Dating or Sex App? The Relationship between Sociosexual Orientation and Rejection Behavior on Dating Applications

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Abstract

With the rise of dating apps and people with a more unrestricted sociosexual orientation being more likely to use them for sexual experience, dating apps like Tinder are often being perceived as hook-up apps. This research was the first to investigate the relationship between sociosexual orientation and rejection behavior on Tinder with gender and Tinder motives as possible moderators. Sociosexual orientation refers to differences in individuals' implicit requirements to enter a sexual relationship. It consists of sociosexual behavior, sociosexual attitude and sociosexual desire. This research contained a pre-test and two studies. A Tinder simulation was used to measure rejection behavior on dating apps. Results demonstrated that sociosexual orientation predicts rejection behavior on Tinder. More specific, in both studies it was found that the more unrestricted someone's sociosexual desire, the more potential partners are accepted on Tinder. Gender plays a role in this relationship: men accept more potential partners on Tinder than women do. Furthermore, this research showed that people with a more unrestricted sociosexual orientation have a stronger motive to use Tinder for sexual experience. The motive to use Tinder for sexual experience also predicted rejection behavior. Both men and women accept more potential partners when their motive to use Tinder for sexual experience is stronger, but this effect is bigger for men. Although there are some limitations and recommendations for future research, this research suggests that rejection behavior is related to sociosexual orientation and sociosexual desire.

Keywords: Tinder, Dating Applications, Online Dating, Sociosexual Orientation, Sociosexual Desire, Tinder Motives

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Using online dating features to meet new people gets more ordinary and socially accepted everyday (Smith & Duggan, 2013). Meeting someone online is the second most common way to find a partner, after meeting through friends (Cacioppo, Cacioppo, Gonzaga, Ogburn, & Van der Weele, 2013). Tinder, a mobile dating application founded in 2012, is the most popular way of meeting people online (Duguay, 2016). The application is available in 196 countries and accounts for more than 10 billion matches in total (Richey, 2016). On average users log on to the application eleven times a day and spend ninety minutes per day on it (Bilton, 2014). Once a Tinder profile is made the partner selection process begins. Users either reject or accept potential partners based on their photos and sometimes a short description. With endless numbers of potential partners on dating apps (Homnack, 2015), the question arises: What factors influence the decision to accept or reject a potential partner on a dating app?

Timmermans and De Caluwé (2017b) found in their research that Tinder is used for reasons that are not directly related to finding a romantic partner. Although for almost half of the users a main reason to use dating apps is to find someone for a long-term relationship or marriage (Smith & Duggan, 2013), there are more motivations to use Tinder. Twenty-five percent of the people use online dating to meet people who just want to have fun without being in a serious relationship (Smith & Duggan, 2013). Other motives to use Tinder are for example to get social approval, to get in touch with locals while travelling or to pass time (Timmermans & De Caluwé, 2017b). Even though the motivation to use Tinder for entertainment or finding a romantic partner seems stronger than for sexual experience (Timmermans & De Caluwé, 2017a), Tinder, and other dating applications, are still often being perceived as hook-up or sex apps (Ayers, 2014; Sales,

2015; Thompson, 2015).

The fact that dating applications are regularly associated with sex could possibly be explained by the characteristics of Tinder users. Users of Tinder score high on sexual sensation seeking and are more likely to have an unrestricted sociosexual orientation (Carpenter & Ewan, 2016). Sociosexual orientation or sociosexuality is a behavioral trait that refers to differences in individuals' implicit requirements to enter a sexual relationship (Gangestad & Simpson, 1989). People who have an unrestricted sociosexuality require less time with someone and weaker attachment before having sex with them (Gangestad & Simpson, 1989). Those people are tended to see love and sex as two different things and prefer short-term mates (Simpson, Wilson & Winterheld, 2004). People on the other extreme, individuals with a more restricted sociosexuality, expect greater love, commitment and emotional closeness before having sexual intercourse (Gangestad & Simpson, 1989). Restricted individuals have less different partners and are not likely to have a one-night stand (Simpson & Gangestad, 1991).

What remains unclear is, whether individuals with a more unrestricted sociosexual orientation behave differently when they use dating apps compared to individuals with a more restricted sociosexual orientation. This research will investigate mating behavior from a new perspective. There has been a lot of research about individual differences in mating behavior in general (Bailey, Gaulin, Agyei & Gladue, 1994; Buss, 1994; Buss & Schmitt, 1993; Gangestad & Simpson, 2000; Penke & Asendorpf, 2008; Schmitt, 2005), but with the rise of dating apps, these individual differences in mating strategies and behavior could be different. Dating app users are faced with countless numbers of potential partners and could possibly objectify them (Wiederhold, 2015). It could also make them unwilling to commit (Wiederhold, 2015). Sociosexual orientation is one factor that could be related to individual differences in rejection behavior on dating apps. Recent research demonstrated that people with an unrestricted

sociosexual orientation are more likely to use Tinder for sexual experience and entertainment (Carpenter & Ewan, 2016), but did not investigate whether unrestricted individuals also behave differently when using Tinder. Perhaps unrestricted individuals accept potential partners more on a non-committal basis. This could have a huge impact on restricted individuals because they are likely to be looking for a committed long-term relationship (Gangestad & Simpson, 1989) when using dating apps. Therefore the central question of this research is: 'What is the relationship between sociosexual orientation and rejection behavior on dating apps like Tinder?'.

Sociosexual orientation and behavior on dating apps

The main assumption of this research is that people with an unrestricted sociosexual orientation behave differently in an online dating setting than people with a restricted sociosexual orientation. The first finding of earlier research that supports this assumption is that individuals are capable of determining a person's sociosexual orientation based on a photograph (Boothroyd, Jones, Burt, DeBruine & Perrett, 2008). Because restricted individuals are looking for a long-term partner they may be more motivated to find a partner who is also looking for someone on the long-term (Wilkey, 2016) and therefore are more likely to reject someone who seems to have an unrestricted sociosexual orientation. Unrestricted individuals, on the other hand, focus less on the sociosexual orientation of a potential partner because unrestricted individuals do not necessarily preclude long-term relationships (Jones, 1998). It is suggested that unrestricted individuals have a form of mating flexibility (Wilkey, 2016). Unrestricted individuals report more frequent relationships characterized by a high or low investment. They are also more likely to have short-term relationships, as well as, long-term relationships compared to restricted individuals (Wilkey, 2016). So, individuals with an unrestricted sociosexual orientation seem to be more willing to accept the most available (sexual) relationship, even if it does not match all of

their requirements. This could make them also more likely to accept more potential partners on dating apps.

Second, unrestricted sociosexual individuals are likely to base their evaluations on the physical appearance and sex appeal of a potential partner (Buss & Schmitt, 1993; Simpson & Gangestad, 1992). Whereas individuals with a more restricted sociosexual orientation are more in search for a good personality, parenting qualities, kindness, affection, responsibility and faithfulness of a (potential) partner (Simpson & Gangestad, 1992). Unrestricted individuals could be more content with the scarce information that is provided when engaging in online dating on Tinder (i.e., a picture with limited description), because they mostly rely on cues of physical attractiveness (Simpson, Gangestad, Christensen & Leck, 1999). This could make unrestricted individuals more likely to accept potential partners on Tinder compared to restricted individuals.

Finally, restricted individuals are looking for long-term partners and invest more time and effort in potential partners (Gangestad, 1993). So, the costs of investment in a potential partner are higher for restricted individuals compared to unrestricted individuals. Therefore, the impact will be greater when it does not work out. This could make individuals with a restricted sociosexual orientation pickier than individuals with an unrestricted sociosexual orientation, because they are taking a bigger risk when investing in a potential partner. Based on these findings the first hypothesis that will be tested in this research is that people with a more unrestricted sociosexual orientation are more likely to accept a potential partner on a dating app than people with a more restricted sociosexual orientation.

Apart from rejection behavior there could also be a relationship between the time an individual takes to evaluate a dating profile and sociosexual orientation. As earlier mentioned, when evaluating potential partners, restricted and unrestricted individuals have different preferences. These preferences seem to influence the way in which restricted and unrestricted

individuals engage in romantic relationships. Individuals with an unrestricted sociosexual orientation evaluate potential partners quicker (Carpenter & Ewan, 2016) and tend to develop (sexual) relationships faster compared to individuals with a restricted sociosexual orientation (Simpson et al., 1999). Therefore, the second hypothesis is that people with a more unrestricted sociosexual orientation take less time to decide whether to accept or reject a potential partner on a dating app compared to people with a more restricted sociosexual orientation.

Another aim of this research is to investigate the relationship between the separate components of sociosexual orientation on behavior on dating apps. Sociosexual orientation consists of three components: sociosexual behavior, sociosexual attitude and sociosexual desire (Penke & Asendorpf, 2008). Sociosexual behavior refers to individual differences in having uncommitted sex on a regular basis (Penke & Asendorpf, 2008). Past sociosexual behavior reflects an individual's personal experience and learning history, which could be an important indicator for the future (Penke & Asendorpf, 2008). When behavior is performed multiple times, it is likely that it becomes more automatic (Oulette & Wood, 1998). So, when someone had multiple uncommitted sexual relationships in the past, this individual is probably more likely to have these relationships in the future. The second component, sociosexual attitude, refers to one's own wished for emotional closeness prior to having sex and one's moral feelings towards the uncommitted sex (Penke & Asenforpf, 2008). Sociosexual attitude is mainly determined by cultural values, traditions and institutions (Penke & Asendorpf, 2008). In general, attitude shows a weak correlation with actual behavior (Deutscher, 1966; Wicker, 1969). The third component, sociosexual desire, concerns sexual attraction towards potential – but not actual – romantic partners (Simpson & Gangestad, 1991), accompanied by sexual arousal and fantasies. Sociosexual desire can be considered as an emotion (Edelstein, Chopik, Kean, 2011), and emotions are found to be important predictors of behavior (Lench, Flores & Bench, 2011). This

literature supports the finding of Penke and Asendorpf (2008) that sociosexual behavior and sociosexual desire are stronger predictors for future mating behavior compared to sociosexual attitude. Therefore, the third hypothesis is that sociosexual behavior and sociosexual desire are greater predictors for the amount of potential partners someone accepts on dating apps compared to sociosexual attitude.

Gender differences in behavior on dating apps

Men are more likely to use Tinder in order to meet sexual partners compared to women (Carpenter & Ewan, 2016), and could therefore behave differently when dating online than women. Earlier research showed that men have a more unrestricted sociosexual orientation compared to women (Penke & Asendorpf, 2008). Men have more unrestricted fantasies, are more willing to have uncommitted sex and wish for a larger amount of bedpartners. Women, on the other hand, have more restrictive desires and prefer exclusive relationships (Penke & Asendorpf, 2008). Women's sociosexual orientation does not predict the evaluation of the attractiveness of men (Townsend & Wasserman, 1997). Unrestricted men, on the other hand, rate the psychical attractiveness of women higher compared to restricted men (Townsend, 1995). The difference in restrictiveness of sociosexual orientation between men and women could be the reason why men are nearly three times as likely to accept a potential partner on Tinder (46%) compared to women (14%) (Bilton, 2014). Therefore the fourth hypothesis is that men accept more potential partners on dating apps than women.

