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Bidding on a “biddie”: Social Exchange and Online Dating

Arrington Stoll

University of Wisconsin-Milwaukee

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BIDDING ON A "BIDDIE": SOCIAL EXCHANGE AND ONLINE DATING

by

Arrington Stoll

A Dissertation Submitted in

Partial Fulfillment of the

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ABSTRACT

BIDDING ON A "BIDDIE": SOCIAL EXCHANGE AND ONLINE DATING

by

Arrington Stoll

The University of Wisconsin-Milwaukee, 2017
Under the Supervision of Professor Mike Allen

The emergence of dime dating, while relatively new, has received a good deal of attention from the popular press. With the new process of dime dating, more individuals seeking and initiating romantic relationships are becoming curious of the cost-benefits of dime dating. Despite the increased popularity of dime dating, little is known concerning the processes by which individuals communicate rewards and costs, and how the principles of social exchange apply as individuals maximize mutual relationship rewards. This study provides a starting point for understanding the dime dating process.

A sample of 212 participants was divided into not-for-profit dating participants (196) and for-profit dating participants (16). The participants responded to sets of structured survey questions that focused on the rewards, costs, satisfaction, commitment, alternatives, investment, and communication within online dating. The data from the surveys were analyzed for each hypothesis and research question using for-profit dating

participants, not-for-profit dating participants, and the combined total of all participants.

Hypothesis 1-5 were tested through the correlation between satisfaction and (a) costs/rewards difference, (b) rewards/alternatives difference, (c) costs/alternatives difference, (d) investments/costs difference, and (e) investments/alternatives difference.

For research question 1, a multiple regression (using the predictors of alternatives, investments, and satisfaction) analyzed the investment model after removing the influence of demographics [biological sex, income, education level, relational status, sexual identity].

Lastly, for research question 2, a hierarchical multiple regression evaluated the predictors of costs, rewards, alternatives, investments, commitment and communication to analyze the best estimators of relational satisfaction.

Results indicated that the processes by which individuals communicate rewards and costs in for-profit and not-for-profit relationships are governed by social exchange theoretical principals and the investment model, which depicts a clear correlation among cost-benefit scale factors including communication, commitment, investment, rewards, satisfaction, costs, and alternatives. The correlations contribute to the understanding of the cost-benefit prospects of dime dating, relative to traditional online dating.

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CHAPTER 1: INTRODUCTION AND LITERATURE REVIEW

The process of courtship has taken a variety of forms throughout history and across cultures. In most Western cultures, romantic relationships are voluntary (Brown, Feiring, & Furman, 1999). However, some individuals enter into arranged relationships while other individuals date. Individuals can identify a partner through traditional dating by meeting a variety of friends and potential romantic partners within existing social structures (e.g., grocery store, church, neighborhood, school, bar). Also, individuals meet potential partners using non-traditional outlets such as chat rooms, online dating websites, and social media.

A relationship describes "an ongoing pattern of association and interaction between two individuals who acknowledge some connection with each other" (Brown, Feiring, & Furman, 1999, p. 3). Partners may be chosen for a relationship based on compatibility, using a combination of intuition, feelings, or attractiveness (Brown, Feiring, & Furman, 1999).

Consider the scenario of a well-dressed person approaching a date's front door, handing the date flowers or some gift of appreciation. The couple met because of a close mutual friend at a work function a couple of weeks prior. The two go out on a date at an elegant restaurant and engage in conversation. After dinner, the one person pays for the meal, drives the date home, thanks the date with a warm smile and expresses an interest in

looking forward to another date. They repeat the process on a regular basis, leading to courtship and marriage. This scenario may seem ordinary for some, but for others, this dating process is something out of the past. Instead, using technology now represents the process of dating and finding a partner (Lucas, 2015).

The Internet is entwined in everyday life and represents a popular place for single individuals to meet a potential romantic partner. Previous research reports that nearly half of college students know someone entering into a marriage or long-term relationship after meeting someone using online dating (Smith, 2016). Of the individuals using online dating, 80% agree with the statement describing the process as a good way to meet people (Smith, 2016). Online dating altered the landscape of modern courtship for many singles because of the resources available to look for the perfect partner expand the pool of eligible mates. Current online dating contexts present researchers with a unique way to study interpersonal relationships beginning online and then continuing to face-to-face.

During interpersonal interactions, individuals calculate the rewards and costs of a specific action (Sprecher, 1998), and individuals try to maximize rewards and minimize costs (Stafford, 2008). Within all relationships, the nature of the specific relationship influences the exchange of resources (e.g., love, compassion, money, tangible goods).

Receiving a reward given voluntarily by another person still creates a sense of obligation for repayment (Blau, 1964; Sprecher, 1998).

Recently, the notion of dating economics or “dime dating” provides an enticing alternative to traditional online dating websites (ODS). Dime dating involves one individual receiving compensation for going on a date (Stoll & Kulovitz, 2013). Compensation may include monetary bidding for a first date, the exchange of goods such as vacations, or the negotiation of generous support for a mutually beneficial relationship. While interpersonal interactions are traditionally guided by the calculations of costs and rewards, dime dating, a new controversial approach to meeting potential partners, changes the way individuals meet. This way is based much more heavily on expectations prior to meeting a dating partner.

Interpersonal relationships involving the exchange of goods and services have previously been studied in Asian cultures under the name, “compensated dating” (e.g., Chu & Laidler, 2016; Lee, Shek, & Busiol, 2016; Lee & Shek, 2013). However, the practice of compensated dating is commonly associated with terms such as teenage sex work (Lam, 2003) or casual teen prostitution (Ho, 2003), and the word client is typically associated with a partner (Lee & Shek, 2013, McCoy, 2004). The literature on costs and rewards within interpersonal interactions has not been concerned with monetary bidding and exchanging

of goods and services for first dates (i.e., dime dating) in Western culture. With dime dating emerging as a new way to initiate dates, understanding this controversial form of dating enables researchers to uncover how the calculations of costs and rewards motivate individuals to participate in this type of interpersonal relationship, and the perceptions of the modern dating scene.

However, extensive interpersonal communication research exists exploring romantic relationships and communication between relational partners. Since the advent of computer-mediated communication, social network sites, ODS, and other virtual communities, research has shifted to explore how individuals communicate in technological environments (Ben-Ze'Ve, 2004; Craig & Wright, 2012; Fox & Warber, 2013; Fox, Warber, & Makstaller, 2013; Hand, Thomas, Buboltz, Deemer, & Buyanjargal, 2013; Mansson & Myers, 2011; Mod, 2010; Sosik & Bazarova, 2014; Stewart, Dainton & Goodboy, 2014; Tong & Walther, 2010). The different places where people meet online set different expectations; the "kind of meeting place indicates the kinds of people who gather there, the commonalities they share, their first impressions, and the nature of their initial contact" (Baker, 2008, p. 164). With the variety of different places that people can meet, and with each place presenting different expectations, researching dime dating adds to the

understanding of how this type of meeting place dictates the type of environment and the expectations of anticipated goals and rewards.

This current study seeks to offer contributions to this new area of inquiry by coupling the theory of social exchange and the investment model, drawn from communication studies and behavioral economics, with the idea of dime dating. The central argument of this study is that dime dating is changing the way we meet potential partners through the explicit exchange of costs and rewards. Therefore, contending that engaging in dime dating may prove to create a new type of dating experience in the search for a potential partner.

Traditional Online Dating

Online dating provides an avenue for the development of interpersonal relationships. Online dating uses websites designed to facilitate interactions with the purpose of finding short-term or long-term romantic partners (Toma, 2016) and has become an accepted common way to search for a partner (Masden & Edwards, 2015). The appeal of ODS in comparison to traditional face-to-face dating is the freedom of self-presentation (Masden & Edwards, 2015). The internet provides individuals with a way to carefully choose how the individual wants to be portrayed, and which character or personality traits are highlighted. Also, the communication between potential partners on ODS is only between two individuals through the use of messaging or chats sent privately to and from each individual

(Masden & Edwards, 2015). In traditional face-to-face dating, there is a lack of privacy because individuals are present and allowed to hear the details of romantic encounters whether firsthand or through another individual (Masden & Edwards, 2015). The aspect of enhanced privacy is not typically present in the real world, face-to-face dating situations in comparison to the privacy and anonymity provided by online meetings. Lastly, using ODS allow individuals to weed out potential partners lacking the characteristics they desire through the use of matching techniques (Finkel, Eastwich, Karney, Reis & Sprecher, 2012). ODS use individualized mathematical algorithms to find potential partners for users: “these matches are presented to the user not as a random selection of potential partners in the local area but rather as potential partners with whom the user will be especially likely to experience positive romantic outcomes” (Finkel, et al., 2012, p. 6). The efficiency and increased probability of finding a quality partner provided to individuals in comparison to traditional face-to-face dating are appealing aspects of ODS. Freedom of self-presentation, a higher level of privacy when communicating, the ability to find a partner an individual would not normally have access to, and increased probability of finding a quality partner has attracted an exponential number of people to ODS.

Recent years continue to see exponential growth in the popularity of ODS, especially for two age groups: the youngest adults and older adults (Smith, 2016). Approximately 27%

of adults ages 18-24 have used online dating sites; this has tripled in the last two years (Smith, 2016). The number of adults ages 55 to 64 using ODS has doubled over the last two years with 12% using online dating sites (Smith, 2016). Online dating mobile app use increased, with 5% of 18 to 24-year-olds reported using dating apps in 2011 increasing to 22% in 2016 (Smith, 2016). Also, one third of individuals married between 2005 and 2012 met online (Cacioppo, Cacioppo, Gonzaga, Ogburn & VanderWeele, 2013). The growing popularity makes internet the second most likely way to meet a partner (Rosenfeld & Thomas, 2010). Additional research on online dating has focused on self-presentation (Ellison, Heino, & Gibbs, 2006; Gibbs, Ellison, & Heino, 2006; Toma, Hancock, & Ellison, 2008; Toma & Hancock, 2010a), self-disclosure (Gibbs, Ellison, & Lai, 2011), uncertainty reduction (Gibbs et al., 2011), attraction (Hefner & Kahn, 2014), expectations (Houran & Lange, 2004), deception (Toma & Hancock, 2010b; Toma & Hancock, 2012), the market metaphor in online dating (Heino, Ellison, & Gibbs, 2010), and the construction of values in online and offline dating discourses (Manning, 2014).

In addition to the common ODS such as *Match.com*, *eHarmony*, *Zoosk*, and *Plenty of Fish*, the online dating market has expanded to service niche markets for individuals who identify as Christian, Jewish, Gothic, Vegan, or Farmers, among others. Online dating permits individuals to find persons with shared interests, essentially cutting out the work to

search for the “perfect” partner (Whitty, Baker, & Inman, 2007). Although ODS vary in how the sites connect users with partners, it is now easier than ever for individuals to find specifically what they want by being connected to databases full of potential partners. In addition, while ODS may vary in name, the different ODS are still very similar in terms of structure. The first step for joining an ODS is setting up a profile.

Similar to newspaper personals (but with much more information) individuals construct a profile, describing themselves and often providing photographs of themselves and sometimes sound bites and video. Users typically have to pay to use this service and once they identify a person whose profile they like, online contact is made through the system to gauge whether the other individual might also be interested. From there, individuals typically organize to meet face-to-face. (Whitty & Carr, 2006, p.4)

The process of creating a profile, searching for and evaluating the profiles of other individuals, and initiating interaction online (Heino et al., 2010) follows a similar formula across the numerous companies worldwide that run online dating sites. Depending on the ODS, a profile could include demographic information, likes and dislikes, the type of partner and relationship one is seeking and photos (Couch, 2006). For websites focused upon

connecting individuals for sex, a profile typically includes sexual preference, sexual orientation, and specific sexual likes and dislikes (Couch, 2006).

However, online dating challenges the traditional norms of romantic courtship. Heino et al. (2010) explored how the marketplace metaphor applies to online dating, examining how participants assess themselves, assess others, and make decisions about which individual(s) to pursue romantically. Results revealed a salient marketplace metaphor for individuals using online dating websites. Over half of participants used marketplace metaphors during interviews with the researchers. Participants compared online dating to an economic transaction, using language about shopping and purchasing. Themes of assessing other's market worth, determining one's own market worth, shopping for perfect parts, maximizing inventory, and calibrating selectivity arose (Heino et al., 2010).

The metaphor of online dating as a marketplace where individuals can shop for a potential romantic partner seems to be clear, and is expected to evolve as online dating increases in popularity. In a study conducted by Long (2010, p. 206), online dating was described using the analogy of shopping,

I think [shopping] is a perfect analogy for it. I can pick and choose; I can choose what size I want, it's like buying a car, what options am I looking for. I can test drive it, eh it's not really my fit, I'll put it back and go try another car.

The online dating metaphor is synonymous with the current materialistic culture. For example, an online dating profile can be updated any time and serves the purpose of an individual's "own personal shop window" (Henry-Waring & Barraket, 2008, p. 21), a personal sales pitch or promotional device, the aspect of self-presentation and the representation of products (potential partners) (Whitty & Carr, 2006). The marketplace metaphor associated with online dating is even more prevalent and exemplified in dime dating.

The Mating Marketplace of Dime Dating

Dime dating, also known as for-profit dating, is an ODS where the exchange of money, services, and gifts for time spent with attractive individuals occurs. Dime dating is altering the traditional ways of modern courtship as it skips the basic dating initiating stage because of the offer of money or tangible goods (Kulovitz, 2017). Economic thinking can be used to support judgments about the "goodness" of social actions such as understanding the mechanics of how individuals communicate and interact (Boulding, 1977). In other words, individuals analyze the tradeoffs made in dime dating relationships in every interaction by looking at what is given up in comparison to what is received.

