

東海大學學生報告

報告題名：台灣大學生使用交友軟體行為意向之研究

Taiwanese college students' use intention of dating
applications

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中文摘要

這篇報告的目的在於了解大專院校的學生使用交友軟體的情形，目的及影響。因近年來網路發達，智慧型手機的普及率逐漸提升，大學生們可輕易的在網路上下載交友軟體類的應用程式，且此類型的應用程式於近幾年來為滿足市場上的需求也逐漸多元化讓大學生可透過自己喜愛的交友軟體來滿足擴大交友圈或是找尋另一伴的需求等。

關鍵字：網路交友、交友軟體、使用情形

Abstract

The purpose of the research is to understand how, why, and what the purpose and the influence of college students using dating apps are. Since dating apps provide people with a new way to get in touch with others. As a result, dating apps have become popular among the young generation. We observe that there are lots of reasons why people start using dating apps. And we decide to focus on people who are in the same generation as us, which is college students as well. What's more, we are not only focusing on the purpose of college students using dating apps, and we also care about the influence of university students using dating apps. What's more, we would like to know whether they recommend others to use dating apps.

Keywords : Dating APPS 、 Online Dating 、 Purpose 、 Influence

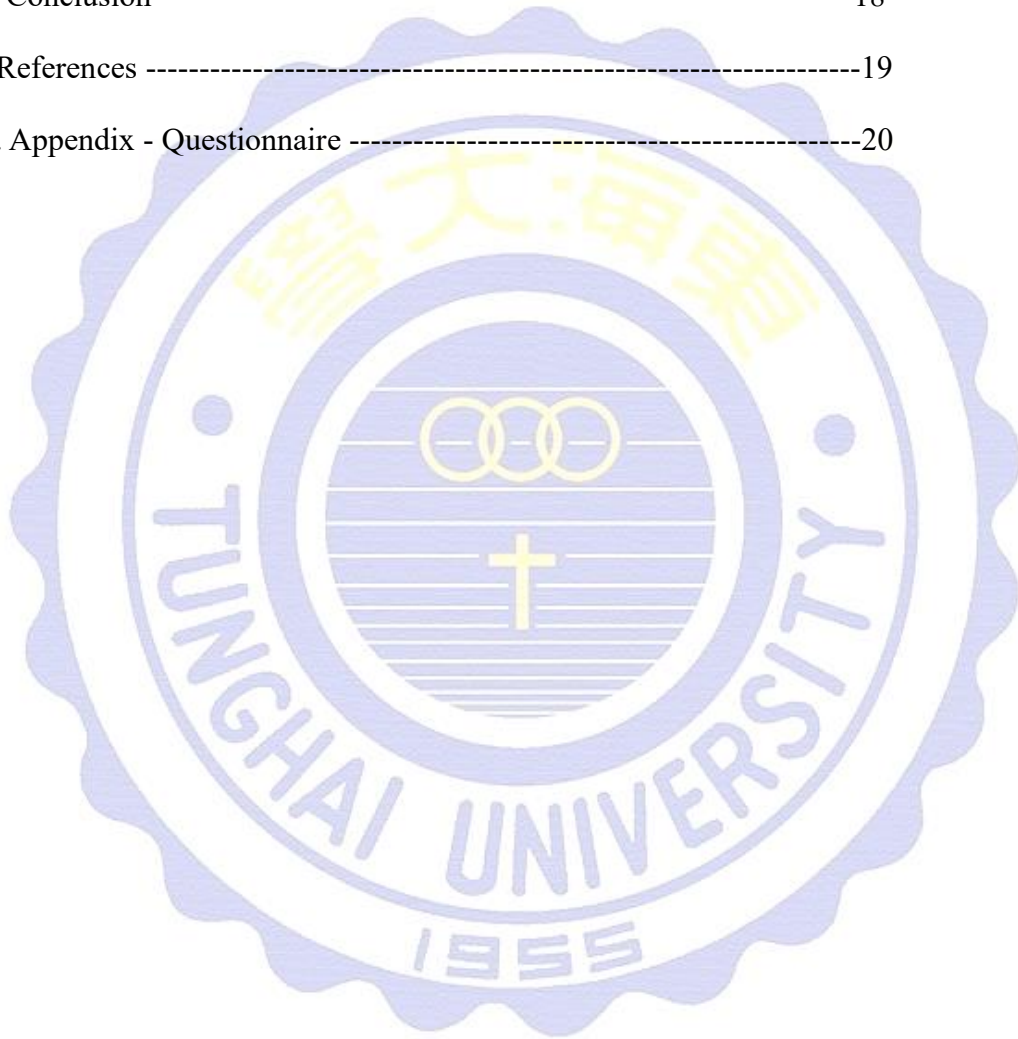
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I. Introduction

Since 1996, the first online communication app “ICQ” showed up, which caused lots of dating apps to go viral. Many people have liked to use this kind of app since it was invented. The well-known dating app “Tinder” showed up in 2012. After that, different types of apps showed up, for example, video calls, chat anonymously, and calls. Taiwanese people also used this kind of application to get to know more people.



