

Effects of Perceived Attractiveness and Intended Usage of Dating Apps on Self-Disclosure

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### **Abstract**

When looking for a romantic connection, whether it be a one-night stand or a long-term relationship, individuals tend to rely heavily on cues like physical attractiveness and relational intent when it comes to deciding how much to self-disclose. Mobile dating applications like Bumble, Tinder, and Hinge have gained monumental popularity in recent years. On a dating app, impression formation begins with choosing one's profile photos and viewing and judging the profiles of potential matches. Self-disclosing to matches initiates through some form of computer-mediated communication. The present study examines online dating by studying the relationship between the importance of appearance, intention of app usage, and resulting amounts of self-disclosure in online dating apps. The researcher uncovered a statistically significant relationship in the present study's data regarding the importance of attractiveness and how it relates to an individual's willingness to self-disclose. The study concludes by discussing the theoretical implications of Social Penetration Theory with the rise of online dating, as well as offering practical recommendations for further research.

Since the invention of computers, computer-mediated communication has advanced at an exponential rate. Within the realm of the internet, social networking platforms are the most-visited networks around the world. Computer-mediated communication provides new ways for individuals to meet others with great ease in comparison to previous generations. In today's digital climate, people are constantly connecting online; the internet has become an especially

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booming avenue for romantic connections. Countless individuals across the globe are indulging in this new social sphere of online dating with increasing interest. There exist several studies that examine how individuals disclose information in traditional dating activities, but very few have looked at the variables of perceived attractiveness and intention of usage in terms of dating online. España's (2013) research lays the foundation behind the researcher's present study. España (2013) aimed to understand connections amongst self-efficacy, self-disclosure and online dating, while simultaneously relating the findings to Social Penetration Theory. Social Penetration Theory posits that as relationships develop, individuals will share more aspects of themselves with more breadth and depth (España, 2013). This article contributes to the researcher's findings in that it lays the theoretical framework behind the present study.

Another study investigated differences in the amount of self-disclosure by men and women identified as attractive or unattractive in an interaction with either an attractive or unattractive other of the opposite sex (Altman., Taylor, Argyle, Dean, Barocas, Karol, & Rottman, 1973). The experiment randomly assigned "attractive" and "unattractive" subjects into pairs of speakers and listeners and had them talk to each other for ten minutes. The researcher found that there was greater disclosure by both attractive and unattractive subjects to the attractive listener as compared with the unattractive listener. This finding suggests that there is a stronger value of social attraction associated with a good-looking person, which may evoke more openness from an individual than an unattractive person. This article serves as the basis for the present study's first hypothesis:

H1: The more attractive you perceive your match as, the more willing you are to self-disclose.

A study on the dating app Grindr, aimed to explore the behavior of users and how they disclose information, to determine a relationship between app usage and the resulting information disclosure (Boonchutima, Sriwattana, Rungvimolsin, & Palahan, 2016). The results found that subjects who used the app for a relationship tended to disclose more personal information, compared to those who were strictly seeking a sexual partner on the app. This article serves as the basis for the present study's second hypothesis:

H2: The more casual your intended use of the app is, the less willing you are to self-disclose.

This study contributes to gaps in the existing realm of interpersonal communication research by analyzing relationships between variables that exist within the realm of traditional dating and applying them to the rising practice of online dating.

## **Method**

### **Sample**

To conduct this study, the researcher utilized convenience sampling to highlight the possible relationship between perceived attractiveness, relationship intent, and self-disclosure in online dating apps. The researcher conducted an anonymous, online survey to accomplish this. The primary data collection method employed in this study was posting a link to the survey on a GauchoSpace forum for Undergraduate Communication students at the University of California, Santa Barbara. In addition, a small number of participants were reached through social media messages. In total, the survey attracted 52 respondents. The racial makeup of our participants was 35 percent Asian/Pacific Islander, 32 percent Caucasian, 22 percent Hispanic or Latino/a,

and the remainder were two or more races. An overwhelming 68% of participants were Female while the remaining participants were Male. On average, subjects spent between 4-6 hours per day on the Internet. 25 participants responded that they use dating apps for relationships, whereas 11 subjects were looking for hookups and four were looking for friends; the rest marked “other”.

