

Association for Information Systems

AIS Electronic Library (AISeL)

ICEB 2009 Proceedings

International Conference on Electronic Business
(ICEB)

Winter 12-4-2009

Heartthrob in Cyberspace - The Characteristics of the Popular Online Daters

Chih-Chien Wang

Yi-Ting Wang

Follow this and additional works at: <https://aisel.aisnet.org/iceb2009>

This material is brought to you by the International Conference on Electronic Business (ICEB) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICEB 2009 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

HEARTTHROB IN CYBERSPACE - THE CHARACTERISTICS OF THE POPULAR ONLINE DATERS

Chih-Chien Wang¹, and Yi-Ting Wang²

Institute of Information Management

National Taipei University, Taiwan

¹wangson@mail.ntpu.edu.tw; ²teresa750102@msn.com

Abstract

Online dating websites are currently popular application for Internet users to make new friends and find their partners. An interesting observation is that some people are more popular than others in online dating websites. The current study focus on the personal profile characteristics which make one a popular dater. By two field surveys, this study discusses the relationship between online daters' personal profiles and their popularity.

Keywords: Online Dating, Online Relationship, Dating Websites, Social Websites.

Introduction

Online dating is current a popular activities in the cyberspace. People make new friends and find their partners through online dating websites. Some Internet users had experience in meeting new friends on the internet. For some Internet users, one goal to use Internet is to build and maintain online relationship. Some users develop the online relationships into friendships. Some of them even turned into romantic relationships [9].

More and more people make new friends and find their partners through online dating websites. Some of them used online dating websites to developed romantic relationships. However, there is an interesting observation that some people are more popular than others in online dating websites. These popular users attract others' attention and may be ideal partners for other users.

Previous studies on mate preference had indicated that people would choice romantic partner by their personal characteristics of demographic, personality, social economic status, etc. It is a reasonable inference that online dating participants would also hold some preferences for ideal date partners. The online date partner preferences determine who are popular daters in cyberspace.

The current study focused on the personal profile characteristics which made one a popular dater. By observation of popularity of online daters, this study tried to find characteristics which were associated with popularity of online daters. Then, this study conducted another observation to confirm these

characteristics to make sure that online daters with these characteristics were also popular daters.

Literature Review

Previous studies indicated that personality, education, occupation, social economic status, physical appearance, intelligence quality, and emotion quality were factors influencing mate selection. Followings are mate preferences mentioned in previous studies.

Mate preferences in personality, intelligent and emotion

Personality, intelligent and emotion are important issues for friendship and romantic relationship. Buss and Barnes [1] revealed that good companion, considerate, honest, affectionate, dependable, intelligent, kind, understanding, interesting to talk to, and loyal were characteristics which made people popular mates. Sanderson, Keite, Miles, and Yopyk [15] indicated that people who focused on intimacy in their relationships preferred dating partner with characteristics in warm and open and similar personality attributes. Goodwin [7] indicated that kindness, consideration, honest, and humor were important personality characteristics in cross-sex preference for potential mates. Hoyt and Hudson [8] found that people would like to select mates who consisted of intelligent. Buunk, Dijkstra, Fetschenhauer, and Kenrick [2] indicated that both men and women liked mates who were self-confidence and dominance. McGee and Shevlin [10] revealed that humor people were with high level of attractiveness and amiable personality and good relation capacities were preferred in mate selection. Doosje, Rojahn, and Fischer [5] indicated that both males and females felt autonomy, intelligence, and emotionality were desired characteristics for their preferred partners.

Previous studies had discussed the gender difference in mate preferences in personality, intelligent and emotion. For males, they preferred their spouse with frugal personality [1]. According to Todosijević, Ljubinković, Snežana, and Arančić [21], males desired mates with aggressiveness, self-pity, fearfulness, fragility personality, seriousness, independence, enterprising, and sincerity than females. Clark, Dover, Geher, and Presson [3]

pointed out that males wanted to meet romantic partners who were humor, patience, emotional stability, and with communication and social skills. Gazioglu [6] indicated that males reported that chastity and dependable character as more importance than females.

For females, they preferred spouses were with characteristics of considerate, honest, dependable, kind, understanding, fond of children, and well-liked by others [1]. Buunk et al. [2] revealed that females significantly preferred mates who had high level of dominance than others. In Gazioglu [6]'s study, females were more concerned than males with emotional stability and maturity, mutual attraction-love, and intelligence. In intelligence, females felt more importance than males. Females felt less importance in kind and understanding than males in mate preference [6].

