

The Propensity for Dating Apps Usage and the Millennials' Interpersonal Skills Development

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ABSTRACT

The research examines the relationship between personality types and the inclination to use dating apps in the context of establishing long-term relationships. Specifically, it quantitatively tests whether there is a correlation between millennials' preference for dating apps and their readiness for real-life interactions. The main hypothesis posits that introverted millennials exhibit a more pronounced tendency to use dating apps. To test this, an anonymous online survey was conducted using Google Forms, with Facebook as the research platform. The study aimed to gain a comprehensive psychological profile of dating app users and their dating habits. The research focused on millennials in Croatia (born between 1987 and 1994) residing in Zagreb. The independent variable was the development of millennials' interpersonal skills, while the dependent variable was defined as the inclination to use dating apps. The primary hypothesis, asserting that introverted millennials have

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a heightened propensity for using dating apps, was not fully confirmed. Instead, the study reveals a stronger inclination among introverts to use dating apps and messaging as communication tools for social interactions, not necessarily for long-term relationships. Our results are in line with Social Exchange Theory. In the context of the data, individuals seem to make choices regarding digital communication platforms based on the perceived benefits, such as mitigating the emotional impact of rejection, convenience, and the enjoyment derived from these interactions. The theory also touches upon the concept of rewards and costs, where individuals seek relationships or interactions that provide more rewards than costs. In this case, the rewards may include emotional comfort, convenience, and enjoyment, while the costs might involve potential face-to-face discomfort or rejection.

Keywords: millennials, introverts, extroverts, dating app usage, technology, interpersonal skills.

Introduction

The term “millennial” was first used in the book “Generations” by William Strauss and Neil Howe in 1991. authors coined and named the generation born from the 1980s onward as millennials (Strauss and Howe 1991). The term is widely adopted by researchers and popular media to refer to the demographic cohort following Generation X and preceding Generation Z. Same authors additionally discussed generational traits and characteristics of millennials, emphasizing their role in shaping society (Howe and Strauss 2000). Same authors detected millennials traits and characteristics emphasizing Civic-Minded and Idealistic, Team-Oriented and Collaborative, Technologically Proficient, Protected and Sheltered Upbringing, Confident and Assertive, Diverse and Inclusive and Delayed Adulthood. Howe and Strauss introduced the concept of “extended adolescence” for millennials, highlighting that they often delayed traditional markers of adulthood such as marriage, homeownership, and starting a family, focusing more on education and personal development. Our study is aligned with Pew Research Center conducted study (2023) with a goal to understand Americans’ experiences with dating sites and apps and their views of online dating generally. Three-in-ten U.S. adults say they have ever used a dating site or app. According to the same study respondent experiences range from triumphant to troubling, as some report meeting a partner online or being excited about prospects, while others report facing harassment or scams.

With the development of technology, many social norms have begun to change, including the way young people meet for both romantic and physical relationships

(Brickell, 2012; Couch and Liamputtong, 2008; Lawson and Leck 2006; LeFebvre 2018). Meeting people the traditional way, whether on your night out or through a mutual friend, is getting rarer, and the internet is slowly taking over and asserting its dominance in this area (Rosenfeld, Thomas and Hausen, 2019). Given the ubiquity of digital technology, many millennials have opted to switch their dating life into the virtual world, as that is what 'everyone' is doing (Dalessandro, 2018).

More and more people are using dating apps in order to find a romantic partner or just a random hook up, and it's seemingly taking a toll on the development of social skills in younger generations. By having dating sites like Tinder, Hot or Not, or Badoo, people are not using their social skills as much as they used to. Another study concluded that millennials are more interested in texting over other forms of communication because it is less invasive, more personal, and makes them feel valued (openmarket.com 2018). Talking to someone is a lot easier when you have time to think about what you're going to say, instead of being put on the spot like in a regular face-to-face, or real time phone conversation. LeFebvre (2018) compared the traditional relationship development model to the process of developing relationships on Tinder. He found that nearly every stage the process was augmented by digital technology in a way which reduced spontaneous communication; this was particularly true for the process of initiating a relationship, which traditionally relies on the transmission and decoding of nonverbal messages. In recent years concerns have been raised about the effects of digital mediation on social life (Shapiro, 2015). Some studies have indicated that relationships established and conducted online are characterized by weaker interpersonal bonds than those conducted non-virtually (Bauman 2003; Turkle, 2015). Dalessandro (2018) found that online romantic relationships were perceived by millennials to be less authentic. As for the Croatian research Milivojević's research (2014) delves into the psychological dimensions of virtual networking, probing its influence on personal balance and integrity within a culture of self-promotion. The study questions how the accessibility of digital interaction, along with the ability to hide or adopt false identities, might impact disinhibition from social and ethical norms, potentially reducing empathy and responsibility in individuals. However, to date, no-one has examined the potential relationship between social skills and the use of online dating apps and websites.

