention (Vorderer & Bryant, 2006:9-10).

With the popularity of Internet growing, and collaboration growth, as was seen in previous topics, the need for connecting with other players also grew, and as broadband connections started to become available, this became a reality. The latest genre of games is massively multiplayer games (MMP) and on an even bigger scale massively multiplayer online role playing games (MMORPG). A good example of a MMORPG is World of Warcraft, which could have between two thousand to a couple million players that play simultaneously (Loguidice & Barton, 2009:353-354; Vorderer & Bryant, 2006:12).

There are also negative effects of online gaming, specifically with Multiple User Domains (MUDs) and MMORPGs, in that they have been associated with compulsive and addictive behaviours. MMORPG gamers are online four times more than normal Internet users. MMORPG players are found to spend 22 to 24 hours online per week. 8.9 percent of players spent forty hours or more online per week. More than 60 percent of players had spent ten hours playing MMORPGs non-stop. A small minority have been reported spending in excess of 70 hours per week playing games. Games are designed to give players a feeling of control, which contributes to players spending more time playing the game(s). In the initial phases, users are promoted faster with, for example level ups, and are rewarded very frequently. After this, it takes longer to get to higher levels, which “shapes” them into playing longer hours. It is then also required for the participant to undergo more complex tasks, as he progresses to higher levels. Normally goals run in parallel, and the player can “pursue multiple rewards concurrently,” which aids in not discouraging players, because they will always be close to some reward. To add to creating an addiction, the rewards are given randomly, in a similar fashion as slot machines would, and also vary in value. There is a large emphasis on achievement when playing MMORPGs, which reinforces the sense of success while playing. In turn, this leads to higher sales and revenues, as the popularity of the game rises (Barak, 2008:48-50; Carlisle, 2009:374; Holdener, 2008:730-731; Loguidice & Barton, 2009:353-354).

There are other online games, which are normally free of charge, and might require a small initial download, which are played directly from the browser. These lend themselves to puzzle games, classical board games, and even arcade games. Online gambling is also normally done through the web browser, and sometimes could require a small application to be downloaded. Again, the addiction is evident, as with MMORPGs, but the regulation thereof is beyond the scope of this research (Holdener, 2008:730-731).

Online gaming, with specific emphasis of gaming addictions, is portrayed in the above research. The next topic will cover blogging as a form of collaboration.

2.3.5 BLOGGING

Blogging software enables people to effortlessly create their own webpage, with content on in minutes. They would use the software to create the blog, and upload it in a few minutes. Even companies can manage website without needing an administrator to manage it for them (Farkas, 2007:2).

A blog can be used to communicate between an author and his or her readers, or the author can use it to write about other people's work. Software such as TrackBacks allows the blogger to follow a conversation thread, even on different blogs, and the blog owner can then respond back on his own blog. "Ego searches" even enables the blog owner to receive automatic updates every time a reference is made to him or her (Farkas, 2007:3).

Risdahl (2006) introduces her book with the “Top Ten Reasons to Blog,” as:

1. *To express yourself;*
2. *To publish online easily and quickly;*
3. *To market something – especially yourself;*
4. *To establish yourself as an expert;*
5. *To conduct research;*
6. *To build an informational resource for others;*
7. *To connect with like-minded people;*
8. *To build an online community;*
9. *To be entertained or to entertain others; and*
10. *To share content, photographs, and other media with friends and family.*

With the aid of blogging, and various other web based software, it also brings with it a greater transparency, because if a company produces a product of poor quality, or does anything unethical, people will find out about it, and with the tools available, it is very easy to publish this information on the Internet. With only a couple of bad blogs and publications about the company, it could affect its reputation very negatively (Farkas, 2007:5).

2.3.6 CHAT ROOMS AND INSTANT MESSAGING (IM)

This section will cover Instant Messaging (IM) and chatroom as a form of collaboration on the Internet.

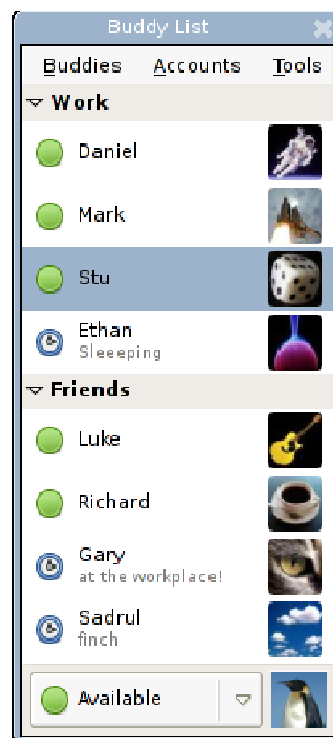
IM is texted based communication on the Internet, that occurs real-time, between two or more people, in parallel. It is one of the primary methods of communication online. As mentioned, this can take the form of one to one communication, or even chatrooms, where there is space for an infinite number of users. E-collaboration is very popular in modern companies, and with the advancement in technology, networking equipment, and globalisation, it also forced organisations to look for effective tools for collaborating electronically. Many organisations use it both for internal and external communication (Farkas, 2007:155; Kock, 2007:383)

IM communications are received instantly, which for certain applications makes it more efficient than e-mail. E-mail, compared to IM, is now seen as the equivalent of what snail mail (postal mail services) used to be to e-mail. IM is closer to a real-time telephonic conversation, or a normal person-to-person conversation, which makes it the popular choice of communication over the Internet. Some software allows messages to be sent while the user is offline, which is the equivalent of e-mail, hence no need for using e-mail at all (Farkas, 2007:156).

Figure 2.4 is a screen shot of what one of the popular IM applications looks like. Pidgin is a free application, and allows connections to various other IM applications, such as AIM, ICQ, Google Talk, MSN Messenger, Yahoo!, IRC, to name just a few. It is fully expandable with add-ins, which even allows it to connect to the popular South African mobile version of IM, called MXIT. Pidgin supports multiple languages, and allows users to leave offline messages to other users, and insert profile pictures for themselves. Pidgin, however, is not a unique offering in providing these functions. Most popular clients are designed in a way to allow them to communicate between different clients. The aforementioned MXIT is capable of connecting to various other clients, such as Google Talk, Windows Live, and XMPP. A simple google search provides many more options. With the speed of development of IM

clients, it is not feasible to survey and create an exhaustive list of available clients. Modern clients allow for the use of web-cams, or using talking, using human voice, over the Internet, which adds to the popularity of using IM (MXit Mobile Instant Messaging Software, 2009; Pidgin, 2009).

Figure 2.4: Pidgin 2.0 contact list



Source: Pidgin 2.0 contact window.png (2009).

Online chatting was popularised by America Online's (AOL) AOL Instant Messenger (AIM), in 1997; free registration was available on the AIM website (www.aim.com) (Farkas, 2007:156).

Another popular IM service used by librarians is Meebo. Meebo is Web-based, and therefore does not require downloads, which makes it very popular, as it can be used by anyone with a connection to the Internet.

Meebo also allows users to connect to multiple services, such as MSN, AIM, myspace, Yahoo!, and Facebook (Farkas, 2007:157; Meebo: instant messaging everywhere, 2009).

Kock (2007:385) notes that some of the main concerns with IM are “security, documentation, and control.” IM is normally unprotected, unlike other forms of communication, and communications data are stored on the service or server that they use, of which they have little or no knowledge. Documentation is also a problem, because the data are logged in the IM service, but this information is not accessible for later usage. Lastly, since there are so many clients available for instant messaging, it is very difficult to control outgoing and incoming communications by employees for example. Companies would need to decide before hand which software they would and would not allow as means of collaboration, and then log and archive the communications. Most companies have policies that do not allow harrassment at the work-place. Instant messaging, with its anonymous nature, could be used to abuse this, and for this reason, it should be carefully controlled.

Lastly, a service that has provided many of the building blocks for IM, is Internet Relay Chat (IRC). IRC is one of the most popular services available, to date; millions of people use IRC on a daily basis, with each topic called a channel. IRC requires a client to connect to the service, with one of the more popular clients being mIRC, which has stood the test of time; it has had 150 million downloads, and has the option for secure communications. mIRC has a powerful scripting language, which allows users to automate some parts of their communications, and create applications, which can perform various functions, such as running a specific application when one of your friends or colleagues come online (Gralla, 2004:103; Levine & Young, *The Internet for dummies: quick reference*, 2nd ed., 1995:171; mIRC: Internet Relay Chat client, 2009).

The above literature covered Instant Messaging (IM), and the uses thereof, and how it can be used as a tool for collaboration over the internet. Some of the more popular IM clients were also evaluated. The next literature will present social networking as a means of communication.

2.3.7 SOCIAL NETWORKING

With the growth of the Internet over the past few decades, so has the need for socialising over the Internet. Below, social networking is surveyed in more detail.

Social networking has evolved out of necessity. These sites are mostly free, and anyone can access them, using a pc and an Internet connection. A person must just register, and create a profile, and then he or she can collaborate with other users, upload pictures, write messages, and upload any other content to the site. For some sites, like wikis, users can add and remove other users' content, which is a complete asynchronous collaborative experience. Social networking is continuously growing, as there is a need for it. New social networking web sites are popping up all the time, and many die, as they make space for newer ones, and their use become redundant. It is noted that users almost expect instant gratification from social networking sites, because they expect it to immediately serve their purposes, which largely determine the success of these sites. It is expected to add value to users' lives, and if it adds enough value to a multitude of users, very fast, the sites will grow (Baloun, 2006:97-98).

2.3.8 TWITTER

Twitter will be covered in the research below.

Twitter was introduced in 2006 by Jack Dorsey (then 29 years old), and has grown tremendously since then. Twitter is a free micro-blogging and collaboration service that allow people to send and receive messages. These messages are known as tweets. These tweets are 140 characters or less, which are posted on a person's blog, and sent to all followers, and is also searchable by other users (Fitton, Gruen, & Poston, 2009:19; Richardson, 2008:86; Welcome to Twitter Support!, 2009).

A family member could go on vacation, and send an update via Twitter to all his relative, with a single 140 character message and a click of a button. This provides great collaborative power, with a very simple interface. However, this has evolved into a fully fledged research medium, and people realised that they had a huge network available with the click of a single button – networks that could share invaluable information (Richardson, 2008:86-87; Welcome to Twitter Support!, 2009).


Tweets can be sent and received via the Twitter main website, Short Message Service (SMS), or alternative external software. The 140 character limit was imposed to allow SMS messaging. This led to message shortening, which is often seen in SMS messages, and also url shortening services. In a nutshell, when a person uses Twitter, he or she is reading updates from people he or she is following, and sending updates to all his or her followers (Comm, Robbins, & Burge, 2009:22), (Fitton, Gruen, & Poston, 2009:19; Richardson, 2008:86).

Comm, et al. (2009:23-24) emphasize how powerful a Twitter message can be in marketing, in the sense that one message could reach millions of users, and it can be sent by the use of a single SMS, which is the only cost the person would incur for such a powerful marketing tool.

Twitter is rated as one of the top 50 most popular Web sites worldwide, and eighth most popular website for South Africa, according to Alexa's web traffic analysis (twitter.com - Traffic Details from Alexa, 2009).

Twitter is also climbing the ladder of social networks sites very fast. A blog post depicts that twitter is ranked third, in terms of monthly visits, just after social networking giants, facebook and myspace, as can be seen in Figure 2.5 below (Social Networks: Facebook Takes Over Top Spot, Twitter Climbs, 2009).

Figure 2.5: Top 25 Social Networks Re-Rank

Top 25 Social Networks Re-Rank
(Ranked by Monthly Visits, Jan '09) 

Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,062	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18

Source: (Social Networks: Facebook Takes Over Top Spot, Twitter Climbs, 2009).

Fitton, et al., (2009) explain that Twitter definitely has a business application, in that Twitter has the ability to filter out any business context pertaining to the specific company. Twitter is a robust communication and problem-solving tool; it is completely open in its communications, and its application stretches far beyond any singular business skillset, such as marketing, engineering, or human resources. Twitter is said to be a multi-dimensional business tool, which can lower expenses, but the complete extent to which it can help businesses is only starting to be explored.

Twitter has been researched in the above literature, how it is used to communicate, how it is gaining Internet traffic, as well as how it can be used as a business tool. The next division will provide an overview of Facebook.

2.3.9 FACEBOOK

Facebook is another form of social networking, and will be discussed in the next paragraphs.

As was seen in Figure 2.5, Facebook has the most monthly visits, among social networking sites, world wide. In 2006, Facebook was already number one in the amount of time spent on a website. Facebook is also the most successful privately owned social networking site. Facebook's founder and CEO is Mark Zuckerberg, and generated 300 million dollars revenue in 2008 (Baloun, 2006:39).

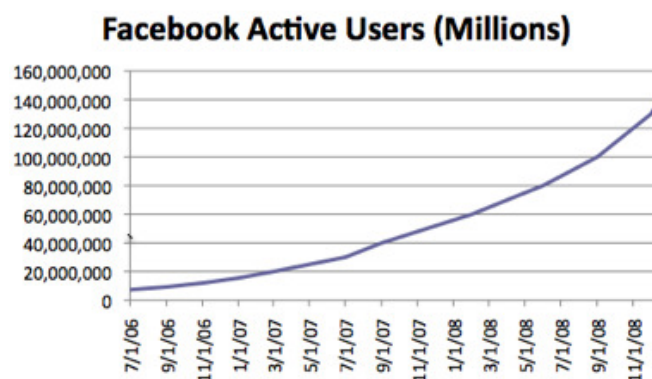
Facebook is currently available in more than 60 languages. Users have a wide variety of options available, such as adding and removing friends, sending and receiving messages, updating profiles, and to notify their friends about their status. There is an assortment of other "Networks"

available to join, such as networks pertaining to specific countries, cities, high schools attended, and other interest groups (Baloun, 2006:71-79; Vander Veer, 2008:1-20; Welcome to facebook, 2009).

As previously mentioned, Facebook was established by Mark Zuckerberg, and some of his college friends, Eduardo Saverin, Durtin Moskowitz and Chris Huges, while Mark was studying at Harvard University. Membership to the site was initially limited to only Harvard students, but was opened to other colleges later, then high schools, and eventually to anyone older than 12 (Baloun, 2006:71-79; Vander Veer, 2008:1-20; Welcome to facebook, 2009).

Facebook now has more than 300 million active users, and Figure 2.6 shows the growth of facebook from the second half of 2006, to the end of 2008. It must be noted that Facebook only became available to the whole world on 26 September 2006, which could account for the slow growth, as is shown from July 2006, and the next two or three months thereafter. There seems to be an exponential growth after the initial inception of Facebook, from 2007 onwards (Vander Veer, 2008:1-20; Welcome to facebook, 2009).

Figure 2.6: Facebook Active Users Growth



Source: 2008 growth puts Facebook in better position to make money (2008).

Facebook was surveyed, who started it, and how it has grown exponentially. The next division will give an overview of Myspace.

2.3.10 MYSPACE

MySpace is yet another social networking website, which will be detailed in the following section.

MySpace is based in Beverly Hills, California, and was founded by Tom Anderson and Chris DeWolfe in 2003 (Lacter, 2006).

In June 2006, MySpace became the number one social networking site in the United States, with 4.6 percent of US visits for the week. Overall, at the same time, MySpace obtained 80 percent of the social networking traffic, world wide, whereas Facebook only managed to capture 7.6 percent. This has, however changed drastically, as Figure 2.5 indicates, when Facebook overtook MySpace, and Facebook is still the number one social networking website, in terms of monthly unique visitors (Cashmore, 2006; MySpace, 2009).

MySpace employs over a thousand people, is available in 15 different languages, and has a slogan or mission statement "A Place for Friends." The only revenue that MySpace generates is from advertising. MySpace collects data about its users behaviours, in the same fashion as Yahoo! and uses this information, which allows them to be very specific with which audience they target with their advertisements. MySpace operates in a very similar fashion to Facebook, in that a user creates a profile, with his or her picture, and can add content to the site. Bearing in mind that MySpace was the market leader, most of the features were unique at the time. MySpace offers features, including moods, blurps, blogs, multimedia, comments, profile customisation, music, bulletins, groups,

MySpace IM, and many others (Chatfield, 2008:17-18; Hupfer, Maxson, & Williams, 2006:7-8; Magid & Collier, 2006:1-15; MySpace, 2009).

MySpace is attractive for the following reasons:

- Artist-friendly tools;
- Search tools and categories;
- The dating scene;
- Many services collected in one site;
- Customisable pages;
- Sharing with a huge audience; and
- Hanging out with your friends;

(Hupfer, et al., 2006:13-15).

