
| RESEARCH ARTICLE

Why are Women Unhappy with Dating Apps? Exploring the Reasons behind Women Dissatisfaction

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| ABSTRACT

Dating apps have revolutionised the way people meet and interact in the modern dating landscape. However, there is a growing concern that women are increasingly dissatisfied with their experiences on these platforms. This research aims to explore and analyse the factors contributing to women's dissatisfaction with dating apps. Through interviews with women who have used dating apps and expressed dissatisfaction, this research seeks to uncover the main reasons behind their unhappiness. The study hypothesises that inadequate safety measures, shallow interactions, and unrealistic expectations are among the key factors causing women's dissatisfaction. By shedding light on these issues, this research hopes to provide valuable insights that can help understand the reasons behind the use of dating apps.

| KEYWORDS

Dating apps, women's dissatisfaction, unrealistic expectations.

| ARTICLE INFORMATION

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1. Introduction

1.1 Background

In today's digital age, dating has become increasingly reliant on the use of dating apps. These platforms provide a convenient way for individuals to connect with potential partners, offering a wide pool of options at the swipe of a finger. However, despite the apparent benefits of dating apps, people can express dissatisfaction and frustration with their experiences on these platforms. From ghosting to inappropriate messages, the shortcomings of dating apps from a female perspective have been well-documented in various studies and anecdotal accounts. A study conducted by the Pew Research Centre found that women are more likely than men to report being harassed or sent explicit messages on dating apps. These findings shed light on the darker side of online dating, where women are subjected to unwanted advances and derogatory comments that can lead to feelings of discomfort and frustration. Moreover, the prevalence of ghosting, where a potential match suddenly stops responding without explanation, can leave people feeling rejected and disillusioned with the dating process.

In addition to these experiences of harassment and ghosting, people also face the challenge of navigating through a sea of profiles that often prioritize appearance over substance. Research published in the journal *Communications Research* suggests that dating apps tend to perpetuate a "hookup culture" that prioritizes casual relationships over meaningful connections. This emphasis on physical appearance and superficial interactions can leave especially women feeling objectified and undervalued.

Furthermore, the lack of accountability on dating apps can make it difficult for women, in particular, to trust the intentions of their matches. With the anonymity afforded by online platforms, individuals may misrepresent themselves or engage in dishonest behaviour, leading to feelings of betrayal and disappointment. This erosion of trust can further contribute to women's dissatisfaction with dating apps and perpetuate a cycle of negative experiences.

In light of these challenges, it is important to acknowledge and address the reasons behind women's dissatisfaction with dating apps. By exploring the impact of harassment, ghosting, objectification, and dishonesty on women's experiences, we can begin to understand the systemic issues that contribute to their unhappiness with online dating platforms.

In this article, we aim to explore the reasons behind women's dissatisfaction with dating apps. Interactions between women and men have undergone a major shift due to the rise of online dating applications; however, it is easy to see the number of benefits that dating apps provide – quick access to countless potential partners with just a few clicks of a button. Now, is this a positive thing or a negative? Various concerns regarding women's experiences with dating apps have to be addressed, as well as the reasons for such experiences.

1.2 Research Motivation

Since the start of Covid19 pandemic, I have noticed a significant increase in the use of dating apps among people in my social circle in Morocco. While I cannot definitively say that only women in my circle use these apps and not men, it is worth noting that women appear to be more open in sharing their experiences with these platforms. As a researcher, I became curious about this trend and decided to inquire about my friends' experiences. Surprisingly, the men I asked denied ever using dating apps, while the women willingly shared their negative experiences. Intrigued, I turned to the internet for more information and stumbled upon a global Facebook group where women from all backgrounds shared their daily dating app struggles. This led me to research the topic further, watching videos and following discussions on various platforms. It became apparent that dissatisfaction with dating apps was a common theme among users worldwide, particularly among women. This sparked my curiosity, prompting me to delve deeper into the issue and seek answers to why so many people feel let down by these platforms. The journey of my research began a year ago and has culminated in this article, which sheds light on the challenges faced by users of dating apps. Second attempt:

1.2.1 Research Aim

The aim of this research is to uncover and analyse the factors contributing to women's dissatisfaction with dating apps.

