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Men looking for Love: Performing Identity and Ideology in Dating Bios and Prompts - A Critical Discourse Analysis

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Abstract

This thesis uses Critical Discourse Analysis (CDA), specifically Fairclough's three-dimensional model, to explore how male users of online dating apps use language to present themselves and what ideas or beliefs they might express through their descriptions. The data was collected by means of an online survey that sought to elicit self-descriptions. The study focuses on how these descriptions reflect views on masculinity, identity, romantic relationships, desirability, gender roles, and lifestyle.

The findings show that participants predominantly used positive personality-related adjectives to describe themselves, while negative traits were mostly avoided. This suggests a strong focus on impression management. References to physical appearance were rare; instead, the study revealed self-descriptions focused mainly on personality traits such as playful, friendly, and emotionally mature. Similarly, descriptions of ideal partners focused mainly on shared interests and emotional qualities rather than physical traits. Overall, the results suggest that online dating environments allow men to express a more emotionally open and less traditionally masculine identity, challenging norms associated with dominance, power, and emotional suppression.

Zusammenfassung

Diese Masterarbeit verwendet die kritische Diskursanalyse (CDA), insbesondere Faircloughs dreidimensionales Modell, um zu untersuchen, wie männliche Nutzer von Online-Dating-Apps Sprache einsetzen, um sich selbst zu präsentieren, und welche Ideen oder Überzeugungen sie durch ihre Beschreibungen zum Ausdruck bringen. Die Daten wurden mittels einer Online-Umfrage erhoben, die darauf abzielte, Selbstbeschreibungen zu erhalten. Die Studie konzentriert sich darauf, wie diese Beschreibungen Ansichten zu Männlichkeit, Identität, romantischen Beziehungen, Attraktivität, Geschlechterrollen und Lebensstil widerspiegeln.

Die Ergebnisse zeigen, dass die Teilnehmer überwiegend positive, persönlichkeitsbezogene Adjektive verwendeten, um sich selbst zu beschreiben, während negative Eigenschaften meist vermieden wurden, was auf eine starke Fokussierung auf das Impression Management hindeutet. Verweise auf das Aussehen waren selten, wobei sich die Selbstbeschreibungen hauptsächlich auf Persönlichkeitsmerkmale wie verspielt, freundlich und emotional reif konzentrierten. In ähnlicher Weise konzentrierten sich die Beschreibungen der idealen Partner hauptsächlich auf gemeinsame Interessen und emotionale Eigenschaften und weniger auf körperliche Merkmale. Insgesamt deuten die Ergebnisse darauf hin, dass Online-Dating-Umgebungen es Männern ermöglichen, eine emotional offenere und weniger traditionell männliche Identität auszudrücken, wodurch Normen in Bezug auf Dominanz, Macht und emotionale Unterdrückung in Frage gestellt werden.

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1. Introduction

In recent decades, online dating has become a common way to find potential partners and start romantic relationships (Vogels, 2020). This practice increased significantly with the rise of smartphones and dating apps, particularly after the launch of the iPhone App Store in 2008, which allowed independent companies to develop their own mobile applications (Finkel et al., 2012). As a result, the popularity of online dating apps has grown rapidly, forcing their users to change their traditional ways of courtship to adapt to the new digital context (Huang et al., 2022: 1).

Within these digital spaces, written language is often the main way people present themselves (Walther, 2007). Dating apps allow users to create profiles that serve as a form of self-expression, where individuals describe aspects of their personality, interests, and lifestyle while also drawing on broader social discourses related to stereotypes, gender roles, and relationship norms (Fiore, 2004). In particular, profile sections such as the “About Me” section, encourage users to provide written self-descriptions, which has considerably changed how individuals present themselves and their preferences for an ideal partner (Hogi, 2015; Ellison et al., 2006; Gibbs et al., 2006, 2010).

The language use in these sections is commonly interpreted by others to infer personality traits and compatibility (Hogi, 2015; Ellison et al., 2006; Gibbs et al., 2006, 2010). Because of this, dating app profiles provide valuable context for examining how personal identity construction through language is shaped by wider ideologies, stereotypes, and beliefs.

This thesis explores how heterosexual male users of online dating apps use language to describe themselves and their ideal partners, and what ideas about masculinity, gender roles, identity, and romantic relationships are reflected in these descriptions. Instead of analyzing real dating profiles, the study is based on data collected through an online survey designed to simulate the experience of signing up for a dating app. This approach was adopted primarily due to ethical reasons, as it avoids the use of personal data from real users and guarantees informed consent and anonymity. In this survey, male participants were asked to produce self-descriptions and describe their ideal partner. This approach makes it possible to collect data, as the survey requires participants to respond to all prompts, whereas real dating apps allow users to skip them.

The study is framed within Critical Discourse Analysis (CDA), specifically Fairclough's dialectical-relational model (Fairclough, 1995). CDA is suitable for this research because it not only describes linguistic features but also examines how language is connected to social practices and ideologies. Through analyzing textual material as well as the social and discursive practices, this approach helps to examine how ideas about masculinity, desirability, and gender roles are created and reinforced through language within online dating contexts. The study follows a mixed-method approach that combines qualitative manual coding and quantitative analysis based on frequencies and percentages (Sandelowski et al. 2009). To analyze the data in a structured manner, the study adopts a lexical-semantic approach, in which participants' responses (including one-word descriptors, short phrases, and sentences) are grouped into categories based on shared meaning. This allows the identification of recurring categories in how participants describe themselves and their ideal partner across responses. Overall, this thesis aims to contribute to existing research on language and gender by presenting empirical insights into how heterosexual men represent themselves and how they describe their ideal partner in online dating contexts.

1.1. Research Questions

The objective of this study is to examine how male users of dating apps use language to describe themselves and their desired partners. This objective is approached through the following research question:

1. How do male users of dating apps use language to describe themselves and their desired partner when writing with a dating context in mind, and which conceptualizations of gender and gender roles, romantic relationships, and appropriate self-representation do these reflect and reproduce?

2. Literature Review

2.1. Online Dating

The phenomenon of online dating is defined as the action of seeking for a romantic partner on the internet through dating websites (Finkel et al., 2012: 7). According to Vogels (2020), after the launch of dating sites such as Match.com in 1990, billions of people began to search for

romantic connections online, which led to an increase of its popularity worldwide. Nowadays, online dating apps are known for positively changing the traditional dating culture due to their accessibility, communication and matching based on algorithm; these services give users greater chances to achieve a better dating result than real-life dating (Finkel et al., 2012: 1). Access refers to the possibility of users having access to a variety of potential romantic partners they might not have the chance to meet in real life. Communication, which offers numerous ways to connect, including messages, photos, and video calls. The third service commonly known as “matching” refers to a mathematical algorithm which allows people to match with potential partners who have the same interests, age, as well as location, and want the same type of partnership (Finkel et al., 2012: 2). As a consequence of the rise in the popularity of online dating and the services they offer, Huang et al. (2022: 1) point out that daters have been forced to change the strategies they used to court romantic partners in the past in order to fit in the new online dating context.

2.2. The History of Online Dating

Ahuvia and Edelman (1992: 9) state that online dating started when social and commercial institutions took the role of facilitators to courtship and marriage through matchmakers and introductory intermediaries. Additionally, Finkel et al. (2012: 9) affirm that computers have been used for romantic matching for over 60 years in different settings and that the social practice of “matchmaking” is as old as time. Even in the Bible, there are references to matchmakers, who were usually priests, clergy, and older women who worked for pay or barter and whose primary role was to recommend matches to parents searching for wives and/or husbands for their children (Finkel et al., 2012). As for texts written to attract potential matches, this practice first emerged as small ads published in newspapers (Cocks, 2009). According to Orr (2004), the earliest printed dating advertisement was found in the early 1700s, shortly after the start of modern newspapers. Later, in 1900, this practice of advertising for partners was copied by American soldiers during the Civil War. This printed advertisement consisted of a description of qualities, a list of preferences, and the type of relationship they looked for. The shorter the description, the better, as newspapers charged the advertisers depending on the number of words and/or lines they wrote (Finkel, 2012). Even though personal advertising became more popular during 1960s and 1970s, Simenauer and Carroll

(1942) state that only a low percentage of people met a potential partner by using this method. During the same period, several attempts were made to create a nonprofit dating system for matchmaking and research. This project was called “Cupid”; however, it failed due to its lack of scientific validity concerning its matching techniques (Levinger, 2009). According to Gillmor (2007), one of the earliest documented experiments in computer-assisted matchmaking occurred in 1959, when Stanford students developed a dating algorithm as part of a class project. Later, in the 1980s, a new invention emerged: video dating, which required members to create profiles with descriptions and photographs, accompanied by a short videotaped interview (Ahuvia and Edelman, 1992). Subsequently, members were shown the pictures and profiles of their potential partners so they could choose a specific person. If the interest was mutual, it was a match, and they could meet face-to-face. Therefore, it can be said that during the 1980s, the era of online communication for romantic purposes began with the rise of the internet and more advanced computers, marking the start of three important generations of online dating (Finkel et al., 2012).

2.2.1. The Three Generations of Online Dating

The first generation is referred to by Finkel et al. (2012) as the “Online Personal Ads”, which allowed users to create a profile and search for other profiles. Some pioneer websites that started offering this service were Match.com (launched in 1995), PlentyOfFish, JDate, SeniorPeopleMeet, GaySinglesOnline, and DatingForDisabled. These websites were focused on different communities based on age, religion, race, disabilities, sexual orientation, and hobbies (Finkel et al., 2012).

The second generation began with the launch of sites such as eHarmony, PerfectMatch, and Chemistry, which were the first to use personality traits and compatibility data to generate matches, laying the foundation for algorithm based on matching. These sites used to hire behavioral and/or social scientists to assist the matching process; therefore, the monthly fees these websites charged for a lifetime membership exceeded two thousand dollars, since some sites matched individuals based on their genetic and immunological compatibility (Frazzetto, 2010).

These two generations paved the way for the most recent one: the era of smartphone dating apps, beginning in 2008 with the launch of the iPhone App Store, which gave independent

companies the chance to build software programs that are now known as apps (applications), such as Zoosk and Badoo. As technology became more advanced, these apps tracked people's locations, enabling users to meet potential partners nearby (Finkel et al., 2012).

This third generation of dating apps offers users entirely new ways to meet and interact. It has caused a significant shift not only in the way individuals connect but also in how digital platforms operate. Earlier websites lacked the advanced technologies that dating apps nowadays provide, such as location tracking, customizable profile designs, and fast interaction. The following section provides a detailed examination of the platform infrastructures supporting the latest generation of dating apps and their foundational logic (Finkel et al., 2012).

2.3. Uses and Perceived Usefulness of Dating Apps

Mobile dating apps, as defined by Alexopoulos et al. (2020), are platforms “designed to facilitate romantic or sexual encounters” with the primary goal of helping users to “sell” themselves as potential romantic partners by posting pictures, which are shown to people nearby. Functioning as a technological tool for forming connections, dating apps allow individuals to search for partners with whom they might establish relationships of different types (Hanson, 2021; Paska, 2020).

Most platforms use a simple design based on the now-familiar “swipe” mechanism: swiping right signals interest, while swiping left does not. When two users mutually swipe right on each other's profiles, the system registers a “match”, enabling them to begin private written conversations (Hobbs et al., 2017). This swipe mechanism (Hanson, 2021) removes some traditional barriers to meeting new people, such as physical distance or a lack of prior social connections, giving users the chance to connect with people they would not meet in real life (Alexopoulos et al., 2020). The game-inspired nature of this swiping process has even been described as potentially addictive due to its entertainment value (Sumter et al., 2017).

Although romantic interest is central to the motivation to subscribe to dating apps, research suggests that users' motivations extend beyond dating itself. For example, Narr (2021) and Paska (2020) identify entertainment, friendship, travel, self-validation, and excitement as standard drivers. For some users, the apps offer distraction, while for others, they address the lack of in-person social opportunities and the challenges of meeting partners in person (Narr,

2021). Marketing strategies and the cultural prominence of these platforms also influence people's decisions to download them (LeFebvre, 2017).

In terms of reach, online dating has become one of the most widely used avenues for meeting romantic partners, with Rosenfeld and Thomas (2012) identifying it as the fastest way to connect with potential partners. According to Statista (2018), 279.2 million global users in 2017, a number that increased during the COVID-19 pandemic (Celdir et al., 2024). In the Western context, Tinder, Bumble, and Hinge dominate the market (Wu, 2021).

Dating apps provide the digital structure that makes meeting potential partners easier and more immediate, as described above. However, this technological system also creates a distinctive linguistic environment in which self-presentation is carefully and differently constructed.

2.4. Identity

The concept of identity is central to this thesis because it provides the theoretical foundation for understanding how individuals construct themselves through language.

According to Schouten (1991: 413), identity is “the cognitive and effective understanding of who and what we are”. Rosenberg (1986) argues that identity is a key part of self-concept. This term encompasses all thoughts and feelings a person has about himself, while identity is the part of the self that others recognize and use to know us (Altheide, 2000). However, it is believed by Yurchisin et al. (2005) that an individual's identity does not remain the same over time but changes when a person starts questioning the perceptions and ideas they have about themselves after experiencing precipitating events such as going through divorce and moving out, or when the individual matures and personally evolves. Therefore, identities are endlessly created and re-created as people continuously think and adjust their way of thinking. Trebješanin (2008) states that the construction of identity is based on personal experience, as well as on the perception and the recognition of it by the social environment. In addition, individuals have multiple facets of their identity that emerge in different situations, as noted by Higgins (1987). Brown (2000) also argues that identity is shaped by factors such as body, mind, nationality, class, gender, and race. Within a CDA framework, identity is understood as discursively constructed through language, especially in social and cultural situations (Edwards, 2009).

Since identity is understood as a flexible aspect of the self, shaped by experience and cultural social factors, the rise of digital technologies has introduced new environments where identity is negotiated and displayed.

2.4.1. Identity Construction in Digital Environments

Identity, in the context of online communication, has become a central element in how individuals build and present themselves (Turkle, 1995). Because the internet offers more anonymity than face-to-face interactions, this sense of concealment allows users to include in their profiles positive qualities they aspire to have in the future, even if they do not currently possess them. This digital identity construction is known as the “hoped-for possible selves” (Mantovani, 1995; Riva and Galimberti, 1997). Seargeant and Tagg (2014) state that people use social media traits, such as humor and cultural preferences, to share content that shows their identity. Similarly, Aresta et al. (2014: 194) observe that users frequently see social networks as “an alternative space for construction of identity”.

Aresta et al. (2014) further demonstrate that when users reflect on their online identity, they often consider three aspects: digital representation, which refers to the content individuals post online in order to represent themselves; privacy management, which are the strategies and techniques users utilize to control how their digital persona is perceived; and reputation, understood as the impact they make on other users, which can influence social and personal interactions. These aspects are interconnected and mutually shape how identity is constructed in online environments.

According to Duguay (2017), people who use online dating apps need to consider the approach they take when creating their dating profiles to be liked by potential romantic partners. Duguay also states that the way dating-app users represent their identity depends on the app they use. For example, the app OkCupid gives users more chances to describe themselves through long questionnaires, while Tinder focuses more on profile images, i.e., visual representation. In the same vein, Ellison et al. (2006) claim that participants of online dating apps make conscious decisions about how to present themselves, visually and verbally, since they will be exposed to potential matches.

2.4.2. Differences between Online and Offline Identity Construction

It is true that people can reconstruct their identity in many different contexts; however, online dating platforms offer users a unique space to test out their “hoped-for possible self”. Additionally, online dating allows individuals to explore their identities in both online and offline spaces: through their profiles and in real-life interactions (Yurchisin et al., 2005).

According to Auslander (2002) and Stojnić (2015), when people enter digital spaces, they tend to create and present a digital identity that may not match their offline identity. Boyd (2002) and Belk (2013) argue that when people create online identities, they are most likely shaped by the digital user, for example, by selecting which posts, images, and personal details to share, often highlighting an “ideal self” rather than a fake one. Belk (2013) also expresses that constructing a digital identity is a circular process that starts with online users building an online self, which is then shaped by feedback from others, further influencing their offline identity.

As noted by Trebješanin (2008), online behavior often differs from offline behavior because users can control how they present their identity and what they share in digital spaces, creating a more open and flexible identity than in real life. According to Zhao et al. (2008), in face-to-face interactions, people limit themselves when creating their identities, since others can see their physical appearance, which makes it harder to pretend to be someone they are not. Whereas digital spaces allow people to communicate without showing their physical bodies. Apart from that, individuals can also remain anonymous when being online by keeping their personal information private. These two factors of not showing one’s physical appearance and maintaining oneself anonymous enable people to create identities in new ways (Bargh, McKenna, & Fitzsimons, 2002; McKenna, Green, & Gleason, 2002, as cited in Zhao et al., 2008). Turkle (1995) also explains that the line between real and virtual life is getting increasingly blurred, introducing new challenges and potential risks for users’ sense of identity.

One way in which identity becomes visible in these online environments is through self-representation, which will be discussed in the next section.

2.5. Self-Representation

The concept of self-representation is defined by Schlenker (2012) as the strategic control of information to influence others' impressions. Wetherell and Potter (1992) explain self-representation as something constructed in language. They view it as a process in which people create and negotiate versions of themselves through discourse, both for themselves and in communication with others. Similarly, Goffman (1959) defines self-representation as the way individuals present themselves in social interactions.

2.5.1. Theoretical Approaches to Self-Representation

In 1959, Goffman introduced one of the first theories of how people construct and manage their image in everyday interactions. Goffman (1959) developed the dramaturgical approach, which suggests that individuals act as performers, representing themselves in different ways depending on the social situation, as well as actors on stage. For instance, when a professor enters a classroom to teach a lesson, he performs a teacher role (as well as when actors are on stage); however, when he exits the classroom and is alone in the teacher's office, the performance is over, which resembles when actors are backstage. Goffman (1959) also argues that self-representation has two dimensions: what individuals intentionally share about themselves and what they reveal unintentionally through aspects such as appearance, body language, and tone. Similarly, Higgins (1987) points out that people have different sides to their self-representations that surface in different situations. As stated by the author, there are three different ways to show the self: the "actual self", "ideal self", and "ought to self". First, the "actual self" refers to the idea one has of oneself and the idea others have of the individual. Meanwhile, "the ideal self" represents how the individual or others wish one to be. Klohnen and Mendelsohn (1998) argue that people often see their romantic partners in ways that match their "ideal self". Third, "the ought to self", which is the version of oneself possessing the personal traits one believes one should have (Higgins, 1987).

Another important theory of self-representation was developed by Jones and Gerard (1967): the phenomenal self, defined as the awareness a person has of how his attitudes, beliefs, and values are linked to one another and influence his actions. This awareness is shaped by past experiences, since the memories of an individual's actions and their consequences help him

guide his choices in the present. In line with this framework is the strategic self-representation theory (or impression management), originated by Jones and Pittman (1982), which is described as the act of shaping one's behavior to create a desired impression in others, usually to maintain or increase power in relationships, i.e., by appearing more likable and respected. This theory also includes refining minor features such as style, nonverbal cues, and verbal content.

In addition to previous frameworks, the self-verification theory also contributes to understanding self-representation. Initially proposed by Lecky (1945) and further developed by Swann (1983, 1990), this theory focuses on the role of chronic self-views in shaping self-representation. According to Lecky (1945), having consistent self-views provides the individual with a sense of coherence, motivating him to maintain these views over time. Building on this, Swann (1983, 1990) argues that people often seek confirmation of their self-views during social interactions. Whether others' responses are negative or positive, individuals tend to prefer feedback that aligns with how they already see themselves, as this supports a coherent and stable sense of self.

2.5.2. Self-Representation in Online Dating Profiles

Self-representation is crucial to discuss in the context of digital environments, as online dating profiles strongly depend on how users choose to present themselves.

Goffman (1959) defines self-representation as an intentional behavior which aims to shape others' perceptions in one's favor, a process that is particularly important in the early stages of partner selection (Derlega et al., 1987; Rowatt et al., 1998). Similarly, Cornwell and Lundgren (2001) highlight that the ability to manage self-representation is even more predominant in digital contexts. Degen and Kleeberg-Niepage (2023) note that self-representation on social media plays a central role in contemporary dating. Along the same lines, Fiore (2004) describes dating profiles as a new form of self-expression, relying on written language and personal descriptions, and as an increasingly common way for individuals to present themselves in digital contexts. In online dating, language is often the main way people present themselves and judge others, because online communication lacks nonverbal cues such as facial expressions and body language; therefore, the focus shifts towards verbal content (Walther, 2007). This absence gives users more control over their

image than face-to-face encounters do, allowing them to meticulously control what they communicate about themselves, since it gives them time to produce their messages and take complete control over their self-representation (Toma and Hancock 2010). For example, the “about me” section in dating profiles plays a significant role, since it allows a detailed self-description and is commonly used to guess someone’s personality based on their language (Hogi, 2015; Ellison et al., 2006; Gibbs et al., 2006, 2010).

Fullick (2013: 547) notes that online dating advertisements have considerably changed during the last ten to fifteen years thanks to the internet, since online profiles currently include sections which require more text and photos, encouraging users to meticulously customize their profiles by often answering a list of questions instead of using old short codes such as “SWF” (Single White Female), as it was two decades ago. This process makes it harder to quickly show one’s personality, since people nowadays can shape their profiles to attract a specific audience. In the same vein, Whitty (2007a) argues that creating an online dating profile requires a more evolved communicative competence, as dating profiles are becoming increasingly complex. Therefore, users must have skillful knowledge of how to use the internet and also of how to present themselves through linguistic features and pictures.

Whitty (2007a, 2007b) argues that dating platform profiles give users greater control over how they present themselves online, claiming that this practice even allows people to be more strategic in finding their ideal partner. In this context, online daters play two roles: they create their own profiles and also view others’ profiles. Research suggests that exposure to others’ profiles can draw attention to linguistic details, such as spelling and grammar, which may influence how people are perceived and encourage users to create a more careful profile (Gibbs et al., 2010). Horning (2007) and Vitzthum (2007) observe that when users create their dating profile bios, they often rely on other users’ profiles and/or advertisements to borrow their writing style (Yurchisin et al., 2005).

Papacharissi (2002) claims that this practice is gaining more popularity due to social media, since people feel freer to create different versions of themselves. On the other hand, Bargh et al. (2002) suggest that online communication allows people to express their “true self” more easily than in person, mainly due to the fact that the parts of their self that they usually try to hide are more easily hidden in a digital context. This is due to the fact that online platforms offer more anonymity than real-life settings.

Research shows that people usually present themselves in a planned and intentional way on dating apps. While they try to look attractive, they also want to seem genuine. This inner dispute between users showing their “real self” and their “best self” is especially strong in online dating (Whitty, 2008; Back et al., 2010).

Studies done by Brym and Lenton (2001), Ellison et al. (2006), Hitsch et al. (2010), and Toma et al. (2008) show that men often exaggerate attributes such as athleticism, fitness, or height, while also highlighting income as a signal of status (Hitsch et al., 2010; Abramova et al., 2016). These patterns contrast with women’s tendency to emphasize physical appearance (Hitsch et al., 2010; Schmitt, 2002). Although most participants report honesty in their profiles, they often exaggerate their positive traits (Gibbs et al., 2006).

2.6. Constructing Masculinity: Ideology, Performance and Language

As discussed in the previous sections, identity and self-representation in online dating are shaped by how users want to be perceived. This is also crucial for understanding how masculinity is constructed through language. First of all, Bing and Bergvall (1996) explain that the concepts of “men” and “masculinity” are not the same. Men are human beings identified as male based on their bodies, while the idea of a “man” is socially constructed. In contrast, masculinity is a concept defined by Kiesling (2007) as a set of behaviors typically associated with men. However, not all behaviors exhibited by men are masculine, and masculine behaviors can also be performed by women. Thus, the core aspect of masculinity relies on stereotypes rather than men’s actual actions, meaning men can be non-masculine, and women can be masculine (Kessler and McKenna, 1978; Butler, 1990; Eckert and McConnell-Ginet, 2003).

The ways in which men perform masculinity during partner selection have been argued to reflect societal pressures related to traditional masculine roles, and men may feel constantly challenged to meet these expectations (McDonough, 2006: 5). Women face similar pressures, often related to their physical appearance, including body, hair, skin, and makeup. On the other hand, men are also expected to pay attention to their clothing, body language, power, dominance, and independence, behaviors that McDonough (2006: 5) identifies as acts of performing masculinity. McDonough (2006) further argues that masculine behavior tends to be more highly valued by society and can bring greater advantages. Masculinity that is

performed successfully, can grant men strength, privilege, and self-determination. On the contrary, it has been argued that these sociocultural concepts are not offered to women when performing femininity, i.e., women are not rewarded for acting feminine (McDonough, 2006). The concept of traditional heterogeneous masculinity was introduced by Connell (1987; 1995), defining it as the most valued type of masculinity in society, which included possessing qualities such as being dominant, heterosexual, powerful, and emotionally suppressed. These qualities are not based on biological reality but on social expectations. According to Kiesling (2007), this form of hegemonic masculinity is almost unattainable, but desirable by men. However, this term has become vague over time; therefore, four key cultural discourses of masculinity have been introduced in order to make this concept more understandable.

1. Gender difference: it is the belief that men and women are naturally different concerning behavior and biology. This discourse is the most present around the world (Connell 1987).
2. Heterosexism: this concept argues that masculinity is strongly linked to being heterosexual (Kimmel, 2001; Cameron, 1997; Kiesling, 2002).
3. Dominance: it is the discourse that expresses that men should be powerful, strong, authoritative, dominant, and in control (Tannen, 1990; Kiesling, 1997b).
4. Male solidarity: it is the speech that explains that men are expected to bond mainly with other men, excluding women (Sedgwick, 1985; Kiesling, 2002).

