Uluslararası ANADOLU Sosyal Bilimler Dergisi

International Anatolian Journal of Social Sciences

e-ISSN: 2619-9475

https://dergipark.org.tr/tr/pub/ulasbid

Araştırma Makalesi / Research Article *2024, Cilt: 8, Sayı: 1, Sayfalar: 36-49*

DOI: https://doi.org/10.47525/ulasbid.1402114

THE ONLINE DATING INTENSITY SCALE (ODI): VALIDITY AND RELIABILITY STUDY OF TURKISH FORM

ÇEVRİMİÇİ FLÖRT YOĞUNLUĞU ÖLÇEĞİ (ÇFYÖ): TÜRKÇE FORMU GEÇERLİLİK VE GÜVENİRLİK ÇALIŞMASI

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Geliş Tarihi / Date Applied **08.12.2023**

Kabul Tarihi / Date Accepted **14.02.2024**

ABSTRACT

The main purpose of the current research is to adapt the Online Dating Intensity Scale (CFAS), developed by Bloom and Taylor (2019) to evaluate the frequency of use of individuals using online dating programs, into Turkish and to conduct reliability and validity studies of the scale. The sample of the research consists of 110 participants who have previously used and/or are currently using any online dating program. Within the scope of the current study, the original form of the scale was translated into Turkish by experts, and the back-translation was made by experts fluent in both languages. For the validity and reliability analyses of the scale, Confirmatory Factor Analysis (CFA) was examined for construct validity, and Cronbach alpha internal consistency coefficient and Composite Reliability (CR) coefficients were examined for reliability analyses. Research findings revealed that the two-factor solution was confirmed in Confirmatory Factor Analysis (CFA). In addition, the Cronbach Alpha Coefficient of the scale is 0.92, and the Composite Reliability (CR) coefficients are 0.86 for the attitudes and 0.71 for intensity sub-dimensions. As a result, it was concluded that the scale has very good psychometric properties and allows a valid and reliable assessment of the intensity of online dating experiences in Turkish culture.

Keywords: Online Dating Intensity, Scale Adaptation, Validity, Reliability.

ÖZET

Mevcut araştırmanın temel amacı, Bloom ve Taylor (2019) tarafından çevrimiçi flört programlarını kullanan bireylerin kullanım sıklığını değerlendirmek amacıyla geliştirilen Çevrimiçi Flört Yoğunluğu Ölçeği (ÇFYÖ)'ni Türkçeye uyarlamak ve ölçeğin güvenirlik ve geçerlik çalışmalarını yürütmektir. Araştırmanın örneklemini daha önce herhangi bir çevrimiçi flört programı kullanmış ve/veya hâlihazırda kullanmakta olan 110 katılımcı oluşturmaktadır. Mevcut çalışma kapsamında ölçeğin orijinal formu, uzmanlar tarafından Türkçeye çevrilmiş olup, geri-çevirisi ise her iki dile de hâkim uzmanlar tarafından yapılmıştır. Ölçeğin geçerlik ve güvenirlik çalışmalarında yapı geçerliliği için Doğrulayıcı Faktör Analizi (DFA), güvenirlik analizleri için ise Cronbach alfa iç tutarlılık katsayısı ve Bileşik Güvenirlik (CR) katsayıları incelenmiştir. Araştırma bulguları, Doğrulayıcı Faktör Analizi (DFA)'nde iki faktörlü çözümün doğrulandığını ortaya koymuştur. Ayrıca, ölçeğe ilişkin Cronbach Alfa Katsayısının 0.92 olduğu, Bileşik Güvenilirlik (CR) katsayılarının ise; tutum alt boyutu için 0.86; yoğunluk alt boyutu için ise 0.71 olduğu tespit edilmiştir. Sonuç olarak, ölçeğin oldukça iyi düzeyde psikometrik özelliklere sahip olduğu ve Türk kültüründe çevrimiçi flört deneyimlerinin yoğunluğunu geçerli ve güvenirlik bir biçimde değerlendirilebilmesine olanak sağladığı sonucuna varılmıştır.