It is easy to understand how MySpace gained popularity, as it was one of the first major players in offering content-rich social online collaboration, with a large range of offerings. The next topic will cover less social focused online collaboration.

2.3.11 CRAIGSLIST.COM

Craigslist is not as focused on social networking, but rather a network of online groups, with free advertisements, with various offerings, such as community services, housing, jobs, and discussion forums (craigslist: johannesburg, 2009).

Craigslist (craigslist.org) was founded by Craig Newmark 1995 as a hobby, as a basic mailing list that he distributed to his friends, featuring

local events, in and around the San Francisco area, which in 1996, he converted this to a web-based service. In 1999 he converted the list into a company, which expanded rapidly, to the point where it was covering events in 570 cities based in 50 countries. The website has over twenty billion hits per month – this is the 30th most popular website world-wide. Craigslist does not sell anything, but rather gives advertisers the opportunity to offer their goods on the list. Craigslist's website has not changed much since its inception in 1996. Even in August 2009, craigslist noted that they avoided using images and Javascript, which is almost not done in any of the bigger websites (Bykofsky, Sandar, & Rominger, 2000:178; craigslist, 2009; Livingston, 2007:247; Pogue & Biersdorfer, 2006:141).

Craigslist is a popular place for online shopping, and is the 30th most popular website world-wide. The next division will provide literature on eBay.

2.3.12 EBAY.COM

eBay.com is registered to an American based Internet Company, eBay Inc. It's an online auction site mainly, with the option to buy items, without the need of an auction, normally at a higher price. eBay offers a large variety of items and services. Sales take the form of an auction with a specific end-time. eBay Inc. also owns other companies, such as PayPal and Skype (eBay, 2009).

For many people eBay is just a hobby, which is exactly the way the company originally started. The company was launched on 3 September 1995 (labour day), by Pierre Omidyar, then 27 years of age, in which he introduced a simple trading site, named AuctionWeb, for online hobbyists. The idea was to remove the "middle man," by allowing the buyer and seller to interact directly with one another (Prince, 2003:3-4).

Karp (2005:175,192,196,234,236) gives tips on how to efficiently sell items on eBay, such as how to sell a broken VCR, how to word the listing, decorating the listing to be more attractive, up to how to “answer dumb questions,” and “keep out deadbeat bidders.” There are many other books available, which provide buyers and sellers all the necessary information on how to do business on eBay (Cohen A. , 2003; Prince, 2003; Sinclair, 2007).

Bidorbuy is the South African version of eBay, and is currently the largest African auction site. It operates in very much the same fashion as eBay. It was started in August 1999, by Andy Higgins, and is based in Johannesburg, South Africa. Bidorbuy is often more favoured by South Africans, due to faster delivery times, and lower shipping costs (bid or buy.co.za - Africa's Largest Online Marketplace, 2009).

There are many options available for doing business online, and the above were examples of online auctions, available to anyone. Some hobbists make use of online services, whereas others base their businesses on online auction websites. The next section is a survey of the popular South African mobile service, named Mxit.

2.3.13 MXIT

Mxit is a freeware mobile IM client, developed in South Africa. It runs on the mobile network, and has been expanded to be usable on Windows based PC's too. Mxit supports integration with multiple other IM services, such as MSN Messenger, ICQ and Google Talk (Mxit - Join the Evolution, 2009).

Mxit is completely free for one-on-one communications, however there are services that one has to pay for, such as chatrooms, music, and other content downloads. The only cost involved for one-on-one communications is the cost of the data, which made it very favourable for the younger generation, amongst others. The cost of an SMS could range from 22.5 cent to 80 cent, whereas the cost of 1 megabyte (MB) is roughly two rand. Working on the minimum cost of an SMS, the cost of a 160 character message sent on Mxit is completely negligible; it would roughly cost three hundredths of a cent to send the equivalent message on Mxit, that is, 70,312 messages on mxit would make up the cost of one sms, sent at 22.5 cent, or 250,000 messages at 80 cent, respectively. It is very evident why Mxit's userbase exploded. Mxit has 11 million registered users, with 17 million user log-ons daily, and more than 250 million messages sent each day (Cost Prepaid: SMS Bundles, 2009; Goldstuck, 2006:86-89; Mxit - Join the Evolution, 2009; Overview of MTN Packages, 2009).

This division covered what Mxit is and how it can be used to reduce cost for individuals. In the next division mass collaboration is covered through wikis.

2.3.14 WIKIS (WIKIPEDIA.ORG)

In the following text, wikis will be surveyed as a tool of mass collaboration.

Wikis were started in 1995, but were not very popular then. Only from about 2005 did they gain huge popularity. Wikis are used so much so, that it is believed that wikis are the most cited website, world-wide. Wikis are combined efforts of the collective thoughts of anyone who wishes to edit or add to the existing knowledge in the wiki (Woods & Thoeny, 2007:1-2).

On a wiki, a user is able to find information, and a single click, edit the wiki to add ideas, update references, and edit existing text, and with one more click save the page, and it is available from that moment onwards to anyone else who accesses it. This provides a great tool for transparency, and collaboration on large scale (Ebersbach, Glaser, Heigl, & Warta, 2008:11).

Wikis normally pertain to an explicitly defined area of knowledge, and information which does not relate to the topic is quickly removed. Wikipedia.org is an example of this; it is the largest only wiki, an encyclopedia, as the suffix –pedia suggests, and serves more than two million articles, ranging from “Aaadonta (a type of slug) to Zzzax (a fictional super villain from Marvel Comics),” and the number of articles grow daily. Wikipedia’s goal is to accumulate the “sum of human knowledge.” The “pedia” in the name is easy to understand, in that it is an “encyclo” “-pedia,” but the “wiki” is the key to what makes it unique. “Wiki” stems from the Hawaiian wiki-wiki, which means “quick” or “fast.” This links to the initial goal of Ward Cunningham in 1995, who wanted to create an “easy authoring tool.” And wikis have achieved exactly this goal – anyone can edit and publish their work with a few clicks. Wikipedia has more than 400,000 edits per day (Richardson, 2008:55-56; Wikipedia, the free encyclopedia, 2009).

Wikis are powerful tools for gathering information on a mass scale for specific topics, and have changed the way collaboration takes place.

2.4 CONCLUSION

In this chapter, communication was presented, using different technologies. Globalisation was also presented, with various definitions, but invariably, researchers agree that there are no definitive factors that

pinpoint what globalisation is, but rather that it is a process, in which everything and everyone is involved in.

The history of globalisation was also presented, how it has evolutionised into what it is today, and then how to measure globalisation, and the effects of it. There are people who are for globalisation, pro-globalisation or globalism, and movements against globalisation, called anti-globalisation. Some of the pros and cons of globalisation was researched, of which “sweatshops” was one of the big negatives that some of the large corporations use for higher profits. Reasons for regulating globalisation were presented, as well as ways that it can be regulated.

The latter half of the chapter was an investigation into successful sectors, that utilise technology in doing business. One of the core factors that caused many other technologies to evolve from it is the Internet. The intranet was a natural evolution from the Internet, which is normally specific to a company, or goal.

Other means of collaboration were also researched. Online gaming is an example of how technology has evolved to a level where gaming is referred to as “mass gaming,” showing the need for large scale socialising using technology. Other collaborative platforms for social networking include blogs, chatrooms, Instant Messaging (IM), Twitter, Facebook, MySpace and, South African specific, Mxit. There are also collaborative platforms tailored for business and shopping needs, such as Craigslist and ebay.com.

Lastly, wikis were researched as a means of mass collaboration. Wikipedia.org is an example of a wiki that has grown exponentially, and is the main encyclopedia used world-wide.

CHAPTER 3

REVIEW ON ON-LINE DATING BUSINESSES

3.1 INTRODUCTION

In the following chapter, online dating companies will be surveyed. The chapter starts with current dating – what it is, the trends that exist in dating, then online dating will be reviewed, why people are making use of online dating as well as advantages and disadvantages of online dating. Social networking will also be discussed, how it differs from other forms of dating, and why it is easier to find people to socialise with through social networking. Further, ways of problems and regulating online dating will be discussed.

The second part of the chapter will be a review of online dating companies, globally, and what they are offering. Various companies will be used for reviewing, including social networking sites, companies dedicated to online dating, and then other companies, which offer training for interpersonal skills.

The last part of the chapter will be a review of South African specific offerings – how they compare globally, and if South African companies are currently offering what its global competitors are.

The next section will start off with contemporary dating, with how dating now differs from the past.

3.2 CONTEMPORARY DATING

Dating is receiving a lot of attention, through popular TV shows, such as *Sex and the City* and *Hitch* by Will Smith, and the Internet. This new excessive publicity, in turn, takes away some of the pressure to find a partner. Dating can also cause a lot of stress, by virtue of needs for more interaction and communication evolving, with an even greater need for openness and intimacy (Hitch, 2005; Kuriansky, 2004:4-5; *Sex and the City: The Movie*, 2009).

Figure 3.1: Review of changes in the old rules versus what dating is in these new times:

Past:	Now:
The man has to love a woman more than she loves him.	Both people should love each other equally.
You need someone to date to validate your worth.	You are fine on your own; a date merely annotates.
Play games.	Be yourself.
Play hard to get or pretend you're not interested.	Show interest when you feel it.
Withhold details about yourself to keep the mystery.	Reveal yourself to be intriguing.

Source: Kuriansky (2004:11).

In figure 3.1 Kuriansky (2004:11) points out that “times have changed,” and that people have a greater need for intimacy, and to reveal more of themselves. She also notes that people now are okay to be on their own, as opposed to feeling a need to find validation in the opposite sex.

The next literature will survey current dating further, by investigating dating trends.

3.2.1 DATING TRENDS

In 2004, in the United States alone, more than \$300 million was spent on online dating, with an estimate in excess of \$600 million in 2008. The growth trend is very clear. It must also be noted that these figures only include content that was paid for, excluding any pornographic material (Cohen, 2004:8-9).

According to Kuriansky (2004:5-6), the three main factors that affect current dating trends, which are all technologically driven, are online dating, “the tv dating show explosion,” and speed:

- Online dating: dating sites have grown unfailingly, since 2003, for example European users who “date online” have increased from four to six percent in 2005 to 2006, respectively. The European online user base, who make use of paid services, will have increased from 2.8 million users in 2006 to 6.0 million users in 2011, which will result directly in the doubling of spending on online dating as well (U.S. Online Dating Market to Reach \$932 Million in 2011, Says JupiterResearch, 2007);
- Dating programs: Sex and the City is a very well known television series, and later released a movie by the same name, which explored the lives of four single female friends, how they went about finding men, the complications of dating, and their decisions on sex. In Hitch, Will Smith demonstrates his skills with the opposite sex, and teaches it to other males at a cost. These television programs were followed by programs which focused on dating, such as The Bachelors, and The Bachelorette, among many others. The television programs depict the behaviours of single life, and gained popularity by giving people an insight into the lives of the actors, which were comparable to that of their own (Kuriansky 2004:5; Sex and the City: The Movie, 2009);
- Speed: Faster Internet speeds are breaking down barriers, which flows over into people’s dating lives. People are forced to make

faster decisions on where to meet people, how to meet them, and what to do with their relationship (Kuriansky 2004:5).

In the next division, online dating is surveyed.

3.2.2 ONLINE DATING

Cohen (2008:9) states that for the US alone, the money spent on online dating doubled from 2004 to 2008. The US online dating market trends led that of the European by a few years, which accounts for the time difference, in doubling of online spend in Europe. Furthermore, in 2004 more than 700 online dating sites were available, with weekly additions (U.S. Online Dating Market to Reach \$932 Million in 2011: Says JupiterResearch, 2007)

People are focusing more of their time on their careers now, sometimes into their 30s, which makes money more readily available for the use of online services. People, world-wide are getting married at later ages, and are not pressured to get married at such a young age anymore, when financial resources are more scarce. For this reason, people do not mind spending some money online on dating sites, when they are in their 30s, and more focused on finding a partner, and at the same time leaving most of their attention on their careers (Katz, 2004:1; Kuriansky, 2004:7).

For some people, Internet dating is still scary, especially if they are used to the traditional forms of dating. It is also noted that traditional dating does not make it any more superior than online dating. Dating online is easier, and could also be cheaper than traditional dating too, because most of the socialising is spent online, instead of on events, which would normally cost money. Further advantages are that it is easier to approach someone with little to no anxiety, the rejection does not hurt as much,

and the rate of success is greater. The biggest advantage, is that a person can get to know their future partner before meeting him or her (Katz, 2004:2-3).

In the next paragraphs, dating by means of social networking will be explored.

3.2.3 SOCIAL NETWORKING

In this section, social networking will be discussed, with specific emphasis on how it provides dating opportunities.

With the growth of the need of intimacy online, so has the opportunity to use social networking as a platform for meeting new people with this medium. It is seen that online services that only offer dating as a service, do not provide many opportunities for social networking. More successful platforms are ones that allow for people to form friend circles, such as Facebook, which has a profile, such as the paid for services, as well as a wall for and other applications for socialising (Welcome to facebook, 2009; Romm & Setzekorn, 2008:xiv).

Social networking sites are used by millions of users to connect with family members, and make new friends, but the majority are now searching for potential partners. It provides an easy way to find partners, and people are able to state their intentions more directly. With social networking, it is also effortless to find people who share similar interests. There are however people who believe that it is too goal driven, or like “catalogue shopping” (Pogue & Biersdorfer, 2006).

Dating by means of social networking was covered in the literature above. The next section will aim to address problems with online dating.

3.2.4 PROBLEMS WITH ONLINE DATING SITES

In the following literature, problems with online dating and dating sites are surveyed.

Swierczynski (2003:92) guards against online scams, such as victims who have fallen prey to cybercriminals. Reasons for this are that it is easy for the criminals to pre-screen their victims and the Internet provides a large pool of victims to target.

Online dating could provide more problems than its worth for people with impulsive behaviour, because it provides “an element of temptation,” which if not controlled, could cause the person to be immediately invested, which sets an incorrect precedent for the relationship going forward. Online relationships are not considered to be sustainable (Monas, 2006:9).

Another issue that Monas (2006:10) highlights with online dating is that it bypasses the “natural” process of dating, and that people who want instant gratification make use of online dating. She claims that people who are impatient opt for online dating, because they are not willing to wait for the right one, as the traditional cliché states it. These opinions are very emotionally charged, and the tone is very bitter, which does not necessarily make them valid, however still worth taking note of. Monas (2006:15) later describes some of her successful Internet dating experiences, and how it is was better than “offline dating,” for a number of reasons: comfort levels being much better online, more information

being available online, better security at home, and having access to more opportunities.

The National Sexuality Resource Center (NSRC) also notes some confirmed cases of cyber-stalkers, and the dangers that could arise from online dating, due to the vast amount of information available, and further explains that it is only necessary to type a few basic details into google, and find out almost everything about a person. It is also cited that females are targeted more often than males (Zylbergold, 2007).

An area of concern is gender ratios on dating sites, as an example, eHarmony has a ratio of 58 percent female and 42 percent male, whereas its counterpart Match.com has the reverse. There are also other speciality sites, for example motor sports, which is predominantly a male activity. These sites for example would also have unbalanced ratios, with primarily males (Buss, 2005).

Lastly, it is essential that users choose a reputable dating service, in that the actual site protects privacy of its users. Online social networking site, Quechup, in 2007, harvested their users' personal information for email spam. They not only spammed the users, but also all their contacts (Lake, 2007).

Social networking and online dating definitely has its advantages, as was seen previously, but also has some downfalls which users should guard against, as is exemplified in the above literature. Next, ways of regulating online dating will be examined.

3.2.5 REGULATION

Online dating has grown tremendously over the past few years, and alongside it, cybercrime has also grown, and thus a need for regulation has arisen, which will be explained below.

The International Marriage Broker Regulation Act of 2005 (IMBRA) is an American initiative, which requires background checks to be done for all individuals, who are sponsoring foreign nationals with visas. Moreover, the act specifically aims at protecting women against human-trafficking, and other forms of abuse. The act was put into effect in March 2007 – it requires background checks to be done, by the online dating service, including any sex offender checks on any United States users, before they are allowed to perform any means of communication with foreigners (Violence Against Women and Department of Justice Reauthorization, Act of 2005, 2006).

It is found that Singapore is one of the lowest countries world-wide to use online dating. Universally 15 percent of respondents to a questionnaire stated that they have tried online dating or online personals, whereas with Singapore, only 4 percent of people have tried it. This is due to the government still matching up single people (In:fact, 2007).

