



MSU Students and Dating App Usage



Research Question

Using qualitative and quantitative methods, we analyzed over 100 survey responses pertaining to dating apps to answer the following research question:

- Are there patterns or trends in how MSU students use certain dating apps?

Literature Review

The growing popularity of dating apps has emerged on college campuses worldwide in recent years due to the free and easy accessibility on mobile devices.

Sexual risk behaviors such as multiple sexual partners and unprotected sexual contact, and usage of dating apps was shown to be "robust" in a 2016 study among college students in Hong Kong.

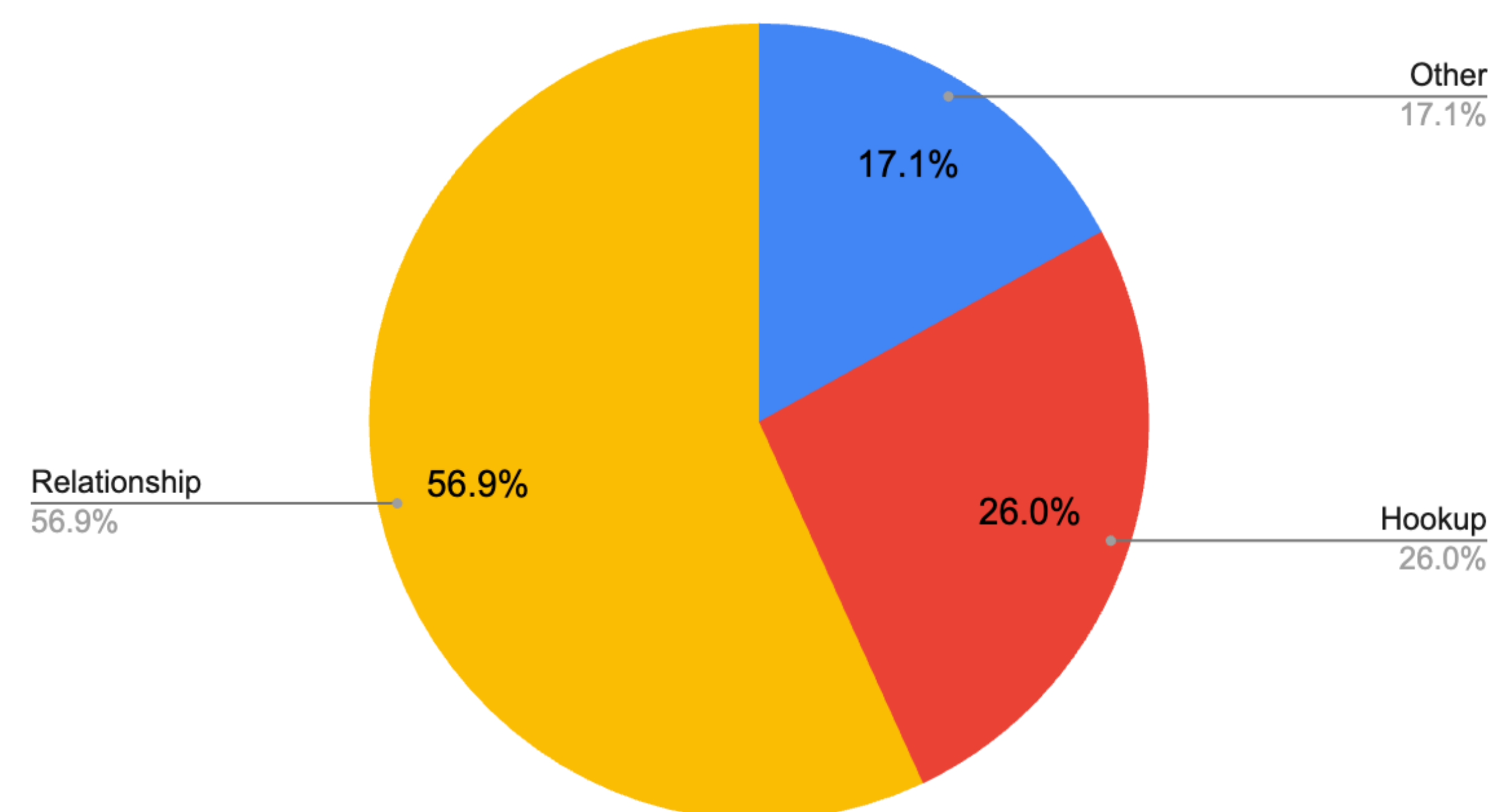
In Australia, a study was conducted that was similar to ours. It's based on survey data from 300+ responses and focused on safety and well-being in the online dating world.

The most concise research pertaining to dating apps was from countries outside of the US, knowing this we hope our research is able to fill a gap in knowledge. Both sources used in this study didn't seek to find the intentions of the users, whereas we did.