Anahtar Kelimeler: Çevrimiçi Flört Yoğunluğu, Ölçek Uyarlama, Geçerlik, Güvenilirlik.

Atıf Citation Doğruyol, S., & Zerey, A. (2024). The online dating intensity scale (ODI): validity and reliability study of Turkish form. *Uluslararası Anadolu Sosyal Bilimler Dergisi, 8*(1), 36-49. DOI: https://doi.org/10.47525/ulasbid.1402114

1. INTRODUCTION

Natural selection is the process through which animals with heritable features that offer survival and reproductive advantages tend to produce more offspring than their peers, hence increasing the frequency of the traits over successive generations (Baker & Bell, 1960). In other words, natural selection is a method of adaptation and evolution that relies on variety, inheritance, and reproductive success differences. Natural selection is an aspect of Darwin's theory of evolution that may be relevant to picking a partner through online dating (Baker & Bell, 1960; Han, 2019). According to the theory of evolution, physical preferences such as physical attractiveness and social status are as effective in choosing a partner through online dating as they are in face-to-face dating (Hitsch et al., 2010).

As people have acknowledged the importance of establishing intimate bonds in their lives, they have had to deal with a fundamental hassle, which is locating the right companion and its' difficulty (Finkel et al., 2012). With the increase in online dating in recent years, significant changes have emerged in dating methods (Sharabi & Caughlin, 2017). Sprecher (2009) defined online dating as a method representing various relationship initiation activities, such as choosing a potential partner and establishing first contact with a potential partner online. At the same time, the researcher stated that online dating is a tool to initiate a face-to-face relationship.

Today, the internet environment is used as widely as friends and social environments to find a romantic partner (Rosenfeld & Thomas, 2012). Besides traditional dating, there is a new chapter in the way of seeking potential partners, and this is online dating, that sort of social network community in which users are paired with others based on criteria determined by them (Romm-Livermore & Somers, 2009). In numerous ways, natural selection may influence online dating behavior in such a way that online daters may exhibit or seek out characteristics that prospective partners find appealing or desirable, such as physical attractiveness, intelligence, personality, or financial resources. These characteristics may indicate genetic quality, fitness, or compatibility between future spouses (Lingutla & Kumar, 2022). Thus, through profiles, images, conversations, or algorithmic calculations, online dating platforms may allow for the evaluation of these characteristics (Alterovitz & Mendelsohn, 2011).

In early 2000, with the rise of the Internet, e-dating was first introduced in Turkey, and among the sites, siberalem.com was the most popular one. While moving towards the end of 2008, SiberAlem has roughly reached 200.000 active users (Özseyhan et al., 2012). Lately, the number of online dating program users has sharply increased globally as well as in Turkey (Bonilla-Zorita et al., 2020).

Couples who met online may be more selective in choosing partners (Cacioppo et al., 2013). According to evolution theories suggesting that physical attractiveness is very valuable while dating, people are expected to desire to be perceived as physically attractive and act in order to create an impression in this direction (Toma and Hancock, 2010). However, it has also been noted that while men are more likely to be interested in physical attractiveness, women are more attracted to men with high social status (Hitsch et al., 2010). On the other hand, age, education, and relationship status may be associated with online dating in a variety of ways. Age influences the goals, preferences, and online dating experiences of users. According to Mazzarotto (2019), younger people are more likely than older adults to utilize online dating platforms and applications and report positive opinions about online dating. This may reflect their greater familiarity and comfort with technology, as well as their greater likelihood of being unattached or seeking a mate. In fact, online dating services, such as Tinder or Bumble, are more

popular with younger users, whereas eHarmony and Match.com are more enticing to older users (Lodha, 2022).

Education also influences users' self-presentation, selection, and outcomes in online dating. Huang et al. (2022) discovered that more educated online daters are more likely to positively sort by education level on online dating platforms, meaning they are more likely to contact or respond to people with similar or higher levels of education. This may indicate that highly educated users prefer homogamy or compatibility (Voo et al., 2023). Therefore, people consistently prefer partners who have similar educational backgrounds and share similar lifestyles (Dinh et al., 2021).

