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Investigating the Impact of Mobile Dating Applications in Perspective of Hookup Culture among Pakistani Youth

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ABSTRACT

Aim of the Study: Mobile dating has become more communal with a growing number of smart phone applications that brings facilitation for dating globally. In the current study, the researchers investigated whether the usage of mobile dating applications cause hookup culture in Pakistani society. Nearly majority of the sample use dating applications regularly, with Tinder and Mingle being the most popular. The study witnessed that there is a significant change in the behavior of youth. Yet what remains unidentified is another affective dimension of the behavior of youth towards these mobile dating applications in relation to long-term commitments whether they consider them trustworthy in looking for serious relationships.

Methodology: The study operationalized the theories of uses and gratification and diffusion of innovation with an association of quantitative research by using survey method along with purposive and snowball sampling. Online structured questionnaire was developed to collect data by using Google Forms.

Findings: The findings of the study has shown that mobile dating applications in Pakistan cause hookup culture as there is a significant correlation between mobile dating applications and youth as it clearly indicates that youth prefer to develop temporary relationships rather than long-term relationships. In this research correlation, t-test has been used for statistical analysis.

Conclusion: The study concluded that the youth do not consider mobile dating applications (Tinder and Mingle2) trustworthy to find long-term relationships as they view these applications as a source of entertainment.

Keywords: Mobile Dating Applications, Hookup Culture, Youth.

Introduction

Internet has opened a new path for romantic interaction by introducing smart phone applications and these applications can be downloaded or installed on mobile phones in order to communicate with people via photo sharing, messaging and interactive content. Online dating applications are software applications

designed to generate connections between people who are interested in romance, casual hookup, or friendship. Several studies witnessed that mobile phones have been converted into online smart gadgets on which people are swiping, contacting and scrolling the screens by immersing themselves in a new way of entertainment (Viennot, 2014; Cambre, 2016).

The practice of everyday life is entangled with social media which particularly connects us with mobile media as it is also said to be the conversion of computer mediated communication to mobile communication through internet. Computer Mediated Communication is an advancement in technology where people communicate through online chatting, images, documents and other social media actions. People are connecting and interacting with each other through social media platforms i.e. Facebook, Skype, Yahoo and many more but now these applications are connected with mobile phones with a single touch you can contact with millions of people globally like "Facebook Live", "Instagram live" (Rocha, 2018).

The study highlights two mobile dating applications i.e. Tinder and mingle2 as both of these applications are being used and considered as the main dating applications on the basis of huge number of downloads on Google Play-store (Sevi, et.al 2017). According to a pilot survey of the current study, Pakistani youth prefer tinder and mingle more than any other dating applications so the study focuses these two mobile dating applications. Notably, the usage of social media apps and mobile dating apps has been increasingly spreading among youth in Pakistan (Mahmood, 2019) .

Swipe left and swipe right emerges with the advancement of Tinder shows the picture of different users to like and dislike other person with swiping their profiles left or right. A swipe to the right implies that the user likes the profile wants to build up an association; a swipe to left implies that user isn't intrigued. Swiping right to the profiles from both sides gives them opportunity to direct messaging. This application also provides the option of the location to measure the distance of the users so that they can see where exactly that person is located (Mackee, 2016) .

With a huge number of users, Mingle2 is the best dating application to meet, visit, and date and home base with individuals close to your area. It is one of the greatest free web-based dating application out there. Meeting like-minded individuals, making new companions, dating, or simply hanging out and talking on the web has never been simpler (store, 2020). The study examines hookup-culture emerging through dating application which means a culture that involves and supports uncommitted, short-term sexual acts between two people who are not involved in a long-term relationship with each other. Hooking up means uncertain sexual experiences among people which eventually includes flourished inside the sociocultural milieu of youths, arising grown-ups. (Merriwether, 2012).