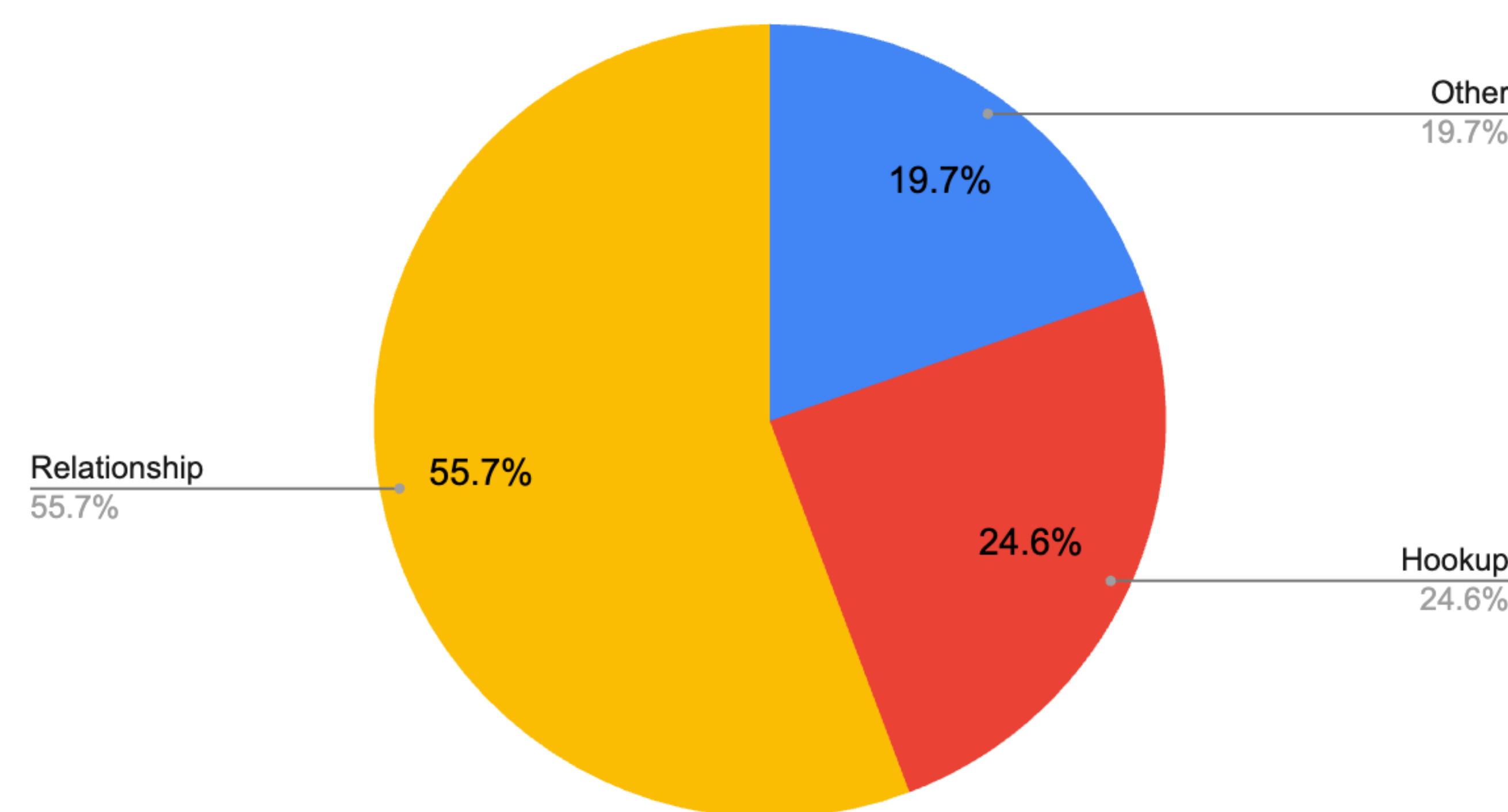
Discussion

We chose to do research on this topic because we have both seen firsthand how dating apps are used at Michigan State University. Many people use multiple dating apps at a time, attempting to find the type of connection they are searching for. We mostly hear people using Tinder in conversations about hookups. We wonder why Tinder has such a stigma connected with hookups. This is something we would like to look into more with future research. Our data shows us Tinder is used for hookups more often than other dating apps, but the data is still not too different when compared to the other apps people mentioned.