Online dating technology is redefining gender roles. Abramova et al. (2016) hypothesized that online dating would allow users to experiment with their gender identification and identities through a variety of communication and engagement methods. This might encourage a more inclusive and diverse online dating culture that values users' autonomy and individuality. These arguments show that gender is a crucial variable to take into account when examining online dating behavior since it may affect users' intentions, experiences, and results. Even if there is limited research and data in Turkey in terms of online dating by gender, considering the 2019 data, Tinder was the most used application among short sexual intercourse, partnership, or love promising applications. In fact, it has been reported that 1 million 78 thousand people use Tinder, and 80% of these people are men (Aydoğan, 2020). Supporting this data, Cöbek and Ergin (2021) reported that women who use Tinder in Turkey are more likely than men to believe that non-users have a negative understanding of Tinder. This kind of perception may affect the frequency and intensity of women using online dating programs in our country. Yet, gender is a fluid and evolving concept that can vary between cultures, circumstances, and people.

Following that, the urge to have a romantic partner has been limited by several factors, such as spouses' location, age, or other preferences. However, in the modern era, the instruments available to solve these difficulties have shifted (Cooper & Sportolari, 1997). Thanks to the development and expansion of the Internet, many of these shifts can be attributed to it in the dating world. In fact, dating sites significantly revolutionized the dating environment approximately twenty years ago with their emergence (Hogan et al., 2011). Online dating offers more access to eligible people near them or beyond their territories, allowing for open conversations about spouses' specific preferences, what they are looking for, and their expectations (Eastwick et al., 2011).

Claiming that the measurement tools used in online dating research are very limited, Bloom and Taylor (2019) developed the "Online Dating Intensity Scale (ODI)" that can be used to measure the intensity of individuals using online dating programs. Accordingly, the researchers revised an existing measurement tool developed to measure the intensity of Facebook use in emerging adults (the Facebook Intensity Scale [FBI]; Ellison et al. 2007) and introduced a new measurement tool called the Online Dating Intensity Scale (ODI). One of the main reasons to modify the FBI items was that the aim of measuring the intensity of an individual's Facebook use was in line with the researchers' intention to measure the intensity of individuals using online dating programs (Bloom & Taylor, 2019). Therefore, The Online Dating Intensity Scale (ODI) measures intensity of online dating activities among emerging adults.

It is clearly seen that there is no measurement tool that can measure the intensity of individuals using online dating programs in our country. Since past research presented some evidences that

the FBI had strong psychometric properties (e.g., Ellison et al., 2007; Valenzuela et al., 2009; Lampe et al., 2011; Lou et al., 2012) and the FBI and the ODI had similar scale items, the current study evaluated the factor structure of the ODI only by confirmatory factor analysis (CFA) in Turkish sample. In this purpose, the main aim of the research was to translate and validate the Online Dating Intensity Scale (ODI) in a diverse Turkish sample. Within the scope of the research, the research questions are as follows:

1. What are the psychometric properties of the Online Dating Intensity Scale (ODI)?
2. Which of the factor structures (*two-factor vs. one-factor*) of the Online Dating Intensity Scale (ODI) is more valid in the Turkish sample?

2. METHOD

2.1.The Research Group

The sample of the study consisted of 110 participants (X_{range} = 19-38 years; M_{age} =27.52 ± 3.74). who have used and/or are using at least one online dating program in their daily lives, such as Tinder, Bumble, Happn, or OkCupid (see Table 1). No outliers or missing data were detected in the data.

When the literature is examined, it is clearly seen that there are many opinions regarding the required sample size for CFA. According to Anderson and Gerbing (1984), it was argued that the sample size should be greater than 100. According to Boomsma (1982), at least 100-200 people are required. Stevens (2002) recommends 5-20 participants for each item in the scale. As seen, there are no simple rules for determining sample size; fit indices, standardized loads, misidentification, and N/q ratio should be evaluated together (Jackson, 2001). Since the scale adapted in the current study consisted of 10 items, 110 participants were considered sufficient for the Confirmatory Factor Analysis (CFA).