In respect of Pakistani youth, the study discovered how youthful grown-ups see their encounters on internet dating destinations. Young age is when most people look for having a place and acknowledgment. Internet dating has offered an ideal source for grown-ups to investigate elective connections without the sting of dismissal. This examination proposed that youthful grown-ups may feel an incorrect conviction that all is well with the world when they meet individual's online dependent on vicinity alone. The study explores the current state of online dating create an illusion of "thin trust" (Bokhari, 2015).

The concept of dating is quite open and liberal in Western countries. However, in a country like Pakistan, it is not only controversial but prohibited culturally, religiously and ethically as the country depends upon Islamic ideology (Latif, et.al, 2021). The research study aims to discuss the usage of mobile dating applications in causing and prevailing hookup culture among Pakistani youth. The objectives of the study are as follows:

Study Objectives

- To highlight the role of mobile dating applications in causing hook up culture among Pakistani youth

- To evaluate whether youth consider mobile dating applications trust worthy in looking for long term relationship

The study helps in understanding that how the hookup culture exists and prevails in Pakistani society among youth through the use of mobile dating applications. It helps us to know the perception of youth in Pakistan regarding the usage and impacts of mobile dating applications. The study also helps in exploring that are mobile dating applications considered to be trustworthy for a long-term relationship.

Literature Review

Alert, (2017) addressed that internet dating has changed the manner in which individuals meet and structure connections as indicated by examining internet dating. The study clearly identifies new ways of searching adoration and connecting with people by swiping their profiles. Internet dating is considered to be much simpler than the traditional one as the user can have a full-time technological contact with their partners. It has changed the manner in which we structure connections.

Lopes & Vogel, (2019) suggested that online dating applications have gender differences in online dating experiences appeared in the mobile industry as a commanding tool to tie people and simplify multiple relationship forms or casual dates. Undoubtedly, Tinder is being the popular one globally in forming part of a trend among youth which encourages them to use these apps and interact with new people by engaging with advanced technologies. There are some benefits associated with the use of such applications

Gull, (2019) emphasized on the usage of Tinder applications in the reviewed study. Although, the usage of Tinder application in Pakistan has become a perspective of socio-psychological need where it emphasizes the youth perception and behavior due to certain social and psychological needs. Many studies have addressed the usage of mobile dating applications with the perspective of Pakistani youth, along with an investigation to identify the theoretical contribution of uses and gratification in order to understand the usage patterns of the online dating users. Moreover, it has been observed that results clearly indicated the usage of mobile dating applications particularly tinder are in the huge demand among youth to gratify needs as it facilitates them in making friends and connecting with people in order to reduce their depression and anxiety.

Cama, (2021). supported the above statement by mentioning that there are many studies in literature that refers dating applications as hookup applications and also discusses the usage of these applications as the most common in seeking sexual entertainment.

Garcia, (2012) addressed the hookup culture that it covers a wide range of sexual behaviors, such as kissing, oral sex, and penetrative intercourse and this is short term relationship without any desire, promise and commitment. The literature indicates that adolescents and young adults are mostly involved in this open uncommitted sex culture as the many studies tend to focus on different aspects of hookup culture such as short-term sexual relation, cultural shifts in dating, and the emergence of psychological and social issues among youth. It has been found out that both transformative and social powers are likely encouraging hookup conduct, and also providing multiple impressions in order to promote hookup culture.

Lopes & Vogel, (2019) also mentioned that there is a greater difference between males and female users' perception and experiences with regard to the motivations to use mobile dating application in respect to the benefits of using such apps and the difference in the perception of male and female users.

Hobbs, et.al. (2016) stated that the solidity and security once provided by life-long partnerships has been 'liquefied' by rampant individualization and technological change. It has also been believed that internet dating is indicative of social and technological transformation that renovates modern engagements and relationships into a kind of commoditized game.

Frank, (2019). explored the experiences of users of digital dating and hook-up applications (or 'apps') in order to assess the extent to which a digital transformation of intimacy might be under way. It examines whether the users feel the technology has influenced their sexual practices and views on long-term relationships, monogamy and other romantic ideals. The study showed that dating apps are intermediaries through which individuals engage in strategic performances in pursuit of love, sex and intimacy. Ultimately, this article contends that some accounts of dating apps and modern romantic practices are too pessimistic, and downplay the positives of 'networked intimacy'.

