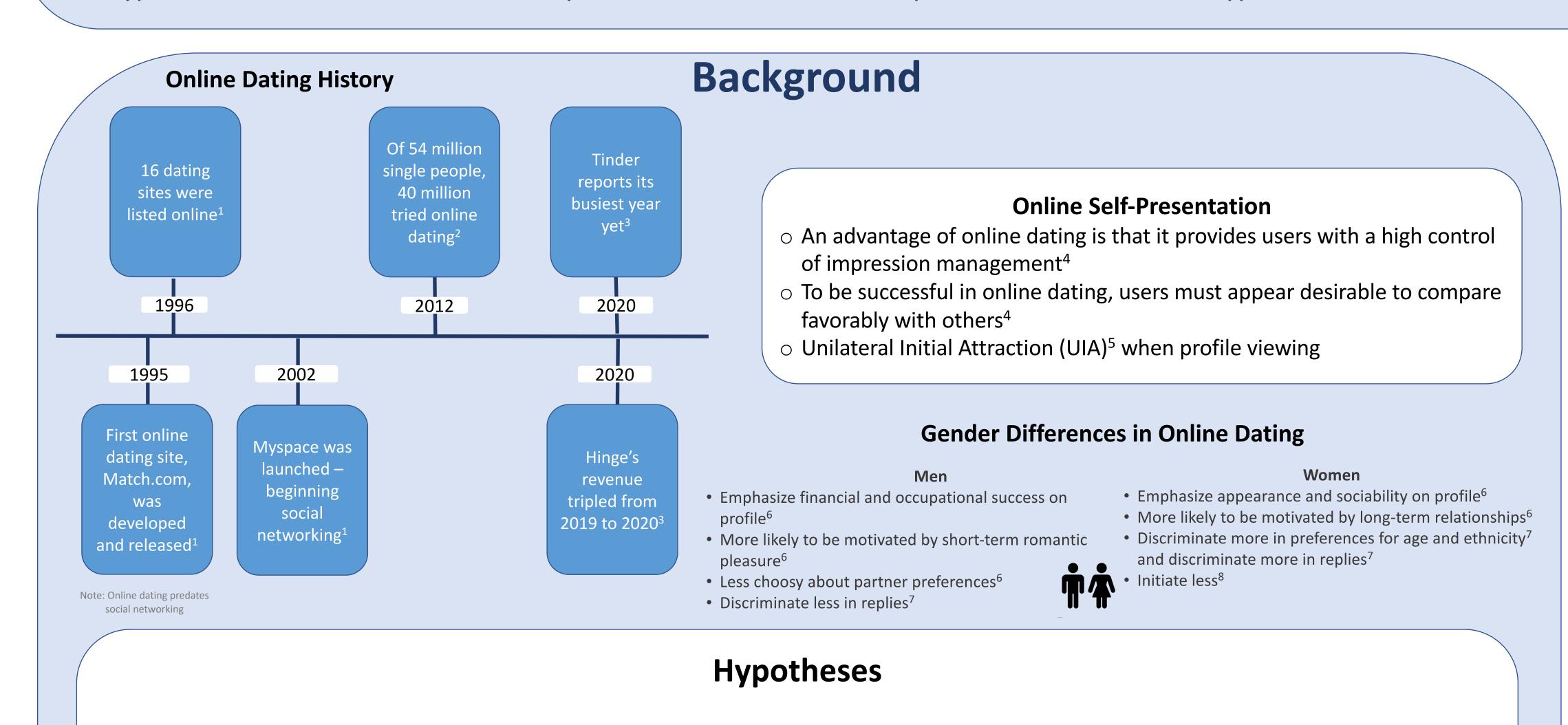
## **Abstract**

Online platforms have been shown to be potentially fertile ground for exhibiting hyperfeminine attitudes and behaviors<sup>9, 10</sup>. Yet, much of the research produced on these exaggerated gender roles online relates to general social networking, rather than online dating. The current study investigated the endorsement of exaggerated gender roles among those who use online dating platforms and its relationship to their behaviors online. Specifically, we hypothesized that those who adhere to exaggerated gender norms (i.e., hypermasculine and hyperfeminine) would emphasize their physical appearance on their online dating profiles over their personality, values, or other preferences. The research also explores the association of unilateral initial attraction on 'matching' preferences of other users' online dating profiles. The sample consisted of 208 individuals who currently use online dating platforms. Participants either shared a screenshot of their online dating profile or answered a series of questions regarding their profile. Analyses demonstrate partial support for our hypotheses. Linear regression analyses suggested stronger endorsement of masculinity was related to a higher importance ranking of physical attractiveness and other attributes when viewing an online dating profile and preparing one's own dating profile. Stronger endorsement of femininity was not significantly related to importance of either physical traits on one's own online dating profile or another person's online dating profile. Gender moderation analyses were not significant, suggesting that gender does not moderate the association between masculinity or femininity and profile preferences. Marginal findings indicated that hypermasculine males were more likely to match with an attractive photo over bio, whereas hyperfeminine females were more likely to match with an attractive bio over photo.