The data for the study were collected online through Google Forms after the approval of the Social and Human Sciences Research Ethics Committee. Before conducting the research, all participants were informed using The Informed Consent Form determined by the Social and Human Sciences Research Ethics Committee. Within the scope of the research, participants completed the scale items in approximately 7-10 minutes.

Table 1. Demographic Characteristics of The Participants

Variable	***n***	**%**
Gender		
Female	**38**	**34.5**
Male	**72**	**65.5**
Relationship status		
Single	**71**	**64.5**
In a relationship	**39**	**35.5**
Online dating program(s) used		
Tinder	**94**	**85.4**

Bumble	**38**	**34.5**
Happn	**24**	**21.8**
OkCupid	**29**	**26.3**
Other	**33**	**30**

N=110

2.2. Data Collection Tools

2.2.1. General Demographic Questionnaire

Participants completed a general demographic questionnaire form related to various demographic variables such as sex, age, relationship status, and relationship duration. Researchers also collected information about which online dating services the participants used and whether they are currently using any online dating programs or not.

2.2.2. The Online Dating Intensity Scale (ODI)

The Online Dating Intensity Scale (ODI) was developed by modifying the Facebook Intensity Scale (FBI) (Ellison et al., 2007) in order to measure the use of online dating program intensity of an individual. The researcher's intended measurement of the intensity of an individual's use of Facebook paralleled the aim of the study, which was to evaluate the intensity of emerging adults' use of online dating programs. The FBI has a one-factor structure and included nine items on a 5-point Likert scale ranging from *strongly disagree* to *strongly agree* with a neutral *not applicable* option.

The objectives of Bloom and Taylor (2019) were to assess one's level of intensity use in online dating, their emotional connection to it, and how much online dating was a part of their daily lives. Initially, researchers changed the scale items to measure online dating activities in terms of quantity, frequency, and duration. However, they only kept three items related to attitudes about online dating. After all revisions, the researchers anticipated ten items on a 5-point Likert scale and a two-factor solution *(attitudes* and *intensity)* with a sample of emerging adults who presently use or have previously used online dating programs. Getting higher scores from the scale indicates higher online dating intensity use.

Even though the researchers anticipated a 10-item, two-factor structure, researcher faced some issues in the process of EFA as problematic cross-loading (e.g.< .2) and low communality values on multiple items. Therefore, they finalized 5-item and one-factor solution by making significant modifications to the scale, which indicated a better version of the ODI with strong internal consistency reliability and high factor loadings. The researchers reported the modified 5-item instrument with a one-factor solution reliability of 0.83. Finally, the ODI included items as *"Using online dating services is part of my everyday activity.", I feel out of touch when I haven't logged into my online dating account(s) for a week.", I would miss online dating if I had to suddenly stop using online dating services.", "On avarege, how many times per day do you log non to your online dating service?"* and *"On avarage, estimate how much time do you spend per day using online dating services (e.g., browsing, messaging, editing your profile)?"*

The present study aimed to adapt the ODI to the Turkish population. For this purpose, we first aimed to confirm the two-factor structure that Bloom and Taylor (2019) anticipated. Then, we aimed to reveal which structure was better by comparing the models (two-factor model vs. one-

factor model) with the Turkish sample. Therefore, it was hypothesized that a two-factor model would fit better in the Turkish population.

2.3. Translation Procedure of the Online Dating Intensity Scale (ODI) into Turkish

Firstly, items of the Online Dating Intensity Scale (ODI) (Bloom & Taylor, 2019) and Facebook Intensity Scale (FBI) (Ellison et al., 2007) were examined in detail by the researchers. To determine whether the items represented the Turkish sample or not, four bilingual social psychologists examined all scale items in terms of meaning and content.

