

Annotation

Dating online applications have fundamentally changed the form of online dating. They are available on a mobile phone and are based on spatial proximity of users and ease of use. This diploma thesis focuses on users of these applications. This thesis is based on the assumptions of the uses and gratifications theory, which assumes that the media audience is active and uses the media to satisfy its needs.

The aim of this thesis is to find out how individuals use the dating applications and what their reasons for using are. To collect data, I chose a combination of quantitative and qualitative approach. First, an on-line questionnaire survey was conducted, followed by semi-structured interviews with applications users. Research has shown that the reason for using and the attitude of users varies with each individual and can change during use.

Keywords

dating applications, Tinder, online dating, uses and gratifications theory, active audience, mixed methods research