As a result of online dating having a significant effect on the creation of both real and ingenuine relationships, members engage in practices that mould sexual identities and initiate a form of superficial or 'liquid' love.

Technological advancements have altered the initiative nature of potential relationships and marriages, an aspect of modern society said to increase the likelihood of 'liquid love', in an era where passion is more openly expressed, and partnerships are more likely to be brief (Bauman 2003). Numerous online dating services and games are available, many of which feature photos prominently. Individuals shape opinions based on their initial observations, which affects their responses to others. Through the integration of more bloggers on a regular basis, it is becoming increasingly clear that a picture really does utter a thousand words. Additionally, it has a mixed bag of benefits and drawbacks for users. Certain people invest a significant amount of time and money in online self-improvement in order to impress and become of notice to others.

When the metropolitan world progressed and civilization became increasingly technology dependent, pre-existing notions of affection were put to the test and altered. This is especially true now that online dating has become a worldwide phenomenon in contemporary culture, altering and adapting social activity trends. Academic journals attribute these changes to society's increasing consumerism priorities, technical growth, and a greater sense of self-identity, both of which have affected the private sector in the western world (Stoicescu, 2020). This is a tactic employed by social networking sites to coerce users into disclosing personal information vital to their search for love, thus connecting individuals with common preferences and desires. Users can 'sell themselves' on these online dating sites by creating exclusive accounts and interacting with those that do the same. As a result, users may initiate instant messaging and express their interest in one another. In contemporary society, more than ever, the internet allows average people to easily explore and form even the most superficial forms of relationships, despite the fact that many of them reside thousands of miles away or have never met in person (Hobbs, 2017).

When popular culture has become more collaborative, cultural adaptations have culminated in a shift away from marriage, an improvement in public accountability, and an increase in social mobility. As a consequence of these trends, many people choose their careers over dating, resulting in a desire for something substantially more approachable in terms of intimacy. The internet, and to a lesser degree the smartphone, have resulted in a much wider range of systemic adaptations in both the private and public realms, most notably in personal life and the pursuit of intimacy (Hobbs, 2017). As individuals began to engage with a diverse array of potential partners through online dating platforms, partnerships became more open and self-aware. Tinder is one of the most common mobile dating apps in modern culture, since it links users with those that share their desires and reside within a specified radius. This is crucial in the modern era of liquid love, when study has shown that how people see themselves and their profile has a significant effect on how they are perceived, leading many to attempt to 'sell' themselves.

Web 2.0 has become a game changer in this shift towards more image-based communication, as it significantly expands the ordinary individual's capacity to share information constantly and rapidly. By enabling customers to digitally reflect and enhance their personal looks, online dating platforms have altered consumers' views about themselves and society. Users of online dating services believe that in order to win matches, they must be perfect and without flaws. Thus, it is a commonly held belief that the modern aim of a relationship is not to receive one's hand in marriage, but to obtain gratification – most often via the discovery of one's sexual preference. According to Bauman (2003), liquid love has been so pervasive in contemporary culture that it has normalised someone who is always loving and losing, resulting in frail friendship bonds and an increased sense of weakness in intimate relationships. This is particularly important of social and internet relationships, where alliances may be created and discarded at any time as a result of partners' persistent lack of commitment. This is the element of sexuality that is believed to have arisen in popular culture, where people put a greater premium on their own uniqueness and mental or sexual needs than on those of others (Hua Sa, 2015). Thus, while contemporary society makes it relatively simple to maintain partnerships

forever, this ease and convenience often act as a hindrance, culminating in a kind of liquid affection that results in delicate and superficial relationships.

Sexuality has a profound effect on how a person views sex and their attitude towards marriage and relationship forming. Bauman recognises that human sexuality has undergone drastic changes since pre-modern times. "Sex deprived of its former social status and generally agreed interpretations encapsulated the harrowing and alarming confusion that would eventually become the great bane of liquid contemporary society." Prior to modernity, people recognised the importance of sex in fostering neighbourhood growth and development." Sexual encounters often seem to be justified solely on the grounds of gratification. 2016 - (Hobbs). The essay addresses the concept of safe sex and the growing prevalence of fertility prevention techniques in comparison to more conventional ways of sexual sex. According to Hobbs (2016), "sex has been redesigned to be autonomous and self-contained", as individuals are no longer constrained by intimate relationships; with fewer social disparity, they may freely choose their approach to and interpretation of sex. This contemporary sexual rationale has an impact on how societies define sexuality in general, since it broadens the idea of sexuality and liberates individuals from patriarchal constraints; traditionally, there was only one agreed-upon description of sexuality; in the modern world, there are several. Thus, one can make an informed assumption society has altered the initiative nature of potential relationships and marriages, consequently increasing the likelihood of 'liquid love'.