This quantitative study based on premises of Social Exchange Theory which was primarily developed by the American sociologist George C. Homans (1960) and later Peter Blau (1986) and Richard Emerson (1976). Social Exchange Theory provides a framework for understanding how individuals engage in social relationships based on a calculated assessment of the rewards and costs associated with those relationships. It has been applied across various disciplines to analyze interactions

ranging from economic transactions to interpersonal relationships. The study will examine whether or not the development of the technology has facilitated a space where Millennials' could meet virtually, and does the technology help in development of the interpersonal skills and expands the ability of the millennials to date in real life. The importance of this research is reflected in the potential correlation between the propensity for online dating and the development of the interpersonal skills.

Literature review

The usage of dating apps has increased in the recent years. A majority of never-married users of online dating platforms have recently used one of these services, including those who were currently doing so Pew Research Center, 2023 three-in-ten online daters who have never been married. younger people tend to engage in online dating more than their older peers. In China 35-49-year-olds make up 40% of the app's users and for instance, 62% of Chinese dating app users are under 30. (Statista 2022)According to Hanson (2017), the very term 'dating app' is a misnomer, mostly because the apps are used for more than just dating, like hooking up and making friends. The most common response when asked why they use apps is 'to meet people', while the main reason for not using dating apps is because of the lack of trust in people online (Kristi, Robin, et.al., 2018). In a series of in-depth interviews conducted with Millennials about online dating, Dalessandro (2018) found that the most common criticism that millennials voiced was that digital technology brought out worst in people; this included misrepresentations on profiles, a lack of courtesy, and unkind and cruel comments.

Fake profiles and bots posing as real people are discouraging some people from using the apps. According to the Urban dictionary, the term 'Catfishing' is 'the phenomenon of internet predators that fabricate online identities and entire social circles to trick people into emotional/romantic relationships (over a long period of time)' (2013). Catfishing has become a big issue when it comes to internet relationships altogether, and the fear of it is making it harder for potential users to decide to try dating sites and apps.

Even though both males and females prefer long-term relationships to casual sex, a study showed 63% of college students engaging in hookups during their time in college (Roberson, Olmstead and Fincham, 2015)Previous researchers argued that hooking up has become the norm on college campuses (Bogle, 2008; Glenn and Marquardt 2001). This is mostly due to the fact that they believe that college is a

time for prioritizing self-development over emotional investment (Hanson, 2017). The fact that this study was conducted on college students in a slightly different cultural surrounding isn't a disruptive factor, since we can apply the same principle here in Croatia, where this research will be conducted. Most college students, especially Millennials and Gen Zs, want to explore during their time at the university. They wish to experience new things and not be tied down with unnecessary obligations (Pew Research Center, 2023). Due to that, amongst other things, dating apps have become exceedingly popular in recent years, especially among college students.

Interestingly enough, even though the majority of the participants in the study prefer to meet their potential romantic partners in person, they continue to use dating apps as means of connecting with other people (Hanson, 2017). This practice alienates them from being more social and according to Sunter and Vagenbosch (2018), there are 6 reasons to choose using dating apps; two relational goals (engaging in a loving relationship and engaging in an uncommitted sexual relationship), two intrapersonal goals (feeling more comfortable communicating online than in person, and using the app to feel better about themselves) and two entertainment goals (excitement about the prospect of using the app and using it mostly because it's new and others are using it as well). Since our lives are becoming more and more hurried, people are choosing dating apps to find someone to start a relationship with, or just simply finding someone to engage in a casual sexual relationship. This way, they save money that they would usually spend on first dates with people they may not be compatible with. Texting someone is a lot easier than having to actually talk to them in person. You are able to thoroughly think about how you want your text to sound like and what you want it to say, which makes it easier to always present your best self (OpenMarket. (2018).