O'reilly, Knox, and Zusman [11] revealed that females would like to a marital partner who were considerate, dependable, and intelligent as essential traits in a future spouse. Besides, females did not seek caring nature and hygiene and cleanliness romantic partners, as Clark et al. [3] indicated. In McGee and Shevlin [10]'s study, gender with humor on level of attractiveness was not significant.

People are with different major concerns for different kinds of relationship. Regan and Joshi [13] showed that intellect had higher significant on long-term romantic partner than short-term sexual partner. Sanderson et al. [15] indicated that people cared the security feeling when building a long-term relationship. Regan and Joshi [13] showed that people for romantic relationships were interested in mental characteristics, such as humor, intellect, and intelligence. On the other hand, people for sexual relationships were concerned with attractiveness and sexy appearance. In addition, Regan, Levin, Sprecher, Christopher and Cate [12] divided mate preference criteria into internal and external characteristics. Internal characteristics included personality and intelligence, while external characteristics included physical attractiveness. People preferred internal characteristics more than external characteristics in selecting mates.

Mate preferences in occupation, social status, family and background

Income and economic status are important for everyone for their daily life. People usually do not like to marry someone without stable jobs. They wanted to marry someone who was earning more than themselves [18]. Social status, family and background are also important in mate selection. Buss and Barnes [1] revealed that a large family was unpopular characteristics for people in a mate.

Previous studies indicated gender differences in mate preferences in occupation, social economic

status, and relative. Doosje et al. [5] indicated males tended to value socio-economic status as more important than females. For marriage mates, males were less concerned with social pressure and economical necessity and felt less importance in good earning capacity than females [6]. However, females were more unwilling than males to marry someone whose income was lower, and who did not have stable jobs [18]. Females were fond of income and social position mates [2]. Females cared more about social status than males in mate preference [12] [17]. For females, they preferred spouse characteristics in a mate who included good earning capacity, ambitious and career-oriented, and good family background. Females more preferred than males in good earning capacity [1]. For characteristics in mate preferences, females were more concerned with sociability, good financial prospect, favorable social status or rating, ambition and industrious, and similar political background than males.

People were with different concerns for different kinds of relationship. For a speed-date, females cared more than males in earnings prospects of the potential romantic partner [4].

Mate preferences in education

There were gender differences in mate preference in education. Some studies indicated that females were more concerned with similar education status than males [6] [16]. However, some studies revealed that people wanted to marry ones with more education than themselves [8] [18]. South [18] revealed that males would like to marry females with lower education was lower than themselves. Males felt less importance of college degree in mate selection than females [6]. Females were fond of higher level of education [2] [16] and preferred more than males in college degree [1].

Mate preferences in physical appearance

In general, males care physically attractive much than females in mate selection [1] [2] [5] [7] [17] [21]. Previous studies had discussed the gender difference in mate preferences in physical appearance. Males are attracted much by body type and looking than females [1] [2] [7]. For males, they preferred their spouse were with characteristics of physically attractive and good cook [1]. According to Todosijević et al. [21], males prefer thinness mates. Clark et al. [3] pointed out that males wanted to meet romantic partners with attractive appearances. In Gazioglu [6], empirical survey results indicated that for preferences potential mates, females felt less importance in physical attractiveness than males.

For a speed-date, males showed that physically attractive were more important than females in an ideal romantic partner [4]. For females, they

preferred tall spouses [1] [14]. Todosijević et al. [21] found that males desire more in beauty than females. And males were also more desirable in good looks. For marriage mates, males reported that good looks were more importance than females [6]. For males, they preferred their spouse were with characteristics of good looking [1].

Types of relationships in cyberspace

Thelwall [20] divided expending online relationships objectives into four types: friendship, dating, networking and serious relationships. In his research, results revealed that females were fond of friendship, but males preferred to dating or serious relationships. And the younger people had less interest in networking. In online friendship, females had more friends than males. Both males and females liked to know female friends.

Study 1 Method

Procedure

The current study focus on the personal profile characteristics which make one a popular dater. To reach this purpose, the study collected data of popularity and personal profiles from online dating websites. Online date websites usually assign a unique membership number to each user. The current study used a random sampling process to determine the subject list. The study collects all personal profiles and popularity of the users in the sampled subject list.

The current study collects data from Taiwan Yahoo Dating website. In Taiwan Yahoo dating website, each online dating account has a friendship score and a good feeling score. Both friendship score and good feeling score of an online dater are decided by other users. If individuals want to make friends with one in online dating website, they need to send a request to and add one into their good friend list. This request would bring one point of friendship score to her or him [19]. Individuals with high friendship scores in Taiwan Yahoo Dating website means that many people admire or like them.