Tinder motives and behavior on dating apps

When investigating behavior on Tinder it is important to keep the motives to use Tinder in mind. As earlier described there are multiple motives to use Tinder (Timmermans & De Caluwé, 2017b), but seeking a romantic relationship remains a main one (Smith & Duggan, 2013).

Although the motive to use Tinder to seek a relationship is stronger than the motive to use Tinder for sexual experience (Timmermans & De Caluwé, 2017b), this does not seem to be the case for individuals with an unrestricted sociosexual orientation. It is likely that their motive to use Tinder for sexual experience is strong. The motive 'sexual experience' is one of the Tinder motives formulated by Timmermans & De Caluwé (2017b). This Tinder motive is characterized by using Tinder to find a one-night-stand or to live out a sexual fantasy (Timmermans & De Caluwé, 2017a). Therefore the fifth hypothesis is that people with a more unrestricted sociosexual orientation are more likely to use Tinder for sexual experience.

Although it is found that the motive to Tinder for sexual experience is not as strong as many other motives like entertainment, social approval and curiosity (Timmermans & De Caluwé, 2017b), it could still influence the way dating apps are used. When the motive to use Tinder for sexual experience is stronger for unrestricted sociosexual individuals, it is likely that this will have an impact on behavior on Tinder. In other words, it is likely that users of dating apps with sexual experience as a motive accept more potential partners because their choices are more based on short-term mating instead of long-term mating (Penke & Asendorpf, 2008). Therefore the last hypothesis is that people with a stronger motive to use Tinder for sexual experience are more likely to accept a potential partner on Tinder compared to people with weaker motive to use Tinder for sexual experience.

The current research

This research is part of a bigger study in which the relationship between psychological traits and the behavior on dating apps is examined. Present research will address several questions regarding the relationship between sociosexual orientation and behavior on dating apps like Tinder. The prior aim is to investigate the relationship between sociosexual orientation and

behavior on Tinder. Furthermore, I want to investigate what components are more important predictors of rejection behavior. Gender and Tinder motives will be included as possible moderators of the relationship between sociosexual orientation and behavior on dating apps like Tinder.

The current research line includes two studies with a similar design. The aim of the second study is to replicate the findings of the first study. Both studies contain a Tinder simulation with pictures that were selected based on findings of a pre-test. Also the Sociosexual Orientation Inventory (SOI) and the Tinder Motives Scale (TMS) are included.

Several hypotheses will be tested in this research. More specifically, the assumptions that sociosexual orientation predicts the number of potential partners accepted on Tinder (*hypothesis 1*) and the time that is being spent on evaluating a potential partner (*hypothesis 2*) will be examined. Next, it will be tested which components of sociosexual orientation are more important predictors for the number of potential partners accepted on Tinder (*hypothesis 3*). Also the role of gender on behavior on Tinder will be examined (*hypothesis 4*). Finally, the role of Tinder motives in combination with sociosexual orientation on behavior on Tinder will be examined (*hypothesis 5 and 6*). All hypotheses are mentioned below.

H1: People with a more unrestricted sociosexual orientation are more likely to accept a potential partner on Tinder compared to people with a more restricted sociosexual orientation.

H2: People with a more unrestricted sociosexual orientation take less time to decide whether to accept or reject a potential partner on Tinder compared to people with a more restricted sociosexual orientation.

H3: Sociosexual behavior and sociosexual desire are greater predictors for the amount of potential partners accepted on Tinder than sociosexual attitude.

H4: Men are more likely to accept a potential partner on Tinder than women.

H5: People with a more unrestricted sociosexual orientation are more likely to use Tinder for sexual experience.

H6: People with a stronger motive to use Tinder for sexual experience are more likely to accept a potential partner on Tinder compared to people with weaker motive to use Tinder for sexual experience.

Study 1

Method

Based on calculations on G*Power (Faul, Erdfelder, Lang & Buchner, 2007) a minimum of 189 participants was needed for an estimated power of 0.95 with *a*=.05. Therefore the number of participants in Study 1 and Study 2 was at least 200. The protocol of the power analysis can be found in Appendix A.

Pre-test

Before conducting this research a pre-test took place to select photos of potential partners for a Tinder simulation. In the pre-test 50 men evaluated 120 pictures of women and 50 women did the same for 120 pictures of men. The pictures were displayed one-by-one and followed by three questions. The participants were asked to rate the attractiveness of the person on the picture by answering the question ‘How attractive do you think this person is?’ on a scale from 1 to 10 (1 = extremely unattractive, 10 = extremely attractive). They were also asked to estimate their age by answering the question ‘How old do you think this person is?’. Third, the participants were asked to rate the appropriateness of the picture for a dating app like Tinder by answering the question ‘How appropriate do you think this picture is for an online dating website (such as Tinder)?’. The participants rated the appropriateness on a scale from 1 to 7 (1 = not appropriate, 7

= very appropriate). After seeing the 120 pictures and answering the questions about the pictures the participants were asked to answer some questions about their age, gender, sexual orientation, relationship status and their familiarity with Tinder. At the end of the survey the participants were thanked for their participation and were informed about the purpose of the study.

Participants

Participants of Study 1 were recruited via the network of the researchers. We tried to recruit Dutch participants between the age of 18 and 30 that were single. Heterosexual, as well as homosexual and bisexual people, were able to participate. Participants did not receive an incentive for participating in the study.

Four hundred and twenty nine people participated in the first study. After eliminating participants who were not single or not in between the age of 18 and 30 years old, 350 participants remained. These participants were both male (N=130, 37.1%) and female (N=218, 62.3%). The age of the participants varied from 18 to 30 years old, with an average of 22.9 years (SD = 2.9). There were 304 heterosexual people (86.9%) who participated of which 103 were men (29.4%) and 201 were women (57.4%). There were 33 homosexual participants (9.4%), 27 homosexual men (7.7%) and six homosexual women (1.7%). There were also 13 bisexual participants (3.7%), two men (0.6%) and 11 women (3.1%). There were 255 participants (72.9%) who had experience with using Tinder of which 119 participants (34%) were still using Tinder.

Materials

The study was a questionnaire programmed in Qualtrics. This questionnaire contained a Tinder simulation, questions about the Tinder simulation, the Sociosexual Orientation Inventory (SOI) and the Tinder Motives Scale (TMS).

Tinder simulation. In the Tinder simulation the participants were asked to decide

whether to reject or accept potential partners. The pictures of the potential partners were displayed one by one in the middle of the screen. Like the design of the dating app Tinder, the participants rejected people by clicking on a cross button and accepted people by clicking on a heart symbol. The simulation existed of 60 pictures. Based on the outcomes of the pre-test three groups were created with a selection of 60 pictures of males, 60 pictures of females and 60 pictures or both females and males. These groups did not differ significantly in their scores on attractiveness, F (2, 177) = .162, p = .85. With all means of the scores on attractiveness above six, the attractiveness of the people on the pictures in all groups could be considered as above average. The three groups of pictures differed significantly in their scores on appropriateness (F (2, 177) = 4.197, p = .017), with the group of pictures of men scoring significantly higher on appropriateness than the group of pictures of females. The groups with pictures of men, women and pictures of both did not significantly differ in their estimated age, F (2, 177) = 2.162, p = .118. The average scores, standard deviations and the minimum and maximum scores for attractiveness, appropriateness and age per group of pictures are displayed in Table 1.

After the Tinder simulation, some questions were asked. One of the questions was about the satisfaction of the choices of the participants. This was measured by asking them to answer the following question: ‘How satisfied are you with the choices you have made, so the people you have accepted?’ on a scale from 1 to 7 (1 = very dissatisfied, 7 = very satisfied). The second aspect that was measured after the simulation was their pickiness when it comes to selecting a potential partner. This was measured by asking them the question: ‘How picky do you consider yourself when selecting a romantic partner?’. The participants were asked to rate their pickiness on a scale from 0 to 100 (0 = not picky, 100 = very picky). Finally, their focus on physical appearance when selecting a potential partner was measured by asking the participants to rate the

following statement: 'I based my evaluation of the people on the pictures on their physical appearance' on a scale from 1 to 7 (1 = totally disagree, 7 = totally agree).

Table 1
Mean, standard deviation, minimum and maximum score of the variables attractiveness, appropriateness and age of the three groups of selected pictures.

Variable	*M*	*SD*	*Min*	*Max*
Attractiveness				
Male	6.14	.63	5.34	7.75
Female	6.19	.57	4.54	6.9
Both	6.15	.27	5.68	6.66
Appropriateness				
Male	6.04	.28	5.34	6.74
Female	5.88	.29	4.56	6.34
Both	5.94	.30	4.56	6.74
Age in years				
Male	27.8	2.827	20.36	34.98
Female	26.7	2.836	21.16	34.42
Both	26.9	3.047	20.36	34.98

Sociosexual Orientation Inventory (SOI). The Sociosexual Orientation Inventory (SOI) measures individual differences in willingness to engage in casual, uncommitted sexual relationships (Simpson & Gangestad, 1991). The questionnaire contains 9 items which can be divided in three subcategories, namely sociosexual behavior, sociosexual attitude and sociosexual desire. Each subcategory was measured by 3 questions. An example of a question of the component sociosexual behavior is: 'With how many different partners have you had sex within the past 12 months?'. An example of a question for the subscale sociosexual attitude is: 'Sex without love is OK.' An example of a question that is asked to measure the component sociosexual desire is: 'How often do you have fantasies about having sex with someone you are not in a committed romantic relationship with?'. The total score on the SOI is computed by calculating the average score of all items. Individuals who score higher on the SOI have a more

unrestricted sociosexual orientation. The reliability of these scales was acceptable (Cronbach's alfa = .862, .894, .805 and .788 for the total score and the facets sociosexual behavior, sociosexual attitude and sociosexual desire, respectively).

Tinder Motives Scale (TMS). The Tinder Motives Scale (TMS) designed by Timmermans & De Caluwé (2017a), is a questionnaire of 58 statements which measures the strength of 13 different motives to use Tinder. The 13 motives are: 'social approval', 'relationship seeking', 'sexual experience', 'flirting', 'travelling', 'getting over an ex', 'belongingness', 'peer pressure', 'socializing', 'sexual orientation', 'entertainment', 'distraction' and 'curiosity'. Participants are asked to answer to what extent they agree with a statement about why they use Tinder on a scale from 1 to 7 (1 = strongly disagree, 7 = strongly agree). The scores were computed by calculating the average of all items that measure a specific Tinder motive.

Procedure

This first study has a correlational design. The independent variables of this design are sociosexual orientation and its components. The dependent variables are the amount of people accepted on the Tinder task and the time spent on the Tinder task. The variables gender and the Tinder motives are possible moderators.

Participants entered the questionnaire by clicking on a link that was distributed via the network of the researchers. First, the participants were informed about the subject of the research, the estimated duration, their anonymity and the possibility to stop at every moment. After this information they were asked to agree with the informed consent.

Before starting the Tinder simulation the participants were asked to indicate to which gender they feel attracted (men, women or both). Based on this information they were forwarded to the subset of male pictures (if they were attracted to men), the subset of female pictures (if they

were attracted to women) or a subset of male and female pictures (if they were attracted to both). Then the Tinder simulation took place.