There is a need for some form of regulation for online dating, as the dangers, especially for women, are growing, as was seen in the above literature. The next section is a review of online dating companies, and their current offerings.

3.3 GLOBAL ONLINE DATING COMPANIES AND OFFERINGS

The literature that follows is a review of online dating companies world-wide, then dating in the context of social networking, and lastly dating coaches.

3.3.1 ONLINE DATING COMPANIES

The following is a partial, non-exhaustive, list of online dating services. Their core service offering is online dating, unlike social networking, other forms of networking and Instant Messaging.

I EHARMONY.COM

eHarmony is an online dating site, started in 2000. Its founder Dr. Neil Clark Warren, focuses on key areas of personality and attempts to match people up according to those criteria. This is quite unique, as not one of the other dating services reviewed was found to have this element to try to obtain matches. The personality profile is obtained through approximately a hundred questions, which a client is asked upon signing up. This personality profile is available at no cost, once completed, without needing to pay for any services. In 2008, approximately 15 thousand people were taking the the eHarmony questionnaire daily (eHarmony, 2009; Peel, 2008).

eHarmony has a user-base of of approximately 20 million, and it is said that eHarmony is responsible for 236 marriages per day, which equates to more than 80 thousand per year. eHarmony also apparently is accountable for two percent of marriages in the United States (Peel, 2008).

eHarmony's CEO, Greg Waldorf, explains that, "it's not about matching people who like certain hobbies ... it's about compatibility. You go on to the site and tell us about you, rather than about what you want" (Peel, 2008).

II YAHOO! PERSONALS

Yahoo! Personals had a user base of 4,153,000 in December 2006, and has since then maintained the number one position for US personals sites (Love Knows No Borders, 2007).

Yahoo! personals home page has a very clean layout, searching is very simple, and matches are produced by criteria inputted by both parties. One party would input his or her preferences, and information about him or herself, and the other party would do the same, and according to this information, matches are produced. It also offers the ability to upload pictures. The site recommends that users make changes to their profile often, which would produce higher hits (Dating Reviews and Scores, 2009; Yahoo! Personals: Happiness on your own terms can happen, 2009).

For registration, users are forced to create a Yahoo! account, and the site has bundled offerings, including Yahoo! mail and Yahoo! web search. It is not unlikely that the site has gained its popularity by means of Yahoo!'s existing massive market share. Yahoo!'s search engine had a popularity of 20.5 percent in December 2008, compared to Google's 73 percent, and Microsoft with 10 percent (Sullivan, 2009; Yahoo! Personals: Happiness on your own terms can happen, 2009).

Nothing new or unique is offered by Yahoo! Personals – it offers only a standard template, similar to most of the other online dating companies are offering. The only attraction is the massive user base.

III MATCH.COM

Match.com launched in 1994, states that their mission is “to help singles find the kind of relationship they’re looking for,” which they believe they are proficient at doing. They have 15 million registered users currently, which puts them in second place, just after Yahoo! Personals, among dating websites (About Match.com, 2009; Dating Reviews and Scores, 2009; match.com - Love is one click away!, 2009).

Match.com has unique offerings, which include the following:

- MatchWords: Match.com uses keywords, like popular search engines do, which users can use to find matches;
- Match.com Platinum: users can make use of a personal matchmaker, if they do not want to work through the profiles; and
- MindFindBind: in 2005, Match.com formed a partnership with Dr. Phil, in which he offers advice on how to date, and get yourself ready for a relationship. This is offered at an additional fee

(Albo, 2009).

Profiles can be viewed at no cost, but users have to pay if they wish to communicate to other users. The cost of subscription is \$30 per month, with additional costs, like MindFindBind, which costs an additional \$8 per month (match.com - Love is one click away!, 2009).

IV LAVALIFE.COM

Lavalife was founded in Canada in 1997. Lavalife is somewhat unique, in that it offers both long-term relationships, as well as casual dating. Lavalife has a smaller user base than Yahoo! Personals and Match.com. 1.3 million members are registered on Lavalife, so it is still quite attractive, and puts it fourth position as a dating site by the Dating Review Service (Dating Reviews and Scores, 2009; Welcome to lavalife.com - Find out why millions of singles love us!, 2009).

V ALT.COM

This is an adult site, catering for various needs. Due to its adult nature, it will not be reviewed in great depth and will be the only one to be reviewed.

Examples of what alt.com offers, is anonymous sex, which is defined as two people having sex, who hardly know each other, or only met on that encounter, and with no intent of seeing each other again after the encounter. It is generally not seen as acceptable, and is highly guarded against, as there are serious dangers associated with it (ALT.com - your online adult personals, bdsm, leather & fetish community, 2009; Anonymous, 1999).

This is one example of a dating site which caters for unique needs.

The next division is a review of social networking with respect to dating.

3.3.2 SOCIAL NETWORKING

Social networking can be used as a springboard for dating. The following literature will give an overview of how this is achieved through various social networking sites.

I FACEBOOK

Facebook was reviewed in detail in chapter two.

Facebook offers multiple networking opportunities, and some direct, and some indirect dating opportunities. Users can easily search and find people with similar interests, which is especially easier, with 300 million active users (Welcome to facebook, 2009).

II ZOOSK

Zoosk has its own web-page, but is also integrated into facebook and MySpace, as an add-on application. Until recently it was completely free on facebook, and provided users the luxury of advertising their single status, and find other profiles of singles. The profiles were very limited in what information it offered to the users; it contained only four or five critical pieces of information, such as the person's screen name, status, and country of origin. It did, however provide free access to 40 million singles in 40 countries (Meet great people around you...it's easy!, 2009).

III SECOND LIFE

Second Life (SL) provides its users with a virtual world, similar to that of the famous World of Warcraft by Blizzard. It was started in 2003, and lets users interact with each other through avatars, which are computer animated characters. Users are called residents, who can meet other residents, perform individual or group activities, and socialise. Residents

are able to trade with each other with properties, and travel together (Second Life Official Site, 2009; World of Warcraft, 2009).

There is also a teen version, for ages 13 to 17, called Teen Second Life (Second Life Official Site, 2009).

The next category will be a review of dating coaches.

3.3.3 DATING COACHES

In the following literature, dating coaches are reviewed. A dating coach is a fairly new term, which Dating coach (2009) defines as “(someone who) helps client improve their success in dating and relationships.”

Nemko & Bolles (2007:23) list a dating coach as one of the “neat niche” careers. The role of the dating coach is to help a client discover who their ideal partner would be, and where to find such a person. The client would then be taught how to initiate communication with the person, and possibly how to flirt. Some coaches even offer services which include “role-playing the first date,” could sometimes go on a date with them, and afterwards assist in turning a date into a relationship.

Dating coaches can take on various forms, such as coaching programs through electronic books, to weekend workshops. Some would take “in-the-field coaching” approaches, as Nemko & Bolles (2007:23) states. The coach would also teach the individuals how to have more interesting conversations on dates, and could extend their services to helping individuals with makeovers, and grooming (Dating coach, 2009).

I DOUBLE YOUR DATING

Double your dating was started by Eben W. Pagan, with a screen name of David DeAngelo. Pagan has a background in marketing and is successfully using this to promote his dating products. When starting off, he pursued different avenues to improve his success with women, by consulting “naturals,” and then became a student of Ross Jeffries, the founder of Speed Seduction, which will also be reviewed (David Deangelo, 2009; Pagan, 2009).

Double Your Dating was started in 2001 and run from Pagan's bedroom. Pagan disassociated himself from Jeffries at about this time too, and created his screen name David DeAngelo. Pagan released the company's first product – an electronic book on dating, called Double Your Dating. Since then, the company has released a number of other products, including electronic books, audio material, and DVDs on dating. Pagan has offered a number of seminars on dating, and has a mail list with over 1 million subscriptions (David Deangelo, 2009; Pagan, 2009).

Pagan's primary teaching is a form of humour, which he calls “cocky and funny,” which he claims can be used successfully throughout the interaction, including relationships with women, with his primary audience being males; initially his products were focused solely on the male audience, which he later expanded to include limited products for females (Pagan, 2009).

II LOVESYSTEMS

Love Systems was founded by Nick Savoy and Eric Von Markovik (nickname Mystery), in 2004, and is based in Los Angeles, USA. It is formerly known as The Mystery Method. In 2007, due to a legal dispute,

Mystery left the company, which necessitated the name change (Welcome to Love Systems!, 2009).

Love Systems consists of 28 lead instructors, and a multitude of other instructors, in various countries, who run weekend seminars, called “bootcamps,” which consists of a theory portion, during the day, and “in-field” training at night, where they teach (men) and demonstrate how to flirt and interact with females. The company was the first to undertake such an initiative of “live in-field teachings” of the whole courtship process. A “bootcamp” weekend can cost up to \$2,950. Love systems also has a large variety of product available, including audio material, DVDs and electronic books, with a large variety of topics, such as relationship management, how to create, and female psychology, among many others (Team Bios, 2009; Welcome to Love Systems!, 2009).

Love Systems has received a lot of media publicity, including magazine appearances, and has been on television in shows such as the Tyra Banks show in 2009, and Dr. Phil in 2008. Lastly, Love Systems, is one of the only companies found to offer a “no questions asked, full money back guarantee” on all of their services (Welcome to Love Systems!, 2009).

III STYLELIFE

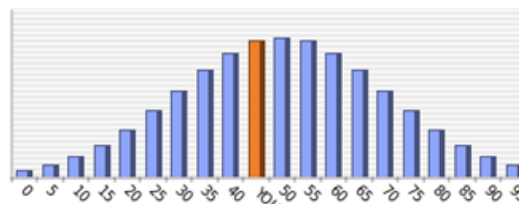
Stylelife is an online offering by Neil Strauss, best known for the book *The Game: Penetrating the Secret Society of Pickup Artists*. Stylelife was started in March 2007, in which Strauss presented his mailing list subscribers a 30 day challenge through Stylelife Academy, an online “dating academy.” Stylelife Academy teaches a variety of topics, such as body language, storytelling, and attraction, among other topics, all offered online. (Strauss, 2009; *The Game: Penetrating the Secret Society of Pickup Artists*, 2009).

Stylelife offers an online profile analysis, in which a student inputs his experience with women, personal goals, beliefs, and a time-line for the goals to be achieved. Based on the inputs, a likelihood in percentage is given based on a Match Success Indicator (MSI), compared to Attraction Expert Level (AEL), as is shown in Figure 3.2. Fictitious values were used, mostly accepting default averages values. Seeing that for the inputs the default average values were used, the outcome was expected to be about 50 percent, just like the graphs indicate in Figure 3.2. No more tests are to be conducted, as this only serves as an illustration.

Figure 3.2: Match Success Indicator (MSI) and Attraction Expert Level (AEL)

YOUR MATING SUCCESS INDICATOR: 47%

The **Mating Success Indicator (MSI)** compares your love life successes to other men of similar age, lifestyle and relationship situation.



The MSI Chart shows how you compare to the rest. 50% is average.

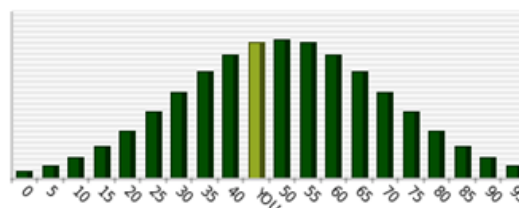
What does it mean and how was my MSI value computed?

The MSI value is computed by comparing your inputs with data that other people taking this survey provided as well as and statistics found in studies of men. Here is how it was calculated: To determine the period time you had available in your life to date women, first the average age of males when having sex for the first time is subtracted from your age. Then the years you spend in a serious relationship is subtracted from the remainder which leaves the years you had available for active dating .

In the next step the ratio of how many unique intimate partners you had in those years is computed. Finally this number is compared with the average person (your age and relationship years) by using data like the average number of relationships, the average number of sex partners and average length of relationships.

YOUR ATTRACTION EXPERT LEVEL: 48%

The **Attraction Expert Level (AEL)** reflects your level of experience and expertise in the area of attraction compared to other men.



The AEL Chart shows how you compare to the rest. 50% is average.

Source: Strauss (2009).

IV SPEED SEDUCTION

Speed seduction was started in the early 1990s by Ross Jeffries. Ross Jeffries was the first person to start a community website and usenet newsgroups dedicated to the subject of seduction. Jeffries offered various forms of audio, video and books on the subjects of dating and improvement for men. Speed Seduction uses neuro-linguistic programming (NLP) and hypnosis to seduce women (Jeffries, 2009; Sinn, 2009).

Sinn (2009:16) criticizes it for not having developed at all since its first beginnings. He states that the latest product, Speed Seduction 3.0, released in 2009, is very similar to the Home Study Course, released in 1992.

V SUCCESSES AND FAILURES

It is difficult to find a quantifiable measure to determine the success of online dating sites, and social networking from the client's point of view, but from the companies' point of view, the successes can be seen from the number of registered users, as was depicted in the individual literature above. After reviewing various sites, it is evident that it is nearly impossible to see the real benefits of the individual offerings for online personals, and social networking – the perceived benefits, such as attractiveness of the site, and popularity appeared to be the tools for getting users to pay for the services.

Sinn (2009:14-18) breaks down some of the successes and failures with dating coaches, however, in which he focuses on outcomes, from the clients' point of view:

- **Mystery Method:** Sinn (2009:14) is referring to the previous offerings of Love Systems, although similarities can be drawn. He

believes that most people succeed with being successful, using The Mystery Method, although students with extreme anxiety or shyness problems would not experience the same successes;

- Speed Seduction: there is very little, to no, evidence that anyone has excelled, using Jeffries' teachings (Sinn, 2009:16-17); and
- Double Your Dating: Sinn (2009:17-18) believes that the "cocky and funny" approaches, which Pagan (2009) affirms should be used at all times, has limited success, because it often lends itself to breaking rapport with women, when the opposite is required, especially in an ongoing relationship.

3.4 A REVIEW OF SOUTH AFRICAN ONLINE DATING COMPANIES

The subsequent literature will provide what is currently being offered in South Africa specifically relating to dating.

3.4.1 MOBILE

I MXIT

Mxit was discussed in detail in chapter 2, and the working of it will not be discussed any further.

The core of mxit is found to have similarities to social networking, in terms of chatting in chatrooms, and looking for other mobile users with similar interests, but not necessarily with the specific goal of dating via the mobile service, however, it does provide dating opportunities in a similar fashion as any other social networking service would (MXit Mobile Instant Messaging Software, 2009).

Mxit as a dating platform has not been researched in much depth. It could, however be expected to provide more socialising opportunities, due to the amount of time spent on mxit, due to their mobile phones being more readily available than access to computers for Internet.

3.4.2 ONLINE

I DATINGGROUP.CO.ZA

DatingGroup.co.za has a very low user count. A default search, with inputs, “I want to find females, between 18 and 40, from the eastern cape” provides fewer than 25 results and similar results were obtained for the opposite sex. DatingGroup.co.za has a United Kingdom counterpart, which provides much better results. It appears that the site was not fully customised for the South African market, as it does not even provide matches according to cities (South Africa Dating Group.co.za Online dating in South Africa, 2009).

II DATINGBUZZ.CO.ZA

Datingbuzz is an international company, but provides “franchised” domains to various areas world-wide; datingbuzz.co.za is the South African specific version thereof. It is the largest dating service in South Africa, but provides nothing unique from any of its bigger international counterparts, such as date.com and Yahoo! Personals. Users can input their own information, and preferences, which is used to find matches (Find Dates in Your Area! SA's Largest Dating Site, 2009).

III THE SENIOR AGENCY .CO.ZA (WWW.SENIORAGENCY.CO.ZA)

SeniorAgency.co.za is supposed to be a dating site for senior citizens in South Africa. It is however found that it is almost a mirror copy of www.senioragency.com, with little to no customisations, besides for the domain name change. It also provides absolutely nothing unique from

any of the other online personal web sites. (Seionragency - Marketing for a new age, 2009).

3.4.3 DATING COACH

I ARTGRAVEN (ARTGRAVEN.COM)

Artgraven is a South African only offering, which is also advertised on Facebook under a group named Artgraven. This initially appeared to be a dating coach, helping with relationship issues, but conversely the home page that first appears, advertises “Magick” and “Sacred Sex,” which provides the appearance of a cult. Magick (2009) defines “magick” as:

(the) spelling ... used by Aleister Crowley for occult magic. He wanted to make it clear that he did not mean stage magic. this ... included ... acts of ritual magic.