Good feeling score is another function provided by Taiwan Yahoo Dating website. This function allows users to give a good feeling score to others. Each day one user can only give one good feeling point to the same user. However, in the other day this limitation will re-count and individual can give another one good feeling point to the same user. This good feeling point reflects others' intention to make friend with and is collected as a record in ones' personal profiles [19]. This study adopted both friendship and good feeling scores as index for online dates' popularity. Both the friendship and good feeling scores range from zero to hundreds or thousands. Some famous online dating participants are with extreme high value in friendship and good

feeling scores. To avoid the bias from by the outlets, the study used the log values of friendship and good feeling score for data analysis purpose.

Personal profiles in online dating websites include several parts: demographics, background, interests, match preference, and autobiography. The demographics part includes gender, age, residence, constellation, blood, marriage, height, weight and type. The part of background includes the degree of education, occupation, smoking habit, drinking or not, belief, personality, and languages spoken. The part of interests composes of interest, pet, movie, travel experience, music, food, and prefer leisure place. The part of match preference contains mate preference in gender, age, marriage, belief, height, weight, the degree of education, body type, and relationships. The autobiography part includes self introduction of online dating user. Some fields in the personal profiles are in the format of multiple responses, include personality, languages spoken, interest, pet, movie, travel experience, music, food, prefer leisure place, matching type, and matching relationships, while the other fields in the format of multiple-choice.

Table 1 Demographic profiles of the sample

Demographic variables	Cases	%
Gender		
Male	498	64.26
Female	277	35.74
Age		
Under 20 years old	44	5.68
21 to 25 years old	181	23.35
26 to 30 years old	224	28.90
31 to 35 years old	144	18.58
36 to 40 years old	64	8.26
41 to 45 years old	48	6.19
46 to 50 years old	21	2.71
Up 50 years old	16	2.19
Marriage		
Unmarried	582	75.10
Married	42	5.42
Separation	7	0.90
Divorce	39	5.03
Widowed	7	0.90
Not married	57	7.35

Subjects

This research randomly collected 800 personal profiles from Taiwan Yahoo online dating website. Among them, 25 subjects were deleted due to missing and unreasonable personal profiles, remaining 775 (96.88%) personal profiles were included to analyze. The subjects consisted of 498 (64.26%) males and 277 (35.74%) females. The age of subjects were ranged from 18 to 63 years old ($M = 30.10$, $SD = 7.84$). Of the subjects, 28.90% were 26

to 30 years old. Over three fourths subjects were unmarried, as Table 1 indicated.

Data Analysis

In term of table 2, the average number in friendship score was 105.45 (SD = 884.54) for all subjects, 93.291 (SD = 1044.28) for male, and 127.30 (SD = 479.24) for female. In the case of good feeling score, the average number was 4031.69 (SD = 20844.08) for all subjects, 3326.88 (SD = 20344.30) for male, and 5298.82 (SD = 21693.57) for female. Since that some famous online daters were with extremely high value in friendship and good feeling scores, the study used the log values of friendship and good feeling score for data analysis.

Table 2 Popularity for all subjects

	All subjects (n=775)	Male (n=498)	Female (n=277)
Friendship score			
M	105.45	93.291	127.30
s.d.	884.54	1044.28	479.24
Good feeling score			
M	4031.69	3326.88	5298.82
s.d.	20844.08	20344.30	21693.57

Personality traits and popularity

In online dating websites, users present their personality traits by dichotomous field. The study conducted t-test to explore the difference in popularity for online daters with different personality traits. Averagely male had higher friendship score if one with personality traits of romantic ($t=-3.76$; $p<.001$), simple and straightforward ($t=-3.03$; $p<.01$), humorous ($t=-2.02$; $p<.05$), stubborn ($t=-3.14$; $p<.01$), and smart and capable ($t=-2.51$; $p<.05$). Males with personality traits of romantic, simple and straightforward, humorous, stubborn, and smart and capable were more popular than ones without when evaluating popular by friendship score. Nevertheless, males were less popular if ones were with personality traits of friendly and easygoing ($t=3.11$; $p<.01$) and shy ($t=2.11$; $p<.05$).

Males had averagely significant higher good feeling score when ones were with personality traits of romantic ($t=-2.86$; $p<.01$), positive ($t=-2.88$; $p<.01$), sincere ($t=-2.11$; $p<.05$), and enthusiastic ($t=-2.31$; $p<.05$) and significant lower good feeling score when with friendly and easygoing ($t=2.05$; $p<.05$) and shy ($t=2.42$; $p<.05$) personality traits.