According to Chin, Edelstein and Vernon (2019), people who score higher in anxious attachment (have a greater need for intimacy and emotional closeness), are more likely to say that 'meeting others' is their main reason for using a dating app. To them, 'meeting others' decreases the chance of being single. They spend their time on dating apps trying to connect with someone in an attempt to match with just the right person in order to create a connection; be it romantic or just physical.

Factors influencing rising usage of online social media and online dating

Due to the fact that the usage of online social media has risen in recent years, millennial teens are 'utilizing new strategies and techniques to present themselves to

others via digital media' (Doster, 2013). Since teenage years are crucial for the development of the person's character, by using social media excessively, they 'augmented their digital identity with visualization, symbolism, color and designs, resulting in more explicit messages offline than online' (Doster, 2013). Not having an actual person opposite from you, lowers person's inhibitions making them more prone to saying (typing) something they wouldn't normally say in a face-to-face situation.

According to Birger (2015), an important factor for the increase in online dating is the fact that in 2012, there was 34% more women graduating from colleges in America, which resulted in the average of 4 college-educated women on 3 college-educated men. This in turn allowed for some men to put off settling down, while more women are giving up on 'playing hard to get' (Birger, 2015). Since educational intermarriage is at its all-time low, for college-educated women to exclude working-class men poses an issue since it significantly lessens their dating pool. For college-educated men, however, excluding the working-class women almost has no impact at all on their marriage prospects (Birger, 2015). Jessica Vascellaro (2007) mentions how, since most dating apps work based on location of each user and connects users like that, those apps are more likely to appeal to users in densely populated areas as opposed to people in rural areas.

Dating patterns of Millennials – offline vs online dating social skills

Millennials are changing the dating game, and have been prone to wait longer to get married. They are less sexually active than both Baby Boomers and Gen X and are prone to have fewer partners (Twenge, Sherman and Wells, 2015). According to Pennybacker (2017) Millennials in college are more likely to take a more relaxed approach to dating, in order to put focus on their academics and career and claim that Social media as well as dating apps encourage superficial and temporary relationships. However, contrary to the belief that Millennials have rejected the institution of marriage, the book *Embracing and Transforming Marriage*: suggests that they have embraced and transformed the concept to align with their worldview, experiences, and aspirations. The research indicates that many Millennials are highly invested in making their marriages work Willoughby B.J. (2020). The Croatian qualitative study by Lončar, Šuljug Vučica and Hržić (2023) investigates modern dating scripts and casual sexual relationships among Croatian emerging adults, revealing a blend of traditional dating and contemporary options like open relationships, friends with benefits, and one-night stands. Research also concludes that long-term relationships are viewed as a precursor to marriage or cohabitation, often delayed until career stability.

According to Deloitte Global 2023 research six in ten millennials believe businesses have no ambition beyond wanting to make money and are responding to financial pressures by taking on side jobs postponing big life decisions like buying a house or starting a family, and adopting behaviors that save money (and help the environment) such as buying second-hand clothes or not driving a car.

Online dating has become one of the primary ways that people meet partners nowadays, according to Kate Furby (2018). In her paper, she discusses attraction and how does it affect desirability on dating apps. For example, study shows that older women are less desirable, while older men are more desirable. The tricky thing is, that when you're studying attraction, a lot of the things are very subjective, and you have to, at some point, meet the person face to face in order to actually see if the attraction is present (Furby, 2018). Recent Croatian study by Šutić, Jelić i Krnić, A. (2022) concluded "modern dating scripts can have both positive and negative consequences, depending on what needs a person tries to fulfill".

Ellie Schaack (2015) believes that due to the fact that Social Media has been a part of Millennials' lives ever since their teen years, there has barely been a time when their lives weren't broadcasted for everyone to see. This made break ups even more complicated, since it's not only between your partner and you anymore, but the whole world. Having no privacy like this, can affect the way Millennials process situations like break ups, and dealing with loss in general. Having the constant pressure that everything has to be perfect, some create an illusion of their 'perfect' relationships, and instead of focusing on actually making it work in private, they tend to focus on the exterior.

Hobbs, Owen and Gerber (2016) claim that life-long partnerships have been 'liquefied' due to technological change, and that internet dating is transforming modern courtship into a sort of commodified game. Unlike before, single adults in urban areas have an almost endless variety of potential romantic and sexual partners available to them. Usual places for meeting people like bars, cafes, universities, clubs and work places have almost completely been replaced by dating apps and other websites created for that particular purpose (Hobbs, et al, 2016).

