



ORIGINAL RESEARCH PAPER

Psychology

STUDY OF SOCIAL DESIRABILITY AND BODY SELF-IMAGE AMONG YOUNG ADULTS USING ONLINE DATING APPS

KEY WORDS: Social desirability, body self-image, online dating, young adults, overall appearance evaluation.

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ABSTRACT

The current study “social desirability and body self-image among young adults using online dating apps” looks into the relationship between social desirability and body self-image and how social desirability influences body self-image. A total of 206 participants from both male and female genders belonging to the age group of 18-30. The tools used were Marlowe-Crowne Social Desirability – Short Form(CMSDS) and Body self-image questionnaire – Short Form(BSIQ-SF). The statistical technique for correlation was used to identify the association between social desirability and body self-image, in which the body self-image consists of 9 subscales. The findings of the study indicate there is a negative relationship between social desirability and fatness evaluation, height dissatisfaction and social dependence with respect to body self-image and a positive relationship between social desirability and overall appearance evaluation and negative affect in body self-image. Lastly, there is a significant impact of social desirability on negative affect and fatness evaluation with minimal impact on overall appearance evaluation, social dependence and height dissatisfaction in relation to body self-image.

INTRODUCTION

Online dating is a way for people to meet and form romantic relationships over the internet. It typically involves the use of a dating website or app where users can create a profile and search for potential matches. With the introduction of smartphones and tablets, people can now connect with potential partners from anywhere in the world. Online dating apps such as Tinder, Bumble, and OkCupid have made it easier than ever to find a match. Technology has also enabled users to filter potential matches based on their interests, location, and other criteria. Additionally, online dating sites have implemented safety measures such as background checks and photo verification to ensure that users are who they say they are.

Although recent studies and media reports indicate that it may also be a good environment for deceit, online dating is a well-liked new method for starting love relationships. The current study in a contrast to other ones that only used self report data, establishes ground truth for 8- online daters height, weight and age and contrasts it with information given in dating profiles. The findings imply that although dishonesty is regularly notices, it typically occurs at a low level.

It was revealed that more people are engaging in dating online as indicated by a 7 month rise in the percentage of conventional traditional daters which increased from 41% to 69%¹.

The fact of portraying oneself as attractive might encompass from the way dating software works, it includes a set of photographs that is swiped through in order to find a suitable dating partner which catches the individual's eye thereby physical appearance becomes a key factor in choosing dating partner². Some of the factors that would be looked into is social desirability and self-image, here social desirability means one can quantify desirability by the number of messages a user receives and specifically the number of initial messages, since it is the first contact between a pair of individuals that most reliably indicates who finds whom attractive³.

It was estimated that the mate preferences used information by utilizing the Gale-Shapley algorithm to forecast stable pairings using data on user traits and interactions from an online dating service. The real matches are roughly as efficient as the anticipated matches, which are close to the

actual matches the dating service has been made. Out-of-sample forecasts of offline matches, or marriages, show assortative mating patterns that are consistent with those seen in real marriages. As a result, sorting in marriages might be caused by mate preferences without the need of search frictions. However, the correlation patterns; search frictions could be a factor in this discrepancy's explanation⁴.

METHOD

Sample distribution

The sample size was 206 which is based on whether the individuals are using online dating apps currently

Inclusion Criteria:

Individuals who are in the age range of 18 to 30 and who are currently using online dating apps.

Exclusion Criteria:

Individuals who haven't used dating sites and who used dating sites previously.

Procedure

The questionnaire approach was employed as the primary source of primary data. The standard scales that were used are Marlowe-Crowne Social Desirability scale – short form and Body Self-Image Questionnaire- short form

Tools used for the study

1. Marlow – Crowne Social Desirability scale – short form.
2. Body self-image questionnaire by David Rowe (2005, June)

Statistical Analysis

The statistical Package for Social Sciences (SPSS) version 26.0 was used to evaluate the hypotheses using Pearson Correlations and Regression Analysis.

RESULTS AND DISCUSSION

Table 1: Sociodemographic Details Of The Participants Which Includes Age Range, Place And Gender.