Afterwards people were asked to answer 4 questions about the Tinder simulation concerning their satisfaction of the choices they have made, their pickiness and their focus on physical appearance when selecting a potential partner.

Next, the participants filled in the Sociosexual Orientation Inventory (SOI) and the Tinder Motives Scale (TMS) in random order. Finally, the participants were instructed to answer three questions about their age, gender and relationship status. After completion of this questions participants were informed about the purpose of the study and were able to leave a comment or question.

Results[1]

Before testing the hypotheses, a one-way between groups analysis of variance (ANOVA) was used to investigate whether the level of sociosexual orientation differs for participants with different sexual orientations. The ANOVA was statistically significant, indicating that sociosexual orientation is influenced by sexual orientation, F (2, 347) = 7.225, p = .001. Post hoc analysis with Tukey's HSD revealed that homosexual participants (M = 5.19, SD = 1.73) scored significantly higher on sociosexual orientation compared to heterosexual participants (M = 4.12, SD = 1.54). Because the level of sociosexual orientation was not the same for all participants with different sexual orientations and the group of homosexual (N = 33) and bisexual participants (N =

[1] Prior to interpreting the results of the analyses, all assumptions were checked. The histograms and boxplots were evaluated to indicate that each variable was normally distributed. The assumptions of normality, linearity and homoscedasticity were checked by the normal probability plot of standardized residuals as well as the scatterplot of the standardized predicted values. Third, the Mahalanobis distance was checked to not exceed the critical $\chi 2$. Finally, the tolerance scores for each predictor were checked. If assumptions were not met, this is described in the results of that analysis.

13) was too small to do analysis with separately, only heterosexual participants were included to test the hypotheses. So further analyses were performed with 304 heterosexual participants.

Sociosexual orientation and behavior on dating apps

The first hypothesis was that people with a more unrestricted sociosexual orientation were more likely to accept a potential partner on Tinder compared to people with a more restricted sociosexual orientation. To test this hypothesis a standard multiple regression analysis was performed with sociosexual orientation as the independent variable and the amount of people accepted on Tinder as the dependent variable.

Prior to interpreting the results, all assumptions were evaluated. After changing eight outliers in the total number of potential partners accepted by calculating the mean plus three times the standard deviation, all assumptions were met. This model accounted for a non-significant 0.1% of the variability in the total number of accepted potential partners in a dating app setting, $R^2 = .001$, adjusted $R^2 = -.003$, $F\ (1, 301) = .217$, $p = .642$. Sociosexual orientation did not significantly predict the number of accepted potential partners in a dating app ($\beta = .027$, $t(302) = .466$, $p = .642$).

This analysis does not confirm the first hypothesis, indicating that the amount of accepted potential partners is not significantly different for people with a more or less unrestricted sociosexual orientation.

The second hypothesis was that people with a more unrestricted sociosexual orientation take less time to decide whether to accept or reject a potential partner on Tinder compared to people with a more restricted sociosexual orientation. To test this a standard multiple regression analysis was performed with sociosexual orientation as a predictor for the time spent on evaluating a potential partner on Tinder.

Prior to interpreting the results, all assumptions were evaluated. The variable of the time spent to evaluate a potential partner did not seem to be normally distributed. After transforming the variable twice with a logarithm the variable could be considered to be normally distributed. After these changes all assumptions were met.

The model with sociosexual orientation as an independent variable accounted for a non-significant 0.5% of the variability in the amount of time that was taken to evaluate a potential partner in a dating app setting, $R^2 = .005$, adjusted $R^2 = .001$, $F(1, 301) = 1.394$, $p = .239$. Sociosexual orientation did not significantly predict the time someone spent evaluating a potential partner on a dating app ($\beta = -.068$, $t(302) = -1.181$, $p = .239$).

The second hypothesis is also not confirmed. In this study, the time that is being spent evaluating a potential partner on a dating app is not significantly predicted by sociosexual orientation.

The third hypothesis was that sociosexual behavior and sociosexual desire were greater predictors for the total number of accepted potential partner on Tinder compared to sociosexual attitude. To test this hypothesis a standard multiple regression analysis was performed. After changing two outliers in sociosexual behavior in the mean plus three times the standard deviation, all assumptions were met.

Sociosexual behavior, sociosexual attitude and sociosexual desire accounted for a significant 3% of the variability in the total number of accepted potential partners in a dating app setting, $R^2 = .03$, adjusted $R^2 = .021$, $F(3, 299) = 3.123$, $p = .026$. According to this model sociosexual desire is a significant predictor for the amount of potential partners being accepted on Tinder ($\beta = .157$, $t(302) = 2.497$, $p = .013$). So the more unrestricted someone's sociosexual desire is, the higher the amount of potential partners accepted on Tinder. Sociosexual behavior ($\beta = -.119$, $t(302) = -1.72$, $p = .086$) and sociosexual attitude ($\beta = .01$, $t(302) = .133$, $p = .895$) did

not significantly predict the amount of accepted potential partners on Tinder.

The third hypothesis was partly confirmed by this analysis. Sociosexual desire is the only subfactor of sociosexual orientation that significantly predicts the number of potential partners accepted on Tinder. More specific, the more unrestricted someone's sociosexual desire is, the more potential partners are being accepted on Tinder. Contrary to the expectations, sociosexual behavior did not predict the amount of accepted potential partners on Tinder.

Gender differences in behavior on dating apps

To test the fourth hypothesis, whether men are more likely to accept a potential partner on Tinder than women, an independent samples *t*-test was used. The Levene's test was not significant ($F = 1.936$, $p = .165$), thus equal variances could be assumed. The *t*-test was statistically significant with men ($M = 19.39$, $SD = 8.04$) accepting more potential partners on Tinder compared to women ($M = 11.88$, $SD = 6.93$), $t(303) = -8.8441$, $p < .001$, two tailed, $d = .94$. To examine whether there is a difference in the level of sociosexual orientation between men and women a second independent samples *t*-test was used. The *t*-test was statistically significant with men ($M = 4.74$, $SD = 1.39$) scoring higher on the Sociosexual Orientation Inventory compared to women ($M = 3.81$, $SD = 1.51$), $t(302) = -5.16$, $p < .001$, two tailed, $d = .64$. This indicates that men have a more unrestricted sociosexual orientation compared to women.

To test whether there was an interaction between gender and sociosexual orientation for the amount of potential partners accepted on Tinder, a standard multiple regression analysis was performed. Because in earlier analysis was found that sociosexual desire was the only component of sociosexual orientation that significantly predicted the amount of potential partners accepted on Tinder, all components were used separately in this analysis.

These variables accounted for a significant 21.9% of the variability in the total number of

accepted potential partners in a dating app setting, R^2 =.219, adjusted R^2 = .201, F (7, 295) = 11.834, p <.001. The interaction between gender and sociosexual desire was marginally significant (β = .321, t(302) = 1.824, p = .069), suggesting that the effect of sociosexual desire on the amount of potential partners that is being accepted on Tinder depends on gender. The simple slopes showed that sociosexual desire significantly predicted the amount of potential partners accepted on Tinder for men (t = 2.147, p = .0326, 95% CI [.0827, 1.896]), whereas for women sociosexual desire did not predict rejection behavior (t = .806, p = .421, 95% CI [-.3896, .9302]). This effect is illustrated in Figure 1. Sociosexual behavior (β = .03, t(302) = .344, p = .731), sociosexual attitude (β = -.108, t(302) = -1.285, p = .2), gender (β = .303, t(302) = 1.566, p = .118), the interaction variable of gender and sociosexual behavior (β = -.137, t(302) = -1.093, p = .275) and the interaction variable of gender and sociosexual attitude (β = -.003, t(302) = -.014, p = .989) were non-significant predictors for the amount of potential partners being accepted on Tinder.

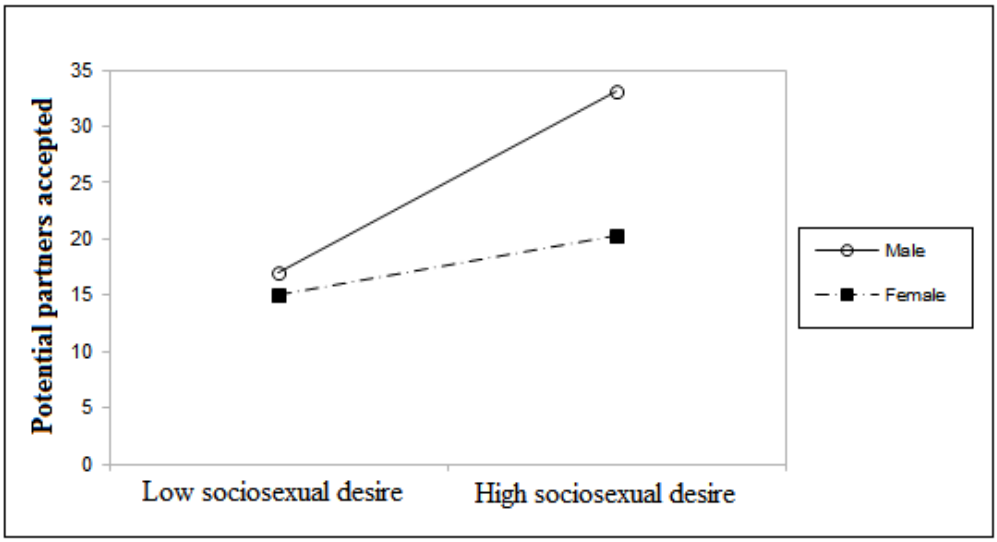

Figure 1. *Gender as a moderator of the relation between sociosexual desire the number of potential partners accepted.*

Based on these analysis the fourth hypothesis can be confirmed. Men accept significantly more potential partners on Tinder than women do. This could potentially be explained by the interaction between sociosexual desire and gender. A more unrestricted sociosexual desire leads to a higher number of potential partners accepted on Tinder for men compared to women.

Tinder motives and behavior on dating apps

To test the fifth and sixth hypothesis only participants who had experience with using Tinder were included (N = 255). Participants with Tinder experience did not differ significantly in the amount of accepted potential partners on Tinder (M = 14.46, SD = 8.21) compared to participants without Tinder experience (M = 14.56, SD = 7.05), $t(256) = .088$, $p = .930$, two tailed).

The fifth hypothesis was that people with a more unrestricted sociosexual orientation are more likely to use Tinder for sexual experience. To examine this hypothesis a bivariate Pearson's product-moment correlation coefficient (r) was calculated.

The correlation between sociosexual orientation and the motive 'sexual experience' to use Tinder was positive and moderately strong, $r(217) = .569$, $p < .001$. So, the more unrestricted one's sociosexual orientation, the stronger the motive to use Tinder for sexual experience. Also the correlation between sociosexual desire and the motive 'sexual experience' to use Tinder was positive and moderately strong, $r(217) = .383$, $p < .001$. This indicates that the more unrestricted one's sociosexual desire is, the stronger the motive to use Tinder for sexual experience is.