According to Whitehead (2002) and Cameron and Kulick (2003), men often tend to follow and perform these ideas because society has taught them to follow them, not because they are forced to learn and perform them. From a Critical Discourse Analysis perspective, power does not usually operate by forcing individuals to behave in certain ways, but by making social norms seem normal (Fairclough, 1995). As a result, men may reproduce dominant ideas of masculinity in their everyday life, including language use, even without being fully aware that they are doing so.

Digital media not only allows new forms of masculinity to appear but also influences how masculinity is understood (Haywood, 2020). Therefore, masculinity is not a fixed set of traits; it is shaped by how people perform social behavior that is linked to men through cultural

discourses. These discourses shape how men's language is used and judged, even for those who do not follow any of the aforementioned ideas of masculinity (Kiesling, 1997a).

These cultural ideas about masculinity and how men are expected to behave not only shape social roles and identities but also influence how masculinity is expressed through language. Therefore, in order to understand masculinity, it is important to explore the ways language is constructed.

2.7. Linguistic Construction of Gender and Masculinity

From the 1960s onwards, linguistic research began to focus on language as a social practice, including its role in the construction of power and identity. This shift built the ground for the emergence of language and gender studies in the 1970s, which examined how gender is constructed and negotiated through language use. One of the most important contributions to the understanding of the relationship between language and gender in the 20th century was the American linguist Robin Lakoff (1975), who published her book "Language and Woman's Place", which marked the beginning of a new era (Kiesling, 2007). Her work opened the door to further research on how gender influences language and the social meanings behind it. Building on this foundation, Coates (2002) argues that male discourse is often associated with power, hierarchy, and competition. However, this association does not imply a direct relationship between men's language and the performance of dominance. As Eckert (1989) points out, despite the fact that men might benefit from male privilege, they do not necessarily experience power uniformly across social contexts. Similarly, Kiesling (2007) argues that while men's speech may be expected to indicate dominance, it is not possible to determine a fixed set of linguistic features that expose it, since both power and the ways it is expressed through language depend on context.

Kiesling (2005) also highlights that there is a tension between dominance and male solidarity. For instance, it is believed that men use insults or competition not just to compete but to build friendship. These two factors are perceived as common in male-gendered groups and reflect how masculine linguistic features balance power, dominance, and bonding through avoiding being emotional (Kiesling 2004b; Coates, 2002; Kiesling, 2001). Therefore, the use of playful competitiveness helps men to express closeness without risking their heterosexual masculinity (Kiesling, 2007).

2.8. Negotiating Masculinity and Gender Scripts in Online Dating

In the context of online dating, Haywood (2020: 263) explains that a key factor for understanding men, masculinity, and dating is by considering “dating practices as gender scripts”. Gagnon (1990) supports this claim by proposing the script theory, which suggests that gender scripts often reflect traditional gender stereotypes. These scripts guide how people behave and shape what is expected of men and women during social interactions (Simon and Gagnon, 1986; Balkin, 1998). Eaton and Rose (2011) point out that even though the dating scene has gone through significant changes, traditional gender patterns are still ingrained in men and women. They note that “Men are expected to initiate, plan and pay for dates and to initiate sexual contact, whereas women are supposed to be alluring, facilitate the conversation and limit sexual activity” (Eaton and Rose, 2011: 862). In this framework, men are often expected to take the lead and focus more on sex, while women are expected to respond and prioritize emotions (Eaton and Rose, 2011; Grauerholz and Serpe, 1985). Therefore, men are presumed to be more active than women, who should adopt a passive role when dating. These expectations align with Bouffard and Bouffard’s (2011: 4) observations, which point out that “gendered expectations include male control and female dependence, obedience, and sexual access”. Lever et al. (2015) state that dating is still shaped by gender roles, since their study demonstrated that men still pay for dates or show old-fashioned dating norms in order to obtain success by showing themselves as “real men”, while Basow and Minieri (2011) argue that when men cover the cost of a date, it is often assumed they expect something in return.

On the contrary, Wang (2012) proposes that there is a shift in the focus of traditional masculinity and how men use linguistic features to present themselves in order to find a partner, stating that online dating actually allows men to show more vulnerable and emotional sides of their masculinity, since there is anonymity and less pressure from other men. Therefore, men feel freer to show themselves more genuine and non-dominant. In a study carried out by Haywood (2018a), where his participants were young male Tinder users, it was found that creating a digital representation of themselves increased their anxiety, because they had to pay more attention to how desirable they seemed to others. As a consequence, male users preferred to post pictures and write bios that showed themselves as family-oriented, social, and honest. In the same vein, Eaton et al. (2016) claim that gender roles are slowly changing.

Traditional gender roles continue to shape how masculinity is constructed and performed. At the same time, online dating apps offer a new context in which gender stereotypes can be either explicitly or implicitly displayed by users when choosing a partner.

2.9. Gender Ideologies and Social Stereotypes

The construction of identity, self-representation, and masculinity in digital environments does not happen in isolation as they are shaped by social and cultural factors, including gender ideologies. How people present themselves on online dating apps is influenced by beliefs about how men and women should be and behave. Harrington and Maxwell (2023) define traditional gender roles as traits that dictate whether behaviors, thoughts, and feelings are either feminine or masculine. According to Rudman and Fairchild (2004), people learn traditional gender roles by watching others and getting either rewards or punishments for their behavior. Those who strongly accept traditional gender roles have more traditional gender beliefs (Levant, 1996a; Pleck, 1995). Rivadeneyra (2011) shows how gender stereotypes are constantly displayed in television, for example, in Spanish-language TV programs where women play the role of a nurturing individual, and men fill in the occupational role. This suggests that specific roles traditionally viewed as attributed to either men or women can be enforced both in their immediate social environments, as well as in the media and/or digital spaces. Gender ideologies are linked to several family conducts and perceptions such as time in housework (Greenstein, 1996a; Kroska, 2000), time spent taking care of children (Aldous et al., 1998), discernment in how fair people think the chores are shared (DeMaris and Longmore, 1996), marital quality (Amato and Booth, 1995), marital dependence (Szinovacz and Harpster, 1993) and political values (Conover, 1998). Greenstein (1996a: 586) argues that once individuals perceive themselves as male or female, they show their gender ideologies to society. Kroska (1997) goes further, proposing that “gender ideology is an identity”, expressing that people’s gender ideologies affect the meaning people give to themselves and to their potential partners. However, while some authors believe this hypothesis, others, such as McMahon (1995), disapprove of this theory, pointing out that even though people have different attitudes towards gender, they still experience similar conduct, such as becoming a mother, father, wife, or husband (Nock, 1998). In other words, individuals who recognize

themselves as a particular gender, either male or female, give specific activities and social roles the same meanings (Kroska, 2000).

2.10. Gender Stereotypes in Partner Selection

Gender stereotypes not only shape how people see themselves but also how they behave when choosing a partner. These beliefs strongly influence people's perspectives and behaviors in partner selection (Thomae and Houston, 2016). Levant (1996b: 441) highlights traditional masculinity ideology as a "multidimensional construct" which encourages men to avoid behaviors perceived as feminine, such as allowing themselves to be emotional, vulnerable, and weak, while encouraging toughness, aggressiveness, and a casual and nonchalant attitude towards sexual activity. Men have been culturally expected to avoid feminine characteristics, which is why they may feel uncomfortable doing things that are considered feminine by society (Bem, 1974; Bosson and Michniewicz, 2013; Kilianski, 2003; Spence and Helmreich, 1979, as referenced in Borinca et al., 2021: 128).

Stereotypically speaking, it is assumed that men are expected to be shown less vulnerability than women (Ellemers, 2018: 282), as well as being less concerned about others, less empathic and emotionally expressive (Deaux and Major, 1987; Fiske et al., 2002; Manstead, 1992; Shields, 1987; Widiger and Settle, 1987; J. E. Williams and Bennett, 1975, as cited in Croft et al., 2015: 351). This assumption is also supported by Borinca et al. (2021: 128), who argue that because men are expected to avoid feminine characteristics, they may feel uncomfortable doing things that are considered feminine by society.

Concerning online partner selection and the possibility of consolidating a relationship, many men may feel less pressure than women to be in relationships or to get married (Blakemore et al., 2005). However, a more recent study carried out by Spielman et al. (2013; 1049) demonstrated that the current male community fears being single or without a romantic partner. When it comes to singleness, gender stereotypes also can shape how men and women experience it. Some men may see having a single life as freedom from responsibility and a way to go against social expectations to marry (Davies, 2003; Eck, 2013). Waehler (1996: 4) explains that society describes heterosexual men, aged up to 40 years old and who have never married, as "womanizers", "mama's boys", "nerds" or "sexually odd", as well as workaholic, immature, irresponsible, and selfish. Conversely, never-married men may also feel that not

having a partner makes it harder for them to show or build their masculinity (Borinca et al., 2021).

Kaufman and Goldscheider (2007: 42) note that matrimony is closely related to cultural conceptions of masculinity, even though men may believe they can have a satisfying life without marrying. From a cultural perspective, it is believed that getting married is “a rite of passage into manhood” (Nock, 1998: 7), and masculine adulthood is seen by men as a social status that they have to constantly prove to others (Bosson and Vandello, 2011). This need for validation can affect many aspects of men’s lives, such as their romantic relationships (Bosson and Vandello, 2011), since adulthood can feel unstable, and some men try to show their masculinity through romantic relationships (Allen, 2007) and by taking the role of a family provider (Davies, 2003).

Despite these traditional patterns followed by men, Chappetta and Barth (2016: 744) suggest that male online dating profiles that received higher levels of interest from female users were those belonging to men who did not perform the usual or traditional expectations of masculinity, these profiles displayed traits such as being affectionate, kind, or having jobs in areas such as art or psychology. The authors report that such non-traditional representations of masculinity were, in some cases, associated with higher female interest, indicating that attributes beyond attractiveness may play a role in shaping users’ engagement on dating apps.

2.11. Men’s Preferences in Partner Selection

Men’s preferences in terms of partner selection encompass both personal qualities and demographic traits. Botwin et al. (1997) identify kindness, reliability, sociability, and intelligence as valued attributes, while other research highlights a strong emphasis on youth, health, and physical attractiveness (Su and Hu, 2019; Abramova et al., 2016). Men tend to exhibit several preferences regarding physical appearance, favoring women who are shorter than they are, as well as women with a lower body mass index (Tovée et al., 1998; Maisey et al., 1999), and whose appearance aligns with conventional ideals of vitality and fertility (Buss, 1989; Buunk et al., 2001). Hitsch et al. (2010) found that men “consistently display stronger looks preferences than women” (Hitsch et al., 2010; 415-416). According to Whyte et al. (2021), “sexual attraction is a primary driver in mate selection”, with their study showing that men demonstrate a more prominent preference for looks and physical build. According to

Sugiyama (2005) and Symons (1979), physical attractiveness is a trait considered very desirable in a partner, which can guarantee a positive outcome in people's dating lives. Buss (1989) and Chu and Kim (2007) state that when a partner's attractiveness is low, this can be compensated with either wealth or creativity (Prokop and Pazda, 2020: 561). Such preferences often intensify with age (Keefe and Kenrick, 1992) and are consistent across both short-term and long-term dating contexts (Whyte et al., 2021). While male daters in online settings often prefer short-term partners and low-level commitment, they express a specific preference for visual traits such as "thin" and "toned". However, they are generally hesitant to share these and/or other preferences in their self-descriptions (Abramova et al. 2016).

In terms of age, Hitsch et al. (2010) report that men prefer either younger women or women of the same age as them; this finding is also supported by Buss's (1989) study. Similarly, Keefe and Kenrick (1992) noted that the preferences of men for dating younger women are more predominant in men who are becoming older. Bartos et al. (2009) and Kaufman and Phua (2003) state that there are three different reasons why male users have preferences in the age of their partner selection: life stage association, which refers to the financial and emotional stability, apart from belonging to the same generation and sharing the same values; biological determination, which represents the fertility of a woman and great fecundity (Buunk et al., 2001); and a fixation on youth, which is linked to vitality and attractiveness (Adam, 2000), being this last factor the prominent one in men.

Although men typically place less emphasis on a partner's education than women do (Whyte et al., 2021), some studies suggest a preference for similar educational backgrounds, especially when higher degrees may indicate earning potential (Hitsch et al., 2010). Occupational preferences also emerge in the online dating context, with creative professions such as artists or musicians being viewed favorably, though shared occupation is often preferred (Hitsch et al., 2010). Income is a less consistent factor in terms of importance; while some men show interest in high-earning women, the effect is weaker than in female mate choice (Whyte et al., 2021).

Cultural and demographic factors influence the online daters' preferences for race and ethnicity. Hitsch et al. (2010) report that some men favor same-race partners, particularly older men and those with intermediate levels of education, though higher earners display more openness to other ethnicities.

Religion similarly plays a role for specific users, reflecting a broader tendency toward seeking similarity in core values (Hitsch et al., 2010).

Regarding personality traits, openness and the ability to form an emotional connection are considered important by male users of online dating apps. However, trust is generally rated as less critical by men than by women (Whyte et al., 2021). Overall, male users were reported to be typically looking for a romantic partner who is “kind, reliable, outgoing and smart” (Botwin et al., 1997).

2.12. CDA to Male Self-Representation

The following section reviews detailed and insightful studies that examine how men represent themselves and express partner preferences in online dating apps.

In a study carried out by Fullick (2013), he analyzed 20 dating profiles taken from a website named Nerve.com by using critical discourse analysis to demonstrate how identity is constructed and presented as gendered. For the purpose of conducting the investigation, Fullick (2013) also examined texts from the free-form “boxes” of the bios called “more about me”, paying strong attention to word choice. He found out a large number of traits users desired in a potential partner, such as creativity, intelligence, passion (as in being passionate about something), maturity, confidence, honesty, morality, and good humor. For instance, one male participant stated that he was looking for “honesty dammit! Someone I can trust, someone I can love.... She has to have good morals and someone who is not selfish”. Descriptions like this example showed that personal traits such as being honest, trustworthy, generous, and ethical were pivotal for the person when selecting a partner (Fullick, 2013: 555). The study also revealed that online dating users did not mention any information related to their financial status, but they did indicate their profession/occupation and education status. When it came to the physical aspects section of the participants’ written bios, they did not describe their appearance or aspects related to their height or hair color, since the bios included pictures. Additionally, some participants mentioned their fitness or lifestyle implicitly by saying they like dancing or going to the gym. Therefore, they preferred using subtle hints rather than stating physical traits. Finally, the study revealed that men did not talk about sex more openly than women in their written bios; their approach was more playful and flirtier, instead.

In a similar line of research, Whitty (2008: 1717) also examined how heterosexual women and men represented themselves in one of the largest online dating sites in Australia by interviewing 30 men and 30 women. In these interviews, the participants had to write a list of attractive characteristics they look for in a partner. The analysis showed that, 96.7% of men listed “looks” in the first place, followed by “similar interests and values” (83.3%), “social economic status” (73.3%), “personality” (63.3%), “honesty” (56.7%), “age” (37.7%), “height” (30.0%), “size/weight” (46.7%), “non-smokers” (36.7%), “people with different interests to their own” (23.3%), “humor” (20.0%) and the categories “someone with children” and “someone with no children” reached both a 16.7%. When it came to explaining how they constructed their online profiles, it was revealed that 80.0% of men misrepresented how they described themselves in terms of looks, “personality” (33.3%), “their intentions” (16.7%), and their “socioeconomic status” (20.0%).

Another important contribution to research on online dating comes from Abramova (2016), who conducted a meta-review of already published empirical studies on partner preferences and self-representation in online dating contexts. While this work does not constitute a Critical Discourse Analysis in its own right, it provides useful findings on frequent patterns that are relevant for interpreting gender discourse based on gender. The reviewed studies revealed important findings concerning male preferences, since it demonstrated that men do not fear stating exact body type preferences, such as “thin” and “toned body”, when they were asked what they valued the most when choosing a partner. When it comes to age preference, men indicated that they had a higher preference for younger women. Male participants also revealed that they were willing and open to dating women with a lower income as well as a lower academic degree than them, since they did not feel attracted to women who surpass their intelligence. Regarding how men present themselves on dating apps, Abramova (2016) reports that male users tend to avoid providing more than necessary information in dating profiles, such as their status, income, and occupation, but sex-related information and phone numbers instead.

In addition, research by Pandit (2020) offered significant contributions to CDA, showing that heterosexual American men chose to highlight four key factors in their bios in order to appear attractive to women. First, education, which represents intelligence and income, aspects that women tend to value in long-term partners (Fiore, 2004; Stevens et al., 1990). It was also

demonstrated that some men highlighted the fact that they were educated if it was considered a strength for them, or downplayed it if they thought it might jeopardize their chances to find a potential partner (Bruch and Newman, 2019; Lafortune, 2013; Birger, 2015; Fisman et al., 2006). Second, race, as men often preferred dating partners who belonged to their same racial group (Lin and Lundquist, 2013). Third, height, which men often consider a significant factor (Macfarland et al., 2013; Rudder, 2014). Lastly, fitness, which is linked to attractiveness and fertility, was another factor men highlighted in their profiles (Fiore et al., 2008; Buss, 2016). The aforementioned studies show that men carefully construct their online dating profiles, highlighting traits such as education, race, fitness, and personality, demonstrating the meticulous process involved in constructing identity, self-representation, and masculinity. Building on these findings, the present study applies a critical discourse analysis approach to examine how male users linguistically present themselves in relation to online dating platforms and what views of heterosexual masculinity in these representations imply.

3. Methodology

3.1. Research Design

This study adopts a mixed-methods approach combining qualitative manual coding with quantitative frequency analysis. Data were collected through an online survey designed to simulate dating-app prompts and elicit self-descriptions from 53 male participants. To analyze these responses, a lexical-semantic approach was used in which participants' one-word descriptions, phrases and short sentences were grouped into categories based on shared semantic meaning. This allowed recurring categories in self-descriptions and ideal partner descriptions to be identified across the data. Critical discourse analysis (CDA), especially Fairclough's dialectical-relational framework, provides the broader analytical perspective for interpreting how these linguistic patterns relate to social ideologies.

3.2. Study Aim

The study examined how male users described themselves and their ideal partner on online dating platforms, and it also explored how these descriptions reflected and reinforced views on masculinity, romantic relationships, self-representation, and gender roles.

3.3. Theoretical Framework

To meet the study's aims, this research applied critical discourse analysis (CDA) following Fairclough's Dialectical-Relational approach.

3.3.1. Theoretical Foundations: Critical Discourse Analysis

Critical discourse analysis (CDA), nowadays mostly referred to as critical discourse studies, partly rooted in Western Marxism and it is a term which was initially coined in Amsterdam during 1991 by a group of linguistic researchers such as Teun Van Dijk, Ruth Wodak, Theo Van Leeuwen and Norman Fairclough, known as the pioneers of the field of critical discourse analysis (Given, 2008). As an interdisciplinary approach, critical discourse analysis looks at how written and spoken texts function as social practices, revealing the ways social structures shape meaning (Naidu et al., 2023: 2). In CDA, the term "critical" refers to how power and social inequalities are reflected and reinforced through language. According to Wodak and Kendall (Kendall, 2007, p. 4), "'critical' means not taking things for granted, opening up complexity, challenging reductionism, dogmatism and dichotomies, being self-reflective in my research, and through these processes, making opaque structures of power relations and ideologies manifest". Similarly, McGregor (2010) explains that critical discourse analysis is fundamental in order to explain, interpret, analyze, and criticize the reflective social life, while Van Dijk (2006) points out that CDA demands a multidisciplinary and complex relationship between text, discussion, social opinion, energy, society, and culture.

Critical discourse analysis was selected as the analytical framework of this study because it goes beyond describing language and looks at how discourse constructs self-representation and reflects ideologies. As Alasiri (2024: 2) notes, "the primary aim of this field is to analyze language utilization in society, studying its contribution to people's lives to understand how people communicate differently to deliver their ideologies, messages and agendas".

More specifically, this study adopts the dialectical-relational approach proposed by Norman Fairclough (1995). This approach helps to link participants' self-descriptive language gathered from the survey to gender discourses and dating ideologies. According to Fairclough (1995: 12), CDA is characterized by three key features: it is relational, dialectical, and transdisciplinary. It is relational because it examines how language connects to power, ideologies, society, and people; dialectical because it highlights the constant influence that exists between language and society, and how they shape each other; and transdisciplinary because it does not belong to just one field but borrows knowledge from different areas, such as sociology, psychology, and anthropology, among others.

3.3.2. CDA in Digital Contexts

Critical discourse studies are known for investigating how language and communication shape social, political, and cultural realities. CDA sees language as both influenced and shaped by society. Therefore, its main aim is to uncover hidden power and inequality in how people communicate. Moreover, with the increase of the internet and digital media platforms, most of this linguistic data can be found online (KhosraviNik, 2014). According to Herring (2011: 625), "the discursive negotiation and expression of social relations in cyberspace, including asymmetrical relations, constitutes one of the most promising areas of future investigation". Baudrillard (1994) states that social media allows people to produce and share content, which has empowered ordinary users to speak and shape culture (Jenkins, 2006). This change affects how researchers study language and power, since CDA used to focus primarily on traditional media; however, with the invention of new social platforms, new content in which people express how they think and talk about important topics such as identity, politics, and culture is nowadays online (Mautner, 2005). As a consequence, Wodak and Meyer (2009) suggested that for CDA to understand modern communication fully, it may need to revise some key concepts, such as representation, audience, and how power works in online versus offline communication.

This shift between traditional media, i.e., TV, and social media platforms,, helped research to move from "tech-centered" to "context-centered", in other words, from focusing on the technology itself, for instance, how tools such as emails shaped language, to how real people use these tools in social settings (Thurlow and Mroczek, 2011; Androutsopoulos and

Beisswenger, 2008). As a consequence of this shift, two important methods were invented: Computer-mediated discourse analysis (CMDA), which focuses on linguistic features and how language is used online, and discourse-centered online ethnography, which studies context, users, and their motivations, apart from how different online spaces connect (KhosraviNik, 2014). Therefore, as argued by Herring (2004) and Androutsopoulos (2008), these two approaches aim to outdate the idea that technology alone shapes communication and highlight the fact that discourse is influenced by technology, but not controlled by it.

3.3.3. CDA: Language and Ideology

CDA and its focus on ideology are essential since they allow this study to examine how male users' language use reflects either traditional or contemporary (or both) ideologies of masculinity and gender roles.

Critical discourse analysis identifies discourse, either written or spoken, essentially as ideological (Naidu et al., 2023: 30). In Fairclough's (1995) view, ideology is a set of beliefs, values, or assumptions that shape people's everyday thoughts and communication. The concept of ideology, as Fairclough (1995: 44) explains, also shapes how the world is viewed and represented from the perspective of a group, class, or individual.

Ideological discourse often shows up in how individuals construct their identity, particularly in online dating contexts. As Fullick (2013) explains, these websites require users to learn a new, more complex way of representing themselves.

3.3.4. Fairclough's Dialectical-Relational Approach

Nowadays, CDA is recognized as a research approach that can be applied in different frameworks, with the dialectical-relational approach one of the major ones. Norman Fairclough's Dialectical-Relational approach is considered a specific framework of CDA whose main aim is to integrate social theory, practice, and linguistic theories as well as to analyze two types of dialectical relations: the relationship between social structures and events and the relationship between semiotics and other elements (Lin, 2014). Fairclough's dialectical-relational approach is known as three-dimensional, since it describes three processes for doing a critical analysis of discourse.

For illustration, Figure 1 below shows Fairclough's model for CDA adapted from Janks (2002: 27).

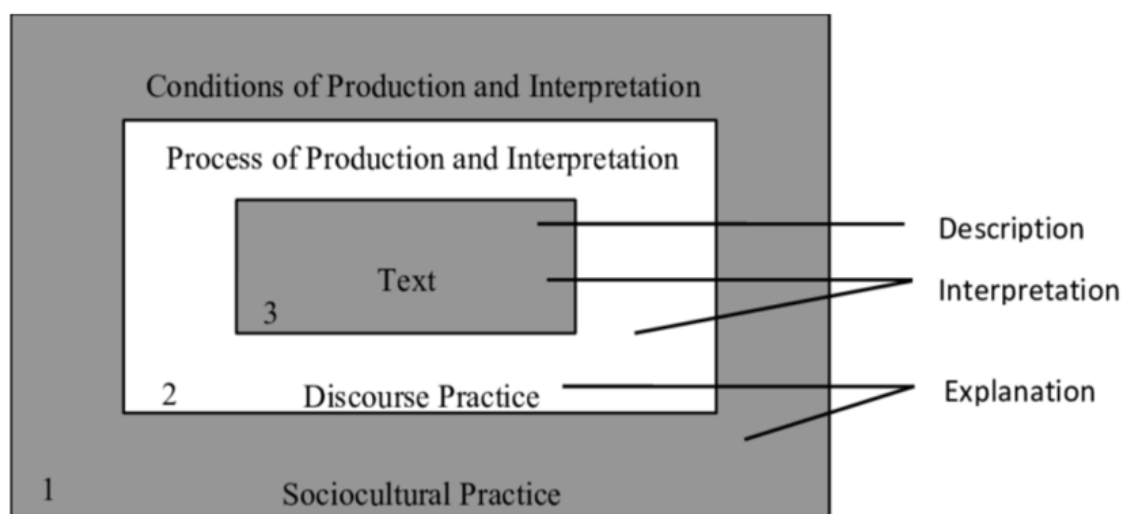


Figure 1. Representation Diagram of Fairclough's Three-Dimensional Model of Critical Discourse Analysis.