This confirms that Artgraven.com is some form of a cult, which is beyond the scope of the review conducted, and will subsequently be eliminated in the results of the review of dating companies in South Africa (Secret Scient, 2009).

In the next section, South African dating offerings will be compared to global dating services.

3.4.4 COMPARISON TO GLOBAL DATING COMPANIES

Surprisingly, after exhaustive searches for South African specific dating companies, none were found. The only South African specific dating opportunity was Mxit, although its primary goal is not to provide dating opportunities, but rather a mobile social networking platform. The international company Datingbuzz is one of the only viable options available in South Africa for online dating. Other forms of dating include social networking platforms, which are global, and the same

opportunities are available to South Africans, as are to the rest of the world.

Lastly, relationship coaches were found, which generally have a psychology background, but no specific focus on dating and courtship. These offerings are also not commercially advertised and available to the country as a whole.

3.5 CONCLUSION

This chapter was a discussion of online dating businesses, and what they have to offer.

The first part of the chapter is an introduction to what dating is, dating trends, what online dating is, how social networking can be used for opportunities to networking and date, concerns with personals sites, and lastly how and why it is necessary to regulate dating.

The second part of the chapter is a literature review of global dating companies. Various companies were reviewed, under the following three headings: online dating companies, social networking, and dating coaches. Each has its advantages and disadvantages, and each provides unique opportunities for dating, and some companies have been more successful than others.

The last part of chapter three provides a list of South African specific dating companies. It was found that South Africa is lagging behind international competitors in this market segment. No South African specific viable, commercial dating companies could be found. Mobile services are available, but charge a premium for little to no outputs.

CHAPTER 4

RESEARCH DESIGN

4.1 INTRODUCTION

In chapter 4 the empirical study is discussed. The purpose of the chapter is to outline how the empirical research was done; how the data were collected and analysed. Background on technology and globalisation is provided in chapter 2, and more specific literature on online dating companies is given in chapter 3. Furthermore, in chapter 4 the research methodology, the questionnaire, sample size and population. The quality of the research is also explained in terms of the validity and reliability of the data.

The next section will be a discussion of the reason(s) why the research is conducted.

4.2 PURPOSE OF THE RESEARCH

The purpose of the research will be described in the text below.

Collis & Hussey (2003:2) state that the purpose of the research is to “review and synthesise existing knowledge” and “provide solutions to a problem.” The problem identified in chapter 1 is that there is a need for more dating services in South Africa.

Following the research problem, the purpose of the research is, firstly to determine whether it is feasible to start a dating service in South Africa. Secondly, who the customers are, and thirdly how much they are willing to pay, in other words is it a feasible business.

The purpose of the research was expanded in this section. The next the research design is detailed.

4.3 RESEARCH METHODOLOGY

In the follow text, the research design and justification of the methodology will be discussed.

There are mainly two types of research methods to be followed, namely positivist and phenomenological. The research undertaken was of positivistic nature, also known as quantitative, objectivist or scientific research (Collis & Hussey, 2003:47).

Quantitative data are particularly useful when you wish to discover how common particular forms of behaviour ... for a particular ... group. Qualitative data are particularly useful when you wish to find out why people engage in such behaviour

(Approaching the Dissertation: Appropriate Methodologies, 2009).

From the above, this is why the nature of the research is quantitative. Quantitative data are necessary to understand the relationships between data to identify potential customers for a South African dating company.

The outcome of the research will indicate whether it is feasible to start a dating company in South Africa, who the potential customers are and how much customers are willing to pay for such a service.

The above text outlined the research design, the type of data collected, relationships between variables in the empirical study, and how the empirical study will address the research questions and objectives.

4.3.1 DISCUSSION OF THE MEASURING INSTRUMENT

The following literature is a discussion of the measuring instrument used for data collection.

As mentioned above, a quantitative approach was necessary, because specific, measurable data were required. Quantitative data can also be used for testing hypothesis (Collis & Hussey, 2003:55).

Person interviews were proposed as a first method of collecting the data, which is a viable method of performing quantitative research, due to time constraints, in which participants would be asked questions from a questionnaire. As a supporting method, the same questionnaires would be sent by means of electronic mail to participants (Collis & Hussey, 2003:168,173).

A major limitation of the in person interviews and/or electronic questionnaires is that the respondents might not provide honest answers, because the questions could be considered too personal. To try to counter this, it is necessary to emphasize that the data are confidential, and not personally identifiable.

Another limitation is that the target users' profile, as will be identified in the empirical analysis, might not be the type of person willing to complete questionnaires.

Social and cultural conditioning might trigger “emotional blocks” for some of the questions, which could lead to less accurate responses (Collis & Hussey, 2003:179).

4.3.2 DATA COLLECTING PROCEDURE

Data were first gathered, using the above-mentioned in-person interview/survey method, at popular night clubs in the Nelson Mandela Metropolitan Metro, with very low willing participants, after which the survey was distributed in person and mailed electronically to approximately 120 people in two financial institutions.

I QUESTIONNAIRE DESIGN

The six page questionnaire was designed, using factors that are being used by online dating companies, identified in the research in chapter 3.

The critical factors for the questionnaire, included demographics, a social profile, a technology profile, current methods of dating and dating needs, and lastly pricing.

Mainly closed questions were used throughout the questionnaire, for ease of collection and analysis. Important data could be missed using only closed questions, exclusively, and for this reason, two optional open questions are provided at the end of the questionnaire. Open questions normally take longer to answer than closed questions, and therefore they were not made compulsory, and in turn encourage higher response rates.

The above text covered the questionnaire design. The next section will provide the pretest of the measuring instrument.

II QUESTIONNAIRE PRETEST

The pretest was conducted, using people of both genders, various marital statuses, as well as different ages, as was identified by different dating sites, in chapter 3.

The participants were asked to complete the survey, and record start and ending times, which would be used to determine the time taken to complete the survey. All the participants were able to complete the survey in less than five minutes. The participants were also asked to identify any problems, such as ambiguity, spelling errors, unclear questions, and suggestions for improvement.

Participants agreed that the questionnaire was of reasonable length, and that they did not have any problems with completing it, but pointed out that “not applicable/prefer not to answer” blocks were required for most questions. These blocks were added to the questionnaire thereafter.

4.3.3 SAMPLING METHOD

In the following paragraphs, the population and sample will be discussed and how the sample was chosen.

I POPULATION

In this section the population as a whole that the research applies to is discussed.

Collis & Hussey (2003:155) state that “a population may refer to a body of people or to any other collection of items under consideration for

research purposes. For the research the population studied would meet the following criteria:

- South African;
- Not married;
- Not in a relationship;
- Over the age of 18; and
- Both male and female.

Contrary to the above, data were also collected on South Africans that are:

- Married; and
- In a relationship.

The reason for this is to challenge assumptions, and confirm that participants that meet the above criteria are not potential customers, and therefore do not form part of the population for the given business proposed.

II SAMPLE SIZE AND PROCEDURE

The next division is a discussion of the sample size and procedure for the empirical research.

Collis & Hussey (2003:56,155) describe the sample as a subset of a population and that the “sample is made up of some of the members of the population.” The sample should reflect and support the objectives of the research.

Due to the size and scope of the research, the sample chosen was demarcated to the Eastern Cape, and then further to the Nelson Mandela Metropolitan Municipality (NMMM) area. Two financial institutions, namely First National Bank (FNB) and PKF (PE) Inc. were chosen to hand out and email questionnaires to, as a backup measure for doing in person surveys with random people at night clubs in the NMMM area. Email questionnaires were sent to unit heads in FNB, and asked to be forwarded to the staff reporting to them. East London also reports to the Port Elizabeth unit heads, and therefore some of the questionnaires would have reached participants in the East London area too. The reason why the above two financial institutions were used is that the researcher had readily access to the staff within these organisations.

The questionnaire reached a 120 participants, with 52 participants responding, which relates to a response rate of 43.3 percent.

No freely available prior empirical work relating to this research study could be found, which applies specifically to the South African population. Books, Internet search engines, and academic research papers were consulted. A degree of uncertainty has to be accepted with regards to conclusions, as it is not known whether the sample can be generalised and accurately represents the population as a whole. A larger sample size might provide more accurate results, and a greater degree of certainty (Collis & Hussey, 2003:159-160).

In the above text, the sample size, and how it relates to the population was discussed, as well as how the sample size relates to certainty of conclusions.

4.4 THE VALIDITY AND RELIABILITY OF THE RESEARCH

The next two divisions expand on the quality of research, namely validity and reliability, and how it relates to empirical research.

In quantitative research, the validity is expected to be low and the reliability high, as it is more factual based, than qualitative research, in which accuracy is of high concern (Collis & Hussey, 2003:55).

I VALIDITY

The validity of the research will be explained in the following text.

Validity explains the extent to which the findings represents truly represents what really happens (Collis & Hussey, 2003:59, 186).

Collis & Hussey (2003:59) state that

Because a positivistic paradigm focuses on the precision of measurement and the ability to be able to repeat the experiment reliably, there is always a danger that validity will be low.

One of the challenges with the research is that the participants do not fully understand the research, and/or, more specifically, quantitative research, the participants can not fully qualify their answers, which could cause the validity to be lower. To assist with this problem, open ended questions were provided at the end of the questionnaire.

Validity can further be broken down into internal and external validity. Internal validity is causal validity, whereas external focuses on

generalisation. Only external validity applies to this research (Internal Validity, External Validity, Pitfalls, 2009).

In the above research, validity was explained, as well as how validity could further be broken down into internal and external validity. The next section will be an elaboration of reliability.

II RELIABILITY

Reliability of the empirical research will be clarified in this section.

Reliability explains the extent to which the empirical results are accurate. This means, that if the research is replicated by a different researcher, the results should still be the same (Collis & Hussey, 2003:58, 186).

In quantitative research, the reliability is expected to be high. Closed ended questions, asked to a participant, would normally return the same result, if conducted in different settings.

Upon first pre-tests, participants were asked to verbally explain what they understood was meant by questions, which confirmed what was actually asked. Questions were also designed to be as simple as possible, to increase the understanding and in turn reliability of the questionnaire.

The above text is a description of the reliability of research, and how it was applied.

4.5 CONCLUSION

Chapter 4 was a literature survey of the empirical research design. The chapter started with the purpose of the research, describing how the purpose linked in with the research problem, and stating what the purpose is.

The research methodology was outlined; the measuring instrument, namely questionnaire was explained, then the data collecting procedure was detailed. The questionnaire design and the different sections of the questionnaire was explained, as well as the pre-test procedures followed.

Next, the method of sampling was clarified, and more specifically the population, and then the procedure of how the sample was deducted from the population.

Lastly, the quality of the research was explored. Two factors in quality of research are important, namely validity and reliability.

The next chapter is the analysis of the empirical study.

CHAPTER 5

THE EMPIRICAL STUDY ANALYSIS

5.1 INTRODUCTION

In chapter 5, the empirical study is to be analysed. Data collected in the questionnaires were all entered into an excel spreadsheet, and then correlated into a separate spreadsheet, which is attached in annexure B, firstly colour shaded, which have darker shades for variables with higher correlation coefficients, for both positive and negative correlations.

Correlations were done, using Pearson's product moment correlation coefficient. This method "gives a measure of the strength of association between two variables" (Collis & Hussey, 2003:236).

Correlations were calculated, using Microsoft Excel, since the number of correlation coefficient calculations are $((36 \times 36 / 2) - 36 =) 612$.

Next, the research response is discussed. After the research response, the responses of the variables are stated, and the correlations to each variable stated, and discussed. Due to the volume that is anticipated, the variable descriptions will take on a uniform format of variable name, table name and table (corresponding to the variable name), variable description, and correlations.

As variables are listed horizontally and vertically, every correlation is duplicated on the top right half of the correlation table, and bottom left half. To avoid duplicative descriptions, the main reference used will be the bottom left half of the table, using the horizontal variables as the guide, starting with gender on the left, moving to the right.

Lastly Collis & Hussey (2003:238-239) provides a reference table, to assist in interpreting correlations, as follow:

r = 1 represents a perfect positive linear association

r = 0 represents no linear association

r = -1 represents a perfect negative linear association

r = 0.90 to 0.99 (very high positive correlation)

r = 0.70 to 0.89 (high positive correlation)

r = 0.40 to 0.69 (medium positive correlation)

r = 0 to 0.39 (low positive correlation)

r = 0 to -0.39 (low negative correlation)

r = -0.40 to -0.69 (medium negative correlation)

r = -0.70 to -0.89 (high negative correlation)

r = -0.90 to -0.99 (very high negative correlation)

5.2 THE RESEARCH RESPONSE

The first attempt to do in person interviews at popular night clubs failed, due to unwilling participants. After this, the questionnaires were distributed to two financial institutions, as mentioned before, namely FNB and PKF.

As mentioned in chapter 4, the questionnaire was sent to 120 people, with 53 responding. This is a response rate of 43.3 percent.

5.3 DEMOGRAPHICS

I GENDER

Table 5.3 (I): Gender

<u>Gender</u>	<u>Total</u>	<u>Average</u>
Male	16	31%
Female	36	69%

Variable description: Gender of participants.

Of the respondents, 16 were male, and 36 female.

Variable correlations: The “female” response was given the greater value when doing correlations. This means that for positive correlations, the female response was greater, and for negative correlations, the male response was greater. Gender does not correlate with most demographics, and a small correlation with drinking habits, which in this case means that the females consider themselves to drink more than the males. There exists a low to medium correlation between gender and “bought over the Internet” variable, meaning that more females have bought over the Internet than males.

More males would pay for items over the internet, as this carries a medium negative correlation to gender with a value of -0.4. Males are also more comfortable shopping over the Internet, with a low to medium negative correlation of -0.3.

With respect to the category “dating services & needs,” there are only two positive correlations, with 0.19, and 0.13 for knowing how to display their attractive qualities, and being happy with their dating lives, respectively, which means that females overall have a smaller need for dating services, and in general are more happy with their methods of dating. The only other variable with a positive correlation in this category,

is relationship sought, with a low positive correlation. It means that more females are seeking a form of a relationship or connection than males.

In the pricing category, most variables have negative correlations with gender. This means that more males are willing to pay for using dating services. Males have spent more in the past, than females, are willing to spend more, are willing to pay a membership fee, or once-off fee. The above all have low to low-medium negative correlations. The last variable on the list is “satisfied with online dating,” which has a low positive correlation of 0.11, which means that females are slightly more happy with the services received through online dating, which responds to their confidence in their ability to take control of their own dating lives, as mentioned in the previous category.

II AGE

Table 5.3 (II): Age

<u>Age</u>	
Average Age	30.33

Variable description: The age of respondents.

The average age is also indicated in Table 5.3 (II), which is 30.33 years.

Variable correlations: In the demographics category, education and age have a low to medium negative correlation value of -0.3. This means that the older the person is, the lower their education level is expected to be. Common sense would indicate the opposite. The reason for this unexpected outcome could be because the survey was conducted in two financial institutions, namely a bank, and an accounting firm, for which both university degrees are absolute requirements. Marital status and age, have low to medium positive correlations, which means that the

older the participants are, the more likely they are expected to be in a relationship or marriage.

In the social profile group, drinking habits carry a low negative correlation to age, smoking habits a low positive, and “has children” a medium-high positive correlation to age, as would be expected. It means that older people are likely expected to have children. The “wants children” variable has a low negative correlation of -0.2, which means older people would less likely want children, and salary scale has a low to medium positive correlation to age, as would be expected, that is, the older the respondents are, the more they could be expected to earn.

In the technology group correlations are low negatives for most variables. The only correlation of significance is the age and “used social networking” variable correlation coefficient, which is -0.5. This is a medium negative correlation, and means that the chances of older people having used social networking services are smaller than for younger ones. This also makes sense, as the Internet and social networking services are fairly new.

In the “Dating services & needs” group, correlations are all low. “Happy with dating life” does carry a low to medium correlation to age, with -0.3, which means older people are not as happy with their dating life, which corresponds to the variable of “knowing where to meet singles,” with a correlation of -0.2. Older people also believe that there is a lack of South African specific dating people with a low to medium correlation of 0.24.

In the pricing category, there is a low to medium correlation between age and how much people have spent on dating services in the past of -0.3. Older people are also more happy to pay for dating services. It carries 0.33 and 0.31 correlations for “will pay membership fee” and “will pay

once-off fee” respectively. This in turn corresponds to the salaries being higher for older people, as explained earlier.