Based on these analysis the fifth hypothesis can be confirmed. People with a more unrestricted sociosexual orientation and sociosexual desire are more likely to use Tinder for sexual experience compared to people with a more restricted sociosexual orientation and sociosexual desire.

The sixth hypothesis was that people with a stronger motive to use Tinder for sexual experience were more likely to accept a potential partner on Tinder compared to people with a weaker motive to use Tinder for sexual experience. To examine this hypothesis a multiple regression analysis with all Tinder motives was performed.

All Tinder motives accounted for a significant 17% of the variability in the total number of accepted potential partners in a dating app setting, R^2 =.17, adjusted R^2 = .116, F (13, 201) = 3.156, p = .001. The motive 'sexual experience' was significant predictor in this model (β = .161, t(214) = 2.124, p = .035). A higher score on sexual experience as a motive to use Tinder results in a higher amount of people accepted on Tinder. According to this model the motives belongingness (β = -.214, t(214) = -2.507, p = .013) and flirting (β = .235, t(214) = 2.596, p = .01) are significant predictors for the amount of potential partners being accepted. A higher score on the motive belongingness resulted in a lower amount of potential partners accepted. A stronger motive to use Tinder to flirt resulted in a higher number of potential partners accepted on Tinder.

A second multiple regression analysis was performed to examine whether the variance in the amount of potential partners accepted on Tinder could also be explained by a possible interaction effect between gender and the Tinder motive 'sexual experience'. The motive 'sexual experience' and the interaction between gender and the motive 'sexual experience' accounted for a significant 16.9% of the variability in the total number of accepted potential partners in a dating app setting, R^2 =.161, adjusted R^2 = .169, F (2, 216) = 21.785, p <.001. The interaction between gender and the motive 'sexual experience' was significant (β = .519, t(218) = 5.690, p < .001), suggesting that the effect of the motive 'sexual experience' on the amount of potential partners that is being accepted on Tinder depends on gender. The simple slopes showed that the Tinder motive 'sexual experience' significantly predicted the amount of potential partners accepted on

Tinder for men (t = 3.218, p = .0015, 95% CI [.5651, 2.352]), whereas for women this motive did not significantly predict rejection behavior (t = .5664, p = .5717, 95% CI [-.9449, 1.707]). This effect is illustrated in Figure 2.

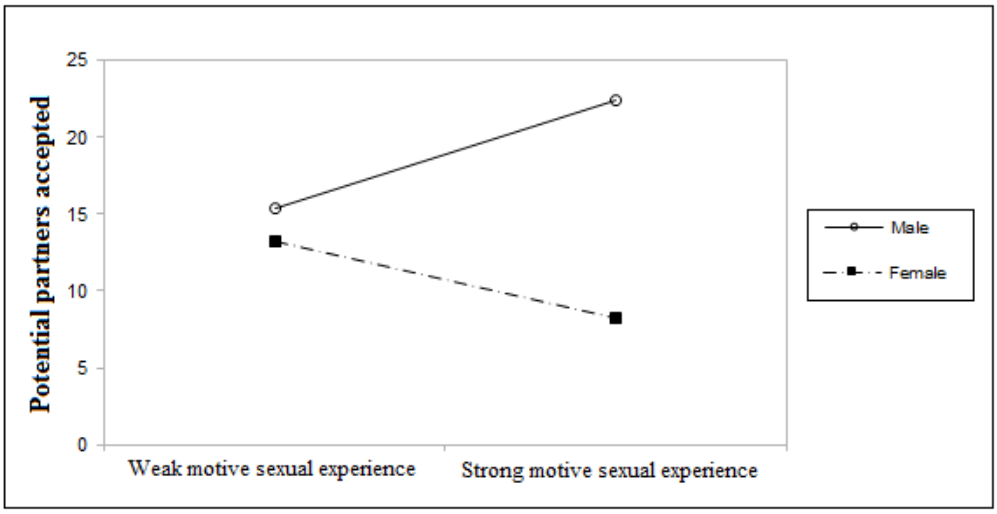

Figure 2. *Gender as a moderator of the relation between the Tinder motive 'sexual experience' and the number of potential partners accepted.*

To test a possible moderation of the motive 'sexual experience' for the significant effect of sociosexual desire on the amount of accepted potential partners on Tinder, another multiple regression analysis was performed. This model accounted for a significant 23% of the variability of the amount of people accepted on Tinder, R^2 =.23, adjusted R^2 = .216, F (4, 212) = 15.158, p <.001. Only the interaction variable of gender and sociosexual desire was a significant predictor for the amount of people accepted on Tinder (β = .571, t(216) = 3.812, p < .001). This indicates that the influence of sociosexual desire on the amount of potential partners that is accepted on Tinder is not moderated by the motive to use Tinder for sexual experience.

The sixth hypothesis was partly confirmed by this analyses. The Tinder motive 'sexual experience' marginally predicts the amount of potential partners accepted on Tinder this effect depended on gender. A stronger motive to use Tinder for sexual experience resulted in a higher

amount of people accepted on Tinder for men than for women. This interaction effect was not found to be a moderator of the predictive value of sociosexual desire on the amount of potential partners accepted on Tinder.

Exploring other factors that may influence behavior on dating apps

Apart from the analyses to test the hypotheses, also some additional analyses were performed. The first additional analysis that is being conducted examined whether people with a more unrestricted sociosexual orientation focus more on physical appearance when evaluating a potential partner on Tinder compared to people with a more restricted sociosexual orientation. To assess the size and direction of the linear relationship between sociosexual orientation and the extent to which someone bases his decision on the physical appearance of a potential partner, a bivariate Pearson's product-moment correlation coefficient (*r)* was calculated. The bivariate correlation between these variables was positive and small, $r(302) = .184$, $p = .01$. Indicating that people with a more unrestricted sociosexual orientation focus more on physical appearance when evaluating a potential partner on Tinder than restricted individuals do.

The second additional analysis that was performed was to examine the relationship between focusing on physical appearance when evaluating potential partners and the Tinder motives. For this analysis a subset of participants who had experience with Tinder was used (N=255). A regression analysis showed that the Tinder motives accounted for a non-significant 29.7% of the variability of focusing on physical appearance, $R^2 = .145$, adjusted $R^2 = .088$, $F(13, 201) = 1.492$, $p = .123$. The significant predictors in this non-significant model are the motive 'sexual experience' ($\beta = .212$, $t(214) = 2.657$, $p = .009$) and distraction ($\beta = -.194$, $t(214) = -2.314$, $p = .022$). Indicating that a stronger motive to use Tinder for

sexual experience results in more focus on the physical appearance of potential partners on Tinder. On the other hand, a stronger motive to use Tinder for distraction results in less focus on physical appearance of a potential partner.

The third additional analysis was performed to assess the size and direction of the linear relationship between sociosexual orientation and self-reported pickiness when evaluating potential partners on Tinder. There was no significant correlation found between these variables $r(303) = .014$, $p = .805$. This indicates that sociosexual orientation has no influence on the self-reported pickiness of an individual when deciding to accept or reject a potential partner.

Fourth, to assess the size and direction of the linear relationship between age and the amount of potential partners accepted on Tinder, a bivariate Pearson's product-moment correlation coefficient was calculated. The bivariate correlation between these variables was positive and small ($r(303) = .117$, $p = .042$), indicating that there is a relationship between age and the number of potential partners that gets accepted by an individual on Tinder. The older an individual is, the more likely he is to accept a potential partner on Tinder.

Finally, to assess the size and the direction of the linear relationship between sociosexual orientation and the satisfaction of the choices to accept potential partners on Tinder, a bivariate Pearson's product-moment correlation coefficient was calculated. There was no significant correlation found between these variables ($r(302) = -.032$, $p = .579$. Indicating that there is no difference between the satisfaction of the choices to accept potential partners on Tinder between more restricted and unrestricted individuals.

Discussion

Results of the first study showed that there was no difference in rejection behavior

between individuals with a restricted and an unrestricted sociosexual orientation. Men have a significantly higher sociosexual orientation and significantly accept more potential partners on Tinder. Furthermore, results of Study 1 showed that sociosexual desire significantly predicts rejection behavior, but only for men. More specific, the more unrestricted a men's sociosexual desire, the more accepted potential partners on Tinder. Study 1 also demonstrated that people with a more unrestricted sociosexual orientation are more tended to use Tinder for sexual experience compared to unrestricted individuals. Finally, results of the first study demonstrated that the stronger the Tinder motive 'sexual experience', the more potential partners are being accepted on Tinder. Again, this effect was only found for men.

Apart from the analyses to test the hypotheses, also five additional analyses were performed. The first additional analysis showed that people with a more unrestricted sociosexual orientation focus more on physical appearance when evaluating a potential partner on Tinder than restricted ones do. Second, additional analyses showed that the Tinder motives 'sexual experience' and 'distraction' predict the extent to which someone focusses on physical appearance when evaluating a potential partner. The stronger someone's motive to use Tinder for sexual experience, the more focus on physical appearance when evaluating a potential partner. The third additional analysis demonstrated that sociosexual orientation had no influence on the self-reported pickiness of an individual when deciding to accept or reject a potential partner. Fourth, results of additional analyses showed that there is a relationship between age and the number of accepted potential partners. The older an individual is, the higher the amount of accepted potential partners on Tinder. Finally, results of Study 1 demonstrated that there was no difference in satisfaction with the accepted potential partners between restricted and unrestricted individuals.

To replicate the findings of the first study, a second study is conducted. There are some small differences in the design and procedure of the second study. The participants of the second study are from the U.S. and recruited via MTurk. Second, the Tinder simulation of Study 2 is divided in five blocks with questions in between. Finally, in the second study the simulation exists of 50 pictures instead of 60. Therefore the sets of pictures that are used, are slightly different.

Study 2

Method

Participants

In the second study the participants were recruited via Amazon Mechanical Turk (MTurk). MTurk is an open online platform with an integrated participant compensation system and offers a large and diverse participant pool (Buhrmester, Kwang & Gosling, 2011). Only single heterosexual people between 18 and 30 years were able to participate in the second study. All participants received 2 US dollars for participating in the study.

There were 403 individuals who participated in Study 2. After eliminating participants who were not single, in between the age of 18 and 30 years or were not heterosexual 302 participants remained. These participants were both male (N = 149, 49.3%) and female (N = 153, 50.7%). The age of the participants varied from 18 to 30 years old, with an average of 26 years (SD = 2.79). There were 143 participants (47.4%) who had experience with using Tinder and 46 participants (15.3%) who were still using Tinder.

Materials

The Tinder simulation of Study 2 existed of 50 pictures of men or women. These pictures

were also selected based on the results of the pre-test. The group of pictures of men did not differ significantly in their score on attractiveness compared to the group of pictures of women, t = 1.1493, p = .253. Again, with the average score on attractiveness above six, the pictures of both groups could be considered as above average in attractiveness. The means of the group of pictures of men and women did significantly differ from each other on appropriateness for the usage for Tinder, t = 2.051, p = .043, with the pictures of men scoring higher on appropriateness compared to the pictures of the women. Also the average estimated age of the men and women on the pictures differed significantly, t = 2.134, p = .035. The average scores, standard deviations and the minimum and maximum scores for attractiveness, appropriateness and age per group can be found in Table 2.