The concept of a marketplace represents different aspects of life (e.g., labor relationships, religious and charitable institutions, political structures, prostitution), including relationships such as dime dating. Boulding (1977), states that "the concept of the market

can be generalized to that of the opportunities open for selecting and switching reciprocity partners” (p. 812). The concept of a market is seen through individuals meeting new people and initiating and ending relationships. An individual might stay with their partner and decide that the alternatives are not worth ending the relationship, while another individual might start dating someone new because of an imperfection with their previous partner.

Imperfections may arise out of ignorance of alternatives or out of diversity of reciprocity offerings. I may be forced to stay with my present reciprocity partner either because I do not know of any others that are better or because there are no others that are better, simply because I have got the best (for me), and all the others are different. (Boulding, 1977, p. 812)

Imperfections in the marketplace range based on many different factors such as societal expectations, institutions, or taboos. Considering the concept of online dating as a “marketplace” several websites using the dime dating principles will be discussed.

Dime Dating Websites. Emerging into the realm of ODS are now self-proclaimed “dating auction” websites founded by Brandon Wade. In order to have an adequate understanding of these websites in the context of dime dating, first, What’s Your Price will be discussed, second, Miss Travel, and third Seeking Arrangement.

What's Your Price. *WhatsYourPrice.com* claims to level “the playing field for men and makes dating more rewarding for women” (whatsyourprice.com, para. 2, 2016a). Such websites distinguish between “attractive” users, typically women, and “generous” users, typically men. Members must be 18 years old to join the website, to then create a personal profile, sharing personal information like other ODS, and designate themselves as either an “attractive user” or “generous user.” Next, generous users browse the profiles of attractive users and try to find one of interest to take on a date. The generous user places a monetary bid on the attractive user. Attractive users may review the bids from generous users, accept or decline a bid, or set a price for a date. Creator, Brandon Wade, claims,

WhatsYourPrice.com is taking the science out of dating, because really, it's all about economics. Dating is about supply and demand, quality over quantity. We know what it takes to capture the attention of a beautiful girl, but after that first date, the rest is up to you. (whatsyourprice.com, para. 4, 2016a)

Miss Travel. Similarly, online dating website *Miss Travel.com* facilitates the exchange of vacations for dates. Users create a personal profile, providing a profile picture, designating themselves as an “attractive” traveler or “generous” traveler and provides three options for trip offer types and payment features such as “I'll pay for you”, “pay for me”, and “50/50” (misstravel.com, para. 5, 2016). Attractive travelers are adventurous and

open minded people who love to travel, but they lack the budget to do so alone and are looking to meet generous travelers who are willing to pay. As an attractive member and if you are a female member, you get to use the “basic website features 100% free” (misstravel.com, para. 1, 2016). After creating a personal profile, generous members create trips or vacations they are planning to go on, and attractive members create trips they would like to go on, including information such as location, duration of the trip, and a description that will be visible on the profile. Next, travelers browse profiles and trips of other travelers. If a user finds an individual of interest, they begin a conversation on the website. Finally, once an attractive traveler and generous traveler connect and agree on a trip, the individuals exchange contact information and communicate to plan the details of the trip. *Miss Travel* does not run background checks on users but does encourage the use of common sense when meeting strangers online as well as provide travel and safety tips (misstravel.com, para. 7, 2016).

Both *What's Your Price* and *Miss Travel* claim to be strictly an online dating service for individuals looking for dates. However, the exchange of currency or goods for dates suggests a similarity to escorting, or prostitution in that individuals are exchanging money/goods for a romantic relationship that may include sex. Yet, the exchange is

fundamentally different than prostitution because the exchange of money/goods is emphasized not to guarantee sexual interactions.

Seeking Arrangement. With over five million active members, *SeekingArrangement.com* facilitates a “relationship on your terms where beautiful, successful people fuel mutually beneficial relationships” (seekingarrangement.com, para. 1, 2016a). The website defines an arrangement as a place “where people are direct with one another and stop wasting time. It allows people to immediately define what they need and want in a relationship” (seekingarrangement.com, para. 5, 2016b). On the website, an individual will self-identify as either a “sugar daddy” or “sugar baby.” A sugar daddy is a man or a woman that knows what (s)he wants, is driven, financially stable, and generous when agreeing to support a sugar baby because they enjoy having attractive people by their side. A sugar baby is an individual who wants nice material possessions, trips, gifts, and wants to experience a “luxurious lifestyle, and meet wealthy people on a regular basis” (SeekingArrangement.com, para. 7, 2016b). *Seeking Arrangement* does not have specific regulations over how people structure their mutually beneficial relationship. Some individuals are interested in an allowance type relationship, some seek traditional boyfriend-girlfriend relationships, while others may strictly want to go on exciting dates. A sugar daddy can pamper a sugar baby by providing them with allowances, college tuition,

expensive gifts, exotic trips, mentorship, sex, as well as other agreed upon elements. While a variety of “sugar daddy” sites or platforms exist, the majority follow the same structure where wealthy sugar daddies and attractive sugar babies seeking mutually beneficial relationships.

While dime dating is heteronormative because of the ODS subtly promoting women as the attractive members and men as the generous members (Kulovitz, 2017), the idea of wealthy older people supporting struggling younger individuals involves nothing revolutionary. However, the arrangement of an older individual supporting a younger individual is changing the way individuals meet and agree upon first dates by resembling an online marketplace by communicating contractual service relationships in return for the exchange of money, tangible items, or services; essentially, an interpersonal transaction. Given the relational context, social exchange frameworks are very relevant in dime dating relationships in order to further the understanding of why two people choose each other, and which person has more influence given the exchange of costs and rewards. The next section, will discuss two specific social exchange frameworks with particular relevance to the online dating “marketplace” and identify the hypotheses and research questions.

Social Exchange

A social exchange framework is any model or theoretical approach that focuses on the material or symbolic exchange of resources between individuals and/or uses one of the concepts of costs, rewards, reciprocity, and equity (Sprecher, 1998). The social exchange framework is both a sociological and social psychological perspective which explains stability and change as a process of communicating exchanges between parties. This framework is one of the major theoretical perspectives in the arena of social psychology and communication studies since the early writings of Blau (1964), Homans (1961), Emerson (1962, 1972), Altman and Taylor (1973), Burgess and Huston (1979), and Thibaut and Kelley (1959). The most basic premise of any social exchange framework is: individuals remain in relationships only as the perceived rewards from the relationship exceed the perceived costs of continuing to participate in that relationship. Further, this paper will be explaining the social exchange theory (SET) and the investment model.

Social exchange theory. SET is one of the most common frameworks for researching close relationships; it emphasizes that the formation of a relationship between humans is by the use of subjective cost-benefit analysis along with a comparison of alternatives (Hand & Furman, 2008).

Central to SET is the perspective that actions seeking and eliciting approval from another person are more likely to be repeated in comparison to actions often eliciting disapproval from others (Cook & Rice, 2006). Therefore, the ease of predicting whether an action will be repeated by a person or not occurs by calculating the degree of disapproval in comparison to the rewards an individual receives.

The principles of SET include different factors guiding interpersonal attraction. Individuals are attracted to people similar to themselves and to those who offer desirable resources (e.g., appearance, education, income, etc.) viewed as potential rewards (Shtatfeld & Barak, 2009). Individuals analyze the fairness of the rewards, “as partners feel they get what they deserve in terms of relevant factors” (Shtatfeld & Barak, 2009, p. 21). Therefore, the relationships allowing individuals to receive the greatest benefits are the relationships individuals view as the most highly valued. Considering the context of online dating, the benefits may be in the form of an attractive individual embarking on an extravagant trip. The benefit for the generous individual is having the attractive individual by their side, while the attractive member views the extravagant trip as the benefit for engaging and communicating with the generous member.

The value people hold in the dating market is determined by a number of characteristics such as beauty, intelligence, social status and wealth (Fiore, 2002).

Understandably, people are looking for the best partner they can afford, and considering the traditional 1-10 scale when rating an individual,

We would all like to have someone who is a 10, but a 7 can realistically expect only another 7. Not all 7's possess the same mix of qualities. One might make up for lower attractiveness with a greater intellect, one shops for the preferred combination of qualities. (Fiore, 2002, p. 23)

SET proposes the relationships individuals choose to create and maintain are the ones maximizing rewards and minimizing costs, therefore yielding the most profit. Profit is based upon the rewards minus the costs. In dime dating, the difference between a 10 and a 7 can be offset by the offered price, enabling an individual to trade to a higher level. Clearly, a price is present in any relationship over time as an individual further learns a partner's characteristics, whether positive or negative. However, in dime dating the price is for the initial access (first date) with a partner perceived as holding greater stature than oneself (a "7" paying to date a "10" for the first time). After the initial date, perceptions are reassessed, and to the "7" the other individual no longer merits a 10 and may not be perceived as an 8 or a 6, leading the "7" to decide if the rewards outweigh the costs (continue versus discontinue the relationship).

The practicality of communication in social exchange lies in the assumption that, as human beings, we are able to recognize and acknowledge another individuals' situation, their needs, and are likely to reciprocate (Lawler & Thye, 1999, Molm, Peterson & Takahashi, 1999). The communicate exchange occurs when an individual in a relationship responds (Lawler & Thye). This communicative exchange occurs when one partner communicates their needs and the other partner provides a response which is then compared to the worth of the original message. The implication of social exchange is that communicating our wants and needs is an inherent part of interaction in a relationship.

Rewards. Rewards take many forms such as material goods (economic) or symbolic goods (attention, status, advice) and are defined as items that either have value or bring satisfaction and gratification to the individual (Thibaut & Kelley, 1959, p. 12). Additionally, behavioral rewards entail services provided by a specific individual (Chadwick-Jones, 1976). Rewards refer to the pleasures and gratifications that an individual enjoys (Thibaut & Kelley, 1959). Meaning, that "the provision of a means whereby a drive is reduced or a need fulfilled constitutes a reward" (Thibaut & Kelley, 1959, p. 12). Each time a rewarding service is provided, the other party is "motivated to continue the exchange and to increase service with the hope of future reward" (Gray, 1980, p. 312). The expectation that if an individual receives a reward, the favor will be returned in some form (i.e., material or symbolic), is

called the norm of reciprocity (Gouldner, 1960). The norm of reciprocity is not a new phenomenon, and it can apply to buying cars, going on first dates, or continuing a relationship between husband and wife rather than concluding that the divorce option is preferable (Boulding, 1977). The norm of reciprocity serves to maintain interaction, stabilize it, and to balance differences in power (Foster & Beresford, 1993). However, different rewards are significant in different relationships (Foa & Foa, 1974), as rewards are viewed differently from person to person (Foster & Beresford, 1993). The reward itself and the size or magnitude of the reward are subjective to each individual in the exchange.

Costs. Costs refer to “any factors that operate to inhibit or deter the performance of a sequence of behavior. The greater the deterrence to performing a given act- the greater the inhibition the individual has to overcome- the greater the cost of the act” (Thibaut & Kelley, 1959, p. 12). Therefore, if a negative or conflicting consequence accompanies an action, the cost becomes high. Considering the concepts of costs and rewards in dating relationships, SET posits that individuals feel positively or negatively about relationships because of a combination of three factors: (1) cost-benefit analysis, (2) comparison level, and (3) comparison level of alternatives.

Cost-benefit analysis. Cost-benefit analysis describes the process of evaluating the value of a relationship in terms of potential rewards and costs. The potential costs are

elements in the relationship an individual may view as negative. Rewards or benefits are elements an individual may view as positive such as desirable personality traits and attractiveness. As resources are limited, and individuals cannot participate in every exchange (i.e., relationship), each individual must evaluate the option and choose the best option with the greatest net reward, (i.e., benefit minus cost) (Auld & Case, 1997). The extent of the reward or cost experienced by an individual in a relationship depends on the specific needs, values, skills, and abilities (Kelley & Thibaut, 1978). In dime dating relationships, individuals subtract the perceived costs from the perceived rewards. For example, an individual may dislike a partner's physical appearance, but the added benefits of money outweigh the costs. The process of calculating the worth of a relationship in potential rewards and costs is useful for predicting the overall value individuals place on the relationship. Individuals assess the value at the beginning of a relationship to help an individual decide whether the relationship is worth initiating. Individuals keep calculating the difference between rewards and costs as the relationship develops in order to maintain the relationship with the other individual. Therefore, the first hypothesis is:

H1: Relational satisfaction increases as the difference between rewards and costs increases.

Comparison level and comparison level of alternatives. Individuals use two different kinds of standards to gauge the acceptability of outcomes in a relationship: (a) the comparison level (CL) and (b) the comparison level of alternatives (CLalt) (Thibaut & Kelley, 1959). The CL is the expected rewards, and CLalt is the discernment of how the outcomes weigh in comparison to other alternatives. The CL “is the standard against which the participant evaluates the ‘attractiveness’ of the relationship and how satisfactory it is” (i.e., the standard that an individual feels the quality of outcomes are what one deserves) (Kelley & Thibaut, 1978, p. 8). If outcomes are above the CL, it is satisfying, while the outcomes considered to be below the CL, are unsatisfying (Kelley & Thibaut, 1978). If someone with a high comparison level expects high rewards, then someone with a low comparison level expects lower rewards. Laursen and Campbell (1999) explain that a CL is relative rather than fixed because the CL depends on the relationship and the potential benefits. Individuals social interactions are shaped by the CL, which results in distinct outcomes in each relationship. Essentially, the CL is an analysis of an individual’s satisfaction with the current relationship relative to the expectations of that type of relationship.