III RACE

Table 5.3 (III): Race

Race	<u>Total</u>	<u>Average</u>
African	11	21%
White	26	50%
Asian	2	4%
Coloured	7	13%
Indian	6	12%
Multi	0	0%
no pref	0	0%

Variable description: Under the demographics, the races of respondents were asked on the questionnaire. Most of respondents were white (50 percent), and 21 percent African, with some Coloured, Indian and Asian respondents too.

Variable correlations: Most variables do not have correlations or have very low correlations to race. Drinking habits, however has a low to medium negative correlation, and the races were coded, in the order of appearance in table 5.3 (III), which means that it is expected that the Indian race would drink the least, whereas African and White people could be expected to drink more. There is also a low to medium correlation between religion and race, of 0.23.

From the correlation coefficient table, it is understood that there are no significant correlations between the people’s races and other variables presented.

IV EDUCATION

Table 5.3 (IV): Education

<u>Education</u>	<u>Total</u>	<u>Average</u>
High School	10	19%
Some college	13	25%
College		
Graduate	9	17%
Some Post-coll	5	10%
Masters	1	2%
Doctorate	0	0%
Graduate		
Degree	17	33%
no pref	1	2%

Variable description: This variable indicates the education level of the respondents. The majority by a great margin have secondary education of some form.

Variable correlations: In the Social Profile group, there is a low to medium negative correlation between education and smoking habits. This means that people with lower education levels, can more likely be expected to smoke. There is also a medium negative correlation of -0.5 between age and “Has Children” variable, which means that the lower the person’s education level is, the more likely they can be expected to have children. Lastly, in the group, there is a low-medium negative correlation of -0.3 between education and salary scale, which would be interpreted as people with higher education levels can be expected to earn more.

In the technology group, “used social networking” variable has a correlation coefficient of 0.26 to education, which means people with higher education has a more likely chance of having used social networking services of some sort. All other variables do not correlate or have low correlations in this group.

In the “dating services & needs” group the variables “happy with dating life” and “would use dating coach,” have correlation coefficients of 0.24 and 0.21, respectively. The higher a person’s education level is, the more likely they are to be happy with their dating life, and they are also more likely to make use of a dating coach.

In the “pricing” group, correlations are also relatively low negatives. This means that people are less likely to spend money on dating, the higher their education is.

V RELIGION

Table 5.3 (V): Religion

<u>Religion</u>	<u>Total</u>	<u>Average</u>
Christian	41	79%
Jewish	1	2%
Muslim	6	12%
Hindu	1	2%
Agnostic	0	0%
Athiest	1	2%
Other	3	6%
No Pref	0	0%

Variable description: This variable measures the religion of the respondents.

The great majority of respondents’ religion are Christian, with 79 percent.

Variable correlations: There are almost no correlations between religion and any other variables, except the “has internet access” variable, with a 0.42 correlation coefficient. It is difficult to ascribe a meaning to this, as 79 percent of the respondents were of one religion, namely Christian.

VI MARITAL STATUS

Table 5.3 (VI): Marital status

Marital Status	<u>Total</u>	<u>Average</u>
Never married	18	35%
In a relationship	12	23%
Married	14	27%
Divorced	6	12%
Seperated	0	0%
Widowed	1	2%
No Pref	2	4%

Variable description: The marital status of respondents.

Half of the respondents are in a relationship or married. Two respondents chose not to give their status, and the other 46 percent are not in a relationship.

Variable correlations: There's a medium correlation of 0.41, and marital status, which means that people in a relationship or married, are more likely to have children than people who are not in any form of a relationship. There are low negative correlations between marital status and used "social networking" and "has technology savvy" variables, which means that people who are in relationships, are less likely to use social networking services, and believe that they do not know how to use technology if they are in relationships.

People in relationships are also less likely to explore new ways of dating with a correlation of -0.3 to marital status. People in relationships also indicate that they are less likely to pay for dating services, which is understandable, because they are also in relationships.

One interesting correlation is that of "marital status" and "happy with dating life." It has a correlation coefficient of 0.04, which means that even the respondents in relationships, are not necessarily more happy with their dating lives.

5.4 SOCIAL PROFILE

I DRINKING HABITS

Table 5.4 (I): Drinking Habits

<u>Drinking Habits</u>	<u>Total</u>	<u>Average</u>
Doesn't drink	14	27%
Occasionally	36	69%
Regularly	1	2%
Trying to quit	0	0%
No Pref	1	2%

Variable description: Indication of how much respondents drink.

Most people who responded, consider themselves to be occasional drinkers, and 27 percent do not drink at all.

Variable correlations: The “drinking habits” variable has a low to medium correlation with “wants children,” which means that people who consider themselves to be drinkers, are more likely to want children.

Other correlations are “will pay membership fee” and “used online dating,” both with low medium correlations of -0.3, which means occasional drinkers are more likely to pay membership fees, and use online dating services.

II SMOKING HABITS

Table 5.4 (II): Smoking Habits

<u>Smoking Habits</u>	<u>Total</u>	<u>Average</u>
Don't smoke	40	77%
Occasionally	3	6%
Regularly	8	15%
Trying to quit	1	2%
No Pref	0	0%

Variable description: Measure of whether respondents smoke.

A very large majority of respondents do not smoke at all, with 21% considering themselves to be smokers, either regularly or occasionally.

Variable correlations: The variable “smoking habits” have a low to medium positive correlation of 0.26 with “salary scale,” and a low to medium negative correlation with “bought over the internet” variable of -0.3. This means that people who smoke tend to earn more than people who don’t, and people who smoke have not bought as often over the Internet as those who don’t. The smokers do however indicate that they are more comfortable shopping over the Internet, with a correlation of 0.28, which could be seen as their willingness to take risk.

Again, smokers indicate their higher willingness to try new methods of dating with a correlation of 0.21. Further into the dating category, people more likely to be found smoking, also believe more that there is a lack of South African specific dating services, with a correlation of 0.34, which is a low to medium positive correlation. There is a 0.37, a low to medium positive correlation, between smoking habits, and believing that it is acceptable to date someone from the Internet, which yet again affirms smokers ability to handle social pressures, and willingness to take risk, as dating someone from the Internet is often said to be risky, and does not necessarily agree with social norms of two decades ago at all. There is a low to medium positive correlation between smoking habits and knowing what a dating coach is, as well as between smoking habits and seeking some form of a relationship or connecting with others.

In the pricing group, there’s a medium correlation with how much smokers are willing to spend, meaning that as smoking habits go up, they are also more likely to spend more on dating services, and there are low to medium correlations between smoking and “acceptable to pay for dating,” “will pay membership fee” and “will pay once-off fee,” with 0.28,

0.28 and 0.24 respectively. These correlations again confirm that smokers are more likely to pay for dating services.

III HAS CHILDREN

Table 5.4 (III): Has Children

Has Children	<u>Total</u>	<u>Average</u>
0	27	52%
1	17	33%
2	6	12%
3	2	4%
4	0	0%
5+	0	0%
No pref	0	0%

Variable description: This variable indicates how many children a respondent has.

Of the respondents, 52 percent do not have children at all, 33 percent has one, 12 percent has two, and 4 percent have three children.

Variable correlations: There is a medium positive correlation between the “has children” variable and “salary scale” variables, which indicates that people with higher salaries are more likely to have children.

In the technology group, the “used social networking” has a -0.38, low to medium negative, correlation to “has children,” which means people with children use social networking less.

In the dating category, people with children, are less likely to seek relationships or connections with others, as it carries a -0.28, low negative correlation.

In the pricing group, people with children, have spent less than those without children, as it carries a low negative correlation of -0.25. Also people with children are less willing to spend money on dating services, as this carries a negative low correlation of -0.21.

IV WANTS CHILDREN

Table 5.4 (IV): Wants Children

<u>Wants Children</u>	<u>Total</u>	<u>Average</u>
No	10	19%
Yes	25	48%
undecided	11	21%
no pref	6	12%

Variable description: These are people who want children.

A “yes” was indicated by 48 percent of respondents, and only 19 percent responded “no,” whereas 21 percent are still undecided.

Variable correlations: In the technology group, “used social networking” corresponds low to medium positively to “wants children,” with -0.31, which means that people who do not want children have possibly not used social networking services before.

In the dating group, people who do not want children, also believe that they do not know how to display their attractive qualities, with a low negative correlation of -0.22. People who want children believe that there is a lack of dating services in South Africa, as this correlation coefficient is -0.29. People who do not want children, are less likely to seek relationships of some sort, as this correlation is -0.22, which is a low negative.

In the pricing category, people who want children believe that it is acceptable to pay for dating, as this correlation is -0.27. People who want children are also more likely to be willing to pay a membership fee or a once-off fee as the correlation values are -0.25 and -0.2 respectively.

V SALARY SCALE

Table 5.4 (V): Salary Scale

Salary	<u>Total</u>	<u>Average</u>
0	0	0%
1-200	0	0%
201-500	0	0%
501-1000	0	0%
1001-1500	0	0%
1501-2500	0	0%
2501-3500	1	2%
3501-4500	0	0%
4501-6000	14	27%
6001-8000	8	15%
8001-11000	8	15%
11001-16000	5	10%
16001-30000	6	12%
30000+	3	6%
no pref	7	13%

Variable description: Salary scales of individuals who responded to the questionnaire.

Only 2 percent of the respondents earn less than R4,500 per month. Most earn R4,501-6,000 per month, and then there's an even spread of the higher salary scales.

Variable correlations: As salaries go up, so do the respondents belief that they know how to use technology, with a low to medium positive correlation of 0.25.

There are few other correlations, except for the ones previously discussed.

5.5 TECHNOLOGY

I INTERNET ACCESS

Table 5.5 (I): Internet Access

Internet Access	<u>Total</u>	<u>Average</u>
None	1	2%
Home	27	52%
University/College	1	2%
Work	35	67%
Mobile	27	52%
Other	4	8%
No Pref	0	0%
Does not have Internet Access	1	2%
Has Internet Access	51	98%

Variable description: The answers under this variable are for people who had Internet access.

Most people have Internet access at work; 67 percent of total responded positively to this, followed by home and mobile with 52 percent. In total 98 percent of people had some form of Internet access, and only 1 person did not have any Internet access.

Variable correlations: Variable “has internet access” and “lack of SA dating services” correlate with -0.34, which is a low negative. It means that people who have Internet access do not believe that there is a lack of South African dating services.

For the Internet access variable, correlations are mostly low, as would be expected, seeing that everyone replied that they have some form of Internet access.

II MOBILE ACCESS

Table 5.5 (II): Mobile Access

Mobile Internet Access		
	<u>Total</u>	<u>Average</u>
-		
Yes	43	83%
No	9	17%
No Pref	0	0%

Variable description: Users with mobile Internet access.

Only 17 percent of users do not have mobile Internet access.

Variable correlations: Under the technology group, the mobile internet access can likely be expected to also have used social networking, because the “yes” answer was given the lower value, and the correlation coefficient is a medium negative of -0.47. Users who have mobile Internet access are also more likely to be expected to have technology know-how, which has a correlation of -0.33.

Under the dating group, people with mobile Internet access would use a service that could enhance their attractiveness, with a low negative correlation of -0.21, they would use dating coach, with a correlation of -0.31, and they have tried modern methods of dating, such as online dating, which has a coefficient of -0.28.

In the pricing category, people who have mobile internet access also have used online dating, with a correlation coefficient of -0.31, and were more satisfied with, with a -0.22 correlation.

III SOCIAL NETWORKING

Table 5.5 (III): Social Networking

Social Networking	<u>Total</u>	<u>Average</u>
None	12	23%
Mxit	29	56%
Facebook	35	67%
Myspace	1	2%
Other	6	12%
No pref	0	0%
Has used	40	77%
Has not used	12	23%

Variable description: This variable relates to whether people have used a form of social networking services.

Most, 67 percent, have used facebook, with 56 percent having used mxit. Only 23 percent of people who responded have never used any form of social networking.

Variable correlations: In the technology category, people who have used social networking, also more likely consider themselves to be technology literate (correlation coefficient (r) = 0.27), but they are less likely to have bought over the Internet (r = -0.23)

In the dating group, people who have used social networking services are willing to explore new ways of dating (r = 0.28) and would use a service to make them more attractive (r = 0.27).

In the pricing group, people who have used social networking services are slightly more likely to spend more money on dating services (r = 0.27).

IV TECHNOLOGY LITERATE

Table 5.5 (IV): Technology Literate

<u>Technology Savvy</u>	<u>Total</u>	<u>Average</u>
Strongly Disagree	0	0%
Disagree	2	4%
Neutral	13	25%
Agree	26	50%
Strongly Agree	11	21%

Variable description: People who consider themselves to be technology literate.

Half of the respondents agree that they are technology literate, with no one feeling that they are completely illiterate.

Variable correlations: In the dating group, people who feel that they are more technology literate are more likely to explore new ways of dating ($r = 0.38$), they are also more likely to make use of a service to make them more attractive ($r = 0.28$), they know how to display their attractive qualities ($r = 0.3$), would use dating coach ($r = 0.22$), have tried more “modern methods of dating” ($r = 0.2$), and seek a form of a relationship ($r = 0.27$).

In the pricing group, people who consider themselves to be technology literate, are willing to spend more on their dating lives, than those who are not ($r = 0.37$), they will pay membership fees ($r = 0.24$), they will pay a once-off fee ($r = 0.2$), and have likely used online dating services ($r = 0.25$).

V BOUGHT ITEMS OVER THE INTERNET IN THE PAST

Table 5.5 (V): Bought Items Over The Internet In The Past

<u>Has bought over the internet</u>	<u>Total</u>	<u>Average</u>
-		
Yes	30	58%
No	21	40%
no pref	1	2%

Variable description: People who have bought over the Internet in the past.

Most people responded favourably.

Variable correlations: People who have bought items over the Internet, are also very likely to pay for items over the Internet in the future again, as the correlation coefficient is a negative medium to high (-0.67), and they are also more comfortable to shop over the Internet ($r = -0.59$).

VI WOULD PAY OVER THE INTERNET IN THE FUTURE

Table 5.5 (VI): Would Pay Over The Internet In The Future

<u>Has paid over the Internet</u>	<u>Total</u>	<u>Average</u>
-		
Strongly Disagree	7	13%
Disagree	8	15%
Neutral	7	13%
Agree	24	46%
Strongly Agree	6	12%

Variable description: People who would pay for items over the Internet in the future.

Most people agree with this (46 percent).

Variable correlations: In the technology group people who would pay for items over the Internet are also comfortable shopping, as this has a high to very high positive correlation ($r = 0.81$).

In the dating group people who would pay over the Internet also believe that there is a lack of South African dating services ($r = 0.22$), and are less likely to care about the stigma associated with meeting someone online ($r = 0.23$).

VII COMFORTABLE SHOPPING ON THE INTERNET

Table 5.5 (VII): Comfortable Shopping On The Internet

Is comfortable shopping over the Internet		
	<u>Total</u>	<u>Average</u>
Strongly Disagree	7	13%
Disagree	8	15%
Neutral	15	29%
Agree	17	33%
Strongly Agree	5	10%

Variable description: People who indicated that they are comfortable shopping on the Internet.

Variable correlations: The only correlations were found in the dating category, with low correlations. People who are comfortable shopping over the Internet might know where to meet singles ($r = 0.2$), believe that there is a lack of South African specific dating services ($r = 0.26$), and do not mind meeting someone online ($r = 0.23$).

5.6 DATING SERVICES & NEEDS

I KNOWS WHERE TO MEET SINGLES

Table 5.6 (I): Knows Where to Meet Singles

Knows where to meet singles		
	<u>Total</u>	<u>Average</u>
Strongly Disagree	11	21%
Disagree	5	10%
Neutral	20	38%
Agree	11	21%
Strongly Agree	0	0%

Variable description: People who believe that they know where to meet other singles.

There was a spread of answers, as indicated in Table 5.6 (I), expect that no one answered “strongly agree,” which means that no one is completely convinced that they know where to meet single people.

Variable correlations: All the significant correlations are found in the dating category. People who answered more favourably to knowing where to meet singles, also are willing to explore new ways of dating ($r = 0.29$), they would use a service to make them more attractive ($r = 0.54$), and believe that there is a lack of South African dating services ($r = 0.22$). Again, it must be noted that no one answered “strongly agree” in this question, which might not provide an accurate correlation. The data are more useful taken by face value, without correlations.

II WILLING TO EXPLORE NEW WAYS TO DATE

Table 5.6 (II): Willing To Explore New Ways To Date

<u>Willing to explore new ways of dating</u>	<u>Total</u>	<u>Average</u>
Strongly Disagree	8	15%
Disagree	4	8%
Neutral	17	33%
Agree	11	21%
Strongly Agree	8	15%

Variable description: People willing to explore new ways of dating.