II. Research Method

Since dating apps provide people with a new way to get in touch with others. As a result, dating apps have become popular among the young generation. We observe that there are lots of reasons why people start using dating apps. And we decide to focus on people who are in the same generation as us, which is college students as well. What's more, we are not only focusing on the purpose of college students using dating apps we also care about the influence of university students using dating apps.

To accomplish the research project on the purpose and influence of using a dating application, our group is going to use both qualitative and quantitative approaches.

For the qualitative method, we will find resources from the research document to understand the theory behind dating apps and look for the similarities or differences with our research findings.

As for the quantitative method, we design questionnaires for 128 people who are college students or graduate students to fill in. The questionnaire contains 20 questions in total, we divided it into three parts. The first block is about the basic information of our participants. The second block questions the purpose of college students using dating apps. The Last part questions the influence of college students using dating apps.

The information of the participants is that the male to female ratio in the questionnaire is three to seven. The grade distribution of the participants is from freshman to graduate students, and the age distribution of the participants is from 18 to above 30st of them about sixty percent are from central Taiwan, thirty percent from the north, and ten percent from the south.

III. Results and Discussion

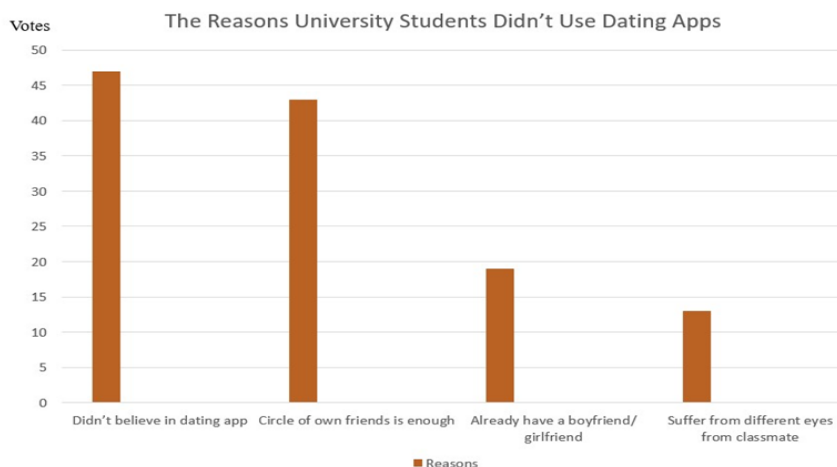
From our data collecting, we analyzed the result from three different perspectives: the purpose of people using dating apps, the influence of using dating apps, and whether people recommend others use dating apps. And each perspective will include several subtitles to deepen our research.

A. The Motives of Using Dating Apps.

As reported by the result, there are 42% of participants have never used dating apps, and 58% of participants have experience using dating apps. Therefore, we come out with several points to discuss in detail.

I.) The reasons why people don't use dating apps.

According to our results(Figure 1), the votes for not believing in dating apps and enough friend zones are close. The third and the fourth reasons are they already have a boyfriend/ girlfriend and people are afraid of being looked down on by classmates. And the previous research (Chin et al., *Attached to dating apps: Attachment orientations and preferences for dating apps* 2018) had in line with our data analysis. The research showed that the top reason people don'ts dating apps is don't trust dating apps, which is the same result as ours.



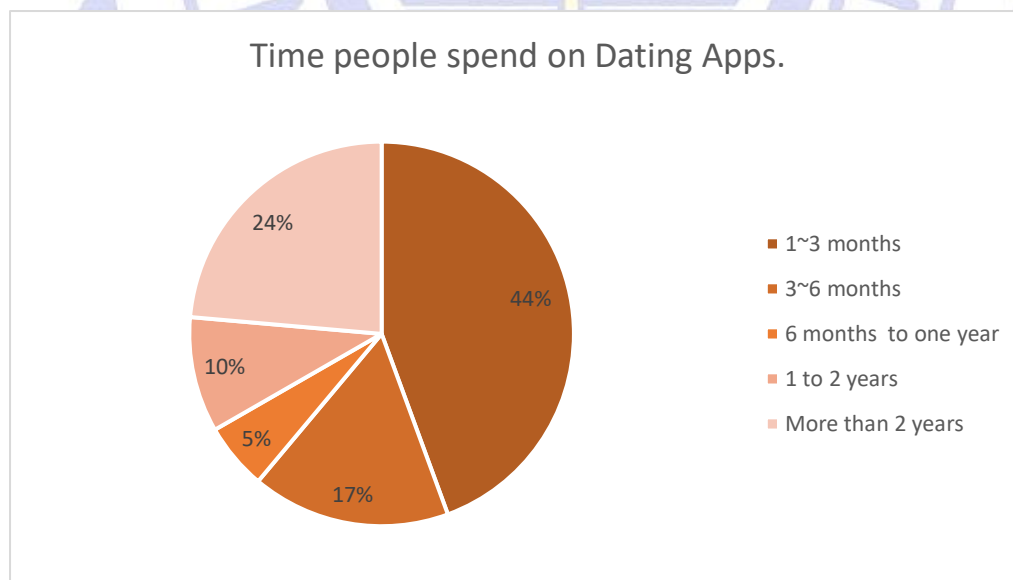
(Figure 1)

