

Abstract

This diploma thesis focuses on the motivations of users to create an account within the location-based mobile dating applications. The work is processed by statistical analysis of already published studies dealing with the same or similar topics. The main target of this paper is to calculate the effect size of individual motives in relation to the sex of the respondents. The diploma thesis starts with description of the history of online dating, specific mobile applications included in my meta-analysis, user behavior in individual stages of using these applications (profile settings, selection of other profiles, communication and its development in time), followed by the methodological part where the meta-analysis itself is described, the process of its creation and its weak and strong aspects. In the following chapter the results of the meta-analysis and their interpretation are presented as well as self-reflection of this paper along the recommendations for future researches. Analysis helped to reveal the differences between the sexes and also helped to synthesize the acquired studies dealing with this topic. The most notable influence of gender can be seen in the motivation of casual sex, to a lesser extent in the motivation to seek love, friends, the use of the application because of the ease of communication through the online environment, and the thrill of excitement. No gender effect was found to stimulate the use of these mobile applications for entertainment, trendiness of the dating apps, or self-validation. This paper could not exist without the help of researchers who were willing to send their data, which were not part of their presented outputs.