Table 5.6 indicates that most people feel neutral about exploring new ways of dating.

Variable correlations: In the dating group, people who are willing to explore new ways of dating, are also likely to use a service to make them more attractive ($r = 0.60$), they believe that they know how to display their attractive qualities ($r = 0.35$), they have tried more modern methods of dating ($r = 0.32$), and seek some form of a relationship ($r = 0.31$).

In the pricing category, people who are willing to explore new ways to date, are willing to spend more on dating services ($r = 0.39$), believe it is acceptable to pay for dating services ($r = 0.32$), will pay a membership fee ($r = 0.34$), will pay a once-off fee ($r = 0.36$) and have likely used online dating services in the past ($r = 0.39$).

III WILLING TO LEARN HOW TO BE MORE ATTRACTIVE

Table 5.6 (III): Willing To Learn How To Be More Attractive

Willing to learn to be more attractive		
	<u>Total</u>	<u>Average</u>
- Strongly Disagree	12	23%
Disagree	7	13%
Neutral	19	37%
Agree	5	10%
Strongly Agree	4	8%

Variable description: People were asked whether they would make use of a service that would help them enhance and display their attractive qualities.

Variable correlations: In the dating category, people who are willing to learn how to be more attractive, are not happy with their dating lives ($r = -0.21$), would use a dating coach ($r = 0.36$), believe that a guarantee for dating coach would convince them to use him/her ($r = 0.21$), and have tried more modern methods of dating ($r = 0.26$).

In the pricing category, people who are willing to learn new ways of displaying their attractive qualities, are likely to spend more on dating services ($r = 0.38$), believe that it is acceptable to pay for dating services ($r = 0.35$), will pay a membership fee ($r = 0.23$), will pay a once-off fee ($r = 0.28$), have used online dating ($r = 0.37$), and were satisfied with using online dating ($r = 0.29$).

IV CAN DISPLAY ATTRACTIVE QUALITIES

Table 5.6 (IV): Can Display Attractive Qualities

<u>Know how to display attractive qualities</u>		
	<u>Total</u>	<u>Average</u>
- Strongly Disagree	3	6%
Disagree	3	6%
Neutral	15	29%
Agree	21	40%
Strongly Agree	6	12%

Variable description: This variable is a measure of whether people believe that they can display their attractive qualities.

Most people agreed that they can display their attractive qualities.

Variable correlations: In the dating category, people who believe that they can display their attractive qualities, also are generally more happy with their dating lives ($r = 0.41$), they are more likely to know what a dating coach is ($r = 0.36$), and also more likely will seek for some for of a relationship or a connection ($r = 0.25$).

In the pricing category, people who believe that they can display their attractive qualities, also believe that it is acceptable to pay for dating services ($r = 0.26$), they are willing to pay a membership fee ($r = 0.33$), willing to pay a once-off fee ($r = 0.34$) and are satisfied with online dating services received in the past ($r = 0.25$).

V HAPPY WITH DATING LIFE

Table 5.6 (V): Is Happy With Dating Life

<u>Is happy with dating life</u>		
	<u>Total</u>	<u>Average</u>
- Strongly Disagree	2	4%
Disagree	5	10%
Neutral	19	37%
Agree	10	19%
Strongly Agree	13	25%

Variable description: This variable indicates whether people are happy with their dating lives.

Most people (37 percent) feel neutral about it, and more agreeing than disagreeing.

Variable correlations: In the dating category, people who are happy with their dating lives, do not care if they date someone online (-0.24), a guarantee for a dating coach would not make a difference to them (-0.22), and have not used more modern methods of dating ($r = -0.21$).

In the pricing category, people who are happy with their dating lives, have not very likely used online dating services.

VI LACK OF SOUTH AFRICAN SPECIFIC DATING SERVICES

Table 5.6 (VI): Lack of South African Specific Dating Services

Lack of SA dating services	<u>Total</u>	<u>Average</u>
Strongly Disagree	3	6%
Disagree	4	8%
Neutral	28	54%
Agree	10	19%
Strongly Agree	4	8%

Variable description: People who believe that there is a lack of South African specific dating services. Most responses were neutral.

Variable correlations: This variable correlates with variables in the dating category; people who believe that there is a lack of South African specific dating services, also feel that a guarantee would make a difference in using a dating coach ($r = 0.39$), they have tried newer methods of dating ($r = 0.24$), and they seek some form of a relationship ($r = 0.21$).

In the pricing category, people who believe that there is a lack of South African specific dating services, believe that it is acceptable to pay for dating services ($r = 0.28$), they will pay a membership fee ($r = 0.40$), they are willing to pay a once off fee ($r = 0.26$), and have used online dating in the past ($r = 0.23$).

VII INDIFFERENT WHETHER MEETING SOMEONE ONLINE

Table 5.6 (VII): Indifferent Whether Meeting Someone Online

<u>Would date someone met online</u>	<u>Total</u>	<u>Average</u>
-		
Strongly Disagree	4	8%
Disagree	9	17%
Neutral	18	35%
Agree	12	23%
Strongly Agree	6	12%

Variable description: People who do not mind dating someone they have met online.

There is a wide spread of answers, of which most people feel neutral or agree.

Variable correlations: In the dating category, people who do not mind dating someone that they have met online, also know what a dating coach is ($r = 0.55$), they feel that a guarantee would make a difference in using a dating coach ($r = 0.34$), they have tried more modern methods of dating ($r = 0.43$), and they seek some form of a relationship ($r = 0.32$).

In the pricing category, people who are happy to date someone that they have met online, are willing to spend more on dating services ($r = 0.39$), they believe it is acceptable to pay for dating services ($r = 0.48$), they are willing to pay a membership fee ($r = 0.42$), and will pay a once-off fee ($r = 0.38$).

VIII KNOWS WHAT A DATING COACH IS

Table 5.6 (VIII): Knows What A Dating Coach Is

<u>Knows what a dating coach is</u>	<u>Total</u>	<u>Average</u>
-		
Strongly Disagree	8	15%
Disagree	15	29%
Neutral	14	27%
Agree	8	15%
Strongly Agree	3	6%

Variable description: People that know what a dating coach is.

Most people feel neutral or do not know what a dating coach is.

Variable correlations: In the dating division, people who do know what a dating coach is, would also likely use a dating coach ($r = 0.52$), and believe that a guarantee would convince them to use a dating coach ($r = 0.48$).

In the pricing category, people who know what a dating coach is, are likely to spend more on dating ($r = 0.31$), they believe that it is acceptable to pay for dating ($r = 0.51$), they are willing to pay a membership fee ($r = 0.54$), willing to pay a once-off fee ($r = 0.54$), and more likely to be satisfied with online dating ($r = 0.34$).

VIV WOULD USE A DATING COACH

Table 5.6 (VIV): Would Use A Dating Coach

<u>Would use a dating coach</u>	<u>Total</u>	<u>Average</u>
-		
Strongly Disagree	11	21%
Disagree	15	29%
Neutral	17	33%
Agree	6	12%
Strongly Agree	0	0%

Variable description: People who would use a dating coach.

No one indicated that they agreed strongly. Most people feel neutral, or responded unfavourably.

Variable correlations: In the dating category, people who would use a dating coach, also need a guarantee with it, to convince them ($r = 0.58$).

In the pricing category, people who would use a dating coach, are willing to spend more on dating ($r = 0.38$), believe it is acceptable to pay for dating ($r = 0.39$), will pay membership fees ($r = 0.4$), will pay once-off fees ($r = 0.43$), and have been satisfied with online dating services ($r = 0.38$).

X STRONGER PREFERENCE TO USE DATING COACH IF ACCOMPANIED BY A MONEY BACK GUARANTEE

Table 5.6 (X): Strong Preference To Use Dating Coach If Accompanied By A Money Back Guarrantee

<u>Would use dating coach with quarrantee</u>	<u>Total</u>	<u>Average</u>
Strongly Disagree	14	27%
Disagree	9	17%
Neutral	15	29%
Agree	8	15%
Strongly Agree	3	6%

Variable description: People who believe that they would use a dating coach, if accompanied by a money back guarantee.

Most people gave a neutral response and 14 disagreeing strongly.

Variable correlations: In the pricing category, people who believe that a guarrantee would make a difference, would also spend more on dating ($r = 0.24$), believe it is acceptable to pay for dating services ($r = 0.43$), will pay a membership fee ($r = 0.51$), will pay a once-off fee ($r = 0.49$), have used online dating ($r = 0.34$) and were satisfied with online dating ($r = 0.32$).

XI DATING METHODS TRIED

Table 5.6 (XI): Dating Methods Tried

<u>Dating methods</u>	<u>Total</u>	<u>Average</u>
-		
College/University	22	42%
Work	13	25%
Social gatherings	32	62%
Online	9	17%
Mxit	7	13%
Facebook	4	8%
Other	4	8%
No pref	8	15%

Variable description: Indication of the different methods of dating used in the past. The variables were divided into two categories, namely more conventional ways of dating, and modern dating methods, associated with forms of online, mobile and social networking - dating.

Variable correlations: People who have used more modern methods of dating, also are more likely to seek a form of a relationship ($r = 0.24$), they are willing to pay a membership fee for dating services ($r = 0.23$), and they have used online dating ($r = 0.46$).

XII RELATIONSHIP(S) SOUGHT

Table 5.6 (XII): Relationships Sought

<u>Relationship(s) Sought</u>	<u>Total</u>	<u>Average</u>
-		
Email	8	15%
Friends	25	48%
casual/short-term	8	15%
long-term	17	33%
marriage	11	21%
possible marriage	7	13%
friends first	13	25%
travel partners	3	6%
sports partners	5	10%
physical/intimate	8	15%
no pref	17	33%
Seeks something	35	67%
Seeks nothing	17	33%

Variable description: This variable is an indication of the types of relationships people seek. It was further broken down to indicate that 67 percent of respondents seek some form of a relationship or connection, whereas 33 percent do not seek anything.

Variable correlations: This variable has a low correlation to how much people are willing to spend on dating, meaning that if someone seeks a form of a connection, they have a small likelihood of spending money to on their dating lives ($r = 0.24$).

5.7 PRICING

I AMOUNT SPENT IN PAST

Table 5.7 (I) Amount Spent In Past

<u>Amount spent on dating previously</u>	<u>Total</u>	<u>Average</u>
<u>Rand</u>		
0	22	42%
1-200	1	2%
201-500	1	2%
501-1000	3	6%
1001-1500	3	6%
1501-2500	2	4%
2501-3500	1	2%
3501-4500	0	0%
4501-6000	1	2%
6001-800	0	0%
8001-11000	0	0%
11001-16000	0	0%
16001-30000	0	0%
30000+	0	0%
no pref	18	35%

Variable description: Amount spent on past dating.

Most people responded that they have not spent anything, or do not wish to answer.

Variable correlations: This variable correlates with how much people are willing to spend in the future with a low positive ($r = 0.26$).

II AMOUNT WILLING TO SPEND IN FUTURE

Table 5.7 (II): Amount Willing To Spend In Future

Amount willing to spend on dating		
<u>Rand</u>	<u>Total</u>	<u>Average</u>
0	31	60%
1-200	1	2%
201-500	2	4%
501-1000	1	2%
1001-1500	2	4%
1501-2500	0	0%
2501-3500	0	0%
3501-4500	0	0%
4501-6000	1	2%
6001-800	0	0%
8001-11000	0	0%
11001-16000	0	0%
16001-30000	0	0%
30000+	0	0%
no pref	12	23%

Variable description: This variable describes how much people are willing to spend on their dating lives in the future.

Variable correlations: The amount people are willing to spend on future dating goes up, when they also believe it is acceptable to pay for dating ($r = 0.34$), they will also then pay for a membership fee ($r = 0.32$), they will pay a once-off fee ($r = 0.31$), and they have possibly used online dating ($r = 0.24$).

III ACCEPTABLE TO PAY FOR DATING SERVICES

Table 5.7 (III): Acceptable To Pay For Dating Services

Acceptable to pay for dating		
	<u>Total</u>	<u>Average</u>
- Strongly Disagree	10	19%
Disagree	8	15%
Neutral	15	29%
Agree	12	23%
Strongly Agree	4	8%

Variable description: The values in table 5.7 (III) corresponds to the degree to which people believe it is acceptable to pay for dating services

Variable correlations: People who believe that it is acceptable to pay for dating services, are also willing to pay a membership fee, with a strong correlation ($r = 0.80$), they are willing to pay a once-off fee ($r = 0.81$), have used online dating services ($r = 0.35$), and have been satisfied with online dating ($r = 0.59$).

IV **WOULD PAY A MEMBERSHIP FEE**

Table 5.7 (IV): Would Pay A Membership Fee

<u>Would pay membership fee</u>	<u>Total</u>	<u>Average</u>
Strongly Disagree	12	23%
Disagree	15	29%
Neutral	15	29%
Agree	4	8%
Strongly Agree	3	6%

Variable description: Respondents indicated whether they are willing to pay for a membership fee for dating services.

Variable correlations: People who would pay a membership fee, would also very likely pay a once-off fee ($r = 0.89$), and have likely also used online dating ($r = 0.6$), and have been satisfied with online dating ($r = 0.63$).

V **WOULD PAY A ONCE-OFF FEE**

Table 5.7 (V): Would Pay A Once-Off Fee

<u>Would pay once-off fee</u>	<u>Total</u>	<u>Average</u>
Strongly Disagree	13	25%
Disagree	11	21%
Neutral	15	29%
Agree	8	15%
Strongly Agree	2	4%

Variable description: Respondents indicated whether they are willing to pay a once-off fee for dating services.

Variable correlations:

Pricing

“used online dating” 0.5

“satisfied with online dating” 0.72

VI HAS USED ONLINE DATING

Table 5.7 (VI): Has Used Online Dating

<u>Has used online dating</u>	<u>Total</u>	<u>Average</u>
Strongly Disagree	18	35%
Disagree	15	29%
Neutral	8	15%
Agree	6	12%
Strongly Agree	1	2%

Variable description: This variables measured whether people have used online dating services in the past.

Many respondents responded unfavourably.

Variable correlations: People who have used online dating services, can possibly be found being satisfied with the online dating services too ($r = 0.43$).

VII SATISFIED WITH ONLINE DATING

Table 5.7 (VII): Satisfied With Online Dating

<u>Satisfied with online dating</u>	<u>Total</u>	<u>Average</u>
Strongly Disagree	15	29%
Disagree	6	12%
Neutral	25	48%
Agree	2	4%
Strongly Agree	0	0%

Variable description: Respondents satisfaction was measured with online dating.

Most people gave a neutral response to this, and 29 percent responding very unfavourably.

Variable correlations: No correlations to be done, as this variable has been correlated to all other variables already.

5.8 FINDINGS AND CONCLUSION

Males believe that they are more in need of dating services, as indicated in the correlations table.

Older people earn more than younger people, and are more willing to pay for dating services. This empirical research corresponds to the literature reviews of chapter 3, of older people focusing more on careers, and willing to spend more money on their dating lives, as they have the money available.

Smokers seem to have a significantly unique social profile, in that they are risk takers, and are less likely to conform to social norms and standards. Smokers are one of the criteria to look for in potential

customers, as they unmistakably indicate that they are more likely to pay for dating services.

People who have children are less likely to spend money on dating services, and less likely to seek connections with other people, and therefore would not form a part of the main target market.

People who want children have very similar profiles to that of those who have children. They less likely seek connections with other people, less likely to pay for dating services, have less likely used social networking, and do not believe that there is a lack of South African dating services.

No one responded completely favourably to the “knowing where to meet singles” question, which means that no one firmly believes that they can go somewhere specific and meet a potential partner.

From the empirical study, people who believe that they know how to display their attractive qualities, also appear to have a higher need for creating connections, and seeking a form of a relationship. This would seem like two contrary ideas, but from prior literature surveys, in chapter 4, it would appear that what people believe to be their attractive qualities, does not necessarily give them the results with their dating lives.

Most people do not know what a dating coach is, however those that do know what a dating coach is, indicate that they would likely use a dating coach, as it has a positive correlation coefficient of 0.5. A dating service as a dating coach could be a likely possibility if an awareness of what a dating coach is, is to be create.

Most variables correlate favourably with providing the variable “I am completely convinced that I would use a dating coach if I was given a money back guarantee?” which indicates this factor will carry a large weight in the success of a potential dating company.

