

Tinder: The perfect match for introverts to express their social identity.

Abstract:

The objective behind this paper is to analyze and argue the importance of Tinder, as an online dating application and its impacts on introverts and their social identities. Since its advent, Tinder has made dating relatively easy and there seems to be an increase in the number of users. Introverts, who are usually shy and reserved, are also making a move on this particular platform. Thanks to tinder, introverts are able to forge their own identities so as to be able to express themselves correctly. For the purpose of this paper, research has been performed on the dating application by looking at some profiles where they mentioned being an introvert in their bios and to relate furthermore, reading on introverts' identities on dating applications were performed alongside some investigations on scholarly papers talking about introverts and their experiences on Tinder. As a result, tinder has proved to be a gateway for these people to finally negotiate their identity and break their shell. Thus, Tinder is not only promoting but also helping in shaping an introvert's identity through self-presentation, its features and the swipe and match technique.

Keywords: #tinder #introverts #identities #datingapplication

Online dating platforms have grown massively over the years. Since the emergence of Web 2.0, application such as Tinder has encountered a rise in popularity with more people downloading and using it. Thanks to this invention, an individual can easily find his/her soulmate without huge complexities and all that, in span of minutes. However, to be successful on an online dating application, the creation of a decent profile is a must. When creating a profile on Tinder, a bio can be employed to describe you, your life and your likings. This is how you can match with other users and start a conversation instantly. There are also features available that automatically insert a statement to your profile to describe the type of person you are in case you are unable to converse properly hence demonstrating how introverts are hugely favorized. In order to create a good profile though, one must possess a clear identity to be able to connect to other users since this is how they will get to know you beforehand. Identity refers mainly to an individual's personality and characteristics (King, 2017). There are also other factors that influence one's identity such as religions, race and so on. However, on dating applications, the most important one would be Social Identity as it has the power to impact on how someone depicts himself and the way the latter communicates with other individuals. It can be described as a person's group of belongings in terms of race, gender or religious beliefs (Terry, Hogg & White, 1999). What is more fascinating about dating applications is everybody can be successful and no one is imprisoned by their incapability. Introverts for example, who can be described as those who accept loneliness by spending time by themselves or refusing to voice out their thoughts, can perfectly fit in as Tinder allows them to be their authentic self by providing them a platform to communicate and hence discover new people (Dossey, 2016). Throughout the years, Tinder never ceased developing and innovating. They managed to insert features and increased their audiences which in turn are beneficial for introverts with confidence problems. Moreover, the dating application plays a pivotal role in finding soulmates for people even introverts. This paper will argue that Tinder paves way for Introverts to negotiate their social identity through the use of bios in profiles to express themselves correctly, implementing new ice-breaking features to start a conversation and the swipe and match method to help find other people in the same area.

BIOS IN PROFILES

To begin with, Tinder users have the opportunity to get to know each other through short biographies accessible when designing profiles. By writing an efficient Tinder bio, you are assured to attract quality matches. The biography in short, reflects the type of person you are and your likings. However, it is not as straightforward as it appears to compose an authentic bio especially for introverts who have trouble in voicing themselves. But thanks to Tinder, introverts have managed to self-portrait the type of individual they are. Self-presentation can be described as being the way an individual depict himself towards other individuals to create a particular impression (Rui & Stefanone, 2013). On Tinder, it is possible in doing so by adding a biography and uploading your preferred pictures. Upon creating a profile, introverts are able to convey their social identity since profiles are essential to provide an overview about yourself to other users and hence, making an effect (Utz, 2010). The bio may contain for instance the age, religion, region and sometimes even personal goals

and ambitions. Pictures can also be used and moreover what is more amazing, is you can connect your Tinder account to another social media platforms such as Instagram or Facebook. In this way, it is effortless for another person to get to know you more in depth. Biographies are a promotional tool that deliver a vital touch of your personality and a key point to start a conversation with random persons. Compared in real life where introverts would never dare to go and speak with the person they have a preference for, Tinder offers the exquisite occasion to introverts to speak for themselves without even saying a word through biographies where they can self-present in hope of attracting someone who would understand them. Self-presentation can be deemed also as being a “planned enactment” which users take time to ponder on since they want at all cost to portrait their authentic self to avoid being disappointed when encountering other users in reality (Degen & Kleeberg-Niepage, 2021). Adding on, it is said that identities are founded through communications with other human beings. With the persistent evolution of technology, it is claimed that not only the quantity of information has risen but also the relationships we engage in, have extended (Burnett & McKinley, 1998). With that being said, Tinder has set the bar for introverts to not only being able to express and promote their social identity but for also actually meeting other introverts. The identity of being an introvert is enhanced and thanks to the dating application’s intriguing algorithm, the chances of an introvert of meeting another introvert are heightened. Lastly, writing an excellent Tinder bio could help in improving and boosting one’s creativity and confidence as the dating application acts as a “third place.” Third Place is a term used to define an area differencing between two traditional social surroundings where a person spends time to interact and build relationships (Campbell, 2016). For introverts, Tinder is a third space where they are conformed in a new reality in which they can be themselves and be proud of who they are as the latter promotes fluid communications.