Due to the development of technology, young people are less likely to be able to properly negotiate their romantic/sexual relationship within the context of the new media environment (Meenagh, 2015). According to Zachary Zane (2018), due to the emerging of the dating apps, singles aren't going out anymore. Instead, they swipe profiles while sitting at home, alone. Even when they do go out, they are too intimidating to approach anyone in fear of being rejected, since, up to this point, the only form of rejection was a lack of response. However, it's not

‘all bad’; depending on how you approach them, dating apps can also be a great self-esteem booster that could help you with your face-to-face endeavors (Zane, 2018). For example, Tinder, one of the most popular dating apps, works in a way that in order to ‘match’ with someone, both of you need to say that you want to. Having multiple matches from people that you yourself liked, increases self-esteem, which consequently increases one’s courage to take the relationship to the next level – actual physical encounter.

Whilst using dating apps, the person is hidden behind their screen, making it unable for the other person to see what they look like, and act like during texting. It makes it impossible to react to their body language, since they cannot see it. There is no eye contact in online dating, which is important when it comes to engaging someone’s attention, displaying our interest, and indicating our intent (Vizard, 2012). However, there is more to body language than simply eye contact; things like facial expressions, gestures and posture, all play a key role in our offline communications (Vizard 2012), such as, dating for example. Furthermore, a growing number of researchers have explored how the mobile dating apps and websites, have been used, and to what extent. When users engage in online dating, it provides a sense of safety, control and comfort. The apps offer a sense of exploring the unknown without the strain of face-to-face communication (Coduto, 2020). According to Caplan, a person’s preference for online, versus face-to-face, social interaction holds an important role in the development of negative consequences associated with excessive use of internet (2003). This implicates that people’s social skills (their development) can be impacted by the transition to online platforms.

Research design and methodology

This research is focused on exploring a correlation between the propensity to use dating apps and the extent of millennials’ personality type. For that purpose, the quantitative method of evaluation will be used. This research design is applicable because the goal is to find out if Millennials with introverted personality type have a higher propensity for dating apps and sites usage.

The main hypothesis for this research is that the millennials with introverted personality type, have more expressed propensity to use dating apps for finding long-term relationships. This research will prove whether or not the dating apps have a direct connection with Millennials’ personality type, or they simply facilitate those relations that wouldn’t otherwise survive a face-to-face communication from the start. In order to test this hypothesis, the following sampling method and research

conduct was used. An anonymous survey was conducted online, through Google's Google Forms service. The social network that was used in the research is Facebook, and the main goal was to get the broader picture of the dating applications users' psychological profile and dating habits. The survey was administered among 385 millennials born between 1987 and 1994, living in Zagreb, Croatia area. Even though they belong to the same generation as the ones born between 1980 and 1985, the 87-94 population has a lot more in common with each other than with the Millennials born earlier. Therefore, the research is intentionally limited to this particular age group because the assumption is that this age group has similar behaviors in many relevant areas among other one being the dating. The survey was published in four Facebook groups of the predominantly student population and also distributed among the senior and master degree student population at RIT Croatia enrolled in two different programs of study. The survey was conducted over four weeks in February 1st till February 2nd 2021.

The questionnaire consisted of 18 questions divided into three categories the first part of the questionnaire was a set of nominal scale items: demographic characteristics, education and online or offline (face-to-face) dating preference. Second part of questionnaire used consisted of seven-point side-by-side matrix scale $\alpha=0.91$. The bipolar descriptions used represent extroverts and introverts based on the Myers-Briggs Type Indicator (MBTI). The third part of the questionnaire asked respondents about usage of dating apps and preference towards them as well as frequency of usage and the length of the relationship that developed on the basis of the dating app. The questionnaire ends with ten items dichotomous Likert scale where respondents were asked to rate the statement and choose between "Yes" or "No" in response to the statement about feeling more self-confident after online dating, $\alpha=0.87$. Descriptive statistics were used to describe the sample. In order for the study to be valid, the participants need to be born between 1987 and 1994, and need to be a current student of a higher education in Zagreb, or have a degree from a higher educational institution in Zagreb. It is crucial that they have spent their college years living in Zagreb since the goal of the research is to see if this correlation is in particular affected by the location, culture and lifestyle or is it simply a generation characteristic. In order to have credible results, the needed sample size is 385 participants at the confidence level of 95%, and the margin of error of 5%. The independent variable in this study is the millennials' interpersonal skills development, while the dependent variable is the propensity for dating app usage.