# Online Dating Behaviors and Gender Role Adherence

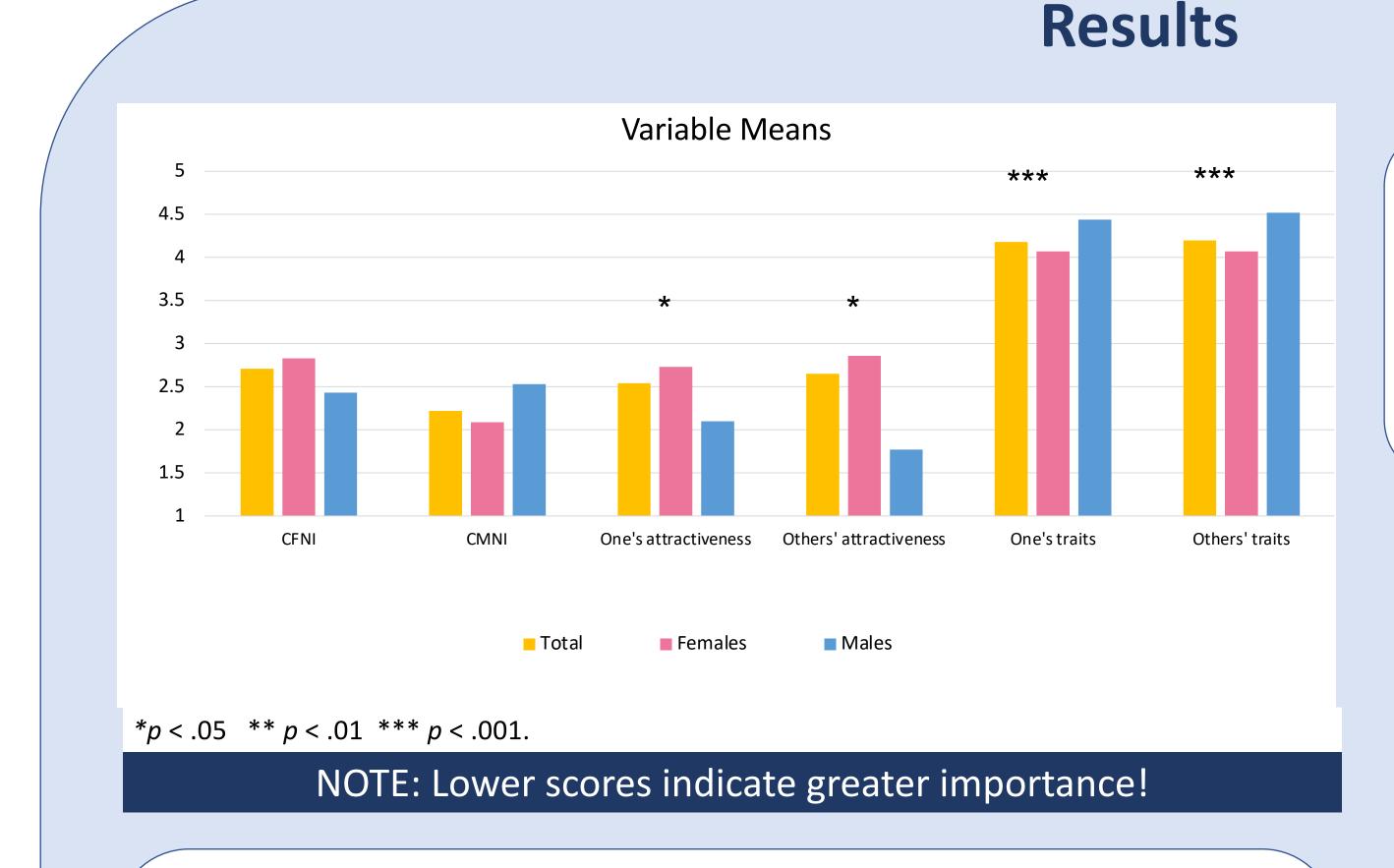
Victoria Klennert B.S. & Kristin Mickelson Ph.D.