II.) People who don't use dating apps have heard of the dating apps that we mention in the questionnaire.

We found out that even though they don't use dating apps, they still know or have heard of the applications that we mention in the questionnaire. And this result has matched the other research on the Internet, in which ads for dating apps have been shown everywhere, such as on Google, Instagram, and even YouTube. And all the advertisements on the Internet lead to the result of people knowing about dating apps but without using them.

III.) Time spent on using dating apps.

Our participants have the experience of using dating apps and have their time spent on them (Figure 2). The time range from 1 month to more than 2 years. The distribution is that about 44% of students have used dating apps for 1 to 3 months, and 24% of students have used them for more than 2 years. And the rest of the students have used it for 3 months to 2 years.

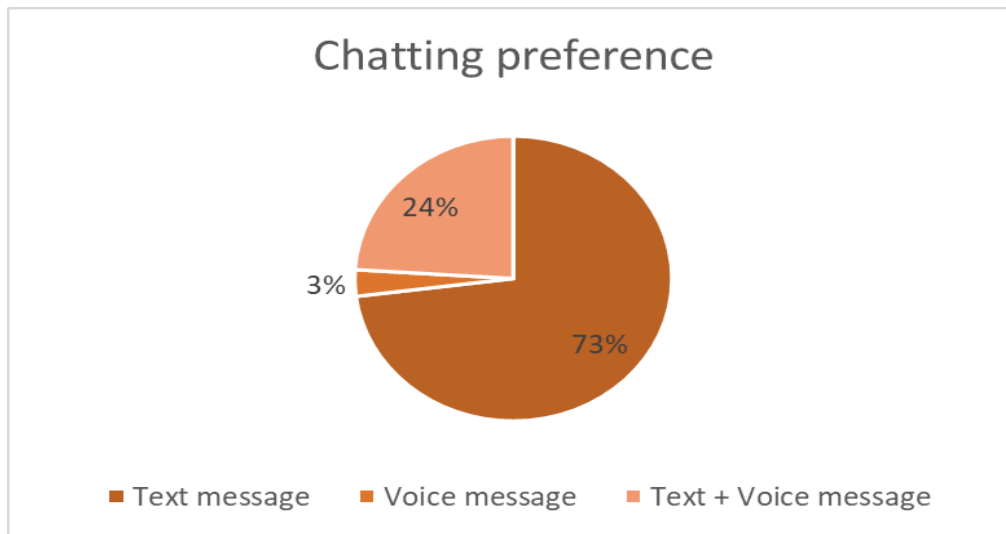


(Figure2)

IV.) The way of chatting preferences.

According to our results (Figure 3), there is 73 percent of our participants prefer

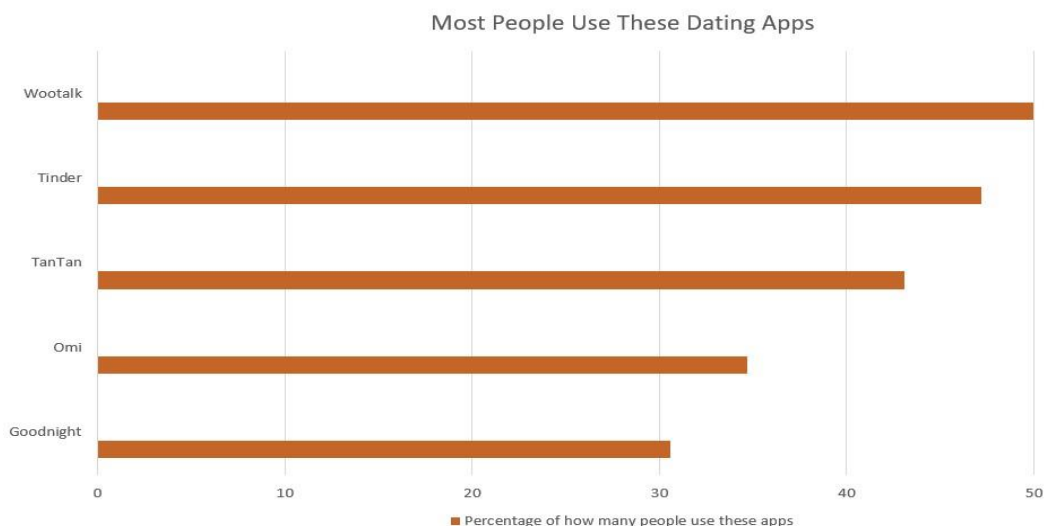
text chat, 24 percent of them prefer text chat + voice chat, and the other 3 percent prefer only voice chat.