As Image 1 clearly shows, there are three processes for doing critical discourse analysis:

1. Description: which aims to answer the question “what do we see?”, paying strict attention to the analysis of vocabulary, grammar, discourse, and textual structures used in written/spoken discourse (Fairclough, 2001).
2. Interpretation: The main purpose is to give answers to the questions: who wrote the text? Who is more likely to read the text? Moreover, what are the significant features of the readership that seek a link between the text and interaction (Fairclough, 1995).
3. Explanation: which looks for a relationship between the interaction and the social context, trying to respond to questions such as: how does the description and interpretation of a text help us to explain what is happening with a written/spoken text? What are the social implications of this text? What is the given meaning of its social context? (Fairclough, 2001).

3.4. Data collection

The study used an online survey on Google Forms (see Appendix) to gather data from male participants. The reasons for using survey data rather than actual dating profiles were due to ethical considerations and the need to protect users' personal information. To simulate a realistic dating app, the survey was designed to resemble Bumble. This new approach enables participants to provide authentic self-descriptions while ensuring privacy. They were asked to describe themselves and their ideal partner.

Participants were instructed to imagine they were creating a dating profile on a dating app and to respond to 14 survey items, which were sectioned into three parts: 1. "contextual information", where participants had to state their age and level of English. 2. "Self-Representation" section, where men had to describe qualities in themselves. 3. "Your Ideal Partner", a section where participants had to describe their desired partners. Some survey items (1,2,4,5 and 8) required participants to provide one-word answers, which were straightforward to categorize. Other survey items (3,6,7,9,10,11 and 12) consisted of open-ended prompts, allowing participants to write their ideas in one to three sentences, requiring a more extensive and detailed coding process (see Appendix). Responses were analyzed using a lexical-semantic approach, grouping words, short phrases, and sentences according to shared meaning in order to identify frequent patterns.

The survey prompts were modeled to mimic Bumble and the sections that dating app users usually fill out when creating a profile, ensuring that participants' responses would be similar to real dating profile content. The aim was to capture the usual ways individuals present themselves, without collecting data from actual users. As a result, the language used in the prompts may be considered a bit informal. This informality reflects the dating app's philosophy, as the prompts are meant to entertain users and provide a light-hearted experience rather than a formal one. As Bumble states, the app designs "features to make online dating actually, you know, enjoyable" (Bumble, 2026). For example, in this study, some of the prompts used concepts such as "green flag", a term commonly used in contemporary dating discourse to refer to a good sign when dating (Cambridge, 2026).

3.5. Participants

A total of 53 heterosexual male participants aged between 18-40 completed the survey. Participants were recruited through SurveyCircle, a website designed to help researchers and students find participants to give answers to their online surveys. To participate, individuals needed prior experience with dating apps such as Tinder or Bumble to be familiar with their features. They also had to identify as heterosexual, reflecting the study's focus. In addition, English proficiency was required to understand the survey items and produce sentences of different lengths, since writing skills are essential for clearly expressing ideas (British Institute, 2024). Therefore, participants self-assessed their English proficiency using the Common European Framework of Reference for Languages (CEFR), which classifies language learners into three categories: proficient, independent, and basic, divided into six levels from A1 (beginner) to C2 (proficient) (Yu et al, 2022). This survey also included an option for native speakers. The survey included these English levels so participants could select the one that best represented their skills, even if they were not previously familiar with the CEFR.

3.6. Data Analysis

As stated above, this study employed a mixed-methods approach, combining both qualitative and quantitative research, as taking into account non-numerical and countable data was pivotal for the purpose of this study. Wodak and Meyer (2016: 126) state that turning abstract ideas into measurable concepts is important, since it makes critical discourse studies more trustworthy, valid, and easier to defend. While critical discourse analysis and Fairclough's dialectical-relational approach mainly rely on qualitative methods, numbers can also be helpful for a CDA study, for example, in this thesis, frequently repeated adjectives, nouns, and phrases were counted to know how often certain linguistic features appeared, which could reveal important trends. However, the key explanatory function of discourse analysis comes from the qualitative interpretation rather than from numbers (Wodak and Meyer, 2016: 126). Qualitative research is commonly criticized for its lack of validity and robust data, unlike quantitative research. Nevertheless, it is not always the case (Jørgensen and Phillips, 2010). Potter and Wetherell (1987) point out that the methods used to validate qualitative research

do not always guarantee its validity. On the contrary, a similar issue occurs in disciplines such as physics, chemistry, and biology.

Among CDA frameworks, Fairclough's was particularly employed because his three-dimensional model (description, interpretation, and explanation) provided this study a structured method to analyze how the participants' prompts were connected to different discourses and ideologies. In this study, the textual dimension (description process) allowed this research to provide a detailed analysis of specific descriptive language used by the male participants, in dating app bios and prompts, such as:

1. Adjectives: *fun, humorous, adventurous, kind, ambitious, crazy*, among others.
2. Nouns: *open-mindedness, loyalty, trust, fun*, among others.
3. Identity-related discourse: for example, "I don't like the green/red flag discourse"
4. Tone and style: *formal/informal, playful/serious, ironic/sincere*.

The analysis of the aforementioned descriptions enabled this study to explore how men describe their ideal partner, construct their self-representation, and how these descriptions reflect their ideologies. The discursive practice dimension focused on how these texts were produced, distributed, and interpreted within the context of online dating and how men's language was shaped by it. Finally, the social practice dimension investigated how these linguistic descriptions both reflected and produced broader societal ideologies of masculinity, gender roles, romantic expectations, and desired partners, revealing how the contemporary heterosexual online dating contexts influence online self-representations. All dimensions were taken into account in the analysis of this study. In order to organize and complement the analysis of the linguistic material within the CDA framework, the participants' responses were reviewed manually and grouped into categories based on shared meaning. The analysis focused on how participants described themselves and their future romantic partner. Depending on the survey prompt, responses consisted of single words, short phrases, or brief sentences. Each response was treated as a unit of analysis. When answers contained more than one idea, they were assigned to more than one category.

The categorization process was guided by insights from lexical semantics, which examines how lexical items can be grouped according to shared semantic features (Paradis, 2012). For example, responses such as "friendly", "helpful" and "good listener" were grouped under the

category “Social/Friendly”, while answers such as “humor”, “funny”, and “humorous” were grouped under a broader category named “Humor”. The categories were developed inductively, i.e., they emerged from the data itself and reflected recurring patterns in which participants described themselves and their ideal partner.

Since some prompts elicited brief lexical responses consisting of single adjectives and nouns, the study also adopted a vertical analytical perspective, which according to Bernstein (1999), focuses on examining relationships between words and seeing general patterns across all responses to see how words relate. This type of analysis allowed the study to identify recurring patterns in how men represent themselves and describe their ideal partner in a dating context, which were subsequently interpreted using Fairclough’s three-dimensional framework as the textual, discursive, and social levels. In addition, frequencies were tracked in order to show how often particular types of descriptions occurred, thereby supporting the qualitative interpretation with a quantitative overview.

Fullick (2013) suggests that the use of both qualitative and quantitative methods can produce a richer understanding of how gender representations evolve over time. A clear example of this can be seen in studies such as those by Gibbs et al. (2006) and Ellison et al. (2006), who found that dating site users relied on socially constructed ideas of gender and sexuality to present themselves and interpret others’ behavior online. This study could be successfully conducted, since these platforms allow users to include detailed information in their profiles, where they often express their gender identity not just through basic facts or photos, but also through specific language choices and self-descriptions.

While qualitative interpretation was the core of the analysis in this study, basic statistics were also used to support and strengthen the critical discourse analysis. Sandelowski et al. (2009) argue that people often rely on quantitative studies more because they are more precise and scientific. For example, just as manual coding summarizes ideas from significant texts into single categories, turning data into numbers such as percentages, frequencies, and scores also summarizes the results in simple and measurable ways. All quantitative findings obtained from the data were presented in percentages, frequency tables, and simple bar charts.

3.7. Ethical Considerations

The original plan for data collection involved analyzing textual material from real Bumble profiles by taking screenshots. However, due to ethical considerations and the data protection of users' personal data, this approach was considered inappropriate. Instead, the idea of designing a survey that imitates dating-app profiles arose, using Bumble as a model for its creation. This new approach allowed participants to provide a realistic self-description without compromising anyone's private life.

Besides the ethical considerations, the survey data is useful because it shows how men present themselves on dating apps. By describing their qualities, personal interests, goals, and partner preferences, participants reveal the ideas they have about themselves, relationships, gender roles, masculinity, and stereotypes. This helps the study to find patterns and themes in how men describe themselves and potential partners. As a result, the data can be analyzed both qualitatively and quantitatively.

No personal information, such as names or contact details, was required by any of the participants, and all responses were only accessible to the researcher. In addition, before starting the survey, the participants were informed about the purpose of the study and that their participation was voluntary.

4. Analysis

This chapter presents the quantitative analysis of responses to fourteen survey items completed by 53 male participants. The survey consisted of three sections: Contextual Information (Participants' English Level and Age), and two sections containing survey prompts: About You-Self-Representation (seven items) and Your Ideal Partner section (five items). Some survey prompts (Items 1,2,4,5, and 8) required participants to provide a one-word answer, while others (Items 3,6,7,9,10,11,12) were open-ended prompts in which participants could express more than one idea in one to three sentences. As a result, individual responses were coded into more than one category. Therefore, the percentages shown in the following survey items represent the frequency of each category across all coded responses.

The analysis is supported by pie charts, bar graphs, and tables that summarize the identified categories, the participants' original responses, their frequencies, and corresponding percentages to make the analysis visually appealing.

4.1 First Section: Contextual Information

The first section of the survey contained two important questions concerning participants' English proficiency and age. English level information was collected to ensure that participants could understand the survey items and provide meaningful responses, as lower English proficiency could affect the linguistic accuracy of their answers. Concerning age, it was gathered because differences in age may be associated with differences in life stage, which could influence participants' responses.

Figure 1 shows the distribution of the English proficiency levels among the 53 respondents according to the Common European Framework of Reference for Languages.

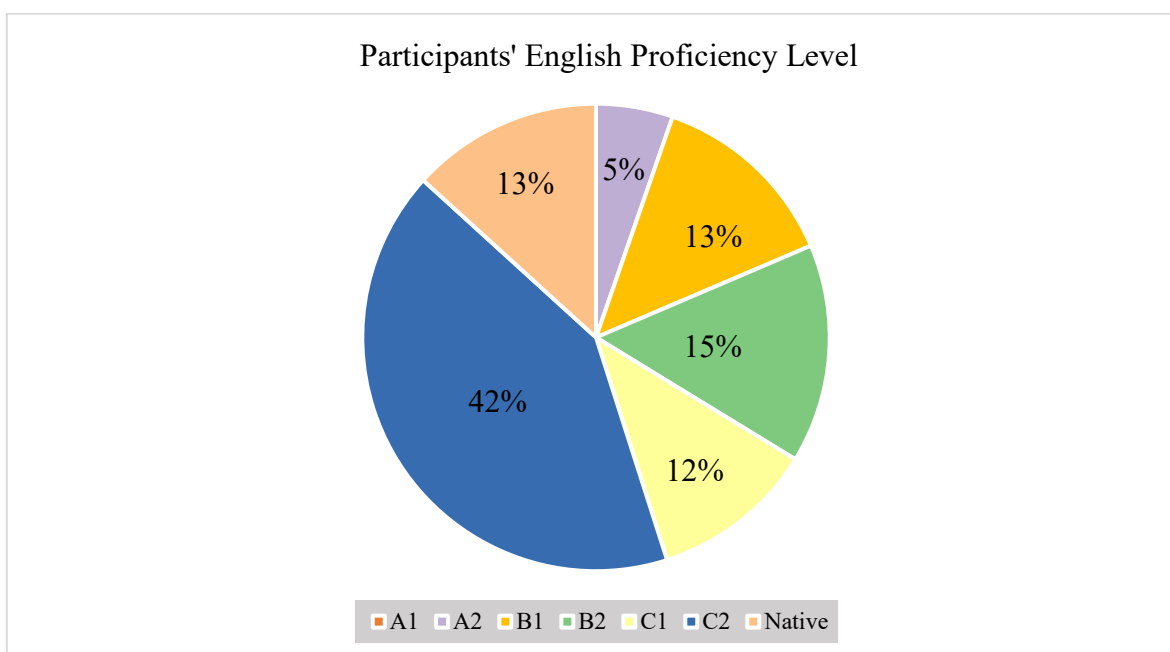


Figure 2. Self-Reported English Proficiency Levels Among the 53 Respondents According to the CEFR Levels

Figure 2 shows that the majority of participants had a C2 English level (42%), while 15% reported a B2 level. Additionally, 13% of the respondents identified as English native speakers and B1 speakers, and 12% indicated a C1 level.

It is important to note that English proficiency levels were self-reported and not formally assessed. Although one participant reported an A2 level, his responses were examined and considered clear and understandable for the analysis. Participants were not excluded solely due to their self-reported CEFR level. Instead, responses were assessed individually. Any answers that were unclear or uninformative were excluded regardless of the participants' English level. Therefore, the inclusion of this participant did not compromise the quality of the data.

Figure 3 shows a summary of the 53 Participants' ages.

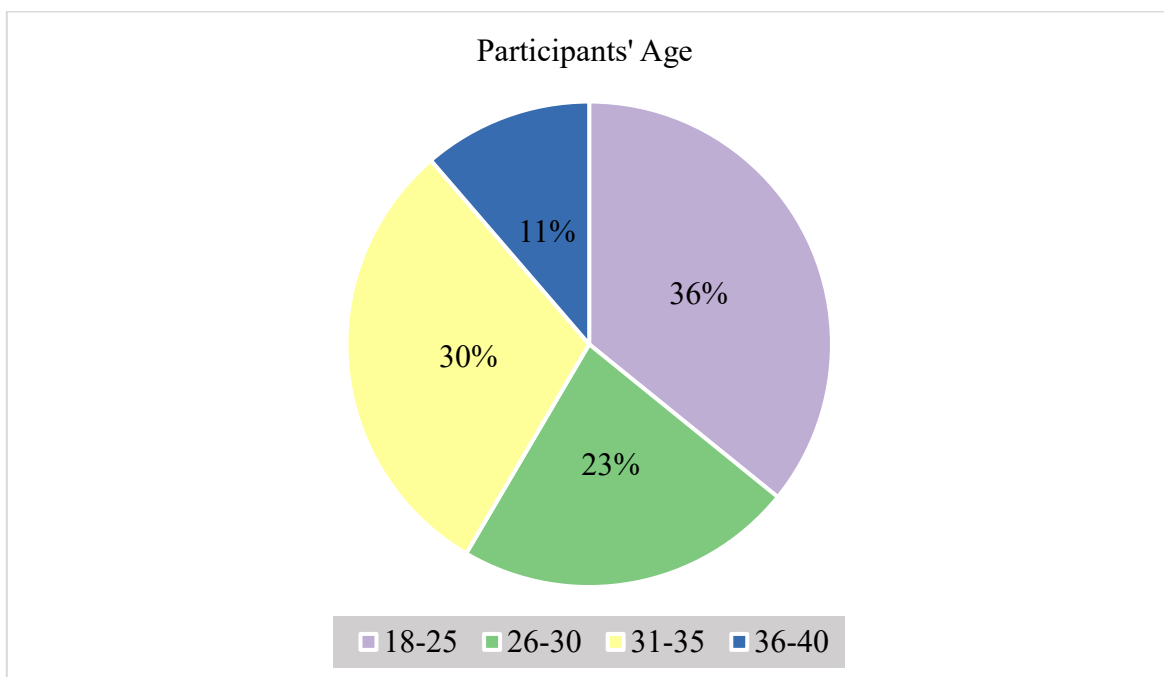


Figure 3. Participants' Age among 53 Respondents

Figure 3 summarizes the participants' ages. The highest percentage belonged to the 18-25-year-old group (36%). The second-highest age group corresponded to participants aged 31-35 (30%), followed by participants aged 26-30 (23%). The age range reported least was 36-40, with 11%.

4.2. Second Section: “Self-Description”

The second section of the survey consisted of survey prompts in which participants had to describe qualities in themselves, as well as their interests, aspirations, and life goals. These data were gathered to give answers to how male participants linguistically construct their self-descriptions and what ideas and beliefs they might express through them. As described in the data analysis chapter, participants’ responses were grouped inductively into semantic categories based on shared meaning. Categories such as Sociable/Friendly, Fun/Positive, and Open-minded, among others, emerged from recurring descriptions across participants’ responses. These categories reflect the main qualities male participants emphasized in self-descriptions and were used to quantify frequent traits in the data.

Table 1 summarizes the responses to prompt 1, where participants had to describe themselves by using one word, the resulting ten categories, the original responses, and their frequencies.

Category	Original Responses	Freq
Sociable/Friendly	<i>friendly (3), caring (2), helpful, good listener (2), lovely</i>	9
Fun/Positive Energy	<i>funny (6), cheerful, cool, exciting</i>	9
Open-Minded	<i>open-minded (2), curious, creative (2), introspective</i>	6
Easygoing	<i>easygoing (4), positive</i>	5
Driven/Ambitious	<i>ambitious, motivated, perseverant (2), passionate</i>	5
Patient	<i>calm (2), patient, kind (2)</i>	5
Loyal/Trustworthy	<i>loyal (3), trustworthy</i>	4
Others	<i>handsome, emotionally responsible, intelligent, gentleman</i>	4

Confident/Assertive	<i>assertive, confident</i>	2
Negative traits	<i>insane</i>	1
Excluded Answers	<i>AL, name of the participant, “I have a big black dog”</i>	3

Table 1. Overview of Male Participants’ Self-Described Qualities

Figure 4 illustrates the percentage distribution of the categories shown in table 1.

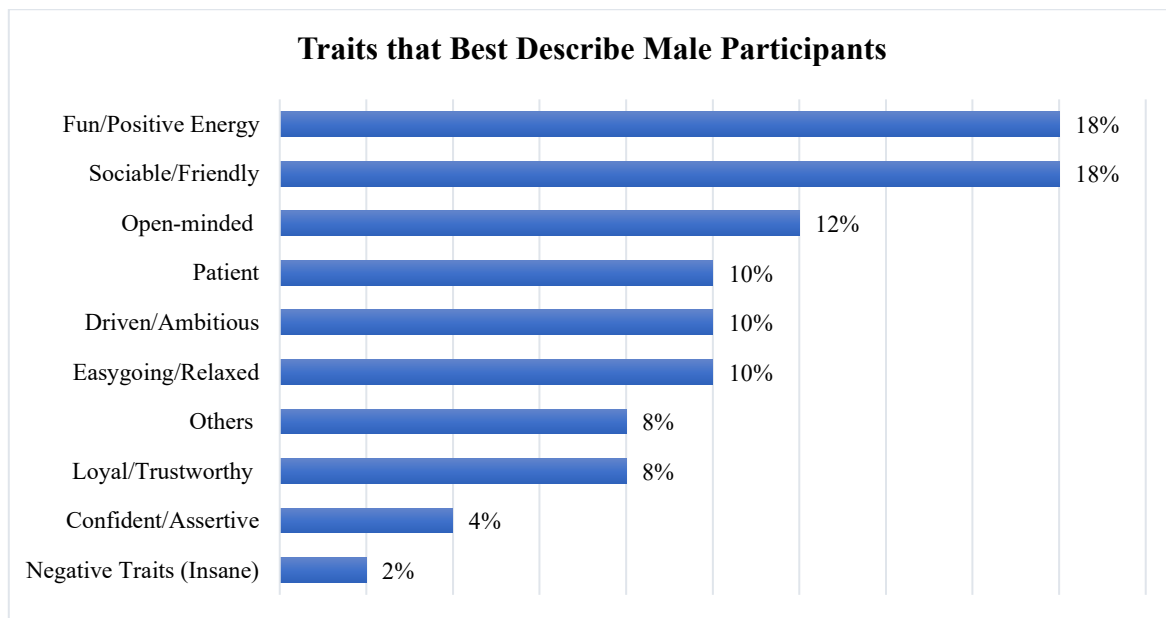


Figure 4. Overview of the Percentage Distribution of Self-Described Qualities Mentioned by Male Participants

Figure 4 presents the distribution of qualities that male participants used to describe themselves. Three responses were excluded from the analysis because they lacked meaningful information, leaving a total of 50 valid responses. Among the analyzed data, the most frequently occurring categories were Fun/Positive Energy and Sociable/Friendly, each mentioned by 9 participants. These were followed by Open-Minded, reported by 6 participants, Patient, Driven/Ambitious, and Easygoing/Relaxed, each mentioned by 5

participants. Less frequent categories included Others and Loyal/Trustworthy (4 participants each), Confident/Assertive (2 participants), and Negative Traits such as *insane* (1 participant). Table 2 summarizes responses to prompt 2, where participants had to name one cause or community that matters to them, the nine resulting categories, the original responses, and their frequencies.

Category	Original Responses	Freq
Human Right/Social Equalities	<i>equality (7), immigrant rights (3), political struggles of subaltern groups, LGBTQ, refugees, “stop bullying”</i>	14
Animal/Environmental	<i>animal protection (3), environmental protection (4), veganism</i>	8
Humanitarian/Global	<i>humanity, world hunger, people from poor communities, the elderly (2), peace, people with disabilities (2)</i>	8
Mental Health	<i>mental health (5)</i>	5
Education and Development	<i>education (2), economic development of underdeveloped societies, science and technology</i>	4
Culture and Arts	<i>culture, music, techno community</i>	3
Sports	<i>cricket club, football</i>	2
Religion/Ideology	<i>religion, socialism</i>	2
Others	<i>ukraine, make a wish foundation</i>	2
Excluded Answers	<i>all, none (2), friends, kindness</i>	5

Table 2. Overview of Categories Representing Causes Participants Care About

Figure 5 shows the percentage distribution of participants' categories.

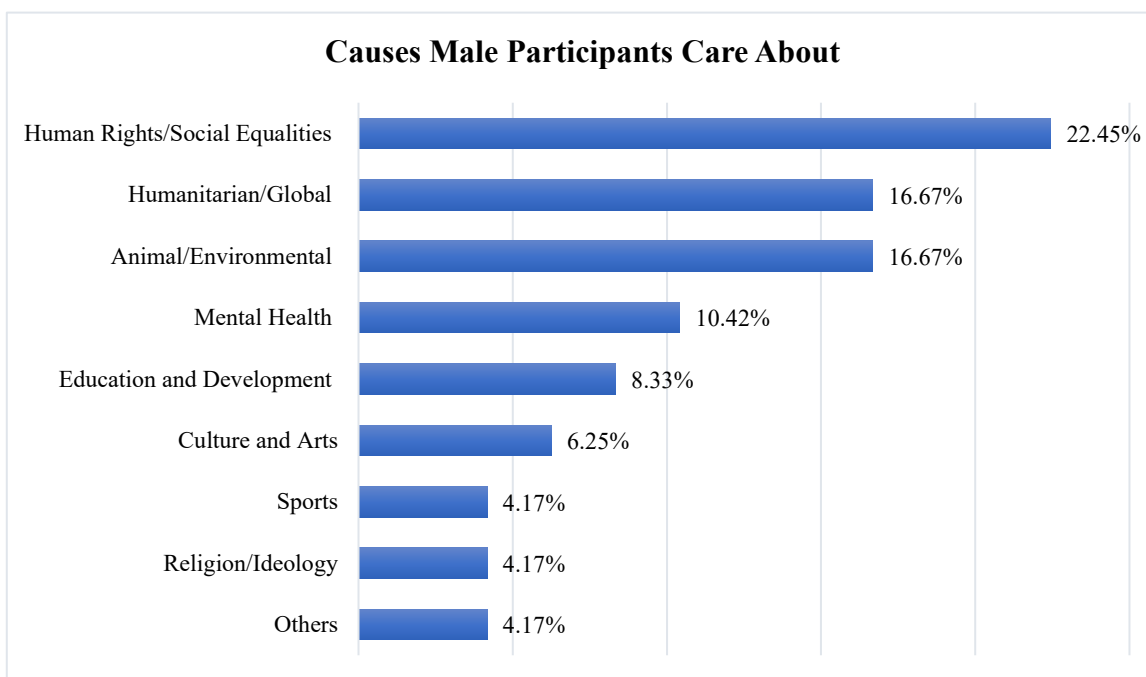


Figure 5. Overview of the Percentage Distribution of Causes Participants Care About

Figure 5 represents the distribution of causes that male participants care about. Five responses were excluded from this analysis since they were considered uninformative, leaving a total of 48 valid responses. The most frequently mentioned category was Human Rights/Social Equality, mentioned by 14 participants. This was followed by Humanitarian/Global and Animal/Environmental (mentioned by 8 participants each). Subsequently, 5 participants reported Mental Health causes, Education and Development (4 participants), and Culture and Arts (3 participants). The least frequent categories were Sports, Religion/Ideology, and Others (which included responses such as *Ukraine* and *Make a Wish Foundation*), each mentioned by 2 participants.

Table 3 illustrates responses to prompt 3, where participants had to name a dating “green flag”, the eight resulting categories, two example quotes from the participants’ original responses, and their frequencies.

Category	Example Quote	Freq
Emotional Intelligence and Awareness	“Being open to understand different perspectives”	16
	“Being empathetic and genuinely trying to understand others”	
Kindness and Care	“I am a gentleman”	9
	“I never make my partner feel like a burden”	
Trust, Loyal and Values	“I keep my word”	7
	“Being loyal”	
Positivity and Humor	“I can make you laugh every day”	7
	“Having a good sense of humor”	
Communication and Openness	“Being open and honest when communicating”	6
	“I always try to talk things out and keep clear and open communication”	
Open-Mindedness and Curiosity	“Being genuinely curious”	5
	“Having an open-minded, happy and positive view on the world”	
Lifestyle	“Weed”	4
	“I have a dog at home”	
Authenticity and Individual Thinking	“I don’t use the green/red flag discourse (2)”	2

Table 3. Overview of Categories Representing Participants’ Self-Described Green Flag

Figure 6 shows the percentage distribution of participants' biggest green flags.