H1: People who adhere to exaggerated gender norms will be more likely to emphasize physical appearance over their personality, values, or other preferences.

H2: Gender will moderate this relationship, such that men will show a stronger connection with masculinity and women will show a stronger connection with femininity.



## **Linear Regression**

**Importance of Physical Attractiveness** Masculinity was significantly related **Self** (B = -.20, SE = .23, p = .012)

Masculinity was **significantly** related **Self** (B = .22, SE = .08, p = .005) **Other** (B = -.15, SE = .25, p = .076) **Other** (B = .24, SE = .09, p = .003)

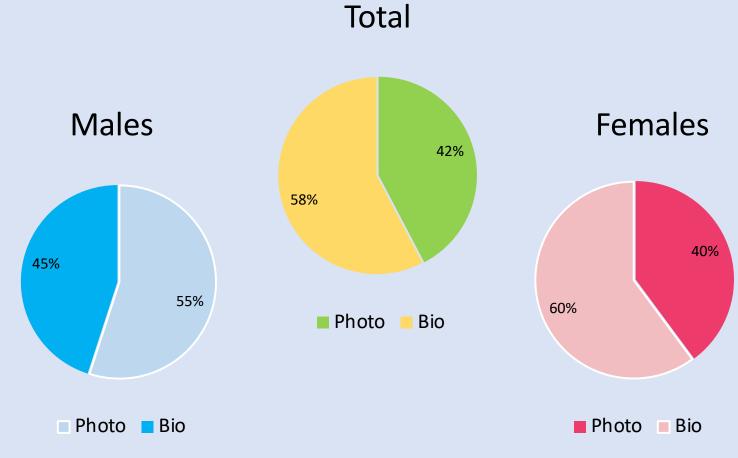
Femininity was not significantly related Femininity was not significantly related

#### **PROCESS for Gender Moderation**

None of the analyses were significant, suggesting that gender does not moderate the association between masculinity or femininity and profile

## **Matching Preferences**

Logistic Regression & Crosstabs



Hypermasculine males more likely to match with an attractive photo (52.9%) over bio (47.1%).

Hyperfeminine females more likely to match with an attractive bio (52.8%) over photo (47.2%).

## Methods

#### **Participants LGBTQ 36.5%** ♥♥♥♥♥♥♥ Requirements: Active users of online dating African At least 18 years of age American English-speaking; reside within the U.S. Asian Race/Ethnicity Hispanic/Latinx Recruited through Prolific Native 208 total participants American 138 female, 60 male, 10 non-binary Pacific Islander ○ Age range 18-40+ • (M = 27.08, SD = 6.75)

Heterosexual 63% ♥♥♥♥♥♥♥

#### Measures

- Conformity to Masculine Norms Inventory (CMNI)
- Subscales: Winning, Power Over Women, & Heterosexual Self-Presentation
- Conformity to Feminine Norms Inventory (CFNI)
- Subscales: Romantic Relationship, Sexual Fidelity, & Invest in Appearance
- Questions about online dating history and preferences
- Coded screenshots of participants' online dating profile

#### **Procedures**

○ 10–15-minute Qualtrics survey

### **Outcome Variables**

Participants were asked to rank from most to least importance of what is it be included on their own online dating profile, as well as what is to be included on other users' online dating profile



## Discussion

**Importance of Non-Physical Traits** 

## Analyses suggest partial support of hypotheses

- Stronger endorsement of masculinity was related to greater importance placed on physical attractiveness and lower importance on and other attributes when both viewing an online dating profile and preparing one's own dating profile.
- Stronger endorsement of femininity was <u>not</u> significantly related to importance of either physical attractiveness or non-physical traits when viewing an online dating profile and preparing one's own dating profile.
- Gender did not moderate this relationship.
- The dichotomous variable of matching preferences (photo OR biography) was not significant, but it did show trends in the same direction of other analyses.

#### Limitations

#### **Future Directions** Larger/representative sample

- Sampling limitations not representative; 2/3 of sample were
- Survey may not have captured hyper-gender orientation

dating. *Journal of Marriage and Family*, 76(2), 387-410. https://doi.org/10.1111/jomf.12072

Social desirability effects

- Why online dating users do <u>not</u> match
- Online dating behaviors related to low-adhering gender roles and/or/ those who identify as non-binary/third gender

\*Dichotomous variable

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Review. 2016 49th Hawaii International Conference on System Sciences (HICSS). https://doi.org/10.1109/HICSS.2016.481