Female had significant higher friendship score when ones were with personality traits of humorous ($t=-2.43$; $p<.05$) and careful and consideration ($t=-2.16$; $p<.05$), and lower friendship score when with friendly and easygoing ($t=-2.41$; $p<.05$) and free and unrestricted ($t=2.88$; $p<.01$) personality

traits. Averagely female had higher good feeling score when with personality traits of embraced careful and consideration ($t=2.00$; $p<.05$), and lower good feeling score when with taciturn ($t=2.17$; $p<.05$) personality trait.

Interest and popularity

In online dating websites, users present their interests by dichotomous field. The study conducted t-test to explore the difference in popularity for online daters with different interests. The popularity composed of friendship and good feeling scores in the current study. The t-test results revealed that males were with higher friendship score when having personal interests in reading and writing ($t=-2.85$; $p<.01$), finance and investment ($t=-2.12$; $p<.05$), and keeping pets ($t=-2.07$; $p<.05$) and with significant lower friendship scores when having personal interests in playing computers and network ($t=-2.88$; $p<.01$) and sleeping ($t=2.06$; $p<.05$). The results also indicated that male with higher good feeling score when having personal interests of reading and writing ($t=-2.06$; $p<.05$) and finance and investment ($t=-3.32$; $p<.001$) and significant lower score when having personal interests in playing computers and network ($t=-2.73$; $p<.01$), rides ($t=2.18$; $p<.05$) and sleeping ($t=2.10$; $p<.05$).

Female were with significant higher friendship scores when with personal interests of shopping ($t=-1.98$; $p<.05$) and keeping body slim and beauty ($t=-2.80$; $p<.001$), and with significant lower friendship score when with interests of chat with others ($t=2.55$; $p<.05$). Besides, female were with significant higher good feeling score when ones with personal interests in travel ($t=-2.71$; $p<.01$), and significant lower good feeling score when with interesting in astrology and fortune ($t=2.06$; $p<.05$).

There was no significant difference in friendship score for females with different movie preference. However, males were with significantly higher good feeling scores when preferring sci-fi movie ($t=-2.34$; $p<.05$), and with lower good feeling score when preferring animation movie ($t=2.05$; $p<.05$). Females were with significantly higher friendship scores when preferring drama ($t=-3.01$; $p<.01$) and comedy ($t=-2.52$; $p<.05$) movies, and were with no significant difference in good feeling score for different movie preference.

Male were with higher friendship scores when ones preferred Japanese food ($t=-3.11$; $p<.01$), western food ($t=-2.18$; $p<.05$), and Italian food ($t=-2.09$; $p<.05$), and significant difference was found in preference in Japanese food ($t=-4.01$; $p<.001$) in male. For females, significant differences in friendship scores were found in food preference. Female averagely had higher friendship scores when ones preferred Japanese food ($t=2.68$; $p<.01$).

Nevertheless, no significant difference was found in good feeling scores for different food preference.

Spoken Languages

Males had significant higher friendship scores when they spoke English ($t=5.27$; $p<.001$), Cantonese ($t=-3.66$; $p<.001$), Japanese ($t=-3.65$; $p<.001$), and Korean ($t=-4.02$; $p<.001$). Besides, males had averagely higher good feeling score when they spoke English ($t=-4.35$; $p<.001$), Cantonese ($t=-2.18$; $p<.05$), Japanese ($t=-2.20$; $p<.05$), and Korean ($t=-3.30$; $p<.01$).

For females, popularity was also relative with spoken languages. Female had significant higher friendship score when they spoke English ($t=-2.48$; $p<.05$) and Korean ($t=-1.99$; $p<.05$). Good feeling scores were not significant difference with different spoken languages.

Relationship preferences and popularity

Males were with higher friendship scores when they preferred to build pen pal ($t=-2.14$; $p<.05$) relationship online. Nevertheless, females were with less friendship scores when they indicated that they hoped to build romantic relationship ($t=2.22$ $p<.05$), innocent encounter ($t=2.15$ $p<.05$), and intimate relationships ($t=2.13$ $p<.05$). Besides, males were with higher good feeling scores when their preferred relationship types was marriage ($t=-2.12$ $p<.05$), and with less good feeling scores when preferring romantic scores.

Females were with higher friendship scores when they preferred intimate relationships ($t=-3.16$; $p<.01$), and were with less friendship scores when they preferred friendship relationship ($t=2.67$; $p<.01$). Besides, females were with less good feeling scores when they preferred pen pal relationship ($t=2.14$; $p<.05$).