## **Procedure**

The present study was conducted online using the Qualtrics Survey Platform through which data was collected, analyzed, and distributed. The survey link was shared to participants via a data collection forum on GauchoSpace, as well as reaching out to individuals via personal messages on social media platforms like Facebook and Snapchat. Additionally, an informed consent page preceding the survey made sure that all participants were volunteering to take the survey and understood what the study required (see Appendix A). The form guaranteed anonymity and confidentiality of all participants.

## **Measures**

The researcher employed several measures in order to accurately research this sample. Each statement was formatted through a Likert-scale with five points that ranged from Strongly Disagree to Strongly Agree. The survey also included a set of closed-ended demographic questions, as well as questions regarding the participants’ history of dating app usage and internet usage.

Dating app users commonly seek three various types of connections with their matches, ranging in casualness from hookup to friend to relationship. Correspondingly, the present study marked all dating apps with several avenues for connections, ranging from a casual hookup, to a nonsexual friendship to a romantic relationship. One of the independent variables in this study, casualness of one’s intended app usage, was categorized into three sub-groups, “hookup”,

“friend”, and “relationship.” The researcher ranked “friends” as being neutral, with “relationship” being the least casual form of intended app-usage and “hookup” being the most. For this study, a relationship is defined as “a relationship that is serious, meaningful, and long-term oriented”, and a hookup is defined as “a purely sexual encounter that is not intended to be a serious, meaningful, and long-term relationship.”

The previously mentioned variable was measured through a single closed-ended question asking participants what they were looking for when using a dating app. An “other” option was provided in case the three choices offered did not align with the participant’s intended use of dating apps. The second independent variable, perceived attractiveness, was measured through three likert-type questions, like “I am more likely to swipe right on someone whose physical appearance I perceive as attractive” (see Appendix B to view full survey).

Self-disclosure is the process in which an individual communicates personal information to another individual (España, 2013). For the purpose of this study, self-disclosure will be regarded as any personal information disclosed by an individual that is not easily accessible to anyone. The present study utilized a General Disclosiveness Scale which measured four dimensions of self-disclosure: honesty, amount, intent, and valence (positive/negative) of disclosure.

## **Results**

After data collection, the researcher conducted several steps of data analysis on the information gathered from the respondents. For H1: The more attractive you perceive your match as, the more you are willing to self-disclose, the hypothesis was moderately supported. The likert-scale items regarding the importance of appearance and the amount of self-disclosure categories were calculated by finding a Pearson’s correlation coefficient between the data.

( $r=.63$ ) The data supported a moderately positive linear relationship between the independent variable of perceived attractiveness and the dependent variable of self-disclosure (see Table 2, Appendix D).

For H2: The more casual your intended use of the app is, the less you are willing to self-disclose, the hypothesis was not supported by the data. To determine this, the researcher compared the group means for those who marked “hookup” versus “friend” versus “relationship” as their intended app usage. The means for each group in the “willingness to disclose personal information” category of questions was nearly identical (See Table 1, Appendix D).

In terms of analyzing the remaining data, each question was categorized, and each response was coded into a score from 1 to 5, where 1 corresponded with Strongly Disagree and 5 corresponded with Strongly Agree. The participants' responses were averaged into an overall score per category of questions (See Tables 5-9, Appendix D). It was evident that there was no statistically significant difference in willingness to disclose between casual or serious dating app users, which is why the second hypothesis was not supported by the present study.

## **Discussion**

Analysis of the collected data produces results that deepen our present understanding regarding traditional dating and how intentions, perceived attractiveness, and self-disclosure interrelate, as well as apply them within the context of an online dating environment. The data for the present study fully supported the first hypothesis but did not support the second hypothesis.

The findings for H1 were directly in line with the studies mentioned previously in the literature review. Referring back to the experiment with the unattractive and attractive speakers and listeners, the speakers were more inclined to disclose more personal information to the

attractive listeners as opposed to the unattractive ones (Altman et al., 1973). In the present study, the researcher hypothesized that the more attractive you perceive your match as, the more you are willing to self-disclose. Results showed that those who perceived their match as attractive, agreed that they would be more willing to disclose private information like their Snapchat, phone number, and current location.