Accordingly, since the experts evaluated the scale items in terms of online dating use in Turkey, they have confirmed that a similar structure exists in our culture. Therefore, it can be said that all the items in the ODI are valid in our culture. No items were added or removed in the new version of the scale. After that, the ODI was translated from English to Turkish by five different academic members who work in the Psychology Department. All experts were fluent in both Turkish and English. When translations were completed, researchers examined each item and compared it with the original one to consider whether the item was the same as the original in terms of meaning. After all these procedures, the Turkish version of the scale was back-translated to English for counter-translation by three different bilingual experts (see appendices). After the translation phase was completed, confirmatory factor analyses (CFA) and reliability and validity analyses were performed on the target sample.

2.4. Statistical Analysis

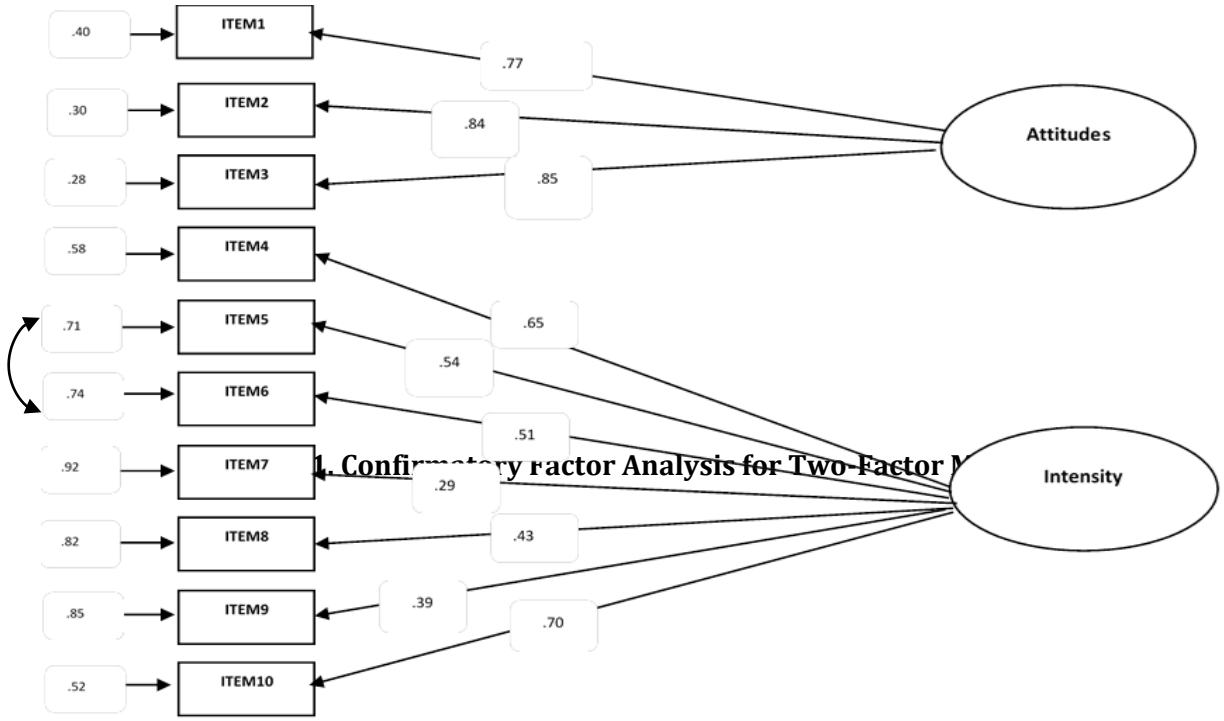
The Turkish adaptation study of ODI was carried out in two phases: (1) translation procedures and (2) reliability and validity analyses.

In the translation phase, the ODI scale was translated into Turkish by experts, and the counter-translation was done by bilingual academicians. After the translation procedure, we performed a descriptive analysis to prepare the data for reliability and validity analyses.

In the second phase, confirmatory factor analyses (CFAs) were performed to validate the factor structure of the Turkish version of the ODI. First, we tested the two-factor structure consisting of 10 items. After that, the original version of the ODI one-factor structure with five items (1., 2., 3., 5., and 6. items) (Bloom & Taylor, 2019) was tested.