Body type and popularity

In online dating websites, users present their body type by selecting one description from several predetermined statements. The study conducted ANOVA analysis to reveal the difference in popularity among people with different body types.

Table 3 Characteristics make online daters popular and unpopular - friendship score

	Popular characteristics	Unpopular characteristics
Male	Personality Traits <i>romantic, simple and straightforward, humorous, stubborn, smart and capable</i>	Personality Traits <i>friendly and easygoing, shy</i> Interests <i>playing computers</i>

Interests <i>reading and writing, finance and investment, keeping pets</i>	<i>and network, sleeping</i>
<i>Japanese food, western food, Italian food in food</i>	Body types <i>fat and plump, strong and tall, thin and tall, medium build</i>
Spoken languages <i>English, Cantonese, Japanese, Korean</i>	Education <i>high school</i>
Body types <i>handsome and tall, handsome, strong and sunshine</i>	Occupation <i>student</i>
Education <i>master</i>	
Occupation <i>entertainer, business owner</i>	

Female	Personality <i>humorous and careful, consideration</i>	Personality <i>friendly and easygoing, free and unrestricted</i>
Interests <i>shopping, keeping body slim and beauty drama and comedy movie</i>	Interests <i>chat with others</i>	Interests <i>chat with others</i>
<i>Japanese food</i>	Body types <i>fat and plump, strong and tall, thin and tall, medium build</i>	Body types <i>fat and plump, strong and tall, thin and tall, medium build</i>
Spoken languages <i>English, Korean</i>	Education <i>high school</i>	Education <i>high school</i>
Body types <i>slender, thin, good body sharp, noble and elegant, sexy and charming, and strong and sunshine</i>	Occupation <i>civil service, student</i>	Occupation <i>civil service, student</i>
Education <i>college degree</i>		
Occupation <i>unemployed, entertainer, and employee</i>		

ANOVA analysis results revealed that significant differences in both friendship scores ($F(8,405) = 4.98$, $p<.001$) and good feeling scores ($F(8,405) = 4.30$, $p<.001$) were found among different body types. Handsome and Tall, handsome, and strong and sunshine type males were with significant higher friendship scores. On the contrary, males were with less friendship score when with body types of fat and plump, strong and tall, thin and tall, and medium build. Handsome and tall and strong and sunshine males were with higher good feeling scores, while polite, strong and tall, thin and

tall, and medium build body type males were with lower good feeling scores.

There were significant difference in friendship scores ($F(9,204) = 5.88, p < .001$) and good feeling scores ($F(9,204) = 3.41, p < .001$) among different body types. Females with body type of slender, thin, good body sharp, noble and elegant, sexy and charming, and strong and sunshine were with significant higher friendship scores, while fat and plump and medium build body type females were with lower friendship scores. Noble and elegant and strong and sunshine body type females were with significant higher good feeling scores, and cute and petite, fat and plump and medium build body type were with significant lower good feeling scores.

Education and popularity

The results in ANOVA analysis pointed out that for males there were significant difference in both friendship scores ($F(2,465) = 8.19, p < .001$) and good feeling scores ($F(2,465) = 12.93, p < .001$) among different education levels. Males with higher education degree were with higher friendship scores and good feeling scores than others.

The ANOVA analysis results indicated that there was significant different among different education level in friendship scores ($F(1,245) = 5.25, p = .02$) for female. Females with college degree were with higher friendship score. No significant difference was found in good feeling scores among different education levels.

Occupation and popularity

ANOVA analysis results revealed that males with different occupations were with significant difference scores in friendship ($F(4,352) = 4.40, p < .01$) and good feeling ($F(4,352) = 8.89, p < .001$). Males with entertainer and owner occupations were higher friendship scores. Males with occupation of civil service, employee, entertainer, and business owner were with higher good feeling scores. Besides, students were with lower friendship and good feeling scores.

For female there were significant difference among different occupations in both scores of friendship ($F(4,201) = 3.18, p = .01$) and good feeling ($F(4,201) = 3.86, p < .01$). Females with occupations of employee, entertainer, and unemployed were with higher scores of both friendship and good feeling. Females with occupation of civil services and students were had with lower scores of both friendship and good feeling.

