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### Factors of adoption: Initiating relationships using online dating sites

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#### Award Date

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#### Degree Type

Thesis

#### Degree Name

Master of Arts in Journalism and Media Studies

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#### Number of Pages

97

#### Abstract

The present study used the Diffusion of Innovations Model to explore the circumstances that lead graduate and professional students enrolled at the a university in southern Nevada to adopt online dating services with the intent of initiating a serious commitment with a potential partner. The diffusion model was used to frame online dating as a process that people go through in acquiring knowledge about the service, forming an opinion about it, testing the service, and finally adopting the service into their daily life. Factors such as time afforded to relationships, apprehension in social situations, safety, and opinions of online dating were tested to determine adoption. Using an online quantitative survey, 68 graduate and professional students volunteered to participate in the study, 31 having used online dating, and 37 not having used online dating. There were 14 males, and 54 females from ages 21 to 57 ( $m = 31.57$ ,  $sd = 7.076$ ). Analysis was run using t-tests and correlations to determine whether or not the hypotheses were supported.

#### Keywords

Computer mediated communication; Dating services; Dating (Social customs); Diffusion of innovations -- online dating; Diffusion of innovations -- online dating sites; Online dating -- Computer network resources

#### Disciplines

Communication | Communication Technology and New Media | Interpersonal and Small Group Communication | Journalism Studies | Mass Communication

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Free online dating sites are like the Wild West; anything goes. It's easy to set up a profile, and it's easy to abandon it because users have no skin in the game. There's something to be said for paying for online dating. There are other free Christian dating sites that are not specifically "Christian," but Christians use, like OKCupid and Plenty of Fish. And while you'll probably have no problem getting matches on either site, weeding through the overabundance of matches to find like-minded Christians poses its own problem. [Check out our more extensive OKCupid Review or our Plenty of Fish breakdown.]