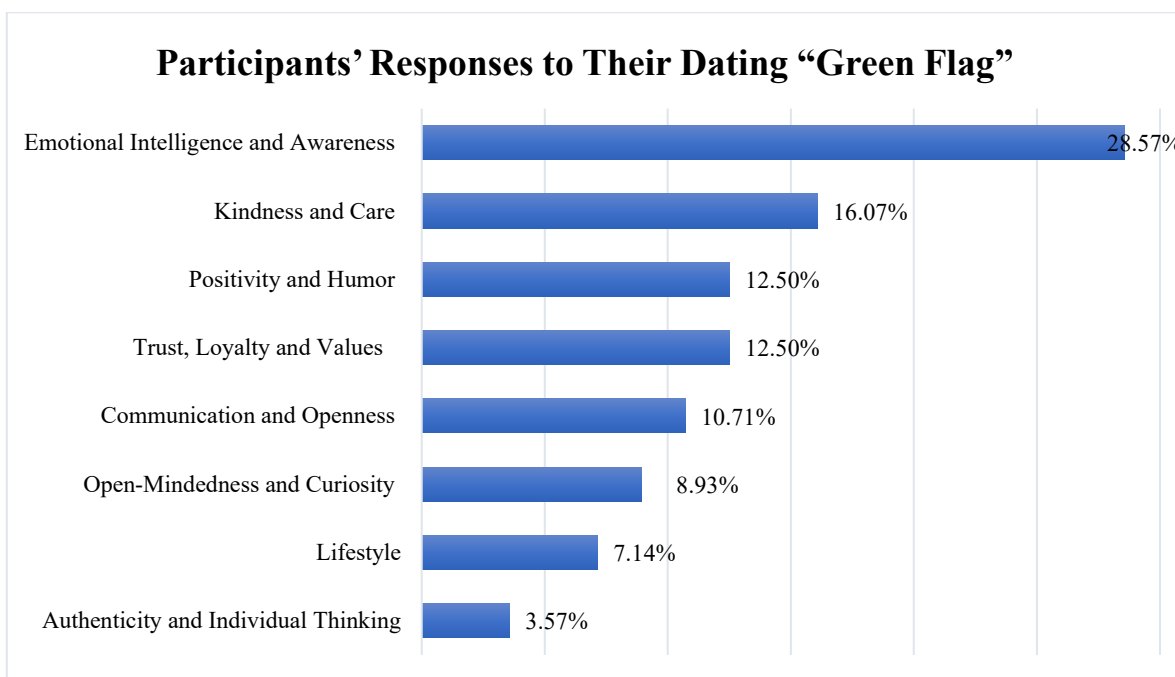


Figure 6. Overview of the Percentage Distribution of Participants' Responses to Their Dating "Green Flag"

Figure 6 shows the participants' self-descriptions of their dating green flags. A total of 47 responses were analyzed, while 6 responses were excluded, as they did not clearly address the prompt. Some responses were assigned to more than one or two categories when they included multiple ideas. For example, respondent R16 (see Appendix) wrote: "having an open-minded, happy and positive view on the world", which was coded under both categories: Positivity and Humor and Open-Mindedness and Curiosity.

The examination of the data reveals that the most frequently mentioned category was Emotional Intelligence and Awareness, reported by 16 participants, followed by Kindness and Care, mentioned by 9 participants. Two categories: Positivity and Humor, and Trust, Loyalty, and Values, were reported by 7 participants each, while Communication and Openness was mentioned by 6 participants. The last three identified categories were Open-Mindedness and Curiosity (5 participants), Lifestyle (4 participants) and Authenticity and Individual Thinking (2 participants).

Table 4 summarizes responses to prompt 4, where participants had to sum up in one word how it would be to date them, the resulting six categories, the original responses, and their frequencies.

Category	Original Responses	Freq
Fun/Playful	<i>fun</i> (6), <i>exciting</i> , <i>joyful</i> , <i>playful</i> , <i>wonderful</i> (2), <i>spontaneous</i> , <i>adventurous</i> (2), <i>spark</i> , <i>honeymoon</i> , “golden retriever vibes”, “you will love living your life if you are depressed”	18
Complex/Unpredictable	<i>chaotic</i> (3), <i>complicated</i> (4), <i>unpredictable</i> (3), <i>rollercoaster</i> (2), <i>crazy</i> , <i>ambiguous</i>	14
Kind/Caring	<i>patience</i> , <i>good-hearted</i> , <i>reliable</i> , <i>responsible</i> , <i>respect</i> , <i>comfortable</i> , <i>trusty</i> , <i>generous</i> , <i>gentleman</i> , <i>harmonic</i>	10
Social/Easygoing	<i>uncomplicated</i> (2), <i>easygoing</i> , <i>social</i> , <i>positive</i>	5
Romantic/Deep Connection	<i>romantic</i> , <i>enlightening</i> , <i>privilege</i> , “like dating your best friend”	4
Negative Trait	<i>traumatic</i>	1
Excluded Answer	<i>excelsior</i>	1

Table 4. Overview of Participants’ Responses to How It Would Be to Date Them

Figure 7 summarizes the distribution of percentages for respondents’ self-descriptions.

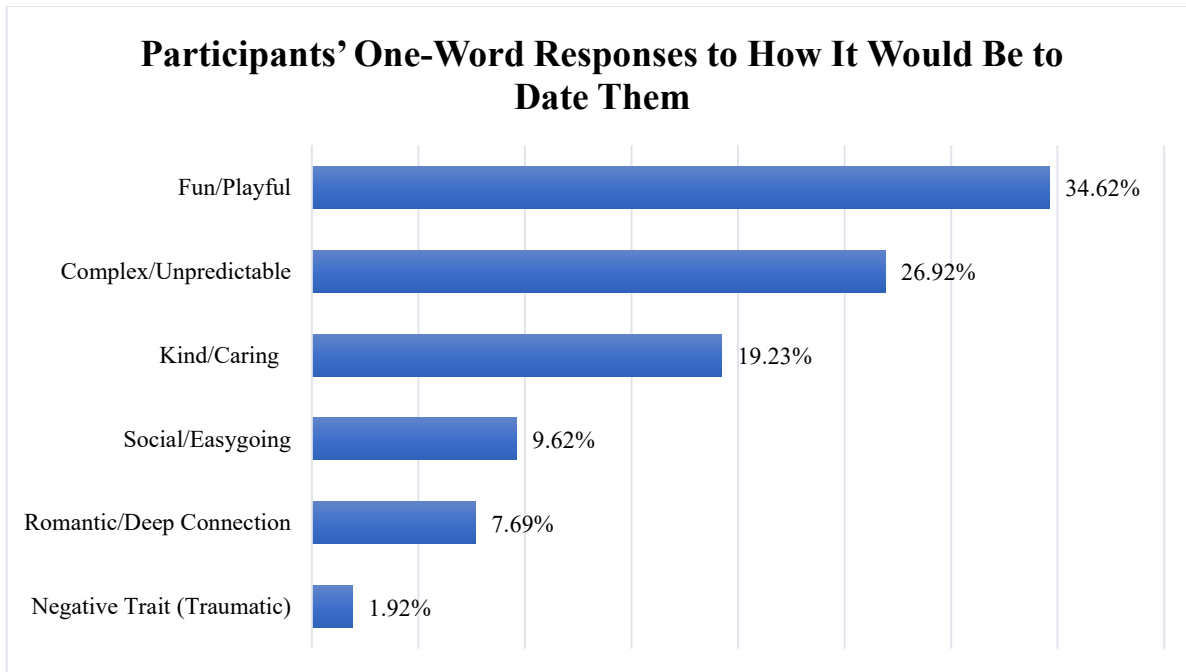


Figure 7. Overview of Participants' One-Word Responses to How It Would Be to Date Them

Figure 7 represents the distribution of one-word responses participants used when asked how it would be for them. A total of 52 responses were analyzed, excluding one answer due to its probable misspelling (*Excelsior*). As shown in the figure, the most frequently reported category was Fun and Playful, mentioned by 18 participants. This was followed by Complex/Unpredictable (14 respondents), Kind/Caring (10 participants), Social/Easygoing (5 respondents) and Romantic/Deep Connection, reported by 4 participants. The least frequent category referred to Negative Personality Trait (*Traumatic*), mentioned by 1 participant.

Table 5 summarizes responses to Prompt 5, where participants had to name one trait that sets them apart when dating, the resulting ten categories, the original responses, and their frequencies.

Category	Original Responses	Freq
Humor/Charisma	<i>humor</i> (8), <i>charisma</i> , “my smile” (2)	11
Confidence/Self-Assuredness	<i>confidence</i> (3), <i>straightforwardness</i> (2), “being real”, <i>courage</i>	7
Physical Appearance	<i>height</i> (4), <i>hair</i> , <i>my outfit</i>	6
Intellect/Knowledge	<i>intelligence</i> , <i>curiosity</i> (2), <i>perspective</i> , <i>worldview</i> , <i>resourcefulness</i>	6
Emotional Maturity	<i>emotional maturity</i> , <i>understanding</i> (2), <i>calmness</i> , <i>positiveness</i>	5
Others	<i>uniqueness</i> , <i>awkwardness</i> , <i>uprising</i> , “giving good recommendations”	4
Determination/Drive	<i>determination</i> , <i>consistency</i> , <i>reliability</i>	3
Negative Traits	<i>narcissism</i> , <i>anger issues</i> , “talking about my ex”	3
Creativity/Talent	<i>creativity</i> , <i>dancing skills</i>	2
Open-Minded	<i>open-minded</i> , <i>adventurous</i>	2
Excluded Answers	“Good people”, “my energy”, “no comment”, “super strong unit” (all considered unclear)	4

Table 5. Overview of Traits Male Participants Reported as Always Setting Them Apart

Figure 8 summarizes the percentage distribution of personality traits participants used to refer to themselves when asked what always sets them apart in dating.

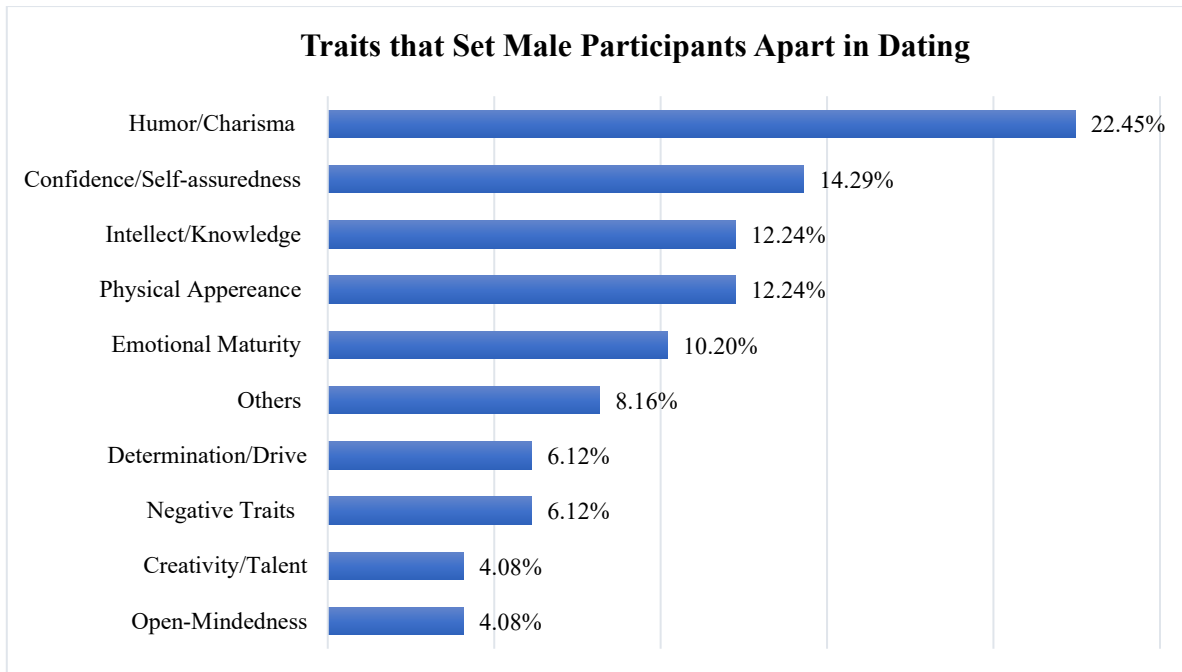


Figure 8. Overview of Participants' Responses to One Trait that Sets Them Apart When Dating

Figure 8 shows the distribution of traits that male participants believe make them stand out when it comes to dating. Four answers were excluded from this analysis since they were considered unclear, leaving a total of 49 valid responses. Among the data, the most frequently mentioned category was Humor/Charisma (11 participants). Subsequently, it was Confidence/Self-Assuredness, reported by 7 participants, followed by Intellect/Knowledge and Physical Appearance, mentioned by 6 participants each. Responses also reported Emotional Maturity (5 participants), and Others (4 participants), which included answers such as *uniqueness*, *awkwardness*, *uprising*, and “giving good recommendations”. Determination/Drive and Negative Traits were reported by 3 participants each, while Creativity/Talent and Open-Mindedness were mentioned by 2 participants each.

Table 6 provides an overview of the answers to prompt 6, where participants had to describe their biggest life dream in one sentence, the resulting seven categories, two example quotes from the original responses, and their frequencies.

Category	Example Quote	Freq
Personal Well-Being and Health	“Having happiness and abundance”	17
	“Living a life full of joy and being free from constant worries”	
Family and Relationships	“Having a family in Australia and not having money issues”	12
	“Having a family and being financially independent”	
Career and Achievement	“Having my own company”	11
	“Becoming a football player”	
Financial Security and Material Stability	“To buy a home”	9
	“To retire by 30”	
Social Contribution and Impact	“To share knowledge and insights with others”	8
	“To start my own NGO”	
Lifestyle and Self-Determined Living	“Having independence”	8
	“Travelling the world with a sailing boat, not having to worry about anything”	
Growth and Life Purpose	“Creating something bigger than myself”	5
	“Finding a purpose that truly feels like me”	

Table 6. Overview of Participants’ Responses to the Description of Their Biggest Life Dream

Figure 9 summarizes the percentage distribution of participants’ categories in describing their biggest life dream.

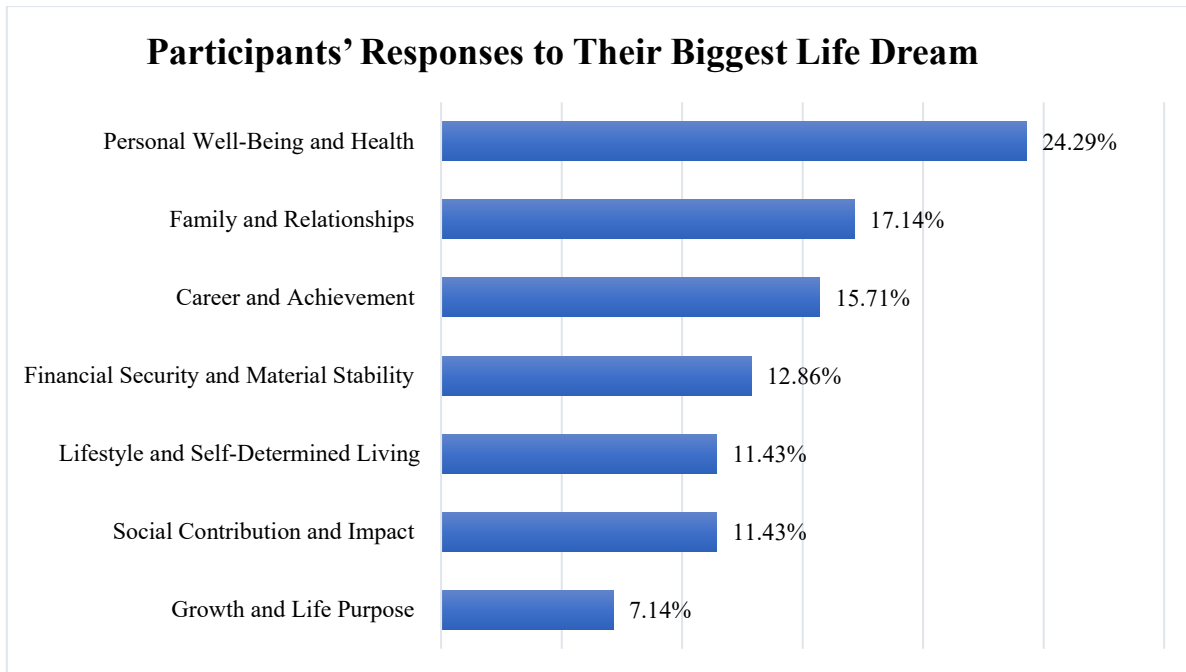


Figure 9. Overview of Participants' Responses to Their Biggest Life Dream

Figure 9 presents the distribution of categories identified in participants' descriptions of their biggest dream in life. No responses were excluded from the analysis; therefore, a total of 53 answers were analyzed. It is important to mention that some participants' life dreams were grouped in more than just one category, since the respondents provided longer answers. As shown in the data, Personal Well-Being and Health was the most popular category, reported by 17 participants. Family and Relationships (mentioned by 12 participants) and Career and Achievement (11 participants) were two other significant categories. Subsequently, Financial Security and Material Stability was reported by 9 participants, followed by Lifestyle and Self-Determined Living and Social Contribution and Impact, mentioned by 8 participants each. Lastly, Growth and Life Purpose was the category mentioned the least by 5 male participants. Table 7 shows responses to prompt 7, where participants had to write a short bio (1-3 sentences), the sixteen resulting categories, two example quotes from the original responses, and their frequencies.

Category	Example Quote	Freq
Humor and Playfulness	“The perfect mix between mature interesting man and a funny annoying sexy guy” “My mom says I’m beautiful”	26
Hobbies and Interests	“I’m into spooky stuff so we might be ending visiting places like that, and parties like that” “...I’m interested in having discussions about art, history, politics and sustainability, but I also like to go out for a craft beer and being in nature which gives me energy”	14
Openness to Meeting and Social Warmth	“Hey there! If you're down for a day climbing outside, playing ping pong in a park or go to watch Ballet (or anything in between), hmu” “Traveler, reader and food lover. Let’s hangout and see where things go. Hit me up”	11
Adventure and Exploration	“Exploring, connecting, sharing stories, and always open to new adventures with someone who’s up for fun” “I’m a playful, easygoing person who believes life’s better when you laugh, explore, and spend it with kind people”	8
Overthinking and Introspection	“Clarity in chaos” “Part-time legend, full-time overthinker. Gym, football, and questionable life choices”	7
Creativity and Intellectual Identity	“I’m someone who studies cities and spend my free time reading books, listening to odd ambient music...”	6

	“Failed writer, studied historian and passionate antiques dealer...”	
Confidence and Boldness	“Best you ever had” “Tell me when I should text you first!”	6
Sports and Physical Activity Identity	“A volleyball player, reader and engineer who tries to make each day count!” “I am a sports enthusiast, more on the quiet side, with a good sense of humor. I love music and going to concerts”	5
Ambiguous Presentation	“Roses are red” “Lazarus come forth! we have things to deal with”	5
Emotional Guardedness	“...Loyal to the hilt, and I got no time for lies or other’s bullshit” “...I do have a perception about relations, which challenges me and it gets hard to overcome, but I am determined to work on it”	5
Traveling and Living Abroad	“I love catching up with friends, coffee and Star Wars. Catch me on mountains and foreign countries rather than the club” “I have lived abroad for more than 10 years, and I love to discover new places and try out new things...”	4
Spontaneity and Unpredictability	“You won’t know what I will do next because neither do I. It might be crazy but It’ll never not be fun” “Crazy but a good guy”	4
Supportiveness and Reliability	“...People describe me as a strong shoulder, trustable”	4

	“Always up for a fun time, and always there when you need me...”	
Life-Loving and Positivity	“I am guy who loves life and enjoy it , I am always positive and happy. Nothing can change me”	4
	“I’m a nice funny guy who loves football and enjoy every moment of life”	
Social Popularity and Sociability	“I am fun, I like talking and socialising, but also sometimes some free time to chill and relax”	3
	“I’m an easy-going, talkative person, armed with a good dose of humor who loves making people smile...”	
Nonconformist Metaphor	“Not everyone’s cup of tea- more like a strong filter coffee”	1

Table 7. Overview of Participants’ Self-Description Categories in Their Dating-App Bios

Figure 10 summarizes the percentage distribution of participants’ self-description categories identified in their dating-app bios.

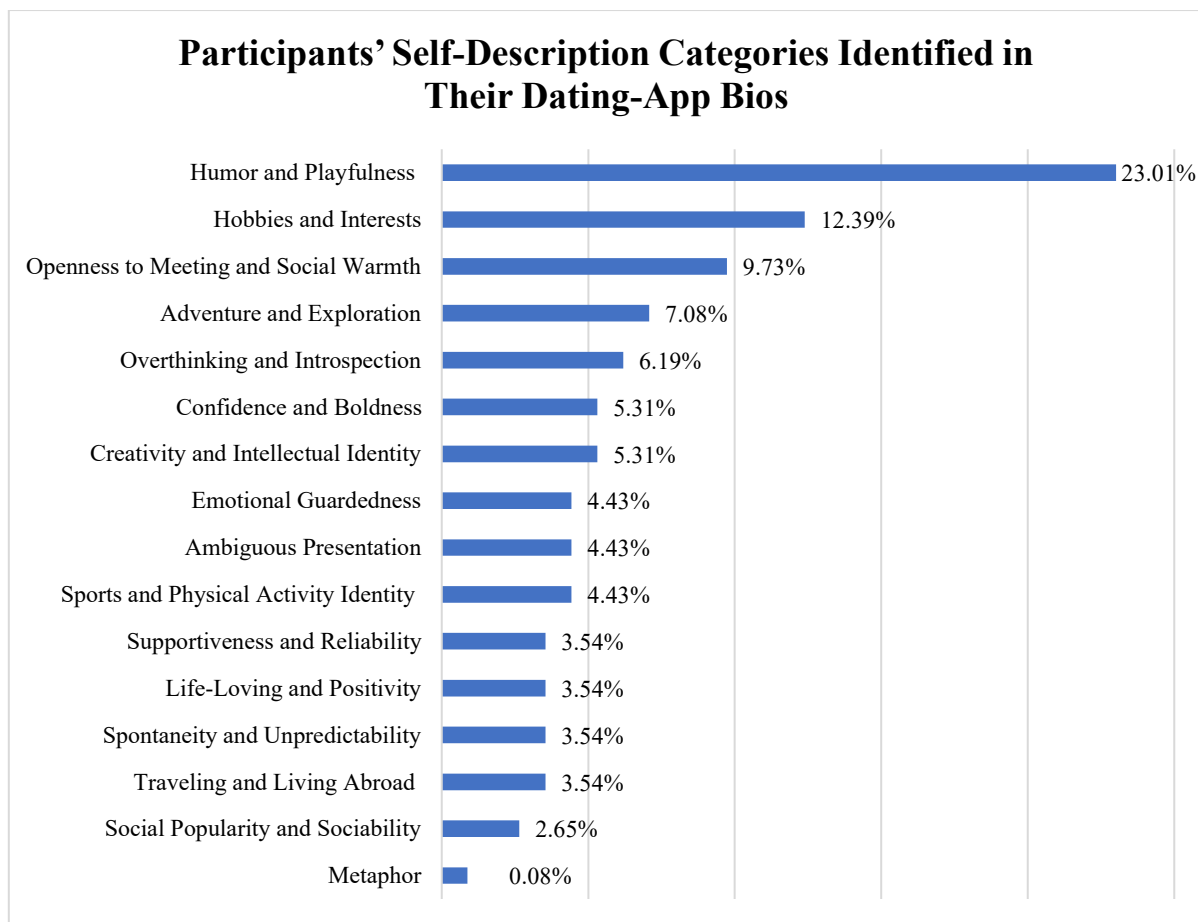


Figure 10. Overview of the Self-Description Categories Identified in Participants' Dating-App Bios.

Figure 10 shows the categories identified in participants' dating-app bios. This analysis was based on 53 responses. From these answers, it was possible to identify a total of 16 different categories. As explained in the introduction part of the analysis chapter, prompt seven invited participants to describe themselves in one to three sentences freely. Therefore, individual bios often expressed more than one idea or theme. For example, one participant might mention his hobbies, show humor, and describe his lifestyle in the same description. This means that the total number of coded categories is higher than the number of participants, and the percentages in Figure 10 reflect how often each theme appeared across all bios, not how many participants used only that theme.

The category Humor and Playfulness was the most frequent, identified in 26 bios. This included descriptions that either directly mentioned being funny as a personality trait or used a humorous and playful tone to write their bios. The second most frequent category was Hobbies and Interests, reported by 14 respondents, followed by Openness to Meeting and

Social Warmth (11 participants). Other frequently occurring categories were Adventure and Exploration, mentioned by 8 participants, and Overthinking and Introspection (7 respondents). Smaller groups of participants showed a tone of Confidence and Boldness and described a Creativity and Intellectual Identity (6 participants each). The categories Ambiguous Representation (referred to the participants who did not provide a self-description of themselves, but wrote a poem or movie dialogue instead), Emotional Guardedness and Sports and Physical Activity, were mentioned by 5 participants each. Less frequent categories included Supportiveness, Life-loving, Spontaneity and Traveling and Living Abroad (mentioned by 4 participants each). Social Popularity was mentioned by 3 participants, and only 1 respondent used a metaphor in the description of his bio. Overall, the results show that participants tend to present themselves through humor, personal interests, and social openness.