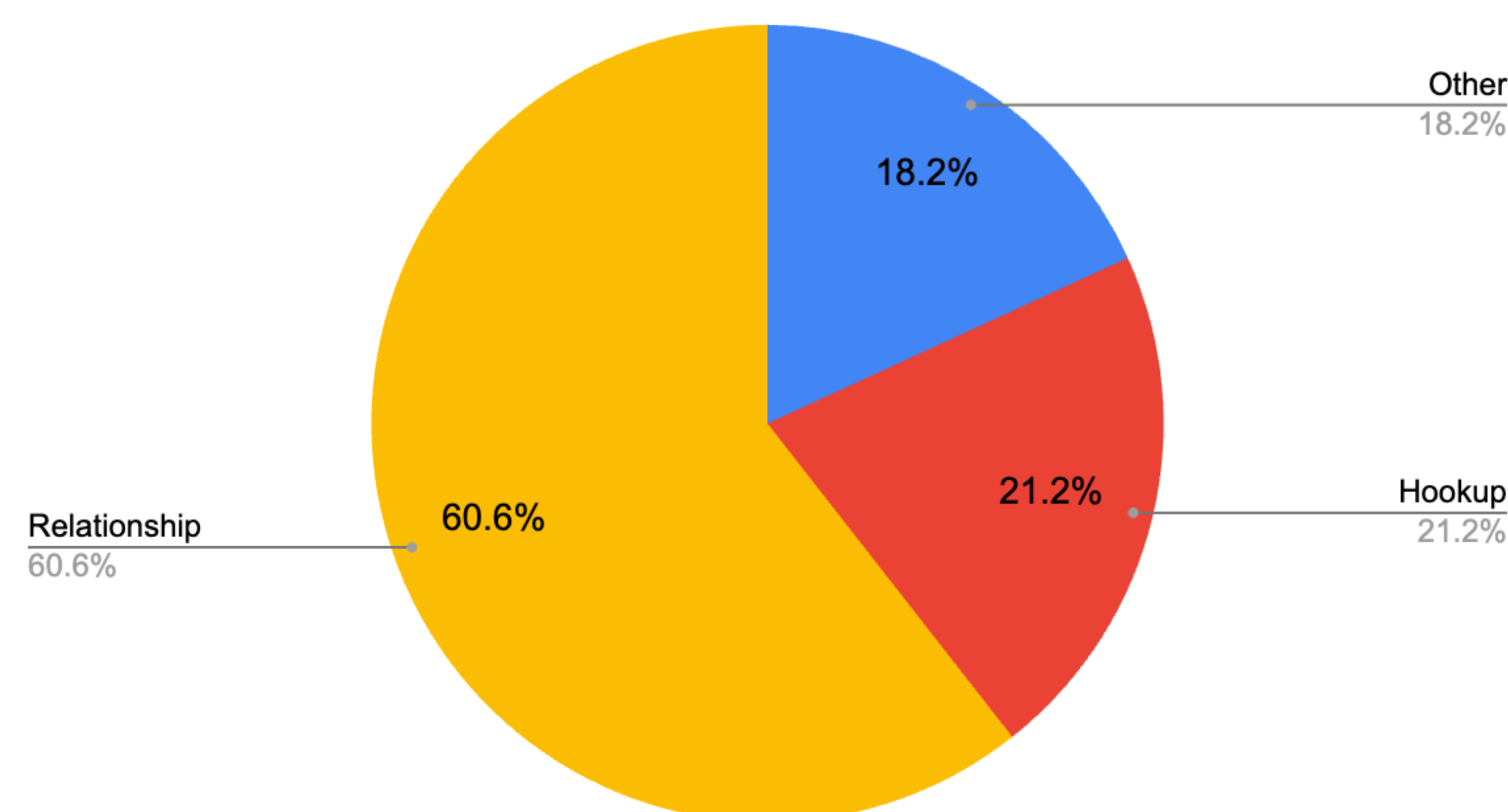
Tinder Usage



Hinge Usage



Bumble Usage



Methods of our Research

We conducted our research by sending a survey to undergraduate students at Michigan State University (n= 338). This survey asked questions about people's understandings of consent, sexual health education, and campus sexual culture. We also included questions about dating apps like:

- Are you currently, or have you ever used a dating app? If yes, which ones?
- What did you use it for?

We focused our analysis on responses that indicated that they had used dating apps (n= 100). Of those 100, we then analyzed which app each person indicated they used, and what they indicated they were using the dating app for. Additionally, we coded for the respondent's gender and sexuality. The majority of people who responded to our survey were straight (n=59), female (n=73) students.

Data Analysis

After combing through our research, we found surprisingly similar data for the different dating apps. We can see that the majority of people using these apps are using them to find relationships. We also see that a significant number of people use them for finding hookups. On average, we found that 23.94% of students on these apps are looking for hookups. Furthermore, we see students use Bumble the most for relationships, and Tinder the most for hookups.

References

Albury, K, Byron, P, McCosker, A, Pym, T, Walshe, J, Race, K, Salon, D, Reeders, D, Wark, T, Botfield, J & Dietzel, C 2019, Safety, Risk and Wellbeing on Dating Apps: Final Report, Swinburne University of Technology, Melbourne.

Choi, E. P.-H., Wong, J. Y.-H., Lo, H. H.-M., Wong, W., Chio, J. H.-M., & Fong, D. Y.-T. (n.d.). *The impacts of using smartphone dating applications on sexual risk behaviours in college students in Hong Kong*. PLOS ONE.