Results and discussion

Table 1 Sample characteristics

Tablica 1. Karakteristike uzorka

Sample	millennials born between 1987 and 1994, living in Zagreb, Croatia area	385
Gender	Male Female	41.6% 58.4%
Education level	High School Undergraduate (BS or BA) Graduate (MBA or Masters) PhD	5.56% 44.44% 47.22% 2.78%
Sexual orientation	straight gay bisexual	89.61% 5.97% 5.71%
Dating apps or sites	Utilized Never utilized	63.89% 36.11%

Source: The author's research

Izvor: istraživanje autora

The survey was administered among 385 millennials born between 1987 and 1994, living in Zagreb, Croatia area, via online quantitative, anonymous survey constructed of 18 questions. The sample was predominantly female 58.4%, and male 41.6%, with the majority of the participant born in 1994 (37%). This could also potentially open more questions regarding whether or not millennials born prior to 1994 are spending as much time online and on social media (where this survey was distributed) as are those Millennials and Generation Z born after. Regarding the education level of the participants, the 47.22% can be classified as the graduate (MBA or Masters) level, while 44.44% belong to the undergraduate level (BS or BA). Only 5.56% stated that they have only finished high school education, while 2.78% stated that they've finished a PhD. When it comes to the sexual orientation of the survey participants, 89.61% identify as straight, while 5.97% identify as gay, and 5.71% as bisexual. When asked have they ever used any dating apps or sites, 63.89% stated that they have, whereas 36.11% stated that they have never utilized such sites. (Table 1.)

Tinder proved to be the most used dating app with 60.57% of participants stating that was their preferred app of choice. This comes as no surprise as it is the most

known dating site in Croatia due to its presence in the media. Tinder is followed by Badoo with 23.17%, while Grindr (6.91%), Bumble (4.47%) and Hot or Not (5.28%) are all under the 10% mark.

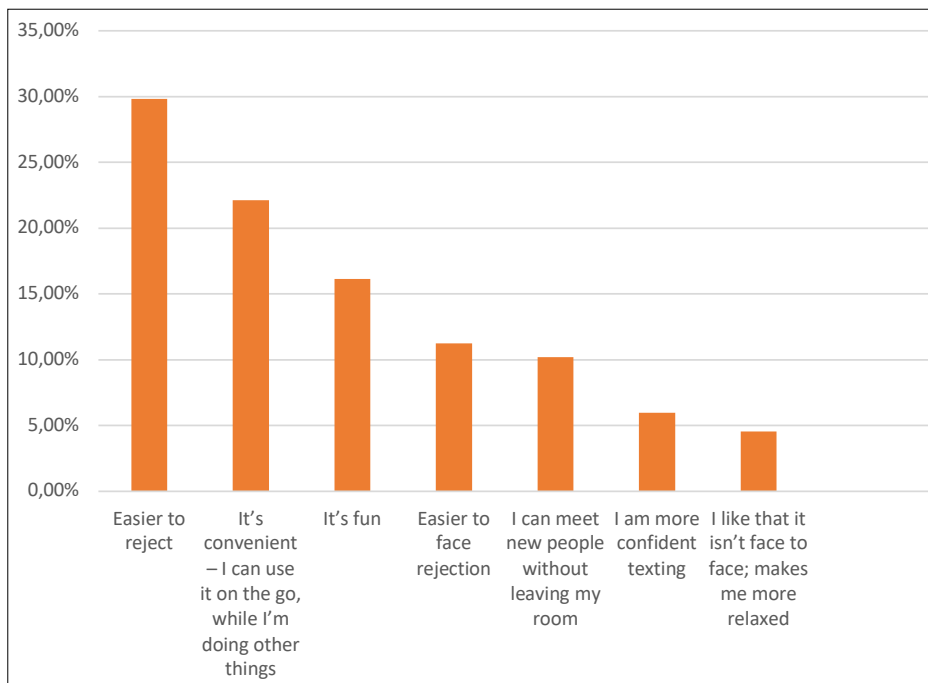
Out of overall 385 participants there were 139 participants claimed they had never used a dating app. In terms of personality Traits (Extroversion): Out of these 139 participants: 89 participants, or 64.03%, scored as extroverts on Likert scale questions. This suggests that a significant majority of those who hadn't used dating apps identified as extroverts. When it comes to Texting Preferences: Participants were given two choices regarding their attitude towards texting: 77.40% preferred keeping their text conversations superficial, transitioning to more depth in person or during a real-time phone call, 22.60% declared they are more comfortable discussing everything through texts. Lastly Personality Traits (Introversion) within the Texting Preference Group: Within the 22.60% who preferred discussing everything through texts: 96.55% scored as introverts on the survey questions testing personality. This suggests a strong association between the preference for discussing everything through texts and introverted personality traits within this specific group.