Between the blocks the participants were asked to answer thirteen questions about objectification, their satisfaction and their anticipation. One question about their focus on physical appearance was used in the analyses of this research. The other twelve questions were not relevant for this research line and can be found in Appendix B. The focus on physical appearance was measured by asking the participants to rate the following statement: 'When making my decision, I only focused on physical appearance and looks' on a scale from 0 to 100. The participants were asked to rate this statement in between every block of pictures of potential partners. The average of these answers was used in the analyses as the focus on physical appearance when selecting a potential partner.

After the Tinder simulation the participants were asked to answers multiple questions. The satisfaction with the choices they have made was measured by asking them to answer the following question: 'Are you satisfied with the choices you made for the people that you have accepted?' on a scale from 1 to 10 (1= not at all, 10 = very much). The second question measured their pickiness when selecting a potential partner. The participants were asked to answer the

following question: ‘How picky do you consider yourself to be when it comes to selecting a romantic partner?’ on a scale from 0 to 100 (0 = not picky at all, 100 = very picky). Questions that were asked. but were not relevant for this research are included in Appendix C.

Table 2
Mean, standard deviation, minimum and maximum score of the variables attractiveness, appropriateness and age of two groups of selected pictures.

Variable	*M*	*SD*	*Min*	*Max*
Attractiveness				
Male	6.28	.59	5.57	7.75
Female	6.41	.54	5.54	7.72
Appropriateness				
Male	6.05	.29	5.34	6.74
Female	5.93	.29	4.56	6.34
Age in years				
Male	27.8	2.68	20.36	31.72
Female	26.7	3.05	21.16	34.42

Finally, the participants were instructed to fill in the Sociosexual Orientation Inventory (SOI) and the Tinder Motives Scale (TMS) in random order. The design of the SOI and TMS remained the same as in Study 1. The reliability of these scales was acceptable (Cronbach’s alfa = .861, .828, .802 and .899 for the total score and the facets sociosexual behavior, sociosexual attitude and sociosexual desire, respectively).

Procedure

Study 2 has a correlational design. The independent variables of this design are sociosexual orientation and its components. The dependent variable is the amount of people accepted on the Tinder task. The variables gender and the Tinder motives are possible moderators.

The second study was also a questionnaire programmed in Qualtrics. The layout of the

Tinder simulation was the same as the layout of the Tinder simulation in Study 1.

Participants entered the questionnaire by clicking on one of the two links that was distributed via MTurk. One link was connected to a questionnaire for male participants with pictures of women and one link was connected to a questionnaire for female participants with pictures of men. First, the participants were instructed about the subject of the research, the estimated duration, their anonymity and the possibility to stop at every moment. After this information they were asked to agree with the informed consent.

Then the Tinder simulation took place. The Tinder simulation was divided in 5 blocks which each contained 10 pictures, with questions in between. After the Tinder simulation the participants were asked to answers questions about their satisfaction with the choices they have made and their pickiness when selecting a potential partner.

Next, the participants filled in the Sociosexual Orientation Inventory (SOI) and the Tinder Motives Scale (TMS) in random order. Finally, the participants were instructed to answer four questions about their age, gender, sexual orientation and relationship status.

Results[2]

Sociosexual orientation and behavior on dating apps

The first hypothesis was that people with a more unrestricted sociosexual orientation were more likely to accept a potential partner on Tinder compared to people with a more restricted sociosexual orientation. To test this hypothesis a standard multiple regression

[2] Prior to interpreting the results of the analyses, all assumptions were checked. The histograms and boxplots were evaluated to indicate that each variable was normally distributed. The assumptions of normality, linearity and homoscedasticity were checked by the normal probability plot of standardized residuals as well as the scatterplot of the standardized predicted values. Third, the Mahalanobis distance was checked to not exceed the critical $\chi 2$. Finally, the tolerance scores for each predictor were checked. If assumptions were not met, this is described in the results of that analysis.

analysis was performed with sociosexual orientation as the independent variable and the amount of people accepted on Tinder as the dependent variable.

This model accounted for a significant 3.9% of the variability in the total number of accepted potential partners in a dating app setting, $R^2 = .039$, adjusted $R^2 = .036$, $F(1, 300) = 12.127$, $p = .001$. Sociosexual orientation significantly predicted the number of accepted potential partners in a dating app ($\beta = .197$, $t(301) = 3.482$, $p = .001$). This analysis indicates that the more unrestricted someone's sociosexual orientation is, the higher the amount of potential partners that is being accepted is.

The results of Study 2 confirm the first hypothesis and indicate that the amount of potential partners that gets accepted is significantly different for people with a more or less unrestricted sociosexual orientation. Unrestricted individuals accept more potential partners on Tinder compared to restricted individuals.

The second hypothesis was that people with a more unrestricted sociosexual orientation take less time to decide whether to accept or reject a potential partner on Tinder compared to people with a more restricted sociosexual orientation[3].

The third hypothesis was that sociosexual behavior and sociosexual desire were greater predictors for the total number of accepted potential partner on Tinder compared to sociosexual attitude. To test this hypothesis a standard multiple regression analysis was performed. After changing two outliers in sociosexual behavior in the average score plus three times the standard deviation, all assumptions were met.

Sociosexual behavior, sociosexual attitude and sociosexual desire accounted for a significant 6% of the variability in the total number of accepted potential partners in a dating

[3] The second hypothesis could not be tested because the timing of the Tinder simulation was not recorded in the second study because of technical issues.

app setting, R^2 = .06, adjusted R^2 = .05, F (3, 298) = 6.305, p < .001. According to this model sociosexual desire is a significant predictor for the amount of potential partners being accepted on Tinder (β = .244, t(301) = 3.69, p < .001). This indicates that the more unrestricted someone's sociosexual desire is, the higher the amount accepted potential partners on Tinder is. Sociosexual behavior (β = .026, t(301) = .409, p = .682) and sociosexual attitude (β = -.023, t(301) = -.347, p = .729) did not significantly predict the amount of potential partners being accepted on Tinder.

The third hypothesis was partly confirmed by this analysis. Both studies indicate that sociosexual desire is the only subfactor of sociosexual orientation that significantly predicts the number of potential partners accepted on Tinder. This indicates that the more unrestricted someone's sociosexual desire is, the more potential partners are being accepted on Tinder. Contrary to the expectations, sociosexual behavior did not significantly predict the amount of accepted potential partners.

Gender differences in behavior on dating apps

To test the fourth hypothesis, whether men are more likely to accept a potential partner on Tinder task than women, an independent samples *t*-test was used. The Levene's test was not significant (F = 3.063, p = .081), thus equal variances could be assumed. The *t*-test was statistically significant with men (M = 30.68, SD = 12.01) accepting more potential partners on Tinder compared to women (M = 21.30, SD = 10.94), t(302) = 7.101, p <.001, two tailed, d = .82. To examine whether there is a difference in the level of sociosexual orientation between men and women a second independent samples *t*-test was used. The Levene's test was not significant (F = 1.70, p = .681), thus equal variances could be assumed. The *t*-test was statistically significant with men (M = 4.8, SD = 1.58) scoring higher on the Sociosexual Orientation Inventory

compared to women (M = 3.88, SD = 1.62), $t(301)$= 5.035, p <.001, two tailed, d = .58. This indicates that men have a more unrestricted sociosexual orientation compared to women.

To see whether the significant predictive value of sociosexual desire on the amount of potential partners accepted on Tinder was moderated by gender, a standard multiple regression was performed. Also interaction variables of gender and the three components were included. All variables accounted for a significant 17.4% of the variability in the total number of accepted potential partners in a dating app setting, R^2 =.174, adjusted R^2 = .154, F (7, 294) = 8.829, p <.001. There were two marginally significant main effects found in this model. The gender variable had a marginally significant predictive value for the amount of potential partners accepted on Tinder (β = .303, $t(301)$ = 1.902, p = .058), indicating that men accept more potential partner on dating apps compared to women. Also sociosexual desire remained a marginally significant predictor (β = .164, $t(301)$ = 1.741, p = .083). Sociosexual behavior (β = -.034, $t(301)$ = -.368, p = .713), sociosexual attitude (β = -.039, $t(301)$ = -.453, p = .651), the interaction variable of gender and sociosexual behavior (β = .208, $t(301)$ = 1.413, p = .159), the interaction variable of gender and sociosexual attitude (β = .128, $t(301)$ = .643, p = .501) and the interaction variable of gender and sociosexual desire (β = -.013, $t(301)$ = -.074, p = .941), did not significantly predict the amount of potential partners being accepted on Tinder. These results indicate that gender, as well as sociosexual desire, predict the amount of people accepted on Tinder. The influence of sociosexual desire and gender on the amount of potential partners accepted on Tinder is illustrated in Figure 3.

Based on these analysis the fourth analysis can be confirmed. Men accept significantly more potential partners on Tinder than women do. Gender does not moderate the predictive value of sociosexual desire. Based on these analysis the fourth analysis can be confirmed. Men accept

significantly more potential partners on Tinder than women do. Gender does not moderate the predictive value of sociosexual desire.

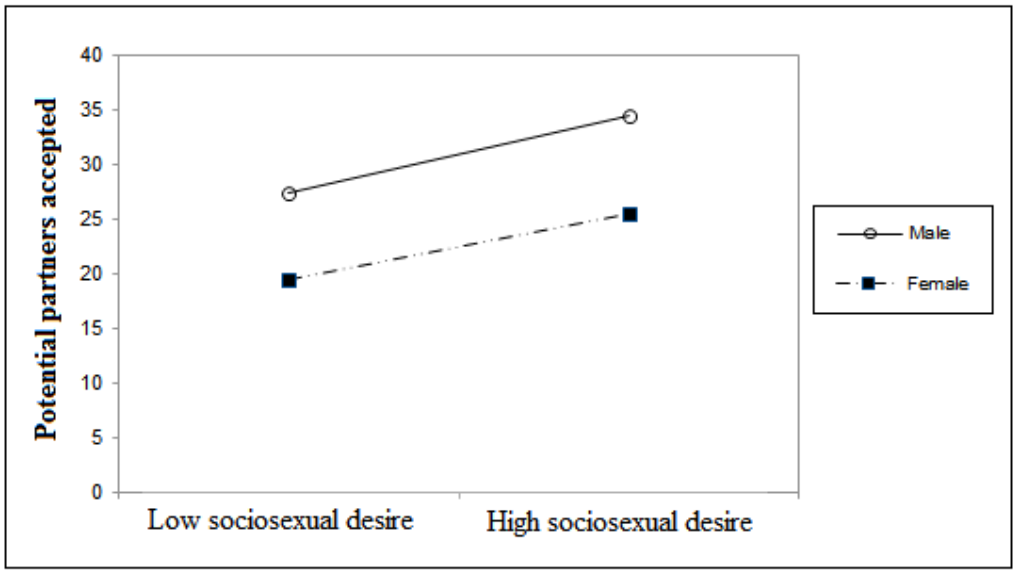

Figure 3. *The effect of sociosexual desire and gender on the number of potential partners accepted.*

Tinder motives and behavior on dating apps

To test the fifth and sixth hypothesis only participants who had experience with using Tinder were included (N = 143). It is important to keep in mind that participants with Tinder experience accepted significantly more potential partners (M = 27.90, SD = 12.38) compared to participants without Tinder experience (M = 24.31, SD = 11.85), $t(143) = -2.379$, $p = .018$, two tailed, $d = .30$.