4.3. Third Section: Your Ideal Partner

The third section of the survey included survey prompts in which participants were asked to describe their ideal partner. The data collected in this section aimed to give answers to how these descriptions reflected views on masculinity, romantic relationships, desirability, self-identity/representation, gender roles, and lifestyle.

Table 8 provides a summary of the participants' responses to prompt 8, where they had to name a quality they value most in a partner, the resulting seven categories, original responses, and their frequencies.

Category	Original Responses	Freq
Honesty/Transparency	<i>honesty (5), transparency, consistency, commitment (2), loyalty (7)</i>	16
Emotional Understanding	<i>empathy (4), understanding, acceptance (2), care (6), kindness, emotional intelligence, level-headed</i>	16
Sense of Humor	<i>“to take a joke”, humor (3), wittiness, self-irony</i>	6
Respect	<i>respect (4), tolerance</i>	5
Curiosity	<i>curiosity (3), open-minded</i>	4
Communication	<i>communication, good conversation, talkative</i>	3
Others	<i>“Not being obsessed with the phone”, “passionate about your own goals”</i>	2
Excluded Answers	<i>Energy (Unclear)</i>	1

Table 8. Overview of the Qualities Participants Value Most in a Partner

Figure 11 provides an overview of the percentages obtained from the qualities that participants value most in a partner.

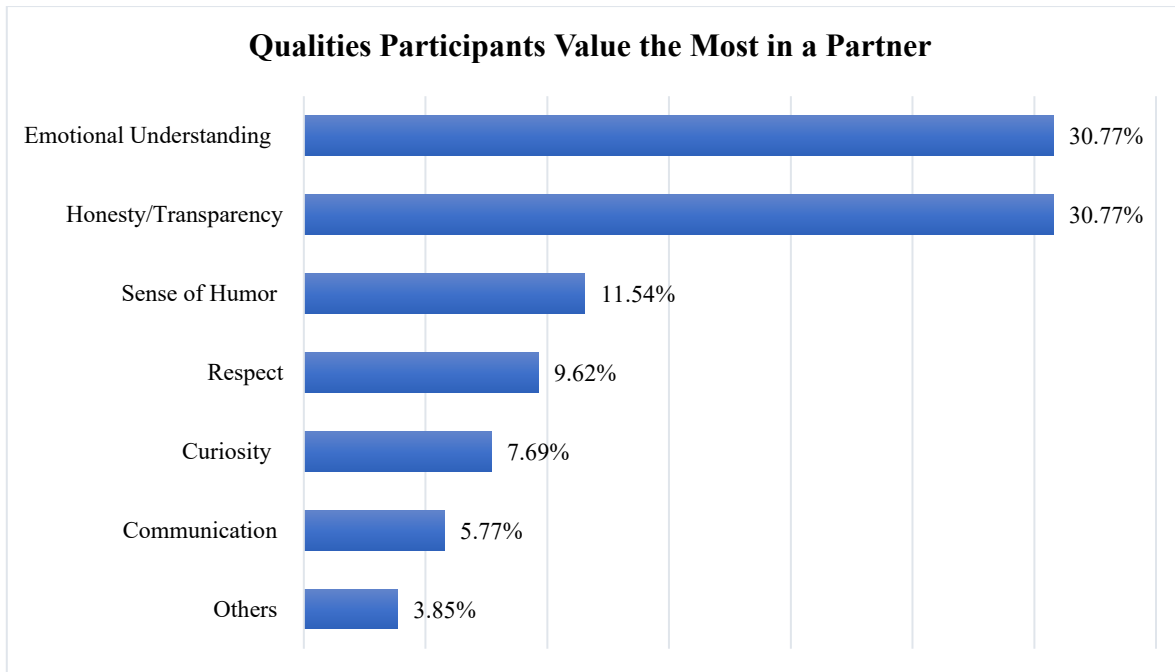


Figure 11. Overview of the Qualities Participants Value Most in a Partner

Figure 11 summarizes the distribution of qualities that participants stated they value the most in a partner. The analysis was made from 53 responses. As shown in the data, there were two principal qualities they value most in a partner: Emotional Understanding and Honesty/Transparency, mentioned both by 16 participants. The next most common quality was Sense of Humor, reported by 6 participants, followed by Respect (5 participants), Curiosity (4 participants), and Communication (3 participants). The category with the lowest frequency was Others (mentioned by 2 participants), which included answers such as “not being obsessed with the phone” and “passionate about your own goals”.

Table 9 shows a summary of the participants’ responses to prompt 9, where they had to state what they expect their partner to be into, the resulting seven categories, the original responses, and their frequencies.

Category	Original Responses	Freq
Shared Interests and Hobbies	<i>dancing (2), travel (2), games, anime, TV, series, K-dramas, art (2), camping, beer, food, music (2), “visiting/checking new places”, dogs, politics, social volunteering, nature</i>	21
Emotional and Physical Affection	<i>cuddling, “holding hands and hugging”, loving, “laughing together”, playful banter, “time together” (2)</i>	7
Gender Orientation Related	<i>men (2), girls (5)</i>	7
Sports	<i>sports (3), football, cricket</i>	5
Others	<i>“Spontaneous plans”, “What makes you happy”, “Living in harmony”, “Having values and principles”</i>	4
Meaningful Conversations	<i>“Long conversations”, communication, “Discussing about philosophy”, “People who understand me”</i>	4
Romance	<i>me, dominance, sex,</i>	3
Excluded Answers	<i>ja, nothing</i>	2

Table 9. Overview of Participants' Responses to What They Expect Their Partner to Be Into.

Figure 12 presents the distribution of percentages of the key categories identified in what participants expect their partner to be into.

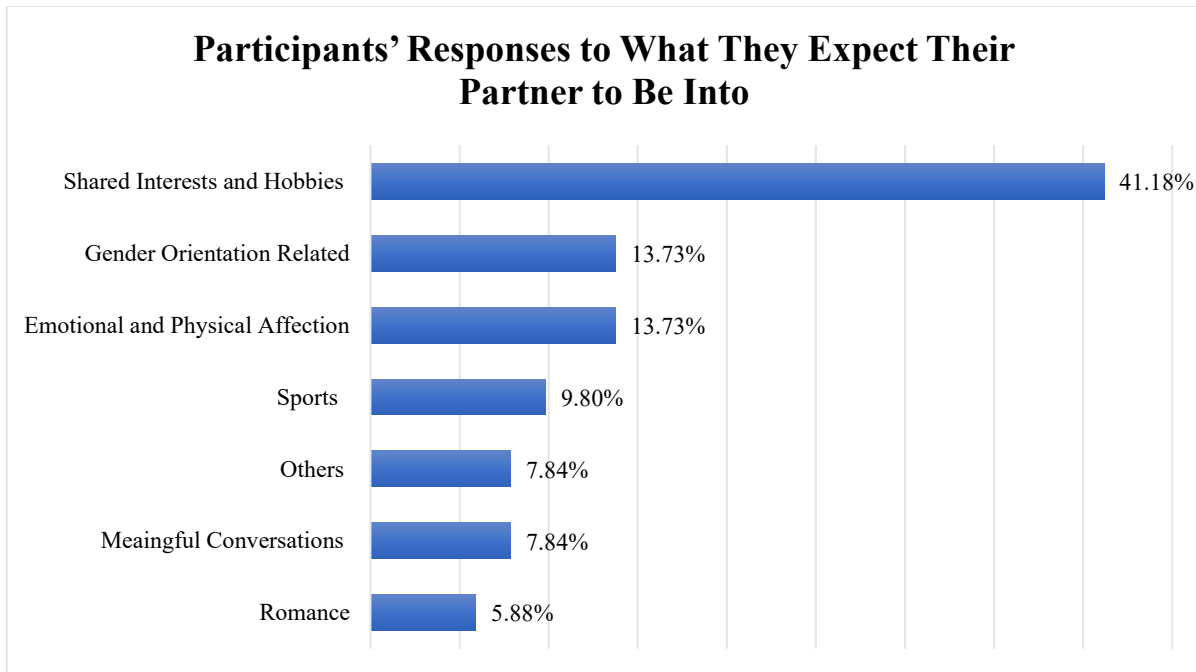


Figure 12. Overview of the Themes Identified in Participants' Responses to What They Expect Their Partner to Be Into

Figure 12 shows the distribution of the key categories in participants' responses to what they expect their romantic partner is genuinely into. Fifty-one answers were considered for the analysis, while two were excluded due to their unclear content. The category that was by far the most identified was Shared Interest and Hobbies, mentioned by 21 participants. This category was followed by Gender Orientation Related (reported by 7 participants), which referred to answers such as "I hope you are really into men/women". Emotional and Physical Affection was also mentioned by 7 participants, followed by Sports (5 participants). Subsequently, categories such as Others ("living in harmony" and "having values and principles") as well as Meaningful Conversations, were reported both by 4 participants. The least frequent category was Romance, mentioned by 3 participants.

Table 10 summarizes participants' answers to prompt 10, where they stated how they hope their partner behaves when dating, the resulting nine categories, two example quotes, and their frequencies.

Category	Example Quote	Freq
Emotional and Relational Qualities	“Care about me and love me unconditionally” “Make me happy and a better version of myself”	12
Kindness, Warmth, Empathy	“Are very nice and love helping people” “Treat people well”	11
Interest and Activities	“Enjoy hanging out at cafes” “Like to eat”	10
Sociability and Energy	“Are genuine, playful, and enjoy exploring life together” “Like to have fun”	8
Adventurous and Curious	“Are open-minded and care about your community” “Are genuine, playful, and enjoy exploring life together”	6
Romantic and Relationship Orientation	“Are emotionally available” “Are single and straight”	5
Humor and Lightheartedness	“Are funny, respectful, lovely and peacefu” “Have sense of humor”	4
Physical Appearance	“Have a beautiful smile”	1
Career Oriented	“Know what you want and are ready to pursue your life goals”	1
Excluded Answers	<i>women, succees</i> , “Are ok” (uninformative)	3

Table 10. Overview of Participants’ Responses to How They Hope Their Partner Behaves When Dating

Figure 13 provides a detailed overview of all individual categories identified in participants' responses to prompt 10, while Figure 14 presents a grouping of all the themes that are related to personality traits (colored in pastel orange).

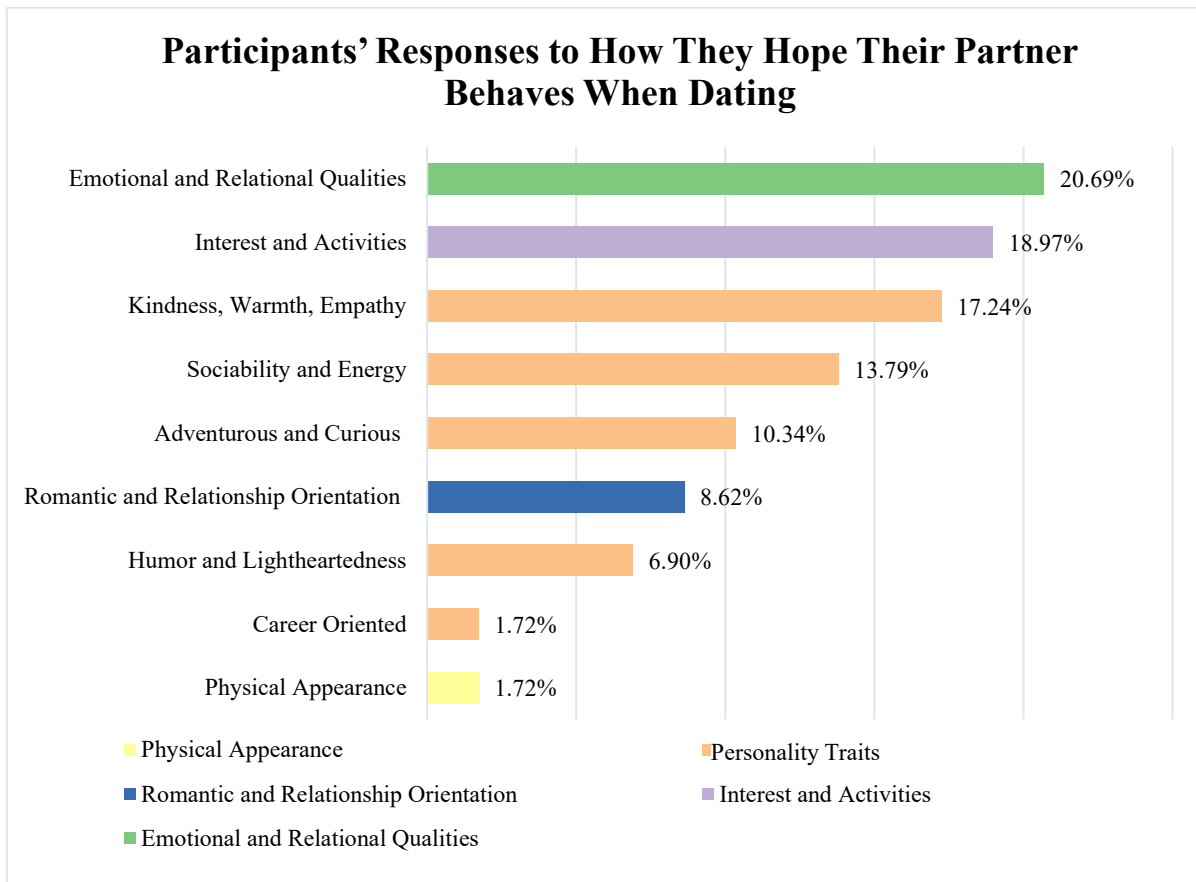


Figure 13. Overview of the Themes Identified in Participants' Responses to How They Hope Their Partner Behaves When Dating

Three themes stood out in this analysis: Emotional and Relational Qualities, mentioned by 12 participants, Interest and Activities, reported by 11 participants, and Kindness, Warmth, Empathy (10 participants). Subsequently, Sociability and Energy was also another category which showed a very similar frequency, mentioned by 8 respondents, followed by Adventurous and Curious (6 respondents), and Romantic and Relationship Orientation (5 respondents). The three least frequent themes corresponded to Humor and Lightheartedness (4 participants), Career-Oriented and Physical Appearance, which were reported both by 1 participant.

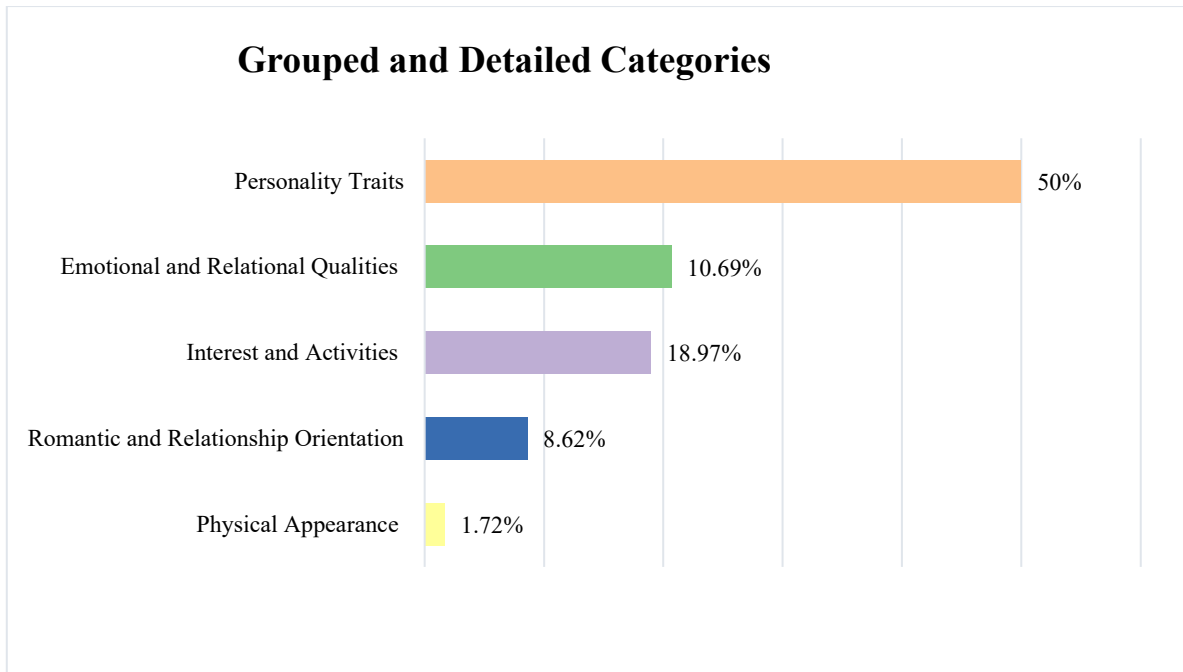


Figure 14. Overview of the Grouped Categories “Personality Traits” and the Remaining Detailed Categories

As categories related to personality traits were particularly salient (colored pastel orange in the bar graph), a more general analysis of them was needed by grouping all of them into one category called Personality Traits, which was mentioned by 30 participants, and it was by far the most common category. The second most mentioned theme was Emotional and Relational Qualities (reported by 12 participants), followed by Interest and Activities (10 participants). The next category was Romantic and Relationship Orientation, mentioned by 5 respondents, and the least frequent was Physical Appearance, mentioned by just 1 participant.

Table 11 shows a summary of the participants’ responses to prompt 11, where they had to describe a great relationship, the resulting eight categories, two example quotes, and their frequencies.

Category	Example Quote	Freq
Trust, Honesty and Reliability	“Honesty, trust and willingness to understand”	18
	“Never having a polyamorous relationship”	
Communication	“Being able to share everything with your partner”	16
	“Being able to share thoughts, feelings, and jokes freely”	
Friendship and Shared Experiences	“When your partner is your bestfriend and your soulmate at the same time and there is trust and fun”	12
	“If there are shares interests and knowledge between us”	
Emotional Support	“Understanding and forgiving each other”	9
	“Being able to forgive your partner without bringing things from the past”	
Closeness, Love and Intimacy	“Closeness, someone to talk to”	7
	“Communication, intimacy and common interests”	
Respect and Acceptance	“Love and Respect”	7
	“Caring, respect and love”	
Fun and Humor	“Laughing together”	6
	“Enjoying each other's company”	
Growth	“Improvement”	2
	“Sacrifices, understanding and growth”	

Table 11. Overview of Participants' Descriptions of a Great Relationship

Figure 15 shows the percentage distribution of participants' descriptions of a great relationship.

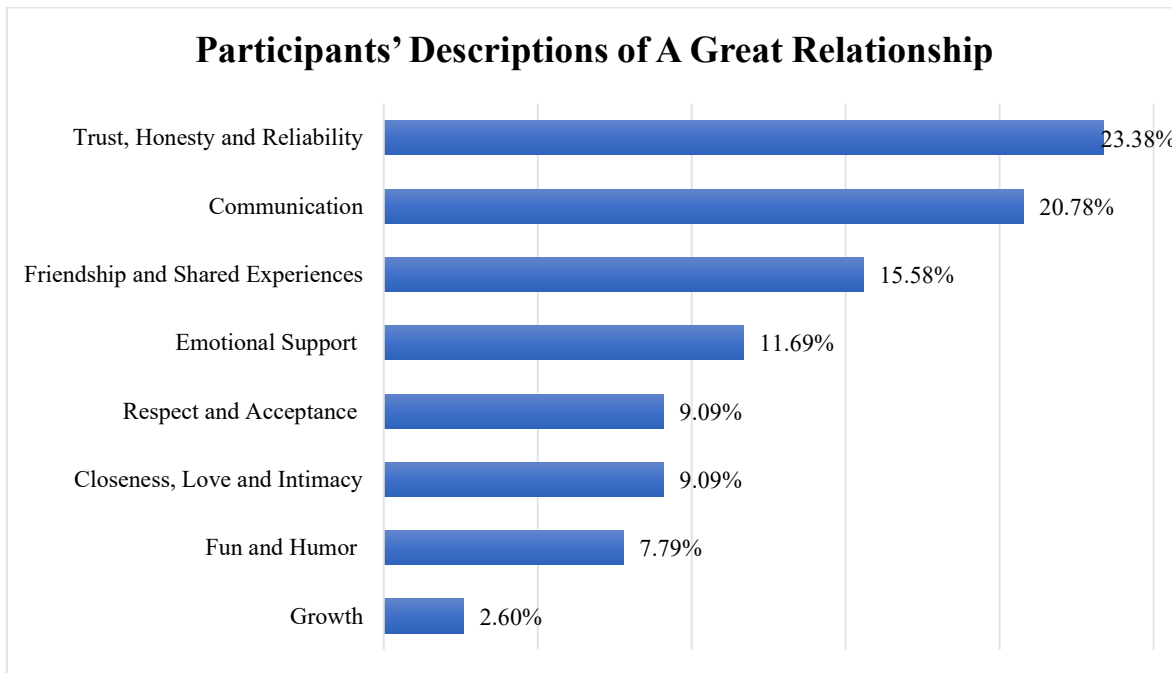


Figure 15. Overview of the Themes Identified in Participants' Descriptions of a Great Relationship

Figure 15 displays the distribution of key categories in participants' descriptions of a great relationship. A total of 53 answers were considered in developing the analysis. As evidenced by the data, 18 male participants stated that Trust, Honesty, and Reliability was the most important to make a relationship great, and closely following was Communication, reported by 16 participants. Subsequently, Friendship and Shared Experiences was mentioned by 12 participants, followed by Emotional Support (9 participants). Responses such as Respect and Acceptance, and Closeness, Love, and Intimacy, were reported by 7 respondents, followed by Fun and Humor (6 respondents). The least frequent category was Growth, mentioned by just 1 participant.

Table 12 shows a summary of the responses to prompt 12, where participants had to state how they know there is chemistry on a date, the six resulting categories, the example quotes, and their frequencies.

Category	Example Quote	Freq
Fun, Playfulness and Shared Humor	“We laugh and feel like the night went by quick” “We laugh a lot together and are not thinking/worrying too much about everything, just an easy going date”	27
Quality Time and Shared Interests	“You like to dance” “Are comfortable gossiping”	9
Mutual Attraction and Emotional Energy Match	“Our energies match” “You feel well and I can feel that too”	7
Smooth Communication	“We can yap” “The conversation flows naturally”	7
Warmth and Comfort	“You are kind” “You just be yourself”	5
Physical Chemistry	“You look for physical contact”	1
Excluded Answers	“We vibe”, mutual confirmation	2

Table 12. Overview of Participants' Responses to How They Know There Is Chemistry on A Date

Figure 16 displays the percentage distribution of the key categories identified in participants' responses.

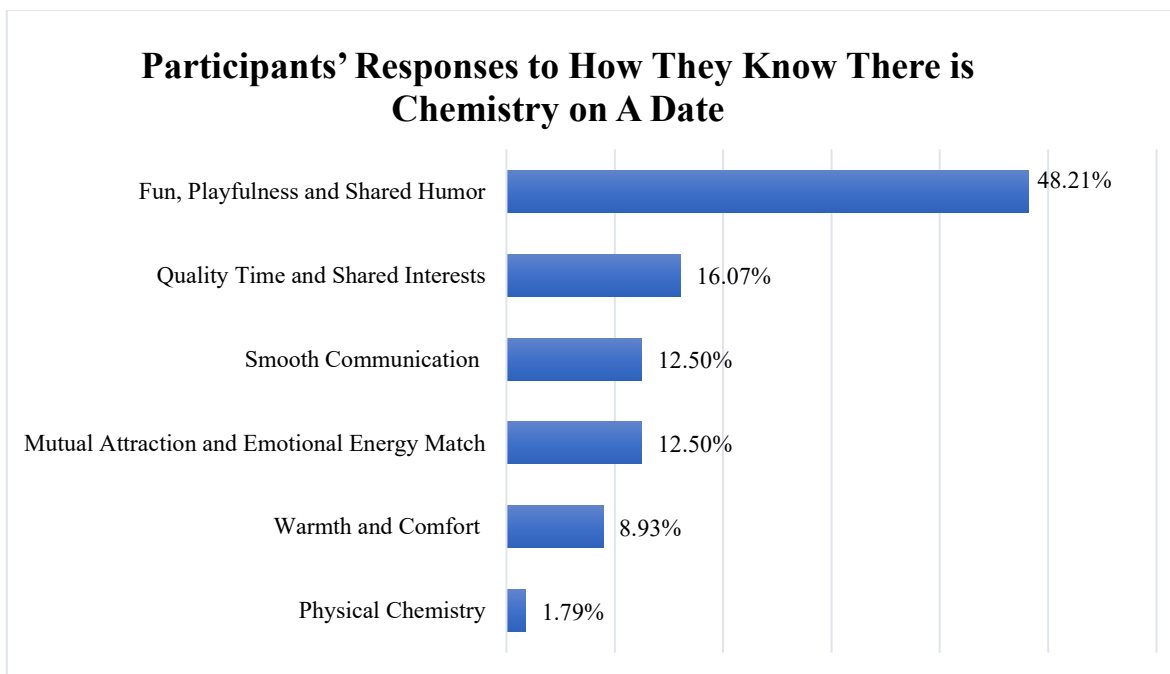


Figure 16. Overview of the Categories Identified in Participants' Responses to How They Know There is Chemistry on A Date

Figure 15 presents the distribution of the key categories to participants' responses to prompt 12. Two responses were excluded since they were considered uninformative for the study; therefore, the analysis included 51 answers. It is worth mentioning that some participants' answers were grouped under more than one theme, since their answers were grouped in more than one category. Among the data, the most frequent theme mentioned by 27 participants was Fun, Playfulness, and Shared Humor. In second place, though far behind the first theme, was Quality Time and Shared Interests, reported by 9 participants, followed by Smooth Communication and Mutual Attraction and Emotional Energy Match, mentioned by 7 participants each. Warmth and Comfort was reported by 5 participants, leaving Physical Chemistry as the least recurring one (mentioned by 1 participant).