Solis & Wong, (2019).witnessed sexuality or having temporary relationships are the only analysts of the reasons that people use mobile dating applications to meet others for a casual sex. Though, studies have also identified that these applications gratify the needs of users for love and sex. Kallis, (2020) mentioned that tinder is the most popular applications for online users in order to interact and self-entertainment purposes.

Jessica, (2015) emphasized on the usage of dating applications which relates to the current study as it discusses how and why people used most popular dating application tinder and it also explores the perception of women and men towards dating application. The study conducts 30-question online overview at Texas State University, with an aim to find out the use of dating applications among youth. Subsequently, the research concludes that distinctions in sexual orientation are quite clear in internet dating and using dating applications. The study finds out that internet dating to be higher among guys as compared to females. The results demonstrate that dating applications are simpler than going to bars or parties and simple to utilize.

Rosenbaum, (2020) focused on the attitudes of youth towards online dating, the expanded prevalence of dating applications can also be seen as a result in rise in live-in relationships and it also investigates about the individuals' dating choices. Studies have found out that the growing popularity of dating applications such as Tinder also increases the chances of interracial marriages in countries. It also highlights the need for profile pictures and names of the users which can be helpful to induce a potential date on Tinder in order to create association between users. Moreover, in relation to the prior literature, it has also been observed that sexual motivation is the major concern of male users.

Theoretical Framework

Uses and gratification theory supports the research by emphasizing the fact that mobile dating applications present a rich occasion to investigate how individuals utilize portable dating innovation and the fundamental satisfactions clients may get from cell phone association. It explores how individuals deliberately search for the media to fulfill certain necessities or goals, for instance, entertainment, loosening up, or blending. The theory clarifies how and why youth select to download and utilize Tinder and blend application. UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification (Njoroge, 2013).

The research analyzed the relationship between mobile dating applications and the usage of which applications by Pakistani youth. The study relates with the assumptions of personal integration of uses and gratification theory as it focuses to satisfy the personal needs of people. Different user uses mobile dating application for their different needs i.e. physical, social, as well as psycho-social gratifications of users. Maybe youth use these applications for fun, entertainment or time pass maybe some uses for serious purpose like long term relationship or friendships. Consumption of mobile dating applications has increased rapidly (Mahmood, 2019).

Diffusion of innovation supported the current study in light of explaining technological revolution like mobile dating applications. It explains the acceptance of new developments in technological communication and emphasizes the adoption of this technology. There is different type of mobile dating applications users, the first one are those who are innovators and use these applications and adopt their innovation. The second is early adopters who can adopt change easily they use dating applications without any fear of risk i.e. fake profiles and trust issues while interacting new people on mobile dating applications. Third is early majority who use tinder and mingle after early adopters so after using them it can be decide easily that new development works or not, they are more in strength than late majority they use technology become common (Dearing & Cox, 2018).

Hypothesis

H1. Mobile dating applications play role in causing hook up culture among Pakistani youth.

Methodology

Research Design

The study conducted a cross sectional, descriptive and a correlational design that focuses on a cause-and-effect relationship between variables.

Type of Data

The study used quantitative method consisted of primary data and was collected through survey method and a structured questionnaire tool.

Population

The target population of study was the users of mobile dating applications in Pakistan, particularly from age 18 to 35 years.

Sample Size

The sample was comprised of 300 respondents who use mobile dating applications, out of which 38% were females and 62% were males.

Sampling Technique

The study implied purposive and snowball sampling to gather respondents in order to purposefully analyze their usage of mobile dating applications and their intentions towards this app. Snowball technique facilitated the study by connecting the researcher with other mobile dating users which eventually made it possible to collect a fine number of respondents for data.