Furthermore, H2 showed very little correspondence with the study regarding dating app usage and self-disclosure (Boonchutima et al., 2016). Results from the present study indicated insignificant differences in terms of willingness to disclose private info between the three groups of users (hookup, friends, relationship) on the administered questionnaire. Regardless of intentions on the app(s), participants showed that they were equally willing to self-disclose whether they marked their goal as a hookup, friend, or a romantic relationship.

The fact that the present study did not prove the hypothesis, may allude to gaps in the existing literature regarding this topic, as well as discrepancies in the wording of the study. A glaring issue with the wording of these hypotheses and the questions is the lack of clear definition of key phrases. “Casual” was not defined for the hypothesis, and terms used in the survey like “attractive” and “hookup” were not defined to participants anywhere in the survey. Additionally, the researcher did not find a sufficient amount of prior research regarding intentions in using dating apps and how one self-discloses on one. Therefore, there is ample room for interpretation which may have altered the accuracy and consistency of results. This lack of consideration lowers the overall validity of the present study.

Another limitation of the present study are the methods of sample formation that were utilized. Random sampling would have offered more generalizability than convenience sampling. Along the lines of altering the sampling method, a larger sample size would also have been more

preferable for a study of this nature. A larger sample would provide results that are more holistic in representing the large community of online dating app users. Additionally, the sample in this study was comprised of an overwhelmingly disproportionate number of females than males, which could have been avoided if a truly random sample was generated.

An arguable strength of this sampling method, however, was that the way that the survey was spread helped it to reach its target demographic in terms of age. The overwhelming majority of dating app users are college-aged individuals, which is who the survey was exclusively sent to. However, due to the nonrepresentative nature of this survey's sample, one should be cautious in generalizing the results. Factors including a small sample size, disproportionate gender, and non-random sampling method skews the results in a way that gives the survey poor external validity as a whole.

When analyzing the results of the present study, it should be noted that the aspect of profile creation within dating apps can potentially challenge the idea of Social Penetration Theory, the theory behind the development of this study (Altman et al., 1973). Despite Social Penetration Theory providing a fairly solid basis for understanding self-disclosure in traditional relationships, it was developed during a period when online dating simply was not yet a concept (Altman et al., 1973). The concept of online profile creation and how it affects the entire process of online dating can add fundamental insight into the principles of online dating. Comprehending the part that online profiles play in expediting self-disclosure could allow for a deeper understanding of online dating, since a large amount of today's social networking sites and applications require the creation of profiles. On dating apps, people are often exposed to some form of a "bio" or interests before even speaking a word to a potential match.

The conscious intent and willingness to disclose that an individual might employ online may result due to the naturally instantaneous process of disclosure in online communication. This revelation contradicts the main premise of Social Penetration Theory, which is the notion that as interaction between individuals progress and increase, the level of disclosure progresses accordingly causing intimacy to grow (Altman et al., 1973). The expedited process of intimacy stemming from online dating profiles discussed in this study holds potential as a topic for future studies.

Additionally, future research examining how gender affects self-disclosure may be helpful in comparing how males behave in online dating environments versus females. It might also be useful to conduct another study like the present, but with a longitudinal design. The ability to identify a pattern of how one discloses information over time may yield more interesting results. Furthermore, future research that analyzes the content one discloses as a result of perceived attractiveness, could have important implications for understanding and managing interpersonal processes in a variety of disciplines that extend beyond online dating, ranging from counseling to police interrogation.

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## Appendix A

Informed Consent Page:



**This survey is part of a study about how people use online dating apps. This survey is completely voluntary. Your responses will be anonymous, and you are not asked to state your name anywhere on the survey. Once you have finished, please submit your responses to the site. You can skip any questions that you do not feel comfortable answering, or you can decide not to participate at all.**

**If you consent to participate in this study, please begin the survey now.**

## Appendix B

Questionnaire Items:

- Demographics

1. Have you ever used a dating app?
  - a. Yes
  - b. No
2. Are you using a dating app currently?
  - a. Yes
  - b. No

If you answered no to the previous questions, please continue the survey hypothetically. Pretend how you would go about using one.