(Figure 3)

V.) University students usually use these dating apps.

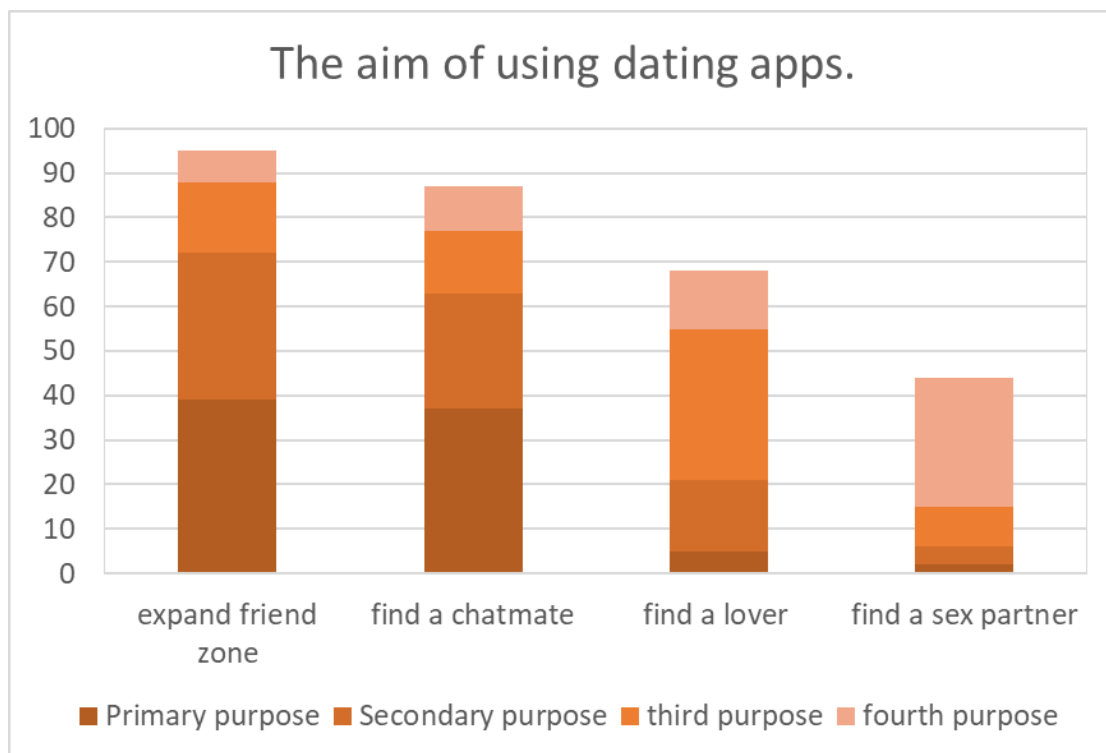
We discover that chatting preference truly influences university students' choice of dating apps (Figure 4). This chart is the result of which dating app university students usually use. Most university students use Wootalk. "Wootalk" is an app that is anonymous and uses text to contact each other. According to our research on chatting preference, university students prefer sending text messages to make friends on dating apps. The second and the third dating apps are "Tinder" and "TanTan". These apps also use text to communicate with strangers. The difference between them and "Wootalk" is they are not anonymous. "Tinder" and "TanTan" need users to sign in to write their personal information and put some photos that strangers can decide would they want to make friends with she/he basic on their profile. In conclusion, the top three apps all use text to communicate with strangers. And we can tell that university students prefer to use an anonymous app.



(Figure 4)

VI.) The aim of using dating apps.

We find that the priority purpose for college students use dating apps is a dead heat between expanding their friend zone and finding a chatmate (Figure 5). (39 votes for expanding friend zone, 37 votes for finding a chatmate.) Therefore, we add up the ranking votes for each purpose to see which aim is the first. From the chart, the primary and secondary ranking votes for using dating apps to **expand friend zone** were 72. The primary and secondary ranking votes for using dating apps to **find a chatmate** were 63. The primary and secondary ranking votes for using dating apps to **find a lover** were 21. The primary and secondary ranking votes for using dating apps to **find a sex partner** were 6. As a result, the top two reasons are that people use dating apps for expanding their friend zone and finding a chatmate. This outcome suggests that most people don't use dating apps to date someone, but only chat to make friends.