Data Collection Method and Tool

The adapted instrument was divided into two sections; the first section comprised of the usage of mobile dating applications measured by seven items (Weich & Morgan, 2018) followed by the section for behavior of youth which was adapted with 3 items (Kaakinen, Koivula, & Savolainen, 2021). All questions were rated on a Likert scale of five points (1= strongly disagree to 5= strongly agree). An online structured questionnaire has been developed and a survey was conducted using Google forms.

Data Analysis Tool

The analytical statistical analysis was conducted to perform the data analysis the statistical data analysis tools was quite significant in providing a detailed explanation of the results regarding usage of mobile dating applications and hookup culture among youth.

Research Questions

RQ1. Do the mobile dating applications play role in causing hook up culture among Pakistani youth?

RQ2. Are mobile dating applications considered to be trustworthy for a long-term relationship?

Interpretation and Data Analysis

Based on the results of the correlation analysis between mobile dating applications and hookup culture among youth, it can be inferred that mobile dating applications i.e Tinder and Mingle have a highly significant relationship with the behavior of youth that causes hookup culture with p-value > 0.01 that is 0.014. Moreover, majority of the respondents clearly disagreed that mobile dating applications are trustworthy for a serious relation and are considering these apps for entertainment and fun purpose only. The below mentioned tables have indicated and showed that the hypothesis has been proved as there is a role of mobile dating applications in causing hookup culture among Pakistani youth which shows that youth do not consider these apps trustworthy for permanent relationship but for the sake of entertainment only.

Table 1: *Mobile Dating Applications are trustworthy for Committed relationships*

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	strongly disagree	65	18.6	21.7	21.7
	Disagree	100	28.7	33.3	55.0
Valid	Neutral	80	22.9	26.7	81.7
	Agree	35	10.0	11.7	93.3
	strongly agree	20	5.7	6.7	100.0
	Total	300	86.0	100.0	
Missing	System	49	14.0		
Total		349	100.0		

According to the table 1, 32.8% majority respondents responded that they disagree that mobile dating applications are trustworthy to date new people in term of serious or long-term relationship and 21.3% respondents responded strongly disagree that dating application are trustworthy to looking for long term relationship. While 26.2% participants were neutral, they are not sure either it is trustworthy in term of long-term relationship, 11.5% youth respond were agreed and 6.6% were strongly agree they think that mobile dating applications are reliable for committed relationships in few circumstances. So according to the results most the youth conflict with above statement because they think that people most of the time are with time pass purpose so mobile dating applications are not trustworthy for long-term relationship.

Table 2: *Mobile Dating Applications are considered as source of entertainment.*

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	strongly disagree	31	8.9	10.3	10.3
	Disagree	51	14.6	17.0	27.3
Valid	Neutral	61	17.5	20.3	47.7
	Agree	112	32.1	37.3	85.0
	strongly agree	45	12.9	15.0	100.0
	Total	300	86.0	100.0	
Missing	System	49	14.0		
Total		349	100.0		

According to the table 2, 36.7% participants respond this statement that mobile Dating applications are convenient source of entertainment with agree, 14.8 % respondents respond that they use mobile dating applications only for fun with strongly agree, 20.0% responded neutral means they are not sure may be they mobile dating application are convenient for fun maybe not for entertainment purpose, 16.7% respondent are disagreed that they don't use dating application for entertainment and 10.2% participants strongly disagree so overall findings are that majority youth think that mobile dating application are convenient source for entertainment.

Table 3: *Correlation analysis between Mobile Dating Applications and Hookup Culture among Pakistani Youth.*

		Mobile Dating Applications	Hookup Culture
MobileDating Applications	Pearson Correlation	1	.141[*]
	Sig. (2-tailed)		.014
	N	300	300
Hookup Culture	Pearson Correlation	.141[*]	1
	Sig. (2-tailed)	.014	
	N	300	300

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

Findings and Discussion

The study analyzes the use of mobile dating applications in Pakistan with an aim to find out whether such applications cause and prevail hookup culture among youth and to examine the perception of youth regarding these applications and dating culture in Pakistan. A quantitative methodological approach of survey method helps the study to fulfill the purpose by using purposive sampling in order to select mobile dating application users. The relationship between mobile dating applications and hookup culture has been examined through statistical analysis by applying correlation test and the results are as follows:

According to the results, the r value .141 indicates a very strong positive correlation between mobile dating applications and hookup culture. The corresponding p value .014 is less than 0.05 which concludes that there is significant relationship between the usages of mobile dating applications that play role in causing hookup culture among youth which indicates that they consider dating applications for temporary relationships only.