The CLalt refers to the expectations of a better alternative and can be defined as “the lowest level of outcomes a member will accept in the light of available alternative opportunities in other relationships” (Kelley & Thibaut, 1978, p. 9). Therefore, in dime dating

relationships, an individual evaluates the rewards and costs based on what the individual feels (s)he deserves (CL), and identifies the lowest level of rewards that a person will accept in a relationship based upon the other options available (CLalt). If the rewards drop below the lowest level of what the individual would accept, the individual is more likely to discontinue the relationship. Whereas if the rewards exceed the individual's CLalt, the individual becomes more reliant on the relationship and wants to continue the exchange (i.e., Where a relationship falls relative to the CLalt predicts if someone will want to stay in a relationship or leave it). In summary, if the net gain is positive, the relationship is worth continuing, unless another potential relationship (quality of alternatives) is present for which the perceived gain is larger than the "actual" net gain in the current relationship. Therefore, the second and third hypothesis are:

H2: Relational satisfaction increases as the difference between rewards and alternatives increases.

H3: Relational satisfaction decreases as the different between costs and quality of alternatives increases.

The Investment Model. Stemming from the traditional social exchange model is Rusbult's (1980; 1983) investment model. While similar to social exchange theory, the investment model adds the variable of commitment. The investment model shifts the focus

from why individuals like each other to how and why individuals stay together (Rusbult, Agnew, & Arriaga, 2011). The investment model elaborates upon social exchange theory by saying that individuals use three categories to organize their thinking about the costs and rewards in relationships. According to this model, commitment is determined by satisfaction, investments made in the relationship, and the previously discussed comparison level of alternatives (Rusbult, 1980) (see Figure 1). Research conducted by Rusbult et al. (2011), supports the investment model saying, influencing the level of commitment to a person is the satisfaction level, quality of alternatives, and investment size. In addition, a meta-analysis conducted by Le and Agnew (2003) reveals that consistently predicting commitment is the satisfaction, investment, and quality of alternatives.

Nonetheless, very few empirical studies have compared other possible predictors of commitment to the explanatory power of the investment model. Therefore, the investment model variables may provide additional insight into the phenomenon of dime dating relationships.

Commitment. Commitment is defined as “the intent to persist in a relationship, including long-term orientation toward the involvement as well as feeling of psychological attachment” (Rusbult, Martz & Agnew, 1998, p. 359). Being able to examine commitment in

a relationship is very important because the stability of a relationship is directly affected by commitment and therefore contributes to the happiness and success of the relationship (Sprecher, 2001). The variable of commitment represents the long-term orientation and feelings of attachment felt toward a relationship (Johnson, 1982; Rosenblatt, 1977). If individuals view the relationship as long-term and feel more connected, there is a greater chance for individuals to remain in the relationship and perform the necessary maintenance.

The level of commitment of an individual to a relationship depends on how satisfied the individual is about the costs and rewards present in the relationship, investment into the relationship, and a comparison with other potential alternative relationships (Sprecher, 1988, 2001). The fewer the desirable alternatives to a relationship, the greater the urge to invest into a particular relationship and thus greater commitment to the said relationship. Therefore, if an individual has greater satisfaction in the dime dating relationship, views the relationship with someone else as less-satisfying, and if the individual invests numerous resources in the relationship, an individual will want to commit to maintaining the dime dating relationship. The first research question is:

RQ1: Using the three variables in the investment model, will this be an adequate description of the observed relationships?

Satisfaction. Satisfaction refers to the emotions (whether positive or negative) that individuals feel in a relationship (Rusbult, Martz, & Agnew, 1998). Influencing satisfaction is whether a partner fulfills the individuals' needs (Rusbult, Martz, & Agnew, 1998). The investment model argues that individuals are more satisfied when the relationship is providing greater rewards with lower costs that are exceeding an individual's expectations (Rusbult, 1983). Understanding the partner's needs, enjoyment and happiness can lead to greater satisfaction and increased commitment in the relationship. Considering dime dating relationships, individuals should feel satisfied when the relationship provides more rewards (e.g., physically attractive, wealthy), fewer costs (e.g., fewer arguments or demands), and exceeds their expectations.

Investments. Investments serve as a stabilizing aspect and factor in relationships and refer to the "magnitude and importance of the resources that become attached to a relationship that would be lost or decline in value if the relationship were to end" (Rusbult, Agnew, & Arriaga, 2011, p. 8). At the beginning of the relationship, the time partners spend with each other is one of the basic forms of a potential investment. "Time is a resource that is put into a relationship that could not be recovered if the relationship were to end" (Rusbult, Drigotas, & Verette, 1994, p. 119). As a relationship progresses, further investment occurs through communication, energy, disclosed information, combining friend groups, or

purchasing items together as well as other intrinsically or extrinsically investments.

However, the investments given in the relationship are nontransferable and cannot be returned if the relationship ends. Therefore, individuals make investments together in order to form a strong foundation in hopes of a lasting and rewarding relationship (Sprecher, 2001).

Overall, individuals enhance the relationship and become dependent on the relationship by feeling committed. The feeling of commitment occurs when satisfaction is present, alternatives do not compare to the current relationship, and when individuals are investing resources in the relationship. Therefore, the fourth and fifth hypotheses are:

H4: Relational satisfaction increases as the difference between investment and costs increases.

H5: Relational satisfaction increases as the difference between investment loss and quality of alternatives increases.

Social Exchange Framework & Relationships

Social exchange is a joint activity where each party possesses something the other values. The communicative exchange is used to benefit each party and can either be implicit or explicit such as exchanging behaviors or goods that the other person could not produce or experience for a lower cost on their own (Thibaut & Kelley, 1959; Homans, 1961;

Emerson 1972; Lawler, 2001). Since relationships are formed by a personal cost-benefit analysis and a comparison of alternatives, the costs and rewards communicated by each individual in a relationship are put under the spotlight. The major assumption, in this case, is that both the parties in this relationship are receiving items of value from the other (Thibaut & Kelley, 1959). The social exchange framework is a way of describing how different individuals view the discrepancies and issues arising from relationships.

The basis of the application of this theory is upon the analysis of the rewards and the costs that one gains, or is likely to gain, from a relationship. In relationships, individuals join together believing that the relationship represents the best value. The whole theme and concept behind this principle are that when individuals learn about each other in a relationship through communicating and spending time together, over time can balance social investments in the relationship and satisfy certain private interests (Burgess & Huston, 2013).

The establishment of a romantic relationship depends on whether both parties are willing and able to invest meaningfully in the life of the partner (Weiten, Dunn, & Hammer, 2014). In a bid to maintain the relationship, individuals begin to engage in certain maintenance activities to reinforce commitment and satisfaction (Weiten et al., 2014). Nonetheless, how the individuals in the relationship apply the principles of social exchange

depends on whether both parties are in the relationship to maximize *mutual* relationship rewards or maximize *individual* rewards and give in order to receive.

Foremost, according to SET, dating individuals need to make three decisions to ensure the stability of the relationship (Sprecher, 1998). Initially, individuals determine a ratio of benefits to costs. Here a balance must be established between what each party receives and what they invest in a relationship. Next, an individual considers their level of desired satisfaction. In other words, individuals' compare the relationship to anticipated expectations of rewards for a relationship. Finally, regarding dependence levels or how dependent one is on the relationship, each individual considers the possibility of making a better relationship with a different party. Therefore, the second research question is:

RQ2: Using multiple regression predictors [costs, rewards, alternatives, investments, commitment, and communication] what are the best estimators of relational satisfaction after removing the influence of demographics [age, income, education level].

In relationships, an equal exchange of rewards is desirable, and SET explains why individuals choose to start and maintain certain relationships. Essentially, individuals want to reap the maximum rewards from a relationship with minimal costs. The concept behind the theory is that people value relationships which give more benefits for the minimal

amount of effort (Wang, 2004). In all types of interpersonal relationships, individuals feel either positively or negatively regarding the relationship based on many different factors (Wang, 2004). According to Cropanzano and Mitchell (2005), dating is mutual because two people want to enter into an exchange with another that meets both person's desires. However, the social exchange framework provides more complexity going beyond simple economic models of rewards and costs.

Despite the impact of dime dating on the traditional dating process, we know little about the process by which individuals communicate their expectations. This current study is designed to provide a starting point for understanding the dime dating process.

CHAPTER 2: METHODOLOGY

Participants

Participants in the present study were required to have used an online dating site in the past two years and be over 18 years of age. A total of 229 eligible participants is included in the study. Participants were recruited in two different ways: (a) email invitations for participation sent to undergraduate courses at a large Midwestern University and a mid-sized Midwestern liberal arts college, and (b) network sampling and public announcements on various social media platforms. Eligible student participants received extra credit for

participation in the survey or for completing an alternate writing assignment (see Appendix A).

In total, seventeen participants were excluded from the analysis because of problems with participant data. The final sample was composed of 212 participants with 16 self-identified as for-profit daters (individuals engaging in dime dating) and 196 self-identified as not-for-profit daters. The average participant demographics were 24 years of age, with an income level of \$0-\$19,999, in college, single, heterosexual, and Caucasian (see Table 1 & 2).

Measures

To address the hypotheses and research questions, participants completed an IRB approved, Qualtrics online survey questions addressing online dating experiences (see Appendix B & C). The quantitative survey contained items to measure costs, rewards, alternatives, investment size, satisfaction, commitment, and communication. Also, survey questions gathered specific demographic information. Using an online survey was important because the majority of participants may feel uncomfortable disclosing content in a face-to-face setting.

Survey participants received an online consent form (see Appendix D) that included the study description, risks, benefits, limits to confidentiality, and voluntary participation

information. After acknowledgment, eligible participants were then directed to the survey. Participants completing the survey for extra credit were directed to a separate survey link at the end in order to identify the participant's name, the instructor, and class. The answers provided were not associated with the current studies results.

After the participants had granted consent by clicking on the provided survey link and entering the site, participants were asked if they had used an online dating website. A positive answer prompted participants to answer what type of website (traditional online dating or for-profit dating). Participants lacking experience with for-profit dating were directed to an adapted survey to address the different factors in regard to traditional online dating (see Appendix C). Opening up the study to individuals who had not engaged in for-profit dating allowed for the examination of the questions more broadly and generated interesting and unexpected results for the comparison of the different forms of dating.

In order to examine social exchange in online dating relationships. A measure previously used by Rusbult (1980; 1983) was adapted to assess participants' rewards, costs, satisfaction, commitment, alternatives, investments, and communication. The questions were adapted in order to fit the language of everyday relationships, and dime dating was referred to as "for-profit dating." The only change between the for-profit dating survey and the general online dating survey using not-for-profit participants were the words

“for-profit dating” changed to “online dating” in each question and is noted by [for-profit dating/online dating] (see Table 3 & 4).

Rewards. The rewards of the relationship were explained for participants as taking many forms such as material goods, money, attention, status, advice, or anything of value or that brought the participant satisfaction and enjoyment. Three concrete questions were designed to assess rewards. “How rewarding were/are your for-profit dating relationships?” (1 not at all rewarding-5 extremely rewarding); “In terms of rewards, how did/do your [for-profit dating/online dating] relationship(s) compare to what you expected/expect from a dating experience?” (1 much worse than I would expect-5 Much better than I would expect); and “In terms of rewards received, how worthwhile were/are your [for-profit dating/online dating] relationships?” (1 not at all worthwhile-5 extremely worthwhile).

The factor structure of the three item rewards was examined for both surveys. Factor (unweighted least squares) analysis procedures were completed on both for-profit and not-for-profit items for the purposes of identifying latent constructs and refining the measure. Two out of the three items contributed to a simple factor structure and met the minimum criterion of having a primary factor loading of .5 or above. The “In terms of rewards, how did/do your [for-profit dating/online dating] relationships compare to what you expected/expect from a dating experience?” item for the for-profit items revealed a factor

loading of .477. For the not-for-profit items, the “In terms of rewards” item had a factor loading of .451. The “in terms of rewards” item was eliminated because the item did not contribute to a simple factor structure due to the failure to meet a minimum criterion of having a primary factor loading of .5 or above. In the end, the reward scale included two questions.

Using the two included items, the mean score for the rewards scale on the for-profit dating survey was 3.16 ($SD = 1.40$) with a Cronbach’s alpha of .94. The not-for-profit dating survey had a mean of 2.49 ($SD = 1.22$) and a Cronbach’s alpha of .87.

Costs. The costs of the relationship were explained to participants as any real or perceived elements of the relationship that have a negative value to the participant. Costs could be in a variety of forms such as time, money, effort, etc. Three questions were designed to assess costs. “How costly were/are your [for-profit dating/online dating] relationships?” (1-not at all costly-5 extremely costly); “In terms of costs, how did/do your [for-profit dating/online dating] relationships compare to what you expected/expect from dating relationships?” (1 much worse than I would expect-5 much better than I would expect); and “To what degree are your [for-profit dating/online dating] relationships worth the costs associated with them?” (1 not at all-5 extremely).

The factor structure of the three cost items was examined for both surveys. Factor

(unweighted least squares) analysis procedures were completed on both for-profit and not-for-profit items for the purposes of identifying latent constructs and refining the measure. Two out of the three items contributed to a simple factor structure and met the minimum criterion of having a primary factor loading of .5 or above. The “How costly were/are your [for-profit dating/online dating] relationships?” item for the for-profit items revealed a factor loading of .025. For the not-for-profit items the “How costly” item had a factor loading of .002. The “How costly” item was eliminated because it did not contribute to a simple factor structure due to the failure to meet a minimum criterion of having a primary factor loading of .5 or above. In the end, the cost scale included two questions.

Using the two included items, the mean score for the cost scale on the for-profit dating survey was 3.06 ($SD = 1.26$) with a Cronbach’s alpha of .88. The not-for-profit dating survey had a mean of 2.71 ($SD = .92$) and a Cronbach’s alpha of .60.