As in the original scale, each participant completed items on a 5-point Likert scale, ranging from 1 strongly disagree to 5 strongly agree, to evaluate how often they use the online dating programs. All statistical analyses were conducted using the Statistical Package for Social Sciences (SPSS) 21 and the RStudio program.

Figure 1. Confirmatory Factor Analysis for Two-Factor Model



1. Confirmatory Factor Analysis for Two-Factor M

Table 2. Model Comparison of The ODI Scale

Model	x^2/sd	RMSEA	GFI	CFI	AGFI	NNFI
1.One-Factor Model	6.19	0.22	0.90	0.87	0.69	0.73
2.Two-Factor Model (*attitudes and intensity*)	1.53	0.07	0.92	0.95	0.86	0.93

Notes. **N=110; RMSEA= Root Mean Square Error of Approximation; GFI= Goodness of Fit Index CFI= Comparative Fit Index; AGFI= Adjusted Goodness of Fit Index; NFI= Normed Fit Index.**

3.1. Reliability Analysis

For the reliability evidence of the new scale, Cronbach's Alpha Coefficient and Composite Reliability (CR) were calculated. The internal reliability score of the ODI was found to be .92. Cronbach's alpha coefficient was calculated at .86 for attitudes and .72 for intensity. Similarly, composite reliability (CR) was quite high, with values of .86 for attitudes and .71 for intensity. The corrected item-total correlations were between .24 and .68. Cronbach's alpha coefficient and corrected item-total correlations of the new scale are presented in Table 3.

Table 3. Cronbach's Alpha Coefficient and Corrected Item-Total Correlations

Item	Cronbach's Alpha Coefficient	Corrected Item-Total Correlations
Attitudes	**0.86**	
Item1		**0.63**
Item2		**0.62**
Item3		**0.68**
Intensity	**0.72**	
Item4		**0.54**
Item5		**0.54**
Item6		**0.54**
Item7		**0.24**
Item8		**0.38**
Item9		**0.35**
Item10		**0.43**

3. DISCUSSION AND CONCLUSION

As literature research on instrument adaptability was considered, a methodical and step-by-step approach was established to measure the validity and reliability of the questionnaire. In our adaptation study, the procedure, validity, and reliability of The Online Dating Intensity Scale (ODI) in the Turkish language were examined among individuals who are currently using online dating programs or have used them in the past.

In the current study, the ODI form is translated into Turkish by experts. All items on the scale are compared to the original form (English) to execute faithful translations considering item meaning, and the counter-translation is performed by other bilingual fluent experts. Thus, it was ensured that the Turkish sample was properly reflected. After the translation stage was complete, the construct validity and component structure of the ODI were tested using Confirmatory Factor Analyses (CFA).

The original study by Bloom and Taylor (2019) developed the ODI by recasting the Facebook Intensity Scale (FBI). They developed the ODI instrument by using psychometric features of the FBI (Ellison et al., 2007). At the beginning of the research, Bloom and Taylor (2019) anticipated and hypothesized to find a similar factor structure as the FBI. However, EFA findings pointed out a more robust and functional instrument if only 5-items are used in the scale. Therefore, data driven from the ODI indicated that a 5-item instrument with a one-factor solution gives better factor loadings and good internal consistency for reliability (Bloom & Taylor, 2019). Therefore, we tested both models (one-factor vs. two-factor) to determine which model has the best fit indices in the Turkish version of the scale.

