Tender Tinder: A Study of the Different Cultures Surrounding one of the Hottest Dating Apps

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Tinder is a dating app with the reputation of being used to “hook up,” or have sexual relationships without commitment pressures. To find a match through the app, swipe right if interested, swipe left if not.

Review of literature showed contrasting claims about Tinder’s reputation. Both "Huffington Post" and "Vanity Fair" reported Tinder as a means for hook-ups, while the "NY Times" claimed that Tinder is a good way to meet someone looking for a long-term relationship.

Conducted a netnography, an online ethnography, that utilized rhetorical analysis of the app, as well as participant-observation to investigate the reality of Tinder’s reputation.

**Figure 1 – Selected Profiles Based on Definitive Biographies**

**Figure 1** depicts the 50 profiles focused on for the project, chosen based on their definitive biographies. This figure was more conclusive than Figure 2 due to more profiles and more categories.

**Figure 2 – 20 Consecutive Profiles, Study Baseline**

**Figure 2**: shows a baseline of the first 20 profiles viewed that contain the main expected categories.

**Findings**

- Pickup lines are not commonly used, if at all, by Utah Tinder participants.
- Jokes are used far more frequently than pickup lines, sexual references, or statements of intent.
- Geographic location does play a part in Tinder profiles. Data collected showed a distinct contrast between Tinder’s national reputation and its use in Utah.