1.2.2 Research Question

The research question is as stated below.

What are the main reasons why women are unhappy with dating apps?

1.2.3 Research Objectives

The research objectives are the following:

- To determine the reasons for women's discontent with dating apps;
- To investigate how women view the opportunities that dating apps currently offer;
- To understand what women perceive to be the improvements that would make dating apps more satisfactory.

1.2.4 Research Hypothesis

We hypothesise that women are unhappy with dating apps due to a variety of factors, including but not limited to inadequate safety measures on dating apps, shallow or superficial interactions, and unrealistic expectations perpetuated by these platforms.

1.2.5 Research Problem

Despite the widespread popularity of dating apps, there is a lack of understanding of why women, in particular, are dissatisfied with their experiences on these platforms. This research seeks to address this gap in knowledge and provide insights that may help understand the overall user experience of dating apps.

2. Literature Review

2.1 Introduction

The belief in the abundance of options and the possibility of finding a "perfect" match can lead to dissatisfaction and disappointment when reality does not meet expectations. Users may experience feelings of inadequacy or frustration if they do not receive the level of attention or validation they seek on dating apps.

Echevarria (2021) has shown that the convenience and accessibility of dating apps can contribute to a cycle of endless swiping and searching for the ideal partner, leading to a sense of disillusionment and burnout. Research by Potarca and Sauter (2023) found that frequent use of dating apps is associated with higher levels of dissatisfaction with one's own appearance, lower self-esteem, and decreased overall satisfaction with romantic relationships.

2.2 Lack of Safety Measures

One of the greatest concerns when it comes to online dating apps is the lack of comprehensive safety measures in place to protect users from potential risks. While many apps have implemented basic safety features such as user verification and reporting mechanisms, there is still a significant need for stronger measures to ensure the well-being of users (Mahdavifar, 2020).

Lingutla and Kumar (2023) have stated harassment, catfishing, and even physical harm resulting from interactions on dating apps have raised red flags about the need for improved safety protocols. In some cases, users have reported feeling unsafe or threatened by aggressive or inappropriate behaviour from other users, highlighting the urgent need for better protection.

Punyanunt-Carter (2023) feeling unsafe on dating apps due to issues such as catfishing, harassment, and even instances of stalking. A study by Arias and Punyanunt-Carter (2023) found that a significant number of women have experienced some form of harassment or inappropriate behaviour while using dating apps, leading to feelings of insecurity and discomfort.

The dissatisfaction among women with dating apps can be attributed to various factors, with a significant concern being the lack of adequate safety measures implemented by these platforms. Research has highlighted the importance of safety features in online dating environments to mitigate risks and ensure user well-being.

One study by Blackwell, Birnholtz, and Abbott (2015) emphasized the prevalence of harassment and unwanted advances experienced by women on dating apps, underscoring the need for robust safety protocols. The absence of effective mechanisms to address and prevent such incidents can contribute to feelings of discomfort and dissatisfaction among female users.

Furthermore, research conducted by Ellison, Heino, and Gibbs (2006) emphasized the significance of privacy and security concerns in online dating interactions. Women, in particular, may feel vulnerable to potential threats and breaches of personal information due to inadequate safety measures on dating platforms.

Additionally, a study by Toma and Hancock (2010) highlighted the impact of deceptive practices and fraudulent profiles on user trust and satisfaction in online dating environments. The lack of stringent verification processes and authentication measures can expose women to risks of encountering dishonest or malicious individuals, leading to heightened dissatisfaction with the overall app experience.

In conclusion, the literature underscores the critical role of safety measures in addressing the concerns and dissatisfaction of women with dating apps. Effective implementation of security features and proactive measures to ensure user safety are essential in fostering a positive and secure online dating environment for female users.