Table 4 Characteristics make online daters popular and unpopular – good feeling score

Popular	Unpopular
---------	-----------

	characteristics	characteristics
Male	Personality Traits	Personality Traits
	<i>romantic, positive, sincere, enthusiastic</i>	<i>friendly and easygoing, shy</i>
	Interests	Interests
	<i>reading and writing, finance and investment</i>	<i>playing computers and network, rides, sleeping</i>
	<i>sci-fi film</i>	<i>animation movie</i>
	<i>Japanese food</i>	Spoken languages
	Spoken languages	<i>Chinese</i>
	<i>English, Cantonese, Japanese, Korean</i>	Body types
	Body types	<i>fat and plump, strong and tall, thin and tall, medium build</i>
	<i>handsome and tall, handsome, strong and sunshine</i>	Education
	Education	<i>high school</i>
	<i>master</i>	Occupation
	Occupation	<i>student</i>
<i>entertainer, business owner</i>		
Female	Personality	Personality
	<i>consideration</i>	<i>taciturn</i>
	Interests	Interests
	<i>travel</i>	<i>astrology and fortune</i>
	Body types	Body types
	<i>slender, thin, noble and elegant, sexy and charming, and strong and sunshine</i>	<i>cute and petite, fat and plump, medium build</i>
	Education	Education
	<i>college degree</i>	<i>high school</i>
	Occupation	Occupation
	<i>unemployed, entertainer, and employee</i>	<i>civil service, student</i>

Study 2 Method

Procedure

The first study summarized characteristics which made the online daters popular or unpopular. The current study employed the characteristics found in the first study to collect personal profiles of online daters to test and verify if these characteristics were relative with popularity of online daters. To avoid the bias from by the outlets, the study used the log values of friendship and good feeling score for data analysis purpose.

The current study used popular and unpopular characteristics listed in table 3 and table 4 to search from Taiwan Yahoo online dating website to collect the online daters which with these popular and unpopular characteristics.

Subjects

After search the online dating website, this current study in friendship score gathered 59 male online daters with popularity characters and 632 ones with unpopular characteristics. For females, the current study collected 96 online daters with popular characteristics and 173 ones with unpopular characteristics. In good feeling score, this study assembled 15 male online daters with popularity characters and 136 ones with unpopular characteristics. For females, the current study got together 201 online daters with popular characteristics and 1 ones with unpopular characteristics. New online dating users with zero friendship score were excluded in this study.

Table 5 Popular and unpopular dater – friendship score

Item	Friendship score			
	n	M	s.d	p.
Male				
With popular characteristics	59	0.73	0.62	$t=20.37^{**}$;
With Unpopular characteristics	632	0.05	0.17	$p<.001$
Female				
With popular characteristics	96	1.21	0.67	$t=11.98^{**}$;
With Unpopular characteristics	173	0.42	0.41	$p<.001$

** $p<.001$

Data Analysis

As table 5 indicated, the results displayed significant differences in friendship scores between daters with popular characteristics and ones with unpopular characteristics for both male ($t=20.37$; $p<.001$) and female ($t=11.98$; $p<.001$). The average friendship score in log of male daters with popular characteristics was 0.73 (SD = 0.62), and with unpopular characteristics was 0.05 (SD = 0.17). For female, the average number in log was 1.21 (SD = 0.67) for ones with popular characteristics and 0.42 (SD = 0.41) for ones with unpopular characteristics. The results in good feeling score found significantly different in popular and unpopular characteristics for male ($t=4.33$; $p<.001$) and female ($t=2.63$; $p<.01$), as table 6 indicated. The good feeling score in log of male daters with popular characteristics was averagely 1.46 (SD = 0.61), and with unpopular characteristics was 0.76 (SD = 0.59). For female, the number in log was averagely 2.90 (SD = 0.76) for ones with popular characteristics and 0.90 (SD = 0.00) for ones with unpopular characteristics.

Table 6 Popular and unpopular dater – good feeling score

Item	Good feeling score			
	n	M	s.d	p.
Male				
With popular characteristics	15	1.46	0.61	$t=4.33^{**}$;
With Unpopular characteristics	136	0.76	0.59	$p<.001$
Female				
With popular characteristics	201	2.90	0.76	$t=2.63^{*}$;
With Unpopular characteristics	1	0.90	0.00	$p<.01$

* $p<.01$; ** $p<.001$

Discussion

By two field studies, this article discusses the relationship between online daters' personal profiles and their popularity. The first study investigated 775 online daters' profiles from an dating websites. The second study searched for the online daters with profiles of popular and unpopular characteristics. By observation the popularity of these online daters, it was found that online daters with the "popular" characteristics were also the popular daters and those with "unpopular" characteristics were also the unpopular daters. These may served as evidences that the found personal profile characteristics were indeed factors influencing the popularity of the online daters. The statistic analysis results indicated that in physical body type and looking, education level, occupation, personality, and interesting were characteristics which influenced the popularity of online daters, while significant gender differences were found in the characteristics which were relative with popularity of online daters.