The first CFA results yielded that the Turkish adjustment of the ODI has quite a high level of fit indices for the two-dimensional structure with 10-items. Thus, it implied sound psychometric properties based on data driven by our population. The Turkish version included 10-items on a 5-point Likert scale and two-factor solutions named "Attitudes" and "Intensity". Aligning with this data, all 10-items were significantly included, just as in the original form. On the other hand, Bloom and Taylor (2019) found a 5-item version of the instrument was also statistically

significant with a one-factor solution. So, we also tested this model with our data. In contrast to the findings of the original study, the second CFA outcomes indicated that a one-factor structure of 5-items fit our data poorly. So as to compare the strength of the CFA across both structures with our sample, the best fit was obtained from the two-factor structure with 10-items. Accordingly, the two-factor structure allows online dating intensity to be evaluated in a multi-factor structure (attitudes and intensity) among online dating users. Therefore, we recommend that future researchers utilize the two-factor model.

Literature on the threshold of an adequate Cronbach's alpha coefficient for research scales reached a consensus that 0.70 points and above are sufficient. (Leemann et al., 2021; Şencan, 2005). Similarly, Hair et al. (1998) stated a composite reliability value of 0.70 is acceptable. In our study, reliability tests illustrated convincing results. The Cronbach's alpha coefficient accounted for a 0.92 internal reliability score that represents a robust outcome, and composite reliability (CR) is regarded as 0.86. In fact, the attitudes and intensity sub-dimensions of Cronbach's alpha coefficient results pointed to high values, as did the item-total correlations, which were fair enough.

It is inevitable to say that this study has a few limitations. Firstly, more research should seek to understand whether ODI findings should be evaluated differently based on the sex and age of the users, so more sex/age-balanced and larger-sample sizes are required to strengthen the psychometric proof of the reliability of the Turkish adaptation of the ODI. Also, the possibility of a gender discrepancy should have been taken into consideration to identify the ODI. Therefore, additional socio-demographic data are required to portray the variance among participants. It is assumed that the lack of criteria for the validity of the ODI is a drawback. Although the current research provides evidence of the good psychometric properties of the customized Turkish ODI, it may be useful to increase the evidence for the validity of the new version of the ODI in the prospected research. It would be a good idea for future researchers to explore the psychometric properties of the ODI with different groups of people, including more diversity in gender, race, ethnicity, and sexual orientation. In other words, future studies should examine how gender identity and expression affect online dating behavior when combined with other variables, including age, ethnicity, sexual orientation, and personality.

Most of the research generally uses self-report techniques from questionnaires or interviews, which might be skewed by social desirability bias or recall bias. To evaluate users' real behavior and outcomes on online dating experiences, more observational or experimental methods are required. Also, most of the research employs cross-sectional or correlational designs, which may not prove that certain variables have causal links with one another. That's why, more longitudinal or quasi-experimental designs are required to examine the long-term impacts of online dating on users' gender attitudes, beliefs, and actions. Most studies take a Western-centric stance, which might not accurately reflect the cultural diversity and regional specificity of online dating habits all around the world. To examine how online dating differs in various locations, nations, and cultures, additional comparative or cross-cultural study is required. Lastly, it should be noted that, as in the original study, our sample composed of participants who frequently used Tinder for online dating. Therefore, we recommend that our findings be interpreted with caution.

Hereby, the proportion of dating styles is changing, and the use of online dating platforms is escalating. To establish the severity of online dating intensity, valid and reliable measurements that are also based on a theoretical basis are necessary. Even though online dating is rapidly

becoming prevalent all over the world, these assessments should have linguistic congruence as well as construct-discriminant validity. With this study, the ODI was adapted to the Turkish sample and our findings indicate the Turkish version of the ODI has high reliability and validity evidence and is compatible with its psychometric fit and theoretical model.

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Funding: No financial support has been received from any institution or organization for this study.

Competing Interests: The authors have no relevant financial or non-financial interests to disclose.

Ethical Consideration: The ethical permission was obtained from Social and Human Sciences Research Ethics Committee of Mersin University. Written informed consent was obtained from the participants.

Contribution Rate: The contribution rate in writing and editing processes of the article is equal.

APPENDICES

Çevrimiçi Flört Yoğunluğu Ölçeği (ÇFYÖ)

Çevrimiçi flört; potansiyel bir romantik partner ile bir web sitesi veya telefon uygulaması aracılığıyla randevulaşma, cinsel yakınlaşma veya uzun süreli bir ilişki amacıyla tanışmak olarak tanımlanmaktadır.