The fifth hypothesis was that people with a more unrestricted sociosexual orientation are more likely to use Tinder for sexual experience. To examine this hypothesis a bivariate Pearson's product-moment correlation coefficient (r) was calculated.

The correlation between sociosexual orientation and the motive 'sexual experience' to use Tinder was positive and moderately strong, $r(143) = .576$, $p < .001$. So, the more unrestricted

one's sexuality, the stronger the motive to use Tinder for sexual experience. Also the correlation between sociosexual desire and the motive 'sexual experience' to use Tinder was positive and moderately strong, $r(217) = .523$, $p < .001$. This indicates that the more unrestricted one's sociosexual desire is, the stronger the motive to use Tinder for sexual experience is.

Based on these analyses the fifth hypothesis can be confirmed. People with a more unrestricted sociosexual orientation and sociosexual desire are more likely to use Tinder for sexual experience compared to people with a more restricted sociosexual orientation and sociosexual desire.

The sixth hypothesis was that people with a stronger motive to use Tinder for sexual experience were more likely to accept a potential partner on Tinder compared to people with weaker motive to use Tinder for sexual experience. To examine this hypothesis a multiple regression with all Tinder motives was performed. After changing twelve outliers in the Tinder motive entertainment and four outliers in the Tinder motive flirting, all assumptions were met.

All Tinder motives accounted for a non-significant 11.7% of the variability in the total number of accepted potential partners in a dating app setting, $R^2 = .117$, adjusted $R^2 = .028$, $F(13, 129) = 1.318$, $p = .210$. The motive 'sexual experience' was the only significant predictor in this model ($\beta = .237$, $t(142) = 1.318$, $p = .028$). A higher score on sexual experience as a motive to use Tinder results in a higher amount of people accepted on Tinder.

A second multiple regression analysis was performed to examine whether the variance in the amount of potential partners accepted on Tinder could also be explained by a possible interaction effect between gender and the Tinder motive 'sexual experience'. The motive 'sexual experience' and the interaction between gender and the motive 'sexual experience' accounted for a significant 46% of the variability in the total number of accepted potential partners in a dating app setting, $R^2 = .4659$, adjusted $R^2 = .217$, $F(3, 139) = 12.843$, $p < .001$. Only the variable gender

was a significant predictor (β = -12.4919, $t(142)$ = -2.1903, p = .03). The interaction between gender and the motive 'sexual experience' was not significant (β = .3758, $t(142)$ = .3011, p = .7638), suggesting that the effect of the motive 'sexual experience' on the amount of potential partners that is being accepted on Tinder does not depend on gender. The simple slopes for the effect of the motive 'sexual experience' on the amount of potential partners accepted for men (t = .5790, p = .5636, 95% CI [-1.343, 2.455]) and women (t = 1.1691, p = .2443, 95% CI [-.6441, 2.508]) separately were also not significant. The simple slopes of both genders are illustrated in Figure 4.

It was not possible to examine if the predictive value of gender and sociosexual desire was moderated by the Tinder motive 'sexual experience' because (ex) Tinder users seem to behave differently on Tinder compared to other participants in the second study. In a significant regression model with only (ex) Tinder users sociosexual desire and gender accounted for 21.3% of the variability in the total number of potential partners accepted in a dating app, R^2 =.213, adjusted R^2 = .201, F (2, 140) = 18.909, p < .001. Only gender remained a significant predictor in this model (β = .436, $t(142)$ = 5.603, p < .001). Sociosexual desire was a non-significant predictor for the total number of potential partners accepted on Tinder for (ex) Tinder users (β = .075, $t(142)$ = .964, p = .336).

Based on the results of these analyses the sixth hypothesis can be partly confirmed. The strength of the motive 'sexual experience' to use Tinder predicts the amount of potential partners accepted. People with a stronger motive to use Tinder for sexual experience are more likely to accept more potential partners on Tinder. The analyses also show that the effect of the motive 'sexual experience' does not depend on gender.

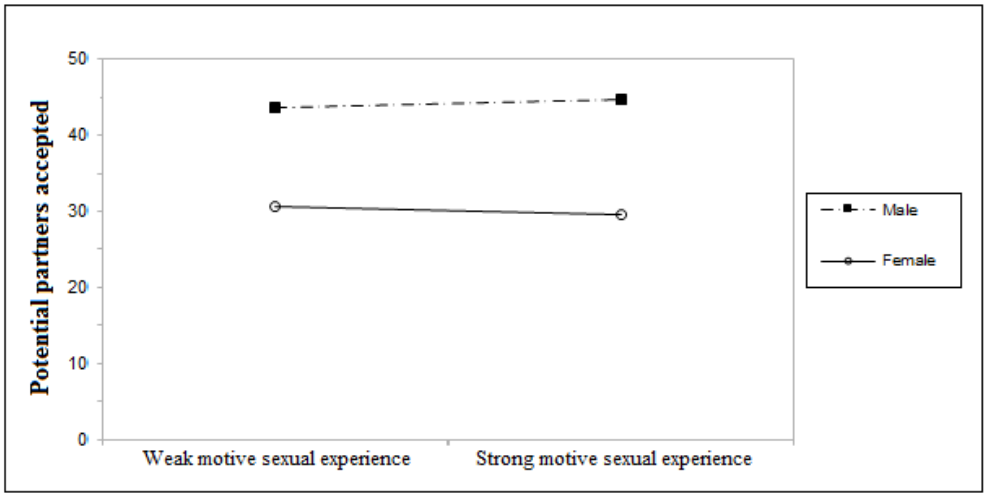

Figure 4. *Gender as a moderator of the relation between the Tinder motive 'sexual experience' and the number of potential partners accepted.*

Exploring other factors that may influence behavior on dating apps

Apart from the analyses to test the hypotheses some additional analyses were performed. The first additional analysis examined whether people with a more unrestricted sociosexual orientation focus more on physical appearance when evaluating a potential partner on Tinder compared to people with a more restricted sociosexual orientation. To assess the size and direction of the linear relationship between sociosexual orientation and the extent to which someone bases his decision on the physical appearance of a potential partner, a bivariate Pearson's product-moment correlation coefficient (*r)* was calculated. The bivariate correlation between these variables was positive and small, $r(301) = .148$, $p = .010$. Indicating that people with a more unrestricted sociosexual orientation focus more on physical appearance when evaluating a potential partner on Tinder than restricted individuals do.

The second additional analysis that was performed was to examine the relationship

between focusing on physical appearance when evaluating potential partners and the Tinder motives. For this analysis again the subset with participants with experience with Tinder was used (N=143). A regression analysis showed that the Tinder motives accounted for a non-significant 14.1% of the variability of focusing on physical appearance, R^2 =.141, adjusted R^2 = .054, F (13, 129) = 1.622, p = .087. None of the Tinder motives significantly predicted the focus on physical appearance.

The third additional analysis was performed to assess the size and direction of the linear relationship between sociosexual orientation and self-reported pickiness when evaluating potential partners on Tinder. There was no significant correlation found between these variables, r(302) = -.036, p = .533. This indicates that sociosexual orientation has no influence on the self-reported pickiness of an individual when deciding to accept or reject a potential partner.

Fourth, to assess the size and direction of the linear relationship between age and the amount of potential partners accepted on Tinder, a bivariate Pearson's product-moment correlation coefficient was calculated. There was no significant correlation found between these variables (r (302) = .095, p = .098). This indicates that there is no relationship between age and the number of potential partners that gets accepted by an individual on Tinder.

Finally, to assess the size and the direction of the linear relationship between sociosexual orientation and the satisfaction of the choices to accept potential partners on Tinder, a bivariate Pearson's product-moment correlation coefficient was calculated. The correlation between these variables was positive and small, r(302) = .131, p = .023. Indicating that people with a more unrestricted sociosexual orientation are more satisfied with their choices to accept potential partners on Tinder. To assess whether the relationship between satisfaction and sociosexual orientation was moderated by gender, a standard multiple regression analysis was conducted. Sociosexual orientation and the interaction between gender and sociosexual orientation accounted

for a significant 2.7% of the variability in the satisfaction with accepted potential partners on Tinder, R^2 =.027, adjusted R^2 = .02, F (2, 299) = 4.112, p = .017. The interaction between gender and sociosexual orientation was marginally significant (β = .116, t(302) = 1.728, p =.085), suggesting that the effect of sociosexual orientation on satisfaction with accepted potential partners depends on gender. The simple slopes show that for men sociosexual orientation significantly predicted the satisfaction with accepted potential partners on Tinder (t = 2.5527, p = .0112, 95% CI [.0492, .3805]), whereas for women sociosexual orientation did not predict their satisfaction with accepted potential partners (t = .1416, p = .8875, 95% CI [-.1474, .1702]). This effect is illustrated in Figure 5.

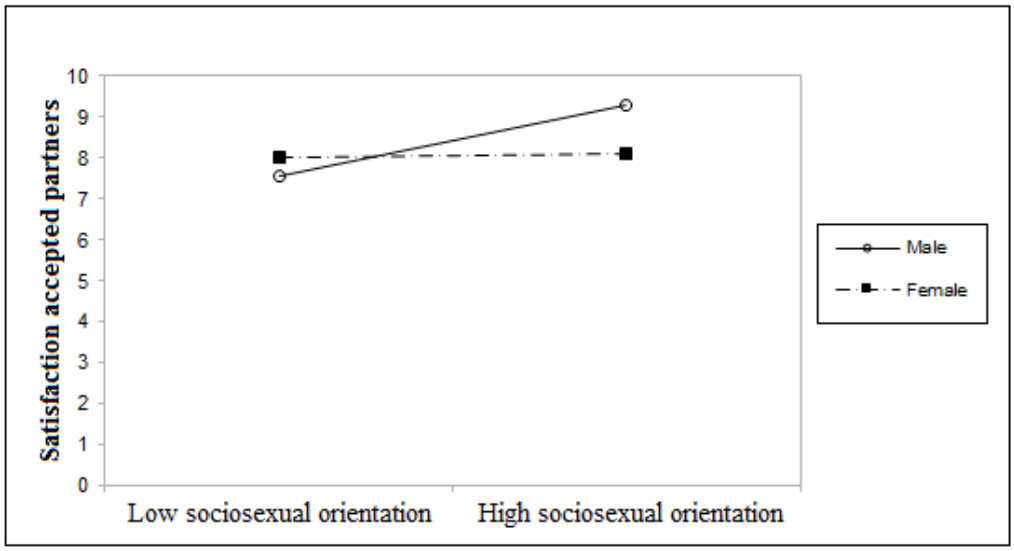

Figure 5. *Gender as a moderator of the relation between the sociosexual orientation and the level of satisfaction with the potential partners accepted.*

Discussion

Results of Study 2 showed that there is a relationship between sociosexual orientation and rejection behavior on Tinder. Sociosexual orientation significantly predicted the number of potential partners accepted on Tinder. This current study also demonstrated that sociosexual

desire significantly predicted rejection behavior. The more unrestricted someone's sociosexual desire, the more potential partners are being accepted on Tinder. Furthermore, it was found that men accept significantly more potential partners than women do. Results also demonstrated that people with a more unrestricted sociosexual orientation and sociosexual desire are more likely to use Tinder for sexual experience compared to people with a more restricted sociosexual orientation and sociosexual desire. Finally, Study 2 showed that the motive 'sexual experience' to use Tinder predicts the amount of potential partners that is being accepted. More specific, the stronger the motive, the higher the amount of potential partners accepted on Tinder. This effect does not depends on gender.