Satisfaction. Participants responded to five questions regarding the level of satisfaction, “To what degree are/were you satisfied with your [for-profit dating/online dating] partner(s)?” (1 very dissatisfied-5 very satisfied); “My [for-profit dating/online dating relationship] is close to ideal.” (1 do not agree-5 completely agree); “My [for-profit dating/online dating] relationship is better than other relationships.” (1 do not agree-5 completely agree); “The [for-profit dating/online dating] relationship makes me very happy.”

(1 do not agree-5 completely agree); and “My [for-profit dating/online dating] relationship does a good job of fulfilling my needs for intimacy, companionship, etc.” (1 do not agree-5 completely agree).

The factor structure of the five-item satisfaction scale was examined for both surveys. Factor (unweighted least squares) analysis procedures were completed on both for-profit and not-for-profit items for the purposes of identifying latent constructs and refining the measure. All items contributed to a simple factor structure and met the minimum criterion of having a primary factor loading of .5 or above. In the end, all five items were kept in the scale. The for-profit dating mean was 2.78 ($SD = 1.27$) with a Cronbach’s alpha of .96. The not-for-profit dating mean was 2.50 ($SD = 1.24$) with a Cronbach’s alpha of .94

Commitment. Six questions were used to assess the level of commitment, “How likely is it that you will end your [for-profit dating/online dating] relationship[s]?” (1 not at all likely-5 extremely likely); “To what extent are you committed to maintaining the relationship/arrangement with your [for-profit dating/online dating] partner(s)?” (1 not at all-5 a great deal); and “How obligated are/were you to fulfill your [for-profit dating/online dating] partners’ expectations?” (1 not at all-5 a great deal); “To what degree are/were you committed to your [for-profit dating/online dating] partners?” (1 not at all-5 a great deal); “I

would feel very upset if my [for-profit dating/online dating] relationship were to end.” (1 do not agree-5 completely agree); and “It is very likely that I will date someone other than my [for-profit dating/online dating] partner in the next year.” (1 do not agree-5 completely agree).

Four out of the six items contributed to a simple factor structure and met the minimum criterion of having a primary factor loading of .5 or above. The first item, “How likely is it that you will end your [for-profit dating/online dating] relationship[s]?” for the for-profit items revealed a factor loading of .480. For the not-for-profit items the “How likely” item had a factor loading of .341. The second item, “It is very likely that I will date someone other than my [for-profit dating/online dating] partner in the next year.” for the for-profit items revealed a factor loading of .179 and the not-for-profit items a factor loading of .209. The two items were eliminated due to the failure to meet a minimum criterion of having a primary factor loading of .5 or above.

In the end, the commitment scale included four questions. The for-profit dating mean was 3.10 ($SD = 1.35$) with a Cronbach’s alpha of .89. The not-for-profit mean was 2.57 ($SD = 1.38$) with a Cronbach’s alpha of .90

Alternatives. Five questions were used to assess the level of alternatives, “In general, how appealing are your alternatives?” (1 not at all appealing-5 extremely

appealing); “My alternatives to my [for-profit dating/online dating] partner are very appealing.” (1 do not agree-5 completely agree); “If I weren’t dating [for-profit/online] I would find another appealing person.” (1 do not agree-5 completely agree); “My need for intimacy and companionship can be easily fulfilled in my [for-profit/online dating] relationship.” (1 do not agree-5 completely agree) and “In general, how unappealing are your alternatives?” (1 extremely-5 not at all).

The factor structure of the five alternative items were examined for both surveys. Factor (unweighted least squares) analysis procedures were completed on both for-profit and not-for-profit items for the purposes of identifying latent constructs and refining the measure. Four out of the five items contributed to a simple factor structure and met the minimum criterion of having a primary factor loading of .5 or above. The “My need for intimacy and companionship can be easily fulfilled in my [for-profit/online dating] relationship.” item for the for-profit items revealed a factor loading of .10. For the not-for-profit items the “intimacy and companionship” item had a factor loading of .05. The “intimacy and companionship” item was eliminated because it did not contribute to a simple factor structure due to the failure to meet a minimum criterion of having a primary factor loading of .5 or above. In the end, the alternative scale included four questions. After the exclusion of one item, the mean for the for-profit dating survey was 3.83 ($SD = 1.18$) with a

Cronbach's alpha of .85. The not-for-profit dating survey had a mean of 3.41 ($SD = 1.27$) and a Cronbach's alpha of .80.

Investments. Five questions measured the level of investment in their for-profit dating experience, "All things considered, how much would you "lose" if you were to end your [for-profit dating/online dating] relationships?" (1 no loss-5 major loss); "In general, how much have you invested (e.g., time, money, energy) in your [for-profit dating/online dating] experience?" (1 I never have invested-5 I have invested a great deal); "I would lose many aspects of my life if I were to stop my [for-profit dating/online dating]." (1 do not agree-5 completely agree); "I feel as though I put a great deal of involvement in the [for-profit dating/online dating] relationship." (1 do not agree-5 completely agree); and "My relationship with friends and families would be complicated if I were to stop [for-profit dating/online dating]." (1 do not agree-5 completely agree).

The factor structure of the five-item investment scale was examined for both surveys. Factor (unweighted least squares) analysis procedures were completed on both for-profit and not-for-profit items for the purposes of identifying latent constructs and refining the measure. All items contributed to a simple factor structure and met the minimum criterion of having a primary factor loading of .5 or above. In the end, all items were kept in the scale. The mean of the for-profit dating survey was 2.25 ($SD = 1.37$) and a

Cronbach's alpha of .90. The not-for-profit dating survey mean was 2.04 ($SD = 1.26$) with a Cronbach's alpha of .88.

Communication. Five questions were used to assess how participants communicated in their for-profit relationship. "I explicitly share my dating expectations with my partner[s]." (1 do not agree-5 completely agree); "I explicitly discuss how much I have invested in the relationship with my partner." (1 do not agree-5 completely agree); "To what degree are you open with your partner about your wants and needs?" (1 not at all-5 a great deal); "How satisfied are you with the communication about your expectations within the relationship?" (1 extremely-5 not at all); and "In general, how satisfied are you with the communication between you and your partner" (1 extremely-5 not at all). The factor structure of the five communication items was examined for both surveys. Factor (unweighted least squares) analysis procedures were completed on both for-profit and not-for-profit items for the purposes of identifying latent constructs and refining the measure. All items contributed to a simple factor structure and met the minimum criterion of having a primary factor loading of .5 or above. In the end, all items were kept in the scale. The for-profit dating survey had a mean of 3.33 ($SD = .95$) and a Cronbach's alpha of .77. The mean for the not-for-profit dating survey was 3.38 ($SD = .99$) with a Cronbach's alpha of .84.

Design

To address the ambiguity in the literature concerning for-profit dating, three analyses of the current data set were performed. The data were analyzed for each hypothesis and research question using for-profit dating participants, not-for-profit dating participants and the combined total of all participants.

The survey included positively-keyed and negatively-keyed items, the negatively-keyed items were reverse-scored before computing individuals' total scores and before conducting psychometric analyses (see Appendix B & C). Reverse-scoring the negatively-keyed items ensured that all the items were consistent with each other, in terms of what an "agree" or "disagree" response implied, and doing so created consistency. In addition, the discriminants were checked for each variable, and multicollinearity was not present.

First, the difference scores between each set of variables for Hypotheses 1-5 were calculated. For research hypothesis one, as the rewards increase relative to costs, one would expect relational satisfaction to increase. For research hypothesis two, as the rewards increase relative to alternatives, one would expect relational satisfaction to increase. For research hypothesis three, as the value of costs increases relative to the quality of alternatives, one would expect relational satisfaction to decrease. For research hypothesis four, as the investment loss increases relative to costs, one would expect

relational satisfaction to increase. For research hypothesis five, as the investment loss relative to value of alternatives increases, one would expect relational satisfaction to increase.

Second, for hypotheses 1-5 new variables were computed to show the difference between the items identified in the hypotheses (e.g., the difference between rewards and costs). The hypotheses were then tested through the computation of the correlation between satisfaction and (a) costs/rewards difference, (b) rewards/alternatives difference, (c) alternatives/costs difference, (d) investments/costs difference, and (e) investments/alternatives difference (see Table 5). For the first research question a multiple regression using the predictors of alternatives, investments, and satisfaction analyzed the investment model after removing the influence of demographics [biological sex, income, education level, relational status, sexual identity]. It is important to note that the last component in the investment model of probability of persistence was not tested (see Figure 1). Lastly, for the second research question, a hierarchical multiple regression evaluated the predictors of costs, rewards, alternatives, investments, commitment and communication to analyze the best estimators of relational satisfaction.

CHAPTER 3: RESULTS

The purpose of this study is to take a closer look at for-profit and not-for-profit online daters and the costs, rewards, investments, alternatives, satisfaction, commitment, and communication within the relationship. Prior to conducting the analyses, the relevant assumptions of each statistical analysis were tested and no multicollinearity was observed.

Hypothesis One

Results show a moderate positive correlation between participant's level of satisfaction and the reward/cost difference (see Table 5). The p value was less than .01 for not-for-profit participants: $r(194) = .46$; and all participants: $r(210) = .44$, which further means that the correlation is statistically significant. However, the results did not support the correlation between satisfaction and reward/cost difference with for-profit dating participants: $r(14) = .15$. However, for not-for-profit dating participants and when analyzing all participants in the study, consistent with social exchange theory, the results indicate that as the value of rewards increases relative to the costs in a relationship, individuals will be more satisfied in the relationship.

Hypothesis Two

Results show a large correlation between participant's level of satisfaction and the reward/alternative difference (see Table 4). The p value was less than .01 for not-for-profit

participants: $r(194) = .71$; for-profit participants: $r(14) = .75$, and all participants: $r(210) = .71$, which further means that the correlation is statistically significant. Consistent with social exchange theory, the results indicate that as the value of rewards increases in the relationship relative to the value of alternatives available, individuals will be more satisfied in the relationship.

Hypothesis Three

Results show a large correlation between participant's level of satisfaction and the cost/alternative difference (see Table 5). The p value was less than .01 for, not-for-profit participants: $r(194) = -.56$; for-profit participants: $r(14) = -.79$; and all participants: $r(210) = -.58$, which further means that the correlation is statistically significant for all three groups.

The results indicate that the satisfaction decreases as the difference between participant's quality of alternatives and costs increases. This is consistent with social exchange theory, as the value of available alternatives increase relative to the costs in a relationship, individuals will be less satisfied in the relationship.

Hypothesis Four

The fourth hypothesis predicted satisfaction would increase as the difference between investments and costs increases (see Table 5). Results did not support the

correlation for not-for-profit participants: $r(194) = -.00$; for-profit participants: $r(14) = -.24$; and the analysis of all participants in the study: $r(210) = -.01$.

Hypothesis Five

The fifth hypothesis predicted satisfaction increased as the difference between investments and alternatives increased (see Table 5). Results show a moderate correlation between participant's level of satisfaction and the investment/alternative difference for not-for-profit participants and all participants. However, results indicated a strong correlation among for-profit participants. The p value was less than .01 for, not-for-profit participants: $r(194) = .48$; for-profit participants: $r(14) = .65$; and all participants: $r(210) = .48$, which further means that the correlation is statistically significant for all three groups. The results indicate that participants level of satisfaction increases as participant's investment in the relationship and quality of alternatives increases. This is consistent with social exchange theory, as the amount of investment loss increases relative to the value of available alternatives, individuals will be more satisfied in the relationship.

Research Question One

The first research question asked: using the three variables in the investment model, will this be an adequate description of the observed relationships? The investment model added the additional component of commitment to predict the probability of individuals to

stay in a relationship. First, the relevant assumptions of this statistical analysis were tested. Second, a multiple regression analysis was conducted to evaluate how well alternatives, satisfaction, and investments predicted commitment.

The independent variables investment, alternative, and satisfaction, explain 63.1% of the variability of the dependent variable commitment. In order to check the independence of observations, the Durbin-Watson test was used, resulting with a value of 2.002, which indicates no serial correlations. The overall regression model was tested to see if it was a good fit for the data. Further, the data was checked for multicollinearity using Tolerance and VIF values. All tolerant values were between 0.2 and 0.9 and VIF values were less than four. This further implies that the data does not show multicollinearity. The Cook's Distance was calculated to check for significant outliers. The Cook's Distance shows all variables were below 1, which indicates no outliers. The assumption of homoscedasticity was met by using a scatterplot of standardized residuals and visually checking the assumption. Lastly, a multiple regression was conducted to predict commitment. The results show that the independent variables statistically significantly predict the dependent variable $F(3, 185) = 108.378, p < 0.001$. The variables of satisfaction and investment were statistically significant ($p < .05$) to the prediction of commitment. However, alternatives ($p = .74$) did not predict commitment ($p > .05$). The regression equation for predicting commitment was:

$$\text{Predicted Commitment} = (0.372 * \text{satisfaction}) + (-0.016 * \text{alternatives}) + (0.504 * \text{investment})$$

Research Question Two

For research question 2, a hierarchical multiple regression was conducted to evaluate how well costs, rewards, alternatives, investments, commitment, and communication predicted satisfaction. Prior to conducting a hierarchical multiple regression, relevant assumptions of this statistical analysis were tested.

In order to check independence of observations, the Durbin-Watson test was conducted. The Durbin-Watson value was 2.04, indicated no serial correlations. In order to check the presence of significant outliers in the data, the Cook's Distance test was used. Cook's Distance showed all variables are below one, which further indicated no outliers in the data. The assumption of homoscedasticity was met by using a scatterplot of standardized residuals and visually checking the assumption. Further, the data was checked for multicollinearity using the Tolerance and VIF values. All Tolerant values were between 0.2 and 0.9 and the VIF values in both models are less than 4. This further implies that the data did not show multicollinearity.