IMPLEMENTING ICE-BREAKING FEATURES

Another method Tinder allows introverts to be their true selves is by implementing new features that are ice-breaking conversation starters. As stated above, introverts tend to be perceived as being someone anxious and unwilling to make the first step. Hence, Tinder decided to come to their rescue by introducing several prompts. One example would be the ‘Two truths and a lie’ where the users are asked three questions and they have to determine which is real and which is fake. The prompts are visualized in card shapes that are organized below one’s profile. Introverts when making use of this certain prompt, are encouraged to reveal something personal about themselves and by this means, breaking the anxiety barrier and actually contribute. Furthermore, Tinder promotes creativity and humor. When writing the statements on your profiles, in order to attract maximum of people, a creative and amusing approach is recommended to differ you from other simple and plain statements. Whilst in Bio, you have the control to write freely, there exist prompts on Tinder which helps write statements according to your likings. Introverts who are deemed to be anti-social, can easily break the stereotypes and engage themselves socially to befriend and meet people. Moving on, the tremendous shift of dating sites to dating applications facilitated the lives of introverts. While dating sites had limits and restrictions, dating applications thanks to Web 2.0, are more affordable and less bothersome. For instance, dating apps can be used on smartphones which signify they are absolutely accessible anywhere. Proposing henceforth “mobility, proximity, immediacy, authenticity and visual dominance,” Tinder appears as the best ground-breaking method for introverts to interact with other people (Chan, 2017). Also, the idea you could meet your soulmate on Tinder can pressurized the user to exhibit their best self and help in growth of the latter’s identity. From being an introvert to becoming an extrovert, the shift from being shy, reserved to becoming confident in your skin and participating more in social activities among other people can be awakened through the new Tinder’s features. This is possible because Introverts feel part of a community and Leaver (2015) states online platforms are not merely about a typical person but rather as a group enrolled collectively. This statement actually pushes someone to feel comfortable and be themselves while being surrounded with a group of individuals that motivate them to perform better and hence, acknowledging themselves without any anonymity.

SWIPE AND MATCH METHOD

Finally, Tinder impacts the social identity of an introvert through the use of the ‘Swipe and Match’ procedure. Swipe and Match allows users to find someone compatible by swiping at various profiles. The swipe method consists of three options; either swiping left which signify dislike or pass, swiping right which indicate like or swiping upwards which imply a strong interest (Kallis, 2020). Here, introverts are offered a choice to pick and choose whoever suit them best. Moreover, Tinder always

delivers to its users the best ultimatum that is, whenever you are swiping on a profile, it is the profile of a person living in the same vicinity as yours. Thereby the chance of actually meeting in real life and exchanging more than just in text messages, is genuine. Introvert who are well aware of this fact, have no other option than upending themselves. This in turn, birth the community concept where all users are connected together and share a common interest. People can henceforth share personal sympathy and motivate growth among themselves. Besides, Tinder presents a new set of experiences for users. The swipe and match process can be viewed as a gaming activity where the swiping is devised to refer to participation (Garda & Karhulahti, 2019). The game's foremost goal is to rank users by how they effectively match with other participants hence supplying motivation to generate an authentic and sincere profile. Adding on, matching with someone online and offline are two distinct encounters. Online, the introvert has all his time to get to know the other person, to be his true self and to explore and discover. This in turn, prepare the latter mentally for the day he will have to connect in real life. Having gathered all the knowledge through Tinder, the person will be more apt to deal with relationships and communicating his feelings instead of being confined as he was. Tinder also helps in making an introvert becoming more self-conscious that is, being an ignorant in the past on how dating works, thanks to the dating application, the latter gets to discover this unknown world and hence becoming a part of his identity and finally be able to form part of a community.

FEAR OF FAKE PROFILES

However, Tinder is regarded as malevolent to some. With the possibility of anybody creating a profile, the rise of fake identities is undisputed and the encouragement of identity theft cannot be overlooked. With that being said, the establishment of fake profile leads to 'catfish.' Catfish can be defined as the concept of inventing a counterfeit profile with the main intent to dupe somebody else. Studies report that dating applications contain most catfish compared to Social Network Sites such as Facebook or Instagram (Sevi, 2019). It is easier to impersonate somebody else on Tinder since the latter demands private questions such as age, likings and whereabouts and the use of your own pictures as well. In addition, Tinder is said to promote cheating as well. According to an Australian study, 10% of tinder users despite being in a committed relationship, cheated on their partners (Timmermans, Caluwé, Alexopoulos, 2018). There are elevated chances when an individual grapples with another person, the latter is not who he is pretending to be or he is already engaged in a relationship. These could be a severe blow for one's confidence and self-esteem. However, despite all those negative claims, Tinder still remains one of the best and successful dating applications available in the world. This proves the platform efficiency in building relationships and forging identities is way bigger and better than the number of issues linked to people dealing with fake profiles or having their identity stolen. Despite the presence and the risk of facing fake persons with fake identities, it is reported that Tinder is implementing background checks which can be used to verify the authenticity of a profile. In this way, one can without great impediment finds out whether the person they are chatting with is legitimate or not. Thanks to such advance from Tinder, users are guaranteed to escape from ill-intentioned person and browse safely and confidently on the platform.