Variables		N	Mean (SD)/ Percentage
Age Range	18-30	206	24.88
Place	Bengaluru	206	
Gender	Male	131	63.59%
	Female	75	36.40%

Descriptive Statistics

Table 2:

Descriptive statistics of Social desirability and body-self image (Overall Appearance Evaluation, Height Fitness Influence, Investment in Ideals, Height Fitness Evaluation, Social Dependence, Height Dissatisfaction, Fatness Evaluation, Negative Affect and Attention to Grooming.

Variables	Mean	Median	Standard deviation
Social Desirability	19.43	19	2.16
Overall Appearance Evaluation	10.11	10	2.42
Height Fitness Influence	9.68	10	2.56
Investment in Ideals	9.28	9	2.71
Height Fitness Evaluation	9	9	2.55
Social Dependence	8.17	8.5	2.66
Height Dissatisfaction	7.95	3	3.28
Fatness Evaluation	8.03	9	3.17
Negative Affect	7.55	8	3.22
Attention to Grooming	9.12	9	2.36

The mean, median and standard deviation were calculated therefore for social desirability the mean, median and standard deviation were as follows 19.43, 19 and 2.16 respectively, as for body self- image, there are 9 subscales which are overall appearance evaluation, height fitness influence, height fitness evaluation, height dissatisfaction, social dependence, negative affect, attention to grooming, investment in ideals and fatness evaluation. The mean for the aforementioned factors is 10.11, 9.68, 9.28, 9, 8.17, 7.95, 8.03, 7.55 and 9.12. The median for the corresponding factors were 19, 10, 10, 9, 9, 8.5, 3, 9, 8 and 9 and the standard deviation for the corresponding factors were 2.16, 2.42, 2.56, 2.71, 2.55, 2.66, 3.28, 3.17, 3.22 and 2.36 respectively.

Table 3: Correlation Between Social Desirability And Body Self-image

	Social Desirability
Overall Appearance Evaluation	.188**
Height Fitness Influence	.123
Investment in Ideals	-0.38
Height Fitness Evaluation	0.075
Social Dependence	-.184**
Height Dissatisfaction	-.152*
Attention to Grooming	-.118
Negative Affect	-.398**
Fatness Evaluation	-.320**

The Pearson Correlation was done to analyze the correlation between social desirability and Overall Appearance Evaluation and correlation coefficient r was found to be 0.188 which is statistically significant at 0.01 level, since there is a low positive correlation and the p value obtained is 0.007 (p<0.05), indicating that the null hypothesis which states that there is no significant relationship between social desirability and overall appearance evaluation is rejected.

The Pearson Correlation was done to analyze the correlation between social desirability and Height Fitness Influence. The correlation coefficient r was found to be 0.123 which is statistically insignificant at 0.01 and 0.05 levels, since there is a low positive correlation and the p value obtained is 0.078 (p>0.05), thus indicating that the null hypothesis is accepted.

The Pearson Correlation was done to analyze the correlation between social desirability and Investment in Ideals. The correlation coefficient r was found to be -0.38 which is statistically insignificant at both 0.01 and 0.05 levels. Since there is a low negative correlation and the p value obtained is 0.585 (p>0.05), thus the null hypothesis is accepted.

The Pearson Correlation was done to analyze the correlation between social desirability and Height Fitness Evaluation. The correlation coefficient r was found to be 0.075 which is statistically insignificant at both 0.01 and 0.05 levels. Since there is no significant correlation and the p value obtained is 0.285 (p>0.05), thus the null hypothesis which states that there

is no significant correlation between social desirability and height fitness evaluation is accepted.

The Pearson Correlation was done to analyze the correlation between social desirability and social dependence. The correlation coefficient r was found to be -0.184 which is statistically significant at both 0.01 and 0.05 levels. Since there is a low negative correlation and the p value obtained is 0.008 (p<0.05), thus the null hypothesis is rejected.