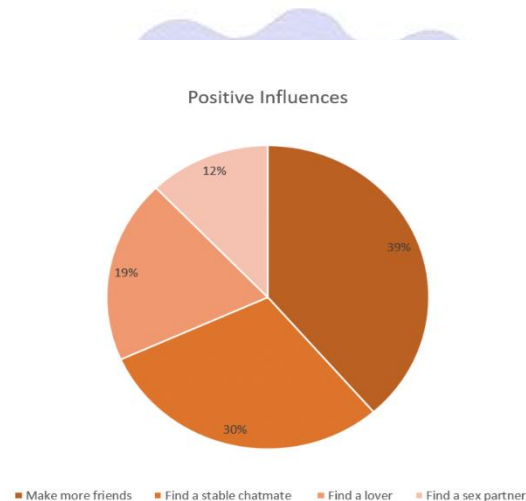


(Figure 5)



B. The Benefits and the Risks of Using Dating Apps.

We have listed several benefits and risks of using dating apps in our questionnaire questions (Figure 6). We analyze the results from two perspectives: positive influences and negative influences. For positive aspects, there are four advantages of using dating apps.



(Figure 6)

I.) Get to know more friends

As the result above the chart, making more friends is about 39 percent of people think that the dating apps successfully bring the advantage for them to reach their goals. Comparing this outcome with the purpose that people use dating apps if it suggests our participants agree that making friends on dating apps is both the aim and the benefit of using dating apps.

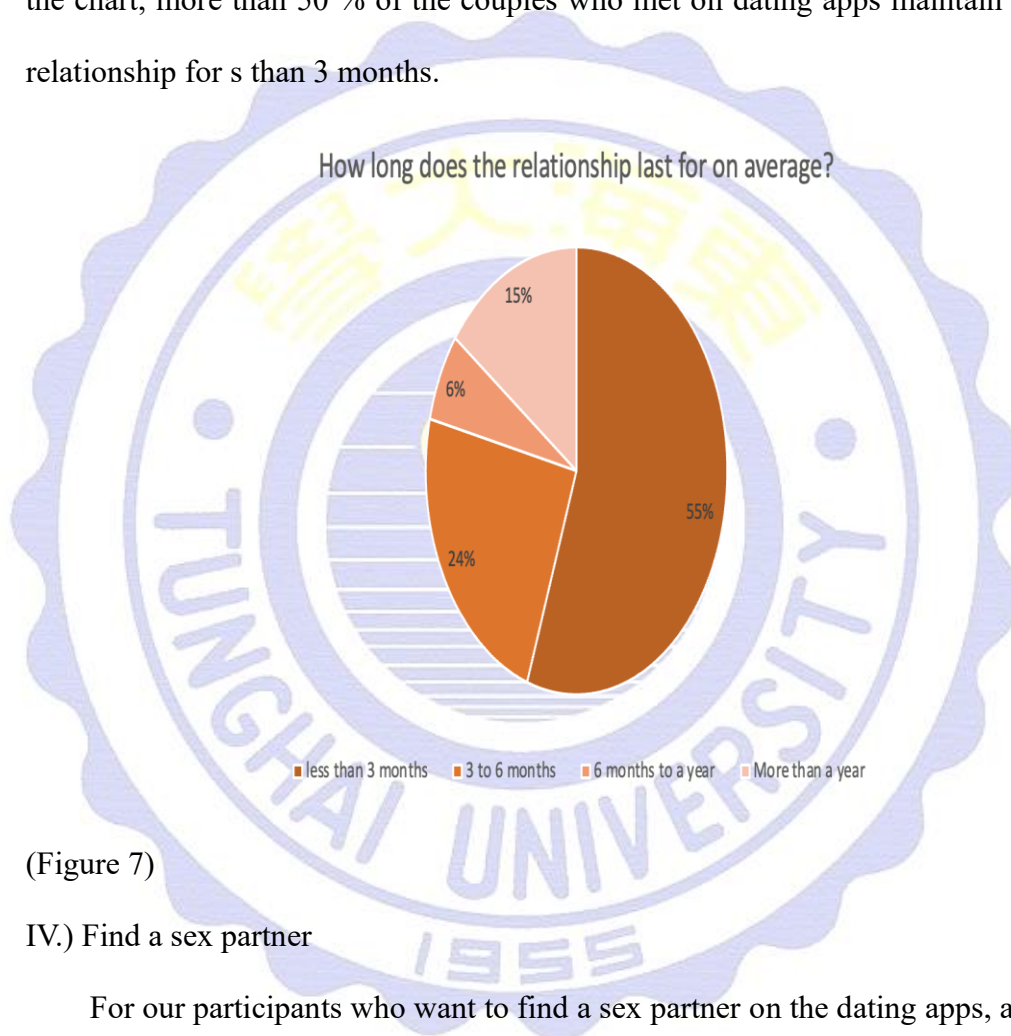
II.) Find a stable chatmate.