A two-stage hierarchical multiple regression was conducted with satisfaction as the dependent variable. The demographics (age, income, education) were entered at stage one

of the regression to test the effects of certain predictors independent of the influence of demographic factors. Second, the predictors of costs, rewards, alternatives, investments, commitment and communication were entered at step two. In this case, the percentage of variability accounted for went up from 5% to 80.7%. The change in R^2 was .75, which means the predictors account for a significant additional amount of variance ($p < .05$). The variables of costs, rewards, alternatives, investments, commitment and communication significantly predict satisfaction $F(9, 151) = 75.47, p < .001$.

The beta coefficients for the six predictors were rewards, $\beta = .57, t = 10.12, p < .001$; costs, $\beta = .23, t = 4.67, p < .001$; commitment, $\beta = .17, t = 2.97, p < .05$; alternatives, $\beta = .01, t = .37, p = .72$; investments, $\beta = .04, t = .71, p = .48$; and communication, $\beta = .05, t = 1.15, p = .25$. As can be seen, the rewards, costs, and commitment had significant positive regression weights, indicating higher scores on the three scales were expected to have higher satisfaction, after controlling for demographics. Alternatives, investments, and communication failed to contribute to the multiple regression model. Thus, the regression equation for predicting satisfaction was:

$$\text{Predicted Satisfaction} = (.567 * \text{rewards}) + (.229 * \text{costs}) + (.172 * \text{commitment}).$$

Independent Sample T-Test

Lastly, extra analyses were run. An independent sample t-test was run to assess whether higher levels of costs, rewards, attitude, intention, satisfaction, commitment, and communication were perceived by participants engaging in for-profit dating or not-for-profit dating. The t-test yielded a statistically significant difference for rewards [$t(210) = .04, p < .05$]. For-profit dating participants ($M = 3.27, SD = 1.11$) find it more rewarding than not-for-profit dating participants ($M = 2.62, SD = 1.04$).

CHAPTER 4: CONCLUSIONS AND RECOMMENDATIONS

The first hypothesis (H1) predicted an increase in relational satisfaction as the difference between cost and rewards increased. The correlation between relational satisfaction and the cost/reward difference for not-for-profit and the combination of all participants is consistent with the social exchange theoretical framework, where individuals enter a relationship because of the perceived gain in net values/benefits. In that context, the net gains (the difference between the costs and rewards) enhances satisfaction in the relationship. According to the social exchange framework, as the net gains increase, the level of satisfaction among participants increases as well, and this is consistent with the moderate positive correlation found in this data. As explained by Rusbult (1983), individuals tend to report more satisfaction in relationships when greater rewards are achieved with

minimal costs, exceeding individual's expectations. Therefore, as the difference between costs and rewards increase, the overall satisfaction between individuals in a relationship should increase.

Hypothesis two predicted that as the difference between rewards and alternatives increased, relational satisfaction increases. The analysis indicates that as rewards increased in a relationship, relative to the alternatives an individual had outside of the relationship, individuals report more satisfaction with the existing relationship. In the investment model, Rusbult, Agnew, and Arriaga (2011) clarify that individuals commit in a relationship because of fewer desirable alternatives to that relationship, which encourages investment and exhibiting greater commitment in their current relationship. The explanation remains consistent with the results of the present study, when fewer alternatives to a relationship exist, relative to the rewards obtained in a relationship, individuals remain committed to the current relationship. In that context, commitment comes after the individuals completed a cost/benefit analysis of the current relationship and their alternative relationships. Notably, relationship satisfaction, is enhanced by the increase in the reward/alternative difference, as explained by the social exchange theoretical framework. As such, the results that confirm hypothesis two are consistent with both the social exchange theory framework and the investment model.

Hypothesis three speculated that relational satisfaction would decrease when the difference between the costs and quality of alternatives increased. The finding supports the hypothesis, concluding that satisfaction tends to decrease as the difference between participants' cost and quality of alternatives increases. As discussed in the social exchange theoretical framework, individuals start a relationship mainly because the perceived benefits of the relationship are greater than the costs. The social exchange framework demonstrates that relationships come into existence after the participating individuals conduct a cost/benefit analysis, comparing alternatives to ascertain whether the current relationship offers the best value (in terms of cost and benefits). Relational satisfaction should decrease as the difference between participant's cost and quality of alternatives increases; as specified in hypothesis three. In other words, satisfaction with a current relationship improves as the quality of alternatives per unit of costs decreases.

In contrast to hypotheses 1-3, the research results failed to support hypothesis 4, which stated that relational satisfaction would increase as the difference between investment loss and cost increases. The correlation results for the relationship between relational satisfaction and the difference between investment loss and cost does exist as predicted by the investment model. According to Rusbult, Drigotas, and Verette (1994), investments are the "resources that become attached to a relationship and would decline

in value or be lost if the relationship were to end” (p. 119). These resources could mean investing in a house together, time spent, or even children. On the other hand, costs refer to “any factors that operate to inhibit or deter the performance of a sequence of behavior” (Thibaut & Kelley, 1959, p. 12). Thus, if a negative or conflicting consequence accompanies an action, the cost becomes high. In that context, since an increase in investment loss is a significant negative consequence in a relationship, the cost became high. As a result, the difference between investment loss and cost must increase in a relationship. The previous explanation suggests why there was no significant correlation while testing hypothesis 4. However, given the lack of significance in the results of this hypothesis, there was speculation as to the relationship between satisfaction and solely investments. An additional analysis considered whether a positive correlation between relationship satisfaction and the level of investment exists. Results indicate a positive correlation between relationship satisfaction and the level of investment loss in for-profit, not-for-profit, and all participants in the study. Therefore, just as satisfaction increases with net benefits, satisfaction would be greater as the loss diminishes from ending the relationship.

Hypothesis 5 expected that the level of satisfaction would increase as the difference between alternatives and investments increased. The results remain consistent with a research finding compiled by Durko and Petrick (2016), which revealed similar

correlations among satisfaction, commitment, and quality of alternatives; quality of alternatives and relationship satisfaction are good predictors of relationship commitment. Notably, the results indicated a significant correlation among for-profit participants. In that context, the results are supported stating that increases in the difference between participants' investments in the relationships and the quality of alternatives, leads to greater levels of satisfaction. Consistent with social exchange theory and the investment model, the relationships formed use individual cost-benefit analysis and a comparison of alternatives. Given the current studies results, when the cost-benefit analysis indicates more gains in the current relationship than in an alternative relationship, the individual will tend to perceive greater satisfaction.

Research question 1 was answered using the variables of satisfaction, investment, and alternatives to establish the best estimators of commitment. Consistent with the results from the research question, commitment is influenced by satisfaction, the quality of alternatives, and investments (Rusbult, Drigotas, Verette, 1994). Results in the present study indicated that the overall model was significant accounting for 63.1% of the variance in commitment. This result compares to past research identifying the three variables as collectively accounting for 50-90% of the variation in commitment (Rusbult et al., 1994). Specifically, the research conducted by Le and Agnew (2003) supports the above finding

reporting that about 61 percent of the variation in commitment is accounted for by alternatives, investments, and satisfaction. However, independently investment and satisfaction significantly predicted commitment while the variable of alternatives failed to explain a significant amount of the variation in commitment. However, consistent with past research which found the quality of alternatives to be inversely related to the commitment variable (Rhatigan & Axsom, 2006). The results of the current study suggest that participants identify the quality of the alternatives, but there is no direct impact on whether an individual is committed to staying in the relationship.

Research question 2 was answered using a multiple regression to find the best estimators of relational satisfaction. Costs, commitment, and rewards were significant predictors of satisfaction. The results are consistent with social exchange theory and the investment model which asserts that individuals are more satisfied and thus committed when the relationship holds greater rewards and fewer costs (Rusbult, Drigotas, Verette, 1994). Notably, the communication, alternatives and investment variables failed to contribute as predictors in the multiple regression models and, therefore, did not qualify as predictors of satisfaction.

Limitations

The present study makes valuable contributions to the social exchange framework and the field of interpersonal communication as a whole. Results highlight inconsistencies in the literature, which indicates the social exchange framework variables play an important role in online dating relationships. Despite the merits of the current research, a few limitations exist in the study's research design and methodology. The following limitations qualify the findings of the study and should serve as a guide for future research.

The first potential limitation was the data collection process, which relied on self-reports. A question such as: "how much would you lose if you were to end your [for-profit dating/online dating] relationships?" might be subject to self-bias because participants might portray desperation as negative. As such, the respondents would tend to align answers to "no loss" at the expense of "major loss" leading individuals to be more sensitive to privacy and potential loss of face.

A second potential limitation encountered during the execution of the study was the nature of the subject matter. While discussing not-for-profit online dating relationships in the current study remains fairly non-threatening, discussing for-profit dime dating relationships where goods and services are exchanged for time spent is a taboo topic. It is considered to a taboo topic because society has a negative perception of dime dating

relationships, and they could be linked to prostitution. This may have created difficulty for participants to give open, honest answers and potentially an unwillingness to disclose their private life. In many cases, the taboo nature of the topic may have deterred participants from answering questions altogether. Although anonymity was guaranteed and definitions were provided as a guide for participants, a number of participants began the online questionnaire but did not continue to completion. Therefore, the proposed limitation may have influenced the findings and limited the ability to generalize conclusions. However, self-report is acceptable and commonly used in current research studies. In addition, the information provided comes from the perception of each participant, and may not be accessible using another data collection method other than self-report.

A third potential limitation lies in the homogeneity of the selected sample regarding background and demographic characteristics (e.g., white, middle class, in college, homosexual, and all from the United States). According to Le and Agnew (2003), sample demographics appeared to moderate the associations between commitment and its determinants. Particularly, Le and Agnew (2003) conducted an analysis by selecting demographic variables such as ethnicity (whites and non-whites), gender (men and women) and sexual orientation (gay men, lesbians, heterosexual men and heterosexual women). Results indicated commitment, satisfaction, alternatives, and investments differed

significantly based on sexual orientation. Since the current study did not consider the sexual orientation of participants, future research could test the effects of sexual orientation on the social exchange framework regarding for-profit and not-for-profit online dating relationships. In addition, the majority of participants in the current study were white, so the results may not generalize to non-white individuals. Results from Le and Agnew (2003) found white participants scored slightly higher for commitment than non-white participants. Therefore, future research should include more participants from various ethnicities and check the results with previous findings.

The fourth potential limitation was the research method, which was based only on quantitative survey research and was not accompanied by interviews or open-ended questions. Therefore, specifically for this study, the findings could lack the descriptive information provided by the integration of qualitative methods. Using additional open-ended questions might have led to the revelation of important variables such as, specific types of rewards, elaboration of previous experiences, individual qualities, and qualities of the participants' partners, which were not taken into account even though the findings may have added significant value to this study.

The fifth potential limitation is the number of participants. The current research study collected data from 212 individuals, 16 participants represented for-profit daters, and

196 participants represented not-for-profit daters. Clearly, there is a need for equal representation of both groups. In addition, the literature review shows results that vary based on demographic variables such as gender, ethnicity, and sexual orientation. Therefore, future research should include a wider heterogeneous sample to represent various demographic variables such as the inclusion of samples from other cultural backgrounds and different sexual orientations.

Lastly, the sixth potential limitation involved the methods used. Some participants may have found difficulty in understanding the questionnaire, despite the instructions which appeared at the top of each measure. Specifically, for the not-for-profit online dating participants, because for-profit online daters are entering into a relationship under the pretense of using free market principles, such as words like cost and rewards. Failing to adequately define the conceptual domain of the measure may have caused problems related to poor construct definition, which led to confusion about what the variables means or refers to, and not being able to make conclusions about how the question relates to the individuals online dating experiences.

Future Research

The current study has provided some insights into the emerging ways in which people are communicating free marketing principles in online dating and specifically dime

dating relationships. The increasing number of people using the internet for online dating suggests that there is room for future research in the area of dime dating or for-profit online dating relationships.

First, further research could investigate if safe sex practices between people who have met online using dime dating websites differ from those who meet on traditional ODS. From a health perspective, the opportunity to promote sexual health services on dime dating websites should be explored.

Second, ODS specifically for dime dating relationships have the capacity to dramatically extend individuals' networks through increasing the overall number of relational partners individuals have and broadening the geographic and demographic range from which individuals can seek dime dating partners. It may be worth determining if some dime daters could be considered "core members," that is, individuals who have high rates of partner change and interaction on the dime dating websites.

Third, future researchers should examine the nature of the geographic distribution of dime daters. In the present study, 7% of participants identified themselves as dime daters and in a for-profit dating relationship. While in some areas this may not be viewed as a large percentage of participants, but all data were collected from participants in the Midwest. This percentage has a greater impact when considering the demographic and economic

characteristics of the Midwest. For example, in Las Vegas there is an emphasis on youth, sex, and money; there may be a difference in the number of people engaging in dime dating than in rural Montana. Places or cities that have a higher density because of cultural issues, higher cost of living, or cities with students graduating with large amounts of debt, may attract more individuals who engage in dime dating relationships.

Fourth, using a mixed methods design can provide practical advantages (Driscoll, Appiah-Yeboah, Salib, & Rupert, 2007) for future researchers. One of the most interesting elements of dime dating is the rewards individuals receive, either in monetary or tangible form. Using different methods could enhance findings within dime dating research. For example, qualitative data can provide a further understanding of survey responses, and statistical analyses can provide an evaluation of patterns of responses (Driscoll et al., 2007). Future research using different research methods are likely to shed further insight into the matter and provide a more comprehensive understanding.