Kang and Hoffman (2011) look further into society's alleged influence on sexuality, demonstrating that it is not self-regulating. Kang's examination of the distinctions between natural and cultural influences reveals that, while nature's stance on sexuality may be changed and adjusted to meet human desires, cultural consequences are less adaptable owing to the complexity and demands of conforming to society's values. In mainstream culture, it has become easier to abuse one's physical attributes than to question men's and women's traditionally defined sexual characteristics. The history of how love is communicated, viewed, and understood has been profoundly influenced by society. For instance, Bauman examines how culture has warped

love to include not only living beings but also inanimate objects. As a consequence of technical advances, individuals have formed an addiction to their phones. On a daily basis, people communicate with one another through non-smartphone devices such as mobile phones and laptops. "While these developments have simplified human activity, they frequently erode interpersonal connection, erecting a wall between friendship and partnership" (Best, 2018). Since all communications are electronic, people no longer need physical interaction to connect, resulting in the dissolution of relationships.

Due to the distinct perspective that mobile networking networks provide in comparison to dating apps, they are often useful venues for casual romance and intimate encounters. Indeed, in addition to declining dating site use, their tactile accessibility and reliability are a function of the exponential growth in dating and hook-up apps. Popular dating apps such as Tinder and its numerous alternatives are based on a photo-centric format that is optimised for mobile devices. Users are faced with photographs of nearby users and can swipe right to "want" or left to "nope," with shared right swipes leading to a "play" button and an interactive chat area. According to Sean Rad and Justin Mateen, two of Tinder's co-founders, the app's fluid user interface is designed to work alongside and eventually replace online dating websites (Stoicescu, 2020). Tinder was often designed to "eliminate the anxiety associated with dating," by positioning itself as a sort of "game" that allows users to spend less emotionally, time, and money (Stoicescu, 2020). Additionally, Tinder was developed to "remove the pressure of dating." This application suggests a design concept in which user profiles are likened to a deck of cards, with intimacy, suspense, and sex serving as the game's stakes. The internet and its related searching and research series put an emphasis on visual presence, with profile images and environments taking precedence over textual self-descriptions. Without a doubt, the increasing success of dating apps poses concerns about their impact on contemporary engagement, courtship, and sexual conduct, as well as the degree to which aspirations and impulses may be exploited.

Expanding upon this, the internet has excelled as a 'social intermediary'. Traditional singles venues and locations, such as pubs, clubs, universities, and offices, have mostly been usurped by

the Internet, which offers a shared forum for individuals to interact and establish partnerships with people for whom they have no prior social ties (Jeffries, 2012). According to a Pew Research Centre study conducted in the United States (the most detailed review to date, with over 1500 respondents), 15% of American adults have used online dating sites or smartphone dating apps, with use growing year after year (Su, 2015). This percentage significantly increases among same-sex partners, since almost 70% of same-sex couples communicate by email rather than in person (Su, 2015). With the emergence of Web 2.0, online dating platforms allowed the creation of previously unthinkable communities and alliances. Although removing this physical barrier allows more people to connect, it frequently emphasises the importance of being one's true self. Individuals are compelled with an insatiable need to fit in and crave all kinds of friendship. By establishing an identification, consumers communicate to the world as they want to be seen, which often reflects a desire to be a part of a group.

To summarise, today's generation heavily relies on online dating applications. To begin, the overwhelming majority of people have a tiny social network and a limited number of sexual partners. Second, as technology advances, dating technologies are widely seen as an alternative approach and solution for casual interactions. Thirdly, dating applications are more realistic and fashionable than more formal ways of courtship. There are several instances of immoral behaviour on dating apps, where the overwhelming majority of users use different strategies to create a more attractive and engaging physical image in order to attract others' attention, rather than portraying their real, honest self. Consumers' hopes have been boosted prior to reaching their match as a result of the perfect future predicted by their match. Thus, divorce is a potential disaster in abusive marriages where deviation or misunderstanding happens during face-to-face interactions. Individuals' experiences affect their attitudes towards marriage, how they meet, how they perform in marriages, how they embrace their sexuality, how they make choices in light of societal norms and values, and how they can succeed in life with or without the assistance of community. Bauman's hypothesis of liquid culture explores why people have more favourable relationships with technology than with other people, why attraction and the concept of love have evolved over time, and a variety of other explanations why society's advancements and choices influence the kind of love people have towards others.

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