According to the result of the chart, we discover that 30 percent of people think that using dating apps to have a stable chatmate. We find out a conclusion is that the top two advantages for our respondents using dating apps match the result of the purpose they use dating apps. Therefore, it makes us surely believe that most of them don't use

dating apps to date someone but make friends by chatting.

III.) Have a relationship but couldn't keep it long

We found out that 19 percent of people find a lover on dating apps, but the time couples have been together couldn't keep long (Figure 7). And according to the chart, more than 50 % of the couples who met on dating apps maintain their relationship for less than 3 months.

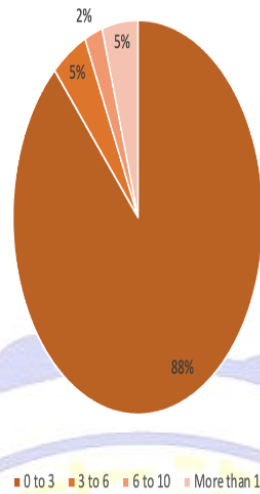


(Figure 7)

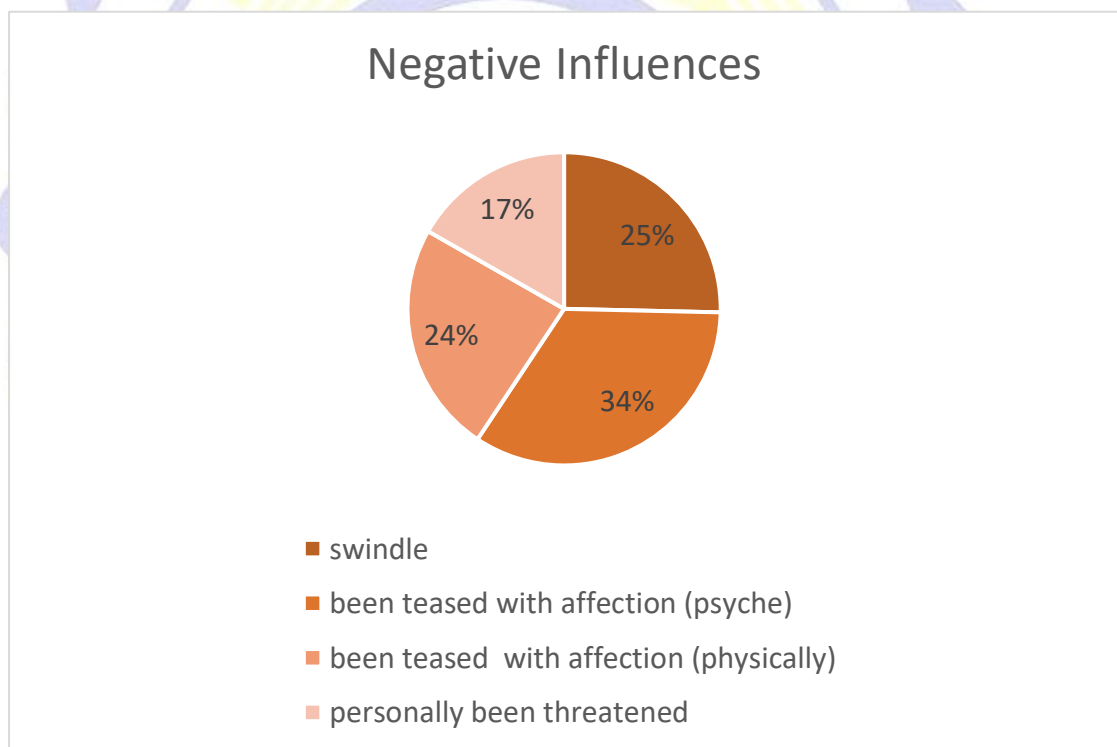
IV.) Find a sex partner

For our participants who want to find a sex partner on the dating apps, about 12 percent of people successfully find it through the application (Figure 8). It is out of our expectation that we think there will be many students who find more than ten sex partners before the result comes out. And we are also surprised that lots of students would like to find a sex partner on dating apps but are unsuccessful.

The number of sex partners that college students have found through dating apps.



(Figure 8)



(Figure 9)

I.) Being teased with affection (Psyche) / (Physically)

Numerous people would like to find a relationship with others through dating apps, and according to the result of the chart that 34 percent of people are being teased with affection (Psyche) (Figure 9). In addition, 24 percent of people are

being teased with affection (Physically). They are cheated by the people they meet on the dating app.

