



**UNIVERSITI TEKNOLOGI MARA (UiTM) NEGERI  
SEMBILAN, KAMPUS REMBAU**

**TINDER MOTIVATIONS AND USAGE OF TINDER ON STUDENTS' SELF  
ESTEEM AND BODY IMAGE**

**SYAMIN NA ILLAH BT. SHAMSUL AZHAR**

**2016712099**

**BACHELOR OF MASS COMMUNICATION (HONS.)  
BROADCASTING  
FACULTY OF COMMUNICATION AND MEDIA STUDIES**

**JULY 2019**

## **Abstract**

Tinder has seen an increase of users ever since its launch in 2012 mostly among the millennials however, there has not been a study conducted to investigate why this generation use Tinder. With that, the aim of this study is to identify main motivations students use Tinder. This study was tested out among students of UiTM ranging from 18-25 year old with the completion of an online survey. Out of the sample (n=112), more than half the respondents were females. A series of motivations were listed in the survey indicating motivations to use Tinder such as to pass time, to communicate online, to find someone, to entertain. Contradicting to prior literature, the using Tinder to pass time appeared to be a stronger motivation than other motivations. However, there is a difference in motivation between genders whereby male respondents have reported to use Tinder to gratify sexual needs. Male respondents have also reported to score higher in using Tinder as a way of gaining self confidence than female. With regard to gender and age, frequency of Tinder usage is positively related to self esteem. Body image however, does not have a significant relationship to frequency and length of Tinder usage. To sum up, the study showed that each gender has a different motivation of using Tinder and using Tinder can affect self esteem.

**Keywords: Tinder, Self Esteem, Online Dating, Body Image, Uses and Gratification theory,**

## **Acknowledgment**

Through producing this paper, I have received the upmost support and assistance through the process. First and foremost, I would like give the highest appreciation to my supervisor, Dr. Muhammad Hakimi Tew Abdullah for guiding me by incorporating his expertise and sharing the knowledge in the betterment of my research paper. Thank you for being patient with me and never giving up on me amidst completing this paper.

I would also like to thank my Academic Advisor, Encik Noor Hilmi Mohd Johan for being a consistent reminder to the importance of completing this paper. Thank you to my colleagues for the motivation given throughout the course of this study.

Thank you to the university, not only for the education given for the past two years but also for giving me a platform to conduct this research and study through the credibility of UiTM.

Last but not least, thanks a million to my parents for being my backbone and constantly believing in me as well as pushing me to strive harder in achieving the very best for myself in education.

## TABLE OF CONTENT

<b>ABSTRACT</b>	<b>I</b>
<b>ACKNOWLEDGMENT</b>	<b>II</b>
<b>TABLE OF CONTENT</b>	<b>III-V</b>
<b>LIST OF FIGURE</b>	<b>vi</b>
<b>LIST OF TABLE</b>	<b>vi</b>
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of the Study.....	1-2
1.2 Problem Statement.....	3
1.3 Research Objectives.....	4
1.4 Research Questions.....	4
1.5 Significance of Study.....	4-5
1.6 Definition of Terms.....	6
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.1 Online Dating.....	7-8
2.2 Tinder.....	8-9
2.3 Motivation for Using Tinder.....	9
2.4 Gender Differences In Motivations.....	10
2.5 Self Esteem.....	10
2.6 Sns On Self Esteem & Body Image.....	11-12
2.7 Uses and Gratification.....	12-14
2.8 Conceptual Framework.....	14
<b>CHAPTER 3: METHODOLOGY</b>	
3.1 Research Design.....	15

3.2 Research Method.....	16
3.2.1 Quantitative.....	16
3.3 Data collection.....	16
3.3.1 Primary Data.....	16
3.3.2 Secondary Data.....	17
3.4 Sampling Strategies.....	17
3.4.1 Purposive Sampling.....	17
3.5 Dataanalysis.....	17
3.6 Conceptualization of Variables.....	17
3.6.1 Tinder motives.....	17
3.6.2 Self Esteem.....	18
3.6.3 Body Image.....	18-19
3.7 Operationalization ofvariables.....	19
3.7.1 Socio-demographic information.....	19
3.7.2 Use ofTinder.....	19
3.7.3 TinderMotivations.....	19-20
3.7.4 Self Esteem The Rosenberg Self-esteem scale (RSE).....	20
3.7.5 Body Image. Body Image States Scale (BISS).....	20-21
3.8 Summary of Chapter	21

## **CHAPTER 4: RESULTS**

4.1 Introduction.....	21
4.2 Profile of the Respondents	22-23
4.3 Self esteem.....	24
4.4 Correlation between Self Esteem and Frequency of Tinder Usage.....	25
4.5 Tinder Motivations .....	26-28