5. Interpretation

This chapter of the thesis presents the qualitative interpretation of the 12 survey prompts in sections 2 and 3: Self-Description and Your Ideal Partner. Building on the inductively developed semantic categories outlined in the methodology, this section examines recurring patterns in how participants describe themselves and their ideal partner. The analysis draws on Fairclough's Dialectical-Relational approach, which includes a three-dimensional model:

textual analysis, discursive practice, and social practice. At the textual level, the focus lies on recurring descriptions, semantic grouping, and evaluative patterns across responses. At the level of discursive practice, the analysis focuses on the broader discourses that shape these descriptions. Finally, the social practice dimension analyses the insights into the ideologies reflected in participants' preferences and self-representations.

5.1 Interpretation of Section Two: Self-Description

5.1.1 Survey Prompt 1: One-Word Self-Description

Participants' one-word descriptions revealed a clear preference for adjectives that denote positive self-representation. The most frequent categories were Sociable/Friendly and Fun/Positive, each attaining 18% of the responses. These categories included descriptions such as *funny* (6) (the most common adjective), as well as *friendly* (3), *caring* (2), and *good listener* (2), apart from traits such as *cheerful*, *lovely*, and *calm*. These descriptions suggest that participants strategically used appealing personality traits to increase likability, a tendency that supports Jagger's (1998) observation that online users typically select qualities they believe will interest the opposite sex.

Another salient category was Open-Mindedness (12%), which included self-descriptions such as *open-minded* (2), *creative* (2), *curious*, and *introspective*. These lexical items indicate that participants aim to present themselves as open to trying new experiences in dating contexts. Additional frequent categories included Easygoing, Driven/Ambitious, and Patient (10% each). Furthermore, 8% of respondents described themselves as Trustworthy/Loyal, which may indicate an attempt to establish credibility and reliability to potential partners. Only one negative quality (*insane*) was reported by one participant, reinforcing the overall preference for positive self-representation. These self-descriptors identified in the survey suggest that men on dating apps emphasize internal qualities rather than physical ones to construct desirability. This inclination aligns with Mantovani's (1995) and Riva and Galimberti's (1997) concept "hoped-for possible selves", which explains that users highlight attributes they already possess or aspire to develop to construct an idealized digital self-representation. The data also correspond to Gibbs et al.'s (2006) findings that male users commonly exaggerate positive personal qualities in online dating contexts.

At the discursive practice level, these descriptions draw on discourses in online dating contexts, where humor, friendliness, emotional warmth, and easygoingness are linked to desirability in men. In online environments, these lexical choices are also used for self-branding, where male users position themselves in the most favorable way to attract the opposite sex and start a conversation. The minimal presence of negative qualities suggests that participants know what is appropriate to share on dating profiles. As Aresta et al. (2015) point out, users care about their reputation and the impact their self-representation produces on others.

At the level of social practice, the strong preference for participants to describe themselves by using positive personality traits reflects cultural expectations about masculinity in dating contexts. In the case of online dating, Ellison et al. (2006) show that users think carefully about how to present themselves because they are visible to many potential partners. In this context, the predominance of positive qualities may be interpreted as a conscious way to create an attractive, socially acceptable identity, whether or not these traits reflect who they are offline.

5.1.2. Survey Prompt 2: Causes and Communities

Participants' responses to the causes/communities they care about showed a strong concern for Human Rights and Social Equality (29,80%). *Equality* (7) was the most frequent lexical item, followed by *immigrant rights* (3), *political struggles*, *LGBTQ*, *refugees*, and *anti-bullying*. These suggest that men want to present themselves as fair and supportive of equal opportunities. This connects with findings on online identity construction, where users often highlight positive traits that they believe make them appear empathetic and sensitive to other people's reality (Ellison et al., 2006). The cause Human Rights and Social Equality is closely connected with the second and third most frequent categories: Animal/Environmental (16,67%), which included community issues such as *animal* (3), *environmental protection* (4), and *veganism*, and Humanitarian/Global causes (*the elderly* (2), *people with disabilities* (2), *humanity*, *world hunger*, *people from poor communities*, and *peace*). These causes reveal male participants' understanding and compassion for animals, the environment, and people with diverse characteristics. This fits with research suggesting online daters present a version of

themselves that aligns with socially valued traits (Goffman, 1959), especially when they believe these traits make them more desirable. In contrast, causes that indicate individual interests or personal preferences, such as Culture/Arts and Sports, were far less frequent, suggesting a tendency to support communities involving other people rather than individual hobbies.

Regarding the discursive practice level, participants' causes/communities were strongly linked to discourses of empathy and fairness. Most responses define the participants as good people/citizens who are sensitive toward other humans. This aligns with Ellison et al.'s (2006) observation that dating-app users choose information that will make them appear trustworthy to potential partners. Showing concern for humanitarian issues may be interpreted as a strategy to appear more attractive to females in the dating context.

At the social practice level, the emphasis on human rights and humanitarian causes positions participants as caring, sensitive, and empathetic, even if these traits do not fully align with traditional expectations of hegemonic masculinity. This supports Wang's (2012) claims that online platforms allow men to show more vulnerable and/or emotionally open aspects of themselves.

5.1.3. Survey Prompt 3: Green Flags

The textual analysis of prompt number three exhibits that participants' green flags descriptions are 28,57% linked to having Emotional Intelligence and Awareness, including responses such as "being open to understand different perspectives" and "being empathetic and genuinely trying to understand each other". These responses are remarkable, as being emotionally expressive and empathetic have traditionally been related to feminine traits (Deaux & Major, 1987; Shields, 1987; Ellemers, 2018). However, participants' willingness to highlight these qualities suggests a shift in masculine self-representation, where emotional expressiveness is recognized as a positive identity performance rather than something to avoid (Borinca et al., 2021). Kindness and Care (16,07%) also obtained a high percentage, including answers such as "I am a gentleman" and "I never make my partner feel like a burden". These responses align with past research showing that men often construct an appealing moral identity in dating profiles by emphasizing qualities such as trustworthiness, generosity, and emotional

responsibility (Fullick, 2013), although traditional masculinity norms encourage men to appear tough and not emotional (Levant, 1996; Bem, 1974). Trust/Loyal and Positivity/Humor (12.50% each) were also qualities considered green flags by the participants. The tone and style of these responses were mostly serious and self-promotional, indicating an attempt to present themselves as stable and competent future partners, rather than by using humor or flirtation. This pattern aligns with Goffman's (1959) concept of impression management, where individuals highlight specific traits to shape how they are perceived. A small number of participants (2) showed that they do not draw on popular online terms such as "green/red flag", stating "I don't use the green/red flag discourse", emphasizing a preference for assessing relationships through a more traditional criterion.

At the discourse-practice level, the frequent use of lexical terms such as *awareness*, *empathy*, *understanding*, *kindness*, and *loyalty* reflects a contemporary cultural discourse rooted in what it means to be a "green-flag man". This finding contrasts with older ideas of masculinity and reflects different expectations about emotional competence in men (Bosson and Vandello, 2011; Borinca et al., 2021).

At the social practice level, these descriptions may reveal societal pressures caused by the social media "green flag" discourse often portrayed online, which shapes how men should present themselves (Simon and Gagnon, 1986; Balkin, 1998). Conversely, the presence of lifestyle-based answers such as "My biggest green flag is weed" and "I don't use the green/red flag discourse" may suggest either minimal engagement with online dating discourse and traditional ideas expressed by Connell (1987; 1995) about how masculinity should be performed.

4.1.4. Survey Prompt 4: Dating Me in One Word

The textual analysis reveals adjectives associated with the category Fun and Playful (34,62%). The most repetitive descriptors included *fun* (6), *wonderful* (2), and *adventurous*, which may indicate that many participants perceive themselves as fun to be around when dating. For instance, one participant stated "you will love living your life if you are depressed", which reflects a playful and self-promotional tone and style to his statement. A second group of responses focused on negative traits such as *chaotic* (3), *complicated* (4), *unpredictable* (3),

rollercoaster (2), and *traumatic*. These lexical choices indicate that some men presented themselves as more vulnerable and honest rather than only trying to look likeable. Therefore, it can be interpreted that this group of men goes against traditional masculinity norms, which usually encourage men to avoid showing vulnerability (Levant, 1996; Ellemers, 2018; Borinca et al., 2021).

In terms of discursive practice, participants construct their identity by combining two different discourses. One group of men relied on positive traits, emphasizing playfulness, humor, and kindness, which are commonly promoted in online dating culture. The other group of participants, who described themselves using negative descriptors such as *complicated*, *unpredictable* or “difficult to understand”. These lexical terms can be interpreted as drawing on ideas linked to traditional masculinity, where men are expected to stay in control and to avoid being openly expressive (Tannen, 1990; Kiesling, 1997b).

At the social practice level, most participants present themselves in a positive way that fits current dating app discourses, where users try to look friendly, fun, and emotionally supportive. However, some males also reinforce traditional masculine norms related to emotional control. These results suggest that men try to balance being emotionally open while still being pressured by hegemonic masculinity norms in how to present themselves (Bosson and Vandello, 2011).

5.1.5 Survey Prompt 5: Unique Qualities

The textual analysis of traits revealed Humor and Charisma (22,45%) as the most frequently described attributes, followed by Confidence (14.29%), Knowledge, and Physical Appearance (12,24% each). Qualities such as *humor* (8) were the most commonly used by the participants, suggesting that they tend to highlight personality rather than looks. A similar pattern occurred with *confidence* (3) and *straightforwardness* (2), which may indicate that participants prefer to rely on personal qualities to attract a potential partner. When it comes to Physical Appearance, *height* (4) was the most noticeable attribute participants mentioned, followed by “my hair” and “my outfit”, exhibiting that participants still draw on physical traits to enhance desirability.

Overall, most participants mentioned positive personality and physical attributes, while 6,12% used negative descriptors such as *narcissism*, *anger*, and “talking about my ex”, which may reveal that participants prefer to be vulnerable and honest by also showing negative aspects of their identity. These findings partly aligned with Pandit’s (2020) but also differ strongly. Pandit observed that heterosexual American men tended to highlight factors such as education, race, height, and fitness in order to appear attractive to women. In contrast, the present study showed a higher importance to humor, charisma, and confidence, qualities that are related to personality. Even though height was revealed in my study, the percentage was low and not salient as it was in Pandit’s (2020) study.

At the discursive level, it could be identified that discourses surrounding attraction and self-representation emphasize traits like humor, charisma, confidence, emotional maturity, and intelligence. These self-descriptions may also reflect the qualities participants value in a partner. Fullick (2013) found that men often look for traits such as creativity, intelligence, passion, maturity, confidence, honesty, morality, and good humor in a potential partner. Therefore, it is possible that participants may emphasize the same qualities in their own self-representations unconsciously, highlighting traits they desire in others.

At the social practice level, the presence of height can be connected to cultural norms about masculinity and desirability, as height is commonly associated with protection, strength, power, and dominance, which reinforces views on hegemonic masculinity (Levant, 1996b; Borinca et al., 2021). Height is also emphasized in dating platforms like Bumble, where users are asked to state how tall they are in their bios. By highlighting this trait, participants present themselves as “desirable” men, following traditional gender roles and showing masculinity in ways that society expects (Bosson & Vandello, 2011; Spence & Helmreich, 1979).

5.1.6. Survey Prompt 6: Life Dreams

The textual analysis reveals that participants’ biggest dreams are mainly linked to Personal Well-Being and Health (24,29%), with responses like “having happiness and abundance” and “living a life full of joy and being free from constant worries”. This suggests they value emotional and physical well-being over materialistic ones. The second most common category was Family and Relationships (17,14%), including descriptions such as “having a family in

Australia and not having money issues” and “having a family and being financially independent”. This shows that while having a family is essential, having Financial Security and Material Stability is also significant. This idea is supported by research showing that being financially stable is tied to masculine expectations of becoming a provider (Eaton et al., 2016). Some examples included “to buy a home” and “to retire by 30”. Categories such as Career and Achievement (15,71%), Life-Style and Self-Determined Living (11,43%) also reflect ambition, independence, success, and having status. These findings align with Connell (1995) and Eaton et al. (2016), who demonstrate that men often present themselves as goal-oriented, as this trait is highly valued in masculine identity.

At the discursive practice level, the emphasis on health, family, career, success, and financial stability reflects lifestyle discourses that focus on well-being, autonomy, and long-term goals. Wanting a family aligns with masculinity discourses that link adulthood and “becoming a man” with taking responsibilities (Connell, 1995). In the same vein, dreams about career success and financial independence may reflect a discourse that positions men as ambitious and providers (Eaton et al., 2016). When it comes to the tone and style of participants’ responses, a serious and self-promotional register could be identified, which shows the importance participants give to their life goals.

At the social level, the descriptions mentioned by the participants position themselves as desirable partners by highlighting well-being, stability, ambition, and responsibility. This reinforces hegemonic masculinity ideologies in which men’s desirability is linked to their power (Connell, 1995; Tannen, 1990; Kiesling 1997b).

5.1.7. Survey Prompt 7: Bios

The textual analysis of participants’ bios shows a tendency towards describing themselves as Humorous and Playful (23,01%) or to adopt an informal, fun, and approachable tone and style, with some participants combining both. Some responses included “The perfect mix between a mature, interesting man and a funny, annoying, sexy guy” and “My mom says I’m beautiful”. These descriptions suggest that humor is used as a strategy to appear more likable, break the ice, formality and the social distance that dating apps can create. References to Hobbies (12,39%) also appear frequently, including responses such as “I am into spooky stuff, so we

might be ending visiting places like that and parties like that” and “...I am interested in having discussions about art, history, politics, and sustainability, but I also like to go for a craft beer...”. These bios align with existing literature showing that the “About me” section plays a key role in online dating since it allows participants to describe themselves in detail and show personality traits to potential matches (Hogi, 2015; Ellison et al., 2006; Gibbs et al., 2006, 2010). The use of humor, cultural preferences, and shared interests to create a self-representation supports Seargant and Tagg’s (2014) findings, who note that users often highlight traits they believe the opposite sex would find appealing (Gibbs et al., 2016, 2020). Moreover, participants’ willingness to meet a potential partner by inviting them to do activities such as “...if you are down for a day climbing outside, playing ping pong in the park or go to watch ballet, hmu” and “Traveler reader and food lover. Let’s hang out and see where things go, hit me up” may indicate conscious self-representation and openness, as explained by Ellison et al. (2006), Boyd (2002), and Belk (2013). Additionally, both participants used the expression “Hit me up (HMU)” in their bios, which may support Wang’s (2012) views that men feel freer to present themselves in less traditional dominant ways in the digital world and that the gender roles are slowly changing (Eaton et al., 2016), as the expression “Hit me up” indicates that women can do the first move by texting first, instead of waiting for men to take the initiative.

From the perspective of discursive practice, these bios draw on online dating discourses that prioritize humor and playfulness, reflecting informality and lack of seriousness, since dating apps are often considered as a digital tool of entertainment rather than serious engagement. These findings align with Sumter et al. (2017), Narr, 202 and Paska (2020), who explain that dating apps are mostly used for fun, distraction, and self-validation. The frequent references to hobbies, openness, adventure and confidence reveal a more fun, non-traditional, and flexible idea of masculinity, reflecting traits men see as desirable in online dating contexts. This also supports Chappetta and Barth’s (2016) findings, which show that male bios attracting more female interest are often those of men who do not follow the traditional expectations of masculinity.

Overall, these bios also match to previous research showing that online self-representation is carefully controlled and strategic (Boyd, 2002; Belk, 2013; Trebješanin, 2008; Lundgren, 2001), since users can choose the language and personal details so as to present and ideal

version of themselves, balancing the “real self” and the “best self” (Whitty, 2008; Back et al., 2010) and sometimes even borrowing styles from other online profiles (Horning, 2007; Vitzthum, 2007; Yurchisin et al., 2005).

Concerning the social practice level, the prominence of humor, confidence, adventure, and emotional guardedness aligns with culturally dominant discourses of masculinity. Presenting themselves as emotionally controlled, reveal gender roles that associate men with independence and controlled emotionality. Similarly, the emphasis on hobbies, travel, doing physical activity, and overthinking suggests ideas of constant self-improvement and goal-oriented identity. Responses such as “A volleyball player, reader and engineer who tries to make each day count” and “I have lived abroad for more than 10 years, and I love to discover new places and try out new things” reflect expectations that men should be fit, active, capable and financially stable (Toma et al., 2008; Hitsch et al., 2010; Abramova et al., 2016).

5.2. Interpretation of Section Three: Your Ideal Partner

5.2.1 Survey Prompt 8: Qualities Valued in A Partner

The textual analysis showed that participants valued two main qualities in a partner: Emotional Understanding (23,38%) and Honesty/Transparency (30,77%). Common lexical terms included *care* (6), *honesty* (5), *empathy* (4), *commitment* (2), *acceptance* (2) and *loyalty* (2). These answers indicate a clear preference for personality traits rather than physical. One possible explanation is that personality-based qualities may be perceived as more socially accepted to mention in the online dating context, while referring directly to physical features might be seen as impolite by the opposite sex or not suitable for a survey setting. These findings contrast with Whitty’s (2008) study, in which most male participants listed looks as the main quality they look for in a partner. They also contrast with Abramova’s (2016) results, which revealed that male online daters often state physical preferences such as “thin” and “toned” bodies. Sense of humor (11,54%) was also an important trait described by men, some responses included *humor* (3), *wittiness*, and “to take a joke”, suggesting that participants value someone who can make them laugh.

At the discursive level, it can be said that the description of mainly personality traits draws on gender discourses about what is expected from a woman to be a “good partner”. The high

percentages obtained in categories such as Honesty/Transparency and Emotional Understanding align with the discourse that women should be caring, kind, and emotionally supportive (Harrington and Maxwell, 2023; Rivadeneyra, 2011). In addition, the prominent inclination to personality traits rather than looks connects to research on self-representation in online dating context, where people are often more careful about how they represent themselves (Goffman, 1959; Ellison et al., 2006). This suggests that even though men may value physical attractiveness (Buss, 1989; Whyte et al., 2021), they may avoid saying it directly because they want to control how others may perceive them (Toma and Hancock, 2010).

Concerning the social practice level, the priority given by men to honesty, loyalty and emotional understanding reflects common beliefs of what constitutes a successful romantic relationship. These expectations are also linked to gender scripts in dating, in which women are positioned as more emotionally oriented partners. (Eaton & Rose, 2011; Simon & Gagnon, 1986).

5.2.2. Survey Item 9 and 10: Expectations in Dating

Survey prompts 9 and 10 were interpreted together since the responses reflected quite a similar analysis.

The textual analysis across both prompts revealed that participants mainly used words related to Personality Traits (*kindness, empathy, adventurous, energetic*). Shared Interests was also frequently mentioned, including lexical terms such as *dancing* (2), *travel* (2), *art* (2), *music* (2). This aligns with Whitty's (2008) study, in which a predominant percentage of male participants stated the importance of having similar interests with a potential partner.

Lexical words to describe physical appearance were barely present. Only one participant mentioned "having a beautiful smile" as an expectation. The responses also highlight categories such as Emotional and Physical Affection, Open-Mindedness and Compatibility in Relationship Orientation as key characteristics they expect from an ideal partner. These results support Botwin et al.'s (1997) investigation, which reports that men typically hope to find partners who are kind, reliable, smart, and outgoing.

At the discursive level, participants' descriptions may be linked to relationship discourses that define a "good partner", as mentioned in the analysis of prompt 8, but it also connects to Wetherell and Potter's (1992) and Schlenker's (2012) observations that people draw on familiar narratives when describing themselves or others. The inclination to mention shared interests and activities also aligns with Fullick's (2013) findings, which reported that hobbies help compatibility to rise in digital dating. The absence of physical traits could also be explained through the impression-management theory (Goffman, 1956), which points out that people present themselves in a way that is socially acceptable, leading participants not to mention appearance, so they do not seem unlikeable/unapproachable.

At the social practice level, it can be said that the use of lexical items such as honesty, kindness, and empathy reveals changes in heterosexual online dating. As observed by Wang (2012), online dating allows men to show themselves more vulnerable and emotional, shifting the focus of traditional masculinity towards traits they really value, which were personality traits rather than physical ones such as, looks, age, height, size, and weight, as it was observed in Whitty's (2008) investigation.

5.2.3. Survey Prompt 11: Definition of a Great Relationship

The textual analysis identified four key categories in participants' responses to what they believe makes a relationship great. The majority of men mentioned Trust, Honesty and Reliability (23,38%), including responses such as "honesty, trust and willingness to understand" and "never having a polyamorous relationship". This shows that faithfulness in romantic relationships may be highly valued. These results could also be identified in Whyte et al.'s (2021) study, in which male users of online dating apps consider trust as one of the most important factors to make a relationship great. The second most mentioned factor was Communication, with descriptions such as "being able to share everything with your partner" and "being able to share thoughts, feelings, and jokes freely", which may demonstrate the importance of being able to communicate openly with your partner. Friendship and Shared Experiences (15,58%) was also significantly mentioned, including responses such as "when your partner is your best friend and your soulmate at the same time..." and "if there are shared interests and knowledge between us", which emphasize how significant it is for males to

exchange experiences and share insights, as also noted in Whitty's (2008) study. Similarly, Emotional Support was also mentioned, consisting of descriptions such as "understanding and forgiving each other" and "being able to forgive your partner without bringing things from the past". This suggests that a significant relationship should be based on forgiveness and emotional support, which could also be observed as an important factor in Whyte et al.'s (2021) study, where male participants mentioned "openness" and "the ability to form an emotional bond with your potential partner".

At a discourse level, participants described trust, honesty, openness, and good communication as key elements to have a great relationship. This reflects research showing that online dating depends heavily on how users use language in order to establish connections (Walther, 2007). As Ellison et al. (2006) also mention, people tend to select their language carefully in online profiles, given the wide audience of potential partners (Ellison et al., 2006).

At the social practice level, the frequent focus on commitment, monogamy, and emotional closeness reflects cultural ideologies about what constitutes a "successful" relationship and aligns with the expectations promoted in dating platforms, such as the ones we have already discussed above. Lastly, it can be said that the identified categories in prompt 11 also connect with traditional gender ideologies explained by Connell (1987; 1995).

5.2.4. Survey Prompt 12: Chemistry on a Date

The textual analysis reveals that most participants feel they have chemistry with a potential partner if there is Fun and Playfulness (48,21%). Responses included sentences such as "we laugh and feel like the night went by quick" and "we laugh a lot together and are not thinking/worrying too much about everything, just an easygoing date". This exhibits once again that humor plays a pivotal role in romantic relationships. The second most frequent category was Quality Time and Shared Interests (16,07%), for example, "you like to dance" and "are comfortable gossiping". Subsequently, categories such as Mutual Attraction ("our energies match") and Smooth Conversation ("we can yap") were also considered significant. At a discourse level, it can be said that these descriptions may refer to dating discourses that portray a "good date" as one that feels fun and relaxed. The emphasis on shared humor, quality

time, and smooth conversation draws on discourses promoted in social media, where having “chemistry” or a “nice vibe” is defined as having a “successful date”.

At the social practice level, these responses may reflect broader expectations in modern online dating culture, where users are frequently evaluated from the first moments of digital interaction (Finkel et al., 2012). In current dating culture, individuals often appear reluctant to pursue further interaction unless they “click” online. Therefore, the focus on humor, shared interests, and smooth conversation suggests that a good connection is expected to feel instant and effortless, showing how modern dating apps can encourage quick chemistry.

6. Limitations and Implications

The results found in this investigation are subject to limitations, most likely due to the small sample size, age range group (18-40), and the focus on just one sexual orientation, as only heterosexual male participants seeking opposite-sex partners were included. Concerning eligibility requirements, the participants were required to meet certain conditions before completing the survey, which reduced the pool of respondents to participate and made the process of recruiting male participants more challenging.

Regarding the data collection instrument, the survey was designed to imitate the appearance of dating apps. Consequently, some participants were not actual dating app users but were just familiar with such apps or had used them in the past. The main task was for participants to simulate creating a dating-app profile rather than engaging as real users, which may have affected the validity of the results, as participants might not have felt fully free to write what they would naturally write on an actual dating app. Additionally, some prompts were very similar (9 and 10), repetitive, and revealed similar or predictable results. Therefore, future research could benefit from including fewer or more varied prompts. The survey could have also asked participants about their exposure to social media, especially apps where dating-related content is posted, since this could have helped to link their descriptions to the level of influence of such content.

Another limitation is linked to the nature of the data. As many responses consisted of single adjectives and nouns, the analysis focused on recurring descriptions across participants rather than on how these qualities function within longer and natural utterances. While this allowed the study to identify common patterns in how men describe themselves and their ideal partner,

it provided limited insight into how such traits might be elaborated or negotiated in extended discourse.

Lastly, it is important to note that this research was based on critical discourse analysis. Therefore, it may be influenced by my own perspectives, which could have affected the interpretation and conclusions. However, the goal of discourse analysis is not to find absolute truths, but to show how language shapes meaning and social action.

Despite these limitations, the findings of this study provide useful insights into how language is used to construct self-representations in online dating contexts. The results suggest that dating app profiles can be a valuable and useful source of data for studying language, gender ideologies, and self-representation in digital environments. Future research could build on this study by including a larger and more diverse sample, as well as participants with different sexual orientations and levels of experience with dating apps and social media in general, in order to make the findings more solid, reliable, and well-supported.