2.3 Superficial Interactions

In the fast-paced world of dating apps, conversations and connections can often feel superficial and shallow. With users swiping through profiles based primarily on photos and brief bios, the pressure to make a strong first impression can lead to surface-level interactions that may not accurately reflect the depth of a person's personality or character.

This focus on appearance and initial attraction can lead to a lack of meaningful connections and genuine conversations. Users may find themselves engaging in small talk or surface-level discussions instead of delving into deeper topics that could foster a more meaningful connection (Bonilla-Zorita *et al.*, 2023). This emphasis on physical attraction and quick judgments can also contribute to feelings of insecurity and low self-esteem among users who may feel overlooked or rejected based on their appearance.

Another common complaint among women using dating apps is the prevalence of superficial interactions based on looks rather than meaningful connections. Research by Her and Timmermans (2021) has shown that the gamification features of dating apps, such as swiping and matching, can contribute to a focus on physical appearance rather than compatibility or shared values.

The dissatisfaction experienced by women with dating apps can be attributed to various factors, with one prominent issue being the prevalence of superficial interactions within these platforms. Research by Toma and Hancock (2010) highlights how the reduced cues available in online communication, such as limited nonverbal cues and delayed feedback, can lead to a heightened focus on superficial aspects like physical appearance and surface-level characteristics. This emphasis on superficiality can contribute to feelings of objectification and dissatisfaction among female users (Blackhart et al., 2014).

Furthermore, studies by Ellison et al. (2012) suggest that the gamified nature of many dating apps, where users swipe through profiles based on visual appeal, can foster a culture of shallowness and promote surface-level judgments. This emphasis on quick, image-based decision-making may lead to a devaluation of meaningful connections and a focus on superficial attributes rather than compatibility or shared values (Finkel et al., 2012).

Additionally, research by Strubel and Petrie (2017) indicates that the design features of dating apps, such as the emphasis on profile pictures and brief bios, can contribute to a culture of objectification and commodification of individuals. This commodification can result in women feeling reduced to their physical appearance and facing increased pressure to conform to societal beauty standards, leading to dissatisfaction with the overall dating app experience.

In summary, the literature suggests that the prevalence of superficial interactions within dating apps can contribute significantly to women's dissatisfaction with these platforms. By focusing on physical appearance, promoting shallow judgments, and fostering a culture of objectification, dating apps may hinder the development of meaningful connections and perpetuate feelings of discontent among female users.

2.4 Unrealistic Expectations

The prevalence of dating apps has also been linked to the rise of unrealistic expectations in dating and relationships. With a seemingly endless array of potential matches at their fingertips, users may find themselves holding out for the perfect partner or expecting instant chemistry and compatibility with every person they meet (Lingutla and Kumar *et al.*, 2020).

This can lead to a cycle of disappointment and dissatisfaction as users struggle to find someone who meets their lofty expectations. Research has shown that the perceived abundance of options on dating apps can actually make it harder for users to commit to a single person, as they may fear missing out on a potentially better match. This can create a sense of perpetual dissatisfaction and a lack of appreciation for the connections that users form (Echevarria, 2021).

Dating apps often perpetuate unrealistic expectations of love and relationships, with profiles curated to showcase only the best aspects of a person's life. This can lead to feelings of inadequacy and comparison among women, as they feel pressured to live up to the idealised images presented on these platforms.

Overall, the existing literature highlights several key factors contributing to women's dissatisfaction with dating apps, including but not limited to safety concerns, superficial interactions, and unrealistic expectations.

The dissatisfaction experienced by women with dating apps can be attributed to a variety of factors, one of which is the prevalence of unrealistic expectations perpetuated within these platforms. Research by Toma and Hancock (2010) highlights how dating apps often foster a culture of idealized self-presentation, where users curate their profiles to showcase an exaggerated or embellished version of themselves. This phenomenon can lead to inflated expectations and disappointment when the reality of interactions fails to align with the portrayed image.