CONCLUSION

In light of the above discussion, Tinder can be described as an online community that is accessible to introverts to express themselves correctly and forge and promote thereby their social identities. Introverts can write their own bios where they can self-present in any way they want which to a certain extent, may boost their creativity and self-confidence. Adding on, new features that were introduced by Tinder are really pioneering to start and engage in a real deep conversation with another human being. Prompts can be used furthermore to help writing and adding statements to profiles about the type of person you are. With Tinder shifting dating sites to dating applications, it facilitated life of introverts also as they can use the platform anytime, anywhere they want. Finally, their Swipe and Match method offers to introverts the experience of gaming and participating as a way of meeting new person. They can choose whoever suit them best. But unfortunately, where there are benefits, there are also drawbacks present. The main one being fake profiles stealing identity thus catfishing another user. Thankfully, Tinder is not sitting idle and are encouraging background checks which can be extremely helpful to detect fake individuals. Based on the arguments, Tinder is undoubtedly supporting introverts negotiating their social identity on an online platform and consequently helping them by providing them with a third place and a community to better express their thoughts.

Reference:

Burnett, K., & McKinley, E. (1998). Modelling information seeking. *Interacting With Computers*, 10(3), 285-302. [https://doi.org/10.1016/s0953-5438\(98\)00011-3](https://doi.org/10.1016/s0953-5438(98)00011-3)

Campbell, N. (2017). There's no place like third place: starting to generalize the qualities and value of third places. *Housing And Society*, 44(3), 157-172. <https://doi.org/10.1080/08882746.2017.1327137>

Chan, L. S. (2017). Who uses dating apps? Exploring the relationships among trust, sensation-seeking, smartphone use, and the intent to use dating apps based on the Integrative Model. *Computers in Human Behavior*, 72, 246–258. <https://doi.org/10.1016/j.chb.2017.02.053>

Degen, J., & Kleeberg-Niepage, A. (2021). Profiling the Self in Mobile Online Dating Apps: a Serial Picture Analysis. *Human Arenas*. <https://doi.org/10.1007/s42087-021-00195-1>

Dossey, L. (2016). Introverts: A Defense. *EXPLORE*, 12(3), 151-160. <https://doi.org/10.1016/j.explore.2016.02.007>

Garda, M. B., & Karhulahti, V.-M. (2021). Let's Play Tinder! Aesthetics of a Dating App. *Games and Culture*, 16(2), 248–261. <https://doi.org/10.1177/1555412019891328>

Kallis, R. B. (2020). Understanding the motivations for using Tinder. *Qualitative Research Reports in Communication*, 21(1), 66–73. <https://doi.org/10.1080/17459435.2020.1744697>

King, B. (2017). Identities. *Journal Of Postcolonial Writing*, 54(2), 284-293. <https://doi.org/10.1080/17449855.2017.1307353>

Leaver, T. (2015). Researching the Ends of Identity: Birth and Death on Social Media. *Social Media + Society*. <https://doi.org/10.1177/2056305115578877>

Rui, J., & Stefanone, M. (2013). STRATEGIC IMAGE MANAGEMENT ONLINE. *Information, Communication & Society*, 16(8), 1286-1305. <https://doi.org/10.1080/1369118x.2013.763834>

Sevi, B. (2019). The Dark Side of Tinder. *Journal of Individual Differences*, 40(4), 242–246. <https://doi.org/10.1027/1614-0001/a000297>

Terry, D. J., Hogg, M. A., & White, K. M. (1999). The theory of planned behaviour: Self-identity, social identity and group norms. *The British Journal of Social Psychology*, 38, 225-44. <https://link.library.curtin.edu.au/gw?url=https://www-proquest-com.dbgw.lis.curtin.edu.au/scholarly-journals/theory-planned-behaviour-self-identity-social/docview/219177181/se-2?accountid=10382>

Timmermans, E., De Caluwé, E., & Alexopoulos, C. (2018). Why are you cheating on tinder? Exploring users' motives and (dark) personality traits. *Computers In Human Behavior*, 89, 129-139. <https://doi.org/10.1016/j.chb.2018.07.040>

Utz, S. (2010). Show me your friends and I will tell you what type of person you are: How one's profile, number of friends, and type of friends influence impression formation on social network sites. *Journal Of Computer-Mediated Communication*, 15(2), 314-335. <https://doi.org/10.1111/j.1083-6101.2010.01522.x>