7. Conclusion

As a conclusion, it can be said that the analysis and interpretation of the survey section two “Self-Description”, shows a strong tendency for participants to present themselves through positive adjectives and qualities. These lexical descriptions suggest that men on dating apps carefully choose traits that they believe will attract potential partners. The minimal presence of negative qualities also indicates an awareness of what is considered appropriate to share in a dating profile, as users try to control the impression their self-representation creates. Furthermore, participants’ self-descriptions relied more on personality traits rather than physical characteristics, frequently describing themselves as fun, playful, friendly, humorous, charismatic, sociable, positive, and emotionally mature. This pattern reflects current online dating app discourses, where users’ main aim is to appear likable and desirable. In addition, as dating apps offer anonymity and reduce male social pressure, participants felt freer to show themselves in a non-dominant, genuine, relaxed way, rather than adhering to traditional masculinity norms that emphasize power, dominance, and gender roles, which emphasize emotional suppression, financial support, physical and economic strength. Concerning survey section three “Your Ideal Partner”, it can be concluded that participants had a clear preference for having mutual interests and shared hobbies with their desired partner, suggesting that they

view shared activities as a key to build compatibility. Similar to the second section, participants emphasized personality traits over looks. The most frequently mentioned traits included humor, honesty, transparency, emotional understanding, kindness, and empathy. These preferences reflect gender expectations in dating, where women are often associated with sensitivity and emotional support, and may indicate why participants mentioned these qualities, because they want to prove they can also offer them. As Klohnen and Mendelsohn (1998) explain, people tend to idealize partners in ways that reflect their own “ideal self”. The absence of physical traits can also be understood through impression-management (Jones and Pittman, 1982), where users present themselves and their preferences in socially acceptable ways, avoiding references to appearance, which may help them seem more respectful, polite, and approachable. This pattern also suggests that online dating contexts allow men to express a more emotionally open and vulnerable version of themselves, shifting the focus of traditional masculinity norms that emphasize dominance, power, and status, and instead focus on qualities they really value in a potential partner, such as personality traits over looks, age, height, size, and weight, as the literature shows.

Additionally, although existing literature shows that men often give importance to factors such as a partner’s educational background, occupation, race and ethnicity, or religion, none of these preferences could be identified in the findings of this investigation.

Finally, no relationship could be found between the participants’ age or English proficiency and the results, as neither factor appeared to affect how they described themselves or their preferences. With regard to English proficiency, most participants reported a high level, which was reflected in the quality of the responses. This demonstrated a clear understanding and did not indicate that the data was influenced negatively by difficulties in expressing written messages.

8. References

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9. Appendix

9.1. Data Collection Instrument: Survey

The survey contained 2 multiple choice questions where participants had to report their age and English level, apart from 12 prompts designed to simulate typical dating-app profiles sections: The prompts were inspired by common profile questions used on platforms such as Bumble but were paraphrased and modeled for the purpose of the study.

Prompt	Function
-	Participants reported their age
-	Participants self-reported their level of English
1	Participants described themselves in one word
2	Participants reported causes they care about
3	Participants described their dating green flags
4	Participants described how it would be to date them in one word
5	Participants describe what sets them apart in dating
6	Participants described their life dreams
7	Participants wrote a short bio
8	Participants described what they value most in a partner
9	Participants described what they expect their partner to be into
10	Participants described what they hope their partner does when dating
11	Participants described a great relationship
12	Participants described how they know there is chemistry on a date

9.2. Responses

Responses to prompt 1:

R1	Easy-going
R2	Friendly
R3	Perseverance
R4	Positive energy
R5	Exciting
R6	Humorous
R7	Good listener
R8	Passionate
R9	I have a big, black dog
R10	Always down for anything
R11	Mo ALAMY
R12	emotional responsibility
R13	ambitious
R14	patient
R15	persistent
R16	Easy-going
R17	Humorous
R18	Fun
R19	Creative
R20	Introspective
R21	Creative
R22	Friendly
R23	Caring
R24	Loyalty
R25	Kind
R26	Lovely
R27	confidence
R28	AL

R29	Cool
R30	my openness to experience new things
R31	intelligent
R32	Calm
R33	Loyal
R34	caring
R35	Curious
R36	Chirpy
R37	Helpful
R38	Good listener and problem solver
R39	Loyal
R40	Fun
R41	Easy Going
R42	Calm
R43	Humorous
R44	Motivation
R45	Charming and sometimes funny
R46	Trustworthy
R47	Friendly
R48	insane
R49	Handsome
R50	Assertive
R51	gentleman
R52	Kind
R53	open-minded

Responses to prompt 2:

R1	Immigration rights
R2	Eradication of inequalities
R3	Animal abuse
R4	Peace to everyone
R5	Sustainability
R6	Mental health
R7	Immigrants
R8	Economic development of underdeveloped societies
R9	Veganism
R10	My friends
R11	Football
R12	stop bullying
R13	People with disabilities. Its my job. Love it.
R14	environmental protection
R15	inequality
R16	Immigration rights
R17	Culture
R18	climate change
R19	Animal protection
R20	Equality
R21	The responsible legalization of natural psychedelics for mental health treatment
R22	None
R23	People from empoverished community
R24	Animal care
R25	world hunger
R26	Science&Technology
R27	all
R28	Nature
R29	Music

R30	Make a wish foundation
R31	political struggles of subaltern groups
R32	Equality
R33	End religious violence
R34	equality
R35	Socialism
R36	Kindness
R37	For the lifelong learners.
R38	Mental health
R39	old folks
R40	Humanity
R41	N/A
R42	LGBTQIA+
R43	Tech community. if that is valid.
R44	Old humans
R45	Any refugees
R46	Mental health
R47	Cricket club
R48	mental health
R49	Positivity and equality
R50	Ukraine
R51	inequality
R52	Education for children
R53	disability rights

Responses to prompt 3:

ID	Original Response	Cleaned Response	Code	Axial Category
R1	Values and spirituality are of utmost importance	Values and spirituality	Values, Spirituality	Trust, Loyalty and Values/ Lifestyle and Personal traits
R2	Having a big smile immediately creates trust.	Having a big smile	Big smile, positive	Positivity and Humor
R3	Self conscious & awareness	Self-consciousness and awareness	Self-consciousness, awareness	Emotional Intelligence and Awareness
R4	intelligence	Being intelligent	Intelligence	Emotional Intelligence and Awareness
R5	Being kind and respectful to others regardless	Being kind and respectful to others	Kindness, respect	Kindness and Care
R6	A desire from someone to understand different perspectives.	Being open to understand different perspectives	Understanding, comprehensive	Emotional Intelligence and Awareness/Kindness and Care
R7	I always try to talk things out and keep clear lines of communication open	I always try to talk things out and keep clear and open communication	Open communication	Communication and Openness
R8	i keep my word	I keep my word	Promise, trustworthy	Trust, Loyalty and Values
R9	Curiosity	Being curious	Curiosity	Open-mindedness and Curiosity
R10	intelligent communication	Meaningful communication	Communication	Communication and Openness
R11	A women			
R12	loyaltt	Being loyal	Loyalty	Trust, Loyalty and Values
R13	My ability to turn chaos into creativity	My ability to turn chaos into creativity	Creativity, skillful	Open-mindedness and Curiosity
R14	That she understands humor.	Being humorous	Humour	Positivity and Humor
R15	Weed	Smoking weed	Smoking, weed	Lifestyle and Personal Traits
R16	An open-minded, happy and positive view on the world.	Having an open-minded, happy and positive view on the world	Open-minded, happy, positive	Positivity and Humor/Open-mindedness and Curiosity
R17	If someone cares about social causes			
R18	Some looking for longterm relationship			
R19	Im a good listener	I am a good listener	Listening, understanding	Emotional Intelligence and Awareness
R20	Not using this green and red flag dichotomy.	Not using the "green flag" and "red flag" discourse	No green/red flag discourse	Authenticity and Individual Thinking
R21	I never make my girl feel like she's a burden.	I never make my partner feel like a burden	Support, help	Kindness and Care
R22	Feel happy & move on	Feeling happy and moving on	Happiness, advancing	Emotional Intelligence and Awareness
R23	Empathy - genuinely trying to see and understand others.	Being empathetic and genuinely trying to understand others	Empathy, understanding	Emotional Intelligence and Awareness
R24	smart	Being Smart	Intelligence	Emotional Intelligence and Awareness
R25	Loyalty	Being Loyal	Loyalty	Trust, Loyalty and Values
R26	Unknowingly caring and kind	Being caring and kind	Kindness, caring	Kindness and Care
R27	somebody who doesn't say green/red flags	I don't use the green/red flag discourse	No green/red flag discourse	Authenticity and Individual Thinking
R28	Humor sense	Having sense of humour	Humour	Positivity and Humor
R29	Understanding	Being understanding	Understanding, comprehensive	Emotional Intelligence and Awareness
R30	I have a dog at home	I have a dog at home	Owner, dog	Lifestyle and Personal Traits
R31	Good sense of humour	Having a good sense of humour	Humour	Positivity and Humor
R32	Honest and care	Being honest and caring	Honesty, Care	Trust, Loyalty and Values/Kindness and Care
R33	Caring	Being caring	Care	Kindness and Care
R34	My ultimate green flag is when someone listens to me without judgment and supports my dreams	Having someone who listens to me without judgement and supports my dreams	Listening, no judgment, supporting dreams	Emotional Intelligence and Awareness/Kindness and Care
R35	open and honest communication	Being open and honest when communicating	Open communication	Communication and Openness
R36	Accept me for what I am	Having someone who accepts me for who I am	Acceptance	Emotional Intelligence and Awareness
R37	Will listen without giving unwanted advice	I will listen to you without giving unwanted advice	Listening, respect	Trust, Loyalty and Values/Emotional Intelligence and Awareness
R38	Good communication skills	I have good communication skills	Communication	Communication and Openness
R39	Being open and kind	Being open and kind	open, kind	Communication and Openness/Kindness and Care
R40	i am a gentleman	I am a gentleman	Gentleman	Kindness and Care
R41	transparent	I am transparent	Transparency	Emotional Intelligence and Awareness/Trust, Loyalty and Values
R42	I am a good listener.	I am a good listener	Listening, understanding	Emotional Intelligence and Awareness
R43	good listener	I am a good listener	Listening, understanding	Emotional Intelligence and Awareness
R44	Communication is everything, I am an open minded and understanding communication partner	I am open-minded and I understand what my partner communicates	Open-minded, communication	Communication and Openness/Open-mindedness and Curiosity
R45	Nice face and body	I have a nice face and body	Body, face	Lifestyle and Personal traits
R46	When someone is loyal			
R47	That you can cook for yourself.			
R48	you like pretty dates			
R49	Genuine curiosity	Being genuinely curious	Genuine, curiosity	Open-mindedness and Curiosity
R50	Great listener	I am a great listener	Listening, understanding	Emotional Intelligence and Awareness
R51	Emotional intelligence	I have emotional intelligence	Emotional intelligence	Emotional Intelligence and Awareness
R52	I can make you laugh every day	I can make you laugh every day	Humour, laughing	Positivity and Humor
R53	my jokes and sarcasm	My jokes and sarcasm	Humour, sarcasm	Positivity and Humor

Responses to prompt 4:

R1	Unexpected
R2	Fun
R3	Spontaneous
R4	Respect
R5	Exciting
R6	Playful
R7	Good-hearted
R8	Crazy
R9	Excellsiior
R10	Adventurous
R11	Funny
R12	responsible
R13	Fun!
R14	Easygoing
R15	traumatic
R16	Unpredictable
R17	Romantic
R18	adventurous
R19	Rollercoaster of emotions
R20	Generous
R21	Wholesome, Chaotic, Creative...
R22	Good conversation
R23	Fun
R24	You will love living life.(if you're depressed)
R25	gentleman
R26	Wonderful
R27	i stick to words
R28	Patience
R29	interessant

R30	complicated
R31	joyful
R32	Patience
R33	Awesome
R34	harmonic
R35	Exciting
R36	Chaotic love
R37	Enlightening
R38	Complicated
R39	comfortable
R40	Chaotic love
R41	Introvert to others, Golden Retriever vibes to close people
R42	Simple
R43	Trusty
R44	Ambiguous
R45	like dating your best friend
R46	Honeymoon
R47	Positive
R48	uncomplicated
R49	privilege
R50	Rollercoaster
R51	Spark
R52	Complex
R53	social
	experimental

Responses to prompt 5:

R1	Perspective
R2	Smile
R3	My humor
R4	Good People
R5	Being open minded
R6	For me, dating is meant to be fun, not a serious chore. I like to laugh, joke around, and enjoy getting to know someone.
R7	Dancing skills
R8	My uprising
R9	Super strong unit
R10	Not being tall
R11	No comment
R12	my "challenge accepted" mindset, figuring out how to make possible the impossible
R13	I am more funny
R14	My way of handling a lot of situations very calmly
R15	consistent
R16	Perspective
R17	Resourcefulness
R18	one thing that always makes me stand out is giving my friends recommendations for hidden-gem restaurants and fun activities, since I'm always exploring the city and trying new things
R19	My awkwardness
R20	Full transparency from the beginning
R21	One thing that always makes me stand out is my creativity and the way I connect different ideas to build something unique.
R22	Talking about ex
R23	My way of telling fun stories
R24	Maybe my height (I can cook every southasian foof you ever had)
R25	height
R26	reliability
R27	uniqueness

R28	Adventurous
R29	my height
R30	how fast i get angry
R31	narcisism
R32	General knowledge
R33	My hair
R34	Humor
R35	A general interest and knowledge in (nearly) everything
R36	My confidence
R37	Courageous
R38	I'm a very direct
R39	understanding
R40	Comfidence
R41	Witty and good sense of humour.
R42	My confidence in most situations
R43	My sense of understanding people.
R44	Humor
R45	Constantly hoping for the best
R46	Being real
R47	Emotional maturity
R48	my worldview
R49	My curiosity
R50	Charisma
R51	my energy
R52	My smile
R53	my outfit of the day 😎

Responses to prompt 6:

ID	Original Response	Cleaned Response	Code	Axial Category
R1	Share knowledge/insights to a crowd	To share knowledge and insights with others	Sharing, knowledge	Social Contribution and Impact
R2	Always being able to afford my current lifestyle.	Always affording my current lifestyle	Financial stability	Financial Security and Material Stability
R3	Buy a home	To buy a home	Home, ownership	Financial Security and Material Stability
R4	to create something bigger than me	Creating something bigger than myself	Growth	Growth and Life Purpose
R5	Happy and Healthy life surrounded with people who love me and care about me	Live a happy and healthy life with loved ones	Happiness, health	Personal Well-Being and Health/Family and Relationships
R6	Being able to have a sustainable lifestyle with a family I have worked for.	Maintain a sustainable lifestyle with a family I have worked for	Sustainable lifestyle, family	Financial Security and Material Stability/Family and Relationships
R7	To start my own NGO	To start my own NGO	NGO, social contribution	Social Contribution and Impact
R8	to be happy by my own definitions	Being happy by my own definitions	Happiness	Personal Well-Being and Health
R9	to be in harmony with myself	Being in harmony with myself	Harmony	Personal Well-Being and Health
R10	being an actor in a successful movie	Acting in a successful movie	Acting, professional career	Career and Achievement
R11	independence	Having independence	Independence	Lifestyle and Self-Determined Living
R12	acting	Becoming an actor	Acting, professional career	Career and Achievement
R13	My biggest dream in life is to find a purpose that truly feels like mine.	Finding a purpose that truly feels like me	Meaning, life purpose	Growth and Life purpose
R14	To find what I'm good at and being satisfied with it.	Finding what I am good at and being satisfied with it	Meaning, life purpose	Growth and Life purpose
R15	Becoming a famous and world renowned writer.	Becoming a famous and world renowned writer	Status, famous, writer	Career and Achievement
R16	Sharing love & peace everywhere 🍏🍏🍏	Sharing love and peace everywhere	Hippy lifestyle	Lifestyle and Self-Determined Living
R17	Writing a best selling novel	Writing a best selling novel	Writer, career achievement	Career and Achievement
R18	Travelling the world with a sailing boat, not having to worry about anything	Travelling the world with a sailing boat, not having to worry about anything	Travelling, no worries	Lifestyle and Self-Determined Living
R19	To support my community	Supporting my community	Social contribution	Social Contribution and Impact
R20	No financial stress and help humans	Not having financial stress and helping humans	Financial stability, social contribution	Financial Security/Social Contribution and Impact
R21	Family with no money issues maybe in Australia	Having a family in Australia and not having money issues	Family, financial stability	Family and Relationships/Financial Stability
R22	To spread and share love.	Spreading and sharing love	Hippy lifestyle, social contribution	Social Contribution and Impact
R23	Wanna be a football player	Becoming a football player	Career achievement, football player	Career and Achievement
R24	To have a nice family and calm life	Having a nice family and a calm life	Family, serenity	Family and Relationships/Personal Well-Being and Health
R25	I want a life full of laughter, adventure, and surrounded by kind people I care about.	Having a life full of laughter, adventure and being surrounded by loved ones	Adventure, happiness	Personal Well-Being and Health/Family and Relationships
R26	staging my plays	Performing arts	Career achievement	Career and Achievement
R27	Have an united and good family	Having a united and good family	Family	Family and Relationships
R28	Being friends with famous celebrities	Being friends with famous celebrities	Status	Career and Achievement
R29	Making an impact on the next generations	Making an impact on future generations	Impact, social contribution, role-model	Social Contribution and Impact
R30	To have my own company	Having my own company	CEO, company	Career and Achievement
R31	Happiness abundance	Having happiness and abundance	Happiness, abundance	Personal Well-Being and Health
R32	House at the beach while working in my own shop and teaching surfing to my kids and wife	Having a house at the beach while working in my own shop and teaching surf to my kids and wife	Home ownership, working, family, CEO	Career and Achievement/Financial Stability/Family and Relationships
R33	Healthy family live and friends close by	Having a healthy life and friends close by	Health, friends	Personal Well-Being and Health/Family and Relationships
R34	Travel without working...seeing the whole world	Seeing the whole world without working	Work-free, travelling	Lifestyle and Self-Determined Living
R35	Having abundance of love care happiness with my loved ones and happy with my work	Having love, happiness and care in abundance with my loved ones and being happy at work	Love, happiness, abundance, family	Family and Relationships/Financial Stability/Personal Well-Being and Health
R36	my biggest dream in life is to live a life full of joy and free from constant worries	Living a life full of joy and being free from constant worries	Joy, no worries	Personal Well-Being and Health
R37	Travel as much as possible and live life with an open mind and heart.	Traveling a lot and living my life with an open mind and heart	Travelling, life purpose, well being	Personal Well-Being and Health/Lifestyle and Self-Determined Living
R38	Leave a lasting legacy	Leaving a lasting legacy	Legacy, role-model	Social Contribution and Impact
R39	To live an imperfect life	Living an imperfect life	Acceptance, realistic life	Lifestyle and Self-Determined Living
R40	My dream is just to be happy wherever I am	Being happy wherever I am	Happiness	Personal Well-Being and Health
R41	Being healthy myself and everyone around me	Being healthy as well as my family	Health, family	Personal Well-Being and Health/Family and Relationships
R42	never stop growing into a better version of myself.	Never stop becoming the best version of myself	Continuous growth, personal achievement	Growth and Life purpose
R43	being able to retire by 30	Retiring by 30	retire, young	Financial Security and Material Stability
R44	Living a healthy, peaceful life with the people I love.	Living a healthy and peaceful life with my loved ones	Health, peace, family, friends	Personal Well-Being and Health/Family and Relationships
R45	live on an island	Living on an island	Solitud, freedom	Lifestyle and Self-Determined Living
R46	To life happily and not worrying about unpleasant stuff	Living happily without worries	Happiness, no worries	Personal Well-Being and Health
R47	Being left the fuck alone	Being left alone	Solitud, hermit	Lifestyle and Self-Determined Living
R48	Having a family and being financially Independent	Having a family and being financially independent	Family, financial independence	Family and Relationships/Financial Stability and Material Security
R49	To find what I'm really good at.	Finding what I am good at	Life purpose, talent, self-discovery	Growth and Life Purpose/Career and Achievement
R50	work-life-balance and contributing to the community	Maintaining work-life balance while contributing to the community	Balance, social contribution	Personal Well-Being and Health/Social Contribution and Impact
R51	Reaching a state of genuine happiness and the feeling of being fulfilled in all aspects of life	Reaching genuine happiness and feeling fulfilled in all aspects of life	Happiness, fulfillment	Personal Well-Being and Health
R52	To help small companies become big	Helping small companies grow	Business support	Career and Achievement
R53	happiness and fulfilments	Achieving happiness and fulfillment	Happiness, fulfillment	Personal Well-Being and Health

Responses to prompt 7:

ID	Original Response	Code	Axial Category
R1	Hello, I'm a funny , catchy person who wants to give you a quick glimpse into who I am.	Funny, catchy, open to meeting	Humor and Playfulness/Openness to Meeting and Social Warmth
R2	Seriously humorous, educatedly stupid, unrestingly calm. I am the right person for long walks and endless conversations. If needed, also a shoulder to lean on to.	Humor, educated, calm, long walks, endless conversations, supportive, reliable	Humor and Playfulness/Supportiveness and Reliability/Overthinking/Introspection
R3	Quick, witty and passionate and at times boring	Fast-thinker, witty, passionate, boring	Humor and Playfulness/Overthinking and Introspection
R4	Fun,eager, committed and always there for my friends :)	Fun, eager, committed, supportive, reliable	Humor and Playfulness/Supportiveness and Reliability
R5	Not everyone's cup of tea- more like a strong filter coffee.	Unique, strong personality, metaphor	Nonconformist Metaphor
R6	Feeling for a go-to for deep convos, creative brainstorming and random facts at a late evening? I'm programmed to be helpful and curious about, well, pretty much everything. Let's trade interesting ideas and see what we can learn from each other!	Helpful, curious, deep conversationalist, open-minded, open to meeting,	Creativity and Intellectual Identity/Overthinking and Introspection/Openness to Meeting and Social Warmth
R7	I'm someone who studies cities and spend my free time reading books, listening to odd ambient music and playing TTRPGs with my nerd friends. I enjoy a good fantasy novel, but my obsession with well written videogames is known(think Disco Elysium). Im likely to spend all my life in an university.	Reader, nerd, ambient music, Tabletop Role-Playing Games, studious person, obsessed with writing, video games	Creativity and Intellectual Identity/Overthinking and Introspection/Hobbies and Interests
R8	Plants vs zombies music calms me down	Fun-fact, likes video games' music	Ambiguous Presentation/Humor and Playfulness
R9	I am just a guy that thinks too much but at least i do it in a swaggy way	Overthinker, stylish, cool	Overthinking and Introspection/Confidence and Boldness/Humor and Playfulness
R10	The perfect mix between mature interesting man and a funny annoying sexy guy	Multiple personalities, interesting, funny, annoying, sexy	Humor and Playfulness/Confidence and Boldnes
R11	Roses are red	Poem, playfulness, humor	Humor and Playfulness/Ambiguous Presentation
R12	Best you ever had	Once-in-a-lifetime experience	Confidence and Boldness
R13	Half dreamer, half strategist. I make ideas look cooler than they sound... and yes, I probably overthink everything.	Dreamer, strategist, overthinker, cool	Creativity and Intellectual Identity/Humor and Playfulness
R14	I like being thoughtful in a very unusual way, so expect whatever with a laugh at the end of it.	Thoughtful, unusual, weird	Humor and Playfulness
R15	Always up for a fun time, and always there when you need me, and sometimes absent when I have to. Loyal to the hilt, and I got no time for lies or other's bullshit.	Easygoing, fun-lover, reliable, absent, loyal, no-nonsense person	Humor and Playfulness/Supportiveness and Reliability/Emotional Guardedness
R16	I am guy who loves life and enjoy it , I am always positive and happy. Nothing can change me	Fun-lover, life-lover, positive, happy	Life-Loving and Positivity
R17	Traveler, reader and food lover. Let's hangout and see where things go. Hit me up :)	Traveler, reader, food lover, open to meeting, friendly, playful	Adventure and Exploration/Traveling and Living Abroad
R18	Hey there! If you're down for a day climbing outside, playing ping pong in a park or go to watch Ballet (or anything in between), hmu :-)	Open to meeting, climbing, ping-pong, going to the park, ballet, playful	Adventure and Exploration/Openness to Meeting and Social Warmth/Hobbies and Interests
R19	I have lived abroad for more than 10 years, and I love to discover new places and try out new things. I'm interested in having discussions about art, history, politics and sustainability, but I also like to go out for a craft beer and being in nature which gives me energy.	Living abroad, adventurous, open-minded, good conversationist, art, history, politics, sustainability, going out, craft beer, nature	Traveling and Living Abroad/Creativity and Intellectual Identity/Hobbies and Interests/Openness to Meeting and Social Warmth
R20	Want to solve a mystery? Then let's work on our chemistry.	Mistery, chemistry, metaphor, playful, cheeky	Humor and Playfulness
R21	Part-time legend, full-time overthinker. Gym, football, and questionable life choices.	Part-time legnd, full-time overthinker, gym, football, reckless	Overthinking and Introspection/Humor and Playfulness/Sports and Physical Activity Identity
R22	Friends, relationships matter to me the most. I do have a perception about relations, which challenges me and it gets hard to overcome but I am determined to work on it.	Friendship/relationship-oriented, traumatic experiences, determined	Emotional Guardedness
R23	Hey so I am Harsh banda. People describe me as a strong shoulder, trustable and someone with terrible communication skills who doesn't know how to open up easily. (Which I believe I do when I am with the right person)	Trustworthy, reliable, poor communicator, distrustful, reserved	Supportiveness and Reliability/Emotional Guardedness