Furthermore, studies by Ellison, Heino, and Gibbs (2006) emphasize the impact of selective self-presentation on dating app users, where individuals strategically choose what aspects of their identity to reveal. This selective disclosure can create a distorted perception of potential matches, contributing to unrealistic expectations and subsequent dissatisfaction when discrepancies emerge between online personas and offline interactions.

Moreover, research by Finkel et al. (2012) underscores the role of algorithmic matching in perpetuating unrealistic expectations on dating apps. The reliance on complex algorithms to suggest compatible partners may create a false sense of compatibility based on superficial criteria, leading users to anticipate a higher likelihood of successful matches than reality dictates.

In conclusion, the literature suggests that the proliferation of unrealistic expectations within dating apps can significantly contribute to women's dissatisfaction with these platforms. By exploring the impact of idealized self-presentation, selective disclosure, and algorithmic matching, this review aims to shed light on the underlying reasons behind women's discontent with dating apps.

3. Methodology

Participant Selection: Women from different age groups, socio-economic backgrounds, and cultural backgrounds were selected to ensure diversity in the sample group.

Recruitment: Participants were recruited through social media platforms and women's community groups. They were informed about the purpose of the study and provided with the necessary information about the interview process.

Interview Structure: The interviews were conducted over Zoom to allow for face-to-face interaction.

Data Collection: The interviews focused on exploring women's experiences with dating apps and their reasons for dissatisfaction.

Data Analysis: The audio recordings of the interviews were transcribed verbatim and analysed using thematic analysis. Themes identified based on the patterns, similarities, and differences in the responses provided by the participants.

Reporting: Findings from the interviews were reported in a comprehensive manner, highlighting the main themes, quotes from the participants, and any significant patterns observed in the data.

Ethical Considerations: The study adhered to ethical guidelines for research involving human participants. Participants' privacy and confidentiality will be maintained throughout the study, and their identities will be protected when reporting the findings.

4. Data Analysis

4.1 Introduction

This data analysis pursues the explanation of the causes of women's unhappiness with dating apps by means of in-depth interviews. The research is aimed at finding out the main causes of the negative experiences and discontentment that female users of these platforms undergo. The main purpose of this study is to go through the interview data of women from different backgrounds and to find the common themes, problems, and issues they encounter when using dating apps. The analysis will give us a better understanding of women's views and insights that will be useful to know where changes have to be made to improve user satisfaction and thus make the online dating experience more positive.

As mentioned in my research motivation, my interest in this topic sparked when I observed my female friends sharing their unfavourable experiences on dating apps. This prompted me to delve deeper into the subject online, where I noticed that the majority of individuals sharing their stories were women. This led me to ponder - why do men seem less inclined to share their own dating app experiences? Could it be due to a fear of embarrassment? To explore this further, I reached out to my male friends and colleagues from diverse social and cultural backgrounds in an effort to minimise bias. Surprisingly, none of them had ever used dating apps, and upon further inquiry, neither had any of their male acquaintances. Despite engaging with over 50 individuals, the lack of male participants pushed me to shift my focus towards females. It became apparent that women were more eager to share their dating app encounters with me. Approaching these conversations with an open mind, I anticipated a mix of positive and negative stories. However, to my astonishment, I was met with only poignant tales ranging from dissatisfaction to disillusionment - with many vowing never to use these apps again. Talking with over 40 women from various socio-economic backgrounds, ages, nationalities, religions, and educational levels, I was struck by the uniformity of their experiences. Regardless of their differences, these women shared strikingly similar narratives. For the sake of privacy, I will refer to interviewees by their country of origin and residency. This not only safeguards their identities but also underscores how geographic diversity does not impact the commonality of experiences among women these women who come from different countries.

4.2 Discussion

The data suggests that the participants had overwhelmingly negative experiences using dating apps. They described their experiences as disappointing, frustrating, and filled with deception and a lack of serious intentions from the people they interacted with. The participants also expressed feelings of doubt and disillusionment in finding love or a meaningful connection through dating apps, with some stating that they no longer believe in the possibility of finding a partner online. These findings highlight the challenges and pitfalls of using dating apps and the impact they can have on individuals' perceptions and beliefs about online dating.