3. How old are you?
  - a. 18-21
  - b. 22-25

- c. Above 25
- 4. Indicate your sex:
  - a. Male
  - b. Female
  - c. Other
- 5. Indicate the racial category with which you identify:
  - a. African-American/Black
  - b. American Indian/Alaskan
  - c. Asian/Pacific Islander
  - d. Caucasian
  - e. Hispanic or Latino/a
  - f. Two or more races
  - g. Other

- History of Internet/Dating App Usage

- 1. How many hours per day do you spend using the internet?
  - a. 1-3
  - b. 4-6
  - c. 7-10
  - d. More than 10
- 2. What dating apps do you use? (multi-selection allowed)
  - a. Bumble
  - b. Tinder

- c. Hinge
  - d. Other
3. What are you looking for when you use a dating app?
- a. Hookup
  - b. Friends
  - c. Relationship
4. How many days per week do you spend actively trying to find a romantic partner online?
- a. 0
  - b. 1-3
  - c. 4-6
  - d. Everyday
5. How many hours per day do you actively participate in online dating activities? (swiping, messaging, updating your profile, etc.)
- a. 0
  - b. 1-3
  - c. 4-6
  - d. More than 6
6. Have you ever had a romantic relationship that was initiated online?
- a. Yes
  - b. No
7. If you have, what was the longest romantic relationship you initiated and maintained through the internet?
- a. Few days

- b. A week
  - c. A few weeks
  - d. Over a month
  - e. N/A
8. If you have, how long have you been an active participant of an online dating app? (e.g. Tinder, Bumble, Hinge)
- a. 0-3 months
  - b. 4-6 months
  - c. 7-12 months
  - d. Over a year
  - e. N/A

- Importance of Appearance

Please read the statement or question listed below and select the most accurate response in relation to you. The choices are Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

1. I am more likely to swipe right on someone whose physical appearance I perceive as attractive.
2. I am more likely to message someone whose physical appearance I perceive as attractive.
3. I am more likely to meet my match in person if I receive their physical appearance as attractive.

- Willingness to Disclose Personal Info

Please read the statement or question listed below and select the most accurate response in relation to you. The choices are Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

1. I would be comfortable giving my match my phone number.
2. I would be comfortable giving my match my Snapchat.
3. I would be comfortable telling my match where I currently live.
4. I would never tell this person anything intimate or personal about myself.

- Honesty in Self-Disclosure

Please read the statement or question listed below and select the most accurate response in relation to you. The choices are Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

1. I am always honest to those I meet online.
2. My statements about my feelings, emotions, and experiences to those I meet online are always accurate self-perceptions.
3. I usually tell this person exactly how I feel.
4. The things I reveal about myself to those I meet online are always accurate reflections of who I really am.
5. I am not always honest in my self-disclosures with those I meet online.
6. I always feel completely sincere when I reveal my own feelings, emotions, behaviors, or experiences to those I meet online.
7. I do not always feel completely sincere when I reveal my own feelings, emotions, behaviors, or experiences to those I meet online.
8. My statements of my feelings are usually brief with those I meet online.

9. I usually communicate about myself for fairly long periods at a time with those I meet online.
10. I do not often communicate about myself with those I meet online.
11. I don't express my personal beliefs and opinions to those I meet online very often.
12. When I express my personal feelings about myself to those I meet online, I consciously intend to do so.
13. When I reveal my feelings about myself to those I meet online, I consciously intend to do so.

- Valence of Disclosure

Please read the statement or question listed below and select the most accurate response in relation to you. The choices are Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

1. I often disclose negative things about myself to those I meet online.
2. I usually disclose only positive things about myself with those I meet online.
3. On the whole, my disclosures about myself to those I meet online are more positive than negative.

## **Appendix C**

### Abstracts of Empirical Articles from Literature Review

- Article 1: “ Self-Disclosure and Self-Efficacy in Online Dating”

#### **SELF-DISCLOSURE AND SELF-EFFICACY IN ONLINE DATING**

##### **Abstract**

This study explores online dating by studying the relationship between self-disclosure and self-efficacy in an online dating environment. This research study examines the way self-disclosure, self-efficacy, self-esteem, and gender interrelate in an online dating environment. This study includes, but is not limited to, discussion of the type of correlation between self-efficacy and self-esteem, the relationship between self-disclosure and self-efficacy, and the differences between men’s and women’s self-disclosure in an online dating environment.