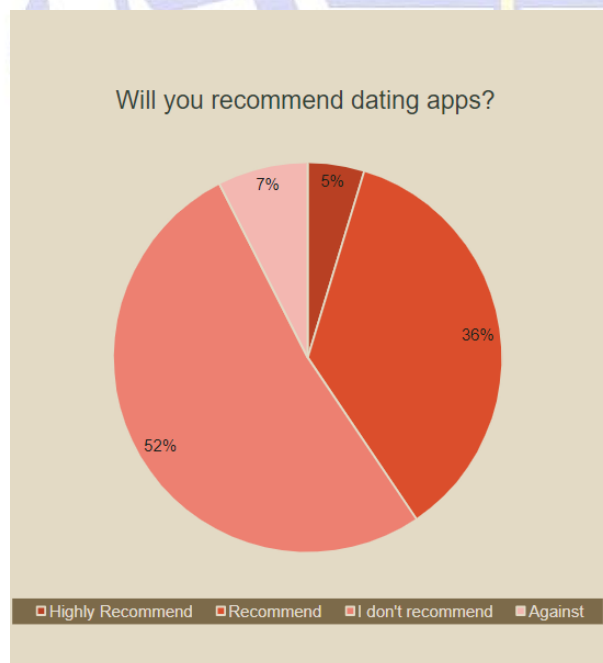
II.) Swindle

Because of the dating app's lack of security concerns, people on the internet would use fake photos to swindle the money of their chatmates, even their bodies.

III.) Personally, been threatened

There are 17% of university students who think dating apps would make a person been threatened. Dating app users can use a fake name or a personal profile which is perfect that will make them get others' trust easily. We find out that the percentage of each negative influence is close. And such a conclusion is in our expectation, which we have found lots of research discussing the risks of using dating apps.

C. Recommendation.



(Figure 10)

According to our questionnaire, we found that there are 36% of university students

would recommend their friends to use dating apps (Figure 10). And there are three main reasons why they would recommend it. The first one is using dating apps is a suitable way to make new friends. The second one is using dating apps can know opposite friends. The last one is using dating apps can find close friends.

However, there are 52% of university students wouldn't recommend their friends use dating apps. Those people think it is dangerous to find friends through dating apps and they prefer to make friends in the real world. And they are also not interested in using dating apps. Another thing is that we think it is interesting and contradictory that most people's aim of using dating apps is to make friends, but they don't recommend others because they prefer making friends in the reality.

D. Unexpected Results.

I.) The aim of using dating apps:

Through the top two aims of using dating apps, it suggests that most of the people don't use dating apps to date someone, but only chat to make friends.

II.) The benefits and the risks of using dating apps:

a. Get to know more friend & find a stable chatmate: It's surprise that the outcome perfectly matched the purpose of most respondents using dating apps. Therefore, it makes us surely believe that most of them don't use dating apps to date someone but make friends by chatting.

b. Have a relationship that meet on dating apps:

It's surprising that more than 50 percent of people who start their relationship on the dating app, but the relationship couldn't last for over three months.

c. Find a sex partner:

The result of the number of finding sex partners is out of our expectation. We expect that the number of finding sex partners will be higher than 10 people.

The reason of the circumstance that result from our expectation is that we think the people whose aim of using dating applications is to find sex partners would like to find more and more people to have sex with.

d. Being teased with affection (Psyche) / (Physically)

The percentage of people being teased with affection is 59%, no matter is psyche or physically. And this number is much more than we expected.

e. We find out that the percentage of each negative influence distribute evenly. And such conclusion is in our expectation, which we have found lots of research discuss about the risks of using dating apps and the stigmatization of using dating apps.

III.) Whether college students recommend others using dating apps:

It is interesting and contradictory that most people's aim of using dating apps is to make friends (From Figure 5 &6). But they don't recommend others because they prefer make friends in real life.

IV. Conclusion

We think that the dating app is a great invention for people to make friends in other ways, not only meet people in the reality but also on the internet. After conducting the research, we have a better idea of the dating app itself and a clear understanding of its users. We start by asking about the purpose and then knowing the pros and cons of using dating apps. Last but not least, we would like to know whether our participants recommend dating apps or not.

In addition, according to our questionnaire, even though some people have never used dating apps, they still know or hear about those dating apps mentioned above. It shows that the dating apps have their reputation, and also have a certain customer base. Through our research, we discover that most users look at dating apps as a tool to make friends. What's more, we also find out that there are several benefits and risks in dating apps but still are people who use dating apps to make friends. As long as people be aware of protecting themselves while using dating apps, they can still enjoy the advantage that dating apps bring to the world.