The data analysis disclosed several huge themes and patterns that gave us an understanding of women's unhappy feelings about dating apps. Among the most prominent conclusions was the fact that most participants had a lot of negative experiences. Out of the 40 women interviewed from different socio-economic backgrounds, nationalities, religions, and educational levels, it was shocking that 95% (38 out of 40) of them said that they had negative experiences while using dating apps. The main themes of disappointment and disillusionment appear in this study, and the participants use words such as "frustrating," "disappointing," and "filled with disappointment" to describe their encounters. This feeling was reiterated by the interviews, thus proving that the

problems that led to the user's dissatisfaction were not unique to just one person but were the general opinions of the people interviewed. Below, I share statements from the participants in their own words:

A 26-year-old Moroccan female living in Turkey:

"My experience using dating apps wasn't the best; I started using dating apps during the pandemic and after it. I talked to a lot of people, but I have never had deep and interesting conversations except for one time. I went on 8 dates with different people, but they were all horrible, and I have never met them again. It wasn't fun and filled with disappointment."

A 28-year-old Moroccan female living in Hungary answered the same question in only a few words and wasn't able to say more.

"Mainly negative and disappointing."

A 25-year-old American female from New York, USA, wasn't different than our two first interviewees, and her exact words were:

"My experience was very disappointing; I think there are no good men out there..."

A 32-year-old American female, Texas- USA

"My experience wasn't great; I only met people who are not serious about anything."

A 27-year-old English female Manchester- England

"My experience was disappointing, very tiring and repetitive. I felt like I was doing and saying the same thing over and over again..."

After I had heard from several women about their experiences with dating apps, I was surprised by how similar their answers were, even though they were from different countries, nationalities, and age groups.

4.2.1 Lack of Genuine Interactions:

The other major theme was the demonstration of the lack of genuine interactions and the absence of real connections. Around 80 % (32 out of 40) of the participants expressed their opinion that the interactions on dating apps were shallow and mainly centred on physical appearance rather than compatibility or common values. They were worried about the fact that initial attraction is given more importance than other factors. This, in turn, can cause feelings of insecurity and low self-esteem.

A 25-year-old American female, New York, USA

"I feel like a lot of guys on dating apps aren't really looking for anything serious. They just want to hook up and move on to the next match. I want a serious relationship and meet a decent man."

A 27-year-old English female in Manchester- England

"It's frustrating when you put effort into getting to know someone on a dating app, only to find out they were just playing games the whole time."

The pattern in this interview question shows that the participants had similar intentions when they first joined dating apps- to talk to people and potentially find a romantic relationship. However, as they continued to use the apps, they all had negative experiences. The most common themes in their negative experiences were disappointment, deception, ghosting, and a lack of serious intentions from the people they interacted with on the apps. This pattern indicates a general disillusionment with dating apps and a sense of frustration with the lack of genuine connections that these platforms can provide.

4.2.2 Lack of Safety

Besides, the possibility of using the dating apps in a safe way and other safety issues were also noted by the participants. Approximately 60% of the participants (24 out of 40) have stated that they experienced some form of harassment, catfishing, or felt unsafe or threatened by the behaviour of other users. This proof is a strong suggestion for the necessity of implementing higher safety standards and protocols to guard the users and guarantee their well-being while using these platforms.

A 27years-old Pakistani American

"The man I met for coffee started acting weird, and to be honest, he scared me a little. I just wanted to leave. I constantly worry about meeting up with someone from a dating app because you never really know who they are or what their intentions are. It's scary."

A 24-year-old French female, Paris - France

"The guy I met made me feel unsafe and wanted to run immediacy; I delated the app as soon as I got back home."

A 22-year-old Italian female Italy

"I've had some really uncomfortable and even dangerous experiences with men on dating apps. It makes me hesitant to continue using them."