From conducting this study, the researcher was able to determine that there is a statistically significant relationship between gender and how it relates to self-disclosure and self-efficacy. With the results from the study, the understanding of how different variables relate to online dating and romantic relationships has been taken one step further as it helps fill the gap in the literature.

- Article 2: “Gays Dating Applications: Information Disclosure and Sexual Behavior”

### Gays dating applications: information disclosure and sexual behavior

**Smith Boonchutima**

Faculty of Communication Arts, Chulalongkorn University, Bangkok

**Sopon Sriwattana**

Faculty of Communication Arts, Chulalongkorn University, Bangkok

**Rungroj Rungvimolsin**

Faculty of Communication Arts, Chulalongkorn University, Bangkok

**Nattanop Palahan**

Faculty of Communication Arts, Chulalongkorn University, Bangkok

**Keywords:** Gay dating applications, Information disclosure, Mobile application, Sexual behavior, Thailand

#### Abstract

**Background:** Gay dating applications (apps) serve the drive for meeting sex partners and are now used by over 2 million gay men around the world. The nature of these apps involves users engaging in conversation that allows for significant information disclosure and increased trust, allegedly leading to unprotected sex when they meet offline.



- Article 3: “Physical Attractiveness and Self-Disclosure in Mixed-Sex Dyads”

## PHYSICAL ATTRACTIVENESS AND SELF-DISCLOSURE IN MIXED-SEX DYADS

ROBERT J. PELLEGRINI, ROBERT A. HICKS,  
SUSAN MEYERS-WINTON, and BRUCE G. ANTAL  
*San Jose State University*

Male and female subjects identified as very attractive or very unattractive worked in an interview-like situation with a listener of the opposite sex who was presented so as to maximize or minimize his or her natural attractiveness. Intimacy of self-disclosure was found to be significantly greater for females than for males, significantly greater for unattractive than for attractive subjects, and significantly greater to an attractive than to an unattractive listener. The results are discussed in terms of sex differences in American socialization processes, interpersonal response style differences between attractive and unattractive people, and the social stimulus value of good looks.

## Appendix D

### Data Analysis

**Table 1: Group Means for Willingness to Disclose Personal Information Questions**

(1-5 Scale)

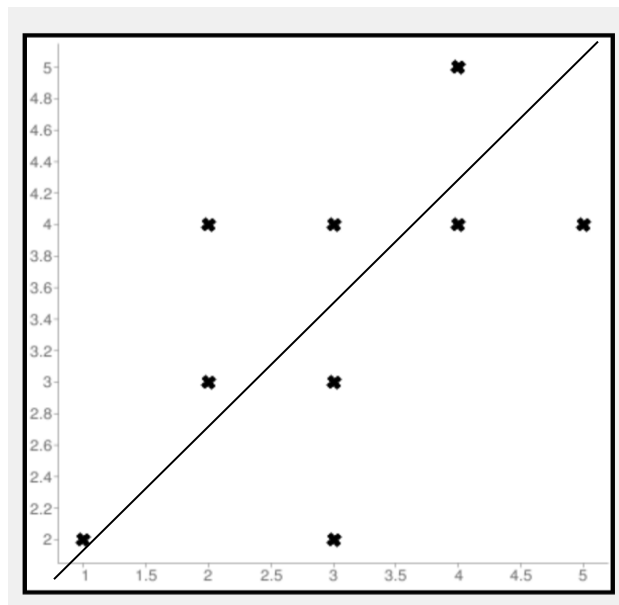
1-Not Willing

5-Very Willing

|              |       |
|--------------|-------|
| Hookup       | 3.25  |
| Friends      | 3.125 |
| Relationship | 3.27  |
| Other        | 3.25  |