R24	I'm a nice funny guy who loves football and enjoy every moment of life	Funny, football lover, life-lover	Humor and Playfulness/Life-Loving and Positivity/Sports and Physical Activity Identity
R25	I'm a playful, easygoing person who believes life's better when you laugh, explore, and spend it with kind people.	Playful, easygoing, humor, explorer, sociable, likes to hangout	Humor and Playfulness/Openness to Meeting and Social Warmth/Adventure and Exploration
R26	Lazarus come forth! we have things to deal with		Ambiguous Presentation
R27	I am fun, I like talking and socialising, but also sometimes some free time to chill and relax	Funny, talkative, sociable, needs me-time	Social Popularity and Sociability/Openness to Meeting and Social Warmth
R28	None		
R29	i dont do online dating		
R30	My mom says I'm beautiful	Mom's opinion, beautiful	Humor and Playfulness/Confidence and Boldness
R31	Very quirky chirpy fun person	Quirky, chirpy, fun	Humor and Playfulness
R32	I rather meet in person than texting here for too long:) at best, going surfing somewhere!	Open to meeting, bad texter, surfing	Adventure and Exploration/Openness to Meeting and Social Warmth/Hobbies and Interests
R33	I am a sports enthusiast, more on the quite side, with a good sense of humor. I love music and going to concerts.	Sport enthusiast, humorous, music lover, going to concerts	Humor and Playfulness/Overthinking and Introspection/Sports and Physical Activity identity/Hobbies and Interests
R34	Tell me when I should text you first!	Initiative taker, open to talk	Confidence and Boldness/Openness to Meeting and Social Warmth
R35	Chirpy funny Chaotic one!	Cheerful, funny, chaotic	Humor and Playfulness
R36	Exploring, connecting, sharing stories, and always open to new adventures with someone who's up for fun :)	Explorer, connecting, adventurous, open-minded, fun lover	Adventure and Exploration/Openness to Meeting and Social Warmth/Hobbies and Interests/Spontaneity and Unpredictability
R37	I love catching up with friends, coffee and Star Wars. Catch me on mountains and foreign countries rather than the club.	Sociable, extrovert, coffee, start wars, climber, being abroad	Adventure and Exploration/Hobbies and Interests/Traveling and Living Abroad
R38	Clarity in chaos	Problem-solver	Overthinking and Introspection/Ambiguous Presentation
R39	Heyy! If you wanna be even friends with me then get ready for random handmade gifts due my new hobbies (I change them like I change clothes)	Hobbies, openminded, skillful, gift giver, generous, talented	Hobbies and Interests/Spontaneity and Unpredictability/Hobbies and Interests
R40	Hey, I'm (or try to be) funny, love cooking reading and watching movies. Looking for someone I can connect with	Funny, good cook, reader, movie lover, looking for deep connection	Humor and Playfulness/Hobbies and Interests/Emotional Guardedness
R41	You are in for a treat ! This will be the best decision you have ever made in your life	Secure, confident, unique experience	Confidence and Boldness/Humor and Playfulness
R42	I'll cook you dinner	Good cook, open to meet	Hobbies and Interests/Openness to Meeting and Social Warmth
R43	Introverted, game loving and super clingy	Introverted, game lover, clingy	Hobbies and Interests/Emotional Guardedness
R44	1. I am a Hacker and Gamer, the coolest combo ever. 2. I enjoy watching movies, even while rewatching for the 100th time. 3. Love touring and riding on a bike, just missing a bike.	Hacker, gamer, movie lover, biker, touring, no bike	Hobbies and Interests/Sports and Physical Activity Identity/Adventure and Exploration
R45	Traveled all around the world and somehow ended up living in one of the smallest countries in the world	Traveler, adventure seeker, living abroad, nomad	Traveling and Living Abroad
R46	I'm an easy-going, talkative person, armed with a good dose of humor who loves making people smile. I'm always up for new adventures, but I also know how to enjoy a cozy night at home - whether out exploring or chilling at home, I enjoy life's variety.	Easygoing, talkative, sense of humor, adventurous, chilling at home, life lover, explorer	Social Popularity and Sociability/Humor and Playfulness/Adventure and Exploration/Live-Loving and Positivity
R47	Been around the world twice, talked to everybody once. Seen a man with a wooden cock. I can wine, dine and intertwine.	Song lyrics, poem	Humor and Playfulness/Ambiguous Presentation
R48	Crazy but a good guy	Crazy, good guy	Humor and Playfulness/Spontaneity and Unpredictability
R49	I'm into spooky stuff so we might be ending visiting places like that, and parties like that.	Interest in spooky, themed parties, going out	Hobbies and Interests
R50	I'm trying to expand my dating pool, even though my friends assume I know the whole town ☹️	Sociable skills, extrovert, open to meeting new people, lives in a town	Social Popularity and Sociability/Openness to Meeting and Social Warmth
R51	Failed writer, studied historian and passionate antiques dealer. I love experiencing all forms of art but love creating it even more. I try everything at least once.	Failed writer, passionate about history, art, creator, open-minded, curious	Creativity and Intellectual Identity/Humor and Playfulness
R52	You won't know what I will do next because neither do I. It might be crazy but it'll never not be fun	Unpredictable, spontaneous, adventurous, confident, playful	Spontaneity and Unpredictability/Humor and Playfulness
R53	A volleyball player, reader and engineer who tries to make each day count!	Volleyball player, reader, engineer, fun-lover, life-lover	Sports and Physical Activity Identity/Life-loving and Positivity/ Creativity and Intellectual Identity

Responses to prompt 8:

R1	Empathy
R2	Communication
R3	Tolerance
R4	Respect
R5	Empathy
R6	Wittiness
R7	Caring
R8	Loyalty
R9	Tell the truce
R10	To take a joke
R11	Respect
R12	emotional intelligence
R13	Honest!
R14	Open minded
R15	honesty
R16	Empathy
R17	Self-irony
R18	I'm most drawn to a partner who's curious and open-minded, always ready to explore, discover new places, and exchange stories over dinner
R19	Transparency
R20	Genuine curiosity
R21	I'm drawn to people who are funny and spontaneous, bold and a little twisted... the kind who can make you feel like the devil himself is giving you advice with just one look
R22	Respect
R23	Loyalty
R24	Loyalty
R25	kindness
R26	Loyalty
R27	respect
R28	Acceptance

R29	commitment
R30	being able to compromise
R31	good conversation
R32	Honesty
R33	Loyalty
R34	Humor
R35	Not being obsessed with the phone. Being down to earth. Having a happy soul. Being sporty and active.
R36	Care understanding
R37	Curiosity as well.
R38	To have nice chats and talk much about us
R39	loyalty
R40	Care
R41	Honesty and open minded.
R42	Consistency
R43	Loyalty
R44	Ideally the person accepts how and what she is.
R45	Humour
R46	Caring
R47	Caring and affectionate
R48	level-headed
R49	Understanding
R50	Empathy
R51	energy
R52	Care, love and intelligence. Whatever compliments me or I lack.
R53	you're passionate about the stuff you like 😊

Responses to prompt 9:

R1	Long conversations
R2	Travel
R3	Go to camping
R4	Woman
R5	Though provoking discussion and spending quality time together
R6	playful banter
R7	Dancing
R8	Men
R9	Dogs
R10	Beer
R11	Sex
R12	what makes you happy I don't care
R13	Laughing together
R14	Experiencing life in harmony
R15	Women
R16	Holding hands and hugging.
R17	Food!!
R18	exploring the city, checking out new places, and sharing tips with friends
R19	Anime
R20	Art & Culture
R21	deep talks, bad jokes, dancing terribly but with passion... sweat and a lot of heat included
R22	Ja
R23	Girls
R24	Football
R25	sports
R26	Communication
R27	men
R28	Nuture
R29	art and music
R30	me
R31	women with charisma

R32	Men
R33	Watching tv series
R34	any kind of activities to do together
R35	Sports
R36	Loving
R37	Deep discussions about philosophy in general.
R38	Sports (Gym)
R39	people who understands me
R40	Games
R41	Into a woman who has her values and principles.
R42	Music
R43	What do I say? Girls!?!?!?
R44	Dominance... .
R45	adventures and travels
R46	Men
R47	Nothing
R48	cuddling
R49	K-dramas
R50	Politics
R51	spontaneous plans
R52	Nature and cricket
R53	social vounteering ☺

Responses to prompt 10:

ID	Original Response	Cleaned Response	Code	Axial Category
R1	Are nice and share my values	Are nice and we share the same values	Nice, shared values	Kindness, Warmth, Empathy/Emotional and relational qualities
R2	Are able to deal with me longer than a day.	Are able to deal with me for longer than a day	Tolerant	Kindness, Warmth, Empathy
R3	Playfull	Are playful	Playful	Sociability and Energy
R4	women			
R5	have a bubbly and goofy personality.	Have a bubbly and goofy personality	Bubbly, Goofy	Sociability and Energy
R6	Enjoy teaching me new things that I have not before.	Enjoy teaching me new things	Teaching new things	Interest and Activities
R7	Enjoy hanging out at cafes	Enjoy hanging out at cafes	Visiting cafes	Interests and Activities
R8	don't ruin my life	Don't ruin my life	Don't ruin my life	Romantic and Relationship Orientation
R9	love me	Love me	Love me	Emotional and Relational Qualities
R10	treat people well	Treat people well	Nice, kind	Kindness, Warmth, Empathy
R11	Are in a good mood	Are in a good mood	Good mood	Sociability and Energy
R12	single and straight	Are single and straight	Single, straight	Romantic and Relationship Orientation
R13	bring the same energy. passion, laughter, and a bit of chaos included	Bring passion, laughter and a bit of chaos	Passionate, cheerful, a bit chaotic	Adventurous and Curious/ Sociability and Energy
R14	Have initiative too!	Have initiative too	Having initiative	Romantic and Relationship Orientation
R15	Stay with me even if the going gets tough.	Stay with me even in hard times	Loyal, reliable	Emotional and Relational Qualities
R16	Thats You are funny , respectful, lovely, peaceful	Are funny, respectful, lovely and peaceful	Funny, respectful, lovely, peaceful	Humor and Lightheartedness/Emotional and Relational Qualities
R17	Like to eat	Like to eat	Foody	Interest and Activities
R18	have a thing you're very interested about	Are passionate about your hobbies	Passionate, hobbies	Adventurous and Curious/ Interests and Activities
R19	Are open minded and care about your community	Are open-minded and care about your community	Open-minded, caring	Adventurous and Curious/Emotional and Relational Qualities
R20	Are ok			
R21	Like me as I am	Accept me for who I am	Non-judgmental	Kindness, Warmth, Empathy
R22	are not having to strong inaginations.	Inventing fake scenarios in your mind	Easy-going, trusting, secure	Emotional and Relational Qualities
R23	Love riding bike	Love riding a bike	Sporty	Interest and Activities
R24	Give me a good time	Make me feel good	Nice	Kindness, Warmth, Empathy
R25	I'm hoping you are genuine, playful, and enjoy exploring life together.	Are genuine, playful, and enjoy exploring life together	Genuine, playful, adventurous	Sociability and Energy/Adventurous and Curious
R26	like to have fun	Like to have fun	Fun-loving	Sociability and Energy
R27	Succeed			
R28	Smile beautifully	Have a beautiful smile	Nice Smile, appearance	Physical Appearance
R29	like my dog	Like my dog	Dog-lover	Interest and Activities
R30	Have humor sense	Have sense of humor	Humorous	Humor and Lightheartedness
R31	To care and love me unconditionally	Care about me and love me unconditionally	Caring, loving, unconditional love	Emotional and Relational Qualities
R32	are open to all kinds of things and not judging from start	Are open to new things without judgement	Open-minded, non-judgmental	Adventurous and Curious/ Kind, Warmth, Empathy
R33	like me	Like me	Like me	Emotional and Relational Qualities
R34	Think i am funny haha	Think I am funny	Funny	Humor and Lightheartedness
R35	Are kind	Are kind	Kind	Kindness, Warmth, Empathy
R36	turn simple moments into something special, whether it's a picnic in the park or a spontaneous road trip	Turn simple moments into something special, whether it's a picnic in the park or a spontaneous road trip	Spontaneous, easy-going	Sociability and Energy
R37	love an adventure	Love adventure	Adventurous	Adventurous and Curious
R38	Enjoy arts	Enjoy Art	Artistic	Interest and Activities
R39	Love food	Love food	Foody	Interest and Activities
R40	And I can make each other happy and better people	Make me happy and a better version of myself	Supporter, nice, helpful	Emotional and Relational Qualities/Kindness, Warmth, Empathy
R41	Love me	Love me	Love me	Emotional and Relational Qualities
R42	can match my energy	Can match my energy	Energy match	Romantic and Relationship Orientation
R43	would never betray	Never betray me	Respectful, loyal, reliable	Emotional and Relational Qualities
R44	are available.	Are emotionally available	Committed, available	Romantic and Relationship Orientation
R45	are a good cook	Are a good cook	Good cook	Interest and Activities
R46	Know what you want and are ready to pursue your life goals	Know what you want and are ready to pursue your life goals	Goal-oriented, determined, decisive	Career oriented
R47	Like dogs	Like dogs	Dog-lover	Interest and Activities
R48	Are Nice	Are nice	Nice	Kindness, Warmth, Empathy
R49	Have a broad sense of humor.	Have a broad sense of humor	Humorous	Humor and Lightheartedness
R50	also like to eat 🍷	Like to eat	Foody	Interest and Activities
R51	Follow through on your promises.	Follow through on your promises	Reliable, trustworthy	Emotional and Relational Qualities
R52	Are spontaneous, smart and just a little crazy	Are spontaneous, smart and just a little crazy	Spontaneous, Smart, a little crazy	Sociability and Energy
R53	are very nice and love helping people	Are very nice and love helping people	Nice, good heart, helpful	Kindness, Warmth, Empathy

Responses to prompt 11:

ID	Original Response	Cleaned Response	Code	Axial Category
R1	Communication	Communication	Communication	Communication
R2	trust	Trust	Trust	Trust, Honesty and Reliability
R3	Trust	Trust	Trust	Trust, Honesty and Reliability
R4	Trust and respect	Trust and Respect	Trust, respect	Trust, Honesty and Reliability/Respect and Acceptance
R5	When it turns out to be also a friendship and family.	When it turns out to be also a friendship and family	Friendship, family like	Friendship and Shared Experiences
R6	Understanding each other	Understanding each other	Understanding	Emotional Support
R7	honesty	Honesty	Honesty	Trust, Honesty and Reliability
R8	Honesty, Trust and willingness to understand.	Honesty, trust and willingness to understand	Honesty, trust, understanding	Trust, Honesty and Reliability/Emotional Support
R9	This relational bond between our interests and knowledge.	If there are shares interests and knowledge between us	Shared interests, knowledge	Friendship and Shared Experiences
R10	When everyone is in the same page in terms of expectations	When everyone is in the same page in terms of expectations	Shared expectations	Friendship and Shared Experiences
R11	never bringing up poly	Never having a polyamorous relationship	Monogamy	Trust, Honesty and Reliability
R12	communication	Communication	Communication	Communication
R13	teaming up	Being a team	Team	Friendship and Shared Experiences
R14	understanding	Understanding	Understanding	Emotional Support
R15	complicity	Complicity	Complicity	Trust, Honesty and Reliability/Closeness, Love and Intimacy
R16	In-time communication	Immediate communication	Communication	Communication
R17	Trust	Trust	Trust	Trust, Honesty and Reliability
R18	Taking care, Respect between the Partners and Love	Caring, respect and love	Caring, respect, love	Closeness, Love and Intimacy/Respect and Acceptance
R19	Communication and trust	Communication and trust	Communication, trust	Communication/Trust, Honesty and Reliability
R20	Trust, being there for each-other, fun	Trust, being there for each other and having fun	Trust, reliability, humor	Trust, Honesty and Reliability/Fun and Humor
R21	Communication, intimacy and common interests	Communication, intimacy and common interests	Communication, shared interests, intimacy	Communication/Closeness, Love and Intimacy/Friendship and Shared Experiences
R22	Balance and understanding	Balance and understanding	Balance, understanding	Emotional Support
R23	FUCKING TALK TO EACH OTHER (cuddle)	Talking to each other and cuddling	Communication, cuddling	Communication/Closeness, Love and Intimacy
R24	Improvement.	Improvement	Improvement	Growth
R25	Trust and fun basically when you find bestfriend and soulmate in the same person.	When your partner is your bestfriend and your soulmate at the same time and there is trust and fun	Friendship, soulmate, trust, fun	Friendship and Shared Experiences/Trust, Honesty and Reliability/Fun and Humor
R26	Love & respect	Love and respect	Love, respect	Respect and Acceptance
R27	Being able to share thoughts, feelings, and jokes freely.	Being able to share thoughts, feelings, and jokes freely	Humor, communication	Communication/Fun and Humor
R28	empathy	Empathy	Empathy	Emotional Support
R29	Trust and love	Trust and Love	Trust, love	Trust, Honesty and Reliability/Closeness, Love and Intimacy
R30	Comfort and relaxing	Comfort and relax	Comfort, relax	Emotional Support
R31	Sacrifices, understanding , growth	Sacrifices, understanding and growth	Understanding, growth, empathy	Emotional Support/Growth
R32	Being able to share everything with your most important person	Being able to share everything with your partner	Communication	Communication
R33	Closeness, someone to talk about	Closeness, someone to talk to	Closeness, communication	Closeness, Love and Intimacy/Communication
R34	Having a best friend, hopefully for the rest of our lives	Having a life-time best friend	Friendship	Friendship and Shared Experiences
R35	Understanding forgiving each other and sacrifices	Understanding and forgiving each other	Understanding, forgiving	Emotional Support
R36	honest conversations, small daily gestures, and sharing stories that make every day feel like an adventure	Honest conversations, small daily gestures, and sharing stories	Communication, honesty, caring, sharing	Communication/Trust, Honesty and Reliability
R37	Communication, respect, humor	Communication, respect and humor	Communication, respect, humor	Communication/Respect and Acceptance/Fun and Humor
R38	Acceptance	Acceptance	Acceptance	Respect and Acceptance
R39	Respect, communication and putting love above ego	Respect, communication and putting love above ego	Respect, communication, empathy	Respect and Acceptance/Communication
R40	Communication	Communication	Communication	Communication
R41	laughing together	Laughing together	Fun	Fun and Humor
R42	trust between each other	Trust	Trust	Trust, Honesty and Reliability
R43	Trust.	Trust	Trust	Trust, Honesty and Reliability
R44	Enjoying mutual interests together, love and communication to build a strong bond	Enjoying mutual interests together, love and communication to build a strong bond	Shared interests, love, communication	Friendship and Shared Experiences/Closeness, Love and Intimacy
R45	Enjoyong each others company	Enjoying each other's company	Fun, joy	Fun and Humor
R46	That our time together is quality time.	Having quality time	Quality time	Friendship and Shared Experiences
R47	being there for the wellbeing of your partner	Being there for your partner	Reliability	Trust, Honesty and Reliability
R48	Respect, trust, open communication, compatible values and world views, shared goals, space for individuality	Respect, trust, open communication, compatible values and world views, shared goals. As well as having space for individuality	Respect, communication, shared values and goals, individuality, space	Respect and Acceptance/Communication/Friendship and Shared Experiences
R49	Working as a team	Working as a team	Teamwork	Friendship and Shared Experiences
R50	honesty and trust	Honesty and trust	Honesty, trust	Trust, Honesty and Reliability
R51	Communication and trust	Communication and trust	Communication, trust	Communication/Trust, Honesty and Reliability
R52	Having dates once in a while	Having dates once in a while	Quality time	Friendship and Shared Experiences
R53	Being able to forgive your partner without bringing things from the past	Being able to forgive your partner without bringing things from the past	Forgiveness	Emotional Support

Responses to prompt 12:

ID	Original Response	Cleaned Response	Code	Axial Category
R1	We laugh	We laugh	Fun	Fun, Playfulness and Shared Humor
R2	Dad jokes humorous	Can take dad jokes	Humor	Fun, Playfulness and Shared Humor
R3	We laugh ugly, feel a little tipsy, don't want the evening to end.	We laugh ugly, feel a little tipsy, don't want the evening to end	Fun, humor, quality time	Fun, Playfulness and Shared Humor/Quality Time and Shared Interests
R4	We drink together	We drink together	Shared interests	Quality Time and Shared Interests
R5	we can't stop laughing	We can't stop laughing	Fun	Fun, Playfulness and Shared Humor
R6	Our energies match	Our energies match	Same energy	Mutual Attraction and Emotional Energy Match
R7	We spend the whole time in going outside and being able to experience things that we have not yet.	We spend the whole time outside and we experience things that we have not yet	Fun, adventure, quality time	Fun, Playfulness and Shared Humor/Quality Time and Shared Interests
R8	We can talk without ever needing to think about it twice	We can talk without ever needing to think about it twice	Open communication	Smooth Communication
R9	we vibe			
R10	ur goofy	You are goofy	Goofiness	Fun, Playfulness and Shared Humor
R11	we do not check our phones	We do not check our phones	Quality time, full attention	Quality Time and Shared Interests
R12	mutual confirmation			
R13	our vibe matches	Our vibes matches	Same energy	Mutual Attraction and Emotional Energy Match
R14	the other person looks for physical contact	You look for physical contact	Physical contact, intimacy	Physical Chemistry
R15	You laugh at my jokes even if they aren't funny all the time.	You laugh at my jokes even if they aren't funny all the time	Cheerful, supporter, humor	Fun, Playfulness & Shared Humor
R16	There is beautiful moments and Feeling	There are beautiful moments and feelings	quality time, nice moments, feelings	Mutual Attraction and Emotional Energy Match
R17	We both laugh	We both laugh	Fun, humor	Fun, Playfulness and Shared Humor
R18	We can laugh about the same things	We can laugh about the same things	Fun, humor	Fun, Playfulness and Shared Humor
R19	We have fun and we don't check the time	We have fun and we don't check the time	Fun, quality time	Fun, Playfulness and Shared Humor/Quality Time and Shared Interests
R20	Share laughter!!!	Share laughter	Fun	Fun, Playfulness and Shared Humor
R21	She laughs a lot or even has the same humor	She laughs a lot or even has the same humor	Cheerful, humor	Fun, Playfulness and Shared Humor
R22	You feel well and I can feel that too.	You feel well and I can feel that too	Mutual liking	Mutual Attraction and Emotional Energy Match
R23	you have that mischievous smile when someone around you just says something stupid and your face never lies any emotion	You have that mischievous smile when someone around you just says something stupid and your face never lies any emotion	Misterious, fun	Fun, Playfulness and Shared Humor
R24	You just be you	You just be yourself	Being yourself	Warmth and Comfort
R25	I will know we vibe on a date if the conversation flows naturally and we joke around a lot.	I will know we vibe on a date if the conversation flows naturally and we joke around a lot.	Fun, jokes, smooth conversation	Fun, Playfulness and Shared Humor/Smooth Communication
R26	you feel in the same way	You feel the same way as me	Mutual liking	Mutual Attraction and Emotional Energy Match
R27	If we talk a lot	If we talk a lot	Smooth conversation	Smooth Communication
R28	you like to dance	You like to dance	Dancing	Quality Time and Shared Interests
R29	Both are having a good time	Both are having a good time	Mutual liking	Mutual Attraction and Emotional Energy Match
R30	You are kind	You are kind	Kindness	Warmth and Comfort
R31	U get my jokes once i feel comfortable haha	You get my jokes once I feel comfortable to tell them	Jokes, fun	Fun, Playfulness and Shared Humor
R32	We laugh a lot	We laugh a lot	Fun, laugh	Fun, Playfulness and Shared Humor
R33	We laugh together!	We laugh together	Fun, laugh	Fun, Playfulness and Shared Humor
R34	You're attentive caring and listening to me	You're attentive caring and listen to me	Attentive, good listener	Warmth and Comfort
R35	the conversation flows naturally	The conversation flows naturally	Smooth conversation	Smooth Communication
R36	you laugh a lot, because I definitely will	You laugh a lot	Fun, laugh	Fun, Playfulness and Shared Humor
R37	I am smiling	I am smiling	Good time, smiling	Fun, Playfulness and Shared Humor
R38	Are comfortable gossiping	Are comfortable gossiping	Enjoy gossiping	Quality Time and Shared Interests
R39	We laugh and can spend hours talking	We laugh and can spend hours talking	Fun, laugh, smooth communication	Fun, Playfulness and Shared Humor
R40	We enjoy food	We enjoy food	Foody	Quality Time and Shared Interests
R41	laugh a lot	Laugh a lot	Fun, laugh	Fun, Playfulness and Shared Humor
R42	we can yap	We can yap	Smooth conversation	Smooth Communication
R43	we order/like the same kind of food.	We order/like the same kind of food	Foody, same interests	Quality Time and Shared Interests
R44	you're funny and chill	You are funny and chill	Fun, chill	Fun, Playfulness and Shared Humor
R45	We laugh a lot together and are not thinking/worrying too much about everything, just an easy going date	We laugh a lot together and are not thinking/worrying too much about everything, just an easy going date	Fun, laugh, good time, easy-going	Fun, Playfulness and Shared Humor/Warmth and Comfort
R46	She smiles a lot	She smiles a lot	Smile	Fun, Playfulness and Shared Humor
R47	We have fun	We have fun	Fun	Fun, Playfulness and Shared Humor
R48	We laugh hard.	We laugh hard	Laugh, fun	Fun, Playfulness and Shared Humor
R49	are already making plans for the next one	You are already planning a second date	Excitement	Mutual Attraction and Emotional Energy Match
R50	We can talk about everything	We can talk about everything	Smooth conversation	Smooth Communication
R51	I can talk with you for hours	I can talk with you for hours	Smooth conversation	Smooth Communication
R52	we laugh and feel like the night went by quick	We laugh and feel like the night went by quick	Fun, laugh, good time	Fun, Playfulness and Shared Humor
R53	are very nice and love helping people	You are very nice and love helping people	Nice, helpful	Warmth and Comfort