Apart from the analyses that tested the hypotheses, also five additional analyses were performed. The first analysis showed that people with a more unrestricted sociosexual orientation focus more on physical appearance when evaluating a potential partner on Tinder than restricted individuals do. Second, additional analyses showed that none of the Tinder motives significantly predicted the focus on physical appearance when evaluating a potential partner. The third additional analysis demonstrated that sociosexual orientation had no influence on the self-reported pickiness of an individual when deciding to accept or reject a potential partner. Fourth, results of additional analyses showed that there is no relationship between age and the number of accepted potential partners. Finally, results of Study 2 demonstrated that there was a difference in satisfaction with the accepted potential partners between restricted and unrestricted individuals, but only for men. The more unrestricted a men's sociosexual orientation, the more satisfied he is with the accepted potential partners on Tinder.

General Discussion

Earlier research demonstrated that restricted individuals prefer long-term relationships with great commitment (Gangestad & Simpson, 1989) and that unrestricted individuals tend to develop sexual relationships faster (Simpson et al., 1999), but the relationship between sociosexual behavior and rejection behavior on dating apps was never investigated. In this research this relationship was tested with six hypotheses in two studies. Results of both studies integrated with theoretical implications are mentioned below.

The first hypothesis was that people with a more unrestricted sociosexual orientation accept more potential partners on Tinder. This was partly confirmed by the results of this current research. In the first study sociosexual orientation did not predict the amount of potential partners accepted on Tinder. Contrary to the results of the first study, sociosexual orientation did predict the number of potential partners accepted on Tinder in the second study. More specific, the more restricted someone's sociosexual orientation, the higher the amount of potential partners accepted on Tinder. The results of Study 2 are in line with findings of earlier research which found that unrestricted individuals are less picky when it comes to selecting a partner (Jones, 1998; Simpson & Gangestad, 1992; Wilkey, 2016). The reason why the difference between the results of the studies is found is unclear. It is recommended to investigate this in future research.

The second hypothesis was that people with a more unrestricted sociosexual orientation take less time to evaluate a potential partner on Tinder. This hypothesis was only examined in the first study due to technical issues. In the first study sociosexual orientation did not predict the amount of time someone took to decide whether to accept or reject a potential partner on Tinder. Therefore the second hypothesis was not confirmed by the results of this research. This is not in line with previous research suggesting that unrestricted individuals evaluate potential partners

quicker (Carpenter & Ewan, 2016) and are tended to develop sexual relationships faster compared to restricted individuals (Simpson et al., 1999).

The third hypothesis was that sociosexual behavior and sociosexual desire are more important predictors for the amount of accepted potential partners on Tinder compared to sociosexual attitude. Hypothesis 3 was partly confirmed by the results of this research. Both the first and second study showed that sociosexual desire is the only component of sociosexual orientation that significantly predicts rejection behavior on Tinder, while controlling for the other components. This finding strengthens previous research that demonstrated that desire is an important predictor for behavior (Lench et al., 2011; Penke & Asendorpf, 2008). In the present research it was found that sociosexual attitude does not predict rejection behavior. This is in line with past literature showing that, in general, attitudes are weak predictors for behavior (Penke & Asendorpf, 2008; Wickler, 1969). Present findings also shine a different light onto previous research by demonstrating that sociosexual behavior did not predict rejection behavior. This is in contrast with earlier literature suggesting that past behavior predicts future behavior (Oulette & Wood, 1998; Penke & Asendorpf, 2008). It is unclear why this is not found in this current research. Future research could further investigate this finding.

Hypothesis 4 was that men accept more potential partners on Tinder compared to women. In line with this hypothesis, both Study 1 and 2 showed that men accept more potential partners on Tinder than women do. Both studies also demonstrated that men have a significantly more unrestricted sociosexual orientation compared to women. This finding supports previous research of Penke and Asendopf (2008). The influence of gender and sociosexual orientation on rejection behavior on Tinder was different in Study 1 and 2. Results of the first study showed that the effect of sociosexual desire on rejection behavior depended on gender. In other words, a more unrestricted sociosexual desire was a better predictor of the amount of potential partners that

were accepted on Tinder for men compared to women. This is in line with earlier research in which was found that men are more influenced by their sociosexual orientation when evaluating a potential partner compared to women (Townsend, 1995; Townsend & Wasserman, 1997). In the second study this effect was not found. The results of Study 2 showed that there were two main effects. Sociosexual desire and gender both predicted the amount of potential partners accepted.

The fifth hypothesis examined whether people with a more unrestricted sociosexual orientation and sociosexual desire are more likely to use Tinder for sexual experience. In both studies this hypothesis was supported. Based on the results of this present research it can be concluded that the more unrestricted someone's sociosexual orientation is, the stronger his motive to use Tinder for sexual experience. This strengthens the statement of Carpenter and Ewan (2016), suggesting that unrestricted sociosexual people often use Tinder for casual sex.

The last hypothesis tested whether people with a stronger motive to use Tinder for sexual experience, accepted more potential partners on Tinder. Based on the results of both studies this hypothesis is confirmed. The strength of the motive to use Tinder for sexual experience significantly predicted the amount of potential partners that was accepted on Tinder. In the first study the effect of the motive 'sexual experience' on the number of potential partners that was accepted on Tinder, depended on gender. The effect was stronger for men then for women. This could possibly be explained by the parental investment theory (Buss & Schmitt, 1993). This theory argues that the sex difference in (socio)sexual desire is an evolutionary adaption to the differences in the investment when having children (Buss & Schmitt, 1993). For men having sex with someone does not come with the same risks as for women. Women could potentially get pregnant and be attached to lifelong investment of motherhood (Kenrick, Sadalle, Groth & Trost, 1990; Trivers, 1972). So, although women might use Tinder for sexual experience, they could be maybe more hesitant to also behave in that way. Finally, it was examined whether the motive

'sexual experience' moderated the effect of sociosexual desire on the number of potential partners accepted. This was not the case.

Apart from the findings based on the analyses to test the hypotheses, also some additional analyses were conducted. The first additional analysis examined whether there was a relationship between sociosexual orientation and the focus on physical appearance when evaluating a potential partner. In both studies it was found that the more unrestricted someone's sociosexual orientation is, the more likely someone is to focus on physical appearance when evaluating a potential partner. This replicates findings of previous research describing that unrestricted individuals are tented to focus more on looks and sex appeal (Buss & Schmitt, 1993; Simpson & Gangestad, 1992). The second additional analysis examined whether there was a relationship between the Tinder motives and the focus on physical appearance when evaluating a potential partner on Tinder. Only in Study 1 there was a relationship between the motive 'sexual experience' and focus on physical appearance. The third additional analysis examined whether there was a relationship between sociosexual orientation and self-reported pickiness when selecting a romantic partner. The results of both studies demonstrated that there was no relationship. This is surprising because in Study 2 sociosexual orientation predicted the actual pickiness of people on Tinder. It seems to be that individuals are not aware of the influence of sociosexual orientation on their behavior on Tinder. Whether this is the case should be investigated in future research. The fourth analysis examined if there was a relationship between age and the number of potential partners that was accepted on Tinder. In Study 1 it was found that the older an individual is, the more likely he is to accept a potential partner on Tinder. Results of Study 2 showed that there was no relationship between age and the amount of accepted potential partners on Tinder. Earlier research demonstrated that sociosexual orientation changes over time (Sprecher, Treger & Sakaluk, 2013). This could possibly explain the findings in the

first study.

The last additional analysis tested whether there was a relationship between sociosexual orientation and satisfaction with the choices someone made on Tinder. Findings of Study 1 showed that there was no relationship between satisfaction with accepted potential partners on Tinder and sociosexual orientation. Study 2, on the other hand, showed that there was difference in satisfaction with the accepted potential partners between restricted and unrestricted individuals, but only for men. The more unrestricted a men's sociosexual orientation, the more satisfied he was with the accepted potential partners on Tinder. This effect could also be explained by the parental investment theory (Buss & Schmitt, 1993). Because the choices of women could have more impact considering the risk of getting pregnant (Kenrick, et al., 1990; Trivers, 1972), they may be less satisfied with their choices. Whether this is the case should be investigated in future research.

Practical implications

This study provides a number of implications. Apart from the theoretical implications, which are mentioned above, also some practical implications are provided by this research. The first practical implication of this research for users of Tinder is that this research showed that people with a more unrestricted sociosexual desire are more likely to accept a potential partner on Tinder. The likelihood of having a match with a person with an unrestricted sociosexual desire is therefore higher than the likelihood of a having a match with an individual with a restricted sociosexual desire. Especially for heterosexual women the chance of having a match with a man with an unrestricted sociosexual desire is high. Based on the literature this may not be an issue for unrestricted individuals because they seem to have a mating flexibility in which they engage in a lot of available relationships (Wilkey, 2016). But for restricted individuals, who are

searching for a long-term romantic partner with a lot of investment, this could have an impact.

Second, this research builds upon the research about motives to use Tinder. Previous research showed that there are different Tinder motives (Carpenter & Ewan, 2016; Timmermans & De Caluwé, 2017a; Timmermans & De Caluwé, 2017b), but the effect of motives to use Tinder on rejection behavior on Tinder remained unclear. This present research mainly focused on the influence of the Tinder motive 'sexual experience' on rejection behavior, but also added some information about the other Tinder motives. This research showed that rejection behavior is related to the motive 'sexual experience' to use Tinder. This is something Tinder users could keep in mind when using it, because the likelihood of being accepted by a potential partner is higher when a potential partner uses Tinder for sexual experience.

Limitations and recommendations for future research

There are some limitations of this current research that should be mentioned. The first limitation is that the results of Study 1 were not fully replicated by the results of Study 2. Although this research provided and replicated new insights with a huge number of participants, there were some surprising differences found in the results of Study 1 and Study 2. Several differences are already mentioned above, but there were more incongruences found between the studies. First, it is notable that the percentage of potential partners that was accepted is a lot higher in the second study. In the first study participants accepted on average 24.2% of the potential partners on Tinder, whereas in the second study participants accepted on average 51.9% of the potential partners on Tinder. Second, in Study 2 it was found that participants with experience with Tinder behaved differently compared to participants who had no experience with using Tinder. They significantly accepted more potential partners on Tinder. This was not the case in the first study. In Study 1 the number of potential partners that was accepted on Tinder

did not differ for participants with or without experience with using Tinder.