People who believe that it is acceptable to pay for dating services, are also very willing to pay once-off or membership fees for dating services. There were very strong correlation with these two variables. If people could be conditioned to understand that it is acceptable to pay for dating services, it would turn them into customers instantly. Possible ways of doing this would be with success stories of other people, with similar backgrounds, who have used dating services, and/or marketing with an approach that conventional dating methods are outdated, and that technology advancements has necessitated advances in dating methods.

To answer the research problem: Will it be viable to start a dating service, aimed specifically at the South African market? The answer is yes, it would be feasible to start a South African dating service, in terms of the number of people willing to make use of such a service, taking into account the above concerns, and opportunities.

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ANNEXURE A – COVER LETTER AND QUESTIONNAIRE

Hi all,

I am doing my final year of my MBA, and need information regarding people's dating habits. I am identifying market gaps, as this is a very new area, and has not been explored in depth, especially in South Africa, and how dating is evolving with changing technologies.

I am attaching a questionnaire – it's completely anonymous, I am not collecting any identifiable information, as you'll see, so honesty would help a lot in gathering accurate information. The questionnaire only takes a little less than 5 minutes, when I tested it on a few people.

Please send responses to jb@fnb.co.za. If any doubt about sensitivity or anonymity, you're welcome to print and hand it to me in batches. I will happily collect.

I would really appreciate the feedback. If you have more interest in this area, I can happily tell you more about what I'm writing on. I am sending this to FNB EC business unit heads, and a few others. Could you please forward this mail to all in your business unit?

I know this is a very short notice, but cut-off will be Friday, 13 November 2009, as I am working against a very tight deadline, which I have successfully maintained so far. My final is 30 November.

Kind Regards, Jacques

THE QUESTIONNAIRE

Demographics:

Gender	Male	<input type="checkbox"/>
	Female	<input type="checkbox"/>

Age	_____
-----	-------

Race	African	<input type="checkbox"/>
	White	<input type="checkbox"/>
	Asian	<input type="checkbox"/>
	Coloured	<input type="checkbox"/>
	Indian	<input type="checkbox"/>
	Multi-racial	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

Education Level	High school	<input type="checkbox"/>
	Some college	<input type="checkbox"/>
	College graduate	<input type="checkbox"/>
	Some post-college	<input type="checkbox"/>
	Masters	<input type="checkbox"/>
	Doctorate	<input type="checkbox"/>
	Graduate Degree	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

Religion	Christian	<input type="checkbox"/>
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	Jewish	<input type="checkbox"/>
	Muslim	<input type="checkbox"/>
	Hindu	<input type="checkbox"/>
	Agnostic	<input type="checkbox"/>
	Atheist	<input type="checkbox"/>
	Other	<input type="checkbox"/>
No preference/Prefer not to answer		<input type="checkbox"/>

Marital Status	Never married	<input type="checkbox"/>
	In a relationship	<input type="checkbox"/>
	Married	<input type="checkbox"/>
	Divorced	<input type="checkbox"/>
	Separated	<input type="checkbox"/>
	Widowed	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

Social Profile/Habits:

Drinking habits	Doesn't drink	<input type="checkbox"/>
	Occasionally/Socially	<input type="checkbox"/>
	Regularly	<input type="checkbox"/>
	Trying to quit	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

Smoking habits	Don't smoke	<input type="checkbox"/>
	Occasionally/Socially	<input type="checkbox"/>
	Regularly	<input type="checkbox"/>
	Trying to quit	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

Has Children	No children	<input type="checkbox"/>
	1	<input type="checkbox"/>
	2	<input type="checkbox"/>

	3	<input type="checkbox"/>
	4	<input type="checkbox"/>
	5+	<input type="checkbox"/>
No preference/Prefer not to answer		<input type="checkbox"/>

Wants Children	Does not want children	<input type="checkbox"/>
	Wants children	<input type="checkbox"/>
	Undecided	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

Salary Scale	None	<input type="checkbox"/>
	R1 - R200 Per Month	<input type="checkbox"/>
	R201 - R500 Per Month	<input type="checkbox"/>
	R501 - R1 000 Per Month	<input type="checkbox"/>
	R1 001 - R1 500 Per Month	<input type="checkbox"/>
	R1 501 - R2 500 Per Month	<input type="checkbox"/>
	R2 501 - R3 500 Per Month	<input type="checkbox"/>
	R3 501 - R4 500 Per Month	<input type="checkbox"/>
	R4 501 - R6 000 Per Month	<input type="checkbox"/>
	R6 001 - R8 000 Per Month	<input type="checkbox"/>
	R8 001 - R11 000 Per Month	<input type="checkbox"/>
	R11 001 - R16 000 Per Month	<input type="checkbox"/>
	R16 001 - R30 000 Per Month	<input type="checkbox"/>
	R30 001 or more Per Month	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

Technology

Internet Access (tick all that apply)	None	<input type="checkbox"/>
	Home	<input type="checkbox"/>
	University/College	<input type="checkbox"/>
	Work	<input type="checkbox"/>
	Mobile	<input type="checkbox"/>
	Other	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>
If other, please specify _____		

Internet (Mobile) Access	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

I use or have used the following social networking services (tick all that apply)	None	<input type="checkbox"/>
	Mxit	<input type="checkbox"/>
	Facebook	<input type="checkbox"/>
	Myspace	<input type="checkbox"/>
	Other	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>
If other, please specify _____		

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I know about PC's, Internet and technology, ie. I have technology savvy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you bought anything over the internet?	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I will pay for something over the Internet					
I am comfortable shopping on the internet					

Dating services & needs

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I know where to go meet single people					
I am willing to explore different ways of meeting single people					
If I could learn to be more attractive, I would use this service					
I know how to display my attractive qualities					
I am happy with my dating life					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
There is a lack of South African specific dating services for meeting singles					
It makes no difference whether I met someone online or through a friend					
I know what a dating coach is					
I would use a dating coach to meet singles and learn how to communicate with them					
A full "no questions asked money back guarantee" would completely convince me to use a dating coach					

Pricing

How much have you spent on your dating and relationship goals in the past?	None	<input type="checkbox"/>
	R1 - R200	<input type="checkbox"/>
	R201 - R500	<input type="checkbox"/>
	R501 - R1 000	<input type="checkbox"/>
	R1 001 - R1 500	<input type="checkbox"/>
	R1 501 - R2 500	<input type="checkbox"/>
	R2 501 - R3 500	<input type="checkbox"/>
	R3 501 - R4 500	<input type="checkbox"/>
	R4 501 - R6 000	<input type="checkbox"/>
	R6 001 - R8 000	<input type="checkbox"/>
	R8 001 - R11 000	<input type="checkbox"/>
	R11 001 - R16 000	<input type="checkbox"/>
	R16 001 - R30 000	<input type="checkbox"/>
	R30 001 or more	<input type="checkbox"/>
	No preference/Prefer not to answer	<input type="checkbox"/>

How much are you willing to pay for a dating coach to help you meet your relationship goals and needs?	None	<input type="checkbox"/>
	R1 - R200	<input type="checkbox"/>
	R201 - R500	<input type="checkbox"/>
	R501 - R1 000	<input type="checkbox"/>
	R1 001 - R1 500	<input type="checkbox"/>
	R1 501 - R2 500	<input type="checkbox"/>
	R2 501 - R3 500	<input type="checkbox"/>
	R3 501 - R4 500	<input type="checkbox"/>
	R4 501 - R6 000	<input type="checkbox"/>
	R6 001 - R8 000	<input type="checkbox"/>
	R8 001 - R11 000	<input type="checkbox"/>
		<input type="checkbox"/>

	R11 001 - R16 000	
	R16 001 - R30 000	
	R30 001 or more	
	No preference/Prefer er not to answer	

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is socially acceptable to spend money on services for meeting other singles					
I would pay a membership fee for meeting singles online					
I would pay a once-off fee for meetings singles online					
I have used an online dating service					
I was satisfied with the online dating service					

If you have had any bad experiences with online dating, please elaborate

If any, what are/were your concerns with online dating services

ANNEXURE B – CORRELATION COEFFICIENCIES BETWEEN ALL VARIABLE USED IN THE QUESTIONNAIRE (COLOUR SHADED)

	Gender	Age	Race	Education	Religion	Marital Status	Drinking Habit	Smoking Habits	Has Children	Wants Children	Safety Scale	Has Internet Access	Has Archive Internet	Used Social Networking	Has Technology Savvy	Bought Over Internet	Would pay over internet	Comfortable shopping on internet	Know where to meet singles	Explore new ways of dating?	Service to make more attractive	Know how to display attractiveness	Happy with dating life	Lack of SA dating services	Stigma with online dating?	Knows what is dating coach	Would use dating coach	Guaranteee make difference?	Methods of dating used	Relationship sought	How much spent in past	How much willing to spend	Acceptable to pay for dating	Will pay membership fees?	Will pay once off fee	Used online dating?	Satisfied with online dating?				
Gender	1																																								
Age	0.06	1																																							
Race	0.07	-0.1	1																																						
Education	-0.1	-0.3	0.08	1																																					
Religion	0.01	-0.1	0.23	0.24	1																																				
Marital Status	-0.1	0.3	0	-0.2	-0.3	1																																			
Drinking Habit	0.12	-0.1	-0.3	0.04	-0.2	-0.1	1																																		
Smoking Habits	-0.1	0.15	-0.3	-0.04	0.04	1	0.12	-0.1	0.26	-0.1	0.11	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1		
Has Children	0.07	0.68	-0.1	0.16	0.68	-0.2	0.39	-0.1	-0.5	-0.1	-0.1	0.13	0.15	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	
Wants Children	0.06	-0.2	0.02	0.19	-0.1	0.15	0.31	-0.1	-0.1	-0.1	0.04	0.31	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	
Safety Scale	0.06	0.39	-0.2	-0.3	-0.3	0.12	0.03	0.26	0.48	-0.1	1	-0.002	-0.3	0.15	0.08	0.02	0.15	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2
Has Internet Access	0.09	-0.1	-0.2	0.18	0.42	-0.04	-0.1	-0.1	-0.1	-0.1	-0.1	1	-0.08	0.02	0.15	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2
Has Mobile Internet	-0	-0.1	0.08	0.03	0.12	-0.14	0.12	0.04	0.02	-0.1	-0.05	-0.3	0.19	0.02	0.13	-0.2	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2	-0.1	-0.2
Used Social Networking	0.1	0.3	0.10	0.46	0.04	0.2	0.19	0.1	0.4	0.31	0.3	0.03	0.5	1	0.27	0.2	0.1	0.19	0.28	0.27	0.12	0.48	0	0	0.06	0	0.22	0.1	0.2	0.27	0.1	0.37	0.17	0.24	0.2	0.25	0	0	0	0	
Has Technology Savvy	0.01	0.1	0.05	0	0.2	0.2	0.07	0	0.1	0.2	0.25	0.03	0.3	0.37	1	0	0	0.2	0.1	0.38	0.28	0.3	0	0	0.06	0	0.22	0.1	0.2	0.27	0.1	0.37	0.17	0.24	0.2	0.25	0	0	0		
Bought Over internet	0.32	0.1	0.1	0	0.1	0.1	0.3	0	0.2	0.05	0.13	0.19	0.2	0	0	1	0.7	0.6	0.1	0.17	0.03	0.09	0	0	0.1	0	0.08	0.04	0	0.12	0	0.1	0	0	0.07	0.1	0.08	0	0		
Would pay over internet:	0.4	0.13	0.09	0.12	0.1	0.13	0.1	0.17	0.1	0.01	0.04	0.1	0.02	0.1	0	0.7	1	0.81	0.2	0.1	0	0.1	0.2	0.22	0.13	0.02	0.1	0.16	0.04	0.02	0.02	0.10	0.01	0.11	0.04	0.07	0.1	0.1	0.1		
Comfortable shopping on internet	0.5	0.15	0.12	0	0.14	0.12	0.1	0.28	0	0.03	0.12	0.1	0.13	0.1	0.2	0.6	0.81	1	0.2	0.1	0.1	0.1	0.2	0.25	0.13	0.1	0.2	0.02	0.02	0.06	0.1	0.07	0.1	0.01	0.1	0	0.2	0	0.2		
Know where to meet singles	0.2	0.2	0.18	0.07	0.1	0	0	0.2	0.13	0.2	0.2	0.29	0.1	0.2	0.29	0.1	0.1	0.12	0.2	1	0.29	0.54	0.13	0.13	0.22	0.02	0.01	0.1	0.14	0.03	0	0.01	0.07	0	0.05	0	0.13	0	0.13		
Explore new ways of dating?	0.2	0.1	0.08	0.1	0.17	0.3	0.1	0.21	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	
Service to make more attractive	0.1	0.2	0.16	0.18	0.01	0.1	0.01	0.09	0.2	0.05	0.1	0.04	0.2	0.27	0.28	0.03	0	0.1	0.54	0.6	1	0.05	0.2	0.13	0.06	0.36	0.21	0.26	0.11	0.02	0.38	0.35	0.23	0.28	0.37	0.29	0.19	0.19	0.19		
Know how to display attractiveness	0.10	0.1	0.05	0.17	0.2	0.08	0	0.1	0.2	0.06	0.1	0.1	0.2	0.3	0.09	0.1	0.1	0.8	0.35	0.06	1	0.41	0.15	0.02	0.36	0.03	0	0.11	0.25	0.15	0.14	0.26	0.33	0.34	0.16	0.25	0.25	0.25			
Happy with dating life	0.15	0.3	0.1	0.24	0.1	0.04	0.14	0.2	0.1	0.12	0	0.05	0.05	0.28	0	0.1	0.2	0.2	0.13	0.2	0.2	0.41	1	0.2	0.2	0.14	0.1	0.2	0.2	0.1	0.13	0.01	0.1	0.2	0.1	0.4	0.2	0.2	0.2		
Lack of SA dating services	0.1	0.21	0.25	0.3	0.1	0.09	0.2	0.34	0.12	0.3	0.04	0.3	0.1	0	0	0.1	0.22	0.26	0.22	0.3	0.18	0.15	0.2	1	0.1	0.07	0.06	0.39	0.24	0.21	0.1	0.1	0.28	0.4	0.26	0.23	0.14	0.14	0.14		
Stigma with online dating?	0.3	0.09	0	0.1	0.07	0.1	0.1	0.37	0	0.1	0.1	0.1	0.1	0.1	0.1	0.06	0.1	0.23	0.23	0.02	0.16	0.07	0.09	0.2	0.1	1	0.55	0.34	0.43	0.17	0.32	0	0.30	0.48	0.42	0.38	0.11	0.14			
Knows what is dating coach	0.2	0.2	0.03	0.15	0.03	0.02	0.29	0.16	0.02	0.04	0.2	0	0	0.02	0.1	0.02	0.1	0.01	0.15	0.06	0.35	0.14	0.07	0.15	1	0.52	0.48	0.02	0	0.1	0.31	0.51	0.54	0.54	0.23	0.38	0.38	0.38	0.38		
Would use dating coach	0.1	0.21	0	0.11	0.03	0.1	0.15	0.07	0.02	0	0.02	0.3	0.09	0.12	0.03	0.1	0.2	0.1	0.15	0.36	0.03	0	0.05	0.54	0.52	1	0.58	0.11	0.24	0.2	0.38	0.30	0.4	0.45	0.36	0.38	0.38	0.38			
Covariance make difference?	0.2	0.24	0.08	0.09	0.09	0.24	0.2	0.19	0.07	0.1	0.1	0.1	0.1	0.1	0.1	0.04	0.15	0.02	0.1	0.12	0.21	0	0.2	0.39	0.45	0.48	0.58	1	0.19	0.12	0	0.24	0.43	0.51	0.56	0.54	0.32	0.32			
Methods of dating used	0.2	0	0	0	0	0.2	0.21	0	0.2	0.21	0	0.1	0.1	0.1	0.1	0.17	0.12	0.02	0.06	0.03	0.31	0.11	0.25	0	0.21	0.42	0	0.04	0.12	0.24	1	0.13	0.24	0.08	0.09	0.1	0.07	0.1	0.1		
Relationship sought	0.16	0.3	0.11	0.24	0.03	0.01	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.02	0.1	0.05	0.02	0.15	0.13	0.1	0.1	0.1	0.1	0.1	0.2	0	0.15	1	0.26	0.03	0.03	0.09	0.1	0.12	0.12	0.12			
How much spent in past:	0.3	0.1	0.1	0.12	0.1	0	0.44	0.2	0.1	0.08	0	0.1	0.27	0.37	0.1	0.10	0.07	0.01	0.30	0.38	0.14	0.01	0.1	0.30	0.31	0.38	0.24	0.12	0.24	0.26	1	0.34	0.32	0.31	0.24	0.1	0.1	0.1			
How much willing to spend	0.2	0.27	0.02	0.2	0.03	0	0.1	0.28	0.14	0.3	0.1	0.2	0	0.17	0	0.01	0.1	0.07	0.32	0.35	0.25	0.1	0.23	0.46	0.51	0.39	0.49	0.19	0.06	0.03	0.34	1	0.8	0.81	0.55	0.59	0.59	0.59			
Acceptable to pay for dating	0.2	0.31	0	0.3	0.09	0.04	0.3	0.28	0.18	0.2	0.12	0.1	0.1	0.1	0.14	0	0.1	0.01	0.34	0.23	0.33	0.2	0.42	0.54	0.4	0.51	0.23	0.05	0.32	0.8	1	0.82	0.6	0.63	0.63	0.63	0.63				
Will pay membership fees?	0.1	0.31	0.1	0.2	0.15	0	0.2	0.24	0.1	0.2	0	0.1	0.2	0.1	0.2	0.07	0.04	0.1	0.05	0.36	0.28	0.34	0.1	0.25	0.38	0.54	0.49	0.18	0.1	0.09	0.31	0.81	0.89	1	0.5	0.72	0.72	0.72			
Will pay once off fee	0.1	0.31	0.1	0.3	0.05	0.1	0.3	0.11	0.15	0	0.07	0	0.3	0.13	0.15	0.1	0.07	0	0.39	0.37	0.15	0.4	0.23	0.11	0.23	0.36	0.34	0.46	0.7	0.1	0.24	0.95	0.6	0.5	1	0.43	0.43	0.43			
Used online dating?	0.11	0.21	0.21	0.2	0.1	0.1	0.2	0.08	0.12	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0.1	0.29	0.25	0.1	0.14	0.14	0.34	0.38	0.32	0	0.1	0.12	0.1	0.50	0.63	0.71	0.43	1	1			
Satisfied with online dating?	0.11	0.21	0.21	0.2	0.1	0.1	0.2	0.08	0.12	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0.1	0.29	0.25	0.1	0.14	0.14	0.34	0.38	0.32	0	0.1	0.12	0.1	0.50	0.63	0.71	0.43	1	1			