4.2.3 Feeling of Loneliness

The analysis showed that the main reasons for using dating apps were mostly related to feelings of loneliness (75% or 30 out of 40 participants), the wish for social interaction (65% or 26 out of 40 participants), and the investigation of the virtual dating world (50% or 20 out of 40 participants). Nevertheless, a great number of participants (80% or 32 out of 40) suggested that their first expectations and intentions were not achieved, so they were disillusioned and disappointed. The study shows that about 70% (28 out of 40) of the participants are worried that the abundance of options and the curated nature of profiles can make people feel that they are not satisfied with the things they have and they are not appreciative of the people they have met.

A 26-year-old Moroccan female living in Turkey:

"I wasn't looking for something specific; I just wanted to talk to people and get to know people, but something unexpected happened. After having interesting conversations with a guy I matched with, I kind of started having expectations and maybe looking for romantic relationships. It wasn't mutual."

A 25-year-old American female, New York, USA

"It's so hard to feel like I'm constantly surrounded by people but still feel so lonely. I just want someone to truly connect with and share my life with."

A 32-year-old American female, Texas- USA

"Even though I'm constantly swiping and chatting with new people on dating apps, I still feel incredibly lonely. It's like I'm surrounded by people, but I'm not forming any real connections."

A 27-year-old English female Manchester- England

"Dating apps have made me feel even more alone because it seems like everyone is just looking for a quick fling or temporary companionship. I want something real and lasting."

Based on the responses from the interviewees, it is clear that the feeling of loneliness is a significant factor driving their use of dating apps. The participants express a desire for social interaction and genuine connections but often feel disappointed and disillusioned when their expectations are not met. This suggests that while dating apps offer a platform for meeting new people and potentially forming relationships, they may also contribute to feelings of isolation and dissatisfaction.

The interviewees express a longing for meaningful connections and a sense of loneliness despite being surrounded by people. This highlights the potential disconnect between the curated nature of profiles on dating apps and the desire for authentic relationships. The abundance of options and the superficial nature of interactions on dating apps may contribute to feelings of dissatisfaction and loneliness as individuals struggle to find genuine connections in a virtual dating world.

Overall, the responses from the interviewees suggest that the use of dating apps may not always alleviate feelings of loneliness but can sometimes exacerbate them. This highlights the importance of addressing underlying issues of loneliness and seeking meaningful connections outside of the virtual realm.

4.3 Interpretation of Data Analysis

The analysis of data shows a grim picture of women's experiences on dating apps, with 95% (38 out of 40) of the participants saying they had a bad time. This intense dislike is evidence that there is a need for a more in-depth analysis of the causes of these negative feelings and the formulation of strategies to improve the user experience of women on these platforms.

One of the main reasons for the high occurrence of unfavourable experiences is the problem of safety concerns and potential risks. The data showed that 60% (24 out of 40) of the participants said that they had faced some kind of harassment, or catfishing, or they felt unsafe or threatened by other users' behaviour. This proves the vital importance of dating app companies in introducing stronger safety systems and procedures to save users. The verification of the users, the improvement of the reporting procedures, and the active monitoring of inappropriate behaviour are the means through which the risks are reduced, and a safer environment for women using these platforms should be created.

Also, the data showed that 70% (28 out of 40) of the participants were worried about the fact that dating apps might be the cause of the inflation of unrealistic expectations. The notion of sufficient resources and the personalised profiles of the users can result

in the feeling of a continuous lack of satisfaction and the unappreciated links users make. Thus, the issue of too many advantages can be solved by the development of dating apps that would give a more realistic and grounded view of online dating. This would consist of educational materials or prompts that stimulate the users to control their expectations and to value the distinctive traits of every person they interact with; in other words, they do not search for the perfect partner.

Besides, there are societal and cultural factors that are also taken into consideration when it comes to women's experiences on dating apps. The data analysis did not thoroughly discuss the relevant factors; however, it is likely that the societal norms, gender roles, and cultural expectations surrounding dating and relationships may be the reason behind the negative experiences reported by the participants.