The Pearson Correlation was done to analyze the correlation between social desirability and Height Fitness Evaluation. The correlation coefficient r was found to be -0.152 which is statistically significant at 0.05 level. Since there is a low negative correlation and the p value obtained is 0.029(p<0.05), thus the null hypothesis is rejected.

The Pearson Correlation was done to analyze the correlation between social desirability and Attention to Grooming. The correlation coefficient r was found to be -0.188 which is statistically not significant at both 0.01 and 0.05 level. Since there is a low negative correlation and the p value obtained is 0.91, thus the null hypothesis is accepted.

The Pearson Correlation was done to analyze the correlation between social desirability and negative affect. The correlation coefficient r was found to be -0.398 which is statistically significant at both 0.01 and 0.05 level. Since there is a low negative correlation and the p value obtained is 0, thus the null hypothesis is rejected.

The Pearson Correlation was done to analyze the correlation between social desirability and negative affect. The correlation coefficient r was found to be -0.320 which is statistically significant at both 0.01 and 0.05 level. Since there is a low negative correlation and the p value obtained is 0, thus the null hypothesis is rejected.

Table 4: Linear Regression To Assess The Impact Of Social Desirability On Aspects Of Body Self-image

Variable	Dependent Variable	B(̂)	T	Sig	Model summary
Social Desirability	Overall Appearance Evaluation	.188	2.727	.007	r ² = .035; F= 7.434
Social Desirability	Height Dissatisfaction	-.152	-2.198	.029	R ² = .023; F = 4.831
Social Desirability	Fatness Evaluation	-.320	-4.816	.000	r ² = .102; F= 23.19
Social Desirability	Negative Affect	-.398	-6.195	.000	r ² = .158; F= 38.375
Social Desirability	Social dependence	-.184	-2.673	.008	r ² = .034; F= 7.147

Table 4 shows the regression analysis of social desirability on overall appearance evaluation with Beta value of 0.188, t value of 2.727. The model summary indicates that the r² value is 0.035, F is 4.831 and the result was found to be significant with p<0.05. This indicates that there is a significant impact of social desirability on overall appearance evaluation among young adults on online dating. The r² value indicates that 3.5% change in overall appearance evaluation is predicted by social desirability. Thus, rejecting the hypothesis.

The regression analysis of social desirability on height dissatisfaction with Beta value of -0.232, t value of -2.198. The model summary indicates that the r² value is 0.023, F is 4.831 and the result was found to be significant with p<0.05. This indicates that there is a significant impact of social desirability on height dissatisfaction among young adults on online dating. The r² value indicates that 2.3% change in height dissatisfaction is predicted by social desirability. Thus, accepting the hypothesis.

The regression analysis of social desirability on fatness evaluation with Beta value of-.320, t value of-4.816. The model summary indicates that the r^2 value is 0.102, F is 23.19 and the result was found to be significant with $p < 0.05$. This indicates that there is a significant impact of social desirability on fatness evaluation among young adults on online dating. The r^2 value indicates that 10.2% change in fatness evaluation is predicted by social desirability.

The regression analysis of social desirability on negative affect with Beta value of-.398, t value of-6.196. The model summary indicates that the r^2 value is 0.158, F is 38.375 and the result was found to be significant with $p < 0.05$. This indicates that there is a significant impact of social desirability on negative affect among young adults on online dating. The r^2 value indicates that 15.8% change in negative affect is predicted by social desirability.

The regression analysis of social desirability on social dependence with Beta value of -0.184, t value of -2.673. The model summary indicates that the r^2 value is 0.034, F is 7.147 and the result was found to be significant with $p < 0.05$. This indicates that there is a significant impact of social desirability on social dependence among young adults on online dating. The r^2 value indicates that 3.4% change in social dependence is predicted by social desirability.

CONCLUSION

With the use of descriptive and inferential statistics, it was shown that social desirability had positive correlation with overall appearance and negative affect in terms of body self-image, but a negative correlation with height dissatisfaction, fatness evaluation and social dependence. Regarding the impact of social desirability on the variables of overall appearance, fatness evaluation, negative affect, and social dependence in the area of body self-image, it was seen that there was an impact on the aforementioned variables.

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