To sum up, the point that we mention above in the report, we hope that people can consider using dating apps in a more friendly manner. The dating app has its pros and cons for different types of users. Using dating apps is a suitable way to have time in our leisure time but people need to be careful not to be addicted to it. People need to pay attention to those friends even its in the real world or met on the internet.

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Appendix

I. Appendix - Questionnaire

第一部分：個人資料調查

1. 性別

-男

-女

-其他

2. 我的年級

-大一

-大二

-大三

-大四

-研究生

3. 年齡

-18~23

-24~27

-28~30

-30以上

4. 大學地域位置

-北部（臺北市、新北市、基隆市、桃園市、新竹市、新竹縣、宜蘭縣）



- 中部（苗栗縣、臺中市、彰化縣、南投縣、雲林縣）
- 南部（嘉義市、嘉義縣、臺南市、高雄市、屏東縣、澎湖縣）
- 東部（花蓮縣、臺東縣）
- 離島地區（金門縣、連江縣）

第二部分:使用交友軟體的目的

5.是否使用過任何交友軟體

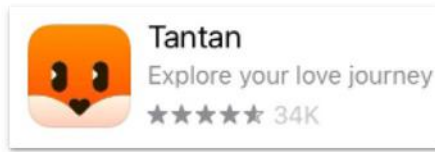
- 是 (請跳至第7題)
- 否 (請接續回答第6題及6-1題)

6.為何不使用交友軟體?

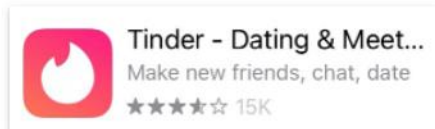
	非常同意	同意	不同意	非常不同意
擔心遭受同...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
不信任網路...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
認為自身交...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
已有穩定交...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6-1.是否聽過或知道以下交友(複選)

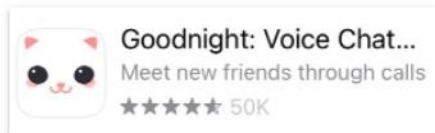
探探



Tinder



Goodnight



OMI



WooTalk



以上皆沒聽過



7.我已使用交友軟體之時長?

- 1~3 個月
- 3~6 個月
- 6 個月至 1 年
- 1 年至 2 年
- 2 年以上

8. 是否使用過下列之交友軟體？(複選)

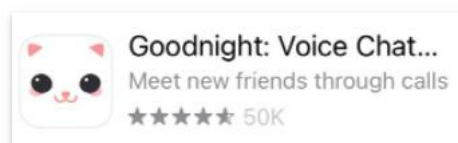
探探



Tinder



Goodnight



OMI



WooTalk



其他...

9.我偏好下列哪種聊天方式？

- 文字聊天
- 語音聊天
- 文字+語音聊天

10.我使用交友軟體的首要目的

- 拓展交友圈
- 找尋另一伴
- 找尋聊天對象
- 找尋性伴侶

11.我使用交友軟體的次要目的

- 拓展交友圈
- 找尋另一伴
- 找尋聊天對象

-找尋性伴侶

12.我使用交友軟體的第三目的

-拓展交友圈

-找尋另一伴

-找尋聊天對象

-找尋性伴侶

13.我使用交友軟體的第四目的

-拓展交友圈

-找尋另一伴

-找尋聊天對象

-找尋性伴侶

第三部分:使用交友軟體造成的影響

-找到另一伴(請接續回答 14-1)

-結識更多朋友

-找到穩聊對象

-找到性伴侶(請接續回答 14-2)

-詐騙錢財

-被玩弄感情(心靈方面)

- 被玩弄感情(身體方面)

- 人身威脅(例: 性愛影片外流.恐怖情人.情緒勒索.....)

-其他

14-1.我用交友軟體結識的戀愛關係平均維持多長時間？

- 3 個月以下
- 3 至 6 個月
- 6 個月至一年
- 一年以上

14-2. (接續找到性伴侶) 藉由交友軟體找到幾個性伴侶？

- 0-3 人
- 3-6 人
- 6-10 人
- 10 人以上

15. 會推薦周遭朋友使用交友軟體嗎？

- 我非常推薦
- 我推薦
- 我不推薦 (接續第 17 題)
- 我非常不推薦 (接續第 17 題)

16. 為什麼推薦周遭朋友使用交友軟體?(複選)

- 使用交友軟體可以打發時間
- 可以快速認識異性
- 可以找到知心好友
- 可以找到合適的性伴侶

17. 為什麼不推薦周遭朋友使用交友軟體？(複選)

- 網路交友危險
- 偏好在現實生活中交友

-在交友軟體上有過不好的經驗

-對交友軟體沒興趣