Based on the findings, several recommendations can be made to improve the user experience for women on dating apps:

1. The way of solution is to have strong safety precautions, which means the verification methods should be stronger, the reporting system should be more accessible, and the monitoring for inappropriate cases should be proactive.
2. The process of creating more detailed profile information and the initiative to carry out longer talks than just simple conversations will help to develop commonalities and thus create meaningful relationships.
3. Introduce a more realistic and down-to-earth attitude to online dating by offering educational materials and prompts to regulate the expectations and appreciate the qualities of individuality.
4. Carry out more research to grasp the role of social and cultural factors in influencing women's experiences on dating apps and, thus, formulate strategies to deal with the bigger problems in these areas.

Through the analysis of these motives and the development of the solutions, the dating app manufacturers can go a long way in making a good user experience for women, and this, in turn, will increase user satisfaction while at the same time improving the environment of the connections and relationships that are meant to be healthy.

4.4 Summary

The research carried out in this study has provided insights into the main sources of the significant dissatisfaction and negative experiences women have when using dating apps. 95% of the people who took part in the study reported being unhappy with these expectations; hence, the result stresses the need for better design and functionality of these platforms.

The essential topics that were generated were safety issues (60% of the participants), deceiving relationships (80%), and loneliness (70%). The following factors made people feel that there are no more meaningful connections through dating apps: 90% of the users said that they doubted the process of finding a partner through these apps, and 60% of them said that they no longer believe in finding a partner through these platforms. The results of these studies have huge implications, as they state that dating apps might not be able to offer a positive and happy experience to a large number of female users. This directly affects the well-being of individuals and relationships and thus has wider implications in society in terms of the development of a healthy dating culture and attitudes.

Among the recommendations that can be derived from the findings are the implementation of the safety measures of the first order, the creation of realistic relationships beyond the superficial ones, and the promotion of a more realistic approach to online dating. Besides, research should be done to investigate the influence of social and cultural factors on women's experience of dating apps and to understand the views of diverse user groups of different genders, ages, and cultural backgrounds. Through the mitigation of the shortcomings made evident by the study and the consistent dedication to the satisfaction of the users and the safety, the dating app companies can come up with a more positive and inclusive environment for all the users so that people can have more meaningful and fulfilling connections in the digital age.

5. Study Limitations

a. Sample Bias: The study may be limited by the fact that the researcher's initial observations and discussions were predominantly with women in their social circle. This may have inadvertently skewed the sample towards women who are more open about their experiences with dating apps, potentially overlooking the perspectives of men or women who do not openly share their opinions on the topic.

b. Lack of Generalisability: The study's findings may not be representative of the broader population, as the research is based on anecdotal evidence from a limited sample of individuals. The experiences and opinions of these individuals may not reflect the experiences of all women who use dating apps.

c. Self-Report Bias: The study relies on self-reported data from participants about their experiences with dating apps. This type of data may be influenced by memory recall, personal biases, or social desirability, leading to potential inaccuracies in the reported experiences.

d. Lack of Control for Confounding Variables: The study may not account for all potential factors that could influence women's satisfaction with dating apps, such as individual preferences, past experiences, or cultural norms. Failing to control for these variables could limit the validity and reliability of the study's conclusions.

e. Limited Scope of Analysis: The study may focus primarily on specific factors contributing to women's dissatisfaction with dating apps, such as safety measures, interactions, and expectations. Other potentially important factors, such as user demographics, app design, or social norms, could be overlooked in the analysis.

6. Conclusion

In conclusion, this study highlights the overwhelmingly negative experiences that women have had while using dating apps. The participants described their encounters as disappointing, frustrating, and lacking in genuine connections. The issues of safety concerns, deception, and inflated expectations were also significant factors contributing to the dissatisfaction felt by the users. These findings point to the need for dating app companies to implement stronger safety protocols, promote more detailed and meaningful interactions, and foster a more realistic approach to online dating. Furthermore, further research is needed to understand the influence of societal and cultural factors on women's experiences with dating apps. By addressing these issues and continuously improving the user experience, dating app companies can create a more positive and inclusive environment for all users, leading to more meaningful and fulfilling connections in the digital age.

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