

## **Abstract**

The main point will be to describe and explain the peculiarities of on-line dating in practice that arise from the use of digital platforms in dating. The main goal will be to find out cross-platform dating, whether participants use chat in dating applications and servers, or choose their counterparts to move to different type of communications.

The following procedure will be chosen to search the work and fulfill the research questions. First of all we are going to make literary research. The reader will be acquainted you to expect your author to work out the goals of the work. Subsequently, societal values will be believed with a possible impact on our cultural environment and habits. We are going to solve issue of “singles”, which is particularly important for exploring the field of dating portals, will be mentioned. Next step are parasocial and technological relationships will be examined. So there are relationships, for which establishing and maintaining communication technology is needed.

The main method used in this work will be netnography. That’s method which looking at world of the internet people and groups which are active in web pages and social medias where they leave their footprints. Using these methods, four fictitious profiles will be available on the Badoo and Tinder web lists. In order to check ethical rules, the author will communicate the names of fictitious users with the participants in the research. Ethical rules are stated in the ethical clause, which is attached to this work.

A sufficient amount of the material to be coded will be possible by means of netnography. Obtained codes will be shared into categories. On each category will be participate and comment on the most interesting cases that earn in the interview during the implementation of the research. Subsequently, discussions will be sought in which research results will be sought with information obtained in the literary limitation, or additional data may be added.