In summary, the study indicates a relationship between certain personality traits (extroversion or introversion), the non-use of dating apps, and preferences in communication methods, particularly regarding texting. Specifically, those who hadn't used dating apps were more likely to be extroverts, and within the group that preferred discussing everything through texts, a significant majority were introverts.

When it comes to the most appealing feature of dating apps the data reveals that nearly 30% of participants favor digital communication platforms for their perceived ability to mitigate the emotional impact of rejection, showcasing a tendency to employ these platforms as a protective buffer. About 22% cite convenience as a primary motivator, emphasizing the practical advantages of integrating digital communication into their dynamic lifestyles. Enjoyment emerges as a significant factor, with 16% expressing subjective pleasure in their digital interactions. Additionally, 11% appreciate digital communication as a means of alleviating the anxiety associated with face-to-face interactions, acting as a psychological intermediary. Over 10% value the capacity to foster social connections without the constraints of physical presence, highlighting the transformative potential of digital platforms. A minority, at 5.96%, expresses heightened confidence in textual communication, while 4.56% appreciate the relaxation associated with non-face-to-face interactions. These diverse motivations collectively contribute to a nuanced understanding of individuals' preferences in the digital communication landscape (Figure 1).

Figure 1. The most appealing feature of dating apps

Graf 1 Istaknute značajke aplikacija za upoznavanje



Source: The author's research

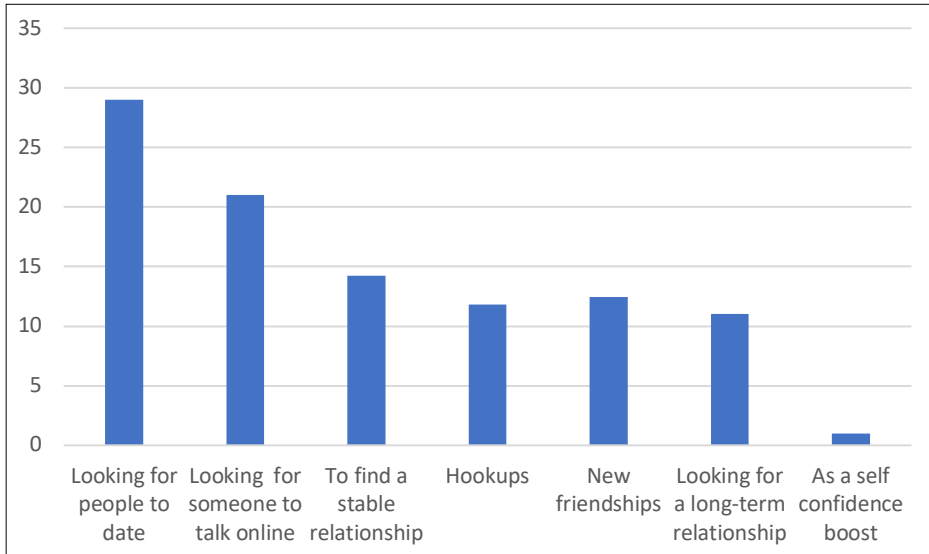
Izvor: istraživanje autora

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to-face interactions. These diverse motivations collectively contribute to a nuanced understanding of individuals' preferences in the digital communication landscape (Figure 2).

Figure 2. Motives behind using dating apps

Graf 2 Motivi korištenja aplikacija za upoznavanje



Source: The author's research

Izvor: istraživanje autora

Conclusion

The study results supported the hypothesis that the technology has facilitated a space where Millennials' with less developed interpersonal skills could meet virtually, and that technology helps in development of the interpersonal skills however the expansion of the ability of the introverted millennials to date in real life stayed vague.