Lastly, future research on dime dating using longitudinal tracking over time should be conducted. Using longitudinal tracking from the initial development stages would allow researchers to track the same participants across time allowing for more control. In addition, it would allow for the examination of trends over time, and how participants react to changing conditions across time. That is, using longitudinal tracking would allow

researchers to document changing cultural norms surrounding the formation of a dime dating relationship, and to gain insight into important behavioral aspects such as impression formation, self-presentation, and how communication transitions from online to offline.

Justifications and Implications

The present study is the first one to apply the social exchange framework to dime dating relationships. The findings shed light on the impact dime dating has made on the social exchange theoretical principles.

Traditionally, couples are likely to end up with a person who is fairly similar to themselves in terms of social desirability and may view others as suitable matches based on a number of factors such as self-esteem, education, intelligence, looks, and physical health or disability (Hatfield & Rapson, 2011). However, dime dating is changing the relationship formation stage because the normative dating initiation stage is skipped under the influence of money or tangible goods.

Past research demonstrates that individuals are more attracted to others who are similar to themselves and share their opinions (Bryne, 1971). Within dime dating relationships, the typical scenario is older men dating younger women, and given this generational gap and the negotiation of a mutually beneficial relationship, the likelihood of

the relationship being formed based on traditional factors is slim. When considering the longevity of a relationship, previous research shows that even in long-term relationships, the more similar and compatible individuals are, the more likely they will remain together (Bryne, 1997). Dime dating is changing this way of thinking because although dime dating relationships are similar to traditional dating relationships in the sense that long-term dime dating relationships do occur, they are not furthered by true similarities and compatibility.

While the majority of for-profit participants in the current study did have a long-term dime dating partner, the motivation for maintaining the relationship was not influenced by emotional rewards, but by monetary or tangible rewards. The normativeness of discussing relationships in terms of rewards received is evolving into the discussion of tangible versus emotional rewards. Lastly, this study was framed within the theoretical framework of SET and the investment model. The results of this study indicate that the general predictability of the SET principles and the investment model worked for everyone in this study. Therefore, the change between dime dating and traditional online dating is not in the variables themselves, but within the explicitness of the communication regarding the expectations in dime-dating relationships. Dime dating is changing the traditional approach to relationships. While human beings may be inherently selfish, the explicit and expected communication regarding rewards provided in the dime dating relationships is drastically influencing how

relationships are formed, and the expectations required to initiate and maintain these relationships.

Conclusion

The findings of the present study shed light on the nature of how people explicitly communicate the costs and rewards in relationships. This study was guided by the theoretical framework of SET and the investment model. The main objectives of this study were attained by providing a comprehensive answer to the study's two research questions while examining a set of five additional hypotheses. Answering the research questions with the approval/disapproval of the hypotheses using statistical data analysis has contributed to the understanding of the cost-benefit prospects of dime dating, relative to the traditional online dating.

Rusbult's approach was utilized in the assessment of participants' costs, satisfaction, investments, alternatives, commitment, communication, and rewards to facilitate the examination of the social exchange framework in online dating relationships. The findings will aid researchers in understanding how individuals maximize benefits while minimizing costs in the modern dime dating platforms. Researchers interested in investigating dating relationship satisfaction, and those who may use these results to further research in this area can incorporate the optimization of benefits while minimizing

costs in dating interactions. In addition, these results can contribute to a better design of online dating platforms for developers, by considering how individuals identify their needs, establish what they offer in return, understand the dating market, evaluate options and, lastly, pick the best fit as per their cost-benefit analysis. Hopefully, with this information, online dating sites can further the goal of relationship-establishment.

Dime dating also applied the theoretical principles of both the investment model and social exchange theory. Individuals form relationships with people who add value to the relationship by contributing fewer costs and providing greater rewards, giving individuals an incentive to stay in the relationship instead of evaluating potential alternatives. The findings agree with the basic social exchange principle which states that individuals are attracted towards one another if the relationship offers resources and potential rewards (Shtatfeld & Barak, 2009). Also, individuals were more likely to be committed to maintaining the relationship if there was higher satisfaction, greater investment in the relationship, and individuals felt the quality of alternative partners outside the relationship was low. These findings are important for dime dating relationships because of the significant impact that the explicitness of rewards plays when initiating first dates. While the initial interaction is based on the free market principles, the investment model was able to highlight that rewards are not the only factor that contributes to an individual staying in the relationship.

When an individual is satisfied, and feels they have invested a great deal in the relationship, that individual is more likely to maintain the relationship and stay committed to their partner.

Based on the above discussion, the results of the present research are consistent with the traditional social exchange theory and the investment model.

The current study demonstrates the usefulness of social exchange theory and the investment model in providing a rich and comprehensive understanding of behavior in human relationships, and specifically in dime dating relationships. The results introduce preliminary findings that could promote understanding of online dating and especially dime dating relationships. Even if additional research is still needed, this present research proposes an important purpose when aiding understanding of how and why relationships persist.

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Figure 1: The investment model of commitment processes

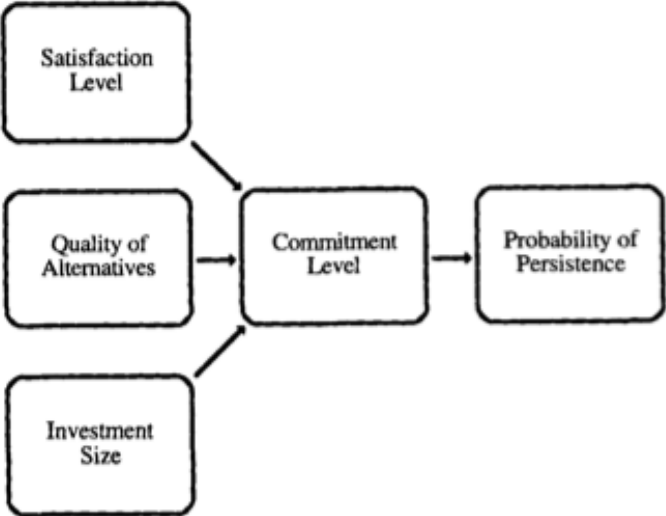


Table 1: Demographics

Age	24.14	7.94
	--	--
Income level		
\$0-\$19,999	137	64.9
\$20,000-\$39,999	40	19.0
\$40,000-\$59,999	19	9.0
\$60,000-\$79,999	11	5.2
\$80,000-\$99,999	1	.5
\$100,000+	3	1.4
Education level	--	--
High school degree or equivalent	10	4.8
Associate's degree	6	2.9
College freshman	10	4.8
College sophomore	39	18.6
College junior	51	24.3
College senior	70	33.3
Master's degree	17	8.1
Doctoral degree	7	3.3
Current relationship status		
Single never married	119	56.1
Married/domestic partnership	19	9.0
Divorced	4	1.9
Separated	1	.5
Open relationship	5	2.4
Committed relationship	62	29.2
Other (Please identify)	2	.9
Sexual identity	--	--
Homosexual	13	6.1
Heterosexual	176	83.0
Bisexual	17	8.0
Pansexual	3	1.4
Other (Please identify)	3	1.4
Ethnicity	--	--
American Indian	3	1.4
Asian	11	5.3
Black/African American	14	6.7
Native Hawaiian/Pacific Islander	1	.5
Middle Eastern	8	3.8
White	161	77.0
Hispanic	11	5.3

Table 2: Dating Demographics

Dating Types	Frequency	%
For-profit	16	6%
Online not-for-profit	196	74%
Current online dating status N = 212	--	--
Yes	63	29.7
No	149	70.3
Current for- profit dating status N=16	--	--
Yes	4	25.0
No	12	75.0
Current online dating not-for-profit status N=196		
Yes	48	24.4
No	149	75.5

Table 3: Reliability Statistics of For-profit Measure

Variable and Items	Mean	SD
Rewards $\alpha = .94$	3.16	1.40
How rewarding were/are your for-profit dating relationship[s]?	3.13	1.41
In terms of rewards received, how worthwhile were/are your for-profit dating relationship[s]?	3.19	1.47
<i>Eliminated: In terms of rewards, how did/do your for-profit dating relationship[s] compare to what you expected/expect from a dating experience?</i>	-----	-----
Costs $\alpha = .88$	3.06	1.26
To what degree are your for-profit dating relationship[s] worth the costs associated with them?	2.81	1.42
In terms of costs, how did/do your for-profit dating relationship[s] compare to what you expected/expect from dating relationships?	3.31	1.25
<i>Eliminated: How costly were/are your for-profit dating relationships?</i>	-----	-----
Satisfaction $\alpha = .96$	2.78	1.27
To what degree are/were you satisfied with your for-profit dating partner[s]?	3.25	1.07
My for-profit dating relationship[s] are close to ideal.	2.56	1.32
My for-profit relationship[s] is/are better than other relationship[s].	2.44	1.37
The for-profit relationship makes me very happy.	2.69	1.62
My for-profit relationship does a good job of fulfilling my needs for intimacy.	2.94	1.44
Commitment $\alpha = .89$	3.10	1.35
To what extent are you committed to maintaining your relationship/arrangement with your for-profit dating partner[s]?	3.13	1.41
How obligated are/were you to fulfill your for-profit dating partners' expectations?	3.67	1.23
To what degree are/were you committed to your for-profit dating partner[s]?	3.00	1.25
I would feel very upset if my for-profit relationship[s] were to	2.60	1.50

end.		
<i>Eliminated: How likely is it that you will end your for-profit dating relationship[s]?</i>	-----	-----
<i>Eliminated: It is very likely that I will date someone other than my for-profit dating partner in the next year.</i>	-----	-----
Alternatives $\alpha = .85$	3.83	1.18
In general, how appealing are your alternatives to for-profit dating?	3.60	1.30
My alternatives to my for-profit dating partner[s] are very appealing.	3.80	1.08
If I weren't dating for-profit I would find another appealing person.	4.27	.96
In general, how Unappealing are your alternatives?	3.67	1.40
<i>Eliminated: My need for intimacy and companionship can be easily fulfilled in my for-profit relationship</i>	-----	-----
Investments $\alpha = .90$	2.25	1.37
All things considered, how much would you "lose" if you were to end your for-profit dating relationship[s]?	2.60	1.60
In general, how much have you invested (e.g., time, money, energy) in your for-profit dating experience?	2.80	1.32
I would lose many aspects of my life if I were to stop my for-profit dating.	2.20	1.70
I feel as though I put a great deal of involvement in the for-profit relationship.	2.20	1.47
My relationship with friends and families would be complicated if I were to stop for-profit dating.	1.47	.743
Communication $\alpha = .77$	3.33	.95
I explicitly share my dating expectations with my partner[s].	3.14	1.51
I explicitly discuss how much I have invested in the relationship with my partner.	2.79	1.58
To what degree are you open with your partner about your wants and needs?	3.79	1.05
How satisfied are you with the communication about your expectations within the relationship?	3.57	1.16
In general, how satisfied are you with the communication between you and your partner?	3.36	1.22

Table 4: Reliability Statistics of Not-for-profit Measure

Variable and Items	Mean	SD
Rewards $\alpha = .87$	2.49	1.22
How rewarding were/are your online dating relationship[s]?	2.48	1.23
In terms of rewards received, how worthwhile were/are your online dating relationship[s]?	2.50	1.36
<i>Eliminated: In terms of rewards, how did/do your online dating relationship[s] compare to what you expected/expect from a dating experience?</i>	-----	-----
Costs $\alpha = .60$	2.71	.92
To what degree are your online dating relationship[s] worth the costs associated with them?	2.57	1.31
In terms of costs, how did/do your online dating relationship[s] compare to what you expected/expect from dating relationships?	2.85	.81
<i>Eliminated: Q113. How costly were/are your online dating relationships?</i>	-----	-----
Satisfaction $\alpha = .94$	2.50	1.24
To what degree are/were you satisfied with your online dating partner[s]?	2.96	1.12
My online dating relationship is close to ideal.	2.39	1.40
My online dating relationship is better than other relationships.	2.16	1.34
The online dating relationship makes me very happy.	2.49	1.45
My online dating relationship does a good job of fulfilling my needs for intimacy.	2.51	1.50
Commitment $\alpha = .90$	2.57	1.38
To what extent are you committed to maintaining your relationship/arrangement with your online dating partner?	2.45	1.40
How obligated are/were you to fulfill your online dating partners' expectations?	2.62	1.24
To what degree are/were you committed to your partner[s]?	2.74	1.38
I would feel very upset if my online dating relationship[s] were to end.	2.46	1.50
<i>Eliminated: It is very likely that I will date someone other than my online dating partner in the next year.</i>	-----	-----

<i>Eliminated: How likely is it that you will end your online dating relationship?</i>	-----	-----
Alternatives $\alpha = .80$	3.41	1.27
In general, how appealing are your alternatives to online dating?	3.22	1.30
My alternatives to my online dating partner are very appealing.	3.21	1.29
If I weren't dating online I would find another appealing person.	3.66	1.302
In general, how Unappealing are your alternatives?	3.54	1.19
<i>Eliminated: My need for intimacy and companionship can be easily fulfilled in my online dating relationship</i>	-----	-----
Investments $\alpha = .88$	2.04	1.26
All things considered, how much would you "lose" if you were to end your for-profit dating relationship[s]?	1.98	1.29
In general, how much have you invested (e.g., time, money, energy) in your for-profit dating experience?	2.65	1.22
I would lose many aspects of my life if I were to stop my for-profit dating.	1.72	1.22
I feel as though I put a great deal of involvement in the for-profit relationship.	2.35	1.52
My relationship with friends and families would be complicated if I were to stop for-profit dating.	1.50	1.08
Communication $\alpha = .84$	3.38	.99
I explicitly share my dating expectations with my partner[s].	3.43	1.38
I explicitly discuss how much I have invested in the relationship with my partner.	3.04	1.42
To what degree are you open with your partner about your wants and needs?	3.56	1.21
How satisfied are you with the communication about your expectations within the relationship?	3.46	1.13
In general, how satisfied are you with the communication between you and your partner?	3.39	1.22

Table 5: Hypothesis 1-5 Correlation Summary

	Not-for-Profit	For-Profit	ALL
Hypothesis 1	.46**	.15	.44**
Hypothesis 2	.71**	.75**	.71**
Hypothesis 3	-.56**	-.79**	-.58**
Hypothesis 4	-.00	-.24	-.01
Hypothesis 5	.48**	.65**	.48**

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDICES

APPENDIX A: Recruitment email

Hello!