The incongruence of the results of Study 1 and Study 2 could possibly be explained by several differences in the design of both studies. First, in Study 1 the pictures of the potential partners in the Tinder simulation were shown to the participants one after another. In the second study the Tinder simulation was divided in 5 blocks in which ten pictures of potential partners were shown, with questions in between. Second, the sets of pictures that were used for the Tinder simulation could also explain the differences. In the pre-test participants were asked to evaluate potential partners on the pictures. Based on these evaluations the sets of pictures which were used in the simulation were selected. Only people from the U.S. participated in this pre-test. Maybe participants from the Netherlands would have evaluated the pictures differently. It could be the case that people from the Netherlands have a different opinion when it comes to attractiveness of a potential partner compared to people from the U.S.. Another difference in the design of the studies was that the sets of pictures that were used for the simulation were slightly different. In the first study the Tinder simulation consisted of 60 pictures, whereas in Study 2 the simulation consisted of 50 pictures. Third, the way the participants were recruited was different for both studies. In Study 1 the participants were recruited via the network of the researchers. In the second study participants were recruited via Mturk. The fact that participants in the second study received an incentive for their participation could also play a role in the incongruence of the results.

Apart from the differences in the design of the studies, the incongruences in the results could also be explained by cultural differences. The first study only contained Dutch participants, whereas in Study 2 only participants from the U.S. participated. It is unlikely that the differences in outcome can be attributed to the Sociosexual Orientation Inventory (SOI), because this scale has shown an adequate reliability and validity across diverse modern cultures (Schmitt, 2005).

The Sociosexual Orientation Inventory is suitable to use in 47 different nations besides the Netherlands and the U.S. (Schmitt, 2005) and Tinder is used in 149 different countries (Richey, 2016). So, investigating the relationship between sociosexual orientation and rejection behavior on Tinder in a cross-cultural research is possible. All in all, future research is needed to test whether these differences in study design indeed influenced the results.

The second limitation of this research is that a Tinder simulation was used to measure behavior on dating applications. It is a strength that the simulation worked and looked exactly the same as Tinder. However, the results could still be influenced because the participants were not receiving a response on the choices they have made. For example, receiving a notification that they have a match could possibly influence their rejection behavior. We have tried to prevent this by asking the participants to behave like they would do on Tinder and asking them what they think the potential partners would have chosen when they would see a picture of them. To improve the external validity, it would be interesting to test if the results that were found in this research are found again in a research with a Tinder simulation which provides the participants with feedback. A research that measures actual behavior on Tinder or another dating application is also a possibility.

Another limitation of this research is that it was not possible to properly test whether people with a more unrestricted sociosexual orientation spend less time evaluating a potential partner on Tinder compared to people with a more restricted sociosexual orientation properly (*Hypothesis 2).* In Study 1 this hypothesis was not confirmed and due to technical issues it was not possible to measure the time in Study 2. Previous research showed that unrestricted individuals evaluate potential partners quicker and tend to develop sexual relationships faster compared to restricted individuals (Carpenter & Ewan, 2016; Simpson et al., 1999). We expected that unrestricted individuals would also take less time evaluating potential partners on Tinder

compared to restricted individuals. Therefore it is desirable to further investigate this hypothesis in future research.

Fourth, this research focused on heterosexual people. In Study 1 it was possible for homosexual and bisexual people to participate, but they were excluded from analyses, because homosexual participants showed a more unrestricted sociosexual orientation compared to heterosexual participants. This is not in line with earlier literature, which suggests that the sociosexual orientation does not differ across people with a different sexual orientation (Lyons, Lynch, Brewer & Bruno, 2014). Unfortunately the group of bisexual and homosexual participants was too small in Study 1 to perform the analyses separately. But it is recommended to investigate if the present findings are also applicable for homo- and bisexual people to further generalize the results of this research. It is likely that homosexual and bisexual individuals behave differently on Tinder because earlier research has demonstrated that Tinder and other dating applications are making it easier for homo- and bisexual people to find a partner (McKie, Lachowsky & Milhausen, 2015).

Furthermore, it is recommended to further investigate rejection behavior of participants who already have experience with using Tinder. The first study showed no difference in rejection behavior between people with or without Tinder experience, but the second study showed a difference. People with experience with using Tinder accepted more potential partners compared to people who have never used Tinder. A possible explanation could be the fact that, according to the results of the pre-test, the people that were on the pictures in the Tinder simulation scored above average on attractiveness. Tinder users could be more impressed by the potential partners of the Tinder simulation because on Tinder they are faced with potential partners who are probably less attractive. People without experience with using Tinder, on the other hand, do not have a frame of reference to evaluate the potential partners in the simulation. Future research

could further investigate this finding and search for more explanations.

Finally, another recommendation for future research is to investigate the relationship between sociosexual orientation and behavior on Tinder after the decision to accept or reject a potential partner is made. Unrestricted individuals could be more likely to start a conversation or to meet someone they have a match with, because they tend to develop sexual relationships faster compared to restricted ones (Simpson, et al., 1999). They are also probably more likely to have sex with someone they have met on Tinder in a shorter amount of time compared to restricted individuals, because unrestricted individuals require weaker attachment before having sex and are more likely to have a one-night stand (Simpson & Gangestad, 1991; Gangestad & Simpson, 1992). Future research is needed to investigate whether these expectations can be confirmed.

Conclusion

With dating apps like Tinder being a common way to find a partner (Cacioppo, et al., 2013) and Tinder accounting for more than 10 billion matches (Richey, 2016), it is safe to say that Tinder plays an important role in the dating scene nowadays. The current research was the first to investigate the relationship between sociosexual orientation and behavior on Tinder with a unique Tinder simulation and a large number of participants. Although it will be interesting to further expand, investigate and replicate findings of this current research, this research demonstrated that rejection behavior on Tinder is related to sociosexual desire, the Tinder motive 'sexual experience' and gender. This research shines a new light onto the discussion about whether dating apps are more sex apps. Following the findings of present research, Tinder could be considered as a sex app, in particular by people with an unrestricted sociosexual orientation.

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Appendix A

Protocol of Power analysis

F tests - Linear multiple regression: Fixed model, R^2 deviation from zero

Analysis:	A priori: Compute required sample size	
Input:	Effect size f^2	= 0.15
	α err prob	= 0.05
	Power (1-β err prob)	= 0.95
	Number of predictors	= 1
Output:	Noncentrality parameter λ	= 13.3500000
	Critical F	= 3.9505867
	Numerator df	= 1
	Denominator df	= 87
	Total sample size	= 89
	Actual power	= 0.9508527

F tests - Linear multiple regression: Fixed model, R^2 deviation from zero

Analysis:	A priori: Compute required sample size	
Input:	Effect size f^2	= 0.15
	α err prob	= 0.05
	Power (1-β err prob)	= 0.95
	Number of predictors	= 3
Output:	Noncentrality parameter λ	= 17.8500000
	Critical F	= 2.6834991
	Numerator df	= 3
	Denominator df	= 115
	Total sample size	= 119
	Actual power	= 0.9509602

F tests - Linear multiple regression: Fixed model, R^2 deviation from zero

Analysis:	A priori: Compute required sample size	
Input:	Effect size f^2	= 0.15
	α err prob	= 0.05
	Power (1-β err prob)	= 0.95
	Number of predictors	= 13
Output:	Noncentrality parameter λ	= 28.3500000
	Critical F	= 1.7764441
	Numerator df	= 13
	Denominator df	= 175
	Total sample size	= 189
	Actual power	= 0.9507201

Appendix B

Questions between the blocks of the Tinder simulation in Study 2

Participants were asked to answer these questions on a scale from 0 to 100.

1. I am satisfied with the quality of the pictures in the previous block.

2. Many of the pictures in the previous block were unacceptable for my standards.

3. The previous block felt like I was working through a set: I did not see each person as an individual.

4. I really tried to take time to carefully evaluate each picture.

6. When I was in doubt whether to accept or reject a picture, I generally decided to accept.

7. I often made my decision to reject because of relatively minor details.

8. When making my decision, I only focused on physical appearance and looks.

9. When making my decision, I only took into account whether I liked the person (even if this person might not like me).

10. When making my decision, I took into account whether this person would not reject me.

11. I have the feeling that the next block of pictures will contain good matches.

12. I am looking forward to see the next block of pictures.

Participants were asked to answer these questions by filling in a number.

1. How many of the people from the previous block do you think would have accepted your picture?

2. How many matches do you think would you have in the previous block?

Appendix C

Questions after Tinder simulation Study 2

Participants were asked to answer these questions on a scale from 1 to 10 (1 = not at all, 10 = very much).

1. Are you satisfied with the choices you made for the people that you have accepted?

2. Are you satisfied with the choices you made for the people that you have rejected?

3. Do you feel regret about the choices you made for the people that you have accepted?

4. Do you feel regret about the choices you made for the people that you have rejected?

Participants were asked to answer this question by filling in a number.

1. How many people do you think you accepted in total?

Appendix D

Correlation table Study 1

Table 3. Correlation table with means, standard deviations, and Cronbach's Alphas of Study 1

	Mean	SD	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
1. Accepted	14.52	7.992	(1)									
2. Sociosexual orientation	4.23	1.56	.044	(.853)								
3. Sociosexual behavior	2.96	1.953	-.062	.791**	(.892)							
4. Sociosexual attitude	5.63	2.191	.033	.878**	.584**	(.807)						
5. Sociosexual desire	4.08	1.691	.127*	.689**	.276**	.443**	(.801)					
6. TMS: Sexual experience	2.57	1.423	.197**	.561**	.372**	.537**	.393**	(.895)				
7. Satisfaction	5.06	1.152	.109	.111	0.119*	.057	.077	.160*	(1)			
8. Pickiness	73.74	16.31	-.028	.017	.01	-.005	.031	-.033	-.004	(1)		
9. Focus on physical appearance	5.62	1.203	0.79	.154**	.125*	.086	.159**	.081	.145*	.129*	(1)	
10. Age	22.82	2.908	-.01	.062	.112	.035	-.001	.025	.131*	.137*	-.013	(1)

* $p < .05$ (two tailed). ** $p < .01$ (two tailed)

Appendix E

Correlation table Study 2

Table 4. Correlation table with means, standard deviations, and Cronbach's Alphas of Study 2.

	Mean	SD	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
1. Accepted	25.93	12.388	(1)									
2. Sociosexual orientation	4.333	1.665	.197**	(.861)								
3. Sociosexual behavior	3.107	1.684	.111	.709**	(.828)							
4. Sociosexual attitude	5.729	2.404	.108	.838**	.427**	(.802)						
5. Sociosexual desire	4.127	2.211	.243**	.805**	.389**	.491**	(.899)					
6. TMS: Sexual experience	4.276	1.533	.165*	.576**	.299**	.483**	.523**	(.893)				
7. Satisfaction	8.23	1.634	.221**	.131*	.016	.158*	.108	.151	(1)			
8. Pickiness	67.74	25.96	-.386**	-.036	.040	-.081	-.01	-.004	-.052	(1)		
9. Focus on physical appearance	74.82	21.16	.023	.148**	.089	.211*	.03	.223*	.195**	.053	(1)	
10. Age	26.18	2.798	.095	.071	.129*	.014	.065	-.052	-.041	.011	0	(1)

* $p < .05$ (two tailed). ** $p < .01$ (two tailed)