CORRELATION COEFFICIENCIES BETWEEN ALL VARIABLE USED IN THE QUESTIONNAIRE (UNSHADED)

Gender	1	0.06	0.04	-0.1	0.01	-0.1	0.04	0.09	0.06	0.09	-0	-0.1	0.01	0.32	-0.4	-0.3	-0.2	-0.2	-0.1	0.19	0.13	-0.1	-0.3	-0.2	-0.1	-0.2	-0.2	-0.2	-0.1	-0.1	0.11								
Age	0.06	1	-0.1	-0.3	-0.1	0.3	-0.1	0.16	0.68	-0.2	0.39	-0.1	-0.5	-0.1	-0.1	0.13	0.15	-0.2	-0.1	-0.2	-0.1	-0.3	0.24	0.09	0.2	0.22	0.24	-0	-0.2	-0.3	0.31	0.13	0.24						
Race	0.04	-0.1	1	0.08	0.23	0	-0.3	-0.1	-0.1	0.02	-0.2	-0.1	0.19	0.05	-0.1	0.09	0.12	0.18	0.08	0.16	-0	-0.1	0.25	-0	-0.2	-0	0.08	-0	0.18	0.11	-0.1	0.02	-0	-0.1	0.21				
Education	-0.1	-0.3	0.08	1	0.24	-0.2	0.04	-0.3	-0.5	0.19	-0.3	0.18	0.08	0.26	-0	-0.12	-0	0.07	-0.1	0.18	0.05	0.24	-0.3	-0.1	0.03	0.21	0.09	-0.1	0.24	0.12	-0.2	-0.3	-0.2	-0.3	-0.2				
Religion	0.01	-0.1	0.23	0.24	1	-0.3	-0.2	-0	-0.2	-0.1	-0.3	0.42	0.03	0.04	-0.2	-0	0.14	-0.1	0.17	0.01	0.17	-0.1	-0.1	0.07	0.15	-0.1	0.09	-0	-0	0.03	-0.1	0.03	0.09	0.15	0.06	0.1			
Marital Status	-0.1	0.3	0	-0.2	-0.3	1	-0	0.04	0.41	0.15	0.12	-0	0.12	-0.2	-0.2	-0.1	0.13	0.12	-0.3	-0.1	-0.2	0.04	0.09	-0.1	0.03	0.03	0.24	0.02	-0.2	0.01	-0	-0	0.04	-0	0.1	0.1			
Drinking Habits	0.12	-0.1	-0.3	0.04	-0.2	-0	1	0.04	-0	0.31	0.03	0.04	-0	0.19	0.07	-0.1	-0.1	-0.1	0.01	0.08	0.14	-0.2	-0.1	0.02	-0.1	-0.2	-0.1	-0.1	-0.1	-0.1	-0.3	-0.2	-0.3	-0.2	-0.1	0.1			
Smoking Habits	-0.1	0.16	-0.1	-0.3	-0	0.04	0.04	1	0.12	-0.1	0.26	-0.1	0.14	-0.1	-0	0.3	0.17	0.28	-0	0.21	0.09	-0	-0.2	0.34	0.37	0.29	0.15	0.19	0	0.21	-0.1	0.44	0.28	0.28	0.24	0.11	0.08		
Has Children	0.04	0.68	-0.1	-0.5	-0.2	0.41	-0	0.12	1	0.03	0.48	-0.1	0.12	-0.4	-0.1	-0	-0.1	-0.2	-0.2	-0.2	-0.1	0.12	-0	-0.3	-0.2	-0.2	0.16	0.07	0.07	-0	-0.3	-0.2	0.14	0.18	0.1	0.15	0.12		
Wants Children	0.09	-0.2	0.02	0.19	-0.1	0.15	0.31	-0.1	0.03	1	-0.1	-0	0.04	0.31	-0.2	-0.2	0.01	0.03	0.13	-0.2	0.05	-0.2	0.12	-0.3	-0.1	0.02	0.02	-0.1	-0.2	-0.2	-0.1	-0.3	-0.2	-0.2	-0.2	-0	-0.1		
Salary Scale	0.06	0.39	-0.2	-0.3	-0.3	0.12	0.03	0.26	0.48	-0.1	1	-0	0.02	-0.3	0.25	0.05	0.04	0.12	-0.2	-0.1	-0.1	0.06	-0	0.04	0.1	0.04	0.09	-0.2	-0.1	-0.2	-0.1	0.12	-0.2	-0.2	-0.2	-0	-0.2		
Has Internet Access	0.09	-0.1	-0.2	0.18	0.42	-0	0.04	-0.1	-0.1	-0	1	-0.1	0.08	0.02	0.15	-0.1	-0.1	-0.2	-0	0.04	-0	0.04	-0.1	0.06	-0.3	-0.1	0.04	0.09	-0.2	-0.1	-0.2	-0.1	0.12	-0.2	-0.2	-0.2	-0	-0.2	
Has Mobile Internet	-0	-0	-0.1	0.08	0.03	0.12	-0	0.14	0.12	0.04	0.02	-0.1	-0.5	-0.3	0.19	0.02	0.13	-0.2	-0.2	-0.2	-0.2	-0.2	-0.1	0.06	-0.1	-0.2	-0.3	-0	-0.3	0.1	0.12	-0.1	-0.2	-0.2	-0.2	-0	-0.2		
Used Social Networking	-0.1	-0.5	0.18	0.26	0.04	-0.2	0.19	-0.1	-0.4	0.31	-0.3	0.08	-0.5	1	0.27	-0.2	-0.1	0.19	0.28	0.27	0.12	0.18	-0	-0.1	0	0.09	-0.1	0.13	0.1	0.1	0.27	-0	-0.1	-0.1	0.13	-0	-0		
Bought Over Internet	0.32	-0.1	-0.1	-0	-0	-0.1	-0.1	-0.3	-0	-0.2	0.05	0.15	0.19	-0.2	-0	1	-0.7	-0.6	-0.1	0.17	0.03	0.09	0.1	-0.1	-0.1	-0.1	0.03	0.04	-0	0.12	-0	-0.1	-0	-0.07	-0.07	-0.1	0.08		
Would pay over internet	-0.4	0.13	0.09	0.12	0.1	0.13	-0.1	0.17	-0.1	0.01	0.04	-0.1	0.02	-0.1	-0	0.7	1	0.81	0.12	-0.1	-0	-0.1	-0.2	0.22	0.23	0.02	-0.1	0.16	0.04	0.02	0.02	0.19	0.01	0.11	0.04	0.07	-0.1		
Comfortable shopping on internet	-0.3	0.15	0.12	-0	0.14	0.12	-0.1	0.28	-0	0.03	0.12	-0.1	0.13	-0.1	-0.2	-0.6	0.81	1	0.2	-0.1	-0.1	-0.2	0.26	0.23	-0.1	-0.2	0.02	0.02	0.06	-0.1	0.07	-0.1	0.01	-0.1	-0	-0.2			
Know where to meet singles	-0.2	-0.2	0.18	0.07	-0.1	-0	-0	-0.2	0.13	-0.2	-0.2	-0.2	0.19	-0.1	-0.1	0.12	0.2	1	0.29	0.54	0.18	0.13	0.22	0.02	0.01	-0.1	0.14	0.03	-0	0.01	0.07	-0	0.05	0.39	0.32	0.34	0.36	0.39	0.18
Methods of dating used	-0.2	-0.1	0.08	-0.1	0.17	-0.3	-0.1	0.21	-0.2	-0.2	-0.1	-0.2	0.28	0.38	0.17	-0.1	-0.1	0.29	1	0.6	0.35	-0.2	0.3	0.16	0.15	0.12	0.32	0.31	0.05	0.39	0.32	0.34	0.36	0.39	0.18	0.29	0.29		
Service to make more attractive	-0.1	-0.2	0.16	0.18	0.01	-0.1	0.01	0.09	-0.2	0.05	-0.1	0.04	-0.2	0.27	0.28	0.03	-0	-0.1	0.54	0.6	1	0.06	-0.2	0.18	0.07	0.06	0.36	0.21	0.26	0.11	0.02	0.38	0.35	0.23	0.28	0.37	0.29		
Know how to display attractiveness	0.19	-0.1	-0	0.05	0.17	-0.2	0.08	-0	-0.1	-0.2	0.06	-0.1	-0.1	0.12	0.3	0.09	-0.1	-0.1	0.18	0.35	0.06	1	0.41	0.16	0.09	0.36	0.03	-0	0.11	0.25	0.15	0.14	0.26	0.33	0.34	0.16	0.25		
Happy with dating life	0.13	-0.3	-0.1	0.24	-0.1	0.04	0.14	-0.2	-0.1	0.12	-0	0.06	0.06	0.18	0	0.1	-0.2	-0.2	0.13	-0.2	-0.2	0.41	1	-0.2	-0.2	0.14	-0.1	-0.2	-0.2	-0.1	0.13	0.01	-0.1	-0.2	-0.1	-0.4	-0.2		
Lack of SA dating services	-0.1	0.24	0.25	-0.3	-0.1	0.09	-0.2	0.34	0.12	-0.3	0.04	-0.3	-0.1	-0	-0	-0.1	0.22	0.26	0.22	0.3	0.18	0.16	-0.2	1	0.1	0.07	0.06	0.39	0.24	0.21	-0.1	0.1	0.28	0.4	0.26	0.23	0.14		
Stigma with online dating?	-0.3	0.09	-0	-0.1	0.07	-0.1	-0.1	0.37	-0	-0.1	0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.22	0.23	0.02	0.1	0.06	0	0.03	0.04	-0	0.12	-0	-0.1	-0	-0.07	-0	0.05	-0	0.13			
Knows what is dating coach	-0.2	0.2	-0.2	0.03	0.15	0.03	0.02	0.19	0.07	-0.1	-0.1	-0.2	0.04	-0.2	0	0	0.02	-0.1	0.01	0.15	0.06	0.36	0.14	0.07	0.55	1	0.52	0.48	0.02	-0	-0.1	0.31	0.51	0.54	0.54	0.23	0.34		
Would use dating coach	-0.1	0.22	-0	0.21	-0.1	0.03	-0.1	0.15	0.02	-0	0.09	-0.3	0.09	0.22	0.03	-0.1	-0.2	-0.1	0.15	0.36	0.03	-0.1	0.06	0.34	0.52	1	0.58	0.11	0.04	-0.2	0.38	0.39	0.4	0.43	0.36	0.38			
Guarantee make difference?	-0.2	0.24	0.08	0.09	0.09	0.24	-0.2	0.19	0.07	-0.1	-0.1	-0.2	-0	-0.1	-0.1	0.04	0.16	0.02	-0.1	0.12	0.21	-0	-0.2	0.39	0.43	0.48	0.58	1	0.19	0.12	-0	0.24	0.43	0.51	0.49	0.34	0.32		
Methods of dating used	-0.2	-0	-0	-0.1	-0	0.02	-0.1	-0	-0.2	0.21	-0.1	-0.3	0.13	-0.2	-0	0.04	0.02	0.14	0.32	0.26	0.11	-0.2	0.24	0.17	0.02	0.11	0.19	1	0.24	-0	0.12	0.19	0.23	0.18	0.46	-0			
Relationship sought	0.16	-0.2	0.18	-0	-0.2	-0.2	0.21	-0.3	-0.2	-0.1	-0.2	0.1	0.27	0.12	0.02	0.06	0.31	0.11	0.25	-0.1	0.21	0.32	-0	0.04	0.12	0.24	1	0.13	0.24	0.08	0.09	0.1	0.07	-0.1	0.07	-0.1			
How much spent in past	-0.3	-0.3	0.11	0.24	0.03	0.01	-0.1	-0.1	-0.2	-0.2	-0.2	-0	0.12	0.1	-0	0.02	-0.1	-0	0.05	0.02	0.15	0.13	-0.1	-0	-0.1	-0.2	-0	-0	0.13	1	0.26	0.03	0.03	0.09	-0.1	0.12			
How much willing to spend	-0.3	-0.1	-0.1	0.12	-0.1	-0	0.44	-0.2	-0.1	0.08	-0	-0.1	0.27	0.37	-0.1	0.19	0.07	0.01	0.32	0.35	0.14	0.01	0.39	0.31	0.38	0.24	0.12	0.24	0.26	1	0.34	0.32	0.31	0.24	0.1	0.24			
Acceptable to pay for dating	-0.2	0.27	0.02	-0.2	0.03	-0	-0.1	0.28	0.14	-0.3	0.1	-0.2	-0.2	-0	-0	0.01	-0.07	0.02	0.32	0.26	0.26	-0.1	0.28	0.48	0.51	0.39	0.43	0.19	0.08	0.03	0.34	1	0.8	0.81	0.35	0.59			
Will pay membership fee?	-0.2	0.33	-0	-0.3	0.09	0.04	-0.3	0.28	0.18	-0.2	0.12	-0.2	-0.1	-0.1	0.24	-0	0.11	0.01	-0	0.34	0.23	0.33	-0.2	0.4	0.42	0.54	0.4	0.51	0.23	0.09	0.03	0.32	0.8	1	0.89	0.6	0.63		
Will pay once-off fee	-0.1	0.31	-0.1	-0.2	0.15	-0	-0.2	0.24	-0.1	-0.2	-0.2	-0.1	0.05	0.36	0.28	0.34	-0.1	0.26	0.38	0.54	0.43	0.49	-0.1	0.26	0.38	0.54	0.43	0.49	0.18	0.1	0.09	0.31	0.81	0.89	1	0.5	0.72		
Used online dating?	-0.1	0.13	-0.1	-0.3	0.06	0.1	-0.3	0.11	0.15	-0	0.07	-0	-0.3	0.13	0.25	-0.1	0.07	-0	0.39	0.37	0.16	-0.4	0.23	0.14	0.11	0.23	0.36	0.34	0.46	0.07	-0.1	0.24	0.36	0.6	0.5	1	0.43		
Satisfied with online dating?	0.11	0.24	0.21	-0.2	0.1	0.1	-0.2	0.08	0.12	-0.1	-0.1	-0.2	-0.2	-0	-0	0.08	-0.1	-0.2	0.13	0.19	0.29	0.25	-0.2	-0.1	0.14	0.34	0.38	0.32	-0	-0.1	0.12	0.1	0.59	0.63	0.72	0.43	1		