I am seeking participants to take part in a study looking at online dating experiences. The questions will ask about your motivations, benefits, and satisfaction for online dating.

To take part in this study, you will need to meet the following criteria: 1) at least 18 years of age, and 2) used an online dating site or engaged in for-profit dating (dating for money, time spent, material goods, etc.).

The survey is confidential. Your participation is voluntary, and there is no penalty for non-participation. Furthermore, you may refuse to answer any question or withdraw from the study at any time without penalty.

The questions for this questionnaire should take about 20 minutes to complete. In exchange for your participation, you may receive extra credit in an amount to be determined by your instructor or you may refer someone to take the survey on your behalf. If you don't qualify and don't know anyone who would qualify to take it on your behalf, you can participate in an alternative option.

At the end of the survey, you will be redirected to a separate survey which is NOT linked to your responses at all. At that point, there will be an area for you to enter your information in to receive credit and the individual who may take the survey can also enter your information in.

The alternative option for extra credit is as follows:

If you are ineligible, do not know anyone to take it on your behalf, or choose not to participate in the online survey, you can complete this alternative option to receive extra credit.

1. Select and read one of following articles.

-Fitzpatrick, M. & Winke, J. (1979). You always hurt the one you love: Strategies and tactics in interpersonal conflict. *Communication Quarterly*, 27 (1), 3-11.

-Sheldon, P., Gilchrist-Petty, E., & Lessley, J. (2014). You did what? The relationship between forgiveness tendency, communication of forgiveness, and relationship satisfaction in married and dating couples, *Communication Reports*, 27 (2), 78-90.

2. Write a brief report about the selected article.

-First line of document: write your name, course name that you want to get extra credit, and

course instructor's name.

-First paragraph: Summarize the article

-Second paragraph: suggest one or two the most important points of the article and explain why you think the points are important.

-Font size: 12pts, single spaced and 1-inch margin (top, right, left, and bottom).

-Total length of report: approximately one page.

3. Email your report with the subject line reading "Extra Credit Alternative Option Submission."

Please feel free to contact me if you have any questions. This survey link and potential alternative option papers should be completed by 11:59 pm on October 31st.

Thank you,

Arrington Stoll

APPENDIX B: For-profit online dating survey

Have you ever engaged in online dating through a website or phone application?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To End of Survey

Please enter your age using only two numbers. (e.g., 18)

What is your annual income level

- \$0-\$19,999 (1)
- \$20,000-\$39,999 (2)
- \$40,000-\$59,999 (3)
- \$60,000-\$79,999 (4)
- \$80,000-\$99,999 (5)
- \$100,000+ (6)

What is your education level? If currently enrolled, mark the current level.

- Some high school (1)
- High school degree or equivalent (2)
- Associate's degree (3)
- College freshman (4)
- College sophomore (5)
- College junior (6)
- College senior (7)
- Master's degree (8)
- Doctoral degree (9)

What is your current relationship status?

- Single never married (1)
- Married/domestic partnership (2)
- Divorced (3)
- Widowed (4)
- Separated (5)
- Open relationship (6)
- Committed relationship (7)
- Other (Please identify) (8) _____

What is your sexual identity?

- Homosexual (1)
- Heterosexual (2)
- Bisexual (3)
- Pansexual (4)
- Other (Please identify) (5) _____

How do you describe your ethnicity?

Are you currently dating online?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To How long have you been dating online?...If No Is Selected, Then Skip To Before you ended your online dating e...If No Is Selected, Then Skip To Why did you end your online dating ex...

Have you ever engaged in for-profit dating? (i.e., money or goods of some kind were exchanged to go on a date or spend time together)

- Yes (1)
- No (2)

What role do you play in the current or previous for-profit dating relationships (e.g., sugar baby, sugar daddy, generous member, attractive member, etc.)

What websites or phone applications have you used to engage in for-profit dating?

- WhatsYourPrice.com (1)
- MissTravel.com (2)
- SeekingArrangement.com (3)
- AshleyMadson.com (4)
- Arrangement.com (5)
- Establishedmen.com (6)
- Sugardaddymeet.com (7)
- Sugardaddyforme.com (8)
- Craislist.com (9)
- Tinder (10)
- Carrot Dating (11)
- Misstravel.com (12)
- Other (Please specify) (13) _____

The following questions refer to the rewards you receive from your relationships. Rewards can take many forms such as material goods, money, attention, status, advice, or anything that has value or brings you satisfaction and enjoyment.

How rewarding were/are your for-profit dating relationships?

- Not at all rewarding (1)
- Slightly rewarding (2)
- Somewhat rewarding (3)
- Moderately rewarding (4)
- Extremely rewarding (5)

In terms of rewards, how did/do your for-profit dating relationship[s] compare to what you expected/expect from a dating experience?

- Much worse than I would expect (1)
- Worse than I would expect (2)
- About what I would expect (3)
- Better than I would expect (4)
- Much better than I would expect (5)

In terms of rewards received, how worthwhile were/are your for-profit dating relationships?

- Not at all worthwhile (1)
- Slightly worthwhile (2)
- Somewhat worthwhile (3)
- Moderately worthwhile (4)
- Extremely worthwhile (5)

The following questions refer to the costs associated with your relationships. Costs are any real or perceived elements of the relationship that have negative value to you. Costs can be in a variety of forms such as time, money, effort, etc.

How costly were/are your for-profit dating relationships?

- Not at all costly (1)
- Slightly costly (2)
- Somewhat costly (3)
- Moderately costly (4)
- Extremely costly (5)

In terms of costs, how did/do your for-profit dating relationships compare to what you expected/expect from dating relationships?

- Much worse than I would expect (1)
- Worse than I would expect (2)
- About what I would expect (3)
- Better than I would expect (4)
- Much better than I would expect (5)

To what degree are your for-profit dating relationships worth the costs associated with them?

- Not at all (1)
- Slightly (2)
- Somewhat (3)
- Moderately (4)
- Extremely (5)

The following questions ask about your satisfaction with your for-profit relationship partners and for-profit dating in general.

To what degree are/were you satisfied with your for-profit dating partner(s)?

- Very dissatisfied (1)
- Dissatisfied (2)
- Neutral (3)
- Satisfied (4)
- Very satisfied (5)

My for-profit relationship is close to ideal.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

My for-profit relationship is better than other relationships.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The for-profit relationship makes me very happy.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

My for-profit relationship does a good job of fulfilling my needs for intimacy, companionship, etc.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The following questions refer to how committed you are in the relationship and in for-profit dating.

How likely is it that you will end your for-profit dating relationship[s]?

- Not at all likely (1)
- Slightly likely (2)
- Somewhat likely (3)
- Moderately likely (4)
- Extremely likely (5)

To what extent are you committed to maintaining your relationship/arrangement with your for-profit dating partner(s)?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

How obligated are/were you to fulfill your for-profit dating partners' expectations?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

To what degree are/were you committed to your for-profit dating partners?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

I would feel very upset if my for-profit relationship were to end. Do not agree to agree completely

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

It is very likely that I will date someone other than my for-profit dating partner in the next year.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The following questions refer to the alternatives you have to for-profit dating, such as other types of online dating sites or dating in traditional ways (e.g., asking someone out that you meet through friends).

In general, how appealing are your alternatives to for-profit dating?

- Not at all appealing (1)
- Slightly appealing (2)
- Somewhat appealing (3)
- Moderately appealing (4)
- Extremely appealing (5)

My alternatives to my for-profit dating partner are very appealing.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

If I weren't dating for-profit I would find another appealing person.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

My need for intimacy and companionship can be easily fulfilled in my for-profit relationship.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

In general, how UNappealing are your alternatives?

- Extremely (1)
- Moderately (2)
- Somewhat (3)
- Slightly (4)
- Not at all (5)

The following questions refer to what you have invested in the relationship and for-profit dating. This could be financial investments, time, emotion, esteem, energy, etc.

All things considered, how much would you “lose” if you were to end your for-profit relationships?

- No loss (1)
- Minor loss (2)
- Neutral (3)
- Moderate loss (4)
- Major loss (5)

In general, how much have you invested (e.g., time, money, energy) in your for-profit dating experience?

- I never have invested (1)
- I rarely have invested (2)
- I occasionally have invested (3)
- I have invested a moderate amount (4)
- I have invested a great deal (5)

I would lose many aspects of my life if I were to stop my for-profit dating.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

I feel as though I put a great deal of involvement in the for-profit relationship.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

My relationship with friends and families would be complicated if I were to stop for-profit dating.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The following questions refer to how you communicate in your relationship.

I explicitly share my dating expectations with my partner[s].

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

I explicitly discuss how much I have invested in the relationship with my partner.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

To what degree are you open with your partner about your wants and needs?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

How satisfied are you with the communication about your expectations within the relationship?

- Extremely (1)
- Moderately (2)
- Somewhat (3)
- Slightly (4)
- Not at all (5)

In general, how satisfied are you with the communication between you and your partner?

- Extremely (1)
- Moderately (2)
- Somewhat (3)
- Slightly (4)
- Not at all (5)

APPENDIX C: Not-for-profit online dating survey

Have you ever engaged in online dating through a website or phone application?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To End of Survey

Please enter your age using only two numbers. (e.g., 18)

What is your annual income level

- \$0-\$19,999 (1)
- \$20,000-\$39,999 (2)
- \$40,000-\$59,999 (3)
- \$60,000-\$79,999 (4)
- \$80,000-\$99,999 (5)
- \$100,000+ (6)

What is your education level? If currently enrolled, mark the current level.

- Some high school (1)
- High school degree or equivalent (2)
- Associate's degree (3)
- College freshman (4)
- College sophomore (5)
- College junior (6)
- College senior (7)
- Master's degree (8)
- Doctoral degree (9)

What is your current relationship status?

- Single never married (1)
- Married/domestic partnership (2)
- Divorced (3)
- Widowed (4)
- Separated (5)
- Open relationship (6)
- Committed relationship (7)

Other (Please identify) (8) _____

What is your sexual identity?

- Homosexual (1)
- Heterosexual (2)
- Bisexual (3)
- Pansexual (4)
- Other (Please identify) (5) _____

How do you describe your ethnicity?

Have you ever engaged in for-profit dating? (i.e., money or goods of some kind were exchanged to go on a date or spend time together)

- Yes (1)
- No (2)

Q105 What websites or phone applications have you used to engage online dating?

- Match.com (1)
- eHarmony (2)
- Plenty of Fish (3)
- Zoosk (4)
- Tinder (5)
- Other (Please list) (6) _____

The following questions refer to the rewards you receive from your relationships. Rewards can take many forms such as material goods, money, attention, status, advice, or anything that has value or brings you satisfaction and enjoyment.

How rewarding were/are your online dating relationships?

- Not at all rewarding (1)
- Slightly rewarding (2)
- Somewhat rewarding (3)
- Moderately rewarding (4)
- Extremely rewarding (5)

In terms of rewards, how did/do your online dating relationship[s] compare to what you expected/expect from a dating experience?

- Much worse than I would expect (1)
- Worse than I would expect (2)
- About what I would expect (3)
- Better than I would expect (4)
- Much better than I would expect (5)

In terms of rewards received, how worthwhile were/are your online dating relationships?

- Not at all worthwhile (1)
- Slightly worthwhile (2)
- Somewhat worthwhile (3)
- Moderately worthwhile (4)
- Extremely worthwhile (5)

The following questions refer to the costs associated with your relationships. Costs are any real or perceived elements of the relationship that have negative value to you. Costs can be in a variety of forms such as time, money, effort, etc.

How costly were/are your online dating relationships?

- Not at all costly (1)
- Slightly costly (2)
- Somewhat costly (3)
- Moderately costly (4)
- Extremely costly (5)

In terms of costs, how did/do your online dating relationships compare to what you expected/expect from dating relationships?

- Much worse than I would expect (1)
- Worse than I would expect (2)
- About what I would expect (3)
- Better than I would expect (4)
- Much better than I would expect (5)

To what degree are your online dating relationships worth the costs associated with them?

- Not at all (1)
- Slightly (2)
- Somewhat (3)
- Moderately (4)
- Extremely (5)

The following questions ask about your satisfaction with your online dating relationship partners and for-profit dating in general.

To what degree are/were you satisfied with your online dating dating partner(s)?

- Very dissatisfied (1)
- Dissatisfied (2)
- Neutral (3)
- Satisfied (4)
- Very satisfied (5)

My online dating relationship is close to ideal.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

My online dating relationship is better than other relationships.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The online dating relationship makes me very happy.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)

- Completely agree (5)

My online dating relationship does a good job of fulfilling my needs for intimacy, companionship, etc.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The following questions refer to how committed you are in the relationship and also in online dating.

How likely is it that you will end your online dating relationship[s]?