**Table 2: Graphical Data**

**Willingness  
To Disclose  
Private Info**

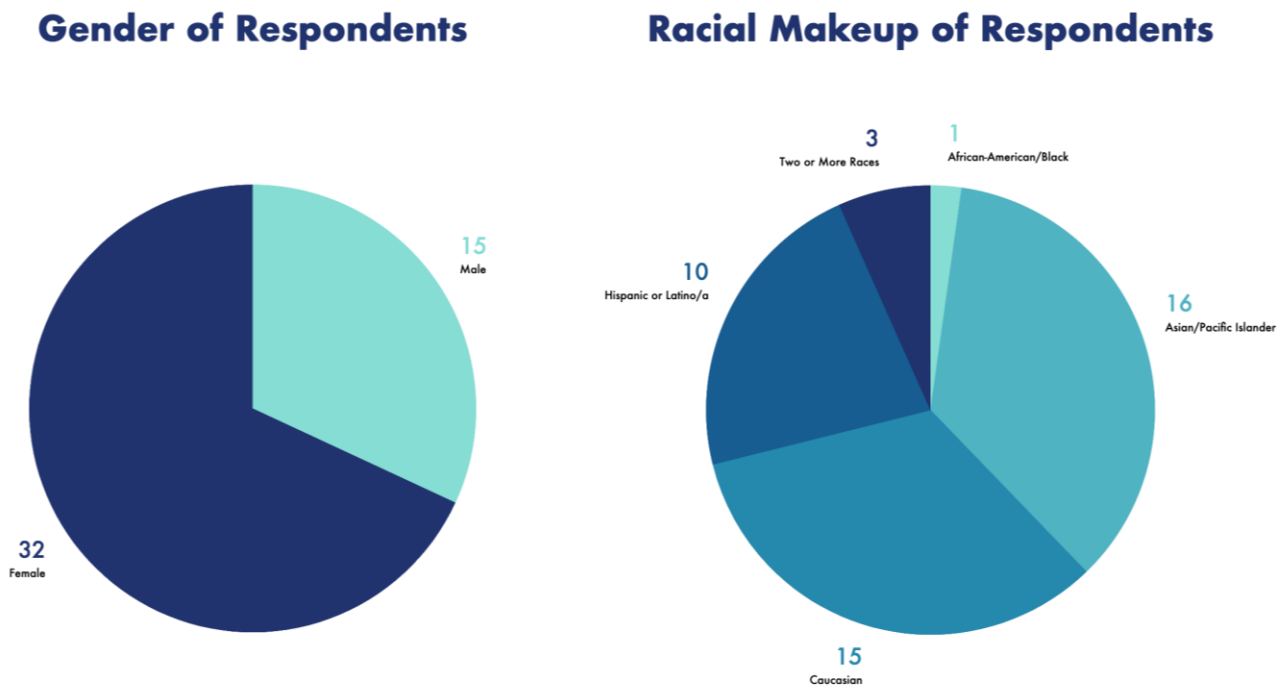


**Importance of  
Attractiveness**

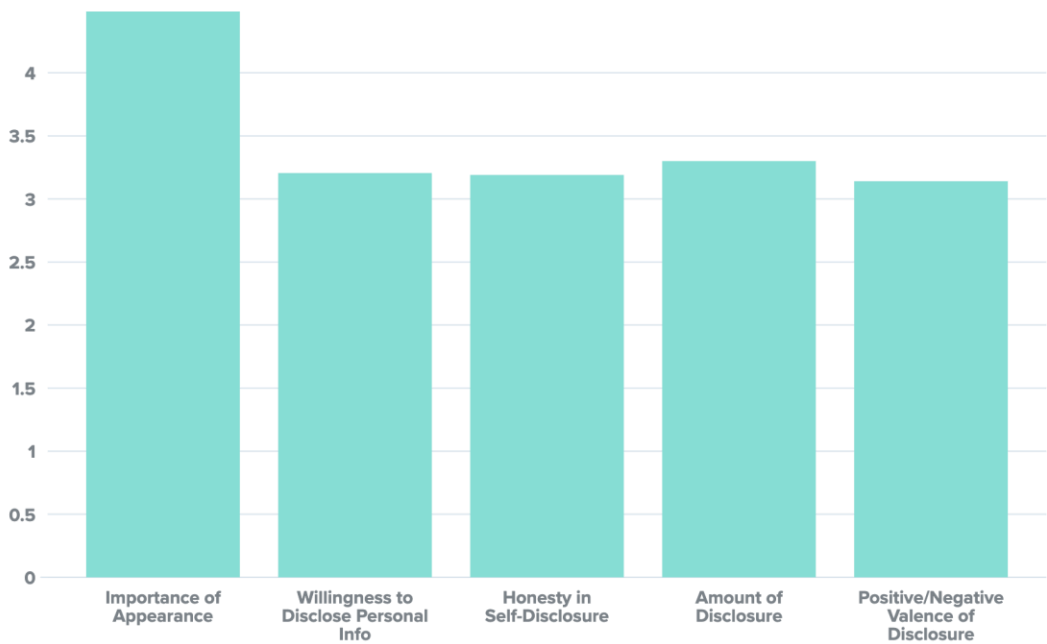
$r=.63$

Moderately Positive Correlation Between Variables

Table 3: Demographics



Average Response per Question Category



| Questions                                                    |                             |                              |                              |                 |                            |                        |            |
|--------------------------------------------------------------|-----------------------------|------------------------------|------------------------------|-----------------|----------------------------|------------------------|------------|
| <b>Have you ever used a dating app?</b>                      | Yes<br>30                   | No<br>9                      |                              |                 |                            |                        |            |
| <b>Are you using a dating app currently?</b>                 | Yes<br>16                   | No<br>23                     |                              |                 |                            |                        |            |
| <b>How old are you?</b>                                      | 18-21<br>35                 | 22-25<br>7                   | Above 25<br>3                |                 |                            |                        |            |
| <b>Indicate your sex</b>                                     | Male<br>15                  | Female<br>32                 | Other<br>0                   |                 |                            |                        |            |
| <b>Indicate the racial category with which you identify:</b> | African-American/Black<br>1 | American Indian/Alaskan<br>0 | Asian/Pacific Islander<br>16 | Caucasian<br>15 | Hispanic or Latino/a<br>10 | Two or more races<br>3 | Other<br>0 |

**Table 4: Background Regarding User's App History**

| Questions                                                                     |              |              |                    |                   |  |
|-------------------------------------------------------------------------------|--------------|--------------|--------------------|-------------------|--|
| <b>How many hours per day do you spend using the internet?</b>                | 1-3<br>10    | 4-6<br>28    | 7-10<br>5          | More than 10<br>5 |  |
| <b>What dating app(s) do you use?</b>                                         | Bumble<br>14 | Tinder<br>35 | Hinge<br>6         | Other<br>4        |  |