The study discusses the role of mobile dating application in causing and prevailing hookup culture in Pakistan among youth and the perception of youth in terms of looking for long term relationship through mobile dating applications. Hookup culture is slightly emerging as a practice in our society despite the fact Pakistani cultural, social and religious values are different from western culture. It discloses that using mobile dating applications has never been considered a source to make committed relationships but to have a certain level of entertainment in making up temporary or random relationships. In reference from the reviewed study above, the reason for using mobile dating applications has been openly discussed in several literature and have also explored the perception of women and men towards dating application. Subsequently, the research studies proves that distinctions in sexual orientation are quite clear in internet dating and using dating applications. The study finds out that internet dating to be higher among guys as compared to females. The results demonstrate that dating applications are simpler than going to bars or parties and simple to utilize (Jessica, 2015).

In an addition to the present study, it has also been understood that numerous literature studies have ensured that temporary relationship is the primarily focus and an major aspect which emphasizes people and they use mobile dating applications to meet others for a casual sex or dating. Hence, the present study also identifies that these dating apps are providing a platform to meet people and have temporary relationships or causal relationship with their partners (Solis & Wong, 2019).

In relevance to the results of the present research, there exists a greater difference between usage experience of males and females and their perceptions towards the motivation to use mobile dating applications. However, it has also been shown that male users are more frequently. While several literature studies have experienced a greater difference between males and female users' perception and experiences with regard to the motivations to use mobile dating application in respect to the benefits of using such apps and the difference in the perception of male and female users (Lopes & Vogel, 2019).

RQ1. Do the mobile dating applications play role in causing hook up culture among Pakistani youth?

The study discusses the role of mobile dating application in causing and prevailing hookup culture in Pakistan among youth and the perception of youth in terms of looking for long term relationship through mobile dating applications. Hookup culture is slightly emerging as a practice in our society despite the fact Pakistani cultural, social and religious values are different from western culture. It discloses that using mobile dating applications has never been considered a source to make committed relationships but to have a certain level of entertainment in making up temporary or random relationships (Garcia, 2012).

RQ2. Are mobile dating applications considered to be trustworthy for a long-term relationship?

The results show that youth do not consider these dating applications trustworthy for long-term relationship. They believe that mobile dating applications are not reliable for getting into any committed or serious relationship but to have certain type of temporary relations for the sake of entertainment. This western based dating culture is not only provoking the young users towards dating and hooking up but also destroying the cultural and religious conduct of Pakistan (Mahmood, 2019).

Conclusion

The study concludes that mobile dating applications are causing and prevailing hookup culture among Pakistani youth. It shows that mobile dating applications are not considered trustworthy in looking for long term relationship. By using theories, uses and gratification and diffusion of innovation, the study concludes that youth use these mobile dating applications in order to fulfill their personal needs. These needs may include entertainment purposes, somehow time pass and for temporary and uncommitted relationships. It also indicates that male users use mobile dating applications more than female users and it can also be seen that how technological advancement take place and how mobile dating applications diffuse among young users. The results also show the preference of mobile dating applications over traditional dating as it comes with an innovative technical advancement of finding partners according to their choices for entertainment purposes particularly. The study concludes that mobile dating applications cause hookup culture in Pakistan which promotes western notion which can be a risk towards cultural and Islamic values of Pakistan among youth.

Recommendations

- The study suggests future researchers to work on physical and mental health issues among youth while using dating applications

- The study also suggests effects of mobile dating applications on youth educational performance.

- Religion and cultural practices are important part that can be a good point to focus on for future researchers.

- Future researcher also works on the features of mobile dating applications in order to become a source of attraction or youth.

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