What this research has shown is that the original hypothesis that the millennials with introverted personality type, have more expressed propensity to use dating apps for finding long-term relationships was not proven in its entirety, however, it did pose new questions, and shed light on the current situation. Namely, it did prove that Millennials with introverted personality do have a more expressed

propensity to use dating apps, as well as to rely on texting for more in-depth conversations, just not that they use it to establish a long-term relationship. However, that could be connected to the fact that the overall view of the participants is that dating apps are (among other things) not suitable for when you are interested in long-term relationships. Motives and perceived benefit of dating app usage can be summarized in emotional protection, convenience, enjoyment, anxiety alleviation, social connection, confidence in textual communication and relaxation. Another survey conclusion is that the Millennials are using dating apps to meet new people, even if it is simply with the purpose of expanding friendships. And as most relationship coaches agree, friendship is the basis for any good and strong relationship. Having said that, one could argue that using the dating apps for expanding friendships now, is an investment into a long-term relationship tomorrow.

Our results are in line with Social Exchange Theory was primarily developed by the American sociologist George C. Homans (1960). Later, the theory was further refined and expanded upon by other sociologists and researchers, including Peter Blau (1986) and Richard Emerson (1976). In the context of the data, individuals seem to make choices regarding digital communication platforms based on the perceived benefits, such as mitigating the emotional impact of rejection, convenience, and the enjoyment derived from these interactions. The theory also touches upon the concept of rewards and costs, where individuals seek relationships or interactions that provide more rewards than costs. In this case, the rewards may include emotional comfort, convenience, and enjoyment, while the costs might involve potential face-to-face discomfort or rejection.

Globally extending this survey and conducting surveys in bigger cities in the United States of America, could potentially yield different response as suggested by the literature review. Additionally, this research could also be conducted among the Generation Z, as they show more interest in switching into the virtual world, and thus being more opened to taking dating apps as something more interesting when it comes to finding love. Further research could focus on influence of COVID 19 limitation of social contact and consequently increase in usage of dating apps and increasing the propensity to use dating apps for finding long-term relationships for millennials with introverted personality type.

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Sklonost korištenju aplikacija za upoznavanje i razvoj međuljudskih vještina milenijalaca

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SAŽETAK

Istraživanje analizira vezu između tipova osobnosti i sklonosti prema korištenju aplikacija za upoznavanje u kontekstu kreiranje dugoročnih odnosa. Svrha provedene kvantitativne studije je testirati postoji li korelacija između sklonosti milenijalaca korištenju aplikacija za upoznavanje i njihove spremnosti za izlaske u stvarnom životu. Glavna hipoteza istraživanja je da milenijalci s introvertnim tipom osobnosti imaju izraženiju sklonost korištenju aplikacija za upoznavanje. Kako bi se testirala ova hipoteza, putem interneta je provedene anonimna anketa korištenjem Googleove usluge Google Forms. Društvena mreža koja je korištena u istraživanju je Facebook, a glavni cilj bio je dobiti širu sliku psihološkog profila korisnika aplikacija za upoznavanje i navika upoznavanja. Istraživanje je provedeno na populaciji milenijalaca u Hrvatskoj, (rođeni između 1987. i 1994. godine) koji žive na području Zagreba. Nezavisna varijabla je razvoj interpersonalnih vještina milenijalaca, dok se zavisna varijabla definira kao sklonost korištenju aplikacija za upoznavanje. Glavna hipoteza istraživanja da milenijalci s introvertnim tipom osobnosti imaju izraženiju sklonost korištenju aplikacija za upoznavanje nije potpuno potvrđena, otkrivajući umjesto toga snažniju sklonost introvertiranih osoba korištenju aplikacija za upoznavanje i slanje poruka kao komunikacijskog alata za kreiranje socijanih interakcija, ne nužno za dugoročne veze. Rezultati istraživanja su u skladu s teorijom društvene razmjene. U kontekstu dobivenih rezultata podataka, čini se da pojedinci donose odluke u vezi s korištenjem digitalnih komunikacijskih platformi na temelju uočenih koristi, poput ublažavanja emocionalnog utjecaja odbijanja, praktičnosti i užitka koji proizlaze iz tih interakcija. Teorija društvene razmjene se također dotiče koncepta nagrada i troškova, gdje pojedinci pokazuju veći interes za odnose ili interakcije koje pružaju više nagrada nego troškova. U ovom slučaju, nagrade mogu uključivati

emocionalnu udobnost, praktičnost i uživanje, dok troškovi mogu uključivati potencijalnu nelagodu prilikom interakcija licem u lice ili odbijanje.

Ključne riječi: milenijalci, introverti, ekstroverti, korištenje aplikacija za upoznavanje, tehnologija i interpersonalne vještine