In personality, both males and females who were humorous personality would become popular daters in online dating websites. Making friends and living with humorous people let people's life become funny and entertaining. These results supported the findings of previous studies [7] [10], in which humorous people had higher level of attractiveness and humorous was an important characteristic in mate preference.

For males, romantic, straightforward, stubborn, and smart were popular characteristics. Females wanted to have a romantic boyfriend or partner. It could let them live in romantic atmosphere. In addition, smart or intellect males had more wisdom than others. They would have much greater work or earning capacity. These finding supported Hoyt and Hudson [8] and Regan and Joshi [13], which revealed that people would like to select mates who

consisted of intelligent. In the case of females, consideration personality traits made them the popular daters. In traditional thinking in Taiwan as well as some other countries, females are expected to have consideration personality traits to take good care of their husband and children and even their family. These results supported the findings of Goodwin [7], in which consideration was an important characteristic for potential mates.

In interest, males with interested in reading and writing, finance and investment, and pets were more popularity than others in online dating websites. Males who liked to reading and writing had more literature temperament and gave people gifted image. Moreover, interesting in finance and investment males may give others a signal of wealth and fortune which is important for the future life. In addition, males who interested in pets revealed that they are benevolent and patient partners.

Females who loved to go shopping and improve body and face beauty were more popular than others in online dating websites. In the aesthetic, people were fond of sexy and thin females. If females who loved to improve body and face beauty, they would have perfect body type. Therefore, they would become popular online daters.

In spoken languages, the study collected data from Taiwan Yahoo dating website. In Taiwan, most people can speak Chinese and Taiwanese. So both males and females did not consider Chinese and Taiwanese as important characteristics for mate preference. Nevertheless, foreign languages such as English, Cantonese, Japanese, and Korean may be characteristics in online dating websites. People who could say multilingual were more popular in online dating websites for males and females. Online daters who spoke more foreign languages may have much more ability in future career development and in earning money. So people in online relationships were fond of meeting multilingual people.

In match relationships, it represented that relationships were desirable in online dating websites by users. Males who preferred pen pal and innocent encounter in relationships and females who preferred intimate relationships were more popular in online dating websites. Some of males probably looked for sexual and intimate relationships in developing online relationships. On the contrary, some of females expanded online relationships in order to seek friendships or innocent relationships. Therefore, males who wanted to romantic and intimate relationships and females who wanted to friend relationships were both unpopular in online dating websites. These finding supported Thelwall [20], which found that females were fond of friendships, but males were fond of dating or serious relationships in online relationships.

In body type, handsome and Tall, handsome, and strong and sunshine male daters were more popular in online dating websites than others. But fat and plump, strong and tall, thin and tall, and medium build daters were unpopular in online dating websites. For females, the popular body types were slender, thin, good body sharp, noble and elegant, sexy and charming, and strong and sunshine in online dating websites. Nevertheless, fat and plump and medium build body types for females were undesirable. Because of social values in aesthetic, people thought that males must be stronger and taller in body type and females must be with thin and sexy body. Moreover, males who had much stronger and taller type may make sense of security. In online dating websites, everybody wanted to know males and females with good body type. Therefore, males and females who were fat or medium body would have lower popularity in online dating websites.

In education, males with higher education were more popular in online dating websites. These results supported the findings of previous studies [2] [16], in which females would like to males who had higher level of education than themselves. However, females with college degree of university were higher popularity. People may think that males with higher education could get not only better jobs but also earn higher income. Females would like to meet males with higher social status or economic capacity. The high education level may bring reliable and dependable feeling to females when developing romantic relationship. Nevertheless, a gender stereotype and gender discriminate advocated that females would not need to have "too many" education. So females with college degree were more popular in online dating websites, than ones with master degree or with high school education.

In occupation, males who were entertainer and business owner had more popular, and females who were unemployed, entertainer, and employee were popular in online dating websites. Both males and females who were popular were entertainer in occupation. The possible explanations are that entertainer let someone feel more artistic temperaments and accomplishments, and business owner could gain much more money today. By contraries, males who were students and females who were civil service and students were unpopular in online dating websites. Males and females who were students were both undesirable in occupation. It may probably show that they did not have economical ability in independent and stable jobs. However, civil service such as polices let someone feel solemn and strict in gender stereotype. This gender stereotype might make the females in occupation of civil service unpopular.