| <b>What are you looking for when you use a dating app?</b>                    | Hookup<br>11 | Friends<br>4 | Relationship<br>25 | Other<br>4        |  |
| <b>How many days per week do you spend actively trying to find a romantic</b> | 0            | 1-3<br>28    | 4-6                | everyday          |  |

|                                                                                                                                                                              |                   |                 |                      |                        |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------|----------------------|------------------------|--------------|
| <b>partner<br/>online?</b>                                                                                                                                                   |                   |                 |                      |                        |              |
| <b>How many<br/>hours per day<br/>do you actively<br/>participate in<br/>online dating<br/>activities?<br/>(swiping,<br/>messaging,<br/>updating your<br/>profile, etc.)</b> | 0<br><br>15       | 1-3<br><br>31   | 4-6<br><br>0         | 6 or more<br><br>0     |              |
| <b>Have you ever<br/>had a romantic<br/>relationship<br/>that was<br/>initiated<br/>online?</b>                                                                              | Yes<br><br>19     | No<br><br>27    |                      |                        |              |
| <b>If you have,<br/>what was the<br/>longest</b>                                                                                                                             | Few days<br><br>2 | A week<br><br>0 | A few weeks<br><br>4 | Over a month<br><br>14 | N/A<br><br>0 |

|                                                                                                                                                            |                     |                     |                      |                       |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------|----------------------|-----------------------|--------------|
| <b>romantic<br/>relationship<br/>you initiated<br/>and<br/>maintained<br/>through the<br/>internet?</b>                                                    |                     |                     |                      |                       |              |
| <b>If you have,<br/>how long have<br/>you been an<br/>active<br/>participant of<br/>an online<br/>dating app?<br/>(e.g. Tinder,<br/>Bumble,<br/>Hinge)</b> | 0-3 months<br><br>0 | 4-6 months<br><br>7 | 6-12 months<br><br>4 | Over a year<br><br>11 | N/A<br><br>0 |

Shown Below--> Likert Scale Results:

- mean score from 0.01 to 1.00 is (**STRONGLY DISAGREE**);
- 1.01 to 2.00 is (**DISAGREE**);
- from 2.01 until 3.00 is (**NEUTRAL**);
- 3.01 until 4:00 is (**AGREE**)
- mean score from 4.01 until 5.00 is (**STRONGLY AGREE**)

**Table 5: Importance of Appearance**

|                                                                                                           |                  |
|-----------------------------------------------------------------------------------------------------------|------------------|
| <b>OVERALL SCORE: 4.486 STRONGLY AGREE</b>                                                                | <b>AVG SCORE</b> |
| <b>I am more likely to swipe right on someone whose physical appearance I perceive as attractive.</b>     | 4.64             |
| <b>I am more likely to message someone whose physical appearance I perceive as attractive.</b>            | 4.18             |
| <b>I am more likely to meet my match in person if I perceive their physical appearance as attractive.</b> | 4.64             |

**Table 6: Willingness to Disclose Personal Info**

|                                                               |                  |
|---------------------------------------------------------------|------------------|
| <b>OVERALL SCORE 3.205 AGREE</b>                              | <b>AVG SCORE</b> |
| <b>I would be comfortable giving my match my phone number</b> | 3.18             |
| <b>I would be comfortable giving my match my</b>              | 3.44             |

|                                                                                  |      |
|----------------------------------------------------------------------------------|------|
| <b>Snapchat.</b>                                                                 |      |
| <b>I would be comfortable telling my match where I currently live.</b>           | 3.18 |
| <b>I would never tell this person anything intimate or personal about myself</b> | 3.02 |

**Table 7: Honesty In self-disclosure**

|                                                                                                                                |                  |
|--------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>OVERALL SCORE: 3.19 AGREE</b>                                                                                               | <b>AVG SCORE</b> |
| <b>I am always honest to those I meet online.</b>                                                                              | 3.63             |
| <b>My statements about my feelings, emotions, and experiences to those I meet online are always accurate self-perceptions.</b> | 3.58             |
| <b>I usually tell this person exactly how I feel.</b>                                                                          | 3.05             |
| <b>The things I reveal about myself to those I meet online are always accurate reflections of who I really am.</b>             | 3.41             |
| <b>I am not always honest in my self-disclosures with those I meet online.</b>                                                 | 2.58             |
| <b>I always feel completely sincere when I</b>                                                                                 | 3.31             |

|                                                                                                                                           |      |
|-------------------------------------------------------------------------------------------------------------------------------------------|------|
| <b>reveal my own feelings, emotions, behaviors, or experiences to those I meet online.</b>                                                |      |
| <b>I do not always feel completely sincere when I reveal my own feelings, emotions, behaviors, or experiences to those I meet online.</b> | 2.76 |

**Table 8: Amount of Disclosure**

|                                                                                                       |                  |
|-------------------------------------------------------------------------------------------------------|------------------|
| <b>OVERALL SCORE: 3.3 AGREE</b>                                                                       | <b>AVG SCORE</b> |
| <b>My statements of my feelings are usually brief with those I meet online.</b>                       | 3.5              |
| <b>I usually communicate about myself for fairly long periods at a time with those I meet online.</b> | 3.38             |
| <b>I do not often communicate about myself with those I meet online.</b>                              | 2.97             |
| <b>I don't express my personal beliefs and opinions to those I meet online very often.</b>            | 2.79             |

|                                                                                                               |      |
|---------------------------------------------------------------------------------------------------------------|------|
| <b>When I express my personal feelings about myself to those I meet online, I consciously intend to do so</b> | 3.55 |
| <b>When I reveal my feelings about myself to those I meet online, I consciously intend to do so</b>           | 3.66 |

**Table 9: Positive/Negative Valence of disclosure**

|                                                                                                          |                  |
|----------------------------------------------------------------------------------------------------------|------------------|
| <b>OVERALL SCORE: 3.14 AGREE</b>                                                                         | <b>AVG SCORE</b> |
| <b>I often disclose negative things about myself to those I meet online.</b>                             | 2.46             |
| <b>I usually disclose only positive things about myself with those I meet online.</b>                    | 3.27             |
| <b>On the whole, my disclosures about myself to those I meet online are more positive than negative.</b> | 3.68             |