- Not at all likely (1)
- Slightly likely (2)
- Somewhat likely (3)
- Moderately likely (4)
- Extremely likely (5)

To what extent are you committed to maintaining your relationship/arrangement with your online dating partner(s)?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

How obligated are/were you to fulfill your online dating partners' expectations?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

To what degree are/were you committed to your online dating partners?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

I would feel very upset if my online dating relationship were to end. Do not agree to agree completely

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

It is very likely that I will date someone other than my online dating partner in the next year.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The following questions refer to the alternatives you have to online dating, such as other types of online dating sites or dating in traditional ways (e.g., asking someone out that you meet through friends).

In general, how appealing are your alternatives to online dating dating?

- Not at all appealing (1)
- Slightly appealing (2)
- Somewhat appealing (3)
- Moderately appealing (4)
- Extremely appealing (5)

My alternatives to my online dating partner are very appealing.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

If I weren't dating online I would find another appealing person.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

My need for intimacy and companionship can be easily fulfilled in my online dating relationship.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

In general, how UNappealing are your alternatives?

- Extremely (1)
- Moderately (2)
- Somewhat (3)
- Slightly (4)

The following questions refer to what you have invested in the relationship and online dating. This could be financial investments, time, emotion, esteem, energy, etc.

Q140 All things considered, how much would you "lose" if you were to end your online dating?

- No loss (1)
- Minor loss (2)

- Neutral (3)
- Moderate loss (4)
- Major loss (5)

In general, how much have you invested (e.g., time, money, energy) in your online dating experience?

- I never have invested (1)
- I rarely have invested (2)
- I occasionally have invested (3)
- I have invested a moderate amount (4)
- I have invested a great deal (5)

I would lose many aspects of my life if I were to stop my online dating.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

I feel as though I put a great deal of involvement in the online dating relationship.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

My relationship with friends and families would be complicated if I were to stop online dating.

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

The following questions refer to how you communicate in your relationship.

I explicitly share my dating expectations with my partner[s].

- Do not agree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

I explicitly discuss how much I have invested in the relationship with my partner.

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- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Completely agree (5)

To what degree are you open with your partner about your wants and needs?

- Not at all (1)
- Little (2)
- Some (3)
- A lot (4)
- A great deal (5)

How satisfied are you with the communication about your expectations within the relationship?

- Extremely (1)
- Moderately (2)
- Somewhat (3)
- Slightly (4)
- Not at all (5)

In general, how satisfied are you with the communication between you and your partner?

- Extremely (1)
- Moderately (2)
- Somewhat (3)
- Slightly (4)
- Not at all (5)

APPENDIX D: Online consent

University of Wisconsin – Milwaukee Consent to Participate in Online Survey Research

Study Title: Bidding on a “biddie”: Social exchange and online dating

Person Responsible for Research: Arrington Stoll

Study Description: The purpose of this research study is to better understand your online dating experiences. Approximately 100 subjects will participate in this study. To take part in this study, you will need to meet the following criteria: 1) at least 18 years of age, and 2) used an online dating site or engaged in for-profit dating (dating for money, time spent, material goods, etc.). If you agree to participate, you will be asked to complete an online survey that will take approximately 15-20 minutes to complete. The questions will ask about your motivations, benefits, and satisfaction for online dating.

Risks / Benefits: Risks to participants are considered minimal. There are no foreseen risks for participating. Collection of data and survey responses using the internet involves the same risks that a person would encounter in everyday use of the internet, such as breach of confidentiality. While the researchers have taken every reasonable step to protect your confidentiality, there is always the possibility of interception or hacking of the data by third parties that is not under the control of the research team.

There will be no costs for participating. Benefits of participating include the possibility of extra credit and furthering research in the interpersonal communication and online dating field.

Limits to Confidentiality: Identifying information such as your name, email address, and the Internet Protocol (IP) address of this computer will not be asked or available to the researchers. Data will be retained on the Qualtrics website server for two years and will be deleted by the research staff after this time. However, data may exist on backups or server logs beyond the timeframe of this research project. Data transferred from the survey site will be saved on a password protected computer for six months. Only the principle investigators listed on this study have access to the data collected by this study.

Voluntary Participation: Your participation in this study is voluntary. You may choose to not answer any of the questions or withdraw from this study at any time without penalty. Your decision will not change any present or future relationship with the University of Wisconsin Milwaukee.

Who do I contact for questions about the study: For more information about the study or study procedures, contact Arrington Stoll at alstoll@uwm.edu, or Mike Allen at mikealle@uwm.edu.

Who do I contact for questions about my rights or complaints towards my treatment as a research subject? Contact the UWM IRB at 414-229-3173 or irbinfo@uwm.edu

Research Subject's Consent to Participate in Research:

By entering this survey, you are indicating that you have read the consent form, you are age 18 or older and that you voluntarily agree to participate in this research study.

APPENDIX E: IRB Approval letter



New Study - Notice of IRB Exempt Status

Melody Harries
IRB Administrator
Institutional Review Board
Engelmann 270
P. O. Box 413
Milwaukee, WI 53201-0413
(414) 229-3182 phone
(414) 229-6729 fax

<http://www.irb.uwm.edu>
harries@uwm.edu

Date: March 31, 2016

To: Mike Allen, PhD
Dept: Communication

Cc: Arrington Stoll

IRB#: 16.305

Title: Bidding on a "biddie": Social exchange and for profit dating

After review of your research protocol by the University of Wisconsin – Milwaukee Institutional Review Board, your protocol has been granted Exempt Status under **Category 2** as governed by 45 CFR 46.101(b).

This protocol has been approved as exempt for three years and IRB approval will expire on **March 30, 2019**. If you plan to continue any research related activities (e.g., enrollment of subjects, study interventions, data analysis, etc.) past the date of IRB expiration, please respond to the IRB's status request that will be sent by email approximately two weeks before the expiration date. If the study is closed or completed before the IRB expiration date, you may notify the IRB by sending an email to irbinfo@uwm.edu with the study number and the status, so we can keep our study records accurate.

Any proposed changes to the protocol must be reviewed by the IRB before implementation, unless the change is specifically necessary to eliminate apparent immediate hazards to the subjects. The principal investigator is responsible for adhering to the policies and guidelines set forth by the UWM IRB, maintaining proper documentation of study records and promptly reporting to the IRB any adverse events which require reporting. The principal investigator is also responsible for ensuring that all study staff receive appropriate training in the ethical guidelines of conducting human subjects research.

As Principal Investigator, it is also your responsibility to adhere to UWM and UW System Policies, and any applicable state and federal laws governing activities which are independent of IRB review/approval (e.g., [FERPA](#), [Radiation Safety](#), [UWM Data Security](#), [UW System policy on Prizes, Awards and Gifts](#), state gambling laws, etc.). When conducting research at institutions outside of UWM, be sure to obtain permission and/or approval as required by their policies.

Contact the IRB office if you have any further questions. Thank you for your cooperation, and best wishes for a successful project.

Respectfully,

Melody Harries
IRB Administrator

Curriculum Vitae

ARRINGTON STOLL

University Address:
Department of Communication
University of Wisconsin-Milwaukee
Johnston Hall Room 210
P.O. Box 413
Milwaukee, WI 53201

EDUCATION

- Ph.D. **University of Wisconsin-Milwaukee**, May 2017
Concentration: Interpersonal Communication
Adviser: Dr. Mike Allen
- M. A. **University of Wisconsin-Milwaukee**, May 2013
Major Area: Interpersonal Communication
Concentration: Lying, deception, darkside of communication
Thesis: *Be honest with me: An exploration of lies in relationships*
Adviser: Dr. Erik Timmerman
- B. A. **University of Wisconsin-Milwaukee**, December 2010
Major: Communication
Minor: Business Administration

TEACHING EXPERIENCE

Teaching Assistant, Communication Department, University of Wisconsin-Milwaukee,
Milwaukee, WI, January 2011-present

Adjunct Professor, Communication & Digital Media, Carthage College, Kenosha, WI, August
2014-present

PUBLICATIONS

Ruppel, E., Kim, S., Gross, C., Stoll, A., Peck, B., & Allen, M. (2016). Meta-analysis of

differences in online and offline self-disclosure. *Journal of Mediated Communication*. Manuscript accepted for publication.

Stoll, A. (2015). Systematic Differential. In *The SAGE Encyclopedia of Communication Research Methods*. Sage: Thousand Oaks, CA.

Stoll, A. (2015). ANOVA Post hoc Test: Duncan. In *The SAGE Encyclopedia of Communication Research Methods*. Sage: Thousand Oaks, CA.

Stoll, A. (2015). ANOVA Post hoc Test: Student-Newman-Keuls. In *The SAGE Encyclopedia of Communication Research Methods*. Sage: Thousand Oaks, CA.

Stoll, A. (2015). ANOVA Post hoc Test: Tukey HSD. In *The SAGE Encyclopedia of Communication Research Methods*. Sage: Thousand Oaks, CA.

Under Review

Baker, B., Stoll, A. (2016) "*Being female is just the 'second choice'*": Exploring female video game players' online experiences. Manuscript under review.

Stoll, A. (2015) *Making the Choice: The Influence of Messages and Relational Sources about Marriage*. Manuscript under review.

Stoll, J. R., Winden, M., & Stoll, A. *Impact of Communication upon the Selection of Environmental Targets, Policy Implementation, and Political Acceptability*. Manuscript under review.

Anderson, C. & Stoll, A. *Scavenging for Topics: Tasking Students with Exploring Their Communities for Paper and Presentation Topics*. Manuscript under review.

Stoll, A., Quinn, S., & Kulovitz, K. "*Just like the first day of a regular job*": Exploring first time prostitute experiences. Manuscript under review.

Stoll, A., Becker, K., & Schneider, S. *How we lie: An exploration of deception in intimate dating relationships*. Manuscript under review.

PRESENTATIONS

- Anderson, C. & Stoll, A. (2016). *Scavenging for Topics: Tasking Students with Exploring Their Communities for Paper and Presentation Topics*. Central States Communication Association. Grand Rapids, MI.
- Stoll, J. R., Winden, M., & Stoll, A. (2015). *Impact of Communication upon the Selection of Environmental Targets, Policy Implementation, and Political Acceptability*. Midwest Economics Association, Minneapolis, MN.
- Motel, L. & Stoll, A. (2015). *The Changing Face of Leadership: A Meta-Analysis of Personality Traits as Predictors of Leadership Effectiveness Over Time*. **Top Paper**, National Communication Association, Las Vegas, NV.
- Stoll, A., Quinn, S., & Kulovitz, K. (2015). *“Just like the first day of a regular job”:* *Exploring first-time prostitute experiences*. National Communication Association, Las Vegas, NV.
- Ruppel, E. K., Kim, S., Gross, C., Stoll, A., Peck, B., & Allen, M. (2015). *Reflecting on connecting: Meta-analysis of differences between mediated and face-to-face self-disclosure*. National Communication Association, Las Vegas, NV.
- Baker, B., Stoll, A. (2015). *“Being female is just the ‘second choice’”:* *Exploring female video game players’ online experiences*. National Communication Association, Las Vegas, NV.
- Stoll, A., Kulovitz, K. (2015). *Bidding on a “biddie”:* *Social exchange theory and for-profit dating*. International Association of Relationship Research, Amsterdam, July.
- Kohler, K., Olson, M., Stoll, A. (2015). *Sex Guilt and Homophobia Experiences of Young Adults*. Central States Communication Association. Madison, WI.
- Stoll, A., Kulovitz, K. (2014). *Catfishing, Not Just a Sport: Interpersonal Deception Theory in Online Relationships*. National Communication Association Chicago, Illinois, November.
- Stoll A. (2014) *Be honest with me: An exploration of lies in relationships*. National Communication Association Chicago, Illinois, November.

- Kulovitz, K., Stoll, A. (2014). *“Prince Charming He Says”: An Analysis of Monetary Bidding and The Trading of Goods for First Dates*. National Communication Association Chicago, Illinois, November.
- Dilbeck, K., & Stoll, A. (2014). The Self-Report Passing Measure (SRPM). National Communication Association Chicago, Illinois, November.
- Stoll, A. (2013, OCT). *Team Problem Solving Workshop*. University of Wisconsin Milwaukee Student Scholarship Program. Milwaukee, Wisconsin, October.
- Stoll, A., Timmerman, E. (2013). *What motivates marriage?: The Combination of Messages and Relational Sources That Influence Marriage*. International Association for Relationship Research. Louisville, Kentucky, October 2013.
- Stoll, A., Kulovitz, K. (2013). *“Escorts are Not Welcome.”: A Content Analysis of Online Bidding for First Dates*. International Association for Relationship Research. Louisville, Kentucky, October.
- Stoll, A. (2013) *Making the Choice: The Influence of Messages and Relational Sources about Marriage*. Central States Communication Association, Kansas City, Kansas, April.
- Stoll, A., Becker, K., & Schneider, S. (2012) *How we lie: An exploration of deception in intimate dating relationships*. International Association of Relationships Research, Chicago, Illinois, July.

AWARDS & RECOGNITION

- 2017 Recipient UWM Department of Communication Graduate Student Research Fund
- 2016 Recipient, Communication Department NCA Travel Grant
- 2016 Recipient, UWM Graduate School Travel Grant
- 2015 Recipient, UWM Graduate School Travel Grant
- 2015 Recipient, Communication Department NCA Travel Grant
- 2014 Featured guest Spawn Point Podcast, Episode 39 Gaming Indicted
- 2014 Recipient, Communication Department NCA Travel Grant
- 2014 Recipient, UWM Graduate School Travel Grant
- 2013 Melvin H. Miller Master’s Service Award

2013 Recipient, UWM Graduate School Travel Grant
2012 Recipient, UWM Graduate School Travel Grant
2011 First Year Student Success Teaching Award- University of Wisconsin- Milwaukee
2011 Nominated for the National Society of Collegiate Scholars