The current study observed that some people are more popular than others in online dating websites and focused on the personal profile characteristics which made one a popular dater. The results revealed that personality, interesting, language, physical body type and looking, education level, and occupation were characteristics which significantly influenced the popularity of online daters with gender differences. Based on the above, if males and females in online dating websites had these popular characteristics, they would become more and more popular daters even heartthrob in cyberspace.

References

- [1] Buss, D. M. and Barnes, M. (1986). Preferences in Human Mate Selection. *Journal of Personality and Social Psychology*, 50(3), 559-570.
- [2] Buunk, B. P., Dijkstra, P., Fetchenhauer, D. and Kenrick, D. T. (2002). Age and Gender Differences in Mate Selection Criteria for Various Involvement Levels. *Personal Relationships*, 9(3), 271-278.
- [3] Clark, S. C., Dover, A. M., Geher, G., and Presson, P. K. (2005). Perceptions of Self and of Ideal Mates: Similarities and Differences across the Sexes. *Current Psychology*, 24(3), 180-202.
- [4] Eastwick, P. W. and Finkel, E. J. (2008). Sex Differences in Mate Preferences Revisited: Do People Know What They Initially Desire in a Romantic Partner?. *Journal of Personality and Social Psychology*, 94(2), 245-264.
- [5] Doosje, B., Rojahn, K., and Fischer, A. (1999). Partner Preferences as a Function of Gender, Age, Political Orientation and Level of Education. *Sex Roles*, 40(1/2), 45-60.
- [6] Gazioglu, A. E. I. (2008). Gender, Gender Roles Affecting Mate Preferences in Turkish College Students. *College Student Journal*, 42(2), 603-616.
- [7] Goodwin, R. (1990). Sex Differences Among Partner Preferences: Are the Sexes Really Very Similar?. *Sex Roles*, 23(9/10), 501-513.
- [8] Hoyt, L. L. and Hudson, J. W. (1981). Personal Characteristics Important in Mate Preference among College Students. *Social Behavior and Personality*, 9(1), 93-96.
- [9] Knox, D., Daniels, V., Sturdivant, L., and Zusman, M. E. (2001). College Student of the Internet for Mate Selection. *College Student Journal*, 35(1), 158-160.
- [10] McGee, E. and Shevlin, M. (2009). Effect of Humor on Interpersonal Attraction and Mate Selection. *The Journal of Psychology*, 143(1), 67-77.
- [11] O'reilly, S., Knox, D., and Zusman, M. (2009). What college women want in a marriage partner. *College Student Journal*, 43(2), 503-506.
- [12] Regan, P. C., Levin, L., Sprecher, S., Christopher, F. S., and Cate, R. (2000). Partner Preferences: What Characteristics Do Men and Women Desire in Their Short-Term Sexual and Long-Term Romantic Partners?. *Journal of Psychology & Human Sexuality*, 12(3), 1-21.
- [13] Regan, P. C. and Joshi, A. (2003). Ideal Partner Preferences among Adolescents. *Social Behavior and Personality*, 31(1), 13-20.
- [14] Salska, I., Frederick, D. A., Pawlowski, B., Reilly, A. H., Laird, K. T., and Rudd, N. A. (2008). Conditional mate preferences: Factors influencing preferences for height. *Personality and Individual Differences*, 44, 203-215.
- [15] Sanderson, C. A., Keiter, E. J., Miles, M. G., and Yopyk, D. J. A. (2007). The association between intimacy goals and plans for initiating dating relationships. *Personal Relationships*, 14, 225-243.
- [16] Selfors, S. A., Leok, R. K. and King, E. (1962). Values in Mate Selection: Education versus Religion. *Marriage and Family Living*, 24(4), 399-401.
- [17] Shackelford, T. K., Schmitt, D. P., and Buss, D. M. (2005). Universal dimensions of human mate preferences. *Personality and Individual Differences*, 39, 447-458.
- [18] South, S. J. (1991). Sociodemographic Differentials in Mate Selection Preference. *Journal of Marriage and the Family*, 53 (Nov), 928-940.
- [19] Taiwan Yahoo Dating Websites (2009). *Explanation in Making Friends*. Retrieved September 15, 2009, http://tw.help.cc.yahoo.com/help_cp.html?product=41.
- [20] Thelwall, M. (2008). Social Networks, Gender, and Friending: An Analysis of MySpace Member Profiles. *Journal of the American Society for Information Science and Technology*, 59(8), 1321-1330.
- [21] Todosijević, B., Ljubinković, S., and Arančić, A. (2003). Mate selection criteria: A trait desirability assessment study of sex differences in Serbia. *Evolutionary Psychology*, 1, 116-126.