Talimatlar: Eğer şu anda bir flört uygulaması kullanıyorsanız, **ortalama bir hafta** içinde çevrimiçi flört hesap(lar)ınızı genel olarak nasıl kullandığınızı düşünün. Şu anda bir çevrimiçi flört uygulaması **KULLANMIYORSANIZ**, kullandığınız dönemde **ortalama bir hafta** içerisindeki genel kullanımınızla ilgili aşağıdaki maddeleri yanıtlayınız.

Lütfen, ilk üç maddeyi aşağıdaki gibi değerlendiriniz.
1 = Kesinlikle Katılmıyorum
2 = Katılmıyorum
3 = Ne Katılıyorum Ne Katılmıyorum (Kararsızım)
4 = Katılıyorum
5 = Kesinlikle Katılıyorum

		Kesinlikle Katılmıyorum	**Katılmıyorum**	**Ne Katılıyorum Ne Katılmıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
1	Çevrimiçi flört uygulamalarını kullanmak günlük aktivitelerimin bir parçasıdır.	1	2	3	4	5
2	Çevrimiçi flört hesabıma bir hafta boyunca giriş yapmadığımda iletişimsiz kalmış hissederim.	1	2	3	4	5
3	Çevrimiçi flört uygulamalarını kullanmayı aniden bırakmak zorunda kalsaydım, çevrimiçi flört etmeyi özlerdim.	1	2	3	4	5

Lütfen çevrimiçi flört uygulamalarındaki kullanımınızı daha önce veya şuandaki en iyi tanımlayan seçeneği işaretleyiniz…

4) Ne kadar süredir çevrimiçi flört uygulamalarını kullanıyorsunuz?
□ 1 aydan daha az
□ 1-3 ay arası
□ 3-6 ay arası
□ 6-9 ay arası
□ 9 ay veya daha fazla

5) Günde ortalama kaç defa çevrimiçi flört uygulamasına giriş yaparsınız?
 Günde 1 defa veya daha az
 Günde 2 defa
 Günde 3 defa
 Günde 4 defa
 Günde 5 veya daha fazla

6) Çevrimiçi flört uygulamalarında günde ortalama ne kadar zaman harcadığınızı belirtiniz. (ör. gezinme, mesajlaşma, profilinizi düzenleme)
 Günde 0,5 saatten az
 günde 0,5-1 saat
 Günde 1-1,5 saat
 Günde 1,5-2 saat
 Günde 2 saatten fazla

7) Çevrimiçi flört uygulamasında profilinizi ne sıklıkla düzenlersiniz?
 Ayda 1 defa veya daha az
 Ayda 2-3 defa
 Ayda 3-4 defa
 Ayda 4-5 defa
 Ayda 6 veya daha fazla

8) Bir hafta içinde birbirinden farklı potansiyel flörtlere ortalama kaç mesaj (ör. beğeni, göz kırpma gibi) ya da etkileşim isteği gönderirsiniz? (yanıtlı veya yanıtsız)
 Haftada 10'dan az mesaj veya etkileşim
 Haftada 11-20 arası mesaj veya etkileşim
 Haftada 21-30 arası mesaj veya etkileşim
 Haftada 31-40 arası mesaj veya etkileşim
 Haftada 41 veya daha fazla mesaj veya etkileşim

9) Çevrimiçi olarak flört ederken ortalama kaç farklı kişiyle iletişim kurarsınız? (örneğin; mesajlaşma, e-posta gönderme, cep telefonu yoluyla mesajlaşma ve telefon veya görüntülü sohbet yoluyla konuşma)
 5 veya daha az
 6-10
 11-15
 16-20
 21 veya daha fazla

10) Çevrimiçi flört servislerini veya uygulamalarını kullandığınızdan beri toplamda kaç kişiyle çevrimiçi olarak tanışıp, yüz yüze görüştünüz?
 5 veya daha az
 6-10
 11-